

SHEIN

Website Redesign

Information Architecture Report

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Executive Summary

Shein.com is a global high level clothing and home e-commerce retail platform with over a hundred webpages of vast low budget inventory on its site. After thoroughly examining the site, many UX/UI elements have some notable options for improvement to help the targeted consumers (women, men, kids, homeowners) have an efficient experience. The current market and site features were thoroughly evaluated to fully comprehend all of the opportunities given to users on the site. Executions of user testing including first click testing, stress tests, and tree tests gave valuable data on how randomly tested users experienced the site and where there was room for improvement. Additional research methods including heuristic evaluations were performed to directly assess what can be reviewed more immediately to update for user productivity. Based on the user testing, evaluations and feedback, several short term and long term recommendations were made for Shein.com. Primarily, this included creating a Home Page with the main categories displayed, minimizing the top navigation to include only “Home”, “Apparel”, and “House and Gifts”, and to change the displays of the number of subcategories for each section to make the sitemap more concise, while still getting to see the extensive category lists within “Apparel” and “House and Gifts”. Suggestions were also made regarding the heuristic evaluations as well including “Flexibility and Efficiency of use”, “Aesthetic and Minimalist Design”, and several others with various severities. With these changes, Shein.com will have users having a more pragmatic and worthwhile time visiting the site with an improved user interface.

Defining the Problem Space

Introduction

SHEIN is an international B2C fast fashion ecommerce platform that focuses on discounted women's wear, but also offers men's apparel, children's clothes, home and pet items. Previously called "She Inside," the online clothes store has been around since 2013 with the business purpose of stating that "everyone can enjoy the beauty of fashion" with its main highlights of low pricing products.



The user's experience consists of a one-stop shop for clothing and budget needs. The online platform consists of a large inventory list with diverse products which can be complicated for

the user to search through when shopping on the website. The target users for SHEIN are consumers that look for purchasing items that are in-trend and cheaper than any other competitor sells for.

Key features of SHEIN's website include:

- Pop-up notifications: When entering the website, the user is automatically presented with a pop-up window that lists coupons they could use.
- Countdown: On the top right, there is a timestamp counting down to the number of hours, minutes, and seconds until a sale, discount, or deal ends.

- Categories: Because SHEIN has a wide variety of merchandise, the website is organized by categories such as Clothing, Dresses, Tops, Swimwear, etc.
- Filtering: The products come in all shapes and sizes in which the user is able to customize their search through filtering the options under each category to find exactly what they are looking for. Filtering options such as color, material pattern type, style, etc.

The main challenges that these target users face is the internal feeling of overwhelm from the amount of inventory that is shown as they navigate through the website. If they wanted to look for one item on the site, they are introduced to 20 other items and if they want one good deal for their order, they would be given 8 different deals to choose from.

Assessing the Space

From the perspective of *effectiveness*, SHEIN is still a successful business because they effectively provide low prices and deals to the customer as they shop, urging them to use the discounts and sales to purchase more items. However, the architecture of the platform is *inefficient* for users who need to buy a specific item and are not there to casually browse around. Because of the category and filtering features, the user does not have too many difficulties in navigating through sections of the website, however, it does take time for the user to consume and *learn* every detail shown on each screen, especially when the content changes regularly with what deals or trends are out.

Regarding *memorability*, aside from its logo, SHEIN's website looks like every other online clothing store and with the standard ecommerce layout. There can be more to its brand awareness in redesigning their website in that sense. Further research can be conducted in finding the *error rates* for applying discounts, shipping fees, customizing items based on filter options, inventory in-stock, and quality of products. Of course, the *satisfaction* of the user is the success of obtaining the sales, deals and discounts for their purchases along with the reassurance of information that comes with the products such as reviews from other customers, images of the item, and detailed descriptions for each of them.

Assessing the space in a *sensual* perspective, users who enjoy seeing compiled discounts as they add items and deals into their shopping cart is a feature that many ecommerce businesses will include. *Emotionally*, the user can be overwhelmed by the site, but overall is determined to find a product that fits their desires. Finally, SHEIN provides in-fashion items which *socially* allows users to share what they purchase.

Overall

As consumers of ecommerce websites like SHEIN, our team is interested in finding ways to improve and declutter massive sites in online clothing platforms that users look through regularly. We want to restructure and organize this information system to better help users achieve their online shopping goals in the most convenient way.

Understanding the Current Market, Users and Web Accessibility

Personas

The demographics of Shein.com can vary by a wide range of customers based on necessities, budget, age/gender, etc. Personas help identify various characteristics of possible consumers based on these demographics and what these individuals would be using the site for. Three different personas we have chosen are of Tony, Ashley, and Cynthia. They vary in different ages of adulthood from teenager, young adult, and thirties. They have a lot of similar reasons for using the site, but have individual motivations as well. All three personas primarily use the site for the discounts and deals available, but how much they use it and who they may shop for varies based on their needs, budget, and lifestyle.

Name:	Tony	Ashley	Cynthia
Demographics:			
Age	34	16	22
Gender	Male	Female	Female
Education	Bachelors	High School	College Student
Work Experience	7-8 years	<1 year PT	1-3 years PT
Professional BG	Retail Manager	Tutor	Internships

Site Questions			
Why do they visit?	Has a girlfriend, browse through the webpage for items for her and for him	Trying to find cheap seasonal clothes for school, gifts for friends	Clothes for work, parties, casual wear, and small items for her dorm
Where (or from whom) else is this person getting information about your issue or similar programs or services?	Co-workers, friends, girlfriend suggest this or other similar sites to shop for based on needs	Friends, family members that use the site	Classmates and friends that have shopped the site and gave recommendations for this and similar sites
When and where will users access the site? (User environment and context)	At home, when shopping for friends; holiday time periods	home, for events and social gatherings prep, Sales	home/school, during sales and discount
What technological devices does your person use on a regular basis?	Desktop, laptop, occasionally mobile	Mobile phone, computer for school	Laptop, mobile phone
What software and/or applications does your person use on a regular basis?	chrome, Microsoft	Chrome, social media, school resources, mobile apps	Social media, Canvas, mobile apps, chrome/ other browsers
Through what technological device does your user primarily access the web for information?	Desktop, laptop, occasionally mobile	Mobile phone	Laptop, mobile phone
How much time does your person spend browsing the web every day?	2-3(outside work) 8-10(including work) hours	10-12 hours	7-9 hours

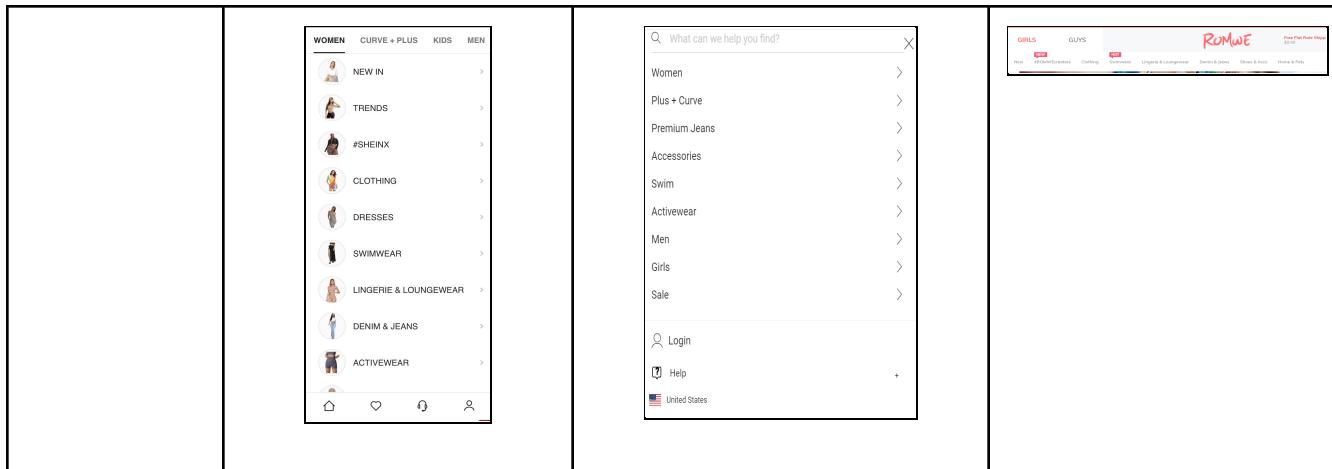
What is your person motivated by?	things for her/ him; mid level salary budget; gifting	Discounted, trendy Clothes for HS/ friends' events	home/dorm decor, college, low budget for personal events
What are they looking for? What is your person looking to do? What are their needs?	Buying gifts, clothing as needed	Discounted clothes, new outfits for everyday wear	Occasional party/ daily clothing to find for self or friends , clothes for internship on clearance

Competitive Analysis

To understand SHEIN's competition, we conducted a competitive analysis from the IA perspective of two other clothes shopping websites: Romwe and Forever 21. This analysis includes observations and comparisons of web traffic, site organization, labeling, navigation and searching systems. View the table down below.

Name/URL	Shein	Forever 21	Romwe
Goal or purpose	Provide the highest value trendy pieces while also being dedicated to quality, value and service.	Inspire all customers' shopping experience by providing a captivating and exciting environment with a never-ending flow of fun, on-trend fashion at a great value.	Provide customers with items that are ethically produced, fashionable, fun, and well-priced.
Overview of their product or service	Shoes, bags, accessories, beauty products, home goods and clothing for women, men and children. <ul style="list-style-type: none"> • New Trends in Clothes • High Quality • Free Shipping>Returns • Sales, deals, savings, discounts • Bonus points • Customer Service Focused • Size Guide 		

