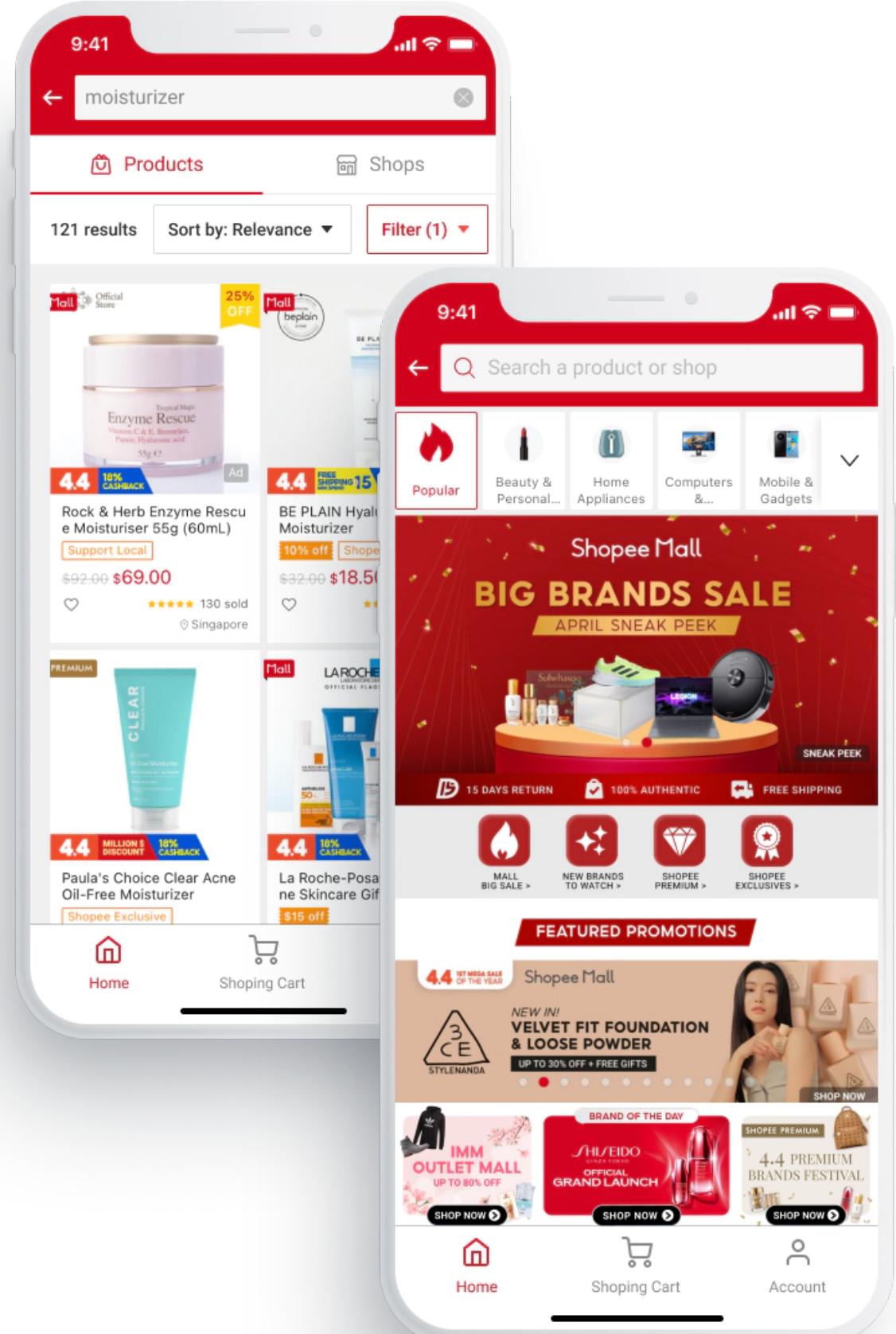


Shopee Design Test



RUILING KAREN BAO

APRIL 2021

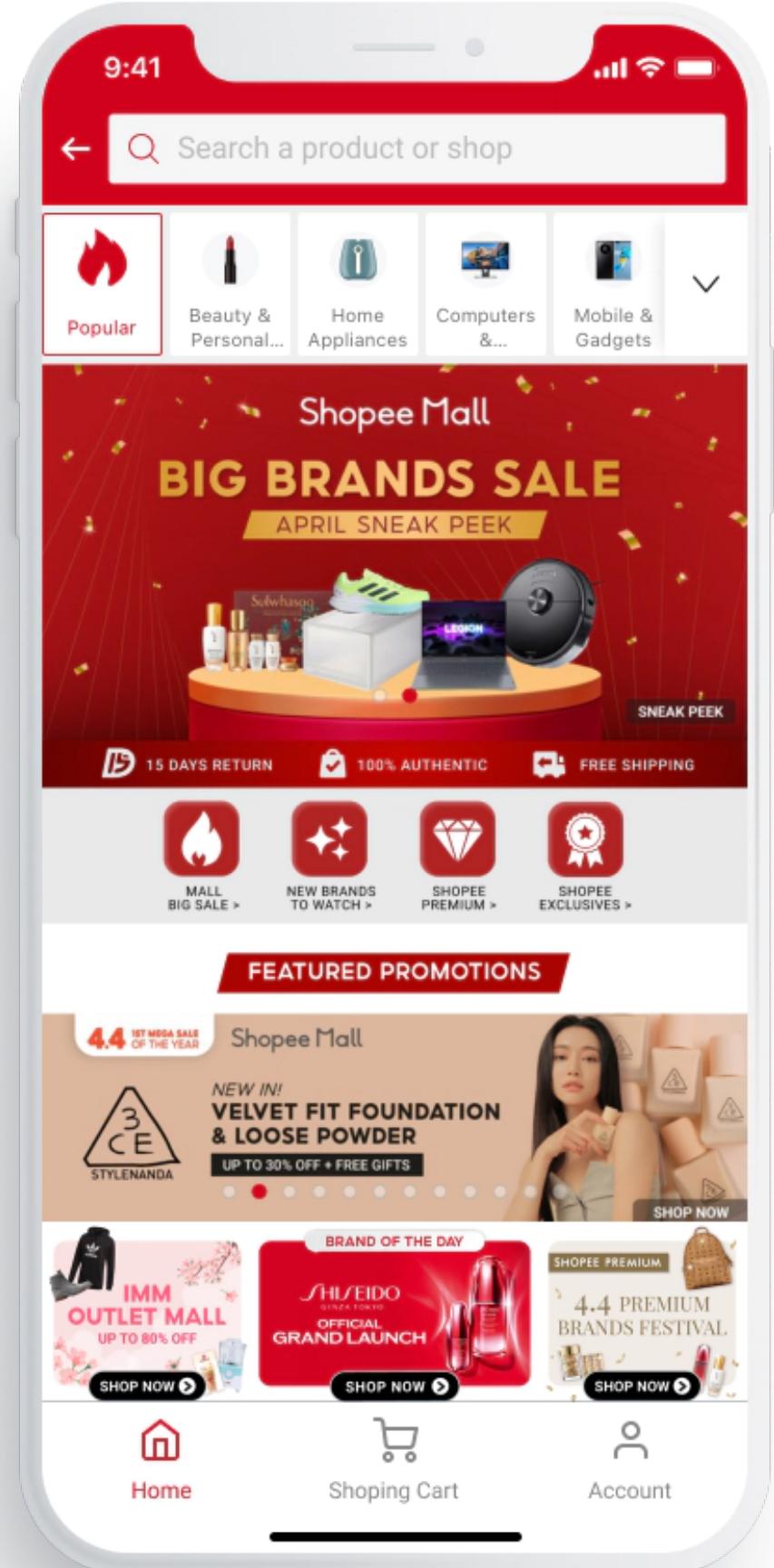


TABLE OF CONTENTS

01

The Original Task

02

Final Design

03

How Did I Get There?
My Design Strategy and Process

The Original Task

TIME TO SHOW WHAT THE TASK IS

SHOPEE MALL HOMEPAGE REDESIGN

You are required to find UX issues from the current Shopee Mall homepage. Explain how you would go about identifying the issues and provide a solution for it.

Platform: iOS or Android

Target Market: Southeast Asia

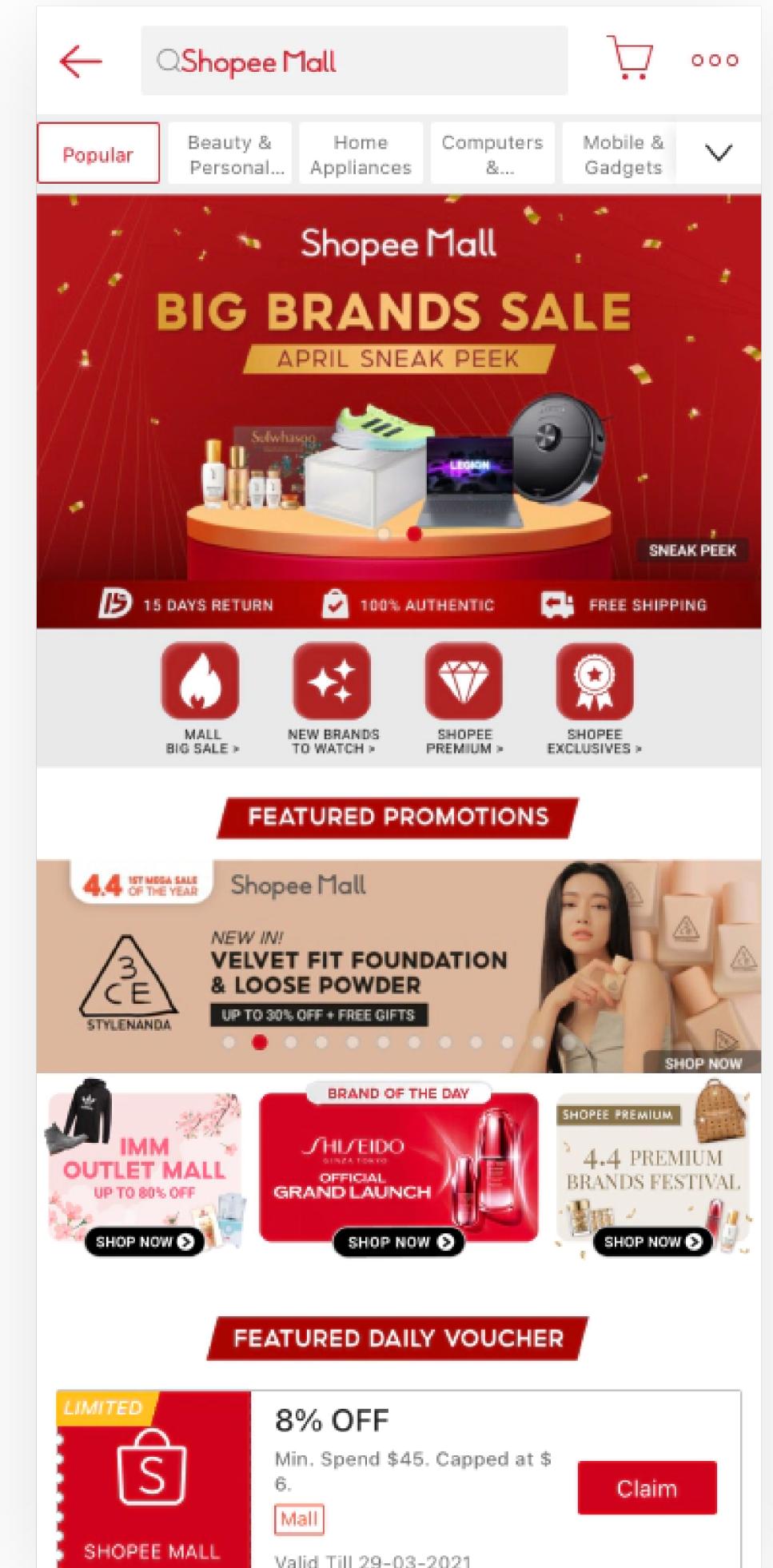
TASKS & DELIVERABLES

1. Choose **the most critical UX issue** from the Shopee Mall Homepage and tell us **why** you think that's the most critical one. Share with us your **design process and strategy**. You may present it in any form (e.g. a diagram, a list of steps, a paragraph etc.)

2. Share with us your **research result** (e.g. competitor analysis, user research, market segmentation etc.) to support your findings. User testing can form part of your qualitative research as well.

