



HCI 457

SHEIN

PARTHIL | MEHAK | SHILPA
GROUP 9



CONTENT

01

About

02

Testing Strategy

03

Persona

04

Testing Process

05

Sitemap

06

Heuristic
Analysis

07

Wireframes

08

Retrospective

09

Appendix &
Contribution

ABOUT

SHEIN is a global e-commerce platform that specializes in fast fashion, offering a vast range of trendy clothing, accessories, shoes, and beauty products at affordable prices. It caters to a global audience through its website and mobile app. It is known for its fast fashion model, adding thousands of new items weekly to keep up with the latest trends. It focuses on affordability, making fashion accessible to a wide range of customers, and ships to over 200 countries. The platform provides a user-friendly shopping experience with features like customer reviews and size guides.

OBJECTIVE

- Creating information structures for the navigation bar.
- Removing redundancy in the categories and navigation section.
- Creating a secure onboarding process

TESTING STRATEGIES

01

Card Sorting

Testing the navigation and organize the categories of the application

02

Tree Testing

Evaluating the findability of navigation

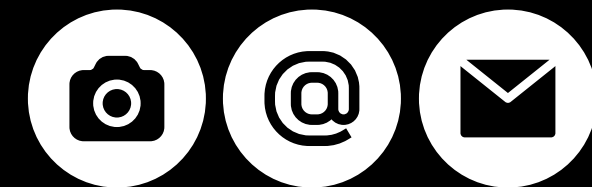




EMMA RODRIGUEZ
23, LOS ANGELES

INTERESTS

- Shopping
- Watching Movies
- Modeling



FRUSTRATIONS

- Difficulty navigating through the site due to redundant categories.
- Time wasted re-searching for previously found items.
- Lack of clarity in the navigation bar causing confusion.

GOALS

- Find trendy, affordable, and sustainable pieces efficiently.
- Easily browse through the website without losing progress.
- Enjoy a seamless shopping experience that saves time.

SCENARIO

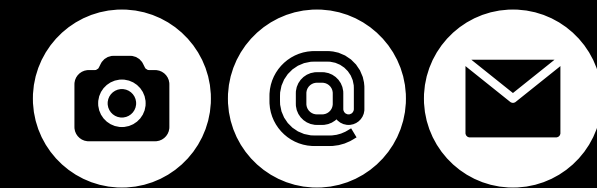
Emma is a 23-year-old social media influencer and part-time student from Los Angeles who loves shopping for trendy, affordable, and sustainable fashion. With a busy schedule, she values efficiency while browsing Shein but often becomes frustrated by redundant categories and unclear navigation paths, which cause her to lose track of selections and spend more time than necessary.

DAVE FOWLER

27, NEW YORK

INTERESTS

- Electronics
- Tech Gadgets
- Running



FRUSTRATIONS

- Difficulty finding products due to disorganized categories.
- Wasting time navigating through a cluttered and inefficient structure.

GOALS

- Quickly locate and purchase electronics without frustration.
- Navigate the website easily to find specific products.

SCENARIO

Dave is a 27-year-old software developer and tech enthusiast from San Francisco who enjoys shopping for the latest electronics and gadgets. As a busy professional, he expects a streamlined shopping experience but often struggles with disorganized categories and inefficient navigation, making it difficult and time-consuming to find specific products.



TESTING PROCESS

Card Sort - Hybrid

18 Total Participants

Pilot Test
35 Cards
12 Categories

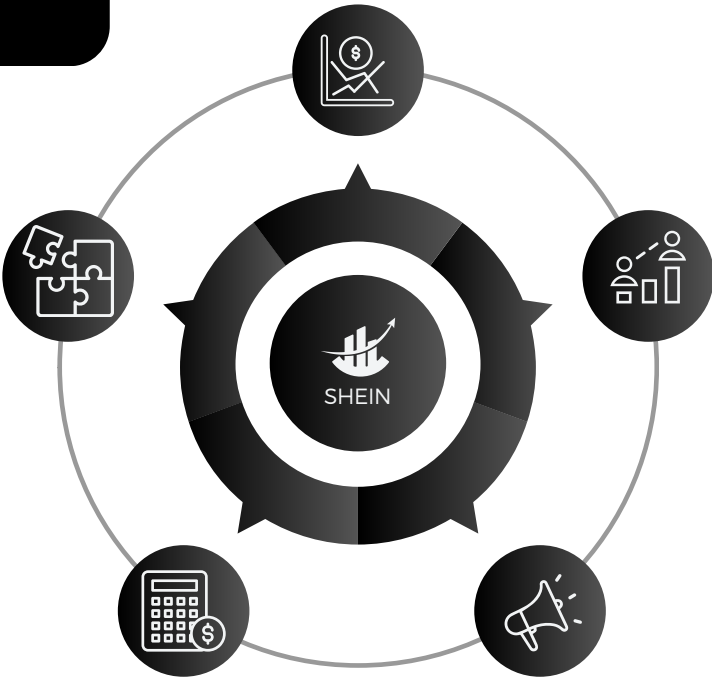
Participants
6 Participants

Card Sort 1
35 Cards
10 Categories

Participants
5 Participants

Card Sort 2
25 Cards
15 Categories

Participants
7 Participants



Card Sort 1



Key Insights:

- Broad categories like Men, Women, and Kids were generally intuitive for participants.
- Confusion arose with sub-categories like Accessories indicating a need for clearer sub-categorization.
- Items like Family Outfits was placed in the “I don’t know where this goes” category, highlighting the need for revised grouping.



Learnings:

- Category definitions must be refined to ensure they are clear, logical, and intuitive for users.
- Specialized items should be distinguished from regular categories to reduce confusion and improve navigation.

Kids
Boys (100 % Agreement)
Girls (100 % Agreement)
Toys & Games (80 % Agreement)
Kids accessories (60 % Agreement)
I don't know where this goes
Family outfits (100 % Agreement)

Card Sort 2



Key Insights:

- 57.1% of participants placed "Kids Accessories" under the "Accessories" category, but this was not a strong enough majority to warrant a change.
- Overall data from all card sorts supported keeping "Kids Accessories" under "Accessories" as initially planned.
- Over 85% of participants recommended moving "Language" from "Globe" to "Account"



Learnings:

- The results reaffirmed our initial decision for "Kids Accessories" placement.
- Participant feedback helped us redesign the sitemap, leading to a more streamlined navigation by merging redundant categories like "Globe."

