



BeelyDrop

Ux Research

UI/UX Designer
By-Biruk H

Introduction

BeelyDrop is an innovative e-commerce platform that will redefine the personalized shopping experience. Our platform will offer a wide range of customizable products, allowing individuals to express their unique identity and create meaningful connections. Customers will be able to seamlessly shop for both personalized items and their everyday needs, all within the BeelyDrop app.

BeelyDrop is different from other e-commerce platforms in several ways. First, our focus is on personalization. We believe that everyone has a unique style and personality, and we want to help people express that through their clothing and accessories. Second, we offer a wide range of customizable products. Whether you want to monogram a tote bag, add your initials to a scarf, or have a custom-made dress created, we can help you make your vision a reality. Third, we make it easy for customers to shop for both personalized items and their everyday needs. All of our products are available in the BeelyDrop app, so you can easily find everything you need in one place.

Understanding The users

Personas
Pain points
User Journey Map
Survey

Personas

Persona



Name: Fatima

Age: 22

Occupation: Student

Education: Student

Location: Ibadan, Nigeria

Background: Fatima is a university student who lives on a tight budget. She enjoys shopping online for clothes, accessories, and makeup, as it allows her to find trendy items at affordable prices. Fatima is also interested in health and wellness products, and likes to shop for supplements and natural remedies online.

Goals: Fatima is a budget-conscious online shopper who values affordability and variety. She likes to browse multiple online marketplaces to find the best deals and discounts. Fatima is also concerned about the quality of products she receives, and likes to read reviews from other customers before making a purchase. She prefers platforms with a user-friendly interface, easy payment options, and fast delivery times. Fatima values customer service and expects helpful and responsive support.

Challenges: Fatima's main pain point is the reliability of the delivery process. She has had experiences where her orders were delayed or lost in transit, causing inconvenience and frustration. Fatima is also concerned about the authenticity of certain products, especially those related to health and wellness. Another pain point for Fatima is the limited availability of certain products and sizes, especially for trendy clothing items.

Values: Fatima values affordability, variety, quality, and convenience when shopping online. She appreciates platforms that offer a wide range of products, easy payment options, and fast delivery times. Fatima is willing to wait a bit longer for delivery if it means getting a better deal or higher quality product. She values customer service and expects helpful and responsive support to any inquiries or issues she may encounter. Fatima is also concerned about the security of her personal and financial information when shopping online, so she prefers to shop on platforms with secure payment methods and strong privacy policies.

Personas

Persona



Name: Aisha

Location: Lagos, Nigeria

Age: 28

Occupation: Marketing Executive

Education: Bachelor's degree in Marketing

Background: Aisha is a busy young professional who works long hours at a marketing agency in Lagos. She has a busy schedule and often finds it difficult to shop for household essentials and personal items during the week. She prefers to shop online as it is more convenient and saves her time. Aisha is also interested in fashion and likes to shop for trendy clothes, shoes, and accessories online.

Goals: Aisha is a savvy online shopper who values convenience, quality, and affordability. She often browses multiple online marketplaces to compare prices and find the best deals. She prefers platforms with a user-friendly interface, easy payment options, and fast delivery times. Aisha values customer service and expects prompt responses to her inquiries and complaints. She likes to read reviews from other customers before making a purchase to ensure that she is buying a quality product. Aisha is also concerned about the safety and security of her personal and financial information when shopping online, so she prefers to shop on platforms that have secure payment methods and strong privacy policies.

Challenges: Aisha's main pain point is the reliability of the delivery process. She has had experiences where her orders were delayed or lost in transit, causing inconvenience and frustration. Aisha is also concerned about the quality of products she receives, as she has received faulty items in the past. Another pain point for Aisha is the availability of certain products, especially those that are not commonly stocked by local brick-and-mortar stores.