3. Produce a **wireframe/low fidelity prototype** of 3 – 5 screens for the main flow of your chosen issue.

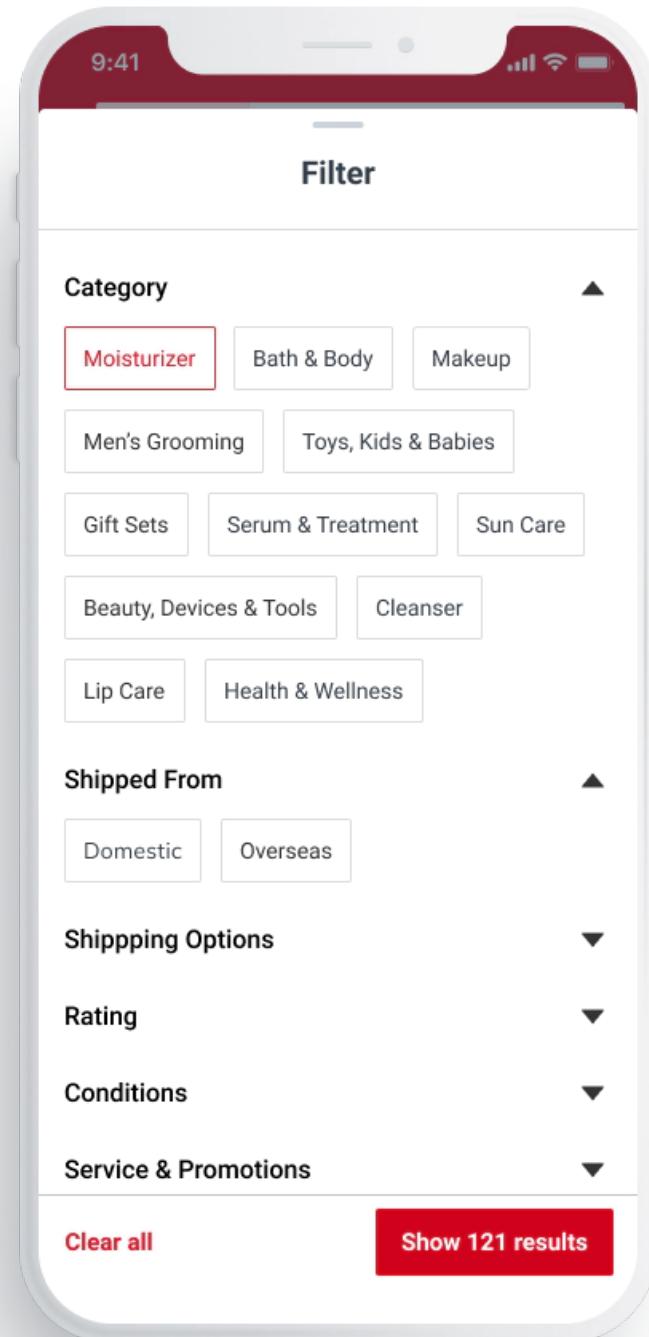
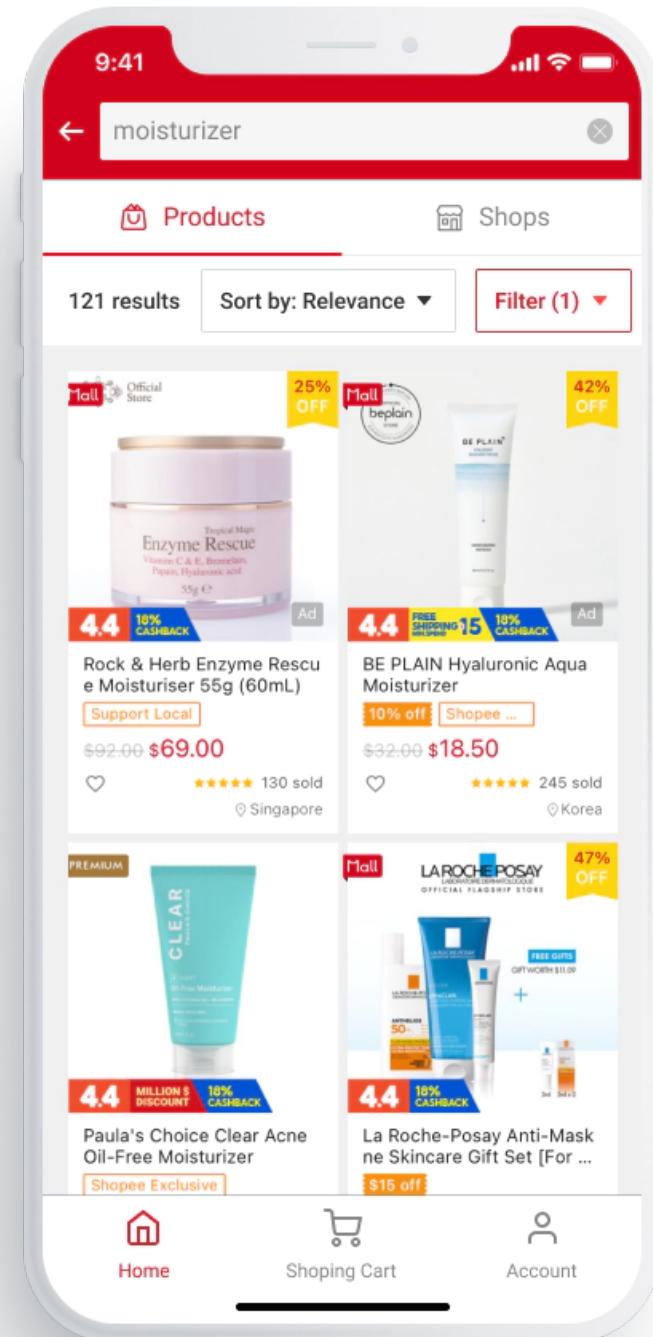
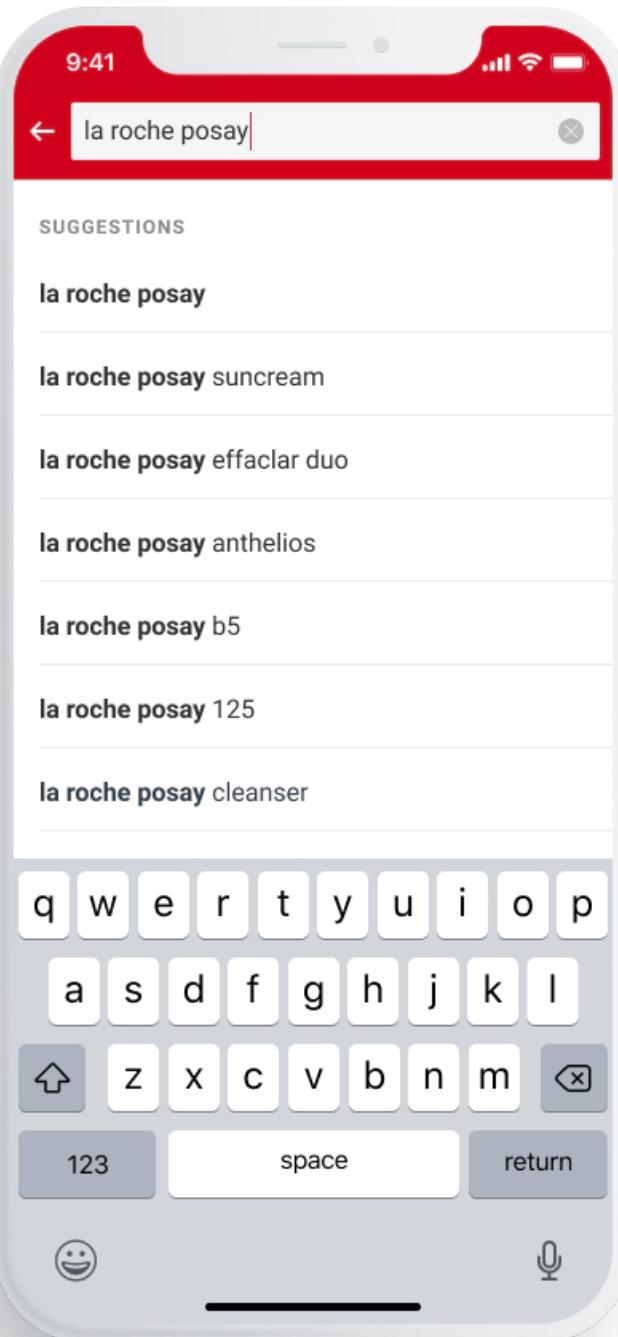
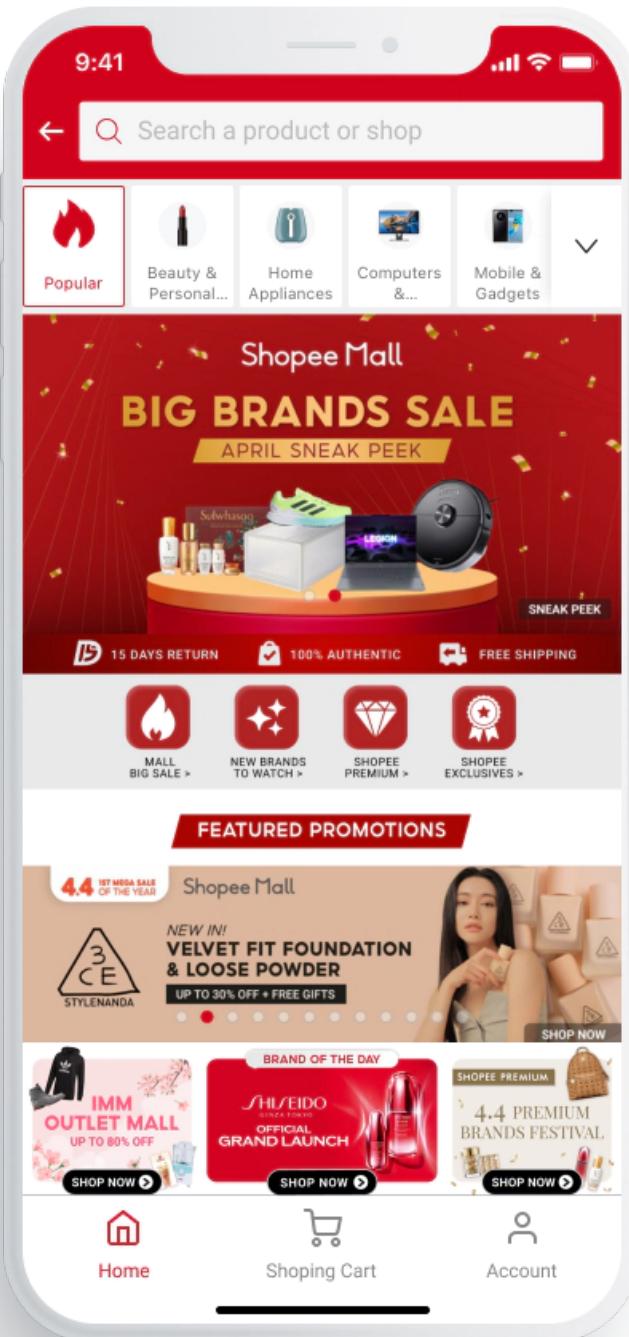
4. Choose a few key screens and proceed to the final **visual design**.



Final Design

VISUAL DESIGN IN A NUTSHELL

You can also access the Figma click-through prototype here.



How Did I Get There?

MY DESIGN STRATEGY AND PROCESS

Milestones

01

RESEARCH & DISCOVERY

1. What are online shoppers' behaviours? What are their needs?
2. How do people find Shopee Mall homepage design?

02

DEFINING THE SCOPE

What's the most critical issue that I will solve for this exercise?

03

IDEATION

What are the different design solutions that I can provide to solve the problem?

04

TESTING & ITERATION

Gather users' feedback through testing and iterate the designs.

Milestones

01

RESEARCH & DISCOVERY

1. What are online shoppers' behaviours? What are their needs?
2. How do people find Shopee Mall homepage design?

02

DEFINING THE SCOPE

What's the most critical issue that I will solve for this exercise?

03

IDEATION

What are the different design solutions that I can provide to solve the problem?

04

TESTING & ITERATION

Gather users' feedback through testing and iterate the designs.

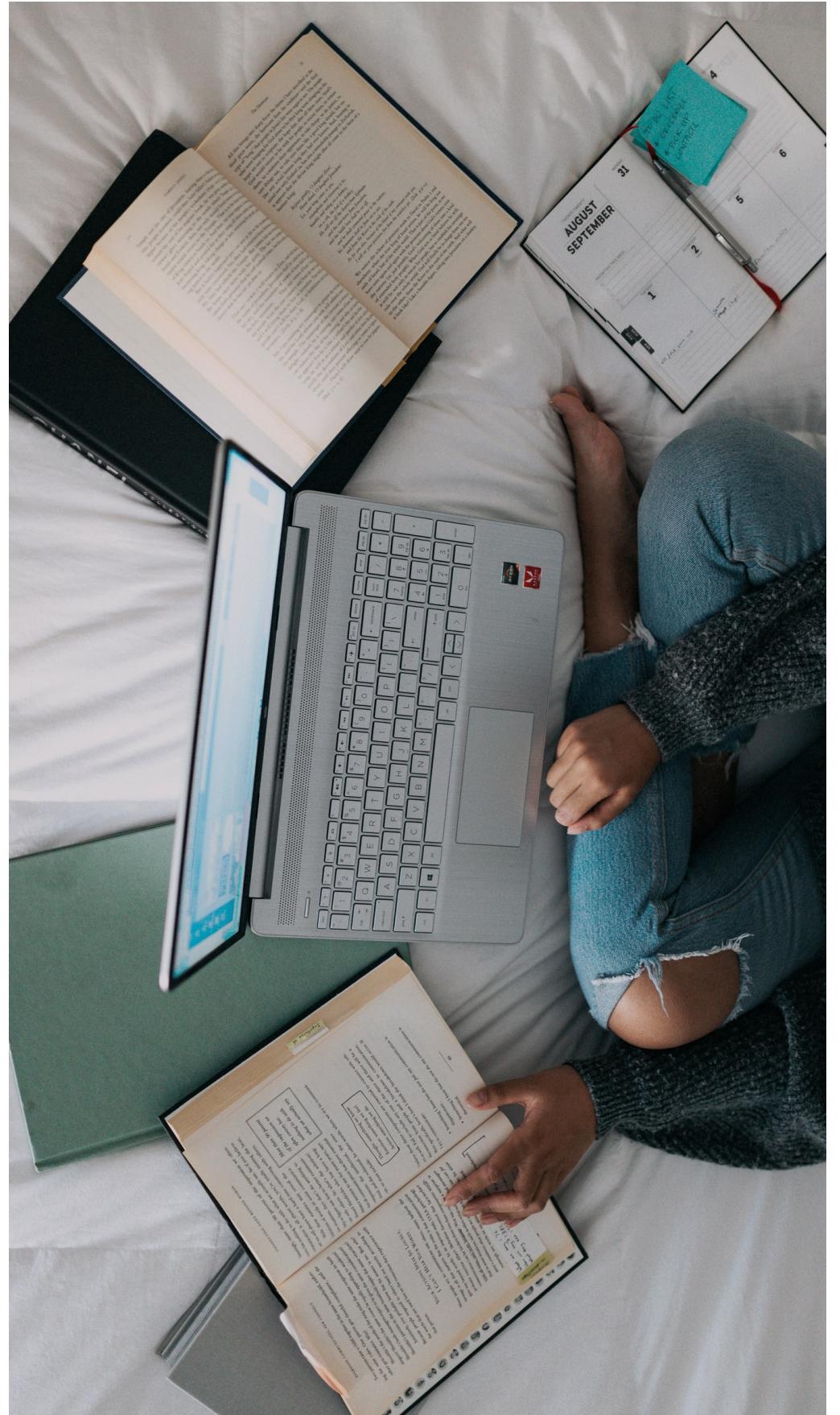
RESEARCH & DISCOVERY

Desk Research

When receiving the design challenge, the first question that comes to my mind is -

"Who are the users?"