Accessories
Kids Accessories (57.1 % Agreement)
Globe
Country (71.4 % Agreement)
Account
My Messages (71.4 % Agreement)
SignIn/Register (85.7 % Agreement)
Language (85.7 % Agreement)

LEARNINGS FROM CARD SORT



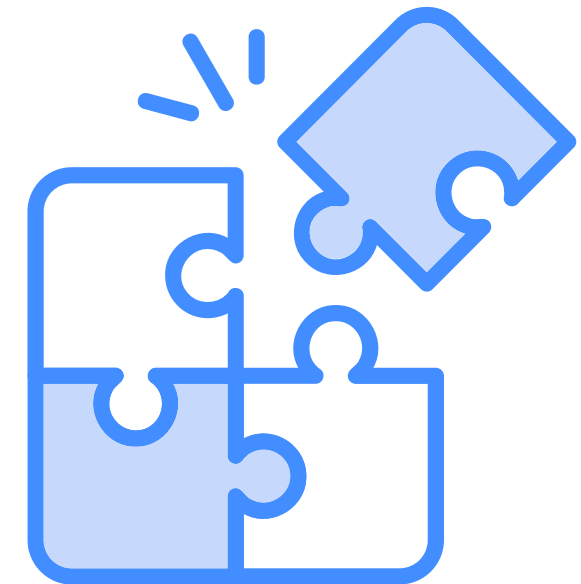
Overview:

The card sorting tests revealed that while primary categories like Men, Women, Kids, Pets, and Electronics are intuitive, items such as Accessories, Language, Globe, Account caused confusion due to overlaps and unclear labels. Items like Family Outfits highlighted the need for distinct sections or clearer categorization.



Key Improvements:

1. Refine sub-categorization in areas with overlap.
2. Create dedicated sections for “Family Outfits”
3. Replace vague labels with more descriptive ones.
4. Minimize ambiguity by reorganizing categories and reducing overlaps.



Next Steps:

Based on the card sorting data and results, we implemented updates to the sitemap to enhance its structure and usability.

TREE TEST



Significance

This Tree Test complements our Card Sort by validating the logical structure and labeling certain categories for which we wanted additional user feedback on the website. It provides quantitative and qualitative insights into user behavior, confusion points, and navigation efficiency, driving actionable improvements to the website's taxonomy and overall user experience.



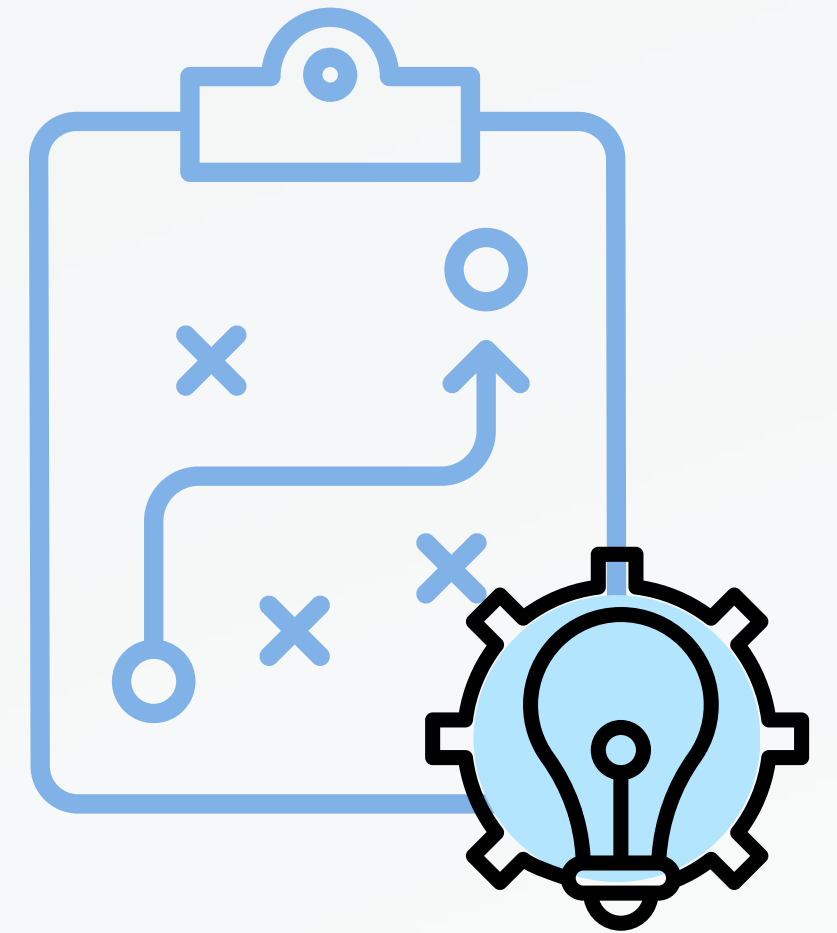
Strategy

Contextual inquiries were used in the tree test to observe how users naturally navigate the website and identify pain points. This method helped us understand the reasoning behind their decisions and any confusion with categories.



Participants

For our Tree Test, we had 7 participants who represented a diverse group of individuals which enabled us to gather different user perspectives



Question 1

"If you were to create a NEW ACCOUNT on an e-commerce website (SHEIN), where would you navigate to begin the process?"



Key Insights

The **71.4%** success rate indicates that most participants could locate the "Register" option without significant issues. **4** users found the correct category immediately(Direct) whereas **1** took a detour (indirect)

The **28.6%** incorrect responses highlight a need to investigate: Whether other labels (e.g., "Sign Up" or "Login") might be confusing users. 1 user selected the incorrect category immediately(Direct) whereas 1 took a detour (indirect).