Values: Aisha values convenience, quality, affordability, and safety when shopping online. She appreciates platforms that offer a wide range of products, easy payment options, and fast delivery times. Aisha is also willing to pay a bit more for a product if it means she can get it quickly and reliably. She values customer service and expects prompt and helpful responses to her inquiries and complaints. Aisha values her time and appreciates platforms that offer features like saved payment information and order history to make her shopping experience more efficient.

Personas

Persona



Name: Musa

Age: 35

Occupation: Business Owner

Education: No Education

Location: Abuja, Nigeria

Background: Musa is a successful business owner who runs a small grocery store in Abuja. He values efficiency and convenience in all aspects of his life, including his shopping habits. Musa prefers to shop online for his store's inventory, as it allows him to easily compare prices and find the best deals. He also likes to purchase household items and personal products online to save time and avoid the hassle of going to physical stores.

Goals: Musa is a practical online shopper who values affordability and efficiency. He is always looking for ways to save money and increase his profit margins, so he carefully evaluates the prices and quality of products before making a purchase. Musa is also concerned about the reliability of the delivery process, as he needs his orders to arrive on time in order to keep his store well-stocked. He prefers platforms that offer bulk discounts and easy payment options. Musa values customer service and expects quick and helpful responses to any inquiries or issues he may encounter.

Challenges: Musa's main pain point is the availability of certain products, especially those that are not commonly stocked by local suppliers. He also finds it frustrating when the delivery process is delayed or when products arrive damaged or of poor quality. Musa is also concerned about the security of his personal and financial information when shopping online.

Pain Point

Pain Points

Fatima

- Delayed or lost deliveries: Fatima values fast and reliable delivery, so a delayed or lost delivery can be frustrating and inconvenient for her.
- Limited product availability: Fatima may not be able to find certain products or sizes she is looking for, especially if they are not commonly stocked by local brick-and-mortar stores.
- Authenticity concerns: Fatima is concerned about the authenticity of certain products, especially those related to health and wellness, so receiving a fake or counterfeit item can be disappointing and potentially harmful to her health.

Pain Points

Aisha

- Late or lost deliveries: Aisha values fast and reliable delivery, so a delayed or lost delivery can be frustrating and inconvenient for her.
- Faulty products: Aisha is concerned about the quality of products she receives, so receiving a faulty or damaged item can be disappointing.
- Limited product availability: Aisha may not be able to find certain products or sizes she is looking for, especially if they are not commonly stocked by local brick-and-mortar stores.

Pain Points

Musa

- Limited product availability: Musa may not be able to find certain products he needs for his store, especially if they are not commonly stocked by local suppliers.
- Delayed or damaged deliveries: Musa needs his orders to arrive on time and in good condition, so a delayed or damaged delivery can be frustrating and costly for him.
- Security concerns: Musa is concerned about the security of his personal and financial information when shopping online, especially when making large purchases.

User journey Map

User Journey Map



Fatima

1. Fatima orders a new supplement from an online marketplace.
2. The delivery is delayed by several days, causing Fatima to run out of her current supply.
3. Fatima contacts customer service to inquire about the delay and is informed that there was a logistical issue.
4. Fatima becomes frustrated and decides to look for a new supplier.
5. Fatima finds a new supplier and places an order.
6. The order arrives on time and in good condition, but Fatima is unsure about the authenticity of the product.
7. Fatima contacts customer service to inquire about the product's authenticity and is reassured that it is genuine.
8. Fatima is satisfied with her purchase but decides to research products more thoroughly in the future to avoid similar concerns.

User journey Map

User Journey Map



Aisha

1. Aisha searches for a specific dress on an online marketplace but cannot find her size.
2. Aisha contacts customer service for assistance and is informed that her size is out of stock.
3. Aisha becomes frustrated and decides to look for the dress on another platform.
4. Aisha finds the dress on another platform and places an order.
5. The dress is delivered on time and in good condition, and Aisha is satisfied with her purchase.

