.A logo of a planet

Description automatically generated

**GROUP ASSIGNMENT Part 1**

**TECHNOLOGY PARK MALAYSIA**

**CT109-3-1-DGTIN**

**DIGITAL THINKING AND INNOVATION**

**INTAKE CODE: APU-APD1F2311**

ASSIGNMENT HAND OUT DATE: **December 6th, 2023**

ASSIGNMENT HAND IN DATE: **February 27th, 2024**

**STUDENT DETAILS:**

|  |  |
| --- | --- |
| NAME | TP NUMBER |
| Lim Eazen | TP078935 |
| Tee Ching Ying | TP072694 |
| Kaysan Mohamed Rifath | TP078588 |
| Manreen Kaur A/P Jagjit Singh | TP071290 |
| Bakyt Dzholdoshbekov | TP071424 |
| Denis Lau Yee Hao | TP078956 |
| Ruba Munaf hasan al-Shaikh | TP078528 |
| Panov Egor | TP077925 |
| Ami Itabashi | TP074946 |
| Emerson Ramos Arellano | TP072095 |

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Digital Thinking and Innovation – Group Assignment Part 1

Zara, a Spanish multinational fast-fashion retailer, was founded by Amancio Ortega in 1975 in A Coruña, Galicia. Originally named 'Zorba', it was later changed to 'Zara' due to naming conflicts. Zara gained popularity by offering affordable versions of high-end fashion trends and innovated its de-sign, manufacturing, and distribution processes to reduce lead times and react quickly to new trends, earning it the reputation of "instant fashions."

The company's expansion began in 1985 with its first international store in Porto, Portugal, followed by entries into the United States and France in subsequent years. Over the decades, Zara continued its global expansion, entering numerous countries across Europe, the Americas, Asia, and Africa. Notable milestones include the launch of its online boutique in 2010, the adoption of RFID technology in stores in 2014, and updates to its logo in 2019.

Zara's success has been reflected in its rising global market share, even amidst challenges faced by the textile industry. Despite this, the brand has continued to evolve, with plans to optimize its retail footprint and adapt to changing market dynamics. As of January 2023, Zara operates nearly 3000 stores across 96 countries, demonstrating its ongoing commitment to growth and innovation in the fast-fashion sector. Wikipedia contributors. (2024, February 5). Zara (retailer). Wikipedia.

Zara is a pioneering force in the fashion industry, committed to providing accessible, responsibly crafted fashion to all. With a focus on delivering thoughtfully stylish and on-trend clothing, Zara maintains a close relationship with its customers, responding promptly to their evolving needs and feedback. Moreover, the brand is dedicated to sustainability, actively working to minimize its environmental impact, and integrating sustainability into its daily operations and decision-making processes. The business of fashion. (2024, February 5).

Issues and Proposed Solutions

# A person in a black dress Description automatically generatedLimited Language (Manreen & Denis)

**Figure 1** - The included accessibility menu offers some language options. However, these only apply to the menu itself, and not the whole website.

## Issue:

The Zara official website for Malaysia does not offer the official language of Malaysia which is known as Malay and there are no indigenous languages provided within the Malaysian website, for instance, Chinese, Tamil, and more. There are limited languages provided which mostly are not used within Malaysia such as French, Italian, Dutch, and more. There are several essential reasons why Zara should include the indigenous languages of Malaysia.

Primarily, by presenting the contents in indigenous languages, particularly in Malaysia Zara website may ameliorate the accessibility for an immense number of clients so that clients will choose the language that they are more comfortable in other than English and foreign languages, as a result, users can comfortably navigate the website without any difficulties or doubts. (2023, September 1)

Besides, promoting content in local languages enhances the user's experience because it is designed to be more personalized and relatable for Malaysian customers. Consumers often engage to a website that can communicate in their native language to boost their satisfaction, avoid miscommunication, and gain their loyalty. (2023, October 2)

Moreover, Zara can gain increment in reach and market penetration by including these languages to influence a larger segment of Malaysia's population by including locals proficient in English. Thus, Zara can achieve heavier website traffic, customer engagement and sales.

