



IT Application Proposal

Group 3

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Our Chosen Company

Business:

- E-Commerce

Company:

- Shopee

Category:

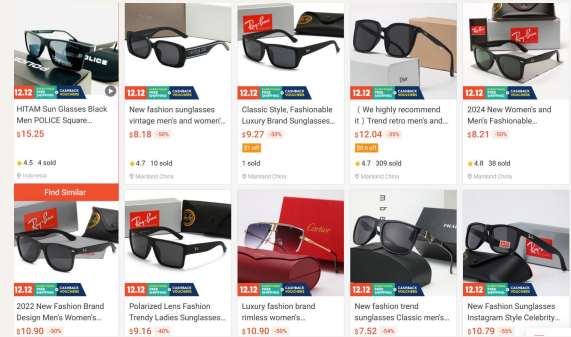
- Makeup & Fashion
-

Why We Chose This Company

- **Largest E-Commerce Businesses in Singapore**
 - **Lack of Immersive User Experience (UX)**
 - **Lack of Personalisation**
 - **Overwhelming Options**
-

Overwhelming Options

- In Shoppe there is an overwhelming number of options causing users to have decision fatigue
- It can also be hard for users to navigate through the website if they are searching for a specific time
- It takes users a lot of time to compare similar products based on Price, Quality, and Reviews



Solutions

Virtual Shopping Assistant

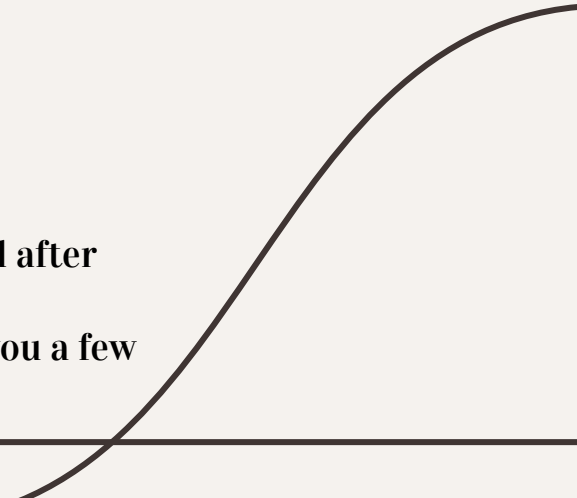
Purpose

- Help Users filter out specific items
- Give Recommendations to users
- Help Users Navigate throughout the website

Goal

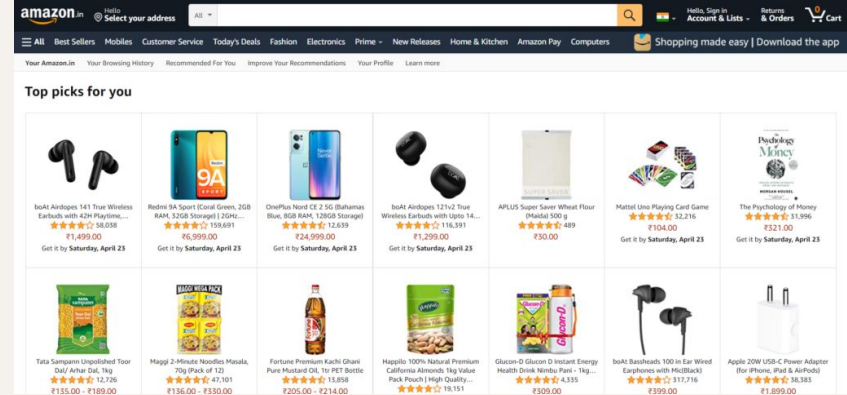
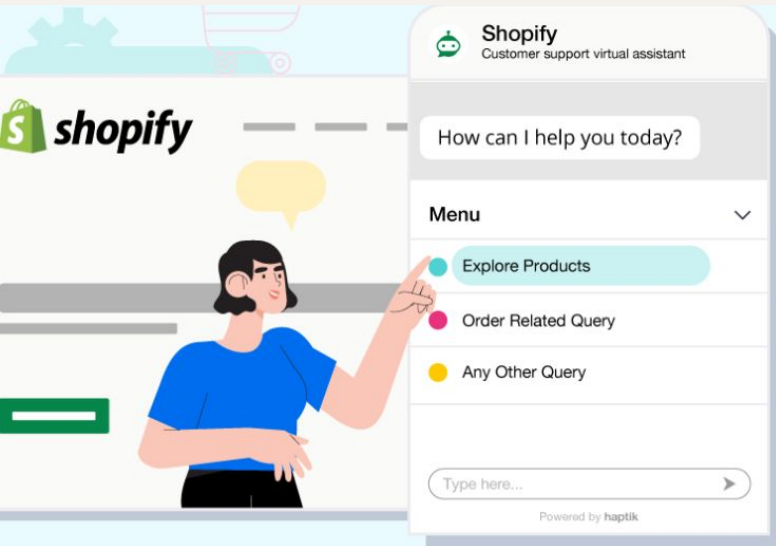
- Enhance User Experience and Easy navigation
- To make online shopping efficient and hassle free

