

## Team : Galaxtars

Members: Jyoshika Barathimogan and Rishika Bimal Attodi

### Our choose problem statement

As Shopee Mall is an integral part of our business and to Shopee users, we are always committed to powering the next phase of growth for local brands and retailers and uplifting the Shopee Mall experience. In light of the increasing need to provide a streamlined and engaging online shopping experience for our users, propose an innovative solution(s) to attract more.

### Our research

#### Solution 1 : Leader Board Point system

Customers will be split based on region, such as Singapore, Malaysia and more. Point system for top 5 active member per region for writing top and relevant reviews can have 5 point awarded. Point system for top 30 shoppers for making most purchase can have 15 points awarded. Point will be tabulated per month. Top 10 people with most point will have high discount rate or nice offers while other top 40 loyal customer can have their usernames displayed in leader board too without prize. Top 10 will get the offers via email at the end of each month.

Discounts and offers are indeed a key to customer's heart. However, we need to acknowledge those who fits the recency, frequency, and monetary value of any data analytics. Those who fits the RFM are known as repeat customers (loyal). Encouraging the most active and loyal customers is what this solution is all about. As this will boost company's profit, the statistical evidence is shown in figure 1 below, indicating benefits. A loyal customer is considered more significant than a satisfied one. There are more emphasis in attracting new customers, but a via loyal customers, the chances of losing them due to any circumstances will be lower and can be a brand advocate for the new customers as well, which means marketing can be done by them too, saving cost from customer acquisition. Do check out the links in speaker notes to support this point.

The inspiration is from two sources, HPB fitness tracker (National Steps Challenge™) and Subway surfs game leader board system. HPB fitness tracker, keeps track of the number of steps a person has walker or the time taken by the person to exercise, the more the steps are or the higher the duration taken respectively, they leader board will be updated accordingly. Just like this, for Shopee scenario we can use data analytics to capture those who make most purchases, actively write reviews to be captured in leader board as they win attractive prizes.

#### Solution 2 : Walkthrough Game

Walkthrough storyline where users can play and select in the game itself and directly add to cart to purchase. many genres will be selected such as thriller, horror, crime, romance, fantasy and more. e items, they can be led to an exclusive ending. one choice can be default where user don't need to purchase the item while the other two items can be where users will be displayed with multiple Shopee items, and if they like it on the spot, they can choose it. The products can be from any categories, including groceries, outfits and more. this is just a brief-through description, prototype will give an in-depth view of this idea. after the whole game, which can contain many episodes, they can have 5-dollar e-voucher if they get the best endings. one story can only be played once, to prevent money loss for company. also, one ending is only obtained to those who make in-game purchase while 2nd ending is offered for best ending with discount prize while 3<sup>rd</sup> ending will lead to

nothing. Interactivity is something users would love. The idea is a marketing strategy, where users can find out more about the product while having fun. Attracts those who love stories and games. Sometimes, users can pounce upon items they do not know about or thought of purchasing while being in the game. They might be interested in those products and might be compelled to buy more, moreover they would be interested to get an exclusive ending for the story! The inspiration is from Episode choose your story game which has over 100M downloads. I have seen how people would make in-app purchases as well as spend several diamonds(which is a point system for choices to get cool endings). This idea inspired me to have a Shopee's version but with a little twist.

### Solution 3 : Navigation Bar

Navigation bar at the top left-hand corner. Exactly below the Shopee logo on desktop view. While for mobile view, swipe right will bring out the list of categories. It is noticeable that Shopee does not have a navigation bar unlike its competitor Lazada. Hence having a clearly defined navigating bar will allow customer to effortlessly go through the process of viewing and purchasing product. Moreover, with clear and concise categories it will allow customer to rapidly and easily access information about the products available. With strategic positioning of navbar, creates a very clean and uncluttered appearance. Overall, it will defiantly improve customer experience with the application, and this will attract new customers and higher purchase rates.

### Solution 4 : Dark mode

Dark Mode for Shopee for both mobile and desktop application. This will directly tie in with mobile feature. User can choose their preferred mode by changing in the settings for both desktop and mobile. Having dark mode makes it easier to stay focus and reduce eye strain at night. Moreover, the contents do stand out while darkened controls recedes into the background. It is very benefitable when comes to purchasing products during mid-night sales and customer will be more comfortable to shop with dark mode on. With this design functionally has proven popular with many users, Shopee can use leverage on the use of dark mode to attract more customers.

