**ITAPP Final Report**

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**Introduction**

We are a part of Shopee’s UX/UE Design team, and we were tasked to add additional features to our website interface to provide a better user experience and overall service to our online customers. This ensures we retain as many customers as possible and to make sure we don’t lose them to other competitors such as Lazada, Shopify, Amazon, etc. By addressing their needs and concerns we can satisfy their desires which shows that we care about our customer base allowing them to be loyal to ask and choose us as their preferred e-commerce platform to Shop and continue to do business with us and hopefully recommend others to use our platforms as well.

**Businesses Need/Objectives**

Over the years customers have been complaining about overwhelming options, smart shopping, the lack of personalisation in products, and lack of an immersive user experience. In Shopee there is an overwhelming number of options to choose from as there are multiple sellers that may sell the exact same product but at different prices and quality. This can be hard for users to navigate throughout the website if they are searching for a specific item with specific requirements. This causes users to have decision fatigue as they spend a lot of time comparing products based on Price, Quality, and reviews which can take up to a while. Another challenge Shopee’s customers face is Smart shopping as users do not know how to short smartly which makes them make rash and poor decisions as there is no feature in the app to teach them how to shop smart. And problem is that customers cannot find top picks for the users accurately as the platform cannot accurately gather user preferences that are tailored to their requirements due to the multiple duplicates. Lastly, there is a lack of immersive user experience, as online users can’t physically test or try on items online before buying which is a huge problem as users may feel unsure and may hesitate or regret purchasing their purchase. All of this in turns affects Shoppe reputation and revenue as customers may leave a bad review or ask for a refund which will cast a bad impression on new users and increase production cost for shipping products back.

**Method**

To resolve these issues, we have decided to add 4 features such as a Virtual shopping assistant to help navigate through the overwhelming number of options, an interactive game simulator to teach users to shop smartly, a personalisation quiz that provides tailored product recommendations, and a virtual try on a simulator to improve immersive user experience. The virtual shopping assistant helps users compare and filter out items that meet user requirements and gives product recommendations based on what the users have searched and what pairs well with what they have bought. The interactive game simulator teaches users to shop smartly by giving them different scenarios and allowing them to compare and choose which is the better deal. If they select the wrong item the game will teach them how to properly choose products and teach them not to make the same mistake. The personalisation shopping quiz asks users specific questions to nail down exactly what users are looking for and the requirements the item must have, once they are done with the quiz response will be sent to the virtual shopping assistant, and it will help filter out the products based on the user's response in the quiz. Lastly, the virtual try-on simulator, allows users to try on the different products online before making their decision. It helps simulate what the product will look like in real life as well as how it works. This helps reduce uncertainty and increases confidence in users' purchases as well as provides a fun personalized experience and enhances the online shopping experience.

**Results**

**Virtual Shopping Assistant**

**A screenshot of a computer

Description automatically generated**

This is a virtual Shopping Assistant that has a similar design to ChatGPT. Where the user can ask the bot to search up for specific products after they have done a personalisation quiz to help the bot figure out what exactly are the requirements the users are looking for. And if they don’t want to use the chatbot they can click on the GoHome button at the top right.

A screenshot of a product

Description automatically generated

For example, if the user searches for makeup products and have finish the quiz the bot will show a set of items with the description that best matches what the user was looking for.

A screenshot of a computer

Description automatically generated

And before checkout, the bot will suggest a few more products that will go well with what the user has purchased.

**Interactive game simulator**

**A screenshot of a computer

Description automatically generated**

In the game it will give u a budget and will give u a scenario where u have to compare products based on price & reviews. This games allows use to distinguish the difference between the real deal and a dupe allowing u to shop smartly and not get scammed.

**A screenshot of a cartoon character

Description automatically generated**

This game gives u many different scenarios and thoroughly goes through how to shop smartly.