Features

- Will show recommended items when you enter the app and after checkout
 - When you ask the bot to search for something it will give you a few recommendations based on your specification
- 

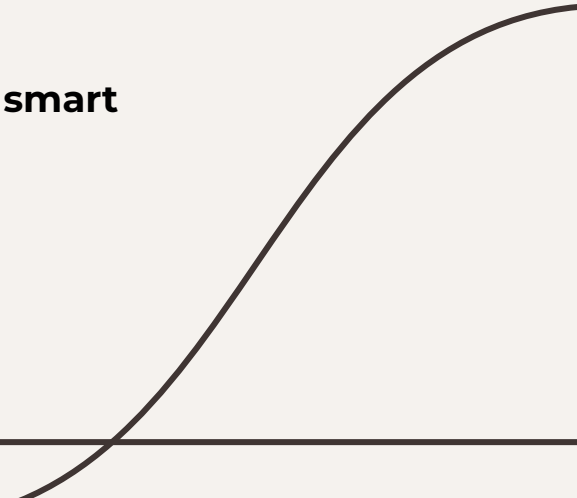
Examples of Virtual Shopping Assistant

How the interactive Bot will look like



How the Recommendations will look like

Problem - Smart Shopping

- **Users do not know how to shop smartly**
 - **Leads to problems such as dissatisfaction and refunds**
 - **Shopee does not have a feature to teach how to shop smart**
- 

Solution - Smart Shopping

Game- Interactive simulator

Purpose

- Teaches users how to shop smart

Goal

- Apply what they have learnt going forward

Features

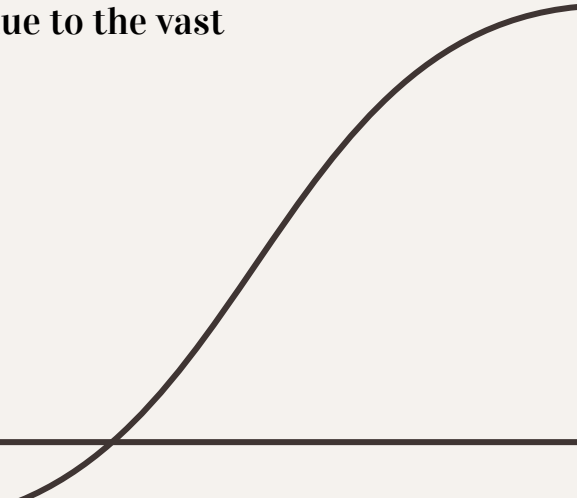
- Interactive experience
 - Rewards at the end that is being affected by user choice to simulate real life
- 

Examples of game

Foundation of game



Problem - personalised shopping quiz

- Shopee currently lacks of a personalized shopping quiz → cannot find top picks for the users accurately
 - the platform cannot effectively gather user preferences to offer tailored recommendations.
 - Users often struggle with the overwhelming amount of options due to the vast range of options available on Shopee.
- 

Problem - personalised shopping quiz

🌿 Powerful Soothing Care

- > SKIN1004's signature ingredient Madagascar Centella Asiatica Extract
- > High concentration of Madagascar's pure Centella Asiatica Extract provides strong calming care to tend sensitive skin and strengthen skin barriers
- > Retaining balanced water-oil ratio and brimming moisture
- > Healthy skin barrier protects sensitive skin from various external harms

🌿 EWG Green Single Ingredient

- > Focus on mild skin care

🌿 Madagascar Centella Asiatica

- > Centella Asiatica grown in clean nature of Madagascar

🌿 Ampoule for sensitive skin

- > Hypoallergenic and slightly acidic calming ampoule for safe use

🌿 Skin Barrier Strengthening

- > Moisturizing sensation with a refreshing balance of water and oil

🌿 Texture

- > Refreshing ampoule for hydration while locking in moisture
- > Clear watery texture, slightly tinted with a light brown color, allows fast absorption into the skin

🌿 Selected Raw Materials & Ingredients

- > [Madagascar Centella Asiatica]
- Grown in a clean climate, high quality Centella Asiatica to provide true soothing care
- > [No-Irritation Exfoliation]
- Mile peeling with PHA for sensitive skin
- > [Noncomedogenic Test Complete]
- Suitable Toner for sensitive skin, and even acne-prone skin
- > [pH of 5.5]
- Slightly acidic formula to match the pH balance of your skin

Why Green Tangerines?