## Product Specification

### Solution 1 : Leader Board Point system

By using Shopee database, we will gather customer details such as the region they are from, name, also gather amount spend under payment details and filter the people who constantly have more likes for their feedbacks that were considered relevant. Then we will use necessary code since Shopee use MYSQL and TiDB, to retrieve the top customers and display them in a scoreboard while separating top spenders and reviewers into two sections with a filter system for regions too. A great example of this layout is in the subway surfers game leader board.

### Solution 2 : Walkthrough Game

Photoshop and illustrator used for characters. With animations for character movements and interactions. Followed by options just like one we see in MCQ. In three options, two of them are for purchasing items and the last would-be default. There are many interactive game software's we can use with programming such as c#, html, CSS and JS. Most importantly getting new storylines to regularly update new stories to entice readers.

### Solution 3 : Navigation Bar

A navigation bar for all the categories for Shopee placed under the Shopee logo for desktop view. It contains all the categories grouped, hence displays it is a more categorical way for the customer to easily navigate. For the mobile application, when the customer swipe right, it opens up a vertical list

of categories. User can choose their category and it is automatically bringing them back to the home page with their resulted filtered.

#### Solution 4 : Dark mode

To enable the dark mode, users first have to navigate to the “Me” page, where there will be a setting icon on the top right-hand corner. When directed to “Account Setting” page, under setting, there will be a new feature called “Display”. There will be option for the user to choose their mode. If dark mode is enabled on user mobile, Shopee application will automatically enable dark mode with a pop-up saying “Shopee have enabled dark mode”.

### Business case model

#### Solution 1 : Leader Board Point system

Encourage Loyal customers to continue using Shopee as they promote it to newer customers. New customers will also be motivated to enter leader board due to attractive prices, which makes them spend more and be more active. New code has to be added into the application to show which links to the database. Implementation can be a concern even if it is feasible but need to know how to link with database. Whether the prices offered are attractive to the customers. Retain old customers and also attract more customer participation

#### Solution 2 : Walkthrough Game

More customer interactivity. Able to recommend and market products like groceries which is quite hard to promote. New code and software need to integrate. However, it takes an extremely long time to implement, requires a large team and budget concerns can arise. Will attract people, new form of marketing, people can enjoy as they view product, increasing the chances of buying. It's a fresh and unique idea that is not present in other competitors.

#### Solution 3 : Navigation Bar

Customer can easily navigate through the various number of products. Also, customer can see a variety of option that might expend their purchase. Having a positive customer experience, more people will be inclined to use and purchase products from Shopee. New code has to be added into the application to show the navbar. However, If it is not arranged properly, it might over crowd the website. Or the font is too small for the customer to read. This can be avoided by proper designing

#### Solution 4 : Dark mode

Since, it reduces eye strain and increases focus, customer can spend more time browsing, hence increasing the chances of high purchases. Having a positive customer experience, more people will be inclined to use and purchase products from Shopee. Dark mode images brightness and contract should be reduced and implement dark mode typography. Moreover, the use of dark mode icons is needed. Overall, a lot more coding is needed to launch dark mode for both mobile and desktop. However, A lot of time and resources are needed to successfully launch dark mode in both mobile and desktop.

The slides have more concise description with design mock-up and animated prototype.

# SHOPEE PROJECT PROPOSAL

---

Jyoshika Barathimogan | Rishika Bimal Attodi

# TABLE OF CONTENTS

---

**01**

**PROBLEM DEFINITION**

**02**

**OUR RESEARCH**

**03**

**PRODUCT  
SPECIFICATION**

**04**

**BUSINESS CASE  
MODEL**

**05**

**DESIGN MOCK-UPS**

**06**

**PROTOTYPE**



01

# PROBLEM DEFINITION



# PROBLEM DEFINITION

---

As Shopee Mall is an integral part of our business and to  
Shopee users, we are  
always committed to powering the next phase of growth for  
local brands and retailers,  
and uplifting the Shopee Mall experience. In light of the  
increasing need to provide a  
streamlined and engaging online shopping experience for our  
users, propose an  
innovative solution(s) to attract more  
users to Shopee Mall.