Learning

This analysis shows the navigation is functional for most users but highlights areas for improvement to enhance the overall user experience such as improving visibility and refining labels

Correct

71.4%

4 Direct
1 Indirect

InCorrect

28.6%

1 Direct
1 Indirect

Question 2

If you want to purchase a leash for your pet, which category would you navigate to locate it?



Key Insights

An **85.7%** success rate demonstrates that most users could easily identify "Accessories" as the correct category for a pet leash. **5** users found the correct category immediately(Direct) whereas **1** took a detour (indirect)

The **14.3%** incorrect responses highlight that an error rate is minimal. **1** user selected the incorrect category immediately(Direct) whereas nobody took a detour (indirect).



Learning

This test demonstrates a strong overall usability performance, with most participants navigating correctly and quickly. While there is a small percentage of indirect paths and one incorrect response, these are minor issues that can be addressed through minor adjustments



Question 3

You are searching for a new phone case & screen protector for your device, which section of the website would you go to in order to find it?



Key Insights

As we can see, a staggering **100%** of the users were able to navigate towards the correct category out of which **5** users found it immediately(Direct), whereas the remaining **2** took little detours before they found the right one(indirect).



Learning

We learnt that there are no changes required in the Phone and cases accesories navigation of the website since a 100% of the users were able to figure it out. Although navigation could be renamed clearly to cater to the redirected participants.

Correct

100.0% | 5 Direct
2 Indirect

InCorrect

0.0% | 0 Direct
0 Indirect

Question 4

With Christmas approaching, you decide to decorate your home, which section of the website would you visit to find decoration items?



Key Insights

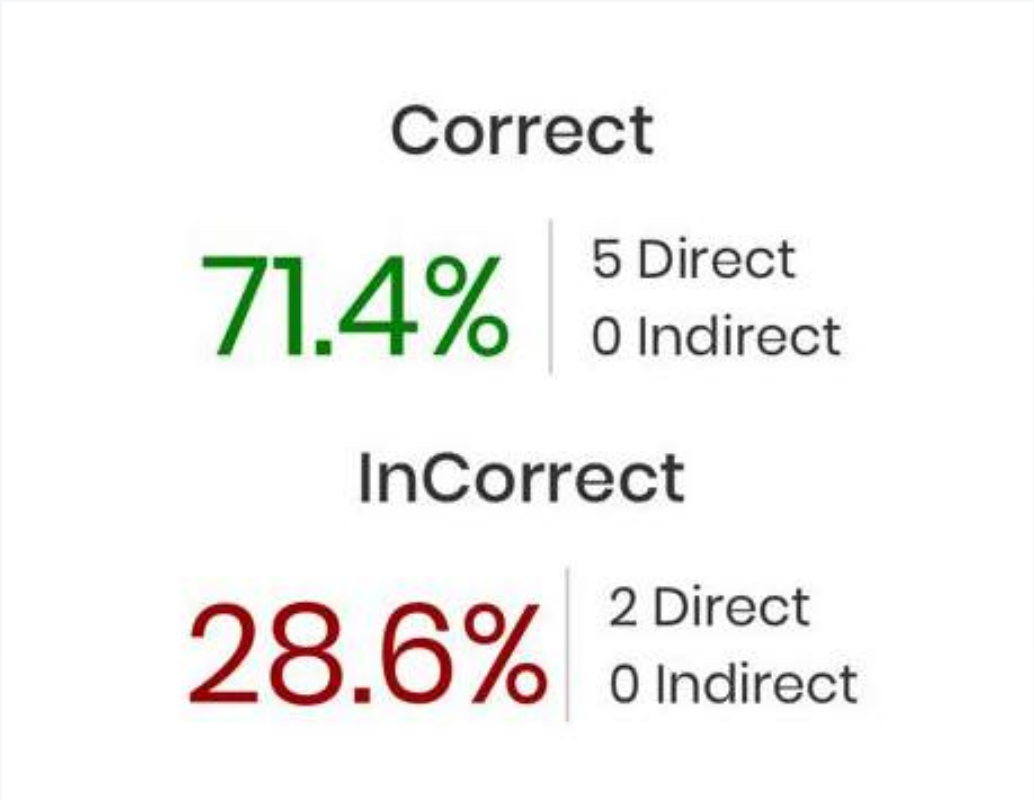
The **71.4%** success rate indicates that most participants could navigate to the home decor section of the website. 100% of these participants went directly to the category without a detour.

The **28.6%** incorrect responses highlight a need to investigate why they could not locate the category. All of these users went directly towards the wrong answer.



Learning

We learned that although most users were able to find the correct category almost immediately, some had trouble locating the home decor items. This was due to confusion between similar category names, such as 'Home Decor' and 'Home Textiles,' which can be further clarified.



Learnings from the Tree Test



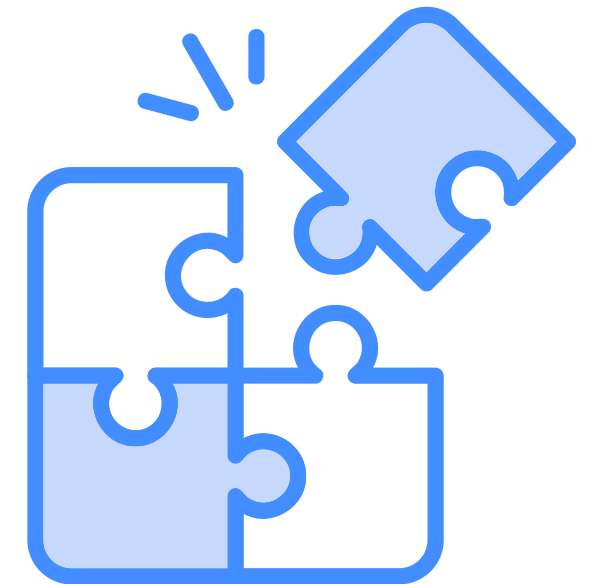
Overview:

The usability testing results show that the majority of users were able to navigate the website effectively, with high success rates for tasks like registering an account, purchasing pet accessories, and finding phone accessories. However, some users encountered challenges with certain categories, especially due to ambiguous labels or similar category names.