Traffic	<p>Total Visits 32.48M ▲ 13.53%</p> <p>⌚ Avg. Visit Duration 00:10:50</p> <p>🖱️ Pages per Visit 13.12</p> <p>⚡ Bounce Rate 35.28%</p>	<p>Total Visits 11.73M ▲ 3.13%</p> <p>⌚ Avg. Visit Duration 00:05:49</p> <p>🖱️ Pages per Visit 6.10</p> <p>⚡ Bounce Rate 42.54%</p>	<p>Total Visits 3.21M ▲ 5.06%</p> <p>⌚ Avg. Visit Duration 00:07:59</p> <p>🖱️ Pages per Visit 8.86</p> <p>⚡ Bounce Rate 42.60%</p>
User demographics	<p>🇺🇸 United States 96.38% ▲ 14.03%</p> <p>🇨🇦 Canada 0.32% ▲ 39.55%</p> <p>🇨🇳 China 0.20% ▲ 65.39%</p>	<p>🇺🇸 United States 89.39% ▲ 2.67%</p> <p>🇬🇧 United Kingdom 0.87% ▼ 24.45%</p> <p>🇩🇪 Germany 0.44% ▲ 7.19%</p>	<p>🇺🇸 United States 94.54% ▲ 5.22%</p> <p>🇬🇧 United Kingdom 0.77% ▲ 43.05%</p> <p>🇨🇳 China 0.53% ▲ 70.71%</p>
Organization system	Deals are shown on the top of the webpage along with the subcategories and pop-up screens	Sales are presented in the main page top banner	Item categories are listed on the top followed by the banner and then another list of categories of specific clothing items
Labeling	Different colors, highlights, fonts, buttons	Labeling is all within the presented images	Different size fonts
Search system	Shein's search menu comes with a unique dropdown giving tabs of top campaigns and searches for users to quickly choose from. If users do not want to select from any of these they can still manually enter products or keywords to grab top results	Once you click on the search bar, there is a dropdown menu of trending products and recent searches. Users can input a wide range of keywords to describe products and the top relative products will display for user to choose from	The search bar comes with suggestions in placeholder text that enables users to search for "gold earrings" or "black jeans" by characteristics and gives them a set of results from throughout the site
Navigation	Has multiple menus available based on consumer (women, men, plus, kids, home, etc) and subcategories to click through within each section and is mobile friendly; See below	Forever21.com's menu is also a multifaceted menu that offers different demographic and top category sections in the menu and turns to the same version in mobile as well; See below	The Romwe.com menu is a little different. It has a slider option and does not include gender options, but just a list of categories. There is no modified mobile hamburger navigation as the slider just reduces in size and users can click the arrow through. This may not be visible immediately to every user; See below



Web Accessibility

Using webaccessibility.com, the SHEIN website resulted in a 74% compliance score where a total of 166 violations were identified. We use this to identify how accessible the website is for people with disabilities. That way, SHEIN can benefit individuals, businesses and society. Below is a quick overview of what violations were detected from SHEIN's website.

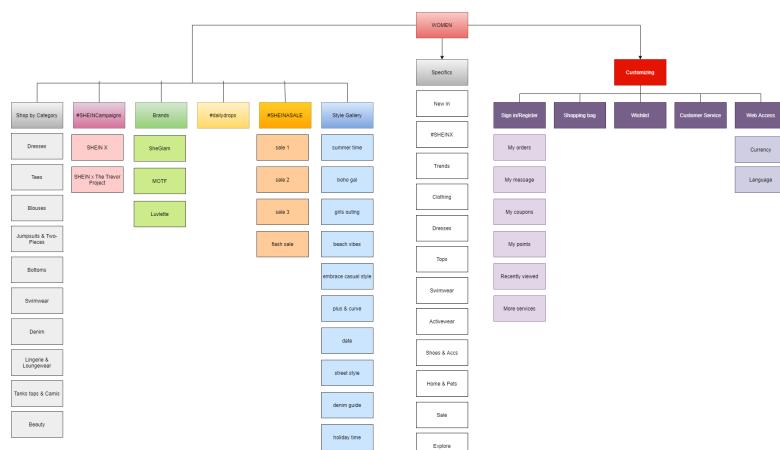
Violations	Severity Rating	Number of violations identified
Providing alternative text for images	10	23
Use of placeholder values labeling/explaining input	8	4
Markup documents containing well-informed elements	6	40
Ensure link text is meaningful within context	6	12
Invalid ARIA roles, states and properties	5	81

Anatomy of the Website

Sitemap

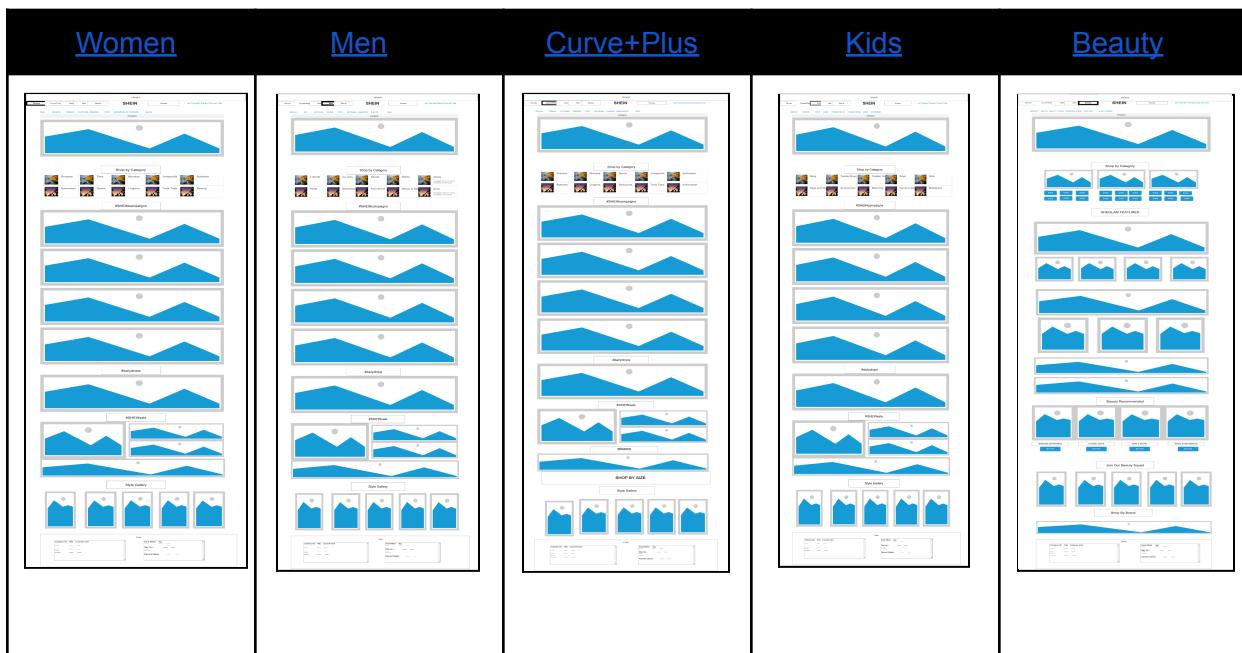
A sitemap is a list of pages that are contained in a website that is accessible to its users. It can be used as a planning tool for designing a website or to organize web pages in a hierarchical way. Sitemaps display the relationship between various pages and content of a website, demonstrating the way that the website is organized, how it can be navigated, and how it is labeled. Because SHEIN's website consists of 5 separate homepages rather than 1 main, the subject for each homepage has different content which will be further visualized in our wireframes. This already displays a confusion in navigating the site. Our sitemap will focus on one of the homepages, labeled "Women" which is the first presented home screen when entering the SHEIN website. Full view image:

https://drive.google.com/file/d/1QR8eqDbPityCeehegyc-PVoT_C9dbe8W/view?usp=sharing



Wireframe

Shein.com is primarily an asset and image heavy website. It consists of 5 main home pages based on their top categories (Women, Men, Kids, Curve/Plus, and Beauty). The wireframes for each of these pages can be seen below. The main layout of Women, Men, Kids and Plus pages are generally the same, with the “Shop By Category” and Top Navigation changing based on respective products. The Beauty page has more individualized components based on types of makeup and subcategories for better customization. Throughout the pages, there is various imagery of campaigns and promotions for related products. There is also a gallery of images of products being used in several of them. Overall, with the vast inventory and categorizations that Shein has to offer, it generally has an easy to manage wireframe to keep customers engaged and products displayed.



First Click Testing Report

Purpose and Goal

First Click Testing is an important step in the site building and user testing process. It helps to understand how users comprehend Shein.com's layouts, links, navigation, and if they can properly complete simple tasks based on different site views. With the given set of 5-10 tasks, it can be understood how users study the website, what features mainly point out to them, how long it may take for them to complete simple tasks, and how they enjoy the user interface. With the results of the First Click Test, proper initial changes can be made to build UI/UX components and site development.

Results

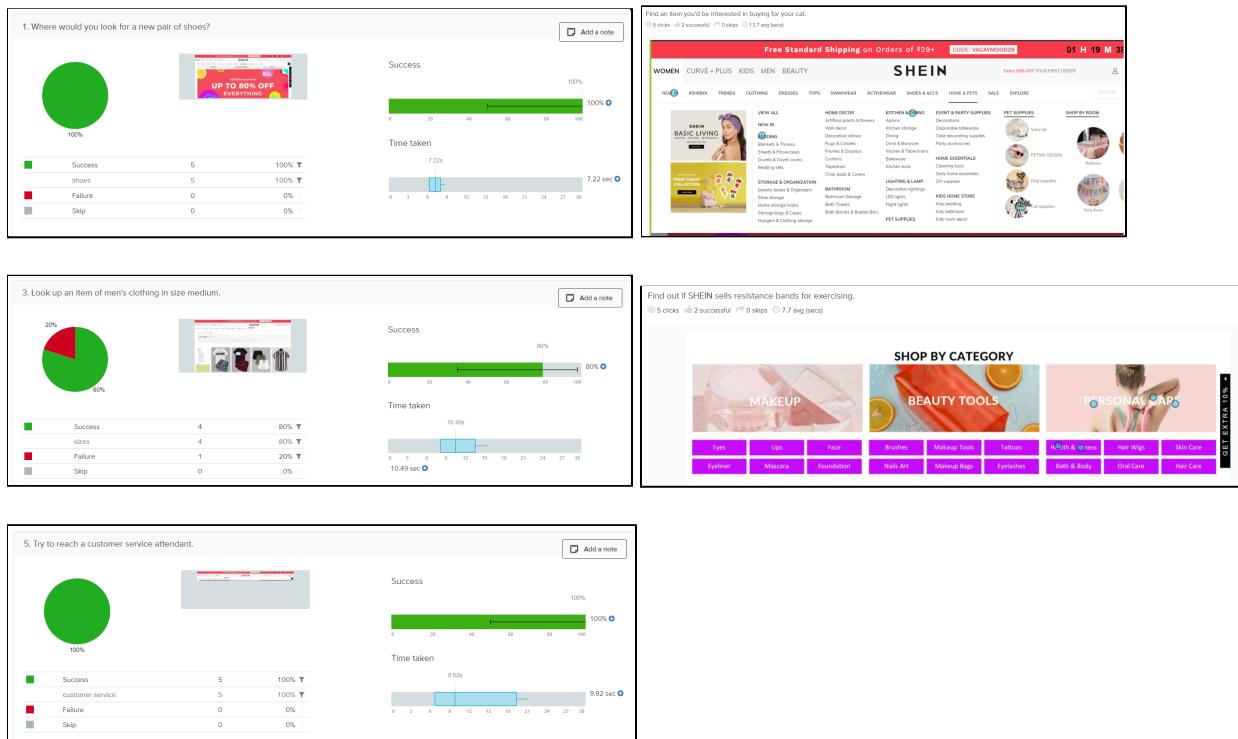
What can be interpreted from the results of our 5 users is that the labeling of categories is intuitive since the users mostly clicked the correct areas for each task. The main issue is the amount of time it took for them to complete the tasks. A user's attention span averages 10 seconds in which several of the tasks averaged 7 to 14 seconds. We also identified that there are several options on one page that a user can click on to complete a task which can be repetitious, complicated and inefficient. This helps us distinguish the different components necessary for different users who are simply browsing or looking for a specific item. It is easy for the typical user to get lost in navigation with the overwhelming amount of links connected to each page. Our test

participants were able to utilize the features and with the amount of time it took for them to solve a task made it less enjoyable for them to learn the entirety of SHEIN's interface.

