

Shopee Product & Design Challenge 2021:

Further Development in 'Feed'

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Problem definition

'Feed' is proposed to be a user-to-user and seller-to-user interactive platform in Shopee App. Any new promotions offered by sellers and recommendations from users can be shared here and visible to every Shopee user.

In today's high-speed information update and fast-paced life mode, users would like to easily operate and efficiently acquire first-hand, accurate and useful information about the products that they propose to buy or may interest them.

It will be more convincing for users if they are able to take both other users' comments and the seller's description into consideration when evaluating whether a product is worth buying.

When 'Feed' allows users to share information without any restrictions, including both relevant and irrelevant posts to the products on shopee, shopee will become an essential part of life for its users as a source of products, comprehensive reference about products, and daily information.

Problem description

The current 'Feed' is not attractive enough to shopee users. This problem can be reflected in three major aspects including its convincing quality, UI shortcomings, and tag-adding system.

1. **Convincing problem:** the majority of posts are shared by sellers and there are barely users' posts in the current version of 'Feed' feature. Sellers usually focus on promoting their products but based on our study on users' feedback, users would like to quickly obtain the high cost effective perproducts from other users' experience they are really interested in. There is a lack of users' participation and interaction to promote a virtuous circle of users' enthusiasm of using Shopee on mobile.
2. **UI problem:** due to some issues of user interface (UI) existing in the current version of 'Feed' feature, users are not attracted to explore further in the 'Feed':
 - a. Currently posts can only be readable one by one on the app's interface and it's inefficient for users to keep scrolling down the screen and obtain desired information.
 - b. Character styles of description in the post body and other users' comments are very similar, and hard for users to distinguish and pay attention to the main information the author would like to deliver over.
3. **Tag-adding system:** we realise that in 'Feed', some users feel some difficulties of efficiently obtaining all relevant information of certain products because currently users can only search the tags which the author adds onto the post description. However, sometimes it becomes a trouble if authors miss to add tags up.

User research

1. **Video and photo sharing apps are occupying people's time in both the young group and the elder group.**

Among the top 10 popular apps in 2020 all over the world, 7 of them are for online meeting and chatting, while the rest 3 are video and photo sharing apps, which are Tiktok, Youtube and facebook.

As the shut down roles keep people indoor, people are tending to entertain online. From those results we can safely conclude that the online requirements of communication, video and photo posts are exploding.

Also, it's noted that **transmitting information via video and photos is the trend of the internet in the next few years.**

From above we can know, to increase the user stickiness of shopee, we need to **make the posts page more attractive** by combining advertisement, discussion for trending topics and recommendation not only for Shopee products through posts, thus to improve users' experience of 'feed', which is, to make it unlimited to a traditional shopping app.

2. **The booming of the live commerce market and influencer market shows that people are tending to follow the suggestions made by people they like.**

'The video streaming market was worth an estimated \$30 billion in 2016, and is expected to reach \$70 billion by 2021, and \$184 billion by 2027.'(TotalRetail, 2020)

The live commerce and influencer market is already taken off in China, and people in China always search for comments on Xiaohongshu or Weibo before they decide to buy something. This is partly because they don't have much time and they are not experienced to consider carefully between different brands, and also because they trust those people they like.

When it comes to Singapore, **people are lacking first-hand experience of products due to social distancing rules.** For example, people are not allowed to try makeup in shops, thus they may be depressed to buy makeup. They need a reliable platform to search for others' comments, and they are more likely to take in the comments of famous people.

However, the reputation of influencers or network anchors is not enough to make the market sustainable, instead, **people are paying for their trust of those famous people.** Thus those famous people should be responsible for selecting the best products and introducing them objectively, and it will be more attractive if they can offer a lower price after negotiating with the seller.

To **make better use of the commerce market and influencer market**, shopee should invite more famous people to join 'feed' and attract or bring up more creators in 'feed', and further become more attractive to its users.

3. Customers in Singapore are more price conscious in COVID-19

'Consumers have been price conscious even prior to the COVID-19 event wherein they shopped at personal stores for value and service, and given their wallets were constrained amid the pandemic crisis there was heightened price sensitivity in the mind of consumers.'(Campaign, 2020)

Another considerable way to improve users' experience to help them select high quality products with relatively low prices. They need a platform that allows them to search for evaluations of the products they want, and all the proposed products are cheap and genuine.