Key Improvements:

1. **Clarify labels:** Distinguish between "Sign Up" and "Login" to avoid confusion.
2. **Refine category names:** Differentiate similar categories like "Home Decor" and "Home Textiles" to reduce navigation errors.
3. **Improve visibility:** Ensure high-traffic sections are easily identifiable to minimize detours.



Next Steps:

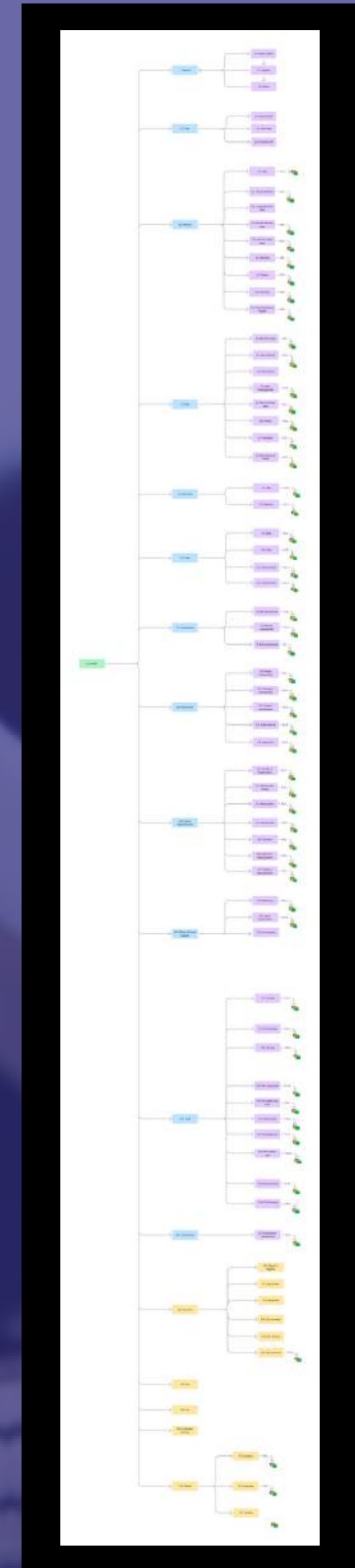
Based on the Tree Testing data and results, we implemented updates to the sitemap to enhance its structure and usability.

SHEIN Site Map - 1

Process



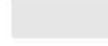






We initially developed a sitemap based on the insights gathered from the pilot card sort. Following this, we conducted Card Sort 1 and Card Sort 2, along with Tree testing, to further refine the structure. Based on the results from these tests, we made the necessary adjustments and finalized our updated sitemap, version 3.

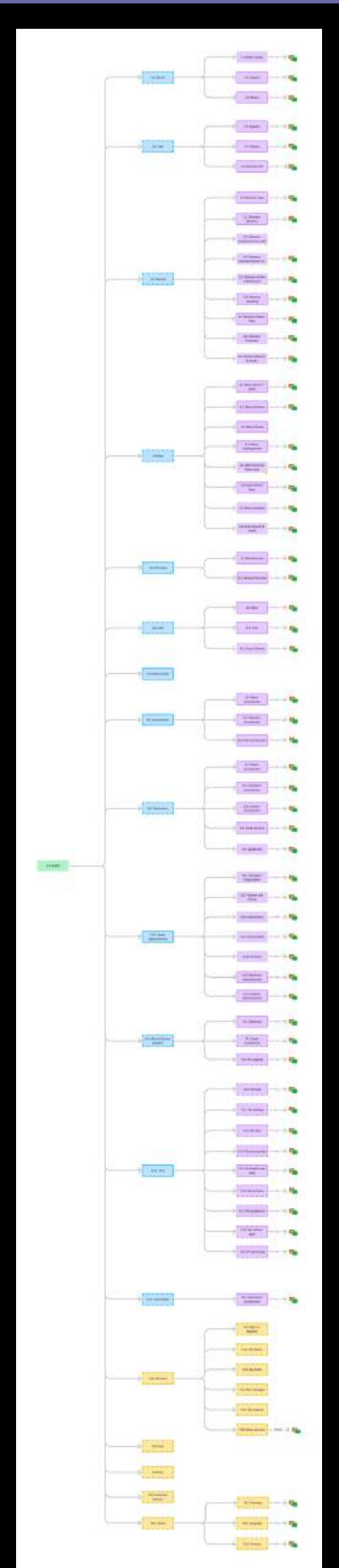
version 1



Site Map for SHEIN - 2

This sitemap showcases the changes that were made based on our Card Sort 1 data. Significant changes made were categorizing items under their relative categories, unlike the original version where the categories were scattered. We were able to merge categories to reduce confusion along with creating new ones just to enable the user. The key below showcases exactly which categories were merged and which were created new.

Catagory	Annotation	Description
Old		Dotted border
New		Solid border
Recatagorized		No Border
Merge		Star Stamp
Home		Green Fill
Pages		Blue Fill
Categories		Violet Fill
Sub Categories		Stack
Utility Pages/ Catagories		Yellow Fill