02

**OUR  
RESEARCH**

---



# SOLUTION I: LEADER BOARD POINT SYSTEM

Split the customer based on region, such as Singapore, Malaysia and more.

Point system for top 5 active member per region for writing top and relevant reviews can have 5 point awarded.

Point system for top 30 shoppers for making most purchase can have 15 points awarded.

Point will be tabulated per month.

Top 10 people with most point will have high discount rate or nice offers while other top 40 loyal customer can have their usernames displayed in leader board too without prize.

Top 10 will get the offers via email at the end of each month.

## Solution 1: Leaderboard system

WHY?

- Discounts and offers are indeed a key to customer's heart. However, we need to acknowledge those who fits the recency, frequency and monetary value of any data analytics. Those who fits the RFM are known as repeat customers (loyal)
- Encouraging the most active and loyal customers is what this solution is all about. As this will boost company's profit, the statistical evidence is shown in figure 1 below, indicating benefits.
- A loyal customer is considered more significant that a satisfied one. There are more emphasis in attracting new customers, but a via loyal customers, the chances of losing them due to any circumstances will be lower and can be a brand advocate for the new customers as well, which means marketing can be done by them too, saving cost from customer acquisition. Do check out the links in speaker notes to support this point.

**Loyal customers return to brands and spend 31% more than new customers.** 46% of loyal customers are likely to keep purchasing from a brand after a negative experience. Even a 5% increase in customer retention results in a 25% increase in profit. 24 Oct 2019

[https://emarsys.com/learn/blog/what-is-customer-loy...](https://emarsys.com/learn/blog/what-is-customer-loyalty)

The Importance of Customer Loyalty [+5 Benefits] - Emarsys

About featured snippets • Feedback

Figure 1

# SOLUTION I: INSPIRATION

- The inspiration is from two sources.
  - - HPB fitness tracker (National Steps Challenge™)
  - - Subway surfs game leader board system
- HPB fitness tracker, keeps track of the number of steps a person has walker or the time taken by the person to exercise, the more the steps are or the higher the duration taken respectively, they leader board will be updated accordingly. Just like this, for Shopee scenario we can use data analytics to capture those who make most purchases, actively write reviews to be captured in leader board as they win attractive prizes.

## SOLUTION 2: WALKTHROUGH GAME

---

Walkthrough storyline where users can play and select in the game itself and directly add to cart to purchase. many genres will be selected such as thriller, horror, crime, romance, fantasy and more.

Interesting interactive storyline with 2 to 3 endings depending on the choice users make. if users purchase items, they can be led to an exclusive ending. one choice can be default where user don't need to purchase the item while the other two items can be where users will be displayed with multiple Shopee items, and if they like it on the spot, they can choose it.

The products can be from any categories, including groceries, outfits and more. this is just a brief-through description, prototype will give an in-depth view of this idea. after the whole game, which can contain many episodes, they can have 5-dollar e-voucher if they get the best endings. one story can only be played once, to prevent money loss for company. also, one ending is only obtained to those who make in-game purchase while 2nd ending is offered for best ending with discount prize while 3<sup>rd</sup> ending will lead to nothing.

## **Solution 2: walkthrough game**

**WHY?**

- Interactivity is something users would love. The idea is a marketing strategy, where users can find out more about the product while having fun. Attracts those who love stories and games. Sometimes, users can pounce upon items they do not know about or thought of purchasing while being in the game. They might be interested in those products and might be compelled to buy more, moreover they would be interested to get an exclusive ending for the story!