Link to full results:

<https://app.optimalworkshop.com/chalkmark/245vd484/673m6h5p/shared-results/g40i5v>

[8n04yqf8l716rp14qp1y6hn15](https://app.optimalworkshop.com/chalkmark/245vd484/673m6h5p/shared-results/g40i5v/8n04yqf8l716rp14qp1y6hn15)



Tree Test Report

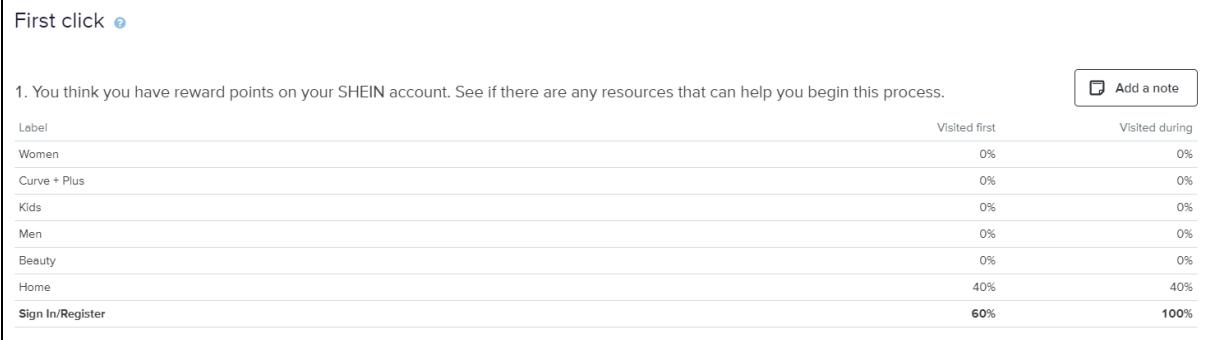
Methodology

Tree testing is a quick user testing method that tests the processes of finding various elements within the hierarchy of a website. This hierarchy is displayed in a text only format that the test subjects can view. The users are then asked a variety of tasks relating to a certain category, page, or link within the site and have to navigate through the hierarchy to best guess where they may find that item or category. For our Shein.com tree testing, various questions and tasking regarding locating clothing options for certain events/ individuals, rewards points information, interior decor, and labeling for sections throughout the site. The results of this data allows us to understand the users' perspective as they navigate the Shein site and how to properly implement any changes from there from anything they may be doing in a more difficult or unnecessary manner.

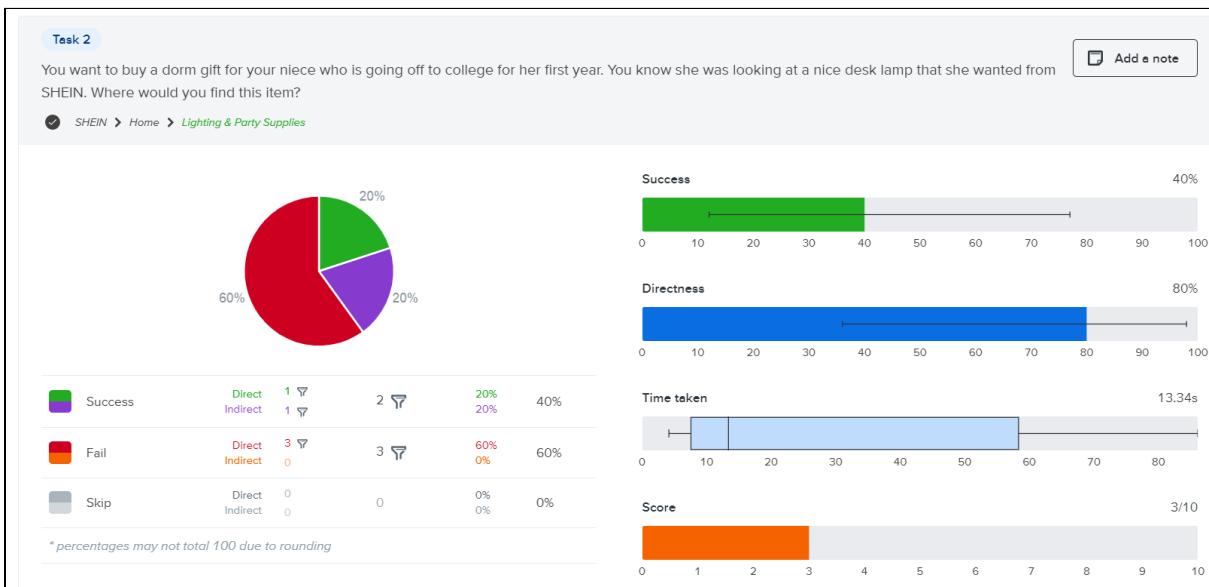
Results

Below are the various visuals that highlight our test findings. Here is a link to analyze more of our data for each task result:

<https://app.optimalworkshop.com/treejack/245vd484/e5t3fgvf/shared-results/n1343f25d12755112a78dn68sqqe5328>

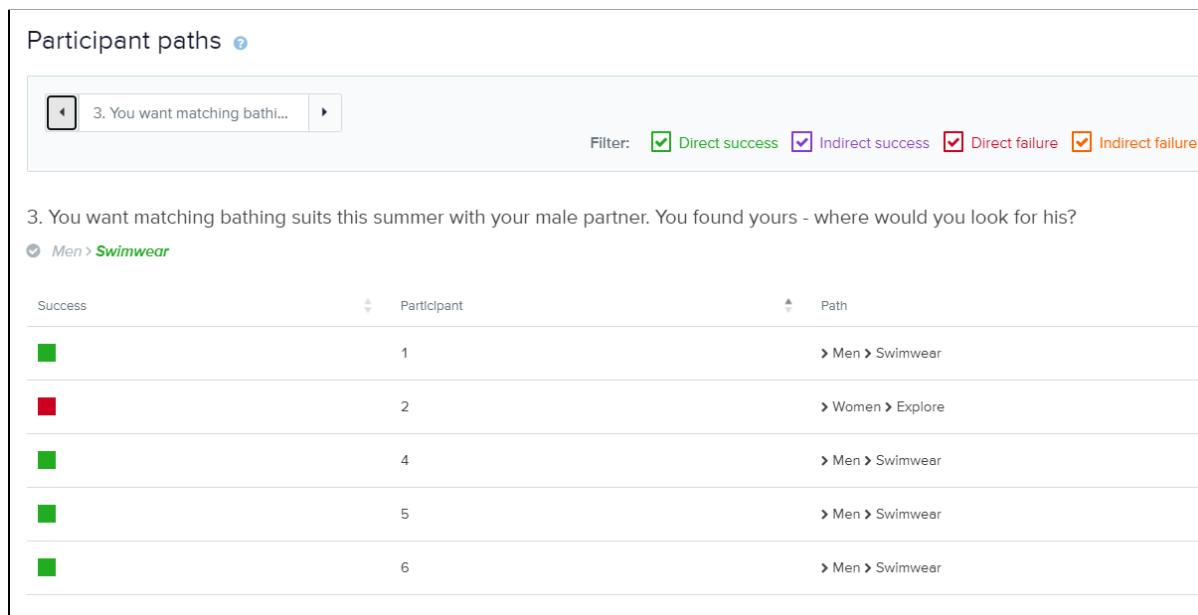


SHEIN's site has fairly standard labels for a company that sells goods primarily online. The icons used for the Sign in/Register section implied that this will lead to a user's account information and although reward points are not as commonly used for someone who is a rare visitor of the site, 60% of our participants implied that they would look for that information in their SHEIN account



This task is where we start spotting trouble. How does the site incorporate items that are out of context of a store that's specifically meant for selling clothes? And for the

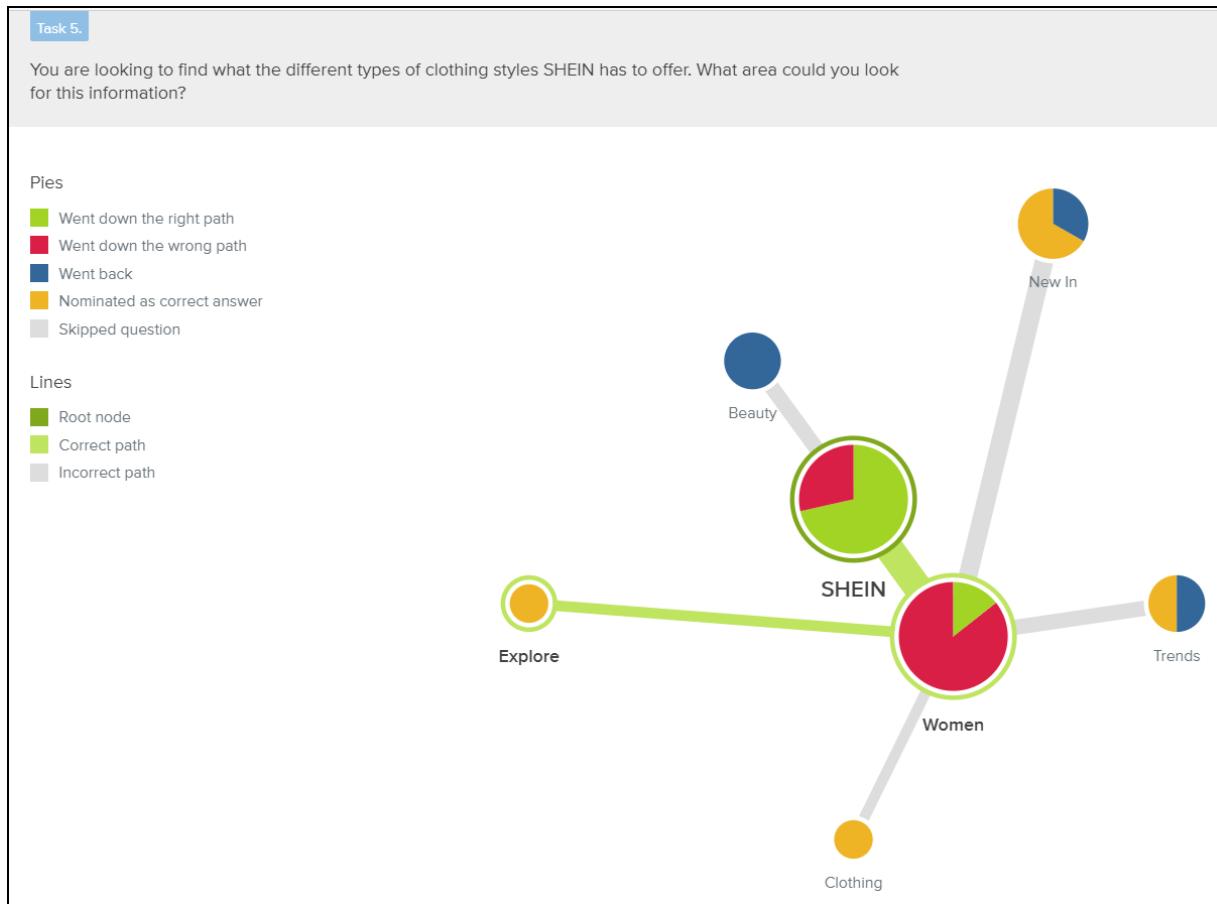
item to be referred under the main category of “Home” throws a user off because that label can also be understood as navigating back to the main menu or homepage of the site. In the task result above, we see that 40% of our participants were able to successfully find the correct label, and the average time taken to complete this task was 13 seconds.