User journey Map

User Journey Map



Musa

1. Musa orders a bulk supply of rice for his grocery store from an online marketplace.
2. The delivery is delayed by several days, causing Musa to run out of stock.
3. Musa contacts customer service to inquire about the delay and is informed that there was a logistical issue.
4. Musa becomes frustrated and decides to look for a new supplier.
5. Musa finds a new supplier and places an order.
6. The order arrives on time and in good condition, and Musa is satisfied with his purchase.

Survey

What E-commerce platform do you use more often?

 Copy

6 responses



How did you discover platform, and what motivated you to start using it?

8 responses

Friends

Friend

I basically heard about it.

Internet, based on design interface

Buying items

A friend

What products do you typically purchase on E-commerce platform?

6 responses

Electronics, Fashion, Utensils and so on

Clothes

Skincare products and sharmama

Gadgets

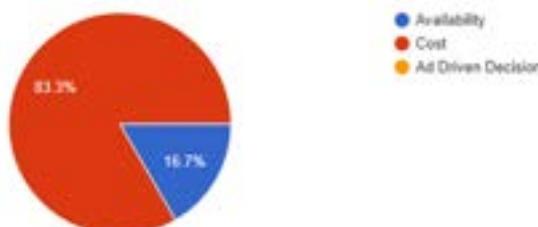
Gadgets

Books

What factors do you consider when deciding whether to make a purchase on E-commerce platform?

6 responses

 Copy



Survey

How do you typically search for products on E-commerce platform?

6 responses

Copy



What do you think of product descriptions and images? Do they provide enough information for you to make an informed purchase decision?

6 responses

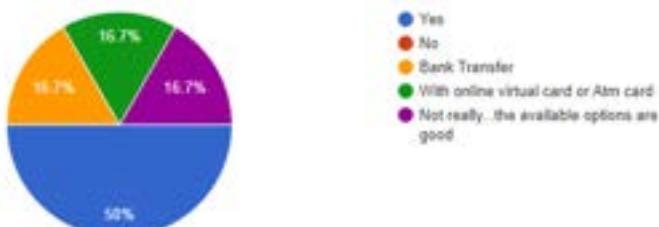
Copy



How do you typically pay for purchases on E-commerce platform? Are there any payment methods you wish were available?

6 responses

Copy



How satisfied are you with the delivery process for purchases made on E-commerce platform?
Does the delivery time meet your expectations?

6 responses

Yes

Good

Not everytime but I believe they can do better

Sometimes

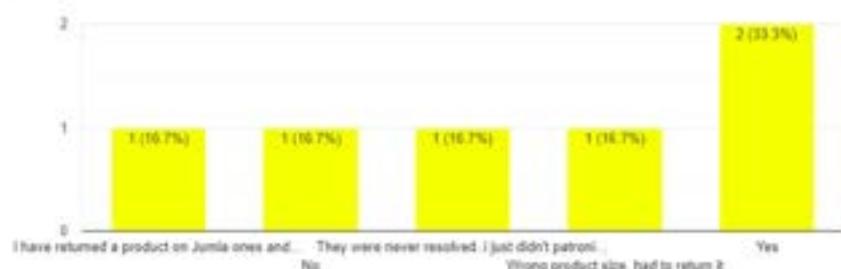
Not always

Not always

Survey

Have you ever had any issues with products or orders on E-commerce platform? If so, [Copy](#)

6 responses



How do you rate the overall user experience on platforms, including website/app design, navigation, and ease of use?

6 responses

Was okay

Good

Yes, it's quite very comfortable to use.

60

It's okay since I use it for basic and direct items

85%

Is there anything you would like to see improved or added to E-commerce platform You used more often to enhance your shopping experience?

8 responses

Reward for users who invites their friends and so on

I would love to see an improvement on the delivery time of goods... They could make deliveries as fast as possible... And also I would love to get the best of a product I purchase which will be really encouraging and satisfying to a customer.

