

Usability Evaluation Report of Shopee and Lazada

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ABSTRACT

In this report, we describe the usability evaluation of two shopping apps, Shopee and Lazada. We evaluated the usability and performance of Shopee and Lazada using the System Usability Scale (SUS) questionnaire method. We have obtained responses from 25 respondents which show that both apps have their strengths and weaknesses, with Shopee scoring highest in product discovery while Lazada scoring highest in ease of use. Finally, we suggest recommendations to improve the usability of both apps.

Keywords

Usability, Shopee, Lazada, System Usability Scale (SUS), user experience

1. INTRODUCTION

With the rise of e-commerce around the world, hundreds of shopping apps have debuted around the world. In this report, we will be running a usability evaluation of two of the most significant shopping apps in Southeast Asia, Shopee and Lazada. This study aims to analyze and compare both apps through system usability testing. The motivation lies in understanding which platform would meet expectations and provide a better experience to users. Key findings in this report include user satisfaction, user interface, and application performance. The paper concludes with recommendations on optimizing user experience for the two apps.

2. METHODOLOGY

The System Usability Scale method, otherwise known as SUS, has been adopted in this study. It is a standard 10-question questionnaire used in the research of system usability. The survey is modified to fit the operations in both applications includes questions concerning ease of use, product discovery, user satisfaction, and learnability. The questions used are as follows:

- i. I would use this app frequently for shopping.
- ii. I found the app unnecessarily complex.
- iii. I thought the app was easy to use.
- iv. I think that I would need support to be able to use this app.
- v. I found the app's functions to be well-integrated.
- vi. I thought there was too much inconsistency in this app.
- vii. I would imagine that most people would learn to use this app very quickly.
- viii. I found the app very cumbersome to use.

ix. I feel like finding the product I want is easy.

x. I needed to learn a lot of things before I could get going with this app.

2.1 System Usability Scale (SUS)

The System Usability Scale questionnaire consists of 10 questions that alternate between positive and negative. Each question is in the form of a Likert scale, where respondents will rate each question from 1 to 5 in the questionnaire. A rating of 5 means they agree strongly while a rating of 1 means they disagree strongly. The total usability score can then be calculated by using following equation:

$$SUS = 2.5 \left(20 + \sum (SUS01, SUS03, SUS05, SUS07, SUS09) - \sum (SUS02, SUS04, SUS06, SUS08, SUS10) \right)$$

Figure 1: Equation of system usability score

The average score for the System Usability scale is 68, meaning that the system is performing well and has high user satisfaction. Whereas if it is below average, there are issues in the system that could be addressed. In this paper, we will be calculating and making conclusions on both app's usability scores.

2.2 Data Collection Process

The questionnaire is distributed among 25 participants within the age group of 18-21. This group was chosen because most younger generations nowadays use and rely on online shopping apps in their daily lives. Thus, they can provide accurate feedback on both of the evaluated apps.

3. RESULTS AND DISCUSSIONS

In this section, we will present the results of the questionnaire and discuss about them, focusing on aspects such as system usability score, ease of use, learnability, and product discovery. Besides, we will compare the two shopping apps, Shopee and Lazada based on these aspects and give appropriate recommendations.

3.1 System Usability Score

The system usability score equation is used to calculate the usability scores of both Shopee and Lazada. The results for the questionnaire are compiled into tables as below for easy calculations and presentation.

3.1.1 Shopee

No	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Shopee
1	5	2	5	1	5	2	5	4	5	4	80
2	4	2	5	1	5	1	5	2	5	2	90
3	3	1	4	1	5	2	4	2	4	1	82.5
4	5	1	5	1	5	1	5	1	5	1	100
5	4	2	5	1	5	2	4	2	5	3	82.5
6	5	1	5	2	5	2	5	1	5	1	95
7	4	3	3	2	4	3	5	2	5	3	70
8	3	1	4	2	4	1	4	1	4	2	80
9	5	1	4	2	4	1	3	1	4	2	82.5
10	2	3	4	3	4	3	5	3	4	1	65
11	4	3	3	2	5	1	4	2	5	3	75
12	5	2	5	2	5	2	5	2	5	2	87.5
13	4	2	4	1	3	1	5	1	5	2	85
14	4	1	4	1	5	1	4	2	5	1	90
15	3	1	5	2	3	2	4	1	5	1	82.5
16	4	1	5	1	4	2	5	1	5	2	90
17	5	2	4	1	5	2	5	1	5	2	90
18	5	1	4	2	5	1	4	2	5	1	90
19	5	1	5	1	5	1	5	1	5	1	100
20	5	2	5	1	5	1	5	1	4	1	95
21	5	1	4	1	5	1	4	1	5	1	95
22	5	1	5	2	5	1	5	1	4	1	95
23	4	1	5	1	4	1	5	2	5	2	90
24	4	1	5	2	5	1	4	1	5	1	92.5
25	5	2	4	1	4	1	5	2	5	1	90
Average SUS Score:											87

Table 1: Table of system usability score of Shopee

From the results obtained, the average system usability score for Shopee is 87, which is much higher than the general average system usability score. This shows that the system is excellent and has high user satisfaction.