Our solution

To make the 'Feed' more **attractive**, we propose the solution in **three aspects** in response to the defined problem.

1. We propose that in 'Feed', users can not only post their evaluation and recommendation for the products they bought on Shopee, but also anything they want to share. For example, they can recommend the products they bought in other places, share their life skills and dressing skills, and participate in the discussion of trending topics.

Advantages:

- (1) **Attraction:** Users would like to stick on 'Feed' not only for useful reference about shopping, but also for trending topics which interest them. Moreover, they can even make friends while they are sharing the same hobbies and follow the one they're interested in.
- (2) **Make shopping easier:** By extending the functions of posts, users are able to shop while they are enjoying videos, photos, and readings in 'Feed' without in and out apps to find where they can buy the recommended products. Thus it will be more convenient for users to buy products they are interested in.
- (3) **Make shopee more important:** By opening the 'Feed' to all interesting posts, shopee is not only a tool for shopping but also an essential part of life when it comes to shopping guidelines, news overview, or just for fun.
- (4) **Bilateral feedback mechanism:** On the one hand, users' evaluations on shopee products will help retailers improve their service quality and

product quality. On the other hand, those posted products which cannot be bought on shopee will tell retailers what people need, and further help them meet the market.

- (5) **Potential Singapore market:** A new trend in shopping is 'consumers drive users consumption', and influencer marketing is a representative part of it. As influencer marketing is taking off all over the world, but in Singapore, there is no such app combining influencer market and shopping function at the same time, which means, there is a good chance for Shopee.
- (6) **Utilizing customers' psychology:** *'Customers may have come to the site and then they saw retargeting ads, then they may have even seen your product referenced in an article online, and finally came back to the site again and purchased.'* (Danial Wallock, 2020) It is easy to see that establishing emotional connections is *"the key to building trust with customers"* (Kristen Burkard, 2019). And our proposal takes advantage of this kind of psychology to stimulate users' consumption. so that it can promote commodity trading.

Limits and further strategies:

- (1) At the initial stage, users may not know or are unfamiliar with the new features. In response to the problem, **promoting and advertising are necessary**. We propose to make advertisements on mainstream social media platforms like Instagram and Tiktok. Moreover, shopee can send notifications about new features to users periodically.
- (2) At the initial stage, few users and less user-generated contents make the feature unable to promote. In response to this problem, we propose that Shopee can **invite famous people to join 'Feed'** to attract more users due to their social influence.
- (3) **Loosen control of content of posts:** users may be distracted by other information unrelated to the products in shopee so that we may face the problem that users are redirected to other apps. There are two possible solutions we offer.

To address the potential problem, we propose to **establish two hot lists on the search page**. One of the lists focuses on the popularity of the products on Shopee, the other one is established for the hot searches for all the contents on Shopee.

Moreover, we propose to **set up a bonus mechanism**. By giving users reward only when they post products-related information, shopee is able

to encourage users to post their comments on products and therefore attract people to focus more on products. This bonus can be given by shopee coins or vouchers.

2. We designed **a new layout and appearance in 'Feed'**.

To make the user's content of the post distinct from other users' comments, we adjust the font and add a boundary between the content of the post and the comments of the post. Moreover, we propose that users should add titles for their posts.

We keep the original layout for the posts of the user's following accounts. However, for the other columns in "Feed", since these posts are not made by the user's following accounts and the user may not be interested in some of the posts, at least 4 posts can appear on the screen at a time and users can see one cover photo, the title, the accounts and the likes to determine whether they want to go into details for the posts.

Advantages:

(1) **Fragmented information ingestion:** It takes less time for the users to locate what they find useful to improve users' experience.

(2) **Beautiful and neat user interfaces can bring a visual feast.**

3. To simplify users' operation and expand the scope of keyword search, we propose **a new searching mechanism**. When users key in certain keywords, the system will return all the posts, stores, accounts and hashtags, which contain those keywords. Users are able to choose depending on their requirements.