In addition, Zara is a popular retail market that should attract consumers by accommodating numerous languages used in a country so that Zara has stronger potential in leading larger market share.

In short, Zara’s Malaysian website not only enhances accessibility and user experience but also enlarges the brand’s reach and transforms into a competitive recognition in the Malaysian retail market.

## A group of people in a street Description automatically generatedSolution:

*Figure 2*

Zara official website should add a notable language selector on the main webpage. These are the suggested steps should be taken by Zara to solve this issue to enhance the user experience:

Start by conducting a user survey to gauge language preferences and prioritize the most requested languages based on user feedback and geographic relevance to ensure a focused and efficient approach to expansion.

Invest in a reliable and highly reputable content management system (CMS) - a platform that enables the creation, management, and publication of digital content in multiple languages - to enable the seamless integration of additional languages, increasing site accessibility and user reach.

Integrate a user-friendly language selector, particularly on the homepage or in the site header. This simple feature allows users to easily switch between available languages, promoting a more user-centric experience.

Localize the content by adapting the culture of each language group. It is important to translate not only the language itself but also the culturally specific elements for a more personalized and engaging user experience.

Run a beta test with a small group of users representing the target language before the official launch. This will help identify any issues and ensure a smooth multilingual implementation.

Provide regular updates and maintenance for all supported languages. Synchronize content across language versions whenever there is news or the latest updates from Zara and maintain a high standard of user experience by addressing issues reported by users in no time.

## Benchmark – HUGO BOSS

A screenshot of a website

Description automatically generated**Figure 3**

As for the well-known clothing brands that maintain a high reputation like Zara, Hugo Boss has a more mature and user-friendly language selection on their official website. Hugo Boss's official website also shows the currency according to the selected country. Hugo Boss's official website offers 70+ different languages according to the country, this surpasses Zara's official website which offers only 30+ different languages. Notably, the language selection and currency features on the Hugo Boss official website are intuitive and easy to locate.

# No Chat box on Home Page (Eazen & Kaysan)

## Issue:

There isn’t a chat box on the main page of Zara’s website. The absence of a chat box on a website can lead to limited support options, delayed responses, and potential loss of sales opportunities.

Live Chat has become a staple of e-commerce websites as of late. Just as brick-and-mortar stores employ salespeople to streamline the shopping experience, online stores employ virtual agents to provide a personalized experience to their customers (Chattaraman, 2012). While zara.com does have a live chat feature, it is only accessible from select pages on the website.

Studies show that live chat has a significant effect on sales conversion rates. An industry report published by Morgan Stanley in 2005 attributes in part the success of the Chinese e-commerce platform Taobao to their implementation of live chat (Sun, 2021).

## A screenshot of a website Description automatically generatedSolution:

Figure 4 - A mockup of a live chat box on the main page of the Zara website.

By adding a floating “Live Chat” Button to all pages of the Zara website, customers are given access to live chat at any point in their shopping experience. Additionally, our solution could expand on the existing chat feature on the website.

For example, an Artificial Intelligence (AI) based chatbot could be integrated into the live chat feature. Where conventional chatbots tend to provide poor responses which can negatively impact customer satisfaction, an AI based chatbot could provide better personalized support to improve the quality of customer interactions (Nichifor, 2021). Such a chatbot could suggest suitable products, answer questions regarding availability, and even direct customers with more serious questions to human service agents (Song, 2021).

## Benchmark – Cotton On

A screenshot of a website

Description automatically generated

Figure 5

Cotton On’s website provides a good example of an accessible live chat feature, with users being able to see and access the live chat button as soon as they open the website. The chat button is positioned in such a way that it “floats” over the webpage, remaining accessible regardless of where the customer is on the page/website.

# No Log Out Button (Ching Ying & Emerson)

## Issue:

A screenshot of a computer

Description automatically generated In the Zara website, there is no log out system for the user. When clicked the account name, it shows like figure 3.1. There is no log out button at this website.