Because I don't have any domain knowledge in e-commerce, I decided to review existing reports and articles about e-commerce shoppers first with the goal to equip myself with more understanding of the users.



KEY FINDING #1

There are 5 main types of e-commerce shoppers.

Nielson Norman Group conducted intense studies on e-commerce shoppers since 2000. Their research reports have been highly praised by UX practitioners. In one of the articles they shared in 2014, they categorized the mainstream e-commerce shoppers into 5 archetypes.



PRODUCT FOCUSED

Product-focused shoppers know exactly what they want.

The goal is speed.



RESEARCHERS

Researchers are also goal-driven browsers. They're collecting

information and may be in any stage of research.



BROWSERS

Browsers are leisure-shoppers who look for inspirations or kill time.

They want to see what's changed.



BARGAIN HUNTERS

Bargain hunters look for best deal possible.

They want to be able to located deals.



ONE-TIME SHOPPERS

One-time shoppers visit due to a **one-time need**.

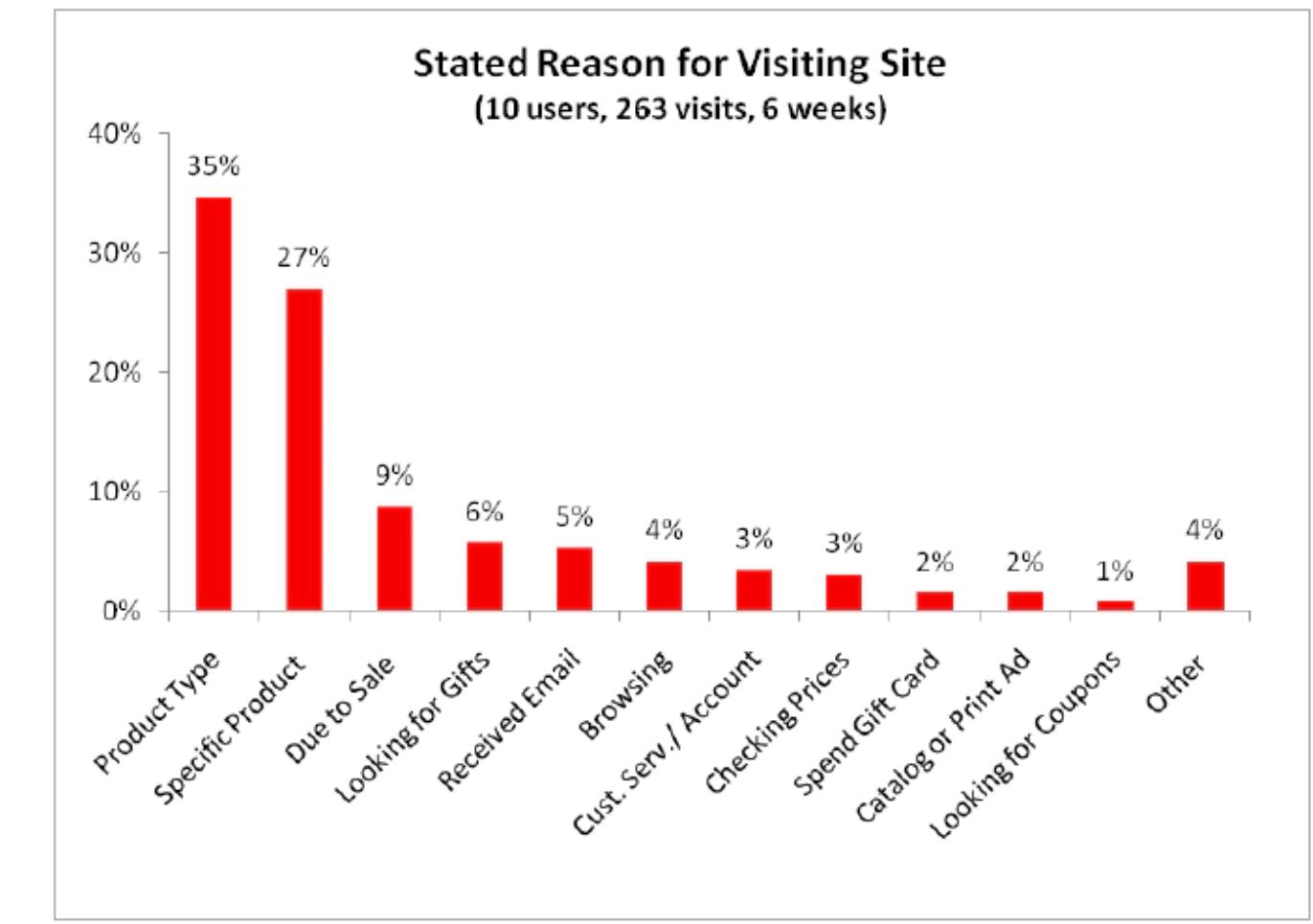
Source: Nielson Norman Group, *Designing for 5 Types of E-Commerce Shoppers*, <https://www.nngroup.com/articles/ecommerce-shoppers/>

KEY FINDING #2

2/3 of the time, users visited a site with a pre-determined goal.

In the diary study that Nielson Norman Group conducted, it also revealed that:

- **2/3 of the time, users visited a site with a pre-determined goal:** 35% of visits were to look for a particular type of product (without having a specific product in mind), and 27% of visits were to look for a specific product.
- **1/3 of the time, users visited a site to see what the site had to offer.** Many of these visits were prompted by the receipt of an email newsletter or otherwise learning about sales or special offers.



The chart above shows the 10 diary study participants' stated reasons for visiting e-commerce sites during the 6-week study. They reported 263 site visits. Looking for a product type accounted for 35% of site visits (91). Looking for a specific item added another 27% (71 visits). 9% (23) of visits were inspired by a sale or looking for a sale, and 6% were looking for gifts (15). Users visited sites because of an email message 5% of the time (14 visits), and for general browsing 4% of the time (11 visits). Customer service or account related activities caused 3% (9) of visits, and 3% of visits were to check prices (8 visits). Two percent of users were looking to spend a gift card (4) or because they'd seen a catalog or print ad (4), and 1% were looking for coupons (2).

Source: Nielson Norman Group, Ecommerce User Experience Vol. 01: Ecommerce User Behavior and Executive Summary for the Series,
<https://www.nngroup.com/reports/ecommerce-user-behavior-executive-summary/>

YOU MIGHT WONDER

"Okay, that all makes sense.
What do those findings mean to this exercise?
What would you do next?"



TAKEAWAY #1

**High-priority use cases or scenarios
for further testings.**

Look for a
particular type
of product

Look for a
specific
product

Browse deals
and
promotions

TAKEAWAY #2

**Search might be the most frequent
used component on e-commerce
sites.**

After reading the report, my hypothesis is that **Search** is very critical for e-commerce site user experience, since **63%** visitors come with a product or product type in mind.

But I would **validate this hypothesis** through further interview and testings.

Remote User Interview and Usability Testing

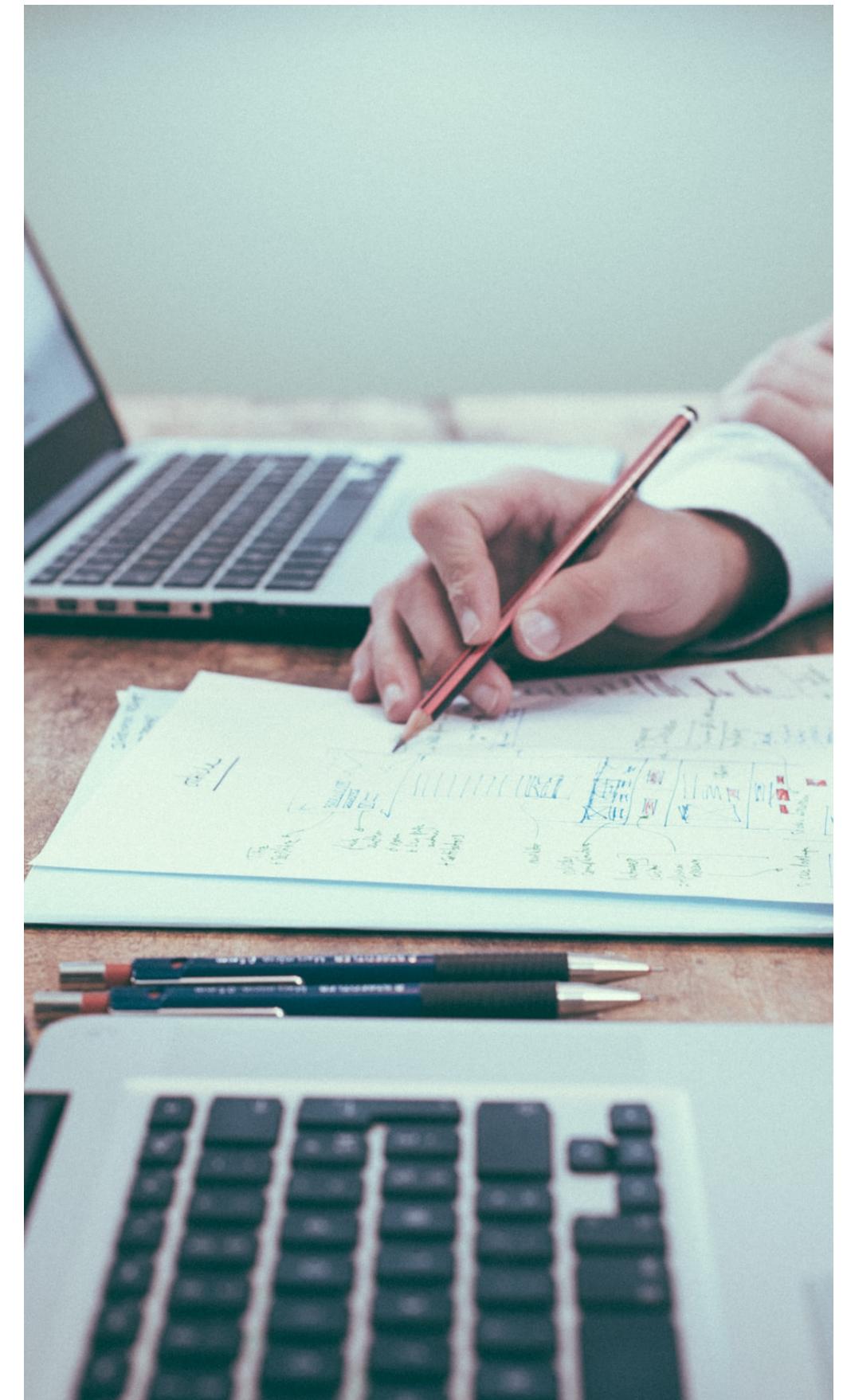
With all the learnings from previous research in mind, then next a couple of questions that comes to my mind are -

"Do people actually act the way described in NNGroup's report?"

"How do people find Shopee Mall homepage design?"

To get a general idea of people's actual behaviours when it comes to online shopping, as well as see people's impression of Shopee Mall homepage, I conducted 5 hybrid user interview plus usability sessions.

P.S. Initially, I wanted to gather more current users' feedback through Shopee app store reviews, however, it was so hard to find reviews only related to Shopee Mall homepage. So I ended up with user research and testing as the alternative.



User Interview and Usability Testing Setup

TEST OBJECTIVES

1. To understand online shopper's actual behaviours when it comes to online shopping;
2. To evaluate people's impression of Shopee Mall homepage design.

PARTICIPANTS

1. 5 participants that recruited through my personal connections;
2. Demographics: 25-35;
3. Geography: lives in North America (US and Canada).
4. Platform: 4 iPhone users and 1 Android user.

LIMITATIONS & CONSTRAINTS

Ideally, I would want to interview people who **lives in Southeast Asia** and **has used Shopee before**. However, due to the timeframe of this exercise and my geolocation, I didn't find users matching my criteria.

But this study still provided me great insights on general shoppers' behaviours.

TEST ENVIRONMENT

1. All the sessions were conducted remotely on Google Meet.
2. During the test sessions, testers were first asked some open-ended questions regarding their personal online shopping experience, and then provided **3 tasks** to complete on Shopee Mall homepage using their smartphone. Testers also were asked to share their screens when completing the tasks.

