

MINI PROJECT

STEP 1: APP SELECTION

TEMU APP

OVER VIEW OF THE APP

Temu is a mobile shopping app that offers a wide range of products at affordable prices.

PURPOSE/TARGET AUDIENCE

The primary purpose of Temu is to provide consumers with a convenient and affordable shopping experience. The target audience appears to be

1. Young adult
2. Budget shoppers
3. Global consumers

CORE FEATURES

1. Wide product consumption
2. Competitive pricing
3. Daily deals and discounts
4. Global shipping

UI EVALUATION

Temu app appears to have a clean font and the font sizes (headings and titles) are clearly distinguished from body text. And the readability is generally readable with sufficient line spacing

UX EVALUATION

Temu app is seamless and easy to browse even though they need to improve in loading times, navigation complexity and deep linking

PROBLEMS

1. Limited Personalization and Customization Options

The app lacks personalized recommendations, and users may not be able to customize their experience, such as saving favorite products or categories.

2. Too Many Push Notifications and Promotions

Users may feel overwhelmed by the frequency and volume of push notifications and promotions, which can be perceived as spammy and intrusive.

3. Checkout Process is Too Long and Complicated

The checkout process is lengthy and involves too many steps, which can lead to cart abandonment and frustration.

4. Insufficient Product Information and Details

Product pages lack essential information, such as detailed product descriptions, specifications, and high-quality images, making it difficult for users to make informed purchasing decisions.

5. Poor Navigation and Information Architecture

The navigation menu is complex, with too many options and sub-menus, making it hard for users to find what they're looking for. And many more

Limited Personalization and Customization Options:

- Lack of Engagement: Users may feel less engaged with the app due to limited personalization options.
- Decreased User Satisfaction: Users may feel less satisfied with their overall experience.
- Increased Abandonment Rate: Users may abandon the app and seek alternative solutions that offer more personalization options.

Too Many Push Notifications and Promotions:

- Notification Fatigue: Users may feel overwhelmed and fatigued by excessive notifications.
- Decreased User Engagement: Users may ignore or dismiss notifications, leading to decreased engagement.
- Increased Uninstall Rate: Users may uninstall the app due to excessive notifications.

Checkout Process is Too Long and Complicated:

- Cart Abandonment: Users may abandon their carts due to frustration or complexity.
- Decreased Conversion Rate: Users may be less likely to complete a purchase.
- Increased Frustration: Users may feel frustrated and anxious during the checkout process.

Insufficient Product Information and Details:

- Lack of Confidence in Purchasing Decisions: Users may feel uncertain or hesitant to make a purchase due to insufficient product information.
- Increased Returns and Refunds: Users may return or request refunds for products that don't meet their expectations.
- Decreased User Satisfaction: Users may feel dissatisfied with their overall shopping experience.

Poor Navigation and Information Architecture:

- Disorientation and Confusion: Users feel lost and uncertain about how to find what they're looking for.
- Increased Bounce Rate: Users may abandon the app due to frustration and difficulty in finding relevant information.
- Decreased User Engagement: Users are less likely to explore the app and discover new features or products.

REDSIGN PROPOSAL

1. Simplified Home Screen

- **Clean Layout:** Organize features and content into clear sections.
- **prominent Search Bar:** Enhance search functionality and make it easily accessible.
- **Personalized Recommendations:** Display tailored product suggestions.

2. Improved Navigation

- **Streamlined Menu:** Simplify menu structure and reduce cognitive load.
- **Intuitive Icons:** Use recognizable and consistent icons.
- **Tailored Recommendations:** Provide users with personalized product suggestions.

3. Additional Enhancements

- **Simplified Checkout Process:** Reduce steps and make checkout more intuitive.
- **Clear Shipping Information:** Provide transparent and detailed shipping information.
- **Improved Customer Support:** Enhance customer support with clear contact information and responsive support agents.