

Shopee on Samsung Flip & Fold

15/6/2023

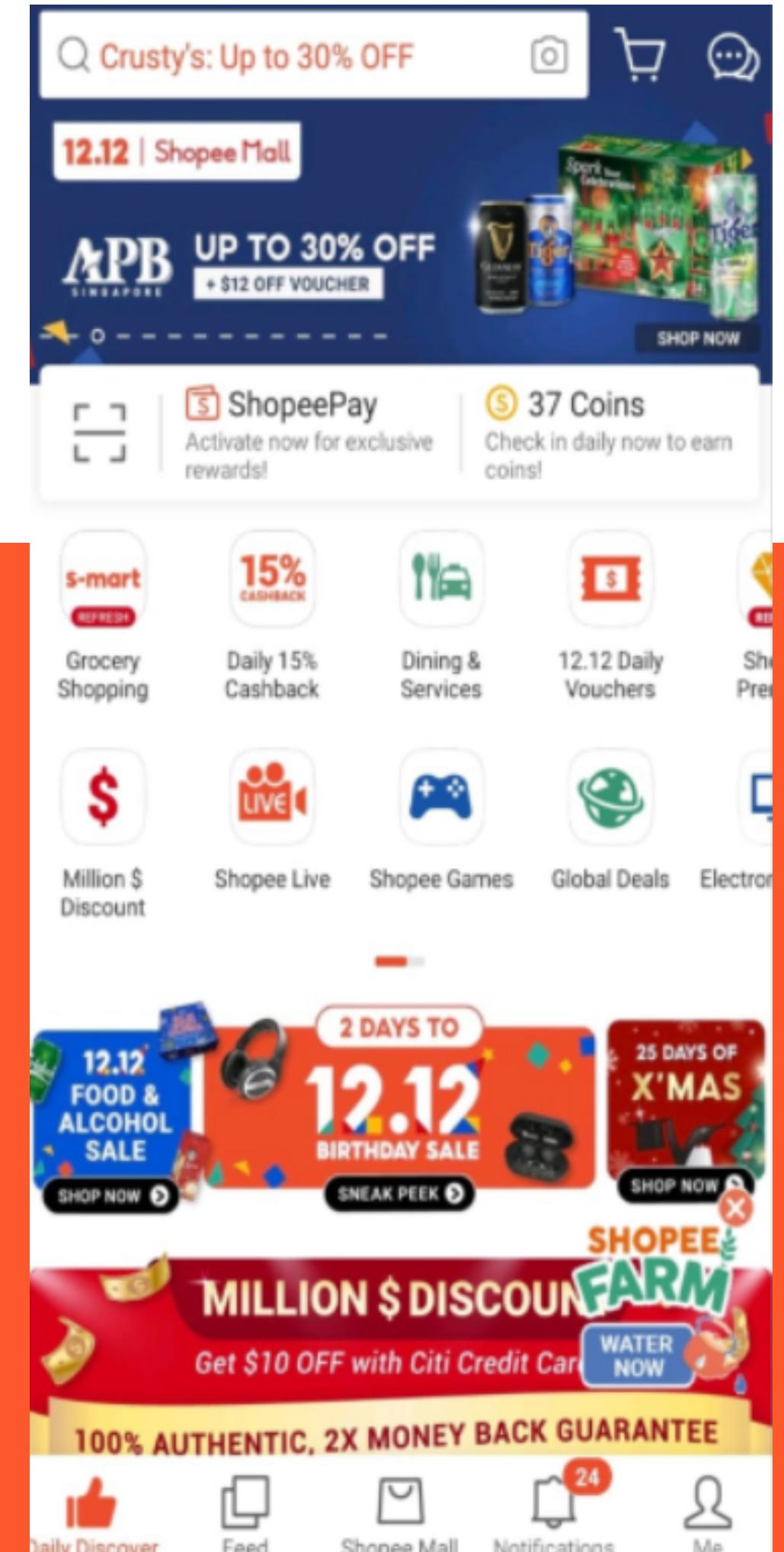
Presented by
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[https://past-footprint-
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Overview

- Shopee is an e-commerce platform where users can buy and sell various products.