**Personalised Shopping Quiz**

**A cartoon character with text

Description automatically generated**

The game will give you a set of questions based on what you were trying to search for using the virtual shopping assistant bot. These questions are specifically designed to help narrow down the options and identify what specifically the user is looking for.

**A group of beauty products

Description automatically generated**

Once done with the quiz it will give you some recommendations that best suit your answers and will send the answers to the virtual shopping assistant which will help find other products that pair well with what the quiz has recommended to upsell customers.

**Virtual Try-On simulator**

Lipstick:

**A cartoon of a child with long hair

AI-generated content may be incorrect.**

The virtual lipstick try-on simulator allows users to test the different shades of lipstick on the user's face to mimic how it will look like on the user in real life if bought. The simulator has a variety of options to choose from and allows users to see what shade of colour fits best allowing them to make better decisions. It has a feature that allows users of different genders to try on.

Skincare:

A screenshot of a cartoon

AI-generated content may be incorrect.

The virtual skincare try-on simulator allows users to test the different skincare product on the user's face to mimic how it will look like after 3 months of consistent usage on the user in real life if bought. The simulator has few options to choose from and allows users to see the results to help them make better decisions. It has a feature that allows users to see the before and after effect of using the skincare. It is also available to all genders.

Hair :

A screenshot of a video game

AI-generated content may be incorrect.

The virtual hair colour try-on simulator allows users to see how their hair will looking after dye-ing it if bought. The simulator offers the results for black and brown hair to better see results and allows users to see the results to help them make better decisions. It has a feature that allows users to see to both results on black and brown to give them a better imagination if the results on different hair colour and prevent them from misunderstanding that results are the same. It is also available to all genders .

**Discussion**

**Project Proposal**

A screenshot of a computer screen

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**A white paper with black text

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**What can be done better**

**Virtual Shopping Assistant**

One of the things that can be improved is that that chatbot should be able to filter out a variety of products e.g. electronics, toys, home decor, etc. And not just makeup products as Shopee’s sells a wide range of items and the chatbot should be able to accommodate to that and help customers navigate through the whole website instead of just a specific category. Another thing that it can be improved on is the chatbot should be more interactive with the user and not just rely on certain keywords to execute a command and if the users input a wrong value the chatbot should prompt or guess what the user is trying to search up.

**Interactive Game Simulator**

One thing that can be improved on is that after completing the game we should reward users for participating in the game. We can reward them by giving them e-vouchers that they can use to get discounts on their purchases this intern will help entice them to play the games more and making them more aware of how to spot dupes. Another thing that can be improved on is after the game there should be an option for users to ask questions to the bot to clarify any doubts they have about how to shop smartly and to minimise the risk of getting scammed.

**Personalised Shopping Quiz**

One thing that can be improved on is that the quiz should accommodate to a wider category of products instead of just make up as Shopee is a very diverse e-commerce platforms that have many products besides makeup items. Another thing that can be improved on is that after users take the quiz, they can ask users to do a short server so that we are able to identify what are customers' needs and desires so that we can recommend them some products to them in the future when they log into Shopee or before checkout.

**Virtual Try-On simulator**

One thing that can be improved on is that instead of just being able to try on lipstick, we should add a feature so that people are able to use the simulator to simulate other items such as eyelash, blush, mascara, etc. This allows users to try on a variety of products that will be able to pair well with lipstick allowing them to spend more money , bringing more revenue to shopee and happiness to users . Another thing that can be improved on again is that the simulator should accommodate to a wider category of products and not just makeup. The simulator can use to simulate how room decor will look like, how clothes and accessories look like on people, etc.

**References**

* **Google docs for links are accessible in GitHub**
* **Final project > References**

**Virtual Shopping Assistant**

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**A screenshot of a computer

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**Interactive Game Simulator**

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Description automatically generated**

**Personalization Shopping Quiz(including everyone common orange background image):**

**A screenshot of a computer

AI-generated content may be incorrect.**

**Virtual Try-on Simulator**

**A screenshot of a computer

AI-generated content may be incorrect.**