## SOLUTION 2: INSPIRATION

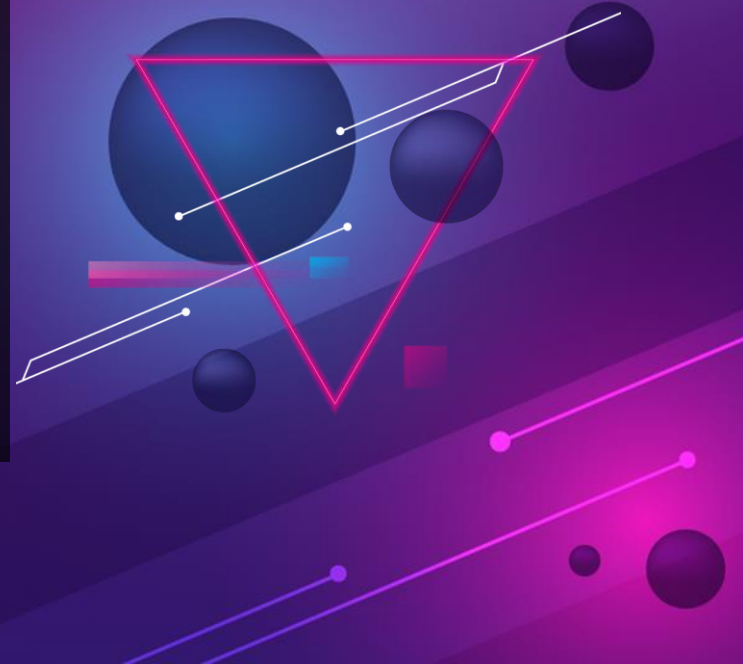
- Episode choose your story game which has over 100M downloads. I have seen how people would make in-app purchases as well as spend several diamonds(which is a point system for choices to get cool endings). This idea inspired me to have a shopee's version but with a little twist.

## SOLUTION 3: NAVIGATION BAR

### Idea

Navigation bar at the top left-hand corner.  
Exactly below the Shopee logo on desktop view.

While for mobile view, swipe right will bring out  
the list of categories





# NAVIGATION BAR

it is noticeable that Shopee does not have a navigation bar unlike its competitor Lazada. Hence having a clearly defined navigation bar will allow customers to effortlessly go through the process of viewing and purchasing products.

Moreover, with clear and concise categories, it will allow customers to rapidly and easily access information about the products available.

With strategic positioning of the navbar, it creates a very clean and uncluttered appearance.

Overall, it will definitely improve customer experience with the application, and this will attract new customers and higher purchase rates.



# SOLUTION 4: DARK MODE

## Idea

Dark Mode for Shopee for both mobile and desktop application.

This will directly tie in with mobile feature.

User can choose their preferred mode by changing in the settings for both desktop and mobile.

# DARK MODE

Having dark mode make sit easier to stay focus and reduce eye strain at night.

Moreover, the contents do stand out while darkened controls recedes into the background.

It is very benefitable when comes to purchasing products during mid-night sales and customer will be more comfortable to shop with dark mode on.

With this design functionally has proven popular with many users, Shopee can use leverage on the use of dark mode to attract more customers



03

# PRODUCT SPECIFICATION



# PRODUCT SUMMARY: SOLUTION I

By using shopee database, we will gather customer details such as the region they are from, name, also gather amount spend under payment details and filter the people who constantly have more likes for their feedbacks that were considered relevant. Then we will use necessary code since shopee use MYSQL and TiDB, to retrieve the top customers and display them in a scoreboard while separating top spenders and reviewers into two sections with a filter system for regions too. A great example of this layout is in the subway surfers game leader board.

## PRODUCT SUMMARY: SOLUTION 2

---

Photoshop and illustrator used for characters. With animations for character movements and interactions. Followed by options just like one we see in MCQ. In three options, two of them are for purchasing items and the last would be default. There are many interactive game software's we can use with programming such as c#, html, CSS and js. Most importantly getting new storylines to regularly update new stories to entice readers.

## PRODUCT SUMMARY: SOLUTION 3

A navigation bar for all the categories for Shopee placed under the Shopee logo for desktop view. It contains all the categories grouped, hence displays it is a more categorial way for the customer to easily navigate.

For the mobile application, when the customer swipe right, it opens up a vertical list of category. User can choose their category and it is automatically brings them back to the home page with their resulted filtered.



## PRODUCT SUMMARY: SOLUTION 4

---

To enable the dark mode, users first have to navigate to the “Me” page, where there will be a setting icon on the top right hand corner. When directed to “Account Setting” page, under setting, there will be a new feature called “Display”. There will be option for the user to choose their mode.

If dark mode is enabled on user mobile, Shopee application will automatically enable dark mode with a pop-up saying “Shopee have enabled dark mode”



**04**

# **BUSINESS CASE MODEL**





# SOLUTION I : LEADERBOARD

## ADVANTAGES

Encourage Loyal customers to continue using shopee as they promote it to newer customers. New customers will also be motivated to enter leaderboard due to attractive prices, which makes them spend more and be more active.