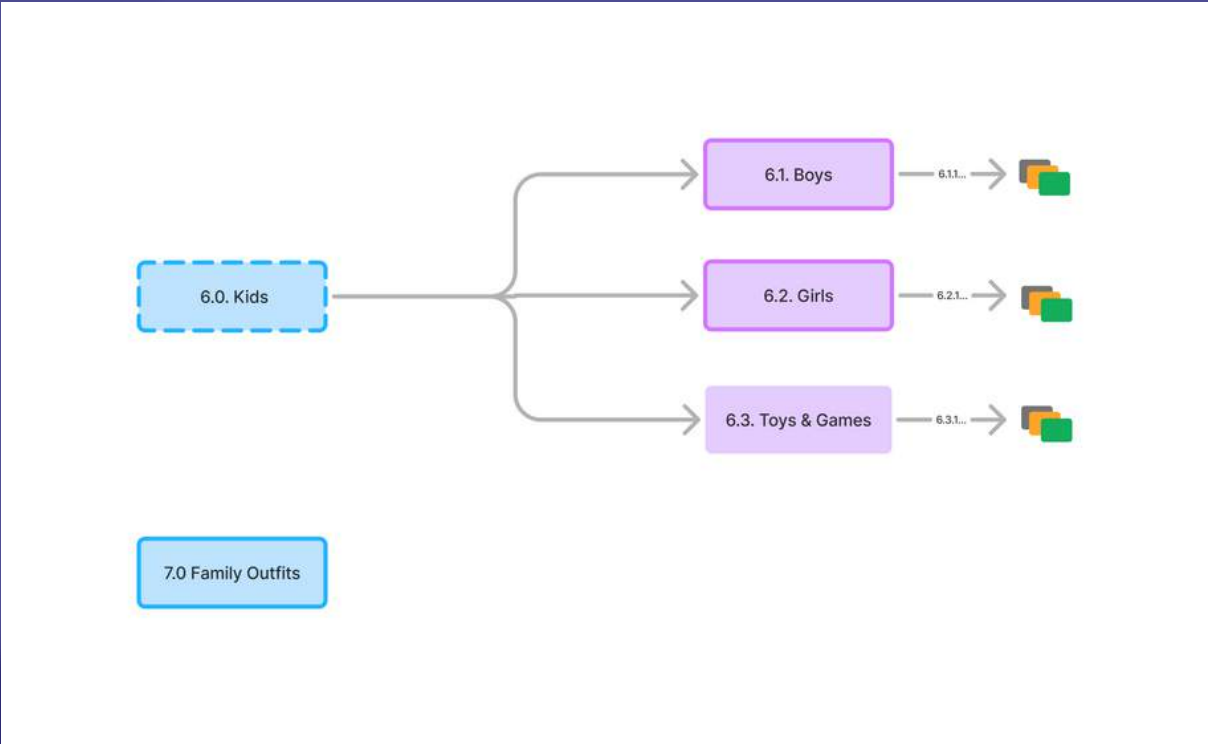


Changes in Site Map

Before



After



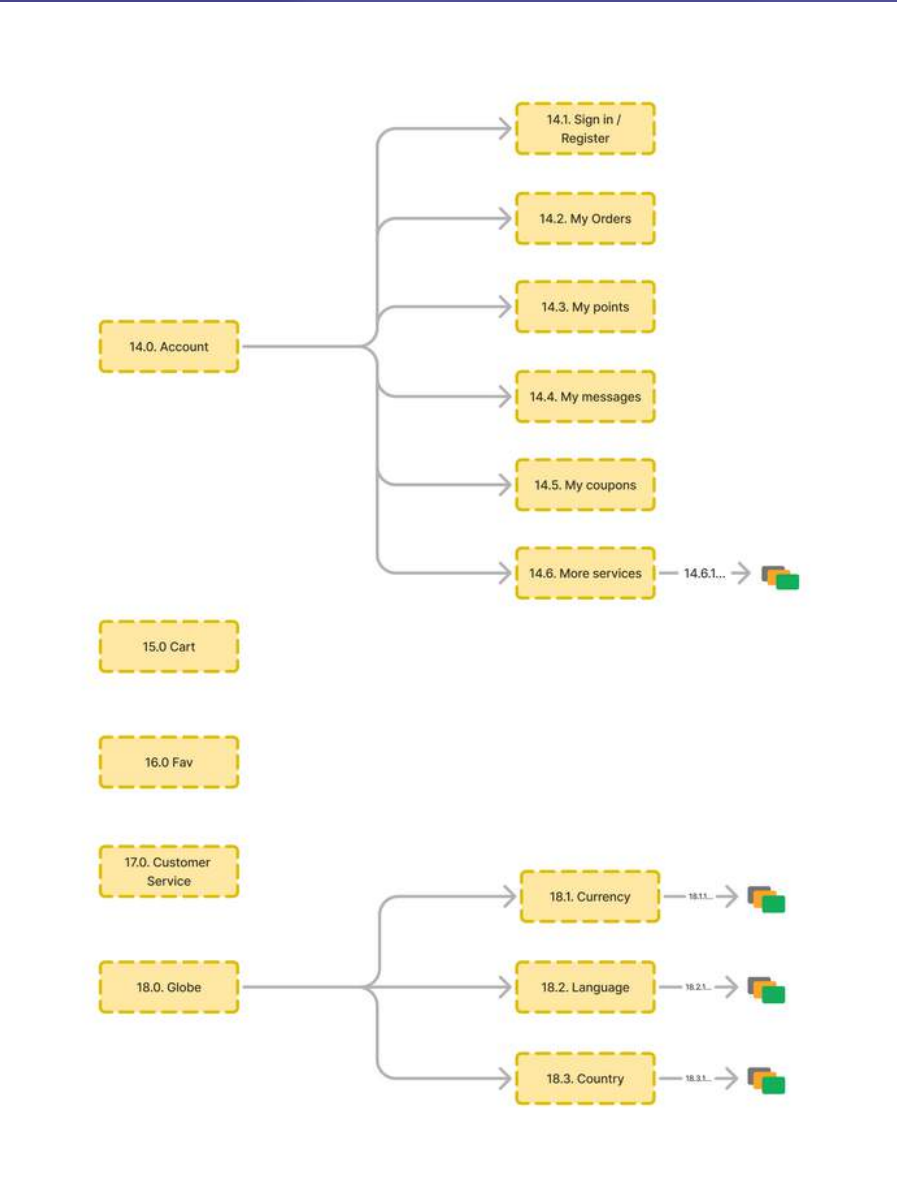
I don't know where this goes

Family outfits (100 % Agreement)