Not at all

N/A

To give better description and reduce adds.

Competitive Analysis On Nigerias biggest E-commerce Platforms

Jumia
Jiji Nigeria
Konga Nigeria

JUMIA

Introduction

Jumia Nigeria is an online marketplace that connects sellers to buyers. It was founded in 2012 and is now the largest online retailer in Nigeria. Jumia offers a wide range of products, including electronics, fashion, home appliances, and groceries.

Jumia's business model is based on a marketplace model. This means that Jumia does not own the products that it sells. Instead, it acts as a middleman between sellers and buyers. Jumia charges sellers a commission on each sale.

JUMIA

Strength

- Easy to use: The Jumia website and app are easy to use, even for first-time users. The interface is clean and simple, and the navigation is straightforward.
- Wide range of products: Jumia offers a wide range of products, from electronics to fashion to home goods. This gives users a variety of options to choose from.
- Competitive prices: Jumia offers competitive prices on a wide range of products. This makes it a cost-effective option for users.
- Fast and reliable delivery: Jumia has a strong logistics network that allows it to deliver products to users quickly and efficiently. This is important for users who want to receive their orders quickly.
- Secure payments: Jumia offers a variety of secure payment options, including credit cards, debit cards, and bank transfers. This gives users peace of mind when making purchases

JUMIA

Weaknesses

- Slow website: The Jumia website can be slow at times, especially during peak hours. This can be frustrating for users who are trying to make a purchase.
- Poor product descriptions: The product descriptions on Jumia are often poor. This can make it difficult for users to decide whether or not they want to purchase a product.
- Lack of customer reviews: Jumia does not have a lot of customer reviews for its products. This can make it difficult for users to decide whether or not they want to purchase a product.
- Poor customer service: Jumia's customer service is not very good. This can be frustrating for users who have problems with their orders.

JUMIA

Improvement

- Speed up the website: Jumia could speed up its website by optimizing its code and using a better hosting provider.
- Improve product descriptions: Jumia could improve its product descriptions by adding more detail and making them more informative.
- Add more customer reviews: Jumia could add more customer reviews by encouraging its users to leave reviews for the products they purchase.
- Improve customer service: Jumia could improve its customer service by hiring more customer service representatives and by providing them with better training.
- Make the checkout process easier: The checkout process on Jumia can be a bit complicated. Jumia could make it easier by streamlining the process and by providing more clear instructions.
- Offer more payment options: Jumia currently only offers a few payment options. Jumia could offer more payment options, such as PayPal and Apple Pay.
- Improve the mobile app: The Jumia mobile app is not as good as the website. Jumia could improve the mobile app by adding more features and by making it more user-friendly.
- Expand into new markets: Jumia is currently only available in a few countries. Jumia could expand into new markets by opening up new websites and apps.
- Use more visuals: Visuals can help users to understand and interact with a website or app more easily. Jumia could use more visuals, such as images, videos, and infographics, to make its website and app more engaging.
- Personalize the experience: Jumia could personalize the experience for users by using data to recommend products, provide targeted offers, and deliver relevant content.
- Make it easy to find what you're looking for: Jumia could make it easier for users to find what they're looking for by using search, filters, and other features.
- Provide excellent customer service: Jumia could provide excellent customer service by being responsive to inquiries, resolving issues quickly, and going above and beyond to meet the needs of its customers.