**Figure 6** - The user account page on the Zara website.

Logging out from a website is to protect user’s privacy especially if user using the public computer. It prevents others from accessing the user’s account without verifying their credentials. Without logging out the website, it will cause some potential impact. The absence of log out system will increase the security risk such as the user account being hacked, or identity being stolen. Keeping the account logged in makes it easier for someone to access it by scenting the cookie and using it to appear to be logged in. That cookie would possibly become worthless if the user logged out. All this happens probably because either the user PC is already infected, or an untrustworthy person has physical access to it. If someone accesses the user account, they can see and modify the information or even misappropriation of personal information. It is dangerous for the user after stopping browsing the website. Besides the security risk, it also affects the performance of the website. The session will re-main active on the server if the user didn’t log out. This may have an impact on the website's scalability and performance, particularly if it has a high user base (Lincoln Spector, 2011) (Michel, 2021).

Although the chances of someone accessing a user’s account via an active logon is very small but it might happen also. So, the log out system is important for this website. For example, the present log out function is to increase the confidentiality of user information and prevent it affecting the performance of website. With the log in and log out system, restricted access protects the privacy of the user of the website. After a login session, logging out guarantees that user access and credentials are secure (Lincoln Spector, 2011) (Michel, 2021).

## A screenshot of a computer Description automatically generatedSolution:

**Figure 7** - The user account page on the Zara website, modified to add a Log Out button.

Zara website should add the log out button, when user click their account there will have a log out button shown to user. The button should add below the user account name so it can be seen obviously.

The log out function is like locking the door when you leave your house.

• Logging out is like having a security guard for your online stuff. When you click "logout," it tells the website, "I'm done for now." This is super important to stop anyone else from peeking into your account after you're done using it.

• Imagine your online account is like a secret treasure chest. Logging out is like hiding it again after you're done playing. If you forget to log out, it's like leaving the treasure chest wide open for anyone to see. Logging out keeps your secrets safe.

• Just like your school has rules, websites have rules too. Some internet rules say that websites must have a logout button. It's not just for fun; it's to make sure everyone plays by the rules and keeps things fair.

• Think of the logout button to say, "See you later!" to the website. It's an easy way to finish what you're doing. When you come back next time, it's like starting with a clean slate – no mess from the last time you were there.

So, logging out is like being a good guest on the internet – keeping your things safe, following the rules, and making sure everything is neat and tidy.

Benchmark – UNIQLOA screenshot of a red advertisement

Description automatically generated

**Figure 8**

In Uniqlo website, there is a log out function for users. Users can log out their account from the website after browsing it.

# No Call-to-Action Button (Ami & Egor)

## Issue:

There is no call-to-action button on ZARA's site. A CTA is set up in the form of a button or link that directs users who view your website or web media to the action you want them to take. Missing a CTA (Call-to-Action) button can cause several problems for your website or application users.

### Difficult to achieve goals:

Call-to-action buttons are typically meant to direct users to a specific action, and without them it becomes difficult for users to perform the desired action. For example, the purpose may be to purchase a product or register for a service.

### Lack of information:

The CTA button also clearly tells the user what to do. Therefore, without a CTA button, it is unclear what steps the user should take, creating a lack of information. The product information on ZARA's website is difficult to understand, making it difficult for users to use.

### Navigation confusion:

Without a CTA button, users won't know where to click and can get lost within your site or application. This can cause navigation confusion.

### Loss of revenue opportunities/loss of user interest:

If your website or app is run as part of a business, missing a CTA button can mean lost revenue opportunities. For example, you can prompt users to take specific actions, such as purchasing a product, using a service, or downloading materials. Additionally, users are more likely to lose interest if they don't have a clear path to access specific information or services. Without a CTA button, users are more likely to leave your site or app because it's unclear what steps to take next.

## A person in a white shirt and blue jeans Description automatically generatedSolution:

Figure 9

Zara should add “call to action” (CTA) buttons to their website. When user opens the Zara website, it should clearly show what he can and what he should do right after, which will lead to better and more “user-friendly” navigation through the website and its features, therefore, to better experience with the brand itself.

## Benchmark – Hugo Boss

A person in a dress

Description automatically generated

Figure 10

The Hugo Boss website features a prominent “Call to action” alongside the hero element on the webpage. Thus, users can easily tell which functions this website has and therefore makes using their website much easier and more convenient. This ensures that users don’t feel “lost”, and prompts them to take an action which will lead them to the specific content they’re looking for.

