**Needfinding Assignment**

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UI/UX Design and Programming

**Activity**

Being in the shoes of an online buyer

With easy access to the internet it's easy for people to look for stores online and buy items online for the few reasons; (a) you can find variety of items, (b) the convenience of not having to attend to the physical store itself, (c) easy to compare prices and more affordable, and (d) there's no crowds to pressure the user when buying online. In here we will observe being in the place of an online buyer and the ups and downs and to help the user to become an efficient online buyer.

**Observations**

We had a few items already purchased and being delivered which was the perfect opportunity for this project. The online store we limited ourselves from is Lazada, a well-known online website here in the Philippines. We’ve interviewed a few people with their own experience with buying items online on different shops.

Here are our observations:

Figure 1 –

**Problem**:

**Need**:

Figure 2 –

**Problem**:

**Need**:

Problem:

**Interviews**

For our interview we asked 3 different people, a student who studied in APC, a graduate student from APC and a previous worker of Amazon Utah.

**The Questions:**

Question #1: Do you have an online shopping application on your phone?

Question #2: Are you subscribed or notified (in email) for online vouchers to use when shopping online?

Question #3: Do you feel comfortable with ordering items online?

Question #4: Are you satisfied with your previous online purchases?

Question #5: What things would you want to improve when ordering online?

**Interviewee#1**: Katrina Maga



**Question #1**: Do you have an online shopping application on your phone?   
Yes, I do have.

**Question #2**: Are you subscribed or notified (in email) for online vouchers to use when shopping online?  
Yes, I've subscribed and always notified.

**Question #3**: Do you feel comfortable with ordering items online?   
Yes. I'm comfortable enough.

**Question #4**: Are you satisfied with your previous online purchases?   
Yes. I'm very satisfied since I know the shops well enough.

**Question #5**: What things would you want to improve when ordering online?   
Exact date of shipping since it's bugging people sometimes about estimation.

**Interviewee#2**: De'Shae Smith



**Question #1**: Do you have an online shopping application on your phone?   
Yes, I do.

**Question #2**: Are you subscribed or notified (in email) for online vouchers to use when shopping online?  
No not really.

**Question #3**: Do you feel comfortable with ordering items online?   
Of course, I’m comfortable. It’s really now a everyday life people generally order stuff online. It’s now part of our life.

**Question #4**: Are you satisfied with your previous online purchases?   
Yes, I’m satisfied with the previous I made online.

**Question #5**: What things would you want to improve when ordering online?   
Only one thing I want to see improve is have better security of your package or a dedicated area for your package to be picked up secured by you.

**Identified Needs**

Through our observations and interviews we analyzed the needs of being an online buyer:

* Buyers need a quick way to communicate with the online shops.

Point of View

Conclusion