Advantage:

(1) **Making searching easier and comprehensive:** As more and more users begin to post, it is hard and inconvenient for them to consider adding all kinds of tags so that their posts can be read by more and more users. In this way, although users forget to add any tags, their posts still can be found since the system will return all the posts containing the keywords.

Business Model

1. Hidden revenue business model:

'This model refers to a revenue generation system in which users don't have to pay for the services offered, but the company still earns revenue streams from other sources.'
(Business Strategy Hub, 2020 Sept 07)

For example, if the 'Feed' already becomes a mature large-scale social media, it will earn from advertising money spent by brands, which is Traffic to Cash.

2. User-generated content business model:

'Allowing users to generate quality content on websites for free to answer other users' questions and provide reviews, this business model is new yet fast-growing.'

'This model is driven by a wide range of digital commodities, from videos to reviews, pictures, blog posts, testimonials, and any other type of content created by users of a brand. And made accessible via social media.' (Business Strategy Hub, 2020 Sept 07)

Let consumers persuade users to buy products in shopee. More meaningful UGCs will attract more users. More internet traffic will bring more profits.

Mockup:

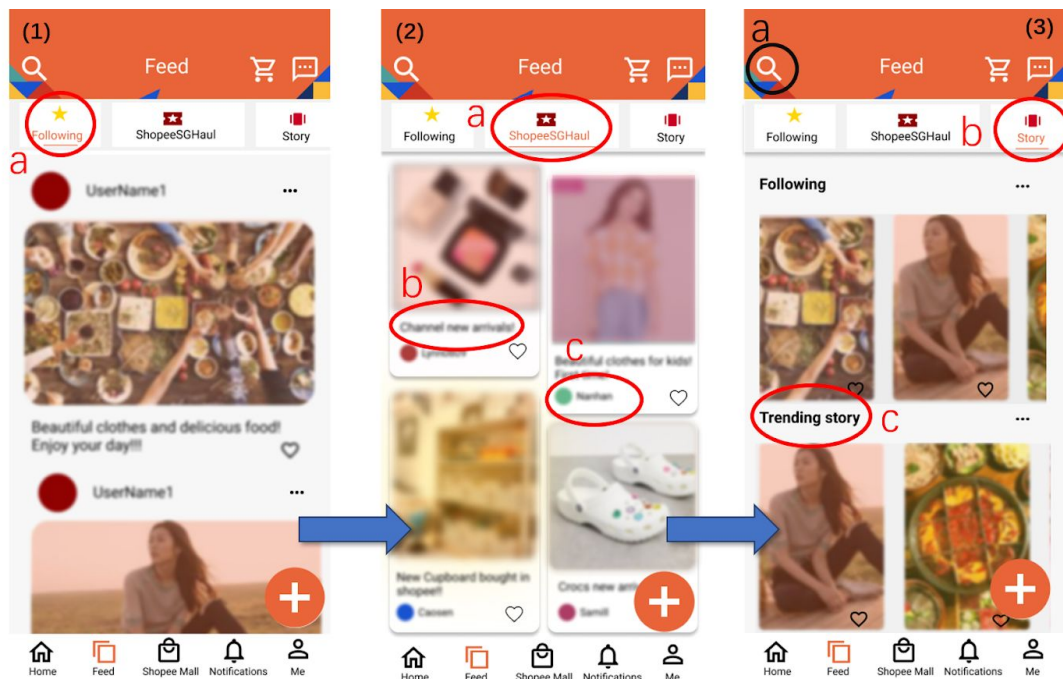


Fig. 1: User interface illustrating (1) the information of users' following in 'Feed' ; (2) the information of users' sharing in 'Feed'; (3) the information of users' story in 'Feed'.

These categories are further developed based on the existing version of 'Feed'. We make several changes on the restriction of post content. What's more, we decide to divert users' attention more on the posts shared by consumers. Hence, the default page in our user interface is the following, second is the popular posts, then the story. The sequence is 'Following', 'shopeeSGHaul', 'Story', '12.12Brands', 'Explore', and behind are the original classes. By the way, the '12.12Brands' is the location for recent events and explore is still for stores and will be the same page display as the original one. Then all the original categories page will display like Fig. 1 (2).