Four out of our five participants took the correct path to complete this task. Since they understood that this tree is referencing a clothes store, we expected them to anticipate sections for men and women. It's good that these two clothes sections are the first two labels on the site because it reinforces the association of the company and its primary products.

Kids	
New In	
Trends	
Boys (7-14yrs)	
Girls (7-14yrs)	
Toddler Boys (1-6yrs)	
Toddler Girls (1-6yrs)	
Baby (0-24mo)	5
Swimwear	
Shoes & Accs	
Sale	

In the Kids portion of our test, we received a 100% success rate when navigating the tree for kids' clothes. Because we asked participants to search up clothes for infants, users were quickly able to identify that they would find the item under Kids. They were able to narrow down their findings additionally to infant-sized clothes because SHEIN mentions the specific ages in months/years for children. Therefore, since our task specified clothing for a newborn baby, all of our participants chose the label "Baby (0-24 mo)." This gives the impression that SHEIN is inclusive of more than one demographic of age, gender, and size.



From this result, we were able to conclude that SHEIN's labels are not user-centric in terms of the inconsideration that the organization exposes of themselves because it does not specify the needs of a specific customer, rather, they use organizational jargon for their labels. The labels are crystal clear, obvious and straight to the point, however, if a user is trying to find something in particular, they won't know how to get there without having to search and click through several labels shown above.

Stress Test Report

Goal and Significance

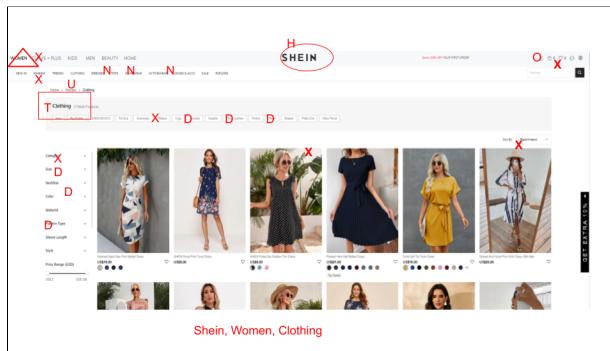
Navigation stress testing on a website or application allows designers and creators to evaluate the flexibility and user perception of the site. It involves asking test users very simple questions such as “What is this page about?”, “How would you go one level up from this page?”, “How would you get to the home page?”, etc. Users place shapes or letters (red triangles, letter T, etc.) of the answers on a screenshot or print-out of a webscreen. This can be done on a couple pages with a few different users to better understand how a general population understands basic navigations and layouts of the site. For Shein.com, the Women’s Clothing page was selected and about seven basic navigational and design stress test questions were asked to about four test users. The data will help to see how customers work through a mass inventory site like Shein.com, and how to better improve the user experience.

Results

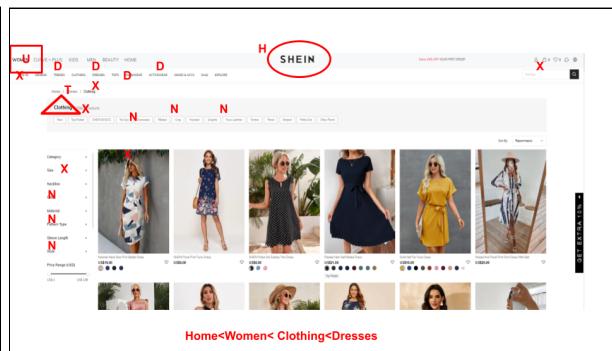
Question/ Markup	User Results
What is this page about? (Rectangle)	2 out of our 4 users were able to detect “Clothing” as the title of the page most likely because it is a small title that doesn’t stand out on the page.
What site is this? (Circle)	All users were able to identify the site’s name on the top middle of the webpage.
What are the major sections of this site? (X)	Each user’s markups varied.
What major section is this page in? (Triangle)	Two users marked “Women” as the major section.

What is "up" 1 level from here? (U)	All marked "Women" but in two different areas of the webpage that had that label.
How do I get to the home page of this site? (H)	3 users marked the SHEIN logo as the homepage whereas one user marked the "Home" tab H. This tab, however, is a category of house merchandise.
How do I get to the top of this section of the site?	All users marked different areas of the page, but two users identified "Clothing" as the top of the section.
What does each group of links represent? (D, N, S, O)	D- All had different markings N- 3 out of 4 users marked the tabs underneath "Clothing" S- Two users marked the page in different areas. The other two did not identify an area for this task. O- Two users marked the top right section of the page. Specifically the My Profile icon and World icon (language and currency).
How might you get to this page from the site home page? (Text)	All users included Women and Clothing in their directory. Two mentioned "Dresses" which may be from the item images shown that all happen to be dresses.

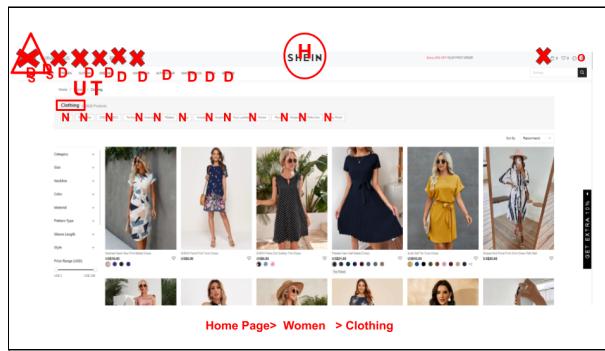
User R



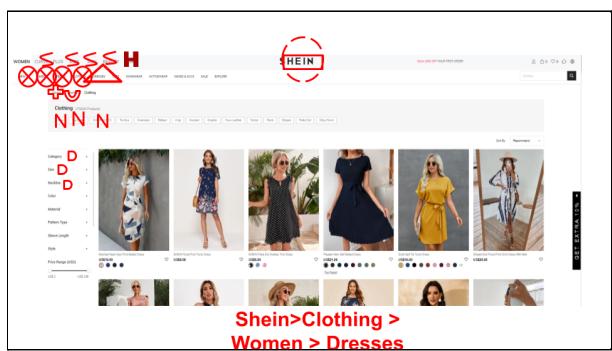
User N



User J



User L



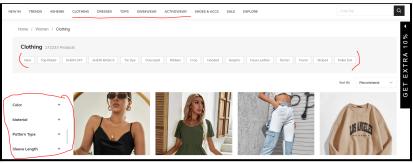
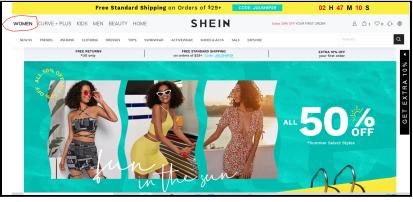
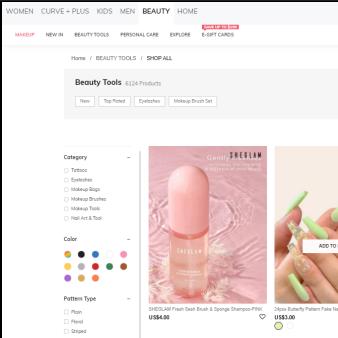
Heuristics Evaluation Report

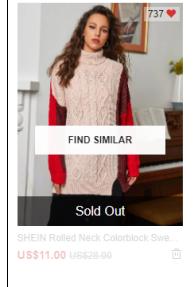
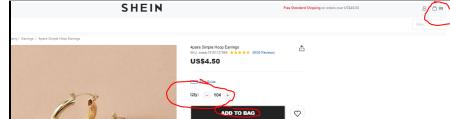
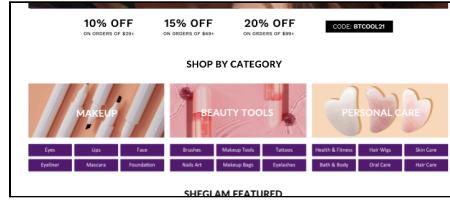
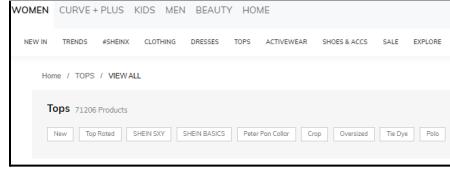
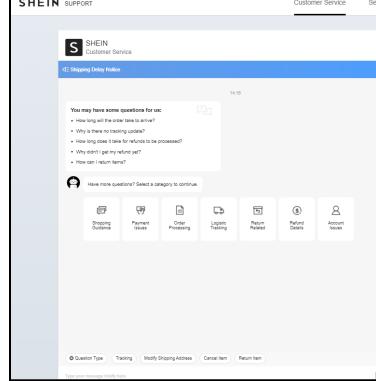
What Is This For?

With the user feedback, we also performed a heuristic evaluation for the Shein.com website. This was done to be able to effectively continue to build the UI/UX standards and usability for our target audience. We aimed to identify and solve any problems or flaws associated with the design of user interfaces on the Shein site. Nielsen's heuristics (Visibility of system status, Match between system and the real world, User control and freedom, Error prevention, Help users recognize, diagnose, and recover from errors, Consistency and standards, Recognition rather than recall, Flexibility and efficiency of use, Help and Documentation) all allow to fix areas of site that may impede a user from having an optimal experience. Though Shein generally had properly avoided issues with most of these heuristics, there were a few issues found that should be reviewed.