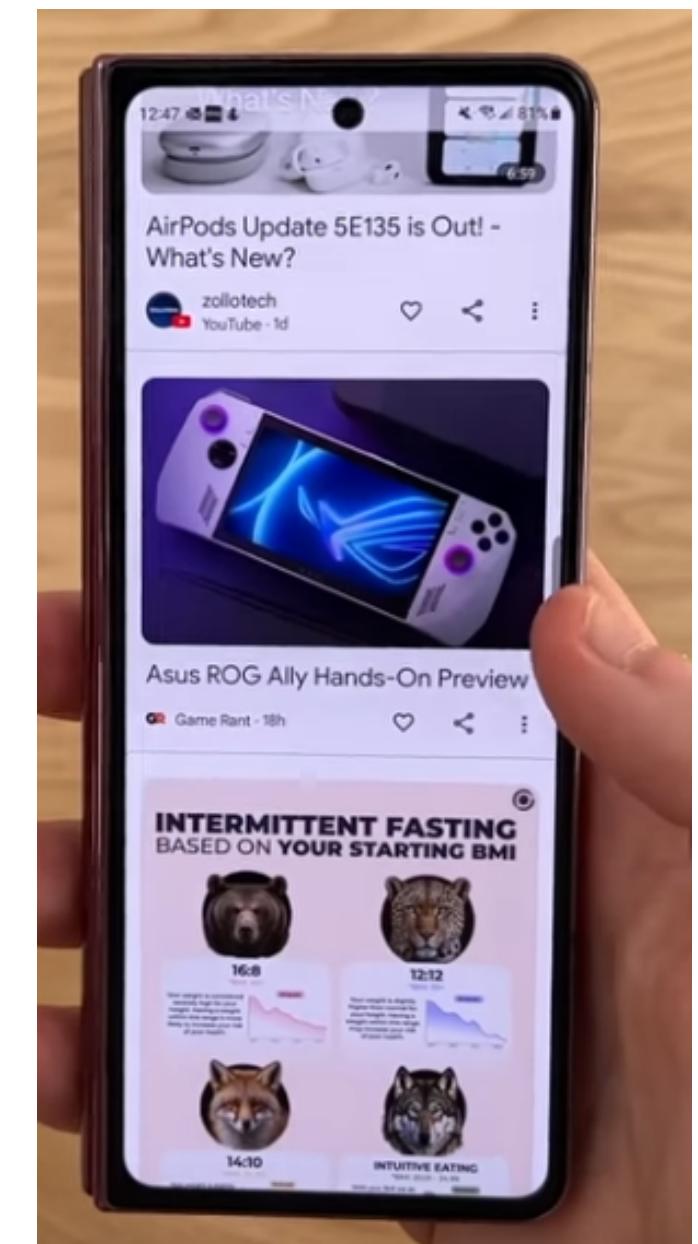
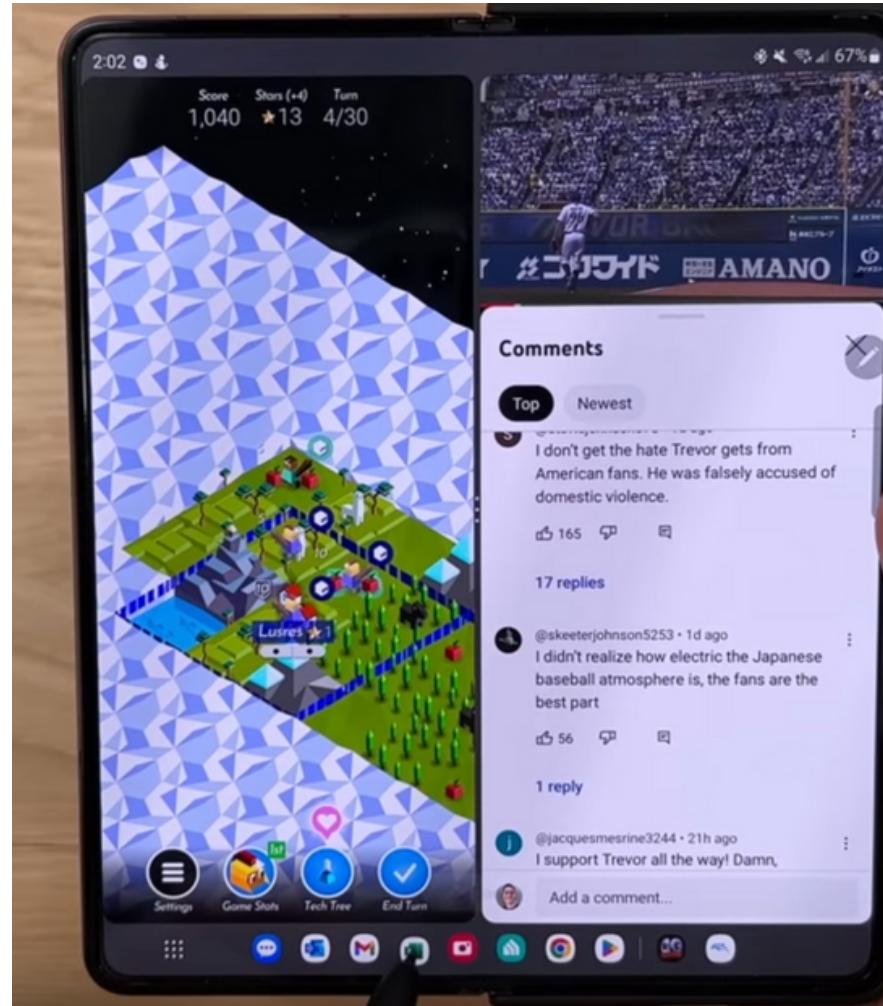
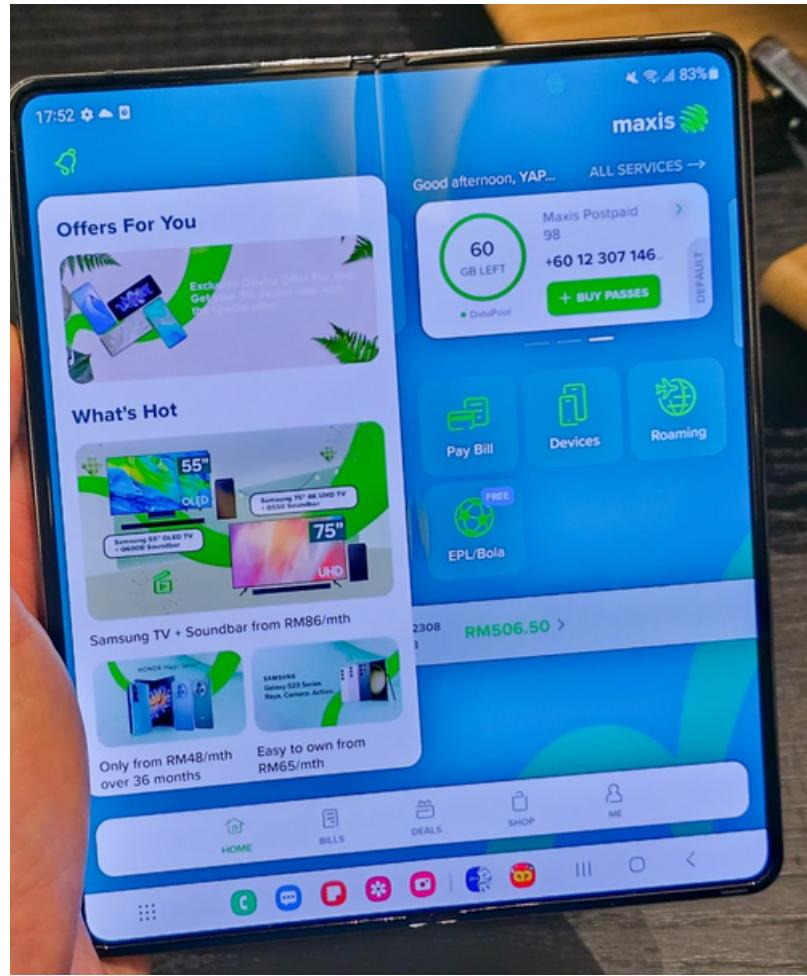
User Problems

- Cluttered homepage, landing page feels 'intimidating', too many elements => bad UI/UX
- Average satisfaction rating of 52% for 21-40 year olds.

Hypothesis & Underlying belief

To stay at the forefront of e-commerce applications, it is crucial to provide its users with the best possible shopping experience.