Perfect natural ingredient with 10X more vitamin C than lemon to brighten and repair hyperpigmentation.



Rich Serum Texture

Gentle, yet effective formula for sensitive skin types by using organic fruit extract.



By Category

- ☐ Serum & Treatment (224k+)
- ☐ Moisturizer (175k+)
- ☐ Mask (125k+)
- ☐ Sun Care (85k+)
- ☐ Cleanser (55k+)
- ☐ Eye Care (53k+)
- ☐ Lip Care (51k+)
- ☐ Toys, Kids & Babies (37k+)
- ☐ Toners & Mists (36k+)
- ☐ Exfoliators & Scrubs (25k+)
- ☐ Home & Living (17k+)
- ☐ Men's Grooming (17k+)

Solutions- personalized shopping quiz

Personalized shopping quiz

Purpose

- enhance the customer experience by understanding individual preferences and needs.
It aims to provide tailored product recommendations, improve decision-making, improves user engagement → more sales and customer loyalty.

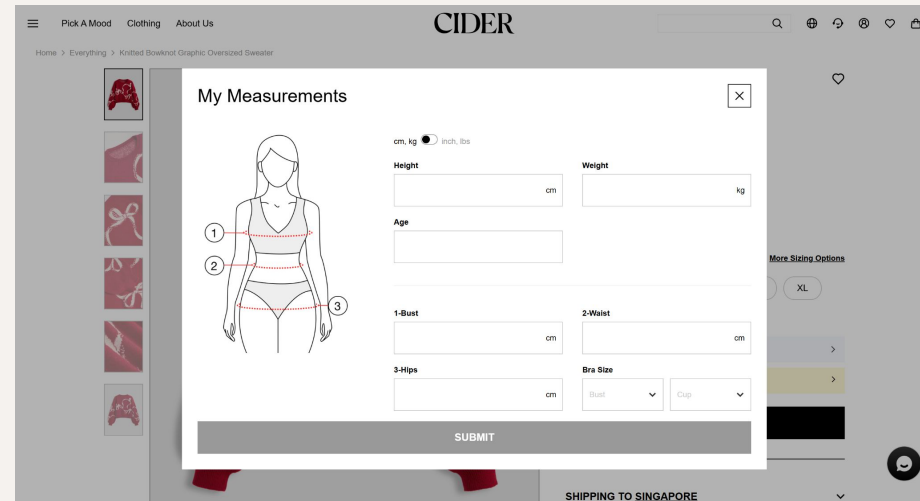
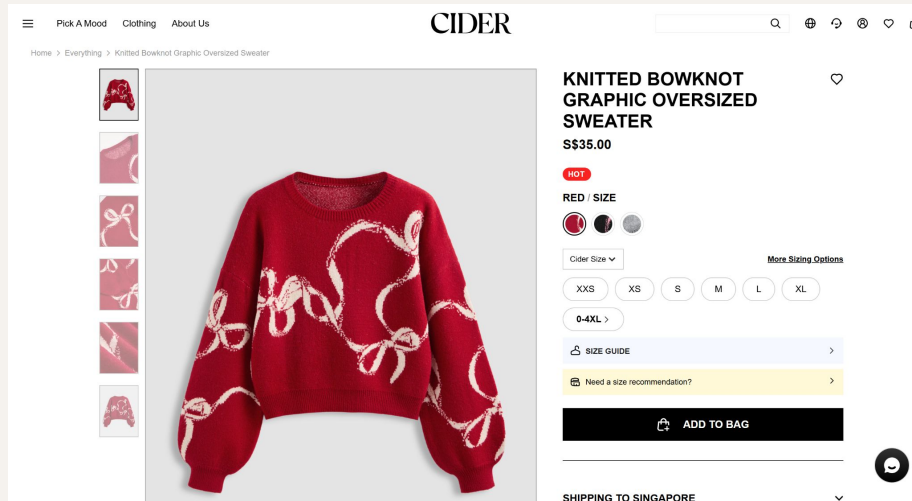
Goal

- Deliver relevant product suggestions that match customer preferences.
- Simplify the shopping process to encourage purchases.
- Create a memorable and interactive experience to promote repeat visits.