- (1) This is a new category page. 'Following' is the posts of those who you're interested in, which can be brands, sellers, and users. The reason why we choose to use this kind of big layout where each line only has one post, is because we consider this part of content is in line with users' interests and they'd like to focus on reading those posts, then this layout will be more comfortable for users.

a: 'Following' means the content of this page is the users' following. Users can follow either users or sellers. When it is orange and the line is under the words, it means this page is about 'following'.

- (2) We change the layout of this page because we think like this jagged layout can show more content on one page without being dazzling. Each post's length depends on the size of picture and the length of title, and it will have maximum and minimum length limits. This design is for users to grasp useful and interesting information quickly while scrolling down posts.

a: 'shopeeSGHaul' shows the posts shared by users and are ranked by trending.

b: It is the title of the post which should include the main topic in the post.

c: It is a username.

- (3) The story is divided into three categories which is the following, trending story and store, store category is used to show the new arrivals of the stores. This page is convenient for users who want to watch videos. And then, we separate it out, in order to ensure a better user experience when they look through the posts.

a: Search icon. When tap it, you will turn to the searching page(Figure(6)).

b: 'Story' means the small videos shared by both users and sellers.

c: Trending story shows the most popular videos.

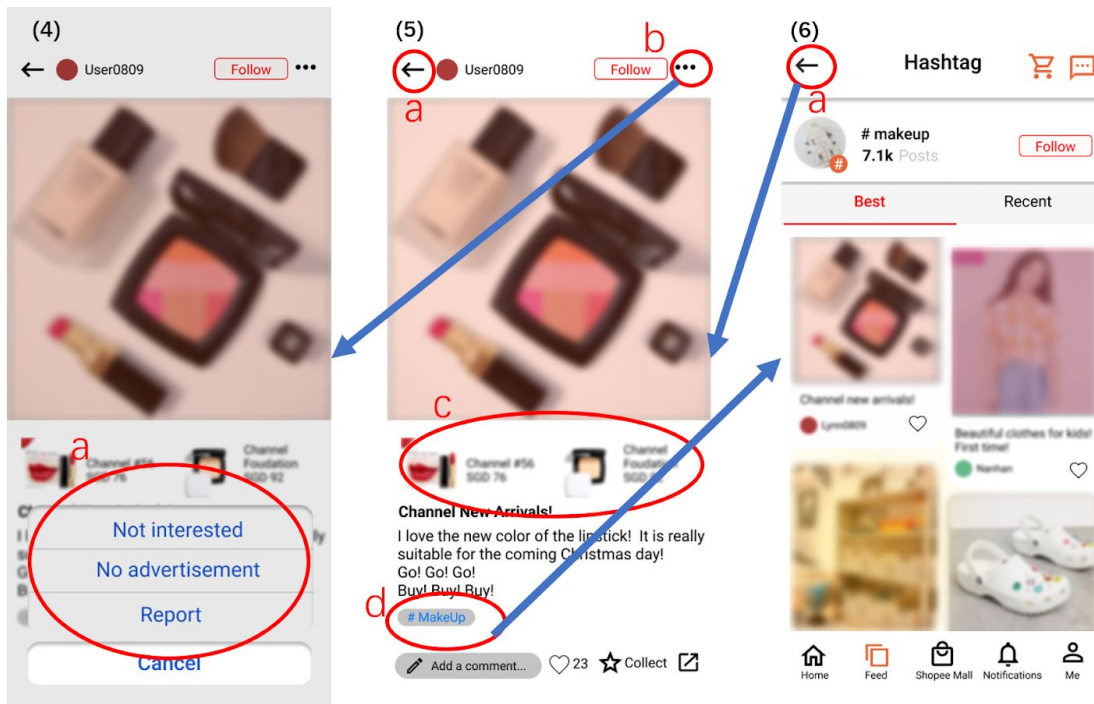


Fig. 2: User interface illustrating (4) users' reaction of the posts; (5) the page display of users' post; (6) the page display of the tags.

These three pages show what happens when users want to read the post and tag.

- (4) As for the menu, the 'Not interested' button is to record, feedback and track users' interests. If you tap this, the platform will reduce the probability of this type of content appearing on your page. 'No advertisement' is for users who do not want to read advertisements.

a: The menu is used to collect users' feedback of the post. And the platform will change the interest recommendations based on users' feedback.