Shopee can leverage the benefits of UI/UX of foldable devices:



Large screen real estate

Multi-tasking screens

Flex mode

One-handed mode

Thought and Design Process

1. Address user problems, by leveraging advantages of foldable devices



2. List all User Actions and implement multi-window, unfolded, folded & flex mode to enhance shopping experience



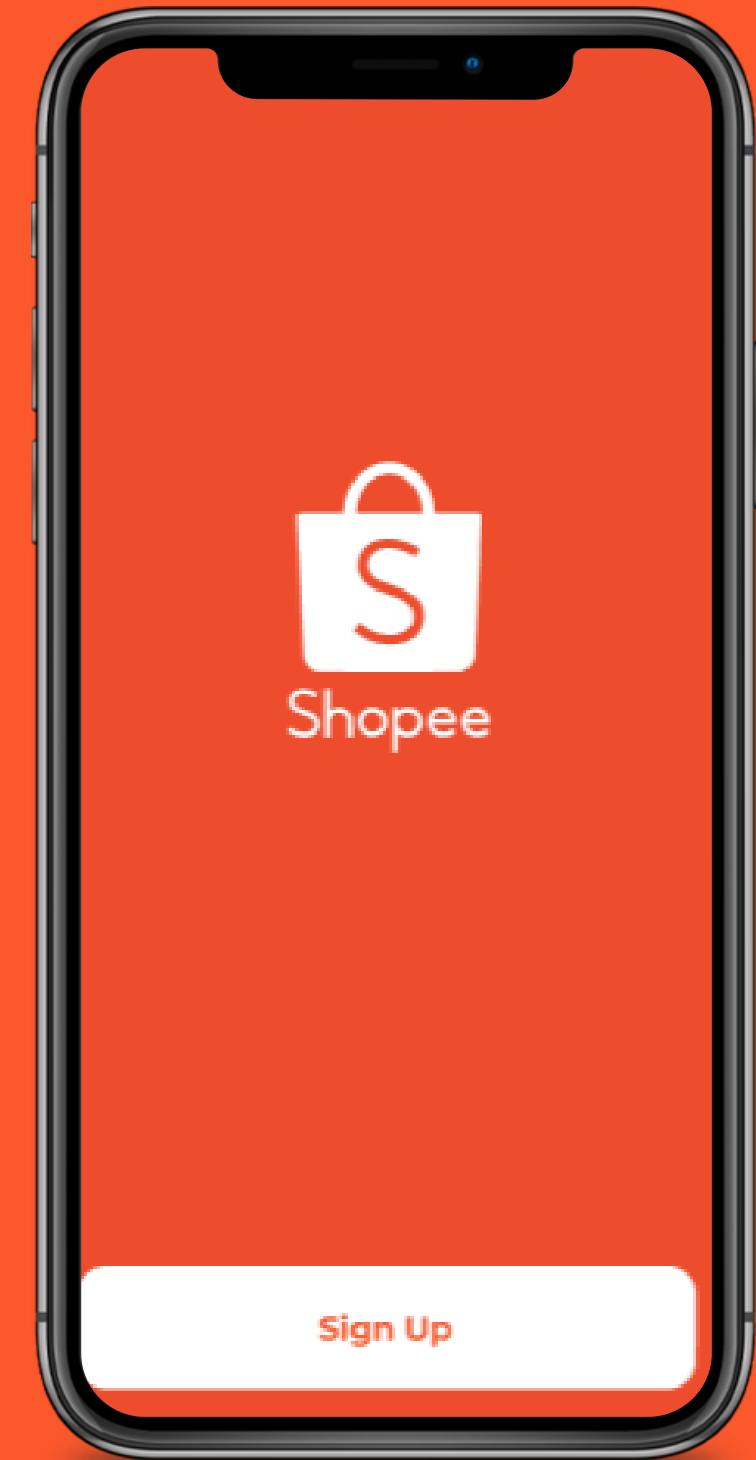
3. Produce a prototype that covers user actions, with common design patterns & target audience in mind

The Prototype

Target Audience

Different levels of:

- technological proficiency
- age
- background qualification
- interests



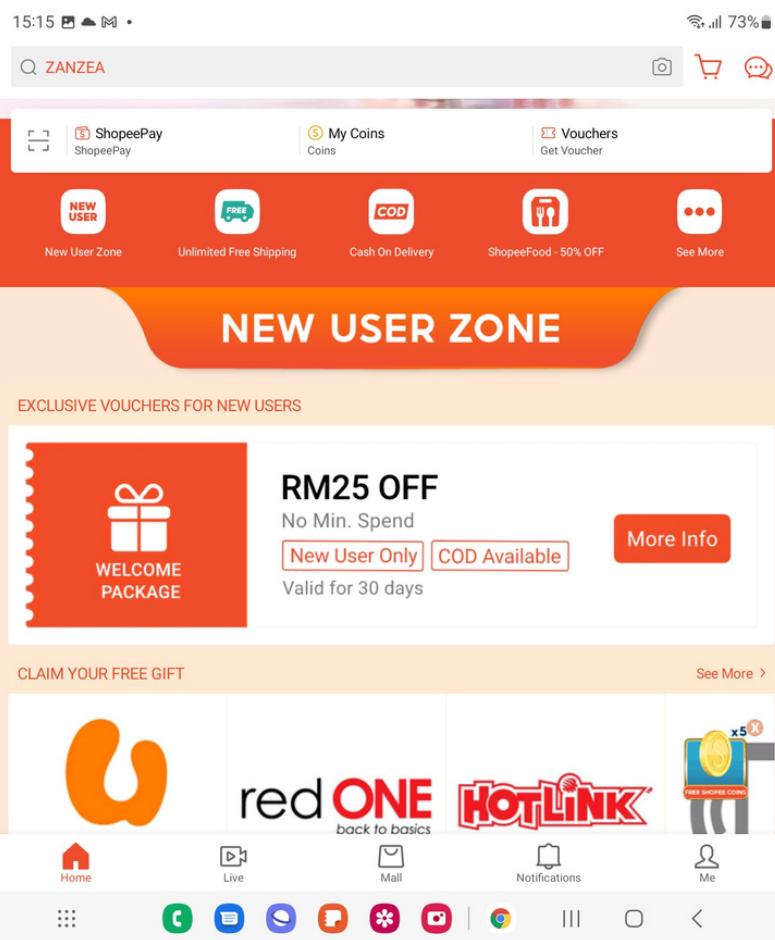
Design Patterns for Foldable Devices

- Adaptable View
- Responsive Layout

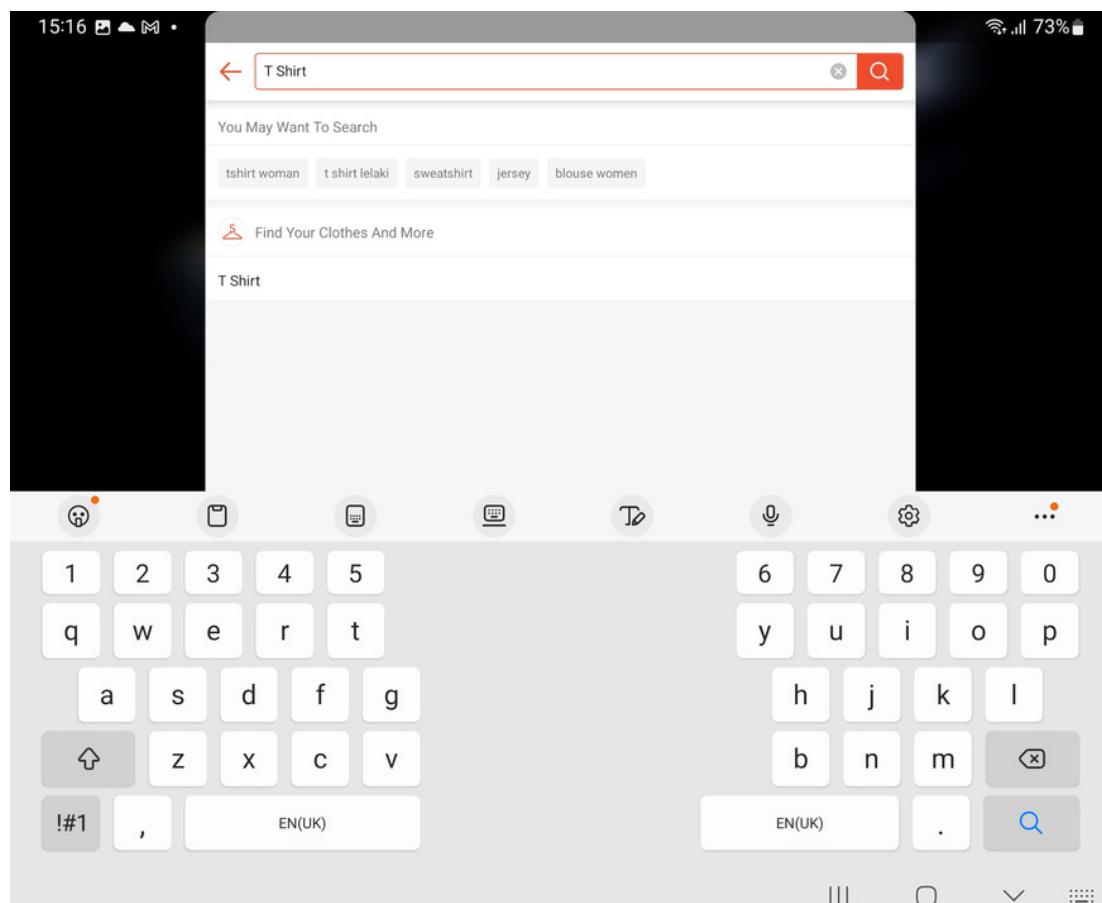
User Actions

Before

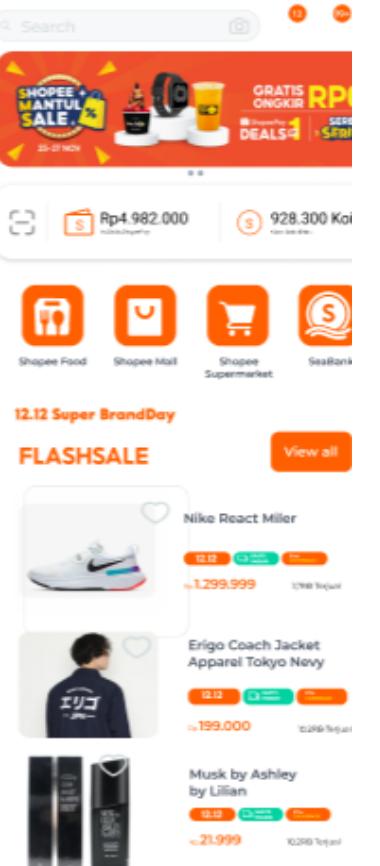
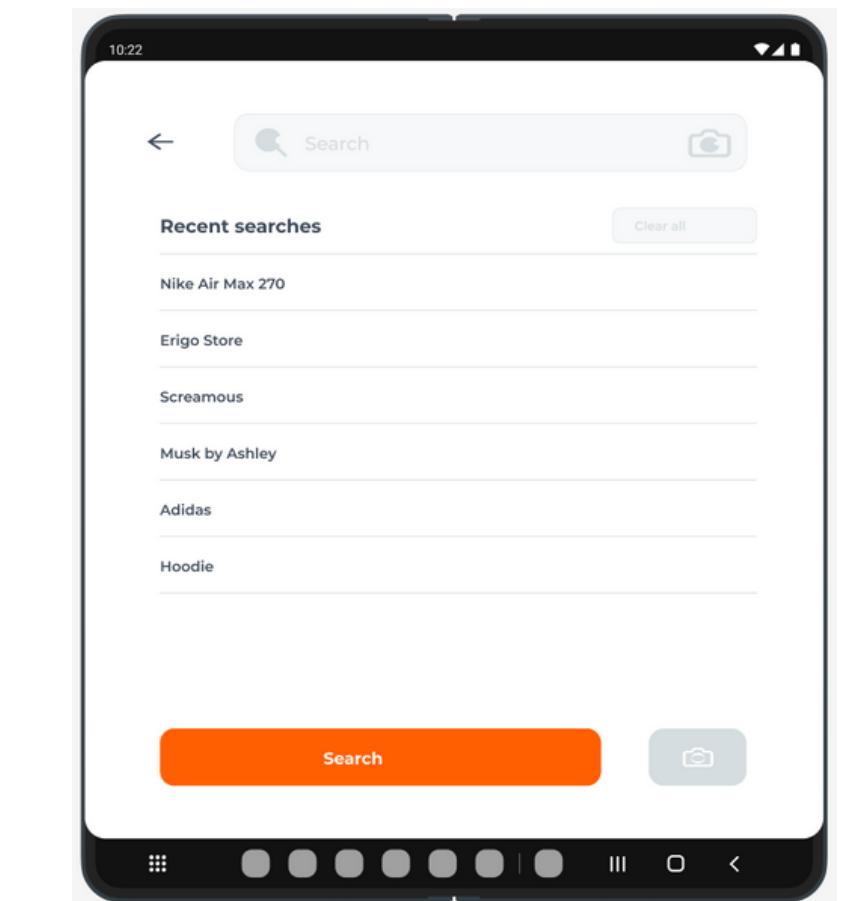
Browse Home page