JUMIA

Best Practices of Jumia

- Focus on a mobile-first approach: Jumia has a strong focus on mobile, and its website and app are both designed for mobile users. This is important, as more and more people are using their smartphones and tablets to shop online.
- Offer a wide range of products: Jumia offers a wide range of products, from electronics to fashion to home goods. This gives customers a variety of options to choose from, and it helps Jumia to attract a wider audience.
- Provide competitive prices: Jumia offers competitive prices on a wide range of products. This makes it a cost-effective option for customers, and it helps Jumia to stay ahead of its competitors.
- Offer fast and reliable delivery: Jumia has a strong logistics network that allows it to deliver products to customers quickly and efficiently. This is important for customers who want to receive their orders quickly.
- Offer secure payments: Jumia offers a variety of secure payment options, including credit cards, debit cards, and bank transfers. This gives customers peace of mind when making purchases.
- Provide excellent customer service: Jumia provides excellent customer service by being responsive to inquiries, resolving issues quickly, and going above and beyond to meet the needs of its customers.
- Use data to drive decisions: Jumia uses data to track customer behavior, identify trends, and make decisions about product selection, pricing, and marketing.
- Invest in marketing and advertising: Jumia invests heavily in marketing and advertising to reach a wider audience and drive traffic to its website and app.
- Partner with other businesses: Jumia partners with other businesses, such as banks and logistics companies, to provide a better customer experience.
- Stay up-to-date with the latest trends: Jumia is always looking for new ways to improve its business and stay ahead of the competition. It does this by staying up-to-date with the latest trends in e-commerce, such as social commerce and live streaming.

JiJi Nigeria

Introduction

Jiji is an online marketplace that connects buyers and sellers in Nigeria. It was founded in 2014 and has since become one of the largest online marketplaces in Nigeria. Jiji offers a wide range of products, including electronics, fashion, home appliances, and more.

Jiji is a popular platform for both buyers and sellers. Buyers can find a wide variety of products at competitive prices, while sellers can reach a large audience of potential buyers.

JiJi Nigeria

Strength

- Easy to use: The Jiji website and app are easy to use, even for first-time users. The interface is clean and simple, and the navigation is straightforward.
- Wide range of products: Jiji offers a wide range of products, from electronics to fashion to home goods. This gives users a variety of options to choose from.
- Competitive prices: Jiji offers competitive prices on a wide range of products. This makes it a cost-effective option for users.
- Fast and reliable delivery: Jiji has a strong logistics network that allows it to deliver products to users quickly and efficiently. This is important for users who want to receive their orders quickly.
- Secure payments: Jiji offers a variety of secure payment options, including credit cards, debit cards, and bank transfers. This gives users peace of mind when making purchases.

JiJi Nigeria

Weaknesses

- **Fake products:** There have been reports of fake products being sold on Jiji. This is a concern for users who want to be sure that they are getting genuine products.
- **Scam artists:** There have been reports of scam artists using Jiji to target unsuspecting buyers. This is a concern for users who are not careful when making transactions.
- **Poor customer service:** Jiji's customer service is not very good. This can be frustrating for users who have problems with their orders.
- **Lack of transparency:** Jiji does not provide much transparency about its sellers or its products. This can make it difficult for users to make informed decisions about their purchases.

JiJi Nigeria

Improvement

- Crack down on fake products: Jiji could crack down on fake products by working with law enforcement and by developing a more robust verification process for sellers.
- Protect users from scam artists: Jiji could protect users from scam artists by providing more information about its sellers and by offering a guarantee on all purchases.
- Improve customer service: Jiji could improve customer service by hiring more customer service representatives and by providing them with better training.
- Increase transparency: Jiji could increase transparency by providing more information about its sellers and its products. This would make it easier for users to make informed decisions about their purchases.
- Make the checkout process easier: The checkout process on Jiji can be a bit complicated. Jiji could make it easier by streamlining the process and by providing more clear instructions.
- Offer more payment options: Jiji currently only offers a few payment options. Jiji could offer more payment options, such as PayPal and Apple Pay.
- Improve the mobile app: The Jiji mobile app is not as good as the website. Jiji could improve the mobile app by adding more features and by making it more user-friendly.
- Expand into new markets: Jiji is currently only available in a few countries. Jiji could expand into new markets by opening up new websites and apps.
- Use more visuals: Visuals can help users to understand and interact with a website or app more easily. Jiji could use more visuals, such as images, videos, and infographics, to make its website and app more engaging.
- Personalize the experience: Jiji could personalize the experience for users by using data to recommend products, provide targeted offers, and deliver relevant content.
- Make it easy to find what you're looking for: Jiji could make it easier for users to find what they're looking for by using search, filters, and other features.
- Provide excellent customer service: Jiji could provide excellent customer service by being responsive to inquiries, resolving issues quickly, and going above and beyond to meet the needs of its customers.