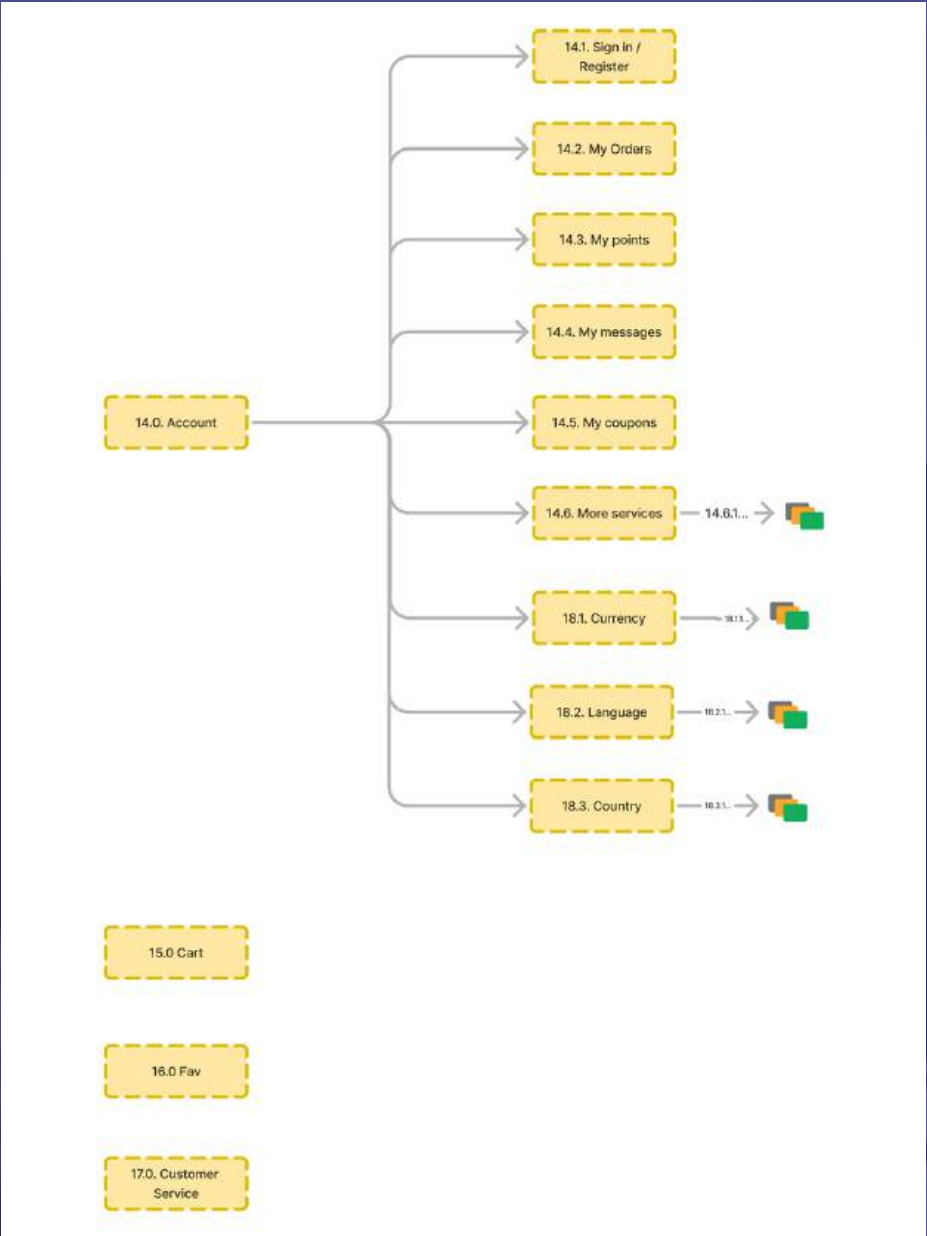
According to Card Sort data, we observed that 100% of users were unable to figure out where to place the “Family outfit” category. It was initially under the kids page but we moved it and made it a new page for users ease.

Changes in Site Map

Before



After



Globe

Country (71.4 % Agreement)

Account

My Messages (71.4 % Agreement)





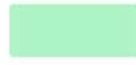




SignIn/Register (85.7 % Agreement)

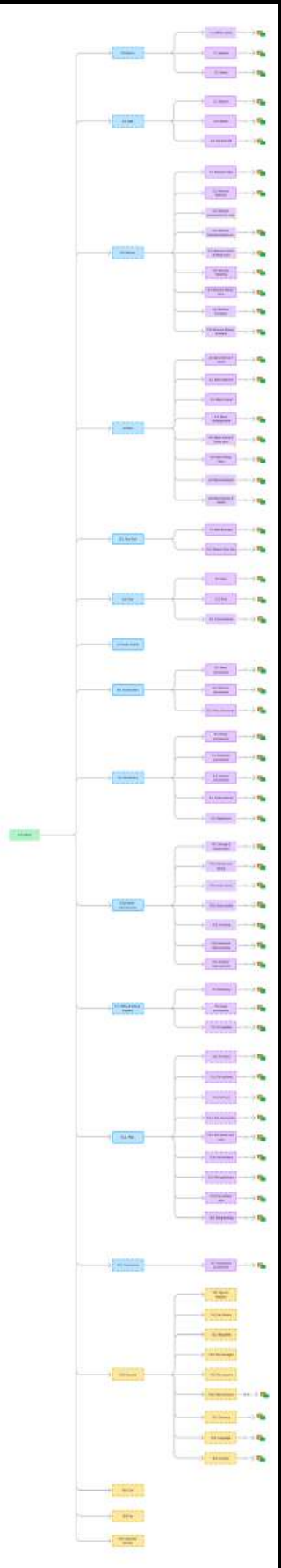
Language (85.7 % Agreement)

The key showcases the changes that were made based on the Card Sort 2 and Tree Test data. We removed the “Globe” page and merged its categories in the “Account” page to increase users ease.

Site Map for SHEIN - 3 (Final Version)

This final version Site Map represents all the changes in their final form. The key below will assist in recognizing the changes while viewing the Map.

Catagory	Annotation	Description
Old		Dotted border
New		Solid border
Recatagorized		No Border
Merge		Star Stamp
Home		Green Fill
Pages		Blue Fill
Categories		Violet Fill
Sub Categories		Stack
Utility Pages/ Catagories		Yellow Fill



HEURISTICS TASK ANALYSIS



SHEIN

Log In/ Register

TASK1

Make a Purchase

TASK2

Average Score

3.1/5

Average Score

3.4/5

RECOMMENDATIONS

We have a few recommendations for the problems that we encountered while carrying out Heuristic analysis.