There are several different severity levels (1, 2, 3, and 4) to address the urgency and importance of fixing any of the different types of heuristics that need to be fixed on the Shein.com site. A heuristic with a severity level 2 (minor usability problem) included Match between System Status. A heuristic with severity level 3 (major usability problem) included Flexibility and Efficiency of use. And finally a heuristic with severity level 4 (must fix imminently) was Aesthetic and Minimalist Design. In the chart below, it can be how Shein.con violated these heuristics and how it may be best to go about fixing them.

Findings

Heuristic	Severity Rating 0 (low) to 4 (high)	Screenshot
Match between system and the real world	2	
Flexibility and Efficiency of use	3	
Aesthetic and minimalist design	4	
Visibility of system status	0	
User control and freedom	0	

Error prevention	0	
Help users recognize, diagnose, and recover from errors	0	
Consistency and standards	1	
Recognition rather than recall	1	
Help and Documentation	0	

Conclusion

Of the ten heuristics, there were primarily three that were identified with negative findings and higher severity ratings that needed to be fixed more imminently. The first is a match between the system and the real world. The website has titles for certain categories that do not speak the users' language. Because the interface does not follow real-world conventions and makes the information appear in an illogical order, it demonstrates that the site has no empathy and acknowledgement for users when welcoming them to the site. Some category titles to mention are #SheinX, Explore, and Home. Based on our previous tests, we observed that these titles have no value or are misleading when navigating through the site.

Flexibility and Efficiency of use was given a severity rating of 3 because there is no differentiation between the simple and advanced user because SHEIN's current website provides all filtrations of each category. There are no shortcuts for those who have used this interface who would want a sped-up interaction compared to those who are just learning the scope of the site. With all filtrations shown across each page, it actually complicates the amount of information any user takes in whether they are inexperienced or experienced. Finally, Aesthetic and minimalist design is nowhere to be found in which there are no memorable experiences that differentiates SHEIN's brand from other online clothing stores. The main suggestion would be for the site to have a homepage with high informational value of what their brand is and how they are unique. This site is in desperate need of clarity above visual flourishing which is why we gave this heuristic 4 for severity rating.

There were also many heuristics identified through the site with low severity rating (0-1) where limited to no action needed to be taken. For the heuristic visibility of system status, Shein.com always had efficiently kept users informed of all the tasks they were trying to complete. For example, if they wanted to add a product to their cart as soon as they scroll over the image the option, as well as available sizes, are shown and once the item is added the cart icon in top right is highlighted to show the action has been completed. Most actions are completed as such throughout the site. User control and freedom is an additional heuristic that has a severity level of 0 for Shein.com. An example of this can be seen with their continuously visible top and sub-navigations regardless of which category page users go to.

Also the filters and “Sort By” menu allow users to change the options they picked if they decide something else. Users can easily switch around with the button options of what exactly they want to view on the site. The error prevention heuristic can be seen efficiently used throughout Shein.com as well as it makes sure customers do not get any false information on products, and get updates as needed. For example, if a product ends up sold out, even after viewing or in cart, the sold out sign shows on the image and the user won’t be allowed to get any additional information or check out with the product. An additional heuristic with a low severity of 0 is Helping Users recognize, diagnose, and recover from errors. Users on Shein.com are generally given clear context as to whatever action they are completing and are allowed to update as needed. For example, if a user tries to add over a 100 pieces of an item, but only 99 are in stock, that is all that will be allowed to be added in the cart. Even if the user tries to add the

product to the cart multiple times, Shein will only allow what is available to be added. Consistency and standards is a heuristic with a severity level of 1 on Shein.com. In general, the current Shein site has the same layout on all their main pages (Men, Women, Kids, etc) except on their Beauty page. The formatting on this page slightly differs from the rest, and can cause users to be a bit disarmed until they renavigate how to follow through the page. This was something that was noted and edited in the redesigned wireframes as well.

An additional heuristic with level 1 severity was Recognition rather than recall. With most of the main category pages looking the same, users follow a similar format so can easily reroute if they have an issue, but with how many options and pages there are available the site navigation and layout can still be a bit confusing for new users. The last heuristic, Help and documentation, was given a severity level 0. There is a customer service icon shown on top right of any page to gain assistance at any time, and on the Shein.com support page, there are various links and documentation available to users to assist on any issue they may have. Evaluating the heuristics of Shein.com has allowed us to note necessary improvements and how to make it an even more user friendly retail site.

Recommendations

Redesigned Navigation and Labeling

Use of Card Sorting

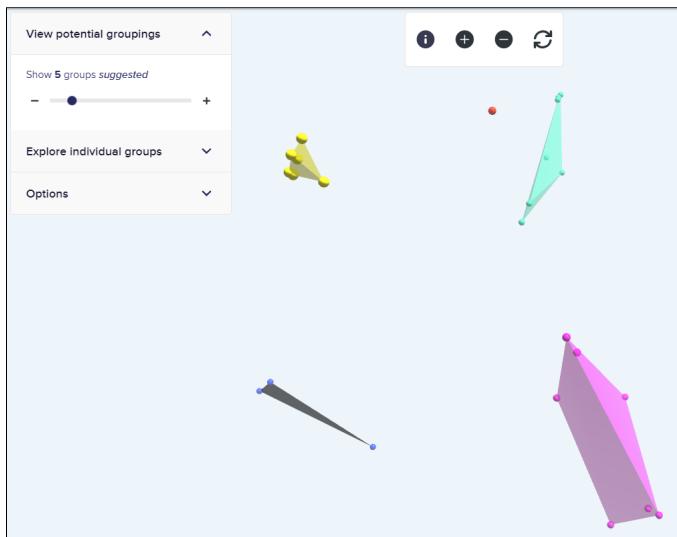
Card sorting is another unique tool that allows designers to understand how users of their site organize various categories and items throughout the site. It is a research method that helps to comprehend the information architecture and sitemap components of a site. With the card sorting technique, the selected participants take a set of cards with fragments of various site components and organize them into certain categories that participants feel is relative to and expective of the site.

There are three types of card sorting: open, closed, and hybrid. The differences between these include giving participants categories to group the cards or the option for them to create their own categories to group them into based on what the cards dictate. The results of this test allows designers to make proper edits to sites labels, tags, and categories for their visitors to have a better interface and experience to work with it. It will be especially helpful for a large site like Shein.com that has a vast number of categories and catalogs that customers will have to view. Therefore, coming up with a more organized and concise format based on how customers view these items will definitely be useful.

The Breakdown

Using Optimal Workshop, we conducted an open card sort with 6 participants and a total of 31 cards. The average time it took to complete our study was a bit under 10 minutes and a median of 5 categories created by each user. In addition to the card sorting, we took a survey on how many used or heard of SHEIN where it was split 50-50. We also asked questions before and after the card sorting for qualitative data on what the users might think of naming or having certain categories for an online clothing store. Here is a link to our project study's test results:

<https://app.optimalworkshop.com/optimalsort/245vd484/7hd2478h/shared-results/r857v73a0pplqo682hy265046g266417>

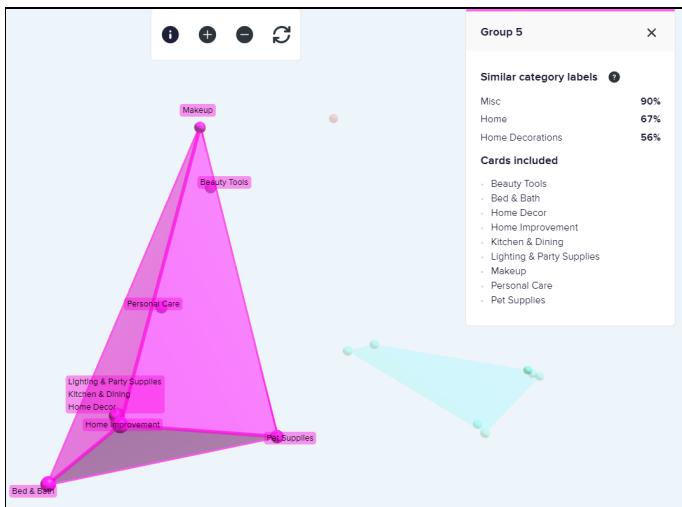


There are three main recommendations to conclude from this test regarding navigation and labeling redesign. Using the 3D cluster view (3DCV) of our results, we were able to visualize the similarity between our cards as three dimensional spatial relationships. The

polygons shown represent groups of cards that were clustered together and each of the groups can be interpreted as potential categories within our information architecture.

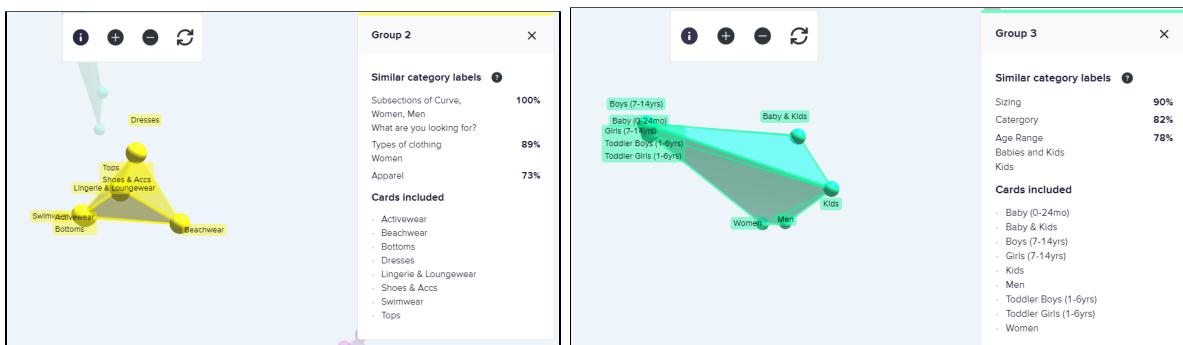
Here are the recommendations:

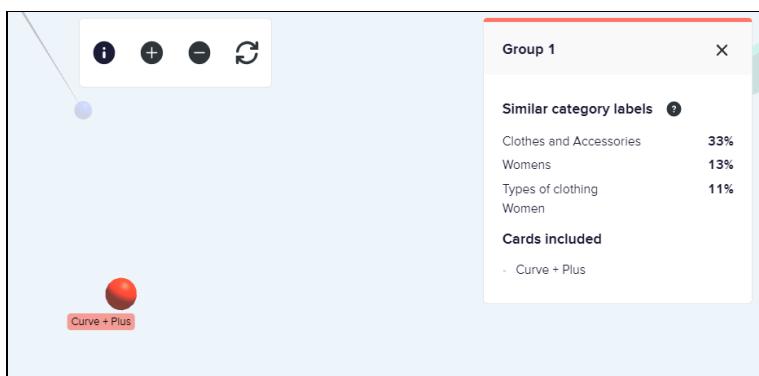
1. Main section labeled “House & Gifts”



Although SHEIN is known as an online store for clothing, they have a large inventory of items that are not specifically catered to clothing (beauty products, home purchases, pet supplies, etc). These sections of merchandise can throw off a first-time user and based on the previous tests in our report, testing participants confused the category “Home” that navigates to household items as the homepage (which currently, there is no homepage). Therefore, the conclusion is to relabel the section “House & Gifts” where users can find subsections: Personal Care, Beauty, Home Decor, Bed & Bath, Kitchen & Dining, Party Supplies, Pet Supplies, etc.