## DISADVANTAGE

Implementation can be a concern even if it is feasible but need to know how to link with database. Whether the prices offered are attractive to the customers.

## RESOURCES

New code have to be added into the application to show which links to the database

## BENEFITS

Retain old customers and also attract more customer participation

# SOLUTION 2 : WALKTHROUGH GAME

## ADVANTAGES

More customer interactivity. Able to recommend and market products like groceries which is quite hard to promote.

## DISADVANTAGE

Takes an extremely long time to implement, requires a large team, budget concerns can arise.

## BENEFITS

Will attract people, new form of marketing, people can enjoy as they view product, increasing the chances of buying. It's a fresh and unique idea that is not present in other competitors.

## BENEFITS

New code and software needs to be integrated

## SOLUTION 3 : NAVBAR

### ADVANTAGES

Customer can easily navigate through the various number of products. Also customer can see a variety of option that might expend their purchase

### DISADVANTAGE

If it is not arranged properly, it might over crowd the website. Or the font is to small for the customer to read. This can be avoided by proper designing

### RESOURCES

New code have to be added into the application to show the navbar.

### BENEFITS

Having a positive customer experience, more people will be inclined to use and purchase products from Shopee

# SOLUTION 4: DARK MODE

## ADVANTAGES

Since, it reduces eye strain and increases focus, customer can spend more time browsing, hence increasing the chances of high purchases.

## RESOURCES

Dark mode images brightness and contract should be reduced and implement dark mode typography. Moreover, the use of dark mode icons is needed. Overall, a lot more coding is needed to launch dark mode for both mobile and desktop.

## DISADVANTAGE

A lot of time and resources are needed to successful launch dark mode in both mobile and desktop.

## BENEFITS

Having a positive customer experience, more people will be inclined to use and purchase products from Shopee



05

**DESIGN  
MOCK-UPS**

---

# LEADERBOARD

---









# LEADER BOARD

 Singapore ▼

## LOYAL LEADERS




- |    |   |                |   |      |
|----|---|----------------|---|------|
| 1. |  | Melvin Tan Xin |  | 1500 |
| 2. |  | Kelsey123      |  | 1000 |
| 3. |  | MaiaXxX        |  | 950  |

[Click to view 47 more](#)

## ACTIVE LEADERS



- |    |  |         |  |      |
|----|--|---------|--|------|
| 1. |   | Cassie  |   | 1000 |
| 2. |  | Aaron.g |  | 950  |

Can filter all regions, with “all” being default.  
Each region per two sections “Loyal Leaders” and “Active Leaders” can have 50 winners. If someone were to attain both, they can get the “Supreme Leader” title. Loyal leaders is for those who spend a lot. While active leaders are those who have well-liked reviews. The leader board will be updated every month

## Top 10 Loyal Leaders of Shopee Inbox x



**Taarika B**

Taarikb@gmail.com

21:04 (0 minutes ago) ☆

to me ▾

Dear Taarika,

Congratulations for being the top 10 loyal leaders of shopee! You have been awarded with a 25 dollar voucher!

Regards,  
Shopee Team



↩ Reply

➡ Forward

Top winners will get an email from Shopee. The prize will be given into their account



# WALKTHROUGH GAME

The background is a vibrant, abstract composition. It features a gradient from deep purple at the top to bright magenta at the bottom. Scattered throughout are various geometric elements: solid circles of different sizes, some with a slight glow; thin, light-colored lines that zigzag or radiate across the frame; and larger, darker, semi-transparent shapes that resemble stylized architectural elements or celestial bodies. A bright blue light source is visible in the upper left quadrant, casting a soft glow. The overall aesthetic is modern, digital, and energetic.