Consistent Labeling

We recommend ensuring that product labels, categories, and navigation elements remain consistent across all pages. A unified structure reduces confusion, enhances usability, and allows users to navigate the site more intuitively.

Declutter Interface

Introducing a "hide promotions" toggle or a clean mode would allow users to minimize non-essential pop-ups and banners. This feature would enable shoppers to focus on their browsing and purchasing experience without unnecessary distractions.

Refined Filters

To improve usability, we recommend simplifying the filter bar by limiting the number of options to focus on key attributes. Adding a search function within the filter would further enhance user experience by allowing quick access to relevant options.

Enhanced Verification

We suggest implementing email or SMS verification for critical actions to boost security. This feature would also allow users to easily undo accidental actions, such as adding incorrect items to the cart or modifying personal details.

Recommended Sections

Creating sections like "Most Popular," "Trending Now," or "Staff Picks" would help users discover new and best-selling items easily. This not only improves discoverability but also encourages engagement with the site's offerings.

Enhanced Search

We recommend refining the search algorithm to enhance accuracy, particularly in recognizing synonyms and correcting misspellings. This improvement would make it easier for users to find desired products with fewer search attempts.

Simplified Checkout

Minimizing the number of fields in the initial checkout process can help reduce friction. Allowing users to complete purchases with minimal required details and providing the option to add additional information later ensures a smoother and faster checkout experience.

Guest Checkout

We recommend making the guest checkout option easily discoverable and highlighting its benefits, such as faster transactions and no account requirement. This ensures a seamless experience for users who prefer not to create an account.

Task Flows and Wire Frames

Purpose and Bases of Wireframes:

The wireframes were based on the finalized site map and insights gathered from the heuristic analysis. We incorporated the recommendations from the analysis to ensure a smoother user workflow, addressing the pain points identified during the evaluation. The goal was to design a more intuitive and efficient navigation experience, distinct from the issues encountered in the original structure.



Wireframe

Task 1: SignIn / Register

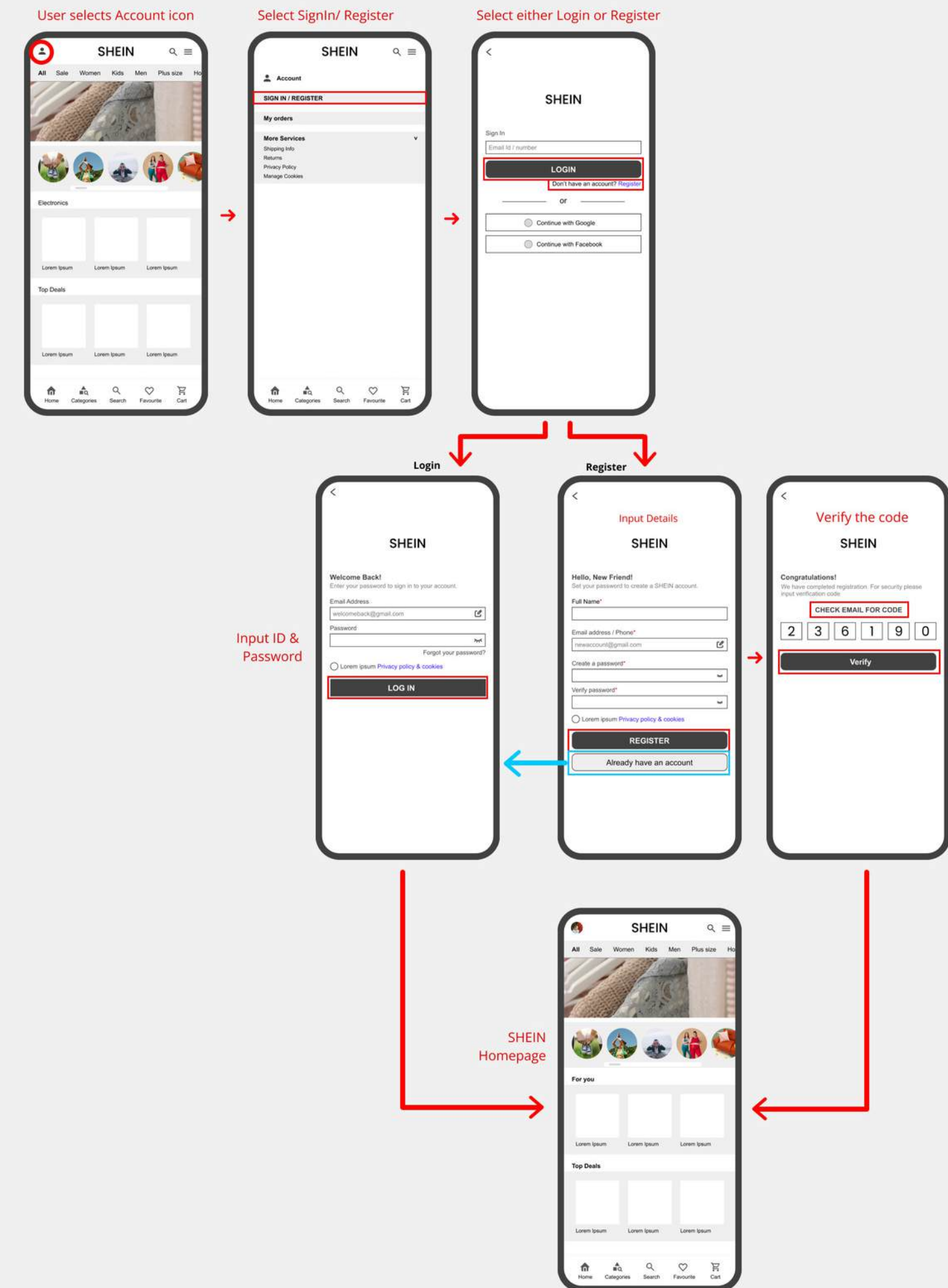
Purpose:

To provide a secure interface and build trust on the website, we implemented a verification system.