# A person standing with his hands in his pockets Description automatically generatedNo Review Section (Bakyt & Ruba)

Figure 11

## Issue:

There is no review section on the Zara website.

Zara, renowned for its global fashion presence, lacks customer reviews on its website, a notable deviation from common e-commerce practices. This absence raises questions about its impact on consumer trust and decision-making. Reviews serve as crucial user-generated content (UGC), building trust through shared experiences. However, Zara opts out, suggesting a focus on a clean, streamlined website aesthetic and a controlled brand narrative. The challenges of moderating UGC, especially across different languages and cultures, are significant. It involves extensive resources to manage potential spam and negative feedback, which could detract from Zara's brand image.

This decision could be a strategic move, allocating resources to areas like product development rather than managing a complex review system. The lack of reviews also encourages customers to visit physical stores for a firsthand product experience. The absence of reviews on Zara's website highlights a strategic choice balancing resource allocation, brand perception, and user experience design. It reflects a unique approach to e-commerce, prioritizing simplicity, and brand control over the interactive elements of online shopping (Kwon, 2023).

## A person in black clothes Description automatically generatedSolution:

Figure 12

Having a review section on the Zara website offers customers a valuable opportunity to build trust with the company by accessing genuine feedback on product quality from fellow shoppers. This transparency, showcasing both positive and negative reviews, demonstrates Zara's commitment to honesty and openness, further enhancing consumer trust. Positive reviews can significantly influence potential buyers, boosting sales and reaffirming confidence in the brand.

Additionally, reviews serve as a tool for Zara to gather insights into areas for product improvement, aiding in enhancing overall quality. Beyond transactions, the review section fosters a sense of community among customers, facilitating connections and shared experiences. Overall, integrating a re-view section on the Zara website benefits both the company and its customers, fostering trust, improving products, and building a stronger community.

## Benchmark – UNIQLO

A screenshot of a clothing store

Description automatically generated

Figure 13

UNIQLO’s product page clearly shows reviews of the selected product in detail, in addition to an overall rating. This helps their customers make informed decisions on which products suit them best, based off the opinions and experiences of real people.

Conclusion

In conclusion, the analysis of the limitations encountered on the Zara website has shed light on several key areas requiring attention and resolution. From the identified issues such as limited language, lacking a chat box in the main webpage, no log-out function, no review page, and no call-to-action button, it is evident that enhancing the user experience is paramount for Zara's continued success in the competitive e-commerce landscape. By implementing targeted solutions such as putting an obvious chat box and call-to-action button on the main page, and providing sufficient language choice, a log-out function, and a review page. Zara can effectively address these challenges and cultivate a more seamless and satisfying online shopping experience for its customers. Moreover, a commitment to ongoing monitoring and refinement will ensure sustained improvement and adaptability to evolving consumer needs and technological advancements. Through diligent efforts to address these concerns, Zara can strengthen customer loyalty, drive sales growth, and reinforce its position as a leader in the global fashion industry.

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A diagram of a computer program

Description automatically generatedAppendix A: Flowchart (Prototype)

Figure 14

Appendix B: Work Breakdown Structure

|  |  |  |
| --- | --- | --- |
| **Name** | **Task / Description / Responsibility** | **Signature** |
| Lim Eazen | Leader, hosted meetings and researched about the limitation “No Chatbox”, introduction and conclusion | Eazen |
| Denis Lau Yee Hao | Solution and Benchmark for Limited Language | Denis |
| Kaysan Mohamed Rifath | Solution diagrams, flowchart, research on limitation “No Chatbox” | Kaysan M. |
| Manreen Kaur A/P Jagjit Singh | Issue for “Limited Languages” | Manreen |
| Tee Ching Ying | Researched for “No Log Out Function" | Ching Ying |
| Bakyt Dzholdoshbekov | Researched for “No Review Section” | Bakyt |
| Denis Lau Yee Hao | Solution for “Limited Languages” | Denis |
| Ruba Munaf hasan al-Shaikh | Researched for “No Review Section” | Ruba |
| Panov Egor | Solution for “No Call-to-action Button” | Egor |
| Ami Itabashi | Issue for “No Call-to-action Button” | Ami |
| Emerson Ramos Arellano | Researched for “No Log Out Function" | Emerson |