# SHOPEESTORIES



## Genre



# NAVBAR



---

# DESIGN MOCK-UP: SOLUTION 3 - DESKTOP

Electronic Accessories	Beer, Wines & Spirits	Dog Food & Treat
Electronic Devices	Drinks	Cat Food & Treat
TV & Home Appliances	Food Staples & Cooking Ess...	Small Pet Food
Health & Beauty	Chocolate, Snacks & Sweets	Fish Food
Babies & Toys	Breakfast Cereals & Spreads	Bird Feed
Groceries & Pets	Pet Food	Reptile Food
Home & Lifestyle	Pet Accessories	
Women's Fashion & Access...	Household Supplies	
Men's Fashion & Accessories	Fruits & Vegetables	
Kids' Fashion & Accessories	Meat & Seafood	
Sports & Lifestyle	Dairy & Chilled	
Automotive & Motorcycle	Frozen	

A navigation bar for all the categories for Shopee placed under the Shopee logo for desktop view.

It contains all the categories grouped, hence displays it is a more categorical way for the customer to easily navigate.

# DESIGN MOCK-UP : SOLUTION 3 - MOBILE

Electronic Accessories

Electronic Devices

TV & Home Appliances

Health & Beauty

Babies & Toys

Groceries & Pets >

Home & Lifestyle

Women's Fashion & Access...

Men's Fashion & Accessories

Kids' Fashion & Accessories

Sports & Lifestyle

Automotive & Motorcycle

Beer, Wines & Spirits

Drinks

Food Staples & Cooking Ess...

Chocolate, Snacks & Sweets

Breakfast Cereals & Spreads

Pet Food <

Pet Accessories

Household Supplies

Fruits & Vegetables

Meat & Seafood

Dairy & Chilled

Frozen

Dog Food & Treat

Cat Food & Treat

Small Pet Food

Fish Food

Bird Feed

Reptile Food

After launching the App, the user can swipe right, hence it shows the user will all the categories. Moreover when user click a main category it then shows the sub-category. When user chooses a sub-category, it redirected them to the page with the products filtered for them.