Look for a particular type of product

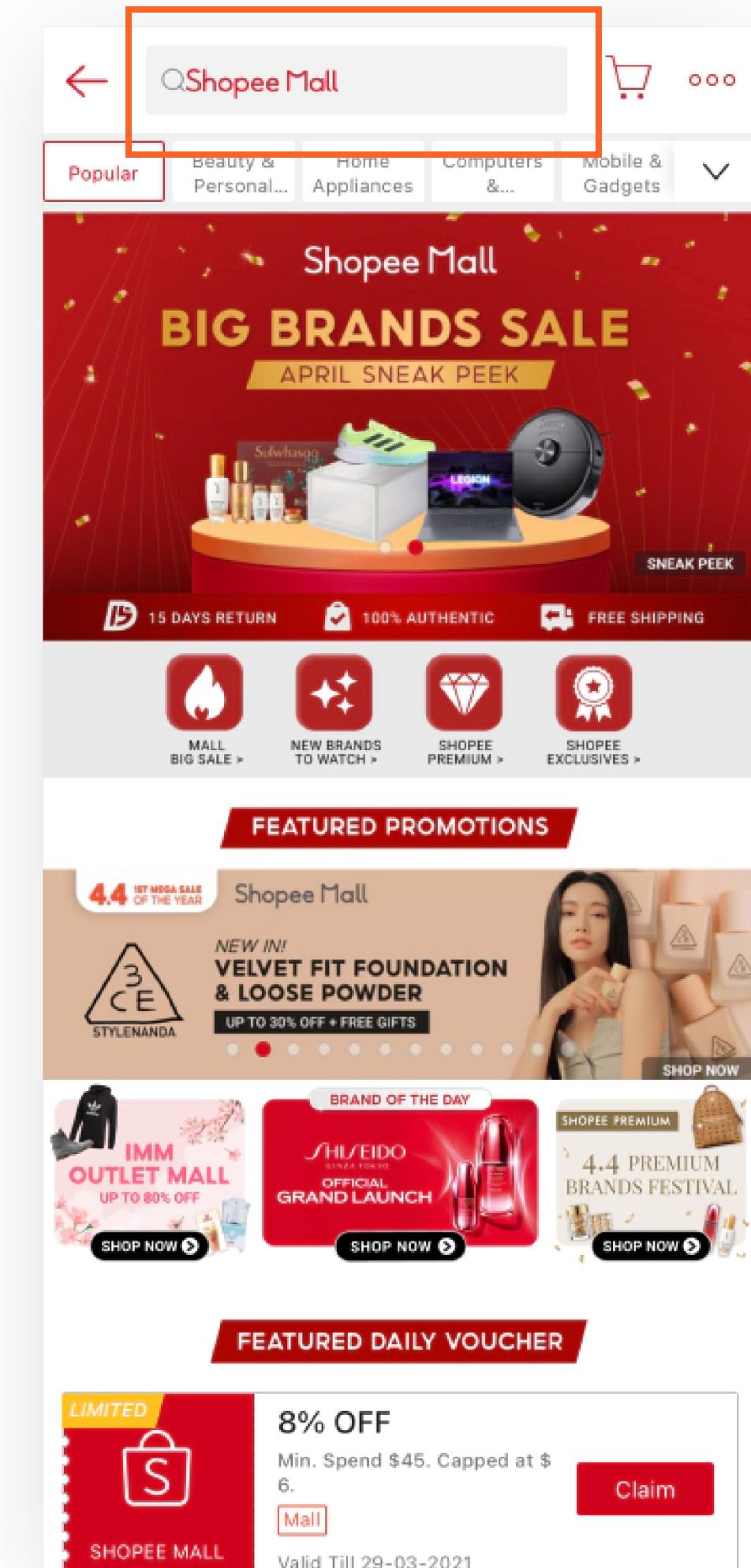
Look for a specific product

Browse deals and promotions

KEY FINDING #1

Search is the most frequent used component on e-commerce sites.

- **5/5** participants usually browse e-commerce sites with a product or product category in mind, but they are open to unexpected product or offer discovery.
- When tasked to "buy a moisturizer for dry skin", **4/5** testers used the **search** functionality immediately, while **1** tester used the category bar instead.
 - The tester used the category bar mentioned because she saw "Beauty & Personal Care" was the first category, she assumed she could find moisturizer there.
 - After she landed on Beauty & Personal Care page, there was no further filter options for her to narrow down to Moisturizer only. Therefore, she switched to use search after a while.
- When tasked to "buy a moisturizer from La Roche-Rosay", **5/5** testers used the **search** functionality immediately.



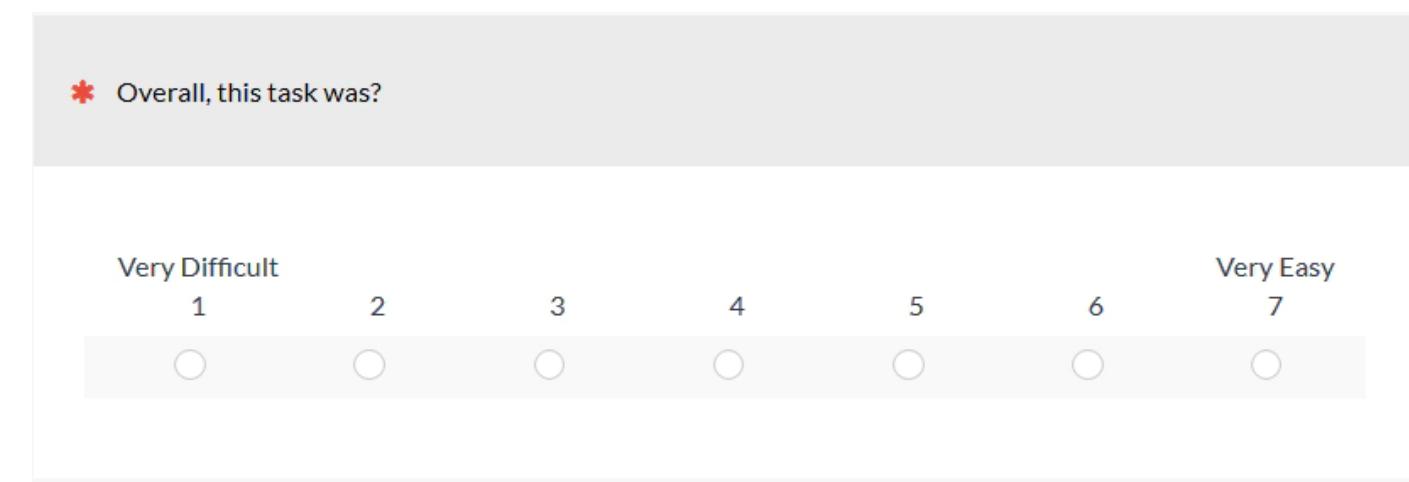
KEY FINDING #2

Search UX is not the most optimal.

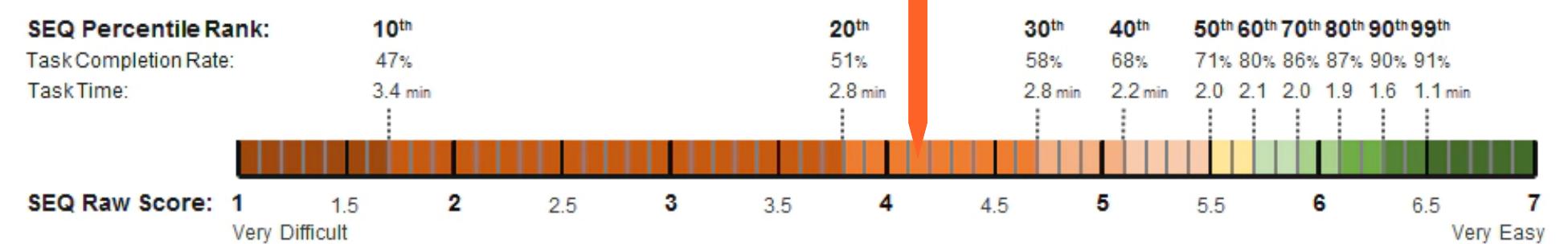
I used the Single Ease Question (SEQ) is to assess how difficult users find the search task.

- 4 testers (excluding 1 tester who didn't use search initially to complete the task) gave a weighted average of **4.125/7** for the search functionality, which correspond to a completion rate of about **53%**.
- Key usability issued are incorporated in **Slide 24**.

Single Ease Question



SEQ: Search



Source: MeasuringU, Using task ease (SEQ) to predict completion rates and times, <https://measuringu.com/seq-prediction/>

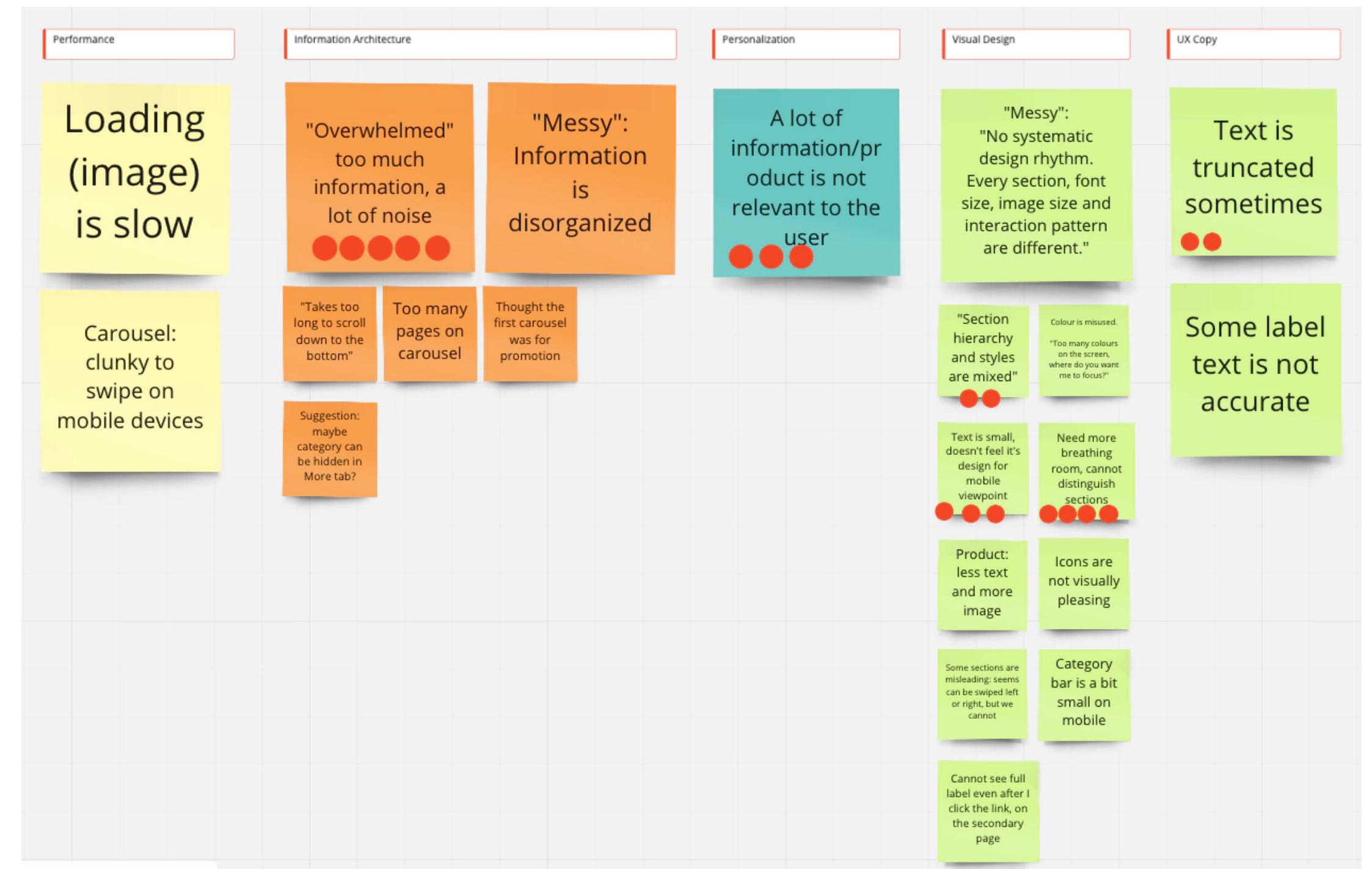
KEY FINDING #3

I also discovered lot of **information hierarchy** and **visual design** (excluding search) issues.

- A lot of issues re: information hierarchy and visual design were either spotted during the **5-second test or Task 3**:
 - The testers were presented the homepage for 5 seconds and then asked to summarize their first impressions of the page.
 - In Task 3, when testers were asked to "browse deals and promotions".

I captured all the feedback in an affinity map.

P.S. Red dots stand for the amount of testers gave similar feedback.



Milestones

01

RESEARCH & DISCOVERY

1. What are online shoppers' behaviours? What are their needs?
2. How do people find Shopee Mall homepage design?

02

DEFINING THE SCOPE

What's the most critical issue that I will solve for this exercise?

03

IDEATION

What are the different design solutions that I can provide to solve the problem?

04

TESTING & ITERATION

Gather users' feedback through testing and iterate the designs.

YOU MIGHT WONDER

"Cool, those all are all great learnings!
So ... what would you do next?"



TAKEAWAY

The most critical UX issue now is to improve the **search component's UX** on Shopee Mall homepage.