- (5) This is the display of post expansion. It is very different from the existing layout. Because we reduce the space of one post and if users are interested in one post, they can expand it and will go to this page Fig. 2(5) to see concrete content of this post. Then users can make comments, ask questions and if it is really useful can also collect this post or follow this user.

a: It can return to the previous page where you tap this post.

b: When tap dots, it will pop up the reaction menu(Figure (4)).

c: It is the products' links, which can jump into the shop after tapping.

d: It is the tag for this post, users can tap the tags to go to the specific tag's page like Figure(6).

(6) This is a 'Hashtag' page. If users are interested in any tags they have seen, just tap it and then it will turn to the page like Figure(6), which includes all contents for these specific tags and you are able to follow it to track its latest news.

a: It can return to the previous page where you tap this tag.

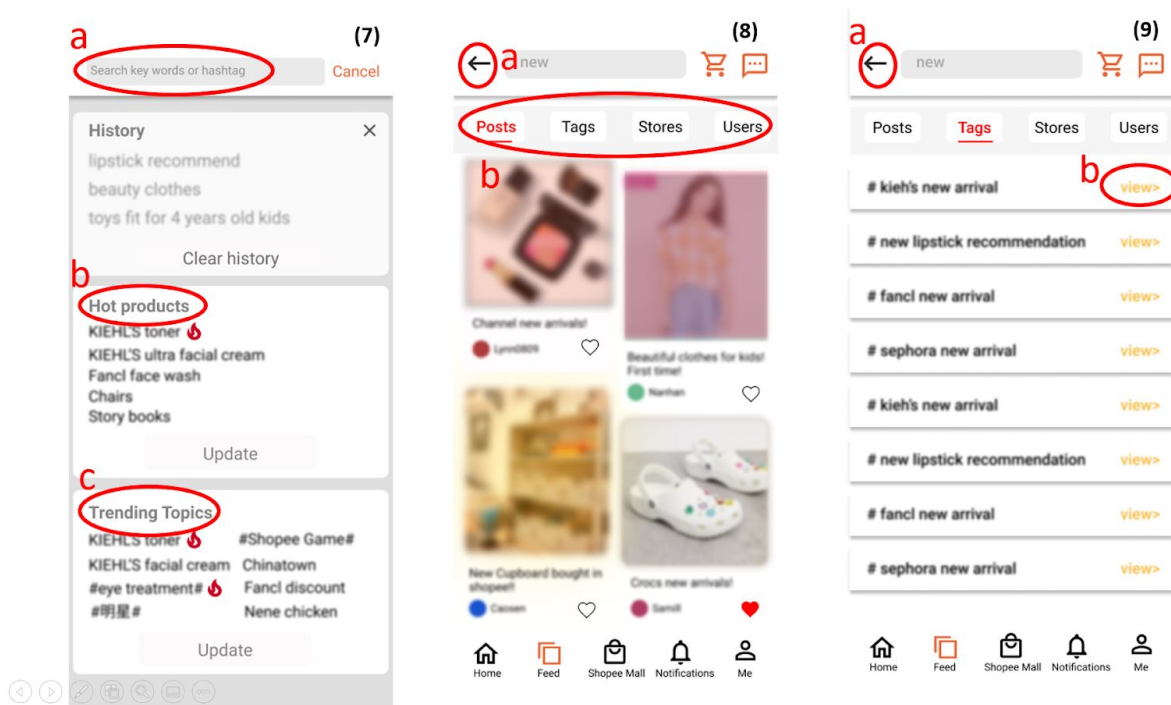


Fig. 3: User interface illustrating (7) the feature of searching information in 'Feed'; (8) the feature of the searching result of the posts which contain the keyword in 'Feed'; (9) the feature of the searching result of the tags of which the name contains the keyword in 'Feed'.

(7) This is a new search page. By clicking the "Cancel", users can jump back to the previous page. We notice that in Shopee mobile now, the system can only return the relevant tags, accounts and stores of which the names include the keyword users key in. Moreover, users need to append a symbol "#" to search the relevant tags. To simplify users' operation and expand the scope of keyword search, in the new page, users just need to key in the keyword and the system will return all the posts, stores, accounts and hashtags which contain the keyword.