2. Main section labeled “Apparel”

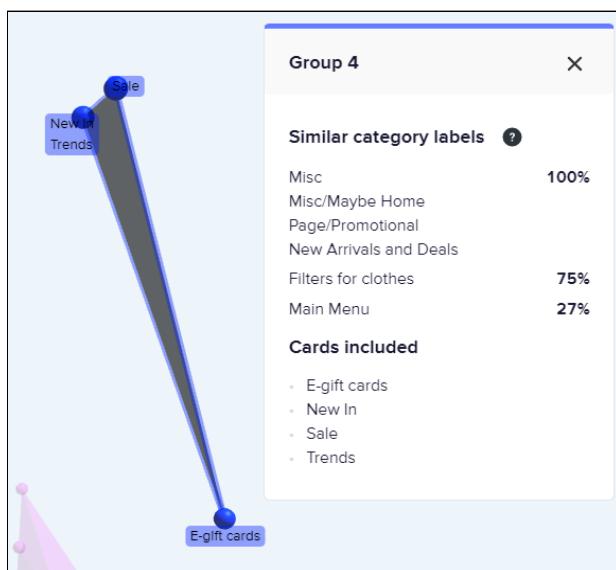




Here we have three separate clusters formed close to each other on the 3DCV based on the card sorting for SHEIN's primary content - clothing. We recommend having a main

section labeled as "Apparel" where subcategories would be sizings (Babies, Kids, Women, Men) and smaller categories under each size such as Curve or child age ranges. Under the Apparel section would be categories of clothing based off of the sizing chosen by the user where Activewear, Beachwear and more would be presented.

3. Welcome Page or Homepage/Main Menu



Finally, we have the critical homepage that has been a necessity since the beginning of our project studies before card sorting. This cluster represents the cards our users categorized in one "miscellaneous" group which automatically should be the introduction for a new user on the website that SHEIN very much

lacks with their current design. This homepage would include subcategories such as New In, Trends, Sale, and Explore.

Overall

These results provide us recommendations that will ultimately succeed in SHEIN's short and long term goals from bringing in new customers to having their loyalty in creating an account. It is inevitable to see how much SHEIN has to offer for their customers, but showcasing their inventory should not be their sole business plan of their website, rather, allowing their users to have the right experience from exploring the collaborations, personalized recommendations, and trends that the online store has for them.

Tree Test Report

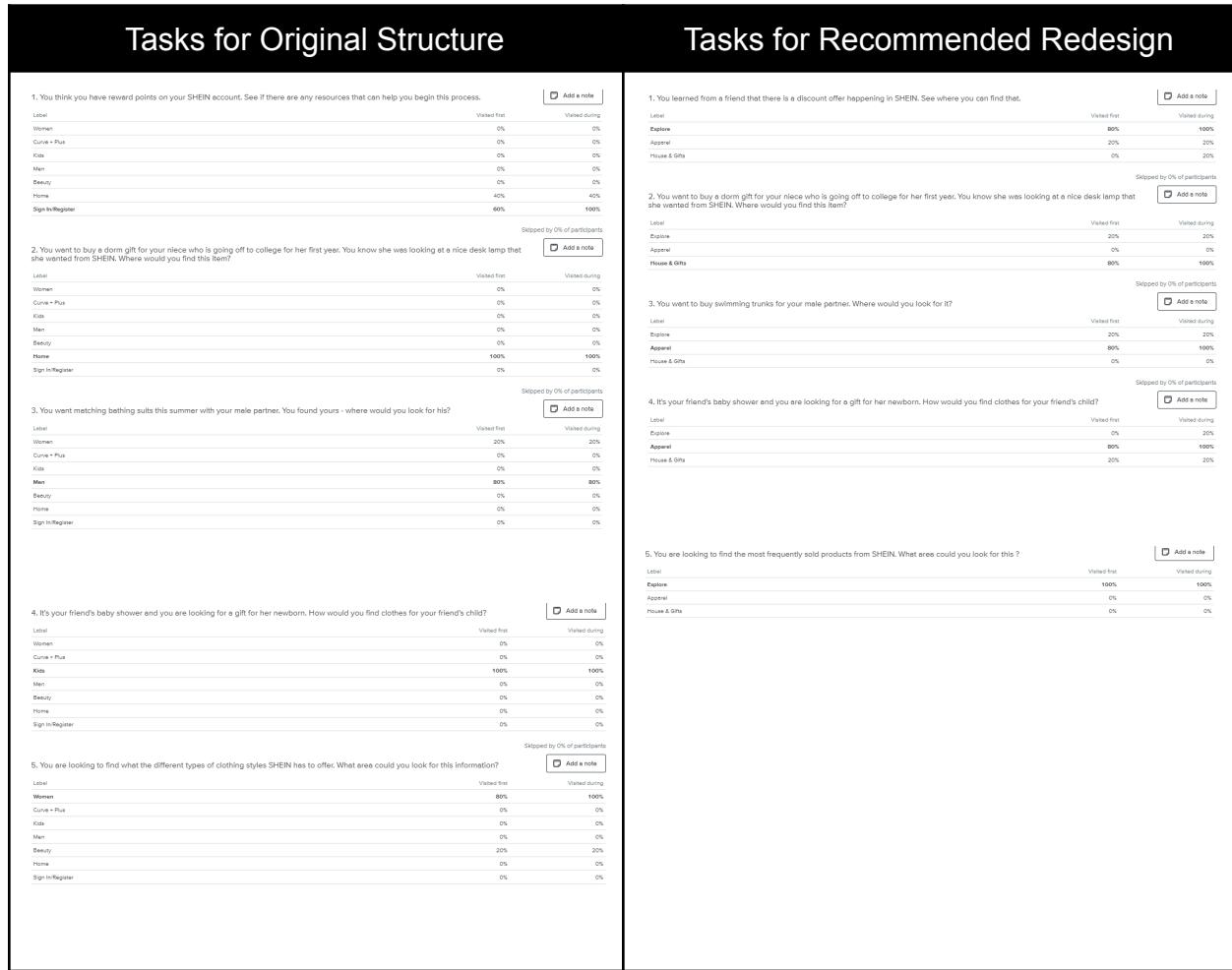
Benefits to our Redesign

As was discussed earlier in the report, tree testing is a rapid user testing method for designers to understand how visitors of their site view its hierarchy. For our Shein.com tree testing, various questions and tasking regarding locating clothing options for certain events/ individuals, rewards points information, interior decor, and labeling for sections throughout the site were given to users in a text only format. The results of this data had allowed us to see how users preferred to see categories grouped and what they liked and did not like about Shein.com navigation and displays. Users were able to navigate to the right locations of obvious category types like kids clothing, but had some difficulties in first clicks of more specific or not as used categories like home decor. Based on this information, Shein.com's navigation, category tags, and reward displays needed to be reviewed and updated for an optimal site experience.

Current vs. New Labeling

With the recommendations we listed previously, we were able to simplify the categorization in our new tree test. Like our first tree test study, we had five participants in this session and kept two of the tasks from the original tree test for comparison. Below is a link to our results and a side-by-side view of our first-click results of each task for both tests:

<https://app.optimalworkshop.com/treejack/245vd484/8m13q1a0/shared-results/i4b4lu0nhug55i1n5t108zbce3274g2o>



As it is presented, our redesign has a shorter category list to make tasks easier for the user to travel through. Initially, the categories from the website offered too many selections that could be taken out of the main navigation and into the subsections which is identified by what the user is specifically looking for on the website. For instance, if a user is looking for “Curve + Plus” sizing, they would just navigate to the “Apparel”

category rather than having a main section of its own on the main page. A user would understand that other categories such as “Babies & Kids”, “Men” and “Women” would fall under this section where we see 100% of our second tree test participants were able to identify correctly. Regarding full time completion, the first test with an average time of 2 minutes and 59 seconds was double the amount of time taken for our second test which averaged 1 minute and 26 seconds. The success rate between the current and new labeling for the importance of navigation time is at a high rate because each test had the same amount of questions, participants, and approximately the same results.

Current Labeling	New Labeling
<ul style="list-style-type: none"> ▼ Women <ul style="list-style-type: none"> ↳ New In ↳ #SHEINX ↳ Trends ↳ Clothing <ul style="list-style-type: none"> ↳ Dresses ↳ Tops ↳ Swimwear ↳ Activewear ↳ Shoes & Accs ↳ Home & Pets ↳ Sale ↳ Explore ↳ Curve + Plus <ul style="list-style-type: none"> ↳ New In ↳ Trends ↳ Clothing <ul style="list-style-type: none"> ↳ Dresses ↳ Tops ↳ Bottoms ↳ Lingerie & Loungewear ↳ Beachwear ↳ Activewear ↳ Sale ↳ Shoes & Accs ↳ Home & Pets ↳ E-gift cards ↳ Beauty <ul style="list-style-type: none"> ↳ Makeup ↳ New In ↳ Beauty Tools ↳ Personal Care ↳ Explore ↳ E-gift cards ↳ Home <ul style="list-style-type: none"> ↳ New In ↳ Bed & Bath <ul style="list-style-type: none"> ↳ Kitchen & Dining ↳ Home Decor ↳ Lighting & Party Supplies ↳ Baby & Kids ↳ Home Improvement ↳ Pet Supplies ▼ Kids <ul style="list-style-type: none"> ↳ New In ↳ Trends ↳ Boys (7-14yrs) ↳ Girls (7-14yrs) ↳ Toddler Boys (1-6yrs) ↳ Toddler Girls (1-6yrs) 	<ul style="list-style-type: none"> ▼ Explore <ul style="list-style-type: none"> ↳ New Arrivals ↳ What's Popular ↳ Special Deals ▼ Apparel <ul style="list-style-type: none"> ↳ Babies & Kids ↳ Women ▶ Men ▼ House & Gifts <ul style="list-style-type: none"> ↳ Personal Care ↳ Beauty ↳ Party Supplies ↳ Home Decor ↳ Bed & Bath ↳ Kitchen & Dining ↳ Pet Supplies