REASONS

- It's validated that **Search** is the **most frequent used** component on e-commerce sites.
- Although there are other usability issues, the related user cases are **less demanding** compared to search.
- Also, there is **space** to improve Shopee Mall's search UX. SEQ score captured during my study indicated that current search only corresponds to a completion rate of about **53%**.

PROBLEM STATEMENT

How might we provide a more **efficient search experience** on Shopee Mall homepage for **shoppers** that have a product or product type in mind, so that **sales** will be increased?

Milestones

01

RESEARCH & DISCOVERY

1. What are online shoppers' behaviours? What are their needs?
2. How do people find Shopee Mall homepage design?

02

DEFINING THE SCOPE

What's the most critical issue that I will solve for this exercise?

03

IDEATION

What are the different design solutions that I can provide to solve the problem?

04

TESTING & ITERATION

Gather users' feedback through testing and iterate the designs.

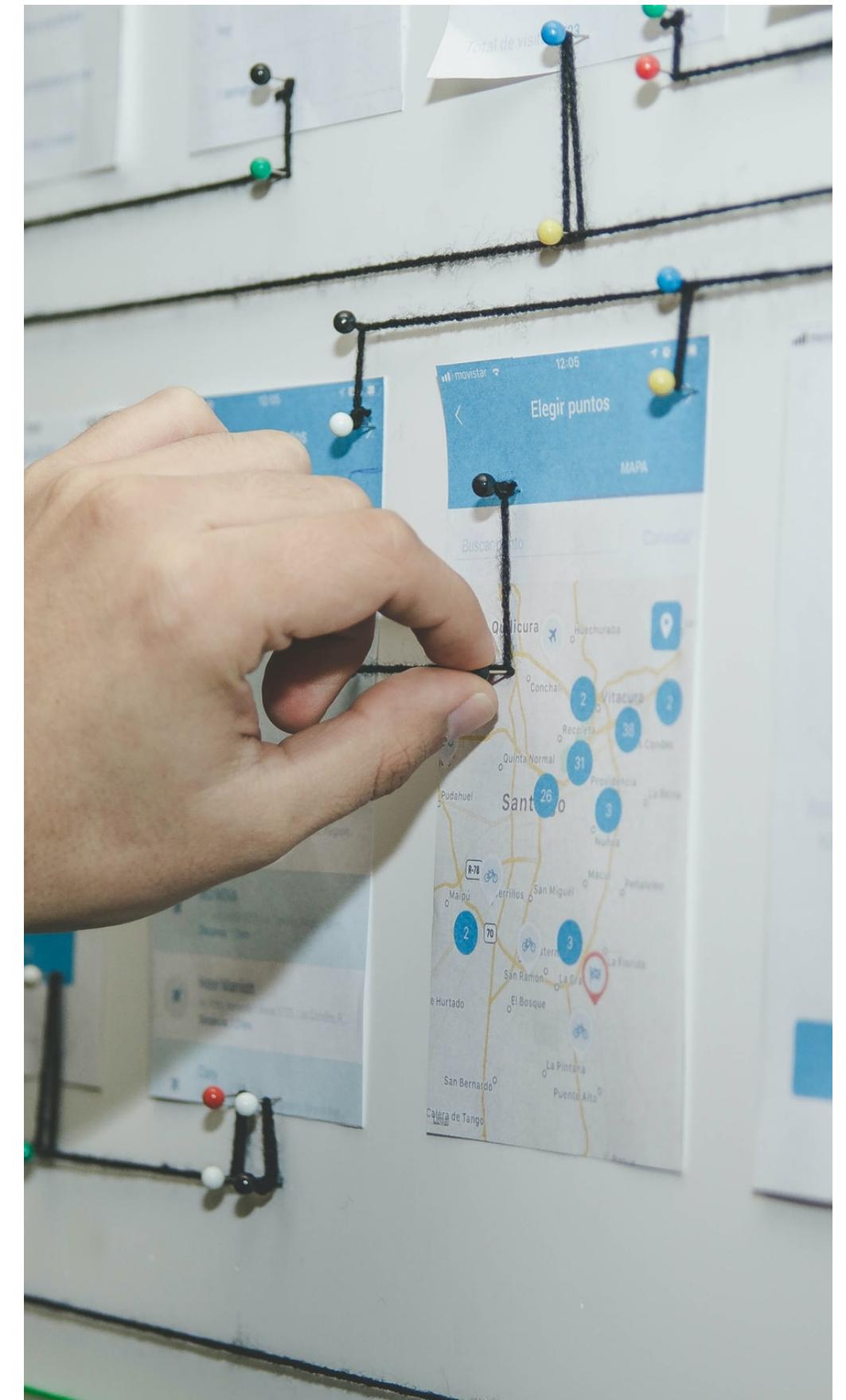
IDEATION

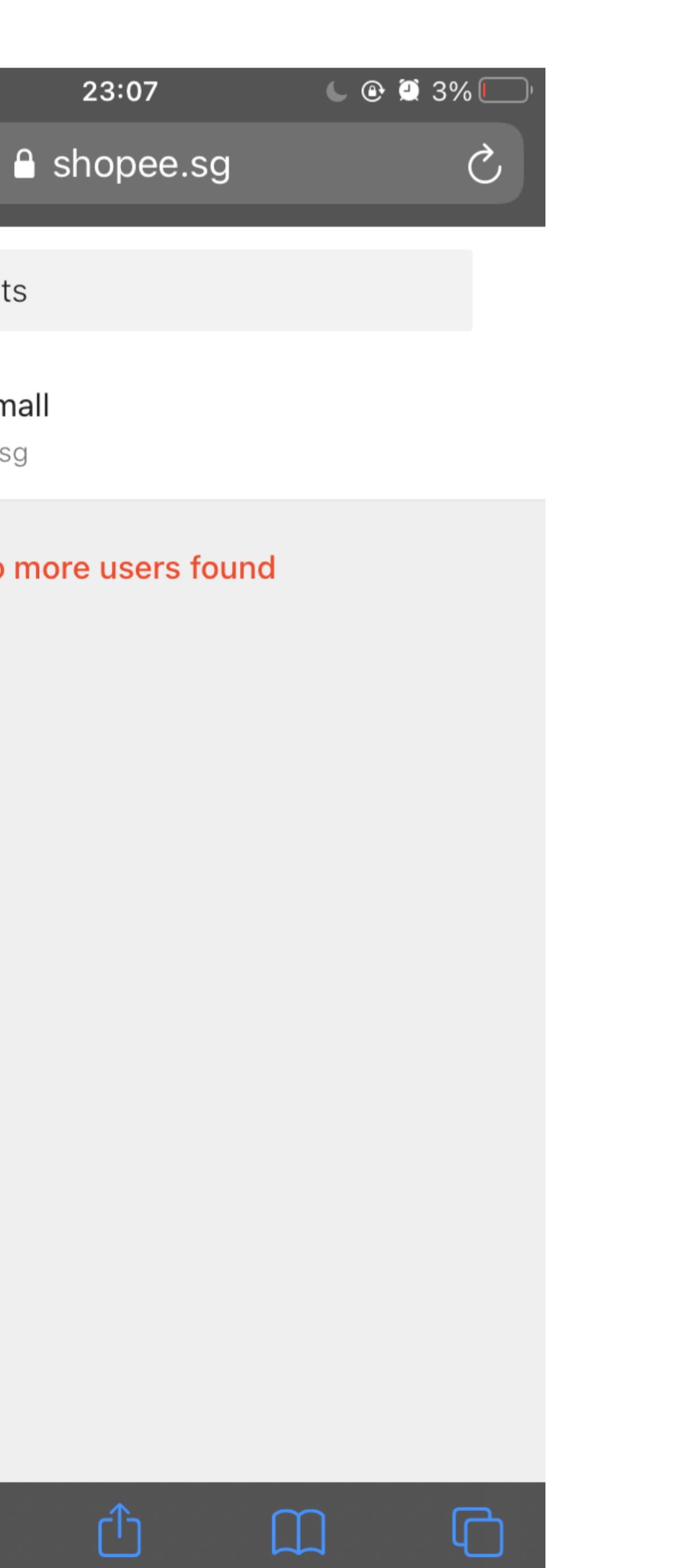
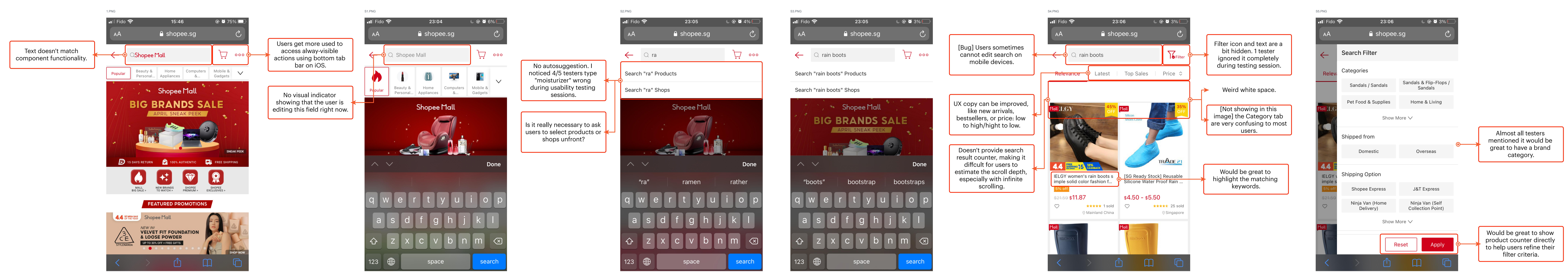
Heuristic Evaluation

With all the search related issues discovered during the last activity in mind, the next question I decided to tackle is -

"What are usability issues within the current search experience?"

I used Jakob Nielson's 10 principles for interaction design as the guide and analyzed the step-by-step search experience to identify key areas for improvement.





IDEATION

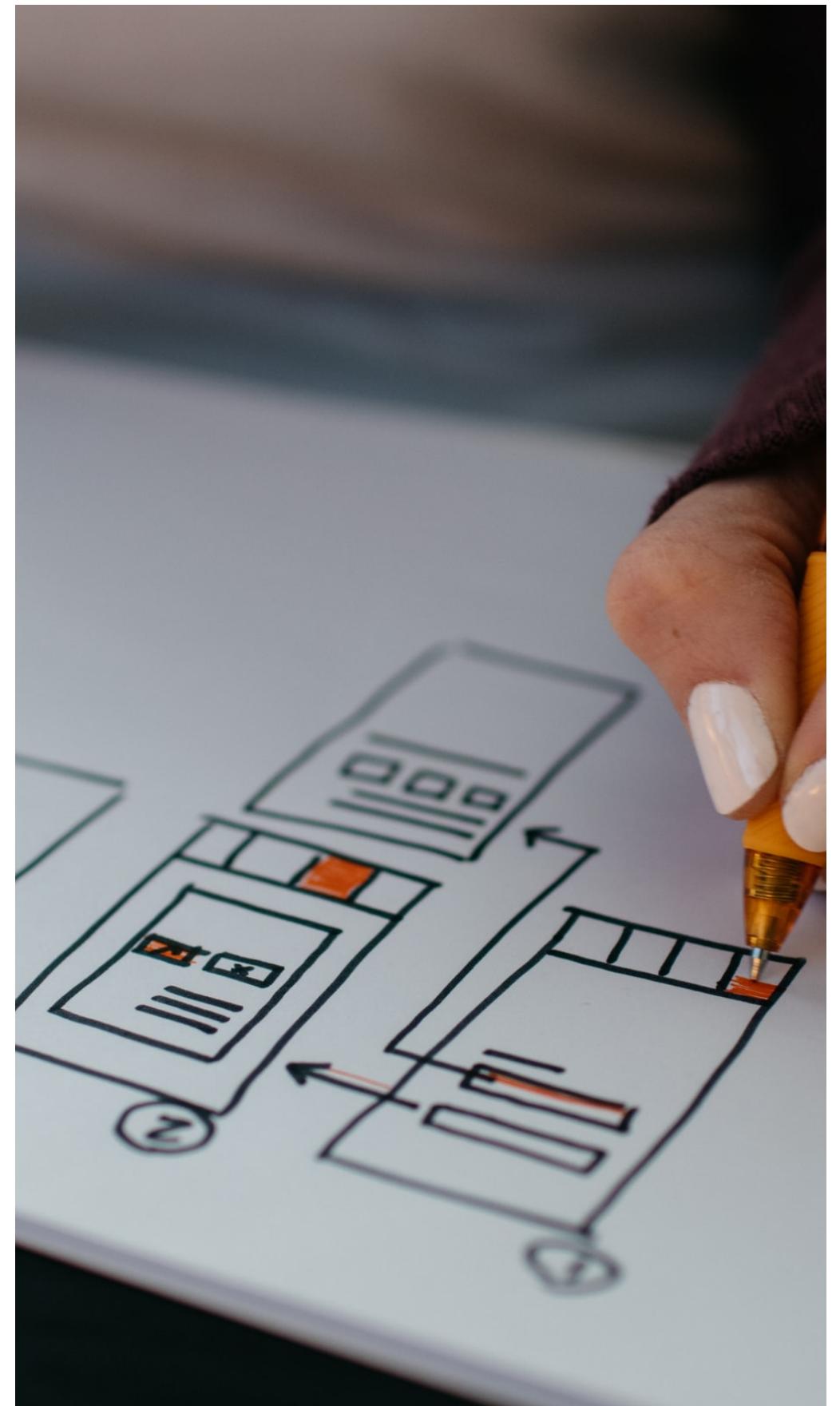
Wireframes

After I identified the key areas for improvement, I went back to my Figma drawing board and started sketching.