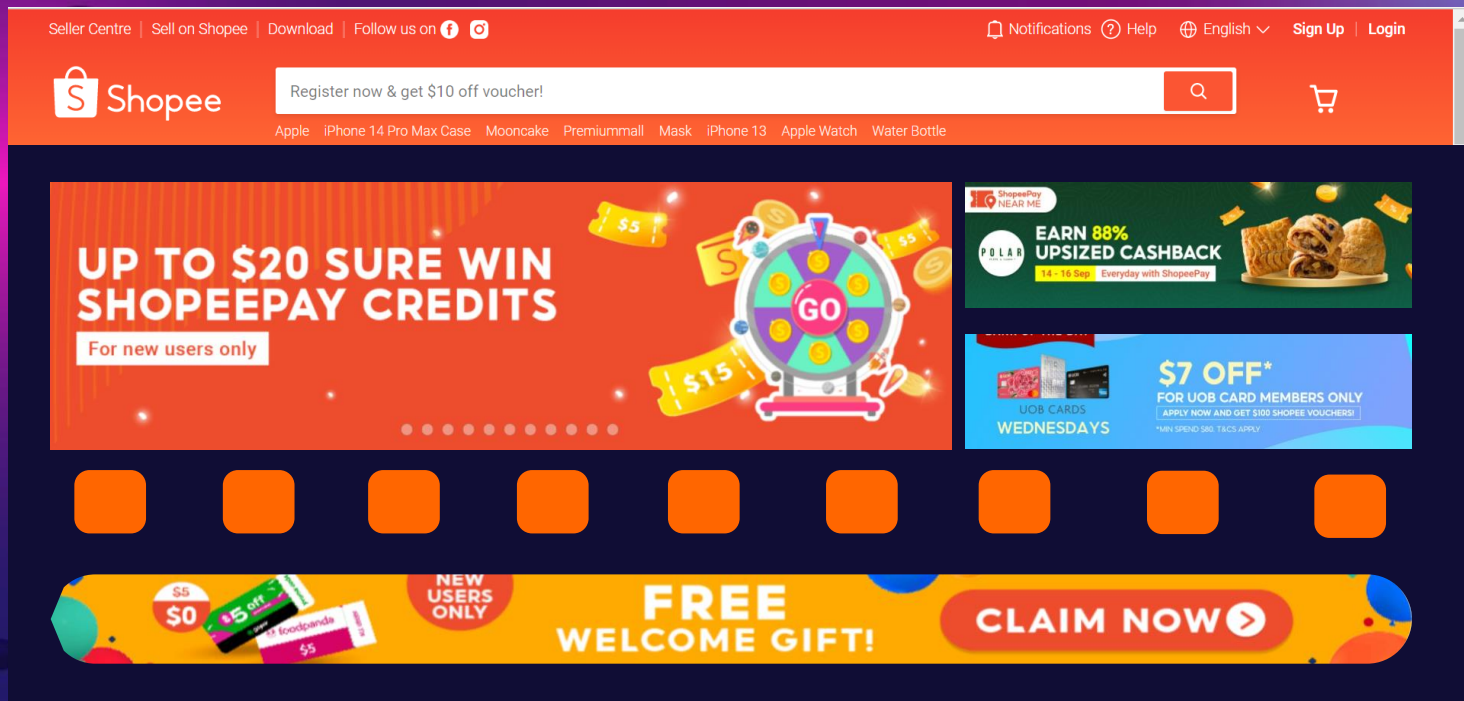


**DARKMODE**

---



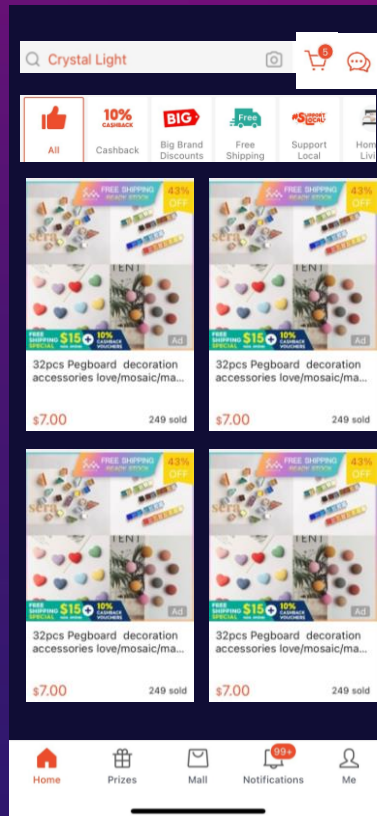
# DESIGN MOCK-UP: SOLUTION 4 - DESKTOP



Dark mode  
enabled for  
desktop



# DESIGN MOCK-UP: SOLUTION 4 - MOBILE



Dark mode  
enabled for  
mobile



06

PROTOTYPE

---

# LEADERBOARD



SOULTION 1

## LEADER BOARD



Taarika



Singapore



### LOYAL LEADERS



1.		Melvin Tan Xin		1500
2.		Kelsey123		1000
3.		MaiaXxX		950
4.		Skylus		950
5.		Tricky Trisha		950
6.		Taarika		900
7.		Aaron.g		900
8.		PosionIvy.		900

# WALKTHROUGH GAME



SOULTION 2



## HERBS & SPICES



Preferred [LHH] Herbs & Spices [Fresh Vegetables]

4.9 ★★★★★

2k Ratings

9.1k Sold

\$0.80 - \$1.80

Shop Vouchers 10% OFF

Shipping Free shipping

Free shipping for orders over \$25.00

Shipping Fee \$0.00 - \$8.00

Type

Basil Leaf 金不换

Chives 九菜

Mint Leaf 薄荷叶

Curry Leaf 咖喱叶

Laksa Leaf 拉沙叶

Lemon Leaf 柠檬叶

Chinese Celery 芹菜

Spring Onion 青葱

Rojak Flower 姜花

Lemongrass 香茅

Pandan Leaf 香兰叶

Coriander 元西

Add to cart

Back

Quantity

1

100533 pieces available

# NAVBAR

---

SOULTION 3



# DESKTOP NAVBAR

[Seller Centre](#) | [Sell on Shopee](#) | [Download](#) | Follow us on [f](#) [o](#)

[Notifications](#) [Help](#) [English](#) [Sign Up](#) | [Login](#)



Register now & get \$10 off voucher!