Moreover, based on our ideas, users can post whatever recommendations they want to share not only about the products they bought on Shopee platform. In this way, people may be distracted from products on Shopee since there are more and more interesting topics they can explore. To address the problem, we propose to establish two hot lists on the search page. One of the lists focuses on the popularity of the products on Shopee, while the other one is established for the hot searches for all the contents on Shopee.

a: Users can type out the keywords of what they want to learn about in this search bar. Moreover, if users only want to get some information under a specific hashtag, they can also type “#” + keyword which keeps the original function of Shopee.

b: In this module, the system will make personalized recommendations to users in real-time according to users’ searching history, the hottest searches and Shopee’s special recommendations. (The system needs to tell the searches for products from other searches since users can post various information not only the information of products.)

c: In this module, the system will make personalized recommendations of all possible searches not only the information of products to you in real-time according to users’ searching history, the hottest searches and Shopee’s special recommendations.

- (8) This is a default searching result page after searching using the keyword. Under the “posts” category, users can see all the posts in which the title or the appended tag contain the target keyword. Moreover, users can easily switch to the “Tags”, “Stores”, “Users” pages by clicking the corresponding button if they want to see the relevant tags, stores or users of which the name contains the target keyword.

a: Click this, users can jump back to Figure(7).

- (9) This searching result page shows the information of all the hashtags of which the name contains the target keyword. Users can learn more about their interested topics by clicking “view”.

a: Click this, users can jump back to Figure(7).

b: Click this, you can see the details about the discussion of the corresponding hashtag.

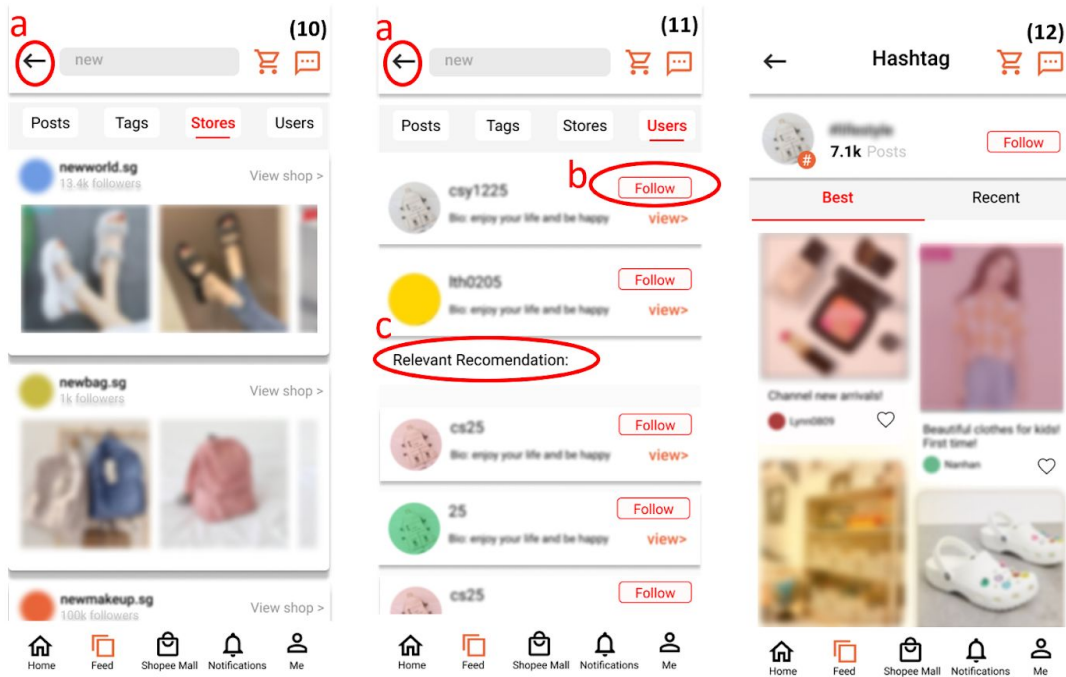


Fig. 4: User interface illustrating (10) the feature of the searching result of the stores of which the name contains the keyword in 'Feed'; (11) the feature of the searching result of the users of which the name contains the keyword in 'Feed'; (12) the feature of Hashtag in 'Feed'.