There were 2 open questions that I was questioning myself while sketching -

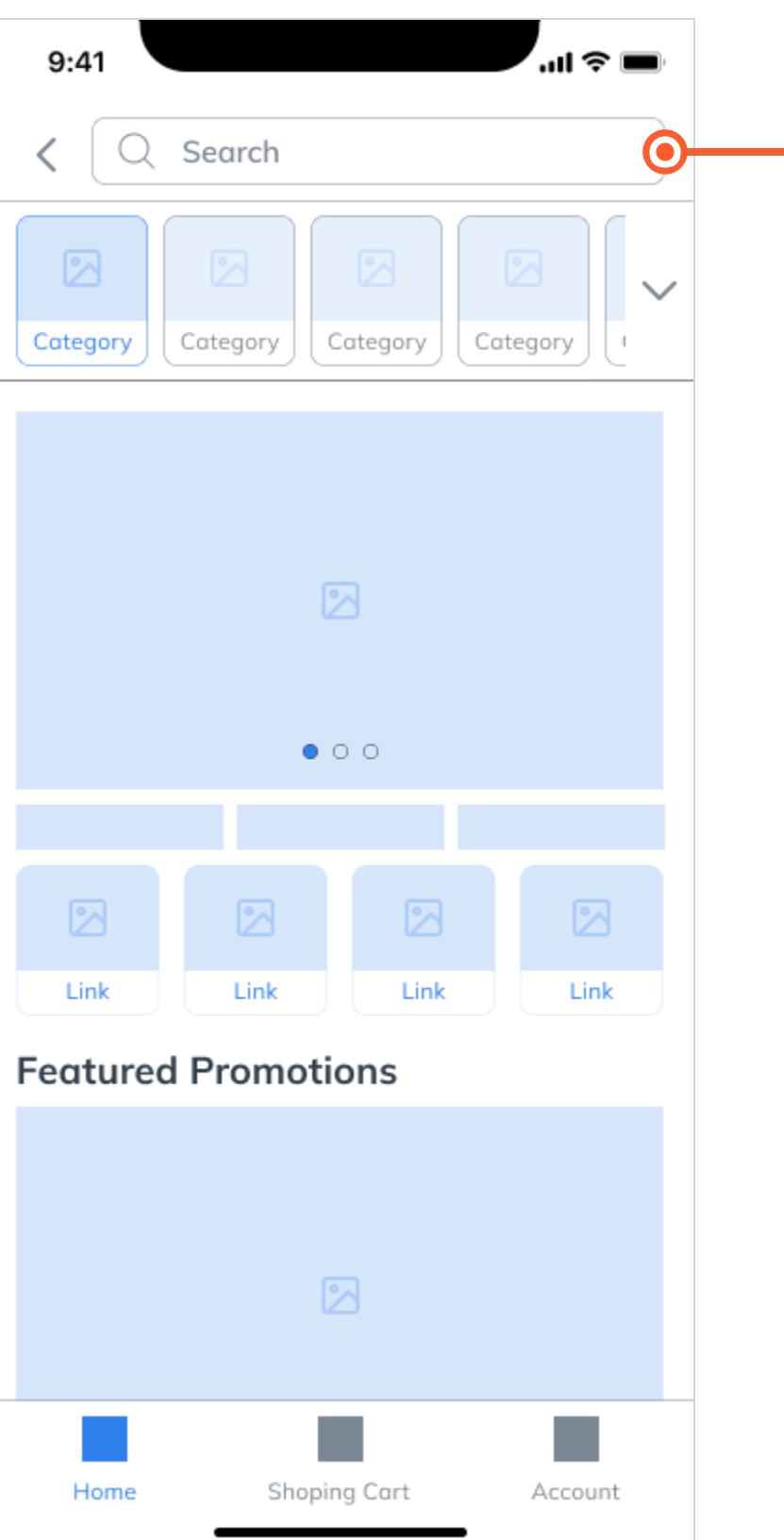
1. Do users would like to specify if they want to search a product or shop before searching?
2. Do users like to see individual filter options un-front on the result page, or do they like filter options are placed together?

As a result, I ideated 2 different solutions for the question I mentioned above.