3.1.2 Lazada

No	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Lazada
1	4	2	5	2	5	2	4	1	5	2	85
2	5	1	5	1	5	1	5	1	5	1	100
3	4	1	5	1	4	1	3	2	4	1	85
4	4	2	4	2	4	1	4	2	4	2	77.5
5	4	1	5	2	3	1	4	2	5	2	82.5
6	4	2	5	1	5	2	4	2	4	1	85
7	3	2	3	3	4	2	4	2	5	2	70
8	5	1	4	1	5	3	5	1	3	1	87.5
9	5	1	4	3	3	1	5	1	4	1	85
10	5	1	5	1	4	2	5	2	4	2	87.5
11	5	1	5	2	4	4	4	3	5	1	80
12	5	1	5	1	4	1	4	1	5	1	95
13	3	1	5	2	5	3	5	1	3	3	77.5
14	5	1	5	1	5	1	5	1	5	1	100
15	3	2	5	2	5	1	5	3	4	2	80
16	3	2	4	1	4	1	5	2	4	2	80
17	4	1	4	2	5	1	5	2	4	1	87.5
18	4	2	5	1	4	2	5	1	4	2	85
19	4	2	5	2	4	1	5	1	4	2	85
20	4	2	5	1	4	3	5	2	4	1	82.5
21	3	2	4	3	5	3	4	1	4	3	70
22	2	1	4	2	4	3	4	2	4	2	70
23	5	2	4	3	4	1	4	2	3	1	77.5
24	4	2	4	1	5	3	3	2	4	1	77.5
25	5	2	3	2	4	1	4	1	4	2	80
Average SUS Score:											82.9

Table 2: Table of system usability score of Lazada

From the results obtained, the average system usability score for Lazada is 82.9. Although it is lower than Shopee, it is still much higher than the general average system usability score. This shows that Lazada is also a great app with excellent system design.

3.1.3 Discussion

The evaluation shows that both Shopee and Lazada obtained an A grade, which is a score that is above 80.3. This indicates that they both have great system design and high user satisfaction. When putting the two in comparison, Shopee wins with a higher score. This suggests that it could be more appealing towards users that would like to shop online. On the other hand, Lazada that has a lower score can indicate that it still has room for improvement to catch up on Shopee.

3.2 Ease of Use

Ease of use refers to how easily users can navigate a system and do things such as discover, understand and use all the app's features without requiring any additional training. This aspect evaluates the app's interface design to see how it could make users feel at ease when they are first using a new system, in this case two shopping apps, Shopee and Lazada.

3.2.1 Shopee

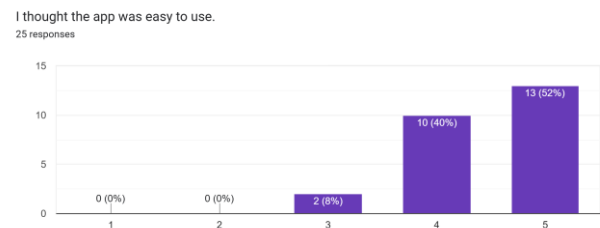


Figure 2: Chart of ease of use of Shopee

The chart above presents the result on the question of ease of use of Shopee from the 25 respondents. 2 people rated 3, 10 people rated 4, and 13 people rated 5. With an average rating of 4.44/5, most of the respondents agree that Shopee is an app that is easy to use. This is highlighted by the Shopee app's clear layout and excellent navigation between different pages, such as shopping carts and payment screens. Besides, similar pages such as wallet management and order tracking are well organized within a certain area, providing users with ease of access for them.