Searching for products



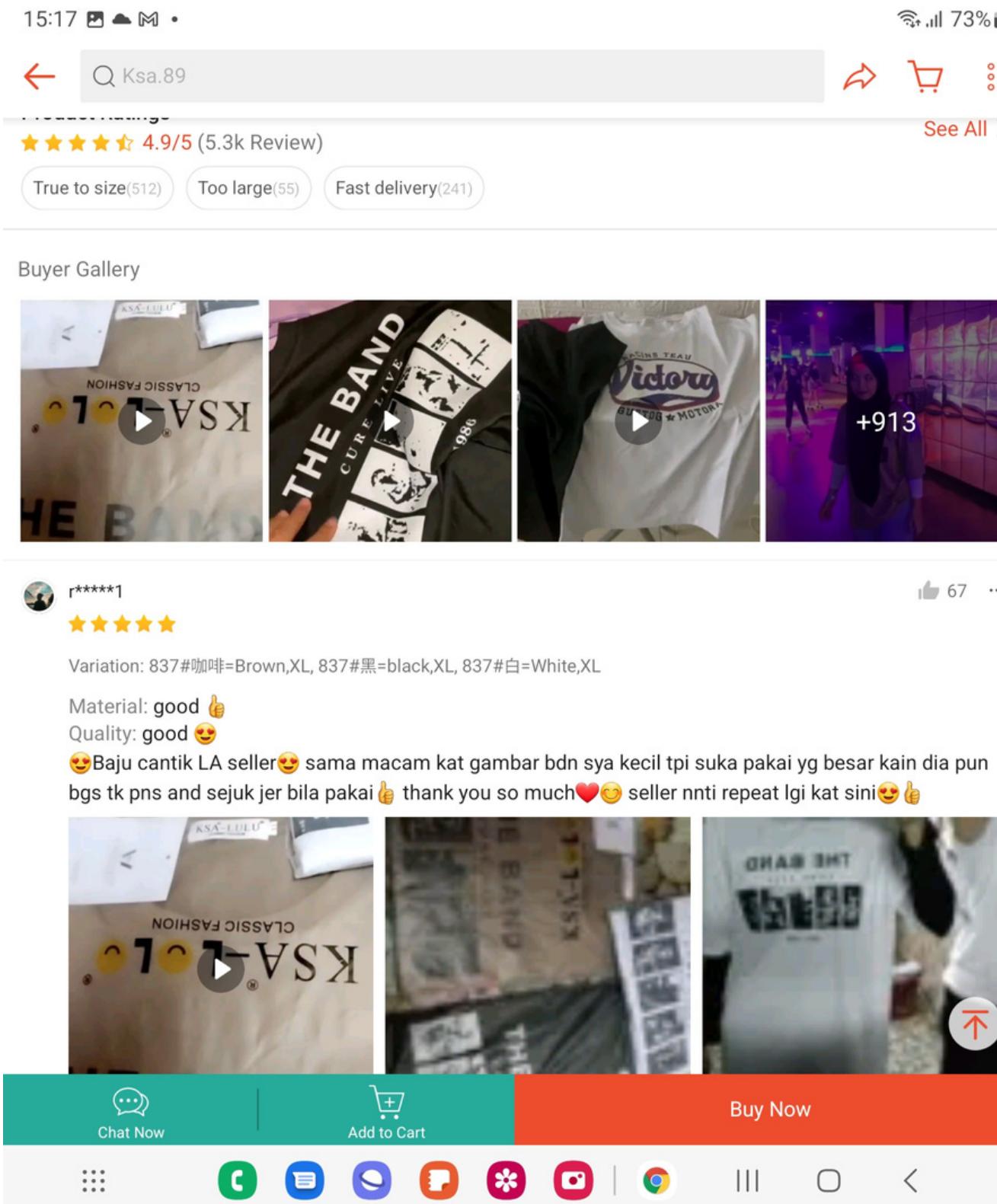
After