Minutes of Meeting

**Date: 29/12**

Day: Friday

Time: 12:00 pm to 1:00 pm

Avenue: Student Lounge, 3rd floor, Asia Pacific University Campus

Attendees: Lim Eazen, Tee Ching Ying, Kaysan Mohamed Rifath, Manreen Kaur A/P Jagjit Singh, Bakyt Dzholdoshbekov, Denis Lau Yee Hao, Ruba Munaf hasan al-Shaikh

|  |  |  |
| --- | --- | --- |
| Agenda | Subjects | Participation |
|  | Discuss about the industry | Lim Eazen, Tee Ching Ying, Kaysan Mohamed Rifath, Manreen Kaur A/P Jagjit Singh, Bakyt Dzholdoshbekov, Denis Lau Yee Hao, Ruba Munaf hasan al-Shaikh |
|  | Separate groups and survey on the companies | Lim Eazen, Tee Ching Ying, Kaysan Mohamed Rifath, Manreen Kaur A/P Jagjit Singh, Bakyt Dzholdoshbekov, Denis Lau Yee Hao, Ruba Munaf hasan al-Shaikh |
|  | Look for the limitations | Lim Eazen, Tee Ching Ying, Kaysan Mohamed Rifath, Manreen Kaur A/P Jagjit Singh, Bakyt Dzholdoshbekov, Denis Lau Yee Hao, Ruba Munaf hasan al-Shaikh |

**Date: 18/1**

Day: Thursday

Time: 4:00 pm to 5:00 pm

Attendees: Lim Eazen, Tee Ching Ying, Kaysan Mohamed Rifath, Manreen Kaur A/P Jagjit Singh, Bakyt Dzholdoshbekov, Denis Lau Yee Hao, Ruba Munaf hasan al-Shaikh

|  |  |  |
| --- | --- | --- |
| Agenda | Subjects | Participation |
|  | Decide on the company | Lim Eazen, Tee Ching Ying, Kaysan Mohamed Rifath, Manreen Kaur A/P Jagjit Singh, Bakyt Dzholdoshbekov, Denis Lau Yee Hao, Ruba Munaf hasan al-Shaikh |
|  | Discuss about the company’s limitations | Lim Eazen, Tee Ching Ying, Kaysan Mohamed Rifath, Manreen Kaur A/P Jagjit Singh, Bakyt Dzholdoshbekov, Denis Lau Yee Hao, Ruba Munaf hasan al-Shaikh |
|  | Separate groups for each limitation | Lim Eazen, Tee Ching Ying, Kaysan Mohamed Rifath, Manreen Kaur A/P Jagjit Singh, Bakyt Dzholdoshbekov, Denis Lau Yee Hao, Ruba Munaf hasan al-Shaikh |

**Date: 26/1**

Day: Friday

Time: 12:00 pm to 1.30 pm

|  |  |  |
| --- | --- | --- |
| Agenda | Subjects | Participation |
|  | Discuss about which topic to choose for the 2nd assignment | Lim Eazen, Tee Ching Ying, Kaysan Mohamed Rifath, Manreen Kaur A/P Jagjit Singh, Bakyt Dzholdoshbekov, Denis Lau Yee Hao, Ruba Munaf hasan al-Shaikh |
|  | Research for the benchmarks | Lim Eazen, Tee Ching Ying, Kaysan Mohamed Rifath, Manreen Kaur A/P Jagjit Singh, Bakyt Dzholdoshbekov, Denis Lau Yee Hao, Ruba Munaf hasan al-Shaikh |
|  | Discuss solutions and edit | Lim Eazen, Tee Ching Ying, Kaysan Mohamed Rifath, Manreen Kaur A/P Jagjit Singh, Bakyt Dzholdoshbekov, Denis Lau Yee Hao, Ruba Munaf hasan al-Shaikh |