One change to consider from the results of our

second tree test is to stay away from a

“Seasonal” subcategory in “Men” since it didn’t

seem to have any positive effect in our

redesign. It would be best to keep the current

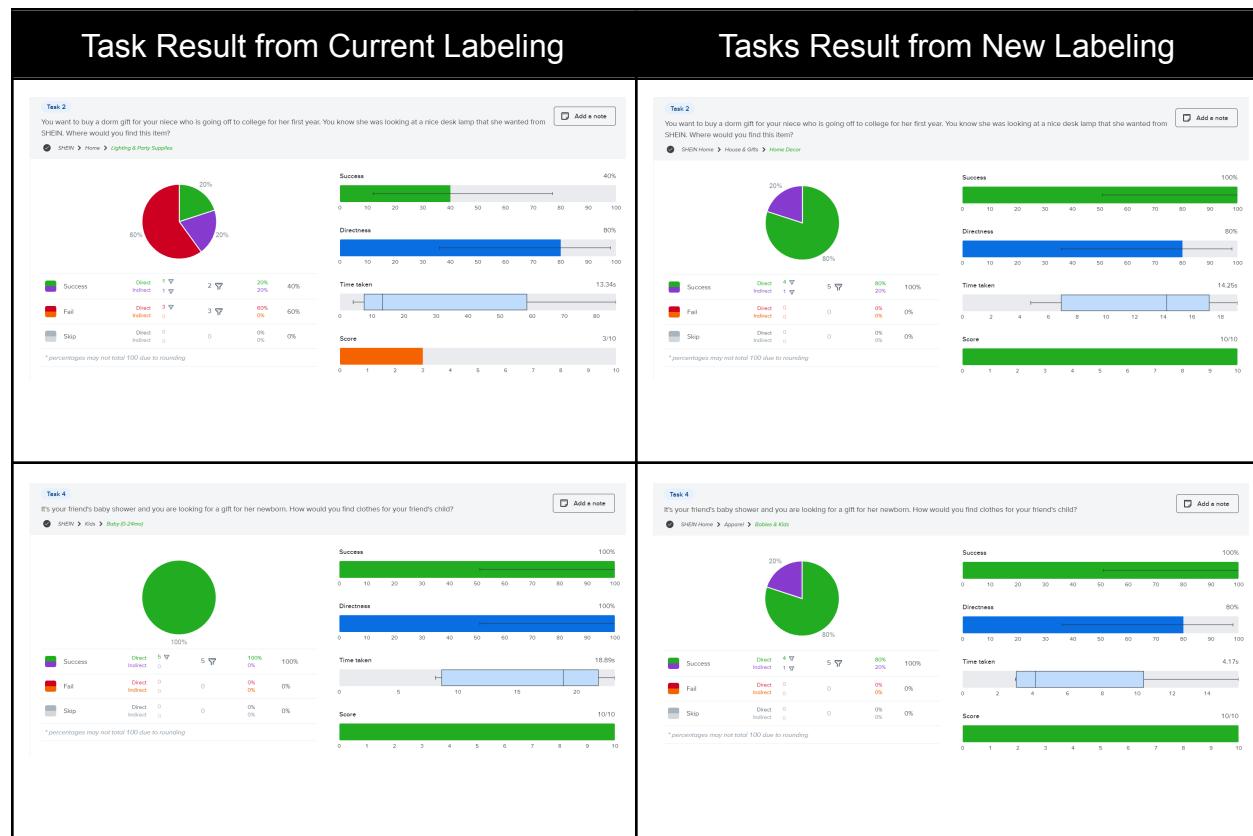
label “Beachwear” instead of generalizing the subcategory. Furthermore, we can see

from the two tasks that we used for both tree tests that there is a 100% success rate -

Task 2 improved from 40% to 100% whereas for Task 4, although they both have a

100% success rate, the average time to complete the task went from 19 to 4 seconds

which is 4 times the current rate.



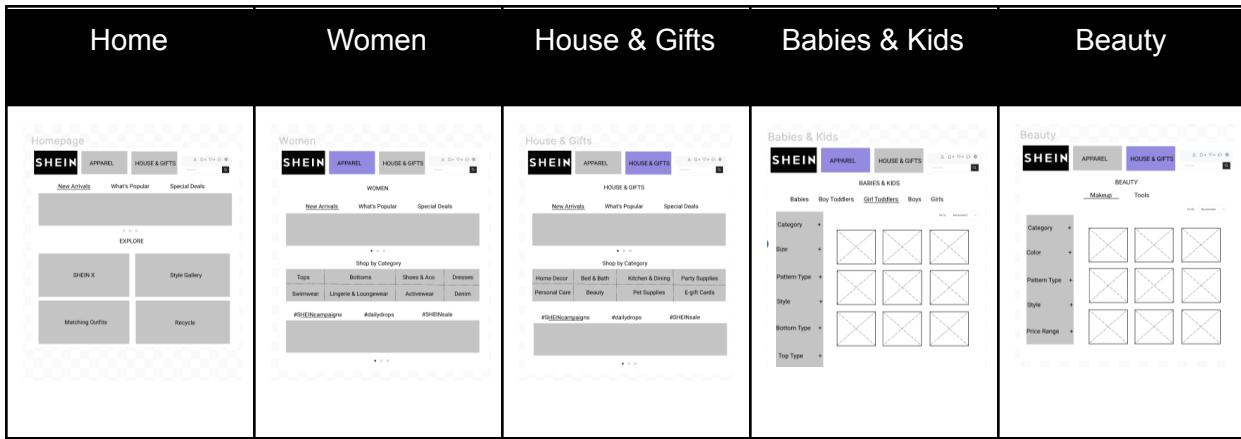
Redesigned Sitemap + Wireframes

Based on the various aspects of user testing and heuristics evaluation, there were several changes recommended for Shein.com's wireframes and site layout. Currently Shein.com consists of 5 main home pages based on their top categories (Women, Men, Kids, Curve/Plus, and Beauty). The main layout of Women, Men, Kids and Plus pages are generally the same, with the "Shop By Category" and Top Navigation changing based on respective products. Throughout the pages, there is various imagery of campaigns and promotions for related products. There is also a gallery of images of products being used in several of them. With its vast inventory, Shein.com had their categories organized primarily with their apparel in mind, but this was not always the best experience for all of their customers.

After the user testing (tree testing, card sorting) , it was concluded to switch the section "Home" showing the stable navigation with a section "House & Gifts" where users can find the subsections: Personal Care, Beauty, Home Decor, Bed & Bath, Kitchen & Dining, Party Supplies, Pet Supplies, etc. Additionally, the navigation will have a section labeled as "Apparel" with the subcategories would be gender and age categories (Babies, Kids, Women, Men) and smaller categories under each size such as Curve or more specific child age ranges, as well as different types of clothing like Activewear or Swimwear. Lastly, the main navigation will update with a Home button that many users requested or preferred which will have a main page of the banners, different items of the top categories, sales, and the brand campaigns. So in conclusion, the main sections will now be Home Page, Apparel, Home and Gifts, and Explore

(which will be the New Arrivals, What's Popular, and Deals). The redesigned wireframes and sitemap example layout of what this would look like can be seen below. With this new layout, consumers of Shein.com will have a much more efficient and successful shopping experience on the Shein site with positive feedback.

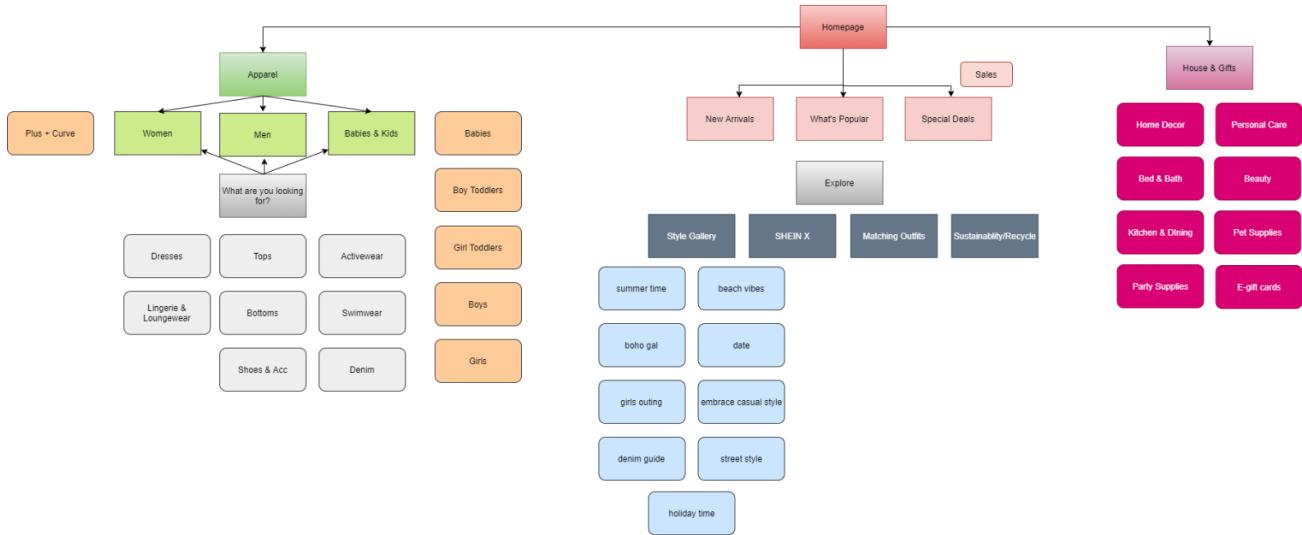
Redesigned Wireframe:



Link to wireframes:

<https://www.figma.com/file/HGLWe6eWfsVADWjugHKYzT/SHEIN-wireframe?node-id=0%3A1>

Redesigned Sitemap:



Full view Sitemap image:

https://drive.google.com/file/d/1QR8eqDbPityCeehegyc-PVoT_C9dbe8W/view?usp=sharing

First Click Test Report

As discussed previously, First Click Testing is an important step in the site building and user testing process. It helps to understand how users comprehend Shein.com's layouts, links, navigation, and if they can properly complete a simple handful of tasks based on different site views. This allows designers to see how users experience Shein.com, what features mainly point out to them, how long it may take for them to complete simple tasks, and how they enjoy the user interface. With the results of the original First Click Test, initial changes were made and the users were retested based on the feedback from the earlier session. These changes included addressing the primary issue of the amount of time it took for them to complete the tasks. With the redesigned wireframes, we addressed the layout issues and minimized the users' need for identifying different components necessary for different users who are simply browsing or looking for a specific item. It was now easier for the users to use the disintegrated navigation and clearly labeled categories and pages.