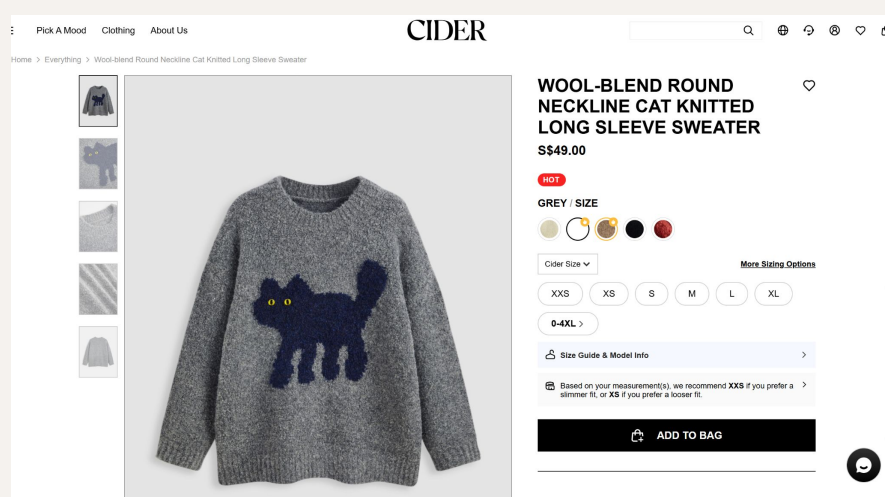
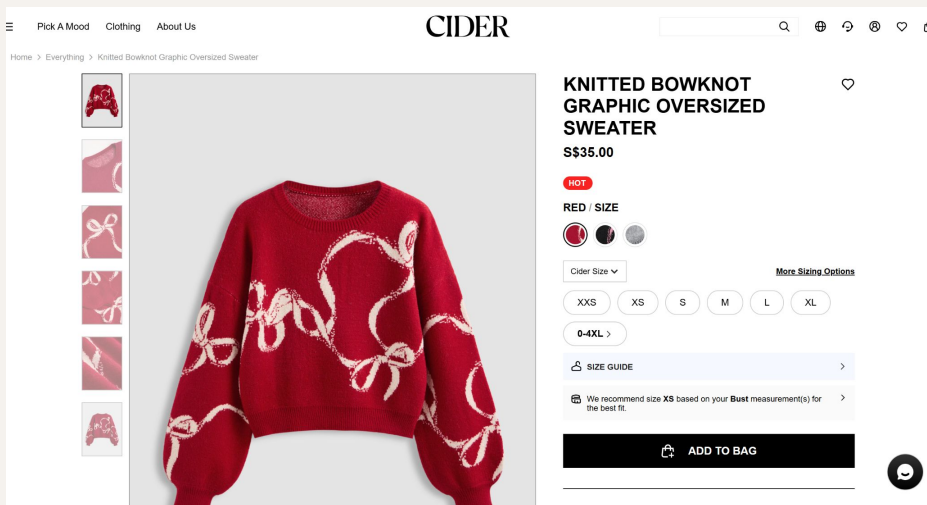
Features

- Focus on an easy-to-use and engaging design.
 - Provide instant recommendations based on answers.
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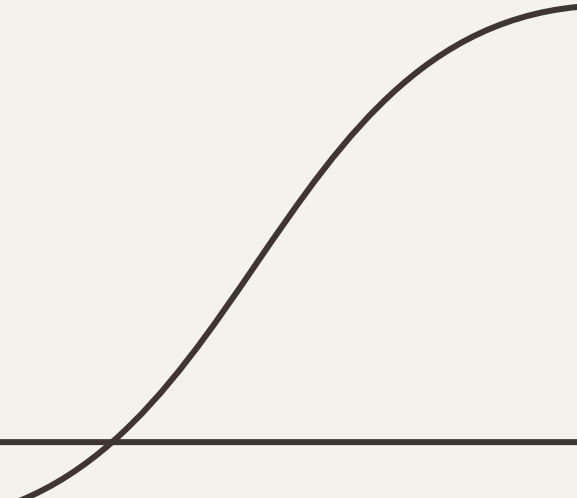
Examples of personalized shopping quiz