TASK:

For Task 1, the user needs to tap on the Account button and select the Sign In/Register option to create an account or log in. If the user chooses to register, they are prompted to enter their email address or phone number. A 6-digit code will then be sent to verify their identity.

Alternatively, if the user opts to register using Google or Facebook, the integration will handle the process automatically, and a new account will be created seamlessly.



Wireframe

Task 2: Making a Purchase

Purpose:

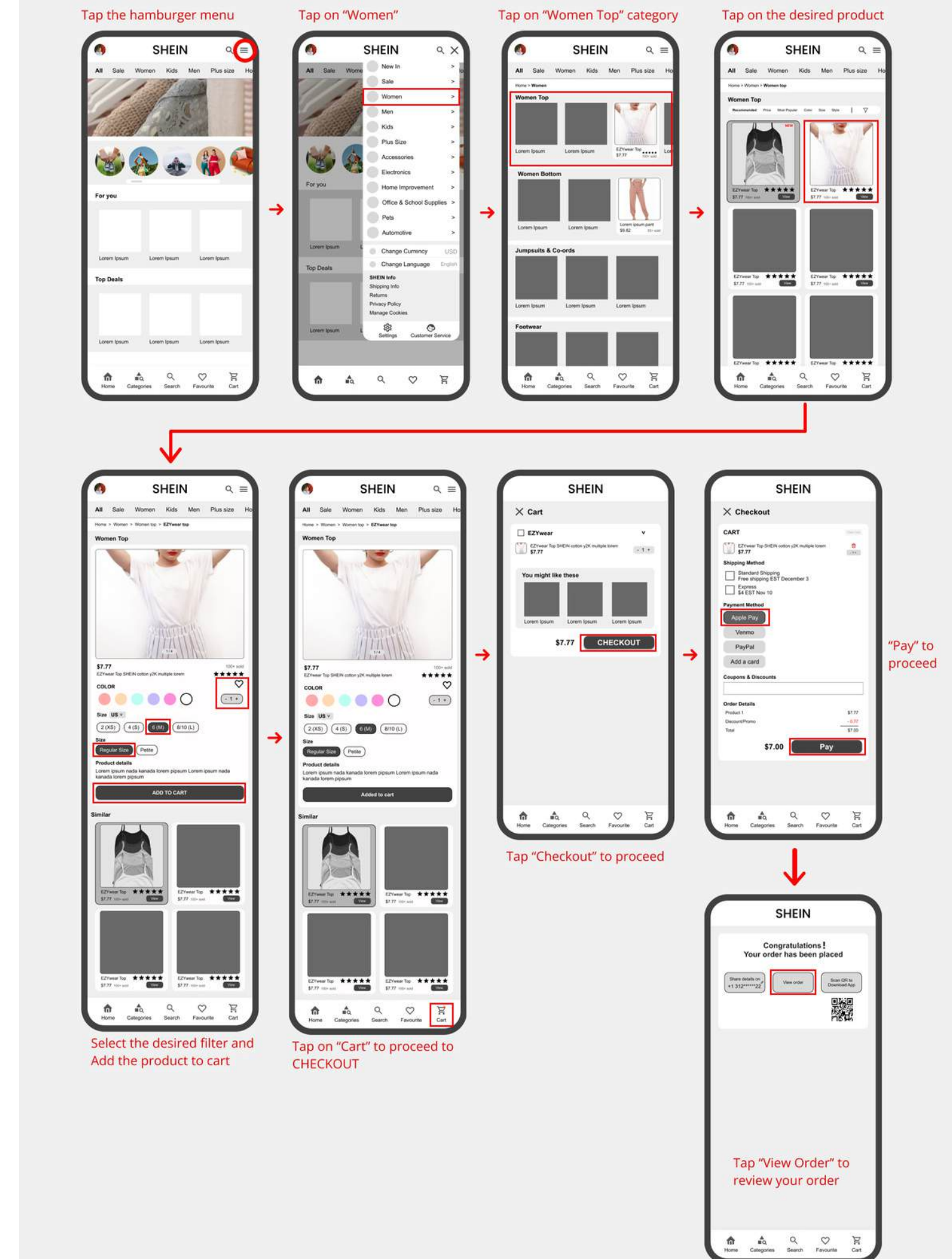
After carrying out Heuristic analyses of the tasks, we created wireframes to help us test how users expect to navigate through the pages while keeping in mind the recommendations from the analyses.

TASK:

For Task 2, the user begins by selecting a product from the product page and choosing their preferred size, color, and quantity. They then add the item to their cart and proceed to the cart page, where they can either clear the cart or continue with the order.

Next, they are directed to the checkout page, where they can select a payment method and apply a discount or promo code. Once the order is placed, the customer has three options:

- Choose a shipment notification method
- View the order details
- Access a barcode for the mobile app



RETROSPECT

Takeaways:

- Process-thinking vs. interface thinking
- Thinking beyond the current design
- Consistency in application of new structure

Team Successes:

- Team collaboration and openness to new directions

Changes to Approach:

- Systematic recruitment of participants.
- Changes to card sort approach.

Future Direction

- Strategic Pop-Up Timing, display pop-ups at key moments to avoid disrupting the user experience.
- Implement a more structured content hierarchy, prioritizing key product information, promotions, and trends to ensure users can quickly access relevant content without feeling overwhelmed by excessive options.
- Enhance the search function by integrating smart filter options, allowing users to quickly narrow down results as they type.



APPENDIX & CONTRIBUTIONS

Due to the nature of the images and data in the appendices, we have created a google document to facilitate viewing all the material. Please visit the link to view the appendices for this presentation.

LINK: [HTTPS://DOCS.GOOGLE.COM/DOCUMENT/D/16FFOIJSJ65FAHVZE5GBWQNNA5DTN61HTPITQ4KTR-IW/EDIT?USP=SHARING](https://docs.google.com/document/d/16FFOIJSJ65FAHVZE5GBWQNNA5DTN61HTPITQ4KTR-IW/edit?usp=sharing)