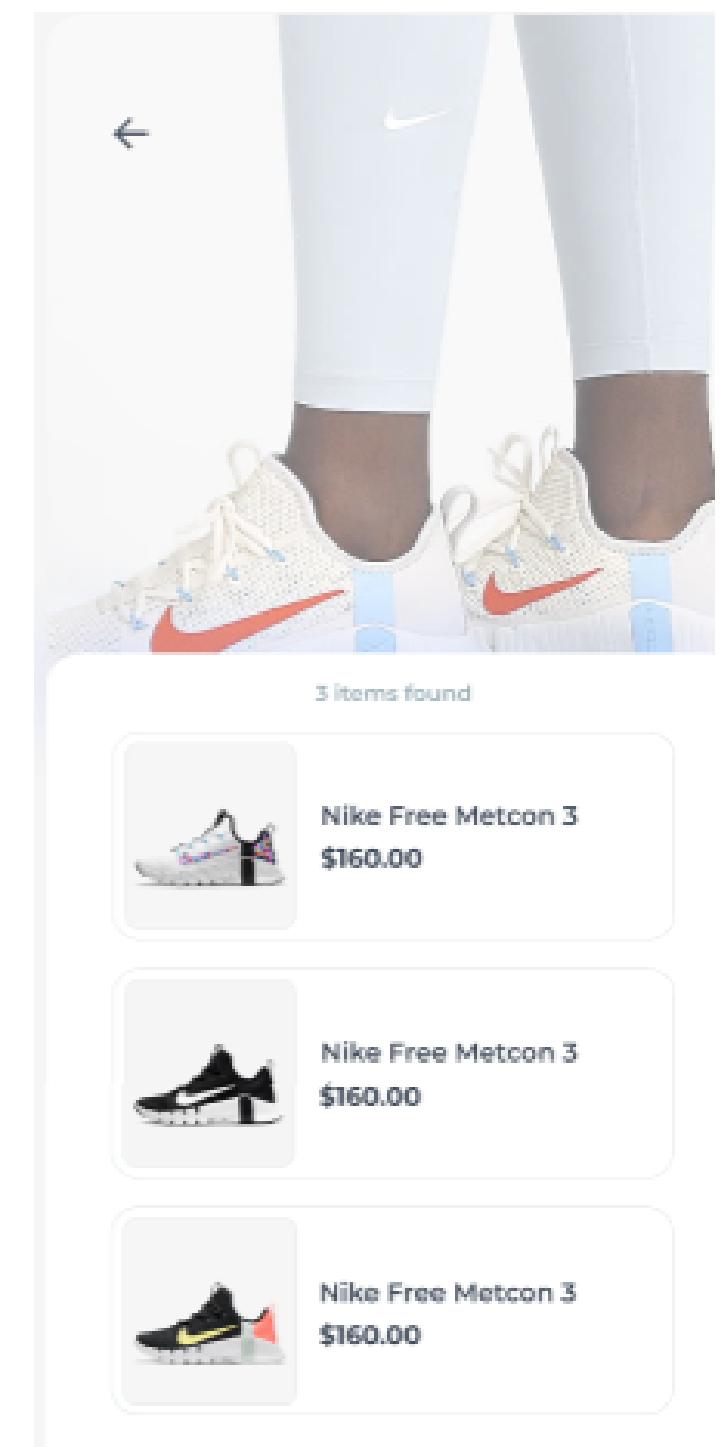
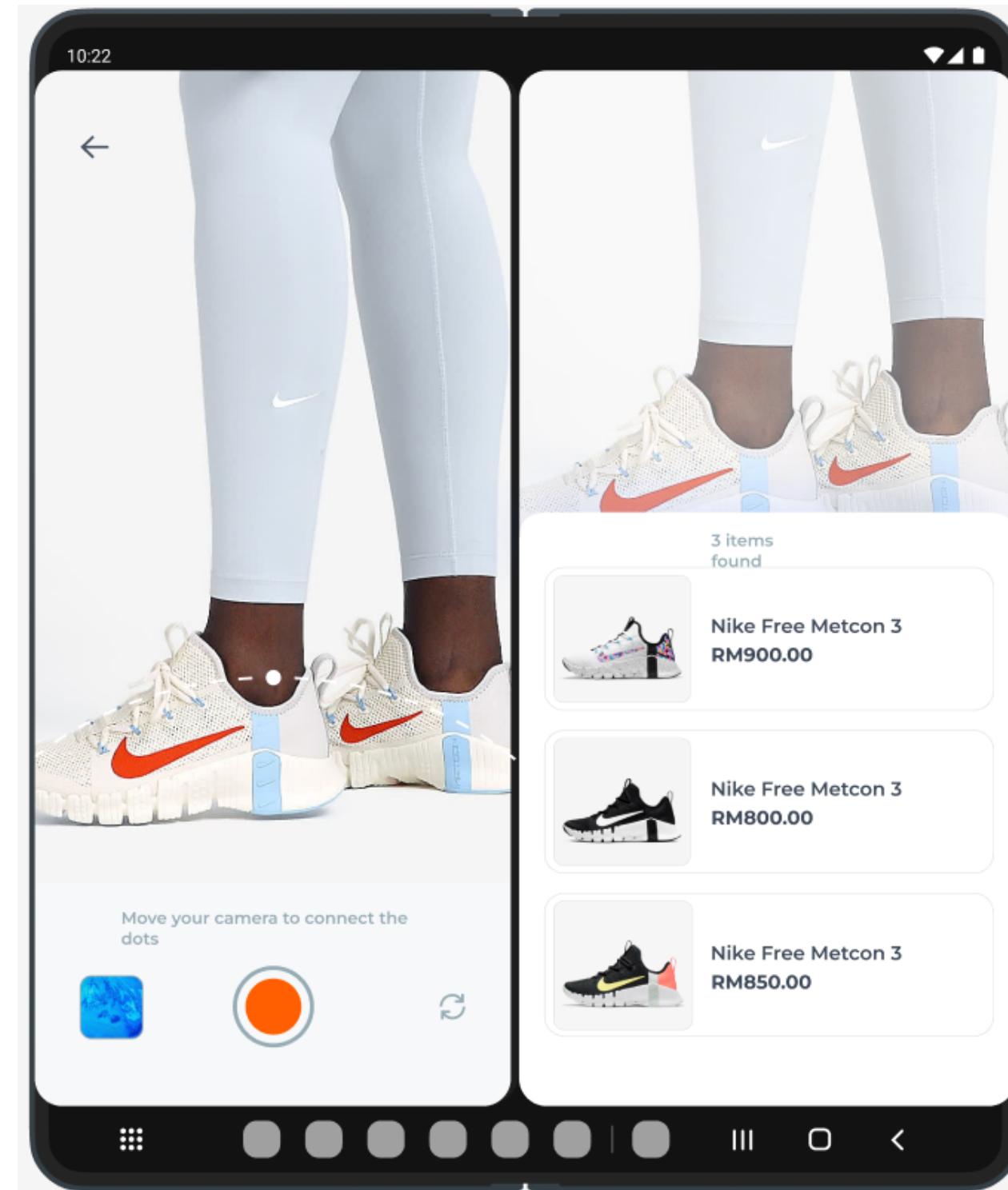
User Actions