JiJi Nigeria

Best Practices of Jiji Nigeria

- Post high-quality photos: The first thing that potential buyers will see is your product photos, so it's important to make a good impression. Use high-quality photos that show off your product in the best light.
- Write a detailed product description: Buyers want to know as much as possible about your product before they buy it, so be sure to write a detailed product description. Include information about the size, color, condition, and any other relevant details.
- Set a competitive price: Buyers are always looking for the best deal, so be sure to set a competitive price for your product. You can use Jiji's price comparison tool to see what other sellers are charging for similar products.
- Respond to inquiries promptly: Buyers will often have questions about your product, so it's important to respond to inquiries promptly. This will show potential buyers that you're responsive and that you're serious about selling your product.
- Provide excellent customer service: Once a buyer has purchased your product, it's important to provide excellent customer service. This could involve answering questions, resolving any issues, or providing a refund if necessary. By providing excellent customer service, you can build trust and loyalty with your customers.

Konga Nigeria

Introduction

Konga is an online retailer in Nigeria that was founded in 2012. It sells a wide range of products, including electronics, fashion, home goods, and more. Konga has a strong presence in Nigeria, and it is one of the leading online retailers in the country.

Konga offers a number of features that make it a convenient and safe way to shop online.

Konga Nigeria

Strength

- Wide selection of products: Konga offers a wide selection of products, from electronics to fashion to home goods. This gives users a variety of options to choose from.
- Competitive prices: Konga offers competitive prices on a wide range of products. This makes it a cost-effective option for users.
- Easy to use: The Konga website is easy to use, even for first-time users. The interface is clean and simple, and the navigation is straightforward.
- Secure payment options: Konga offers a variety of secure payment options, including credit cards, debit cards, and bank transfers. This gives users peace of mind when making purchases.

Konga Nigeria

Weakness

- Slow website: The Konga website can be slow, especially when there are a lot of users on the site. This can be frustrating for users who are trying to shop quickly.
- Difficult to find products: The Konga website can be difficult to navigate, and it can be hard to find the products that you are looking for.
- Poor product descriptions: The product descriptions on Konga are often poor, and they do not provide enough information for users to make informed decisions about their purchases.
- No customer reviews: Konga does not allow users to leave reviews for products, which can make it difficult to know whether a product is worth buying.

Konga Nigeria

Improvement

- Make the website faster: Konga could make the website faster by optimizing the code and by using a better hosting provider.
- Make it easier to find products: Konga could make it easier to find products by improving the search functionality and by using better categorization.
- Improve the product descriptions: Konga could improve the product descriptions by providing more information about the products, such as the dimensions, weight, and material.
- Allow customer reviews: Konga could allow customer reviews by adding a review section to each product page.
- Personalization: Konga could personalize the user experience by offering recommendations based on past purchases and browsing history.
- Social media integration: Konga could integrate with social media platforms to allow users to share products and reviews with their friends and followers.
- Live chat: Konga could offer live chat support to users who have questions or need assistance.
- In-app payments: Konga could allow users to make payments within the app, which would make it easier and more convenient for them to shop.

