Problem Statement: Add more uniqueness and social interations to Tiktok online shop

Key features:

1. Users can upload short videos to recommand a particular product

2. While browsering shop page, users can see whether the products are recommanded by their followed content maker or their friends

3. In the product page, users can see the videos about this product or other related products. The videos from their followed content makers and friends have priority.

Goal:

1. To attract the users browse tiktok shop even if they do not have a specific product to buy

2. To motivate users to buy a product in terms of high quality/ interesting videos.