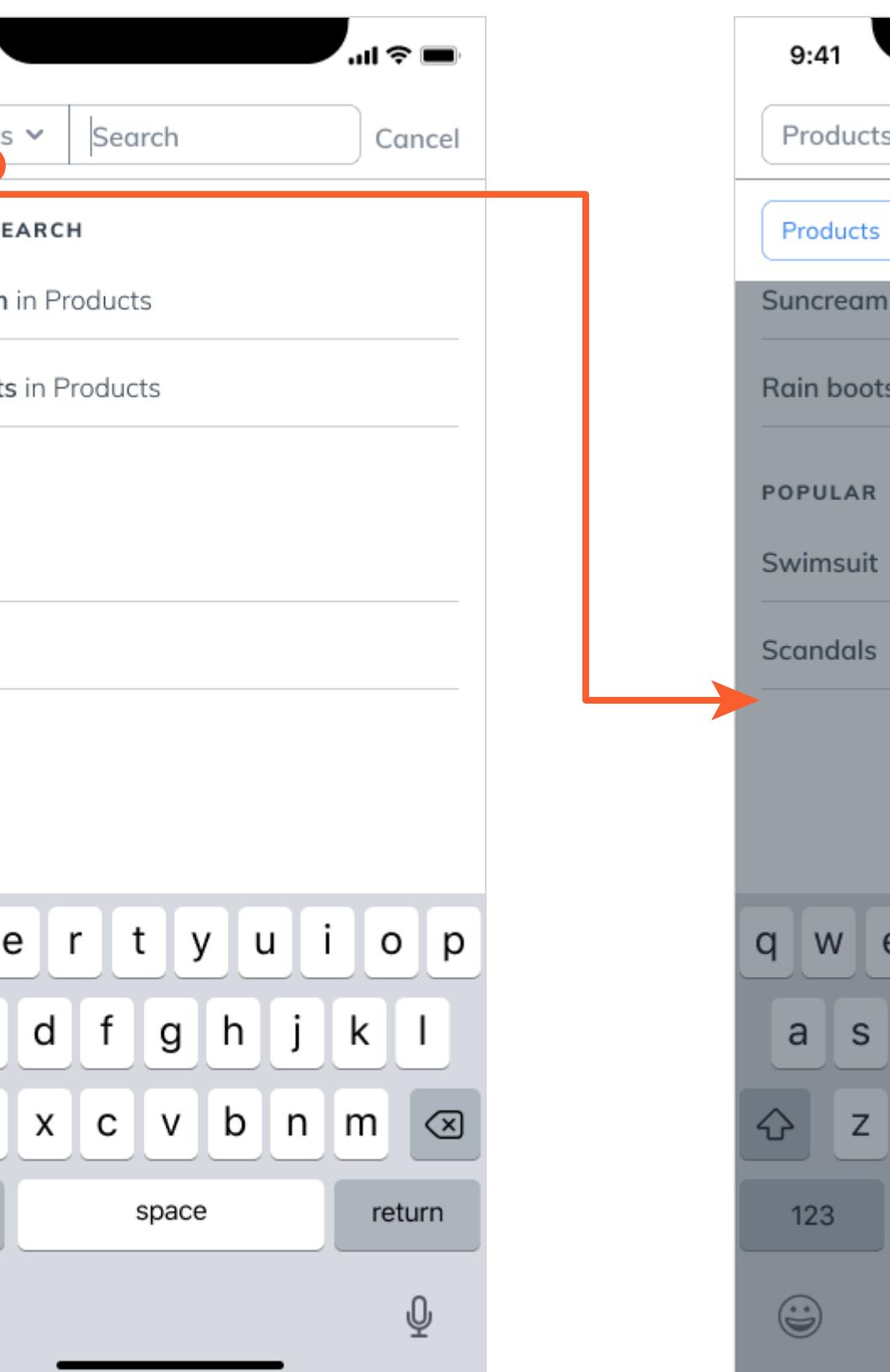




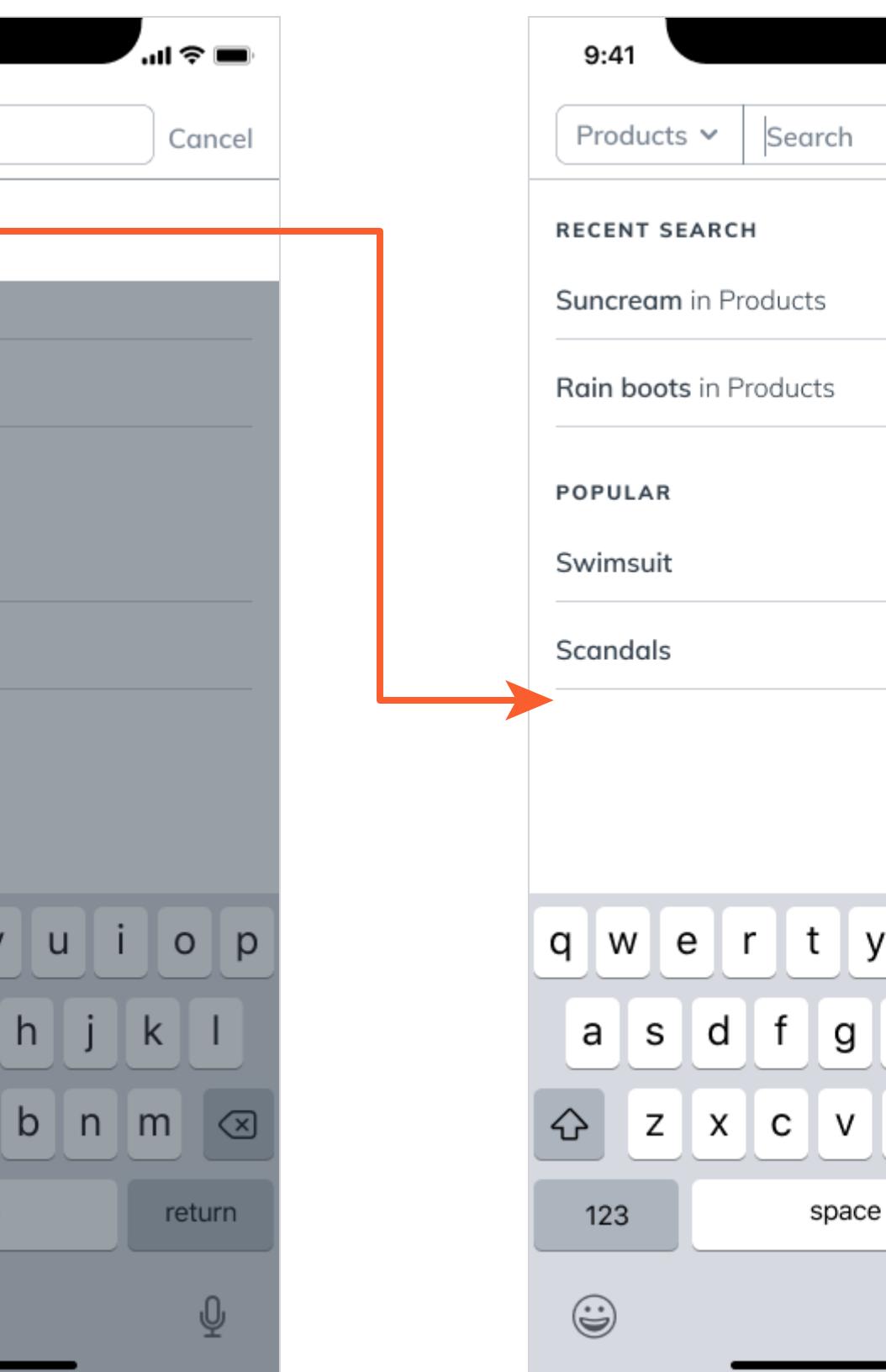
1.0 Search Default



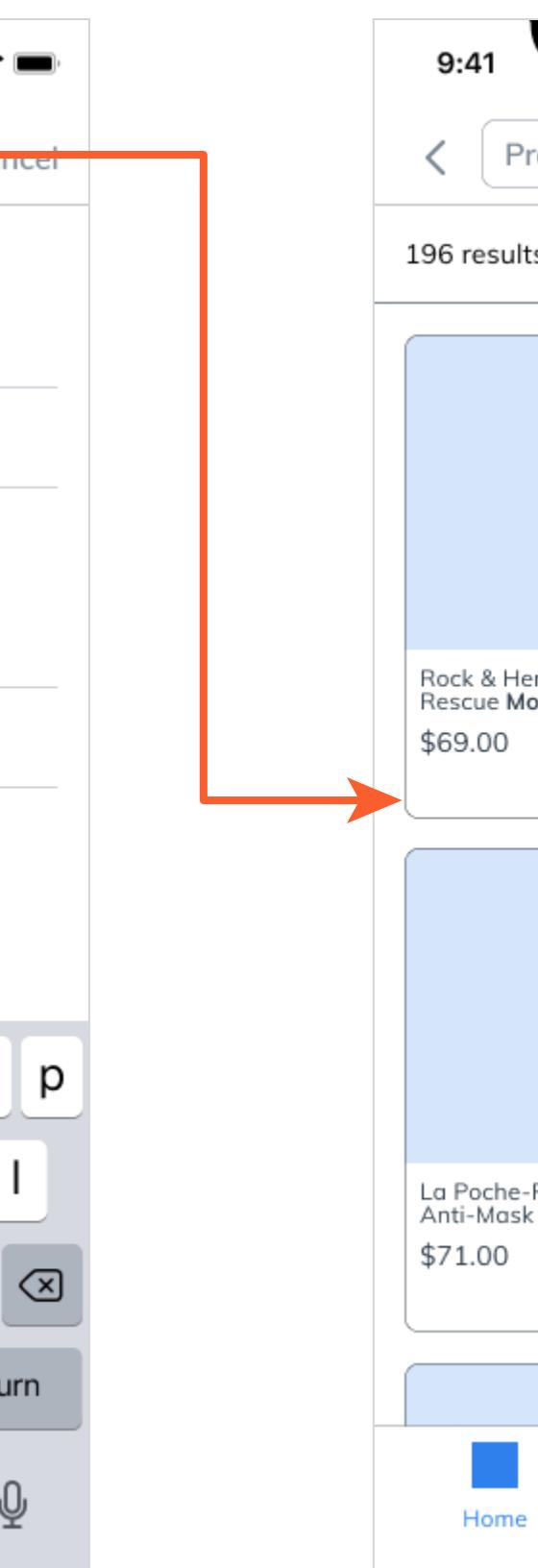
1.1 Activate Search



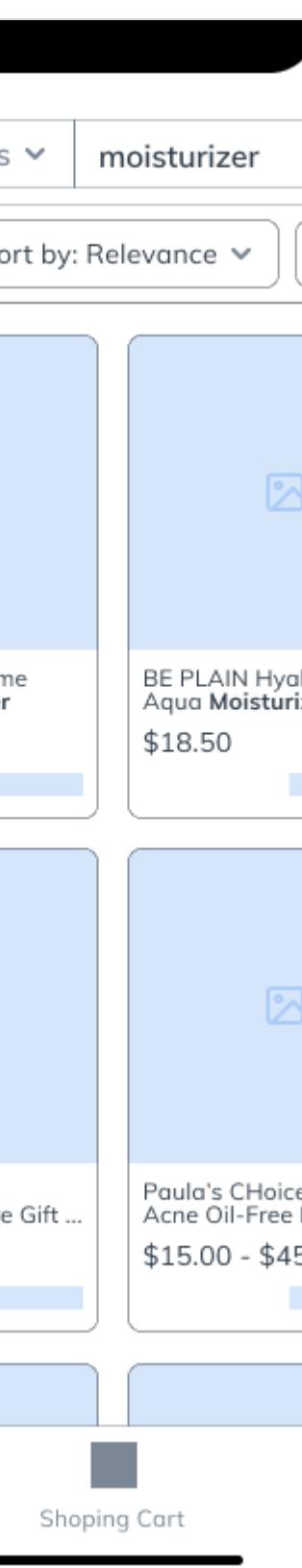
1.2 Activate Search



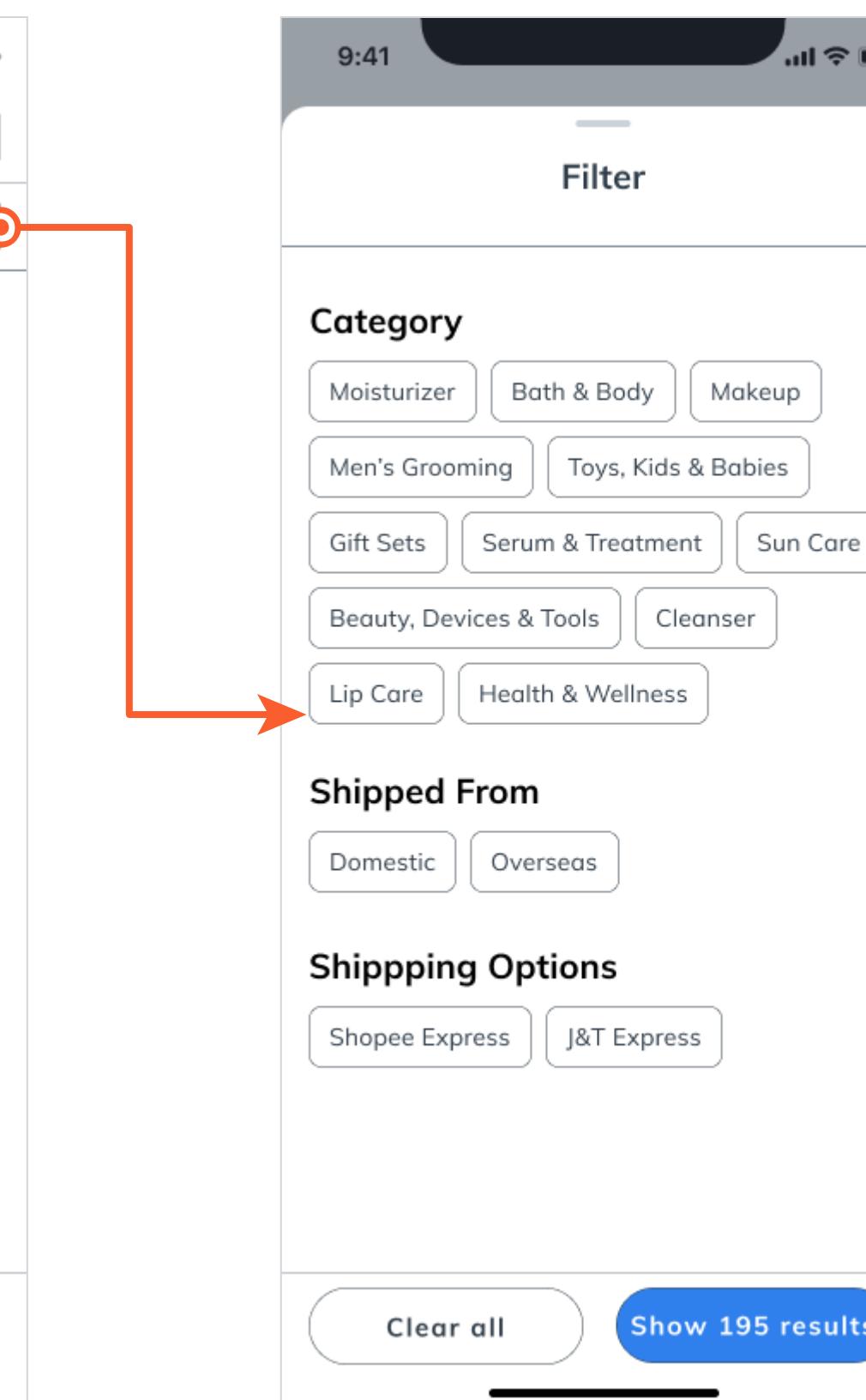
1.3 Activate Search



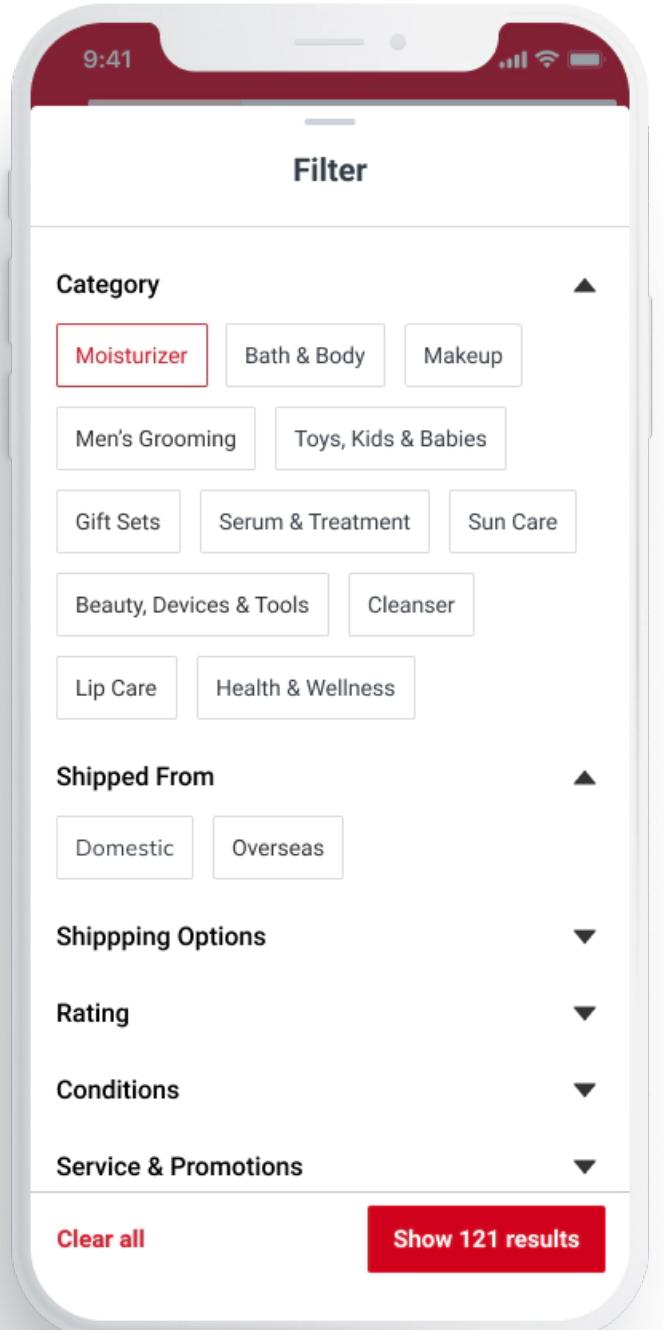
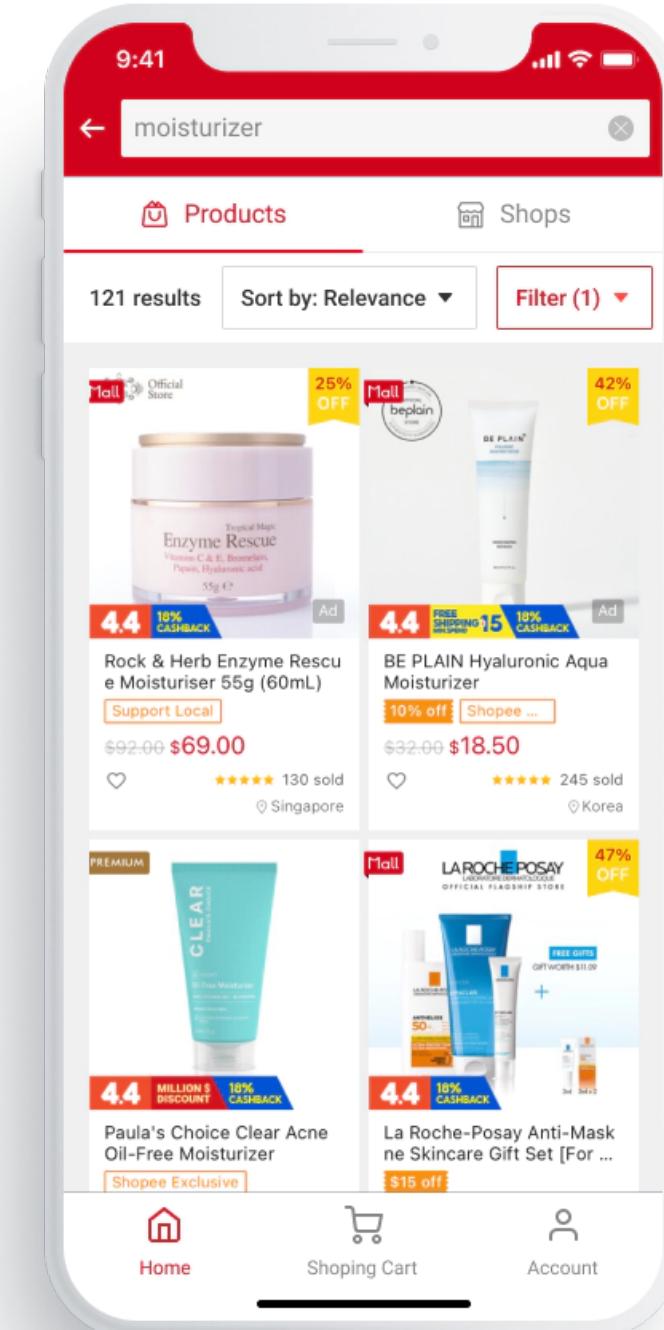
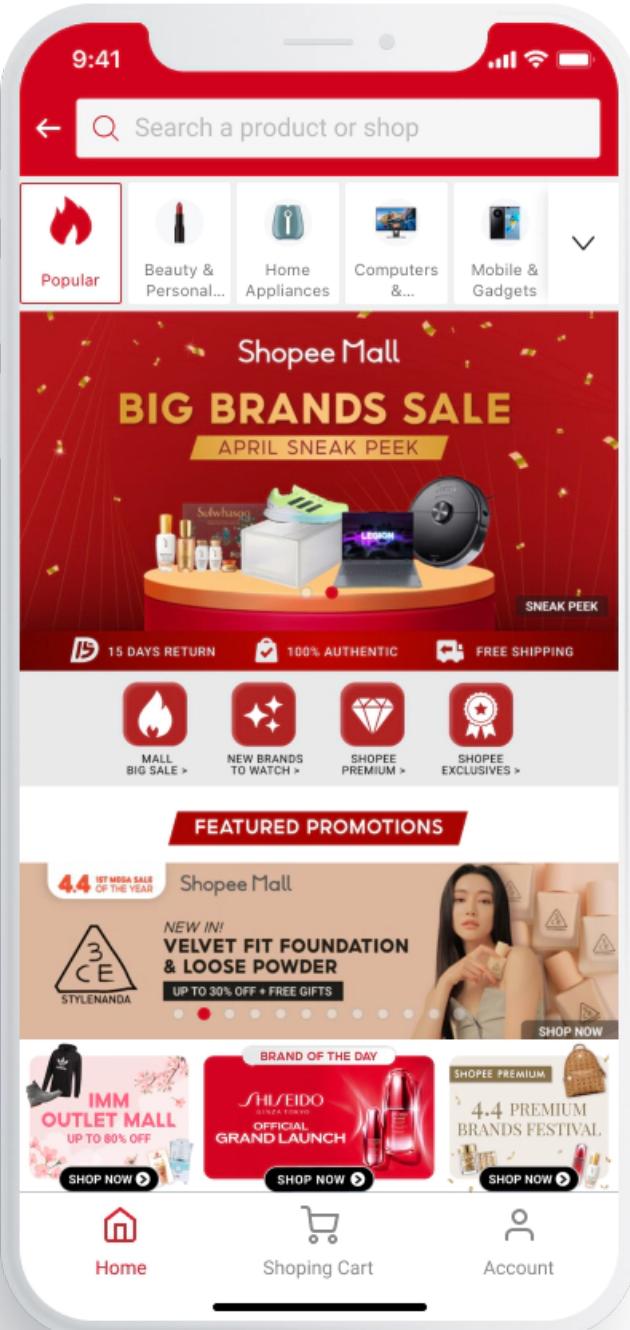
1.4 Search Result / Products