Konga Nigeria

Best Practices

- Simple and easy to use interface: The Konga website and app have a simple and easy-to-use interface. This makes it easy for users to find what they are looking for and to complete their transactions.
- Clear and concise product descriptions: The product descriptions on Konga are clear and concise. This helps users to understand what the product is and to make informed decisions about their purchases.
- Use of images and videos: Konga uses images and videos to showcase its products. This helps users to see what the product looks like and to get a better understanding of it.
- Use of filters and sorting options: Konga allows users to filter and sort products by price, brand, and other criteria. This helps users to find the products that they are looking for more easily.
- Ability to compare products: Konga allows users to compare products side-by-side. This helps users to make more informed decisions about their purchases.
- Secure payment options: Konga offers a variety of secure payment options. This gives users peace of mind when making purchases.
- Excellent customer service: Konga offers excellent customer service. This helps to build trust and loyalty with users.

Summary

From a user experience (UX) perspective, Jumia, JiJi, and Konga are leading e-commerce platforms in Nigeria that offer different user experiences to their customers. Jumia focuses on providing a fast and reliable delivery service, which is a key factor in their user experience. JiJi offers an easy-to-use interface, but lacks transparency in their transactions. Konga provides a wide range of products to choose from, but their website speed and product descriptions need improvement.

To improve the user experience, all three platforms could focus on providing a seamless and intuitive interface, fast-loading website, clear and detailed product descriptions, and responsive customer service. They could also consider expanding their payment options, integrating social media, and using data to personalize the user experience.

Best practices for e-commerce platforms from a user experience perspective:

- Clear and Detailed Product Information – Providing detailed and accurate product descriptions, images, and specifications can help users make informed purchasing decisions.
- Responsive Design – A responsive design ensures that the e-commerce platform is optimized for different devices, such as desktops, smartphones, and tablets, and provides a consistent user experience across all devices.
- Intuitive Navigation – A clear and well-organized navigation system helps users find products easily and quickly.
- Fast Loading Speed – A fast loading speed is crucial for user satisfaction and can also improve website rankings on search engines.
- Secure Payment Options – Offering secure payment options, such as SSL encryption, two-factor authentication, and payment gateways, can help build trust and credibility.
- Personalization – Using data to personalize the user experience, such as recommending products based on user behavior, can improve engagement and increase sales.
- Social Media Integration – Integrating with social media platforms, such as Facebook and Instagram, can help e-commerce platforms reach a wider audience and increase brand awareness.

- Clear and Detailed Product Information – Providing detailed and accurate product descriptions, images, and specifications can help users make informed purchasing decisions.
- Responsive Design – A responsive design ensures that the e-commerce platform is optimized for different devices, such as desktops, smartphones, and tablets, and provides a consistent user experience across all devices.
- Intuitive Navigation – A clear and well-organized navigation system helps users find products easily and quickly.
- Fast Loading Speed – A fast loading speed is crucial for user satisfaction and can also improve website rankings on search engines.
- Secure Payment Options – Offering secure payment options, such as SSL encryption, two-factor authentication, and payment gateways, can help build trust and credibility.
- Personalization – Using data to personalize the user experience, such as recommending products based on user behavior, can improve engagement and increase sales.
- Social Media Integration – Integrating with social media platforms, such as Facebook and Instagram, can help e-commerce platforms reach a wider audience and increase brand awareness.

In summary, the key to a successful e-commerce platform from a UX perspective is to offer a user-friendly interface, a wide range of products with clear descriptions, fast delivery, secure payment options, and excellent customer service. By focusing on these elements, e-commerce platforms can enhance the user experience and build a loyal customer base.

References

- Jumia Nigeria. (n.d.). About us. Retrieved from <https://www.jumia.com.ng/about-us/>
- Jumia Nigeria. (n.d.). FAQs. Retrieved from <https://www.jumia.com.ng/faq/>
- Jiji Nigeria. (n.d.). About us. Retrieved from <https://jiji.ng/about-us>
- Jiji Nigeria. (n.d.). How to buy safely on Jiji. Retrieved from <https://jiji.ng/how-to-buy-safely>
- Konga. (n.d.). About us. Retrieved from <https://www.konga.com/about-us>
- Konga. (n.d.). FAQs. Retrieved from <https://www.konga.com/faq>