View & compare products

Before



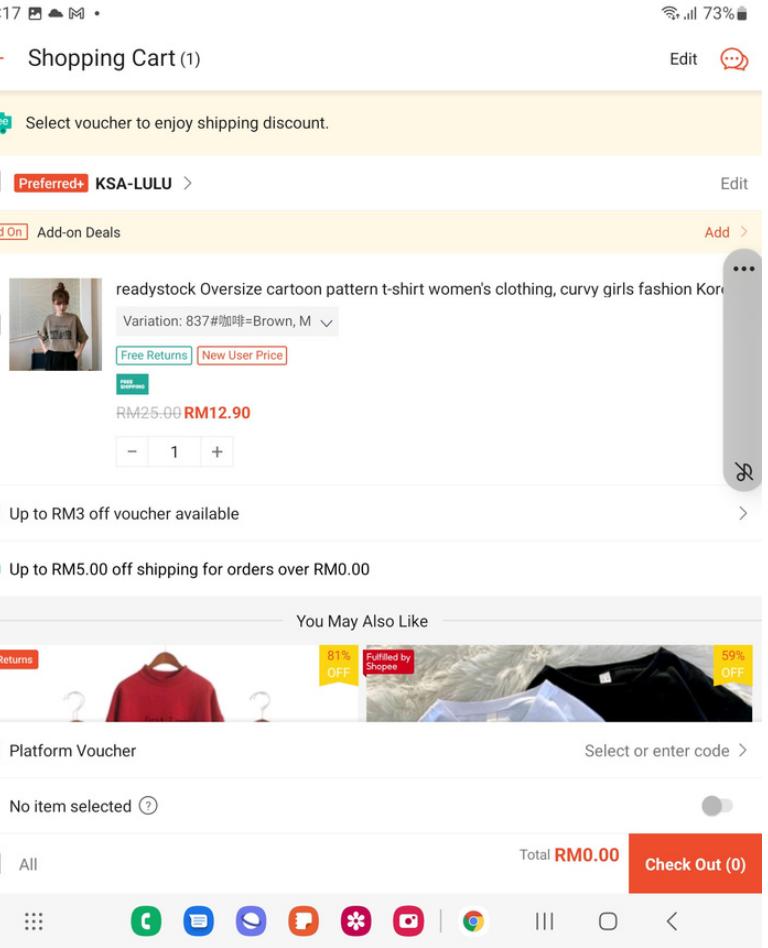
After



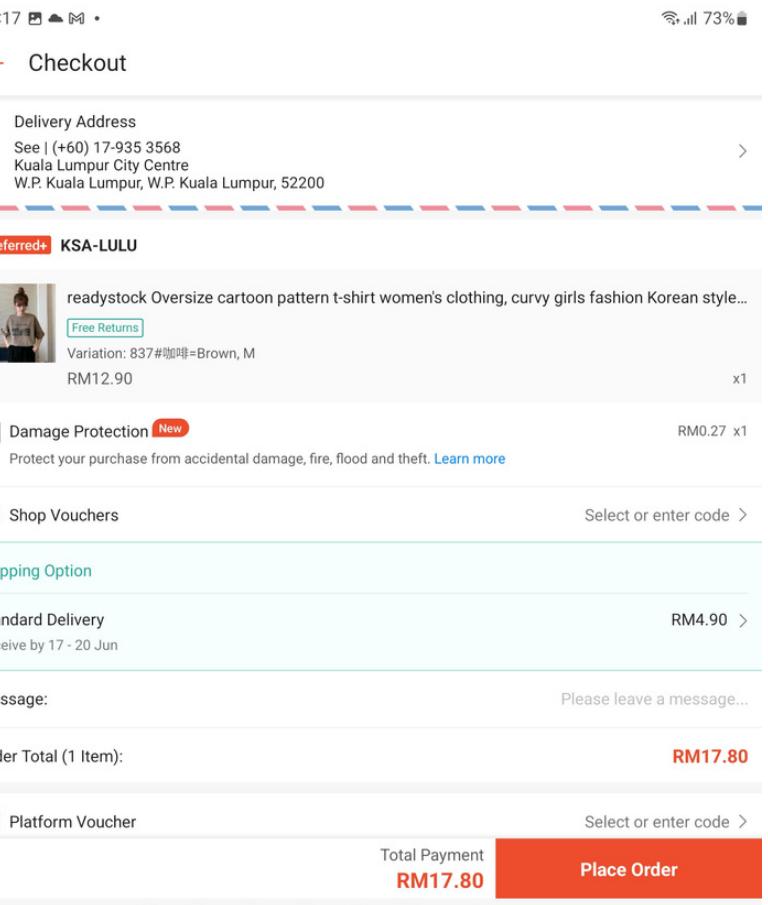
User Actions

Check Cart

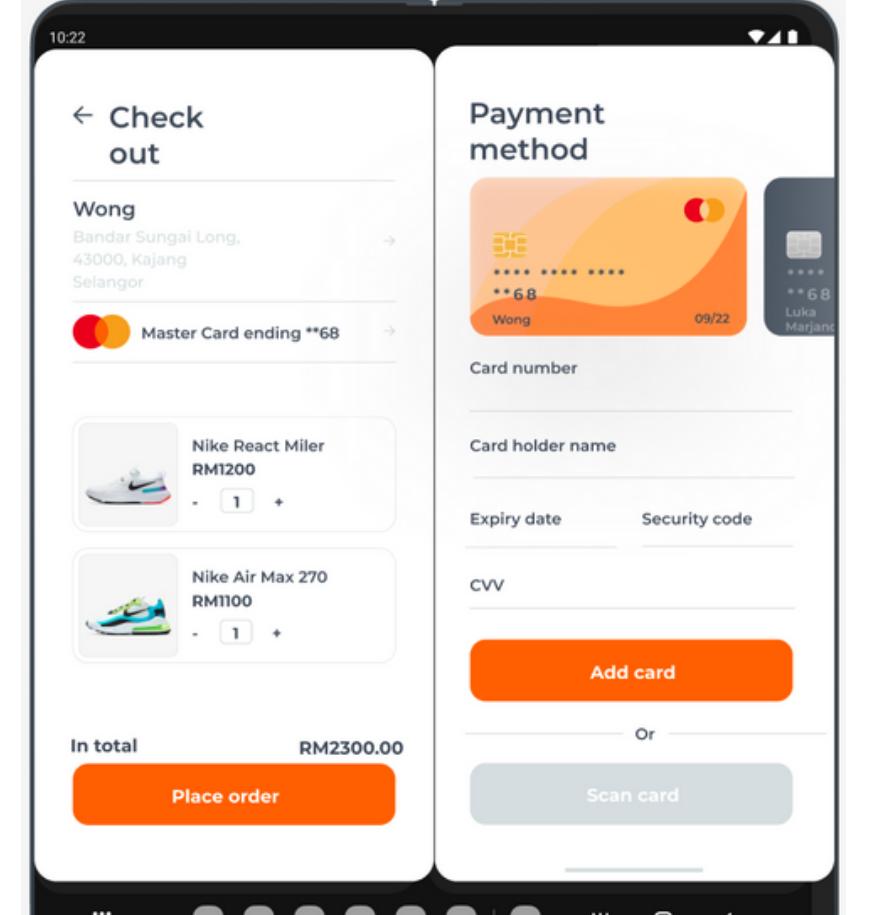
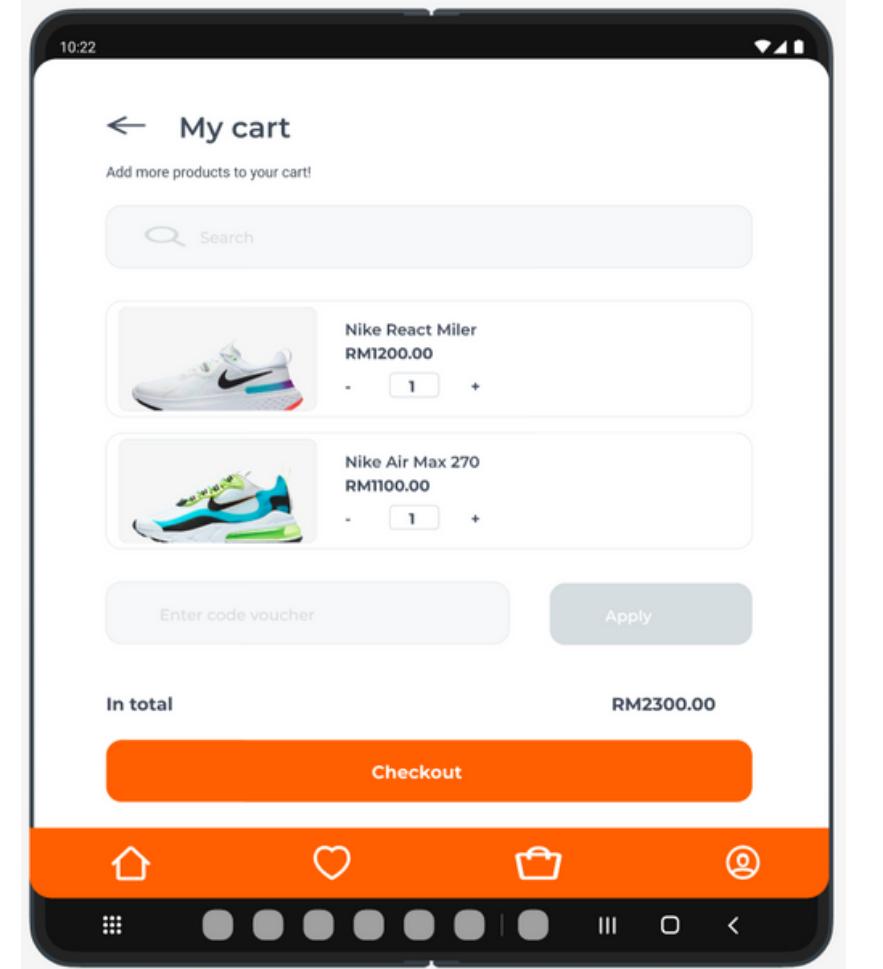
Before



Checkout & Payment

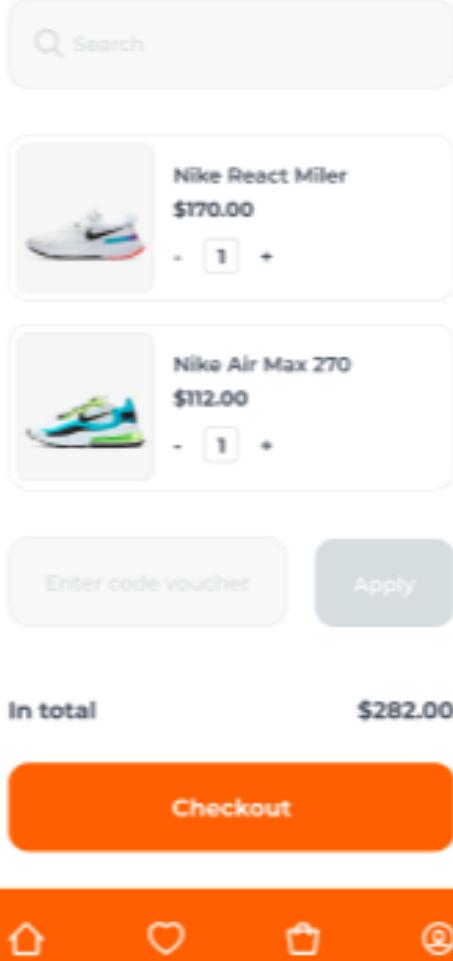


After

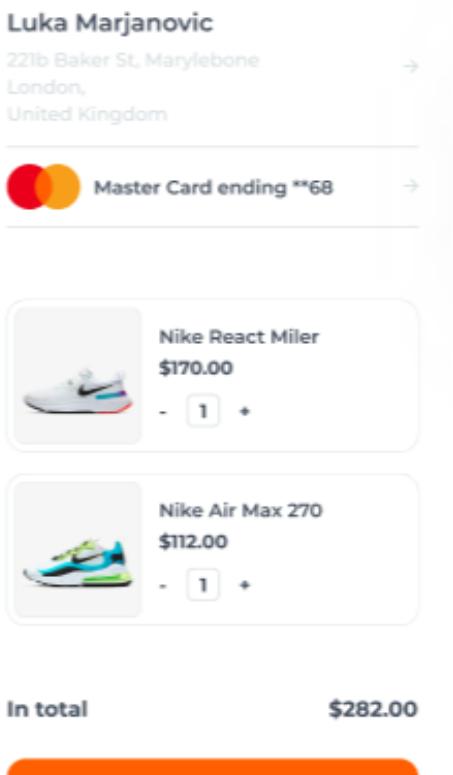


← My cart

Add more products to your cart!



← Checkout



Conclusion

- Revamped UI/UX for foldable devices to address user problems
- Produced and demonstrated a prototype as proof of concept of UI/UX
- Used design patterns and adjusted design to target audience

**Test our prototype
with your Galaxy Z
now!**



View our designs



Q

A