(10) This searching result page shows the information of all the stores of which the name contains the target keyword. Users can learn more about their interested shop by clicking "View shop".

a: Click this, users can jump back to Figure(7).

(11) This searching result page shows the information of all the users of which the name contains the target keyword. Users can learn more about their interested user by clicking "view" and follow him by clicking "Follow". Moreover, the system will recommend some accounts which the user may know based on common friends or similar searching history.

a: Click this, users can jump back to Figure(7).

b: Click this, users can follow the corresponding user.

c: This feature is targeted to recommend the users with the accounts they may be interested in.

(12) This is a 'Hashtag' page jumped from Figure(9) by clicking "view". This page shows the users all the posts which are added to the same tag label. The posts under the "Best" category are organized according to the popularity of the posts. And the posts under the "Recent" category are organized based on the post time.

a: Click this, users can jump back to Figure(9).

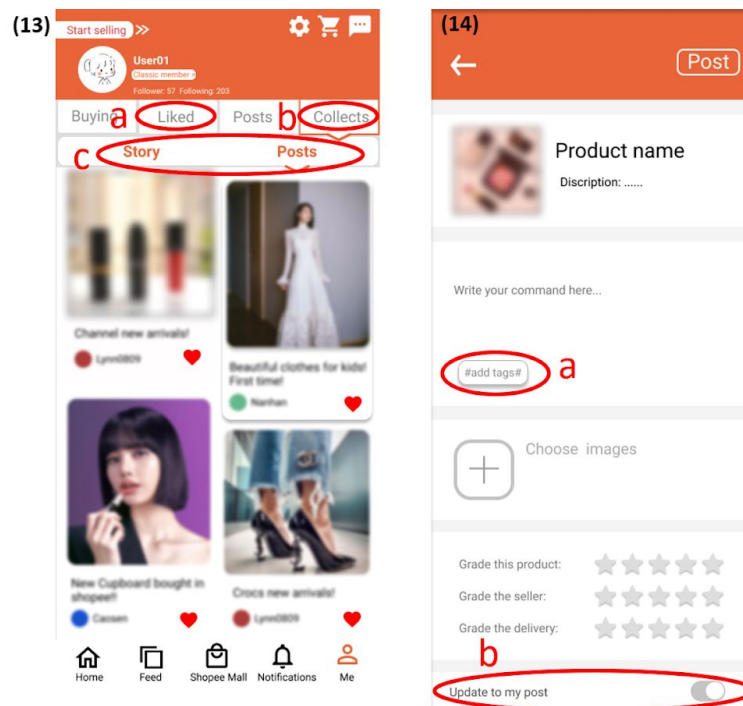


Fig. 5: User interface illustrating (13) the modified user home page in 'Feed'; (14) the features of evaluating the products users bought on Shopee.

(13) This is a user home page. We add a new feature of “Collects” in this user interface to help users collect the posts and stories they find useful to them in “Feed” by clicking the “liking” button. Moreover, we manage the liked posts and story separately so that users can get the information in their demand form.

Meanwhile, we add a new button “Liked” which was under the “Buying” label before to help the users collect the products they like on Shopee.

a: Click this, users can see the products they like on Shopee.

b: Click this, users can see the posts and story they like in “Feed”.

c: Users can choose to see the story and post they like in “Feed”.

(14) This is a user interface for the evaluation of products. We add a new feature of “Update to my post” in this user interface to help the users update the evaluations to the “Feed” synchronously according to their desires.

Moreover, by clicking the button “#add tags#”, system will recommend some possible tags for you automatically in users’ convenience.

a: Click this, system will recommend some possible tags for users.

b: Click this, users can update the evaluation to “Feed” synchronously.