1.5 Search Result / Products

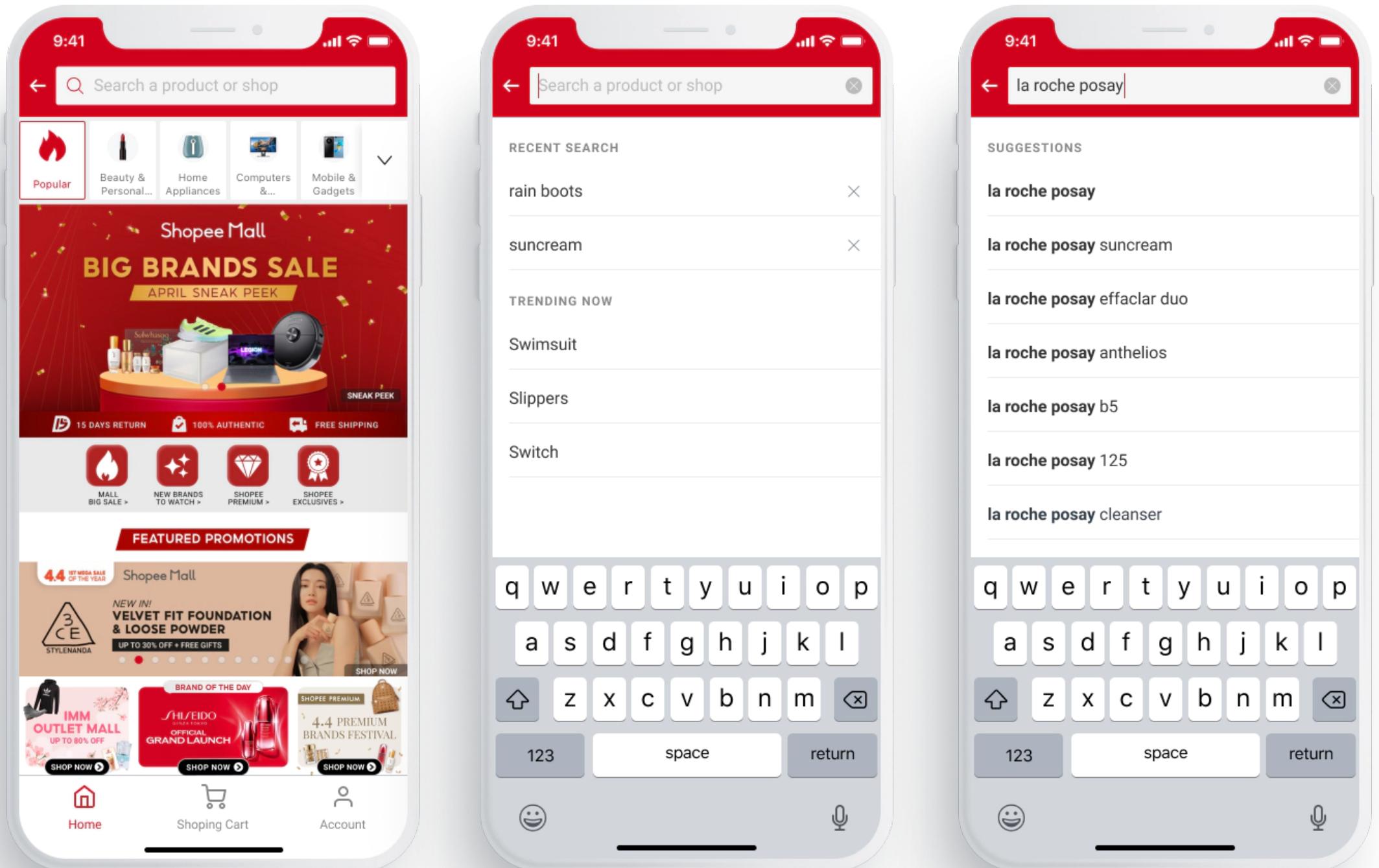


Visual Design Samples



What has changed?

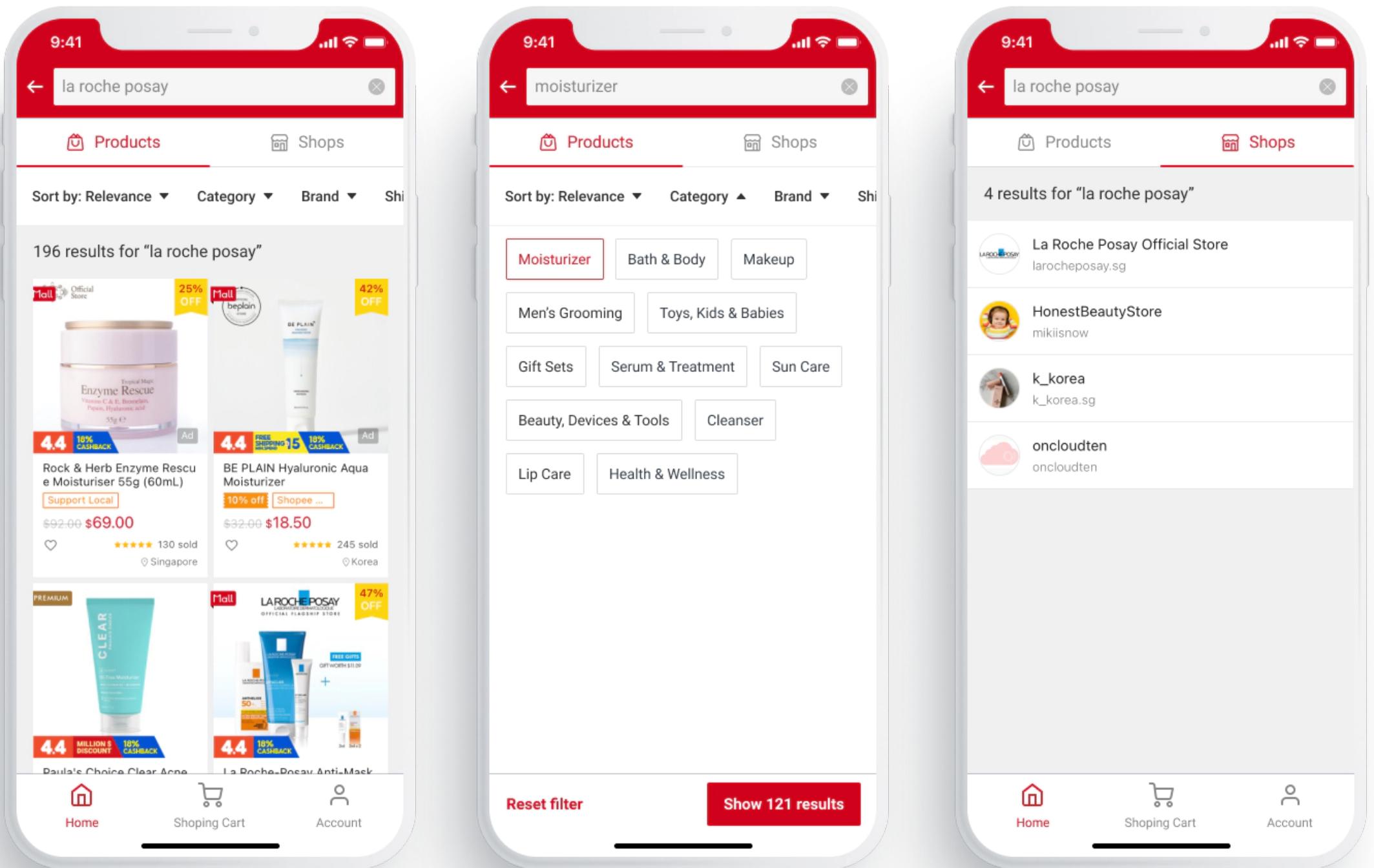
- Give the search bar a different **background colour** to make it stand out from the rest of the page;
- Change the **search placeholder text** to help users understand what they can search;
- Add **recent search history** as well as **trending keyword suggestion** to provide shortcuts to find what they want quickly;
- Add **autosuggestion** to help reduce typing error prone, as well as assist users to refine/narrow down search keywords.



DESIGN OPTION 1

What has changed?

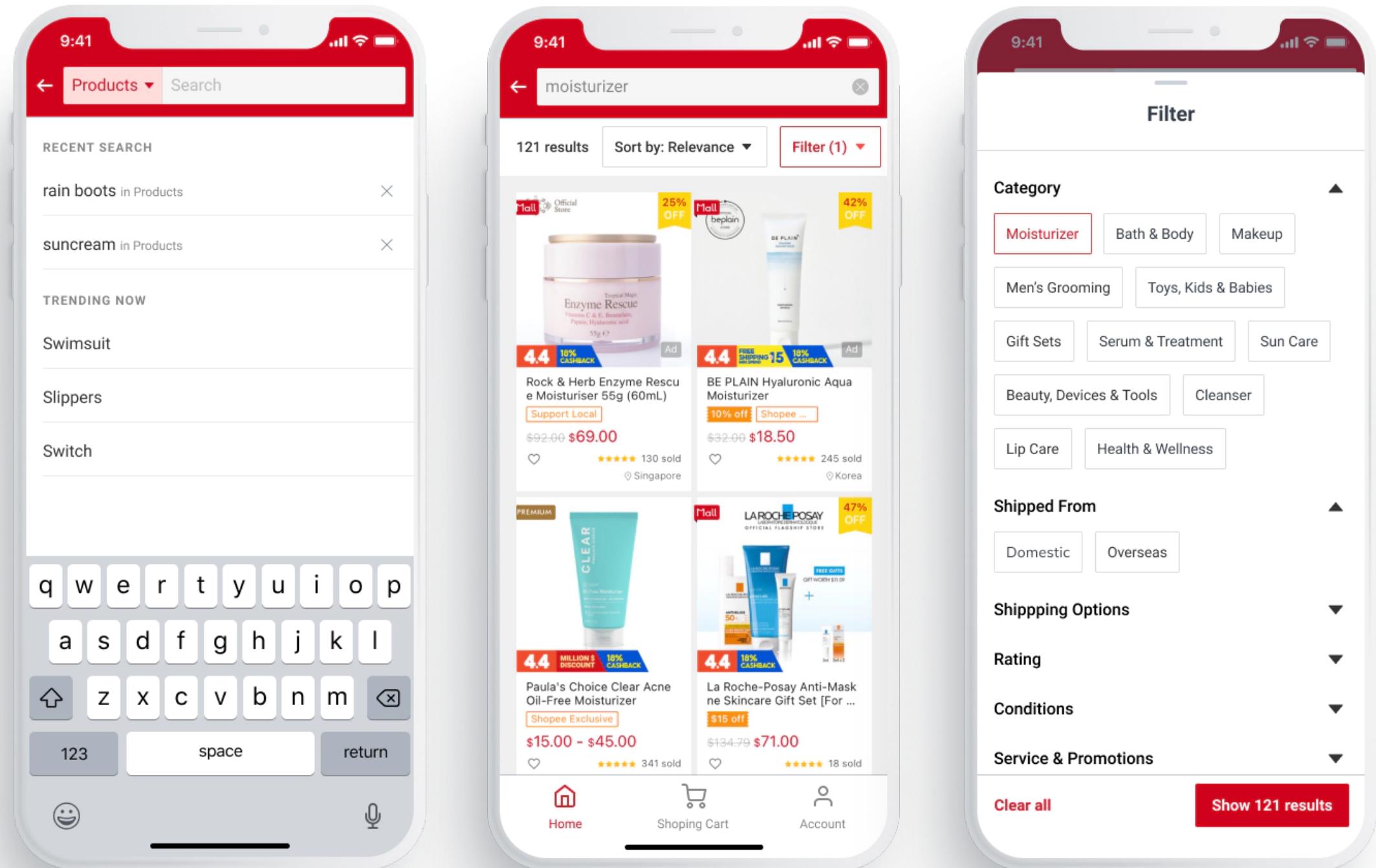
- Users can switch between searching in "Products" and "Shops" on the result page;
- Individual filter buttons are displayed right below the top tab bar;
- Add search result number;
- When users tap any filter option buttons, the dropdown sheet will appear below and take up the rest of the screen real estate;
- As users select filters, the "Show results" button will update with new result number real-time.



DESIGN OPTION 2