[Apple](#) [iPhone 14 Pro Max Case](#) [Mooncake](#) [Premiummall](#) [Mask](#) [iPhone 13](#) [Apple Watch](#) [Water Bottle](#)

[Electronic Accessories](#)

[Electronic Devices](#)

[TV & Home Appliances](#)

[Health & Beauty](#)

[Babies & Toys](#)

[Groceries & Pets](#)

[Home & Lifestyle](#)

[Women's Fashion & Access...](#)

[Men's Fashion & Accessories](#)

[Kids' Fashion & Accessories](#)

[Sports & Lifestyle](#)

[Automotive & Motorcycle](#)

[Beer, Wines & Spirits](#)

[Drinks](#)

[Food Staples & Cooking Ess...](#)

[Chocolate, Snacks & Sweets](#)

[Breakfast Cereals & Spreads](#)

[Pet Food](#)

[Pet Accessories](#)

[Household Supplies](#)

[Fruits & Vegetables](#)

[Meat & Seafood](#)

[Dairy & Chilled](#)

[Frozen](#)

[Dog Food & Treat](#)

[Cat Food & Treat](#)

[Small Pet Food](#)

[Fish Food](#)

[Bird Feed](#)

[Reptile Food](#)



Shopee  
Supermarket



New User  
Exclusives



Daily 10%  
Cashback



Daily Vouchers



Electronics Zone



100% Authentic  
Brands



Bank Promotions



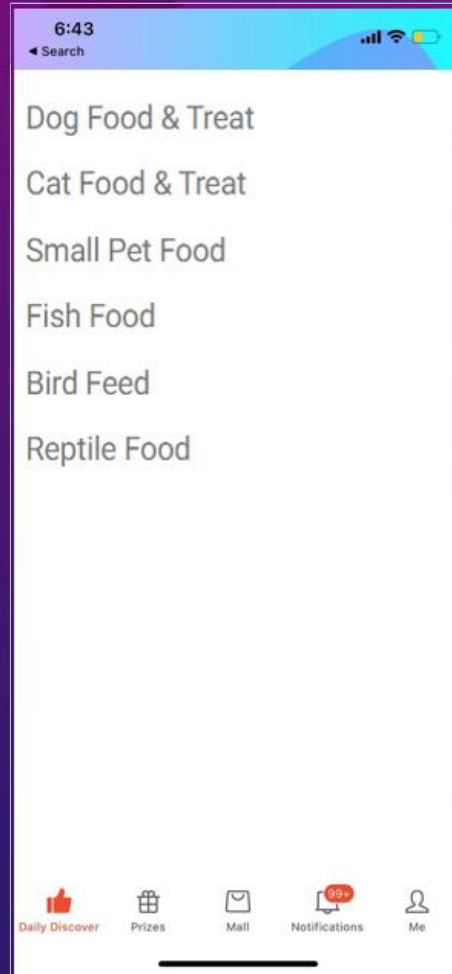
Daily Coins  
Rewards



Daily \$0.104



# APP NAVBAR



PLEASE PLAY THE SLIDE FOR THE ANIMATED PROTOTYPE

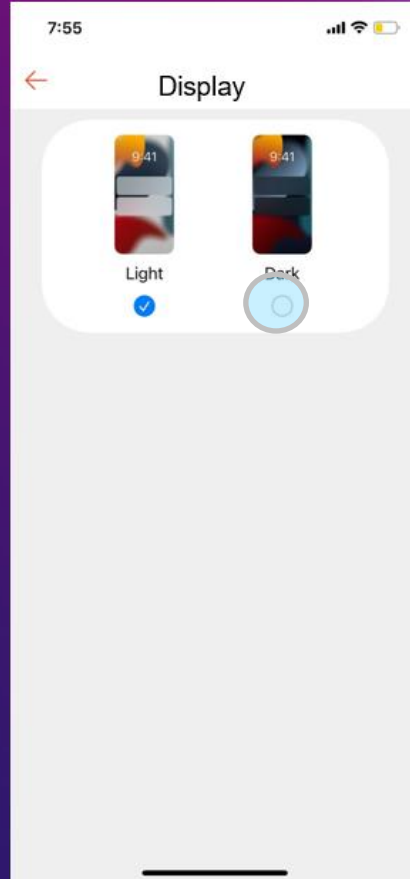
# DARKMODE



---

SOULTION 4

# DARK MODE MOBILE PROTOTYPE



PLEASE PLAY THE SLIDE FOR THE ANIMATED PROTOTYPE

# LINK TO ANIMATION OF PROTOTYPE

<https://youtu.be/G6geanYjryY>

# THANK YOU!

---

Please keep this slide for attribution

CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon**, and infographics & images by **Freepik**