Examples of personalized shopping quiz



lack of immersive user experience

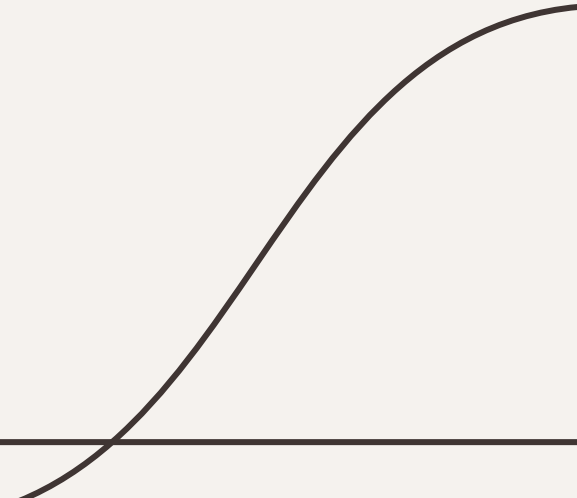
- Online shopping for beauty products on Shopee **lacks the in-store experience.**
 - Users **unable to physically test** makeup or skincare products before buying.
 - Users feel unsure and may regret purchases, leading to **bad reviews and refunds.**
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Solution - virtual try on simulation

Purpose:

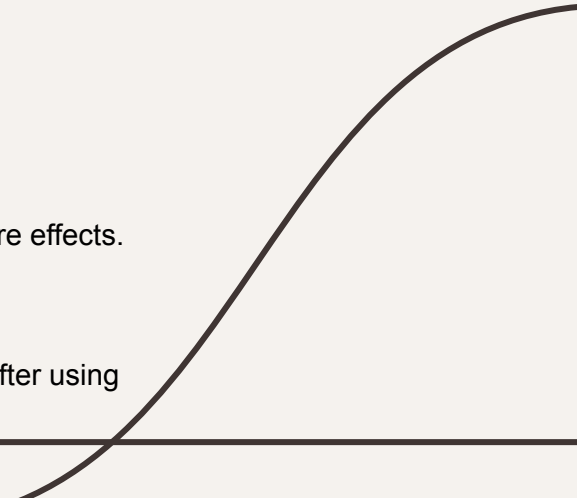
- Enhance the online shopping experience for beauty products
- Reduce uncertainty
- Increasing user confidence.
- Personalized Experience
- Confidence in Purchase
- Fun & Easy to Use
- User-Centered Design

Goal:

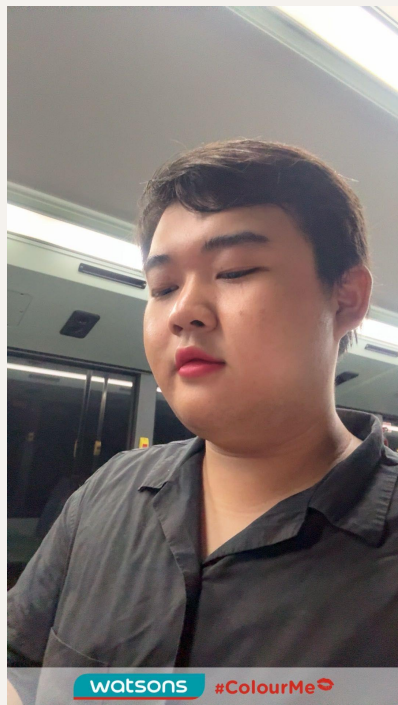
- Boost user confidence
 - Increase sales
 - Reduce return rate
 - Improve engagement
 - Differentiate Shopee
- 

Solutions - virtual try on simulation

Features:

- **Makeup Simulation:**
 - Users can apply lipstick and blush to their digital face.
 - They can choose different shades and see how the products would look.
 - **Skincare Simulation:**
 - Users can test skincare products on their virtual face.
 - They can see the potential effects, such as a brighter complexion.
 - **Zoom In/Out:**
 - Users can zoom in to get a close-up view of the makeup or skincare effects.
 - **Before/After Effect:**
 - The feature will show a visual comparison of the skin before and after using skincare products.
- 

Examples of virtual try on simulation



Summary

- We are designing an app to help Shopee improve its UI and UX
- By implementing this we hope to make online shopping more personalised, hassle free, and interactive with customers
- Which in turn will improve customer retention and give Shopee a competitive edge against competitors