Results

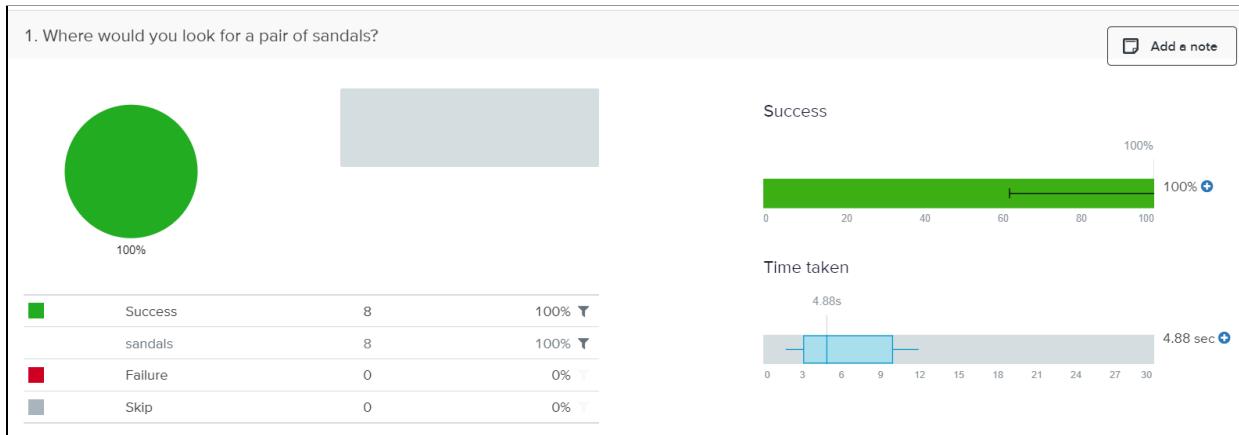
We were successful in identifying accomplishments and insights based on the results of this second first-click test. With our 8 participants, we found that our redesigned wireframe allowed users to identify main components of the website such as clothing or wearable items since their average time to complete a task of this subject was faster by two seconds. Additionally, we cut down on the amount of navigation options that were repetitive within a single page in which 75% of users succeeded in

clicking the appropriate area two times faster than the test on the original website design. In regards to looking for specific elements they want for a particular item like style or color, we see that the choices were split in searching through category/filters and typing it in the search bar which we observed, can be a matter of preference by the user in time spent looking for an item or for those simply browsing. Furthermore, we identified the need to keep common features such as the “Sort by” dropdown from the original website which can be concluded as universally acceptable for most ecommerce stores. And finally, the task for users to search for help ultimately is found on the top right area of the website shown on the heatmap of 63% of our users clicking that zone where other customer service sections are such as a SHEIN member’s profile and shopping list.

In conclusion, there are many components that are necessary on certain pages for users to utilize from SHEIN’s original design such as the search bar, “Sort by” dropdown, and customer service feature. However, cutting down the amount of information presented on each page and diminishing the use of organizational jargon is necessary for the user to have a better, more fluent, experience with SHEIN’s website.

Link to full results:

<https://app.optimalworkshop.com/chalkmark/245vd484/d32jf4j0/shared-results/1wc056152jtk4s153bmjlpq5ipcl31q8>



SHEIN APPAREL HOUSE & GIFTS 25%

BABIES & KIDS

Babies Boy Toddlers Girl 38% Boys Girls

Category +

Size +

Pattern 38% +

Style +

Bottom Type +

Top Type +

Sort By Recommend

Three rows of three empty grid items each.

SHEIN APPAREL HOUSE & GIFTS 63%

New Arrivals What's Popular Special Deals

EXPLORE

SHEIN X Style Gallery

Matching Outfits Recycle

References

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[Welcome to the dark side: Why Shein might be the biggest rip-off since fast fashion was born | Euronews](#)

[Forever 21 | Women's](#)

[Best Selling Clothes | ROMWE USA](#)

[Us.shein.com Traffic Ranking & Marketing Analytics | Similarweb](#)

[Us.romwe.com Traffic Ranking & Marketing Analytics | Similarweb](#)

[Forever21.com Traffic Ranking & Marketing Analytics | Similarweb](#)

[Results - WebAccessibility.com](#)

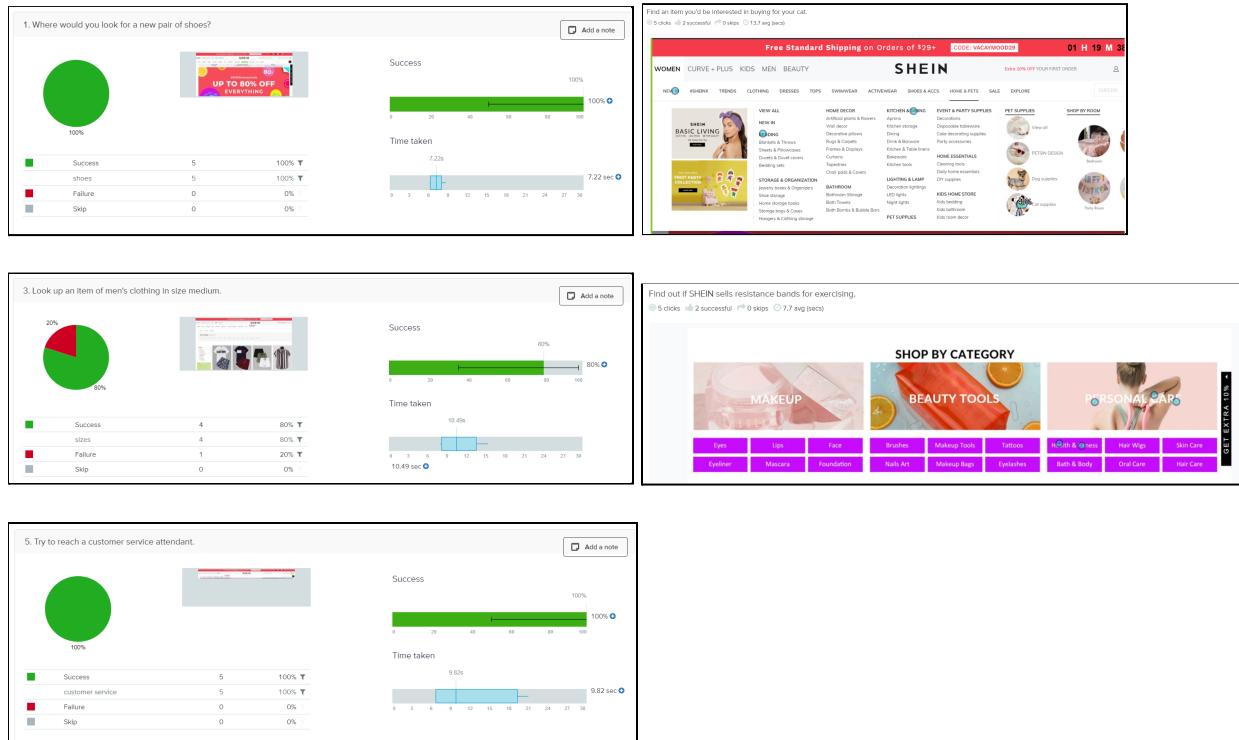
[5bb6e87d8000396596e0052d_Heuristic_Evaluation_Report.pdf \(webflow.com\)](#)

Appendix

First Click Testing Results:

<https://app.optimalworkshop.com/chalkmark/245vd484/673m6h5p/shared-results/g40i5v>

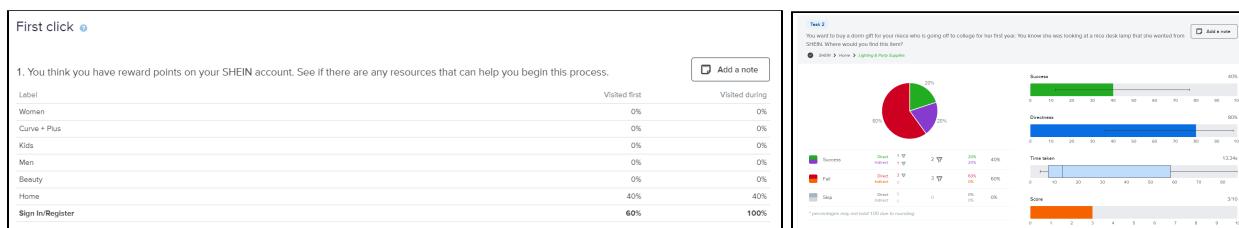
[8n04yqf8l716rp14qp1y6hnil5](https://app.optimalworkshop.com/chalkmark/245vd484/673m6h5p/shared-results/8n04yqf8l716rp14qp1y6hnil5)

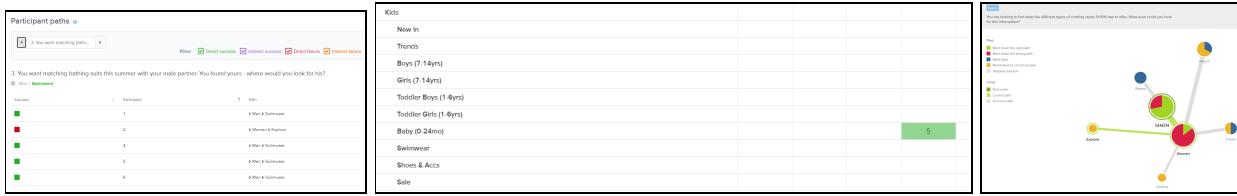


Tree Test Results:

<https://app.optimalworkshop.com/treejack/245vd484/e5t3fgvf/shared-results/n1343f25d1>

[2755112a78dn68sqqe5328](https://app.optimalworkshop.com/treejack/245vd484/e5t3fgvf/shared-results/2755112a78dn68sqqe5328)





Heuristic Evaluation:

1 Visibility of system status The system should always keep users informed about what is going on through appropriate feedback within reasonable time.	2 User control and freedom Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.	3 Consistency and standards Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not enlarge too much.	4 Error prevention Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.	5 Flexibility and efficiency of use Accelerators — unseen by the novice user — may often speed up the interaction for the expert user so that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.	6 Recognize, diagnose, and recover from errors Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.	7 Match between system and the real world The system should speak the user's language with words, phrases and concepts familiar to the user rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.	8 Help and documentation Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.	9 Aesthetic and minimalist design Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not to enlarge too much.	10 Recognition rather than recall Minimize the user's memory load by making objects, actions and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.
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