3.2.2 Lazada

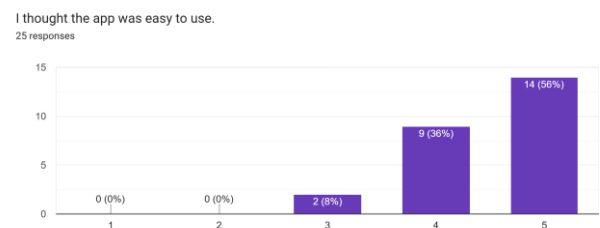


Figure 4: Chart of ease of use of Lazada

The chart above presents the result on the question of ease of use of Lazada from the 25 respondents. 2 people rated 3, 9 people rated 4, and 14 people rated 5. With an average rating of 4.48/5, most of the respondents agree that Lazada is an app that has high ease of use. This is proven by the Lazada app's simple but effective layout, allowing users to find the items they like easily. Furthermore, it also has a good categorization of pages that can be easily accessed through the menu at the bottom of the screen.

3.2.3 Discussion

The ratings of both apps are high, with Shopee at 4.44/5 and Lazada slightly higher at 4.48/5. This shows that both apps are highly rated in terms of ease of use. Although both apps have similar ratings, Lazada's higher score can mean that users find Lazada slightly easier to navigate and use since Lazada has a simpler and tidier interface. On the other hand, Shopee's interface can be more complex and tightly packed. This can cause users to confuse between different functions of the app.

To fix this issue, similar pages such as checking in and winning coins can be grouped into one, while more important features like ShopeeFood can be separated and enlarged to help users to access it more easily.

3.3 Learnability

Learnability is the ease and speed for users to complete a certain task the first time they use a new system. It allows users to quickly get familiar with the system to properly use all of its features and capabilities.

3.3.1 Shopee

I would imagine that most people would learn to use this app very quickly.
25 responses

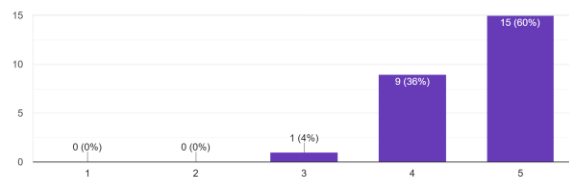


Figure 5: Chart of learnability of Shopee

The chart above is the result on the learnability of users of Shopee from the 25 respondents. 1 people rated 3, 9 people rated 4, and 15 people rated 5. With an average rating of 4.56/5, most of the respondents express that Shopee is an app that has high learnability. This means that users that are new to Shopee can get on board quickly and be familiar with navigating around the app in a short time. It also shows that guides and tutorials provided by the app itself are well planned and provide users with good first experience.

3.3.2 Lazada

I would imagine that most people would learn to use this app very quickly.
25 responses

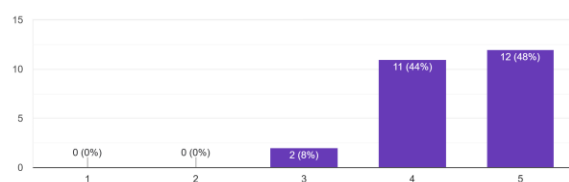


Figure 6: Chart of learnability of Lazada

The chart above displays the result on the learnability of users of Lazada from the 25 respondents. 2 people rated 3, 11 people rated 4, and 12 people rated 5. With an average rating of 4.4/5, most of the respondents describe that Lazada is an app that has high learnability. This is because of its logical organization of menus that enable users to learn where every feature is placed effectively. Besides, the detailed icons and buttons allow users to identify its corresponding page easily.

3.3.3 Discussion

For learnability, Shopee has a 4.56/5 rating while Lazada is only slightly lower at 4.4/5. Although there is a minor difference between the two ratings, both apps are considered to have great learnability. This allows users to quickly identify what each feature does and improve their experience using the app.

In order to improve, Lazada can enhance its learnability by providing tips and guides that pop up whenever a new user is using the app. This will ensure that users can get confident using the app faster and enjoy shopping on it.

3.4 Product Discovery

3.4.1 Shopee

I feel like finding the product i want is easy.
25 responses

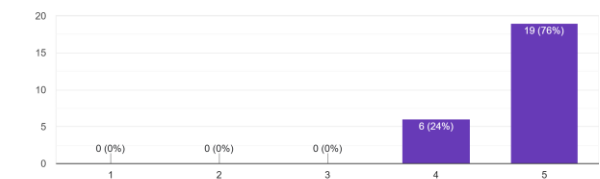


Figure 7: Chart of product discovery of Shopee

The chart above shows the result on the product discovery of users of Shopee from the 25 respondents. 6 people rated 4, and 19 people rated 5. With an average rating of 4.76/5, most of the respondents think that Shopee is an app that has high product discovery. Users reported that they find it easy to find the products that they want to buy from Shopee's system. Designs such as the search bar that responds to user input and provides suitable recommendations quickly help users to locate the items they are looking for easily.