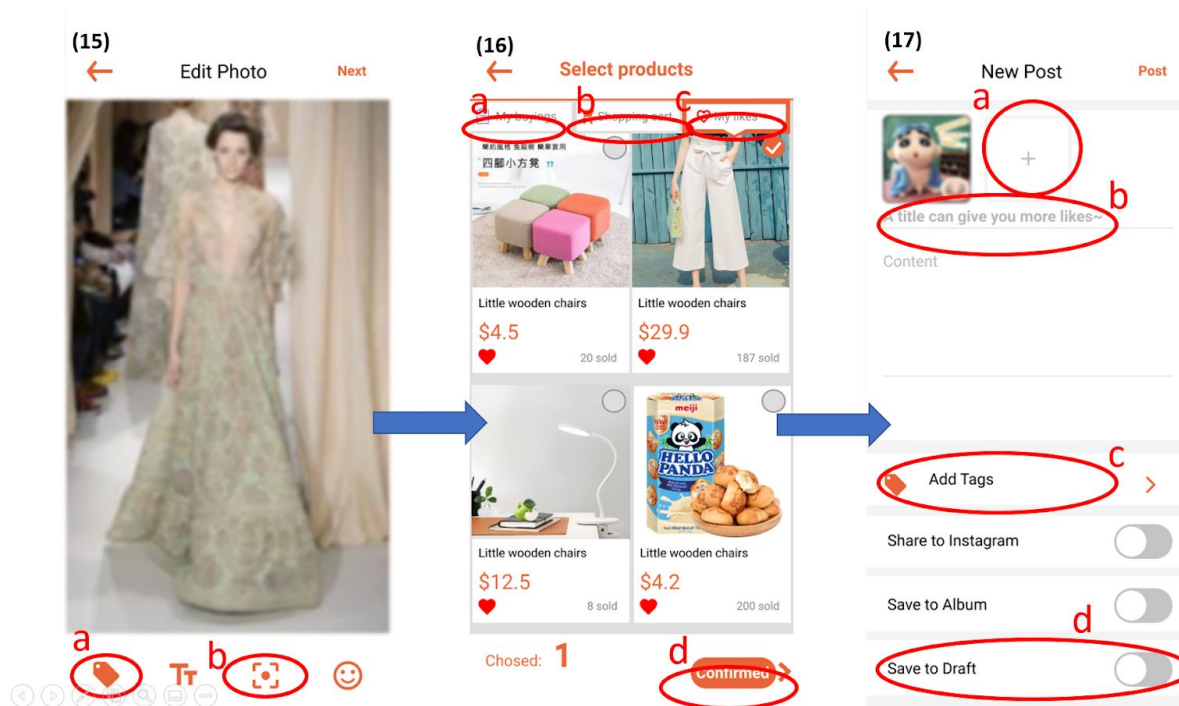


Fig. 6: User interface illustrating (15) the feature of editing photos when users want to make a post; (16) the feature of adding some purchasing links; (17) the features of making a post.

(15) This is a 'edit photo' page when users make a new post. We add a new feature of "Filter" in this user interface to help users post-process the photo they want to post. And we keep all the other original features.

a: Click this, the page will jump to Figure(16) so that users can add the products purchasing link.

b: Click this, users can add a filter to the photo as their desires.

(16) This is a user interface to help add the purchasing link when users want to make a post for recommendation. In the original version, users can only add the commodity they bought on Shopee before which restricts the users' posts and participation in "Feed" a lot. In the proposed version, users can add the purchasing link from their transaction record, their shopping cart in which they are going to buy and the products they liked.

a: Users can add purchasing links from their transaction record.

b: Users can add purchasing links from their shopping cart.

c: Users can add purchasing links of their liked products.

d: Click this, the page will jump back to Figure(15).

(17) This is a user interface for making a post. Based on our idea, to help users filter the meaningful posts to them quickly, users need to add an attracting title for their posts.

Moreover, by clicking “add tags”, the system will recommend some possible tags for you automatically at users' convenience.

We also add a feature of saving the editing post to draft so that users can resume later.

a: If users forgot to attach some photos, they can click this to choose their desired photos.

b: Users can add a title here to attract more people.

c: Click this, system will recommend some possible tags for users.

d: Click this, the editing post will be saved to draft so that users can resume later.

Interactive prototype link:

<https://www.figma.com/file/4nCIqL72rpc9KUfDgGHV/Final-version?node-id=402%3A657>

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