

Challenge

Business

What Weee! is showing



“ We finally got this famous spicy Korean rice cake brand from Korea to our warehouse.

Can't wait to see how much our customers are excited to see this product! ”

VS

User

What customers experience



“ Why are they keep showing me these kinds of stuff? I am not good at spicy foods! ”

User problems

“I only see **constant rows of products** on the homepage. It’s not interesting unless I’m already familiar with those products.”

“I see **three different sales-related tabs**, including ‘On Sale,’ ‘listening deals,’ ‘BOGO,’ etc., and, to be honest, it’s annoying to scroll down to find each one.”

“There are **too many advertisements**; it’s distracting. Why are there so many **redundant images**?”