3.4.2 Lazada

I feel like finding the product i want is easy.
25 responses

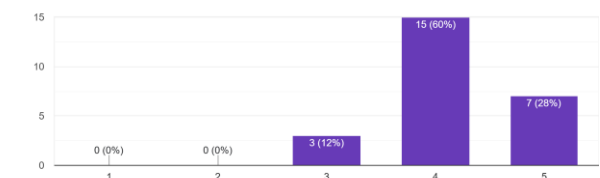


Figure 8: Chart of product discovery of Lazada

The chart above shows the result on the product discovery of users of Lazada from the 25 respondents. 3 people rated 3, 15 people rated 4, and 7 people rated 5. With an average rating of

4.16/5, most of the respondents think that Lazada is an app that has moderate product discovery. From the ratings, we can see that most users have difficulty finding what they need. This could be caused by the inefficient search engine and the limited variety of goods on the platform.

3.4.3 Discussion

On product discovery, Shopee leads with a rating of 4.76/5, while Lazada is behind with a rating of 4.16/5. The difference between ratings is much larger, but Lazada is still in an acceptable range. The ability to let users find suitable products effectively is a very important aspect to have as a shopping app.

To improve on this, Lazada should use intelligent systems to recommend products to users based on their browsing and buying history. This will ensure that the products users find when they use the search function will be accurate and fulfill the user's needs.

3.5 App Functionality

3.5.1 Shopee

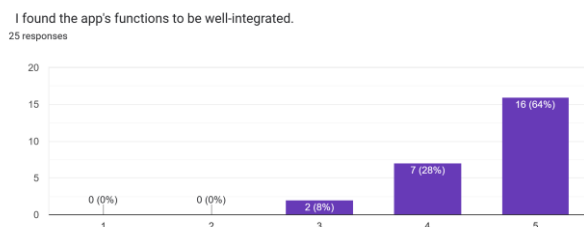


Figure 9: Chart of app functionality of Shopee

The chart above presents the results on the question of functionality of Shopee from the 25 respondents. 2 people rated 3, 7 people rated 4, and 16 people rated 5. With the average rating of 4.56/5, most of the respondents agree that Shopee is an app that has high functionality. It is able to provide complete features such as search function, product variety and a smooth checkout process.

3.5.2 Lazada

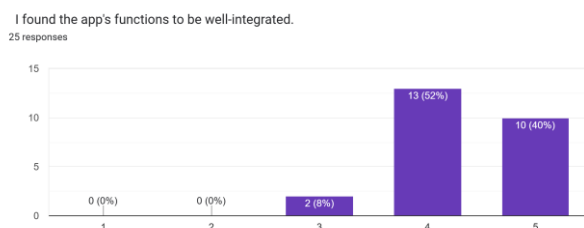


Figure 10: Chart of app functionality of Lazada

The chart above shows the results on the question of functionality of Lazada from the 25 respondents. 2 people rated 3, 13 people rated 4, and 10 people rated 5. With the average rating of 4.32/5, most of the respondents think that Lazada is an app that has high functionality. It is able to provide important features such as good accessibility to products, smooth purchasing experience and broad product selection.

3.5.3 Discussion

The results of the questionnaire shows that Shopee received a higher rating than Lazada, which is 4.56/5 over 4.32/5. However, the difference is small and users of both apps show satisfaction in their functionality.

To ensure that a shopping app has good app functionality, it should mainly focus on user experience and the completeness of important functions such as shopping carts and checking out.

4. CONCLUSION

In order to evaluate the usability of two shopping apps, Shopee and Lazada, a study using System Usability Scale questionnaire is carried out between 25 participants. From the results obtained, both Shopee and Lazada shines in providing users around the world with a good shopping experience. With the overall system usability score of 87 and 82.9 respectively, users of both apps expressed that they have had excellent experiences while using the apps. Both apps performed well in terms of ease of use, learnability, product discovery, and app functionality.

However, there are still some users that expressed dissatisfaction while using the apps. These include the complexity of the apps, the inconsistencies between interfaces and confusion with product searching. Both Shopee and Lazada has their own disadvantages that may push customers away. Thus, continuous usability testing and surveys are very important to promote constant improvements in both apps. By identifying and solving own weaknesses, I believe that both applications are able to enhance user satisfaction and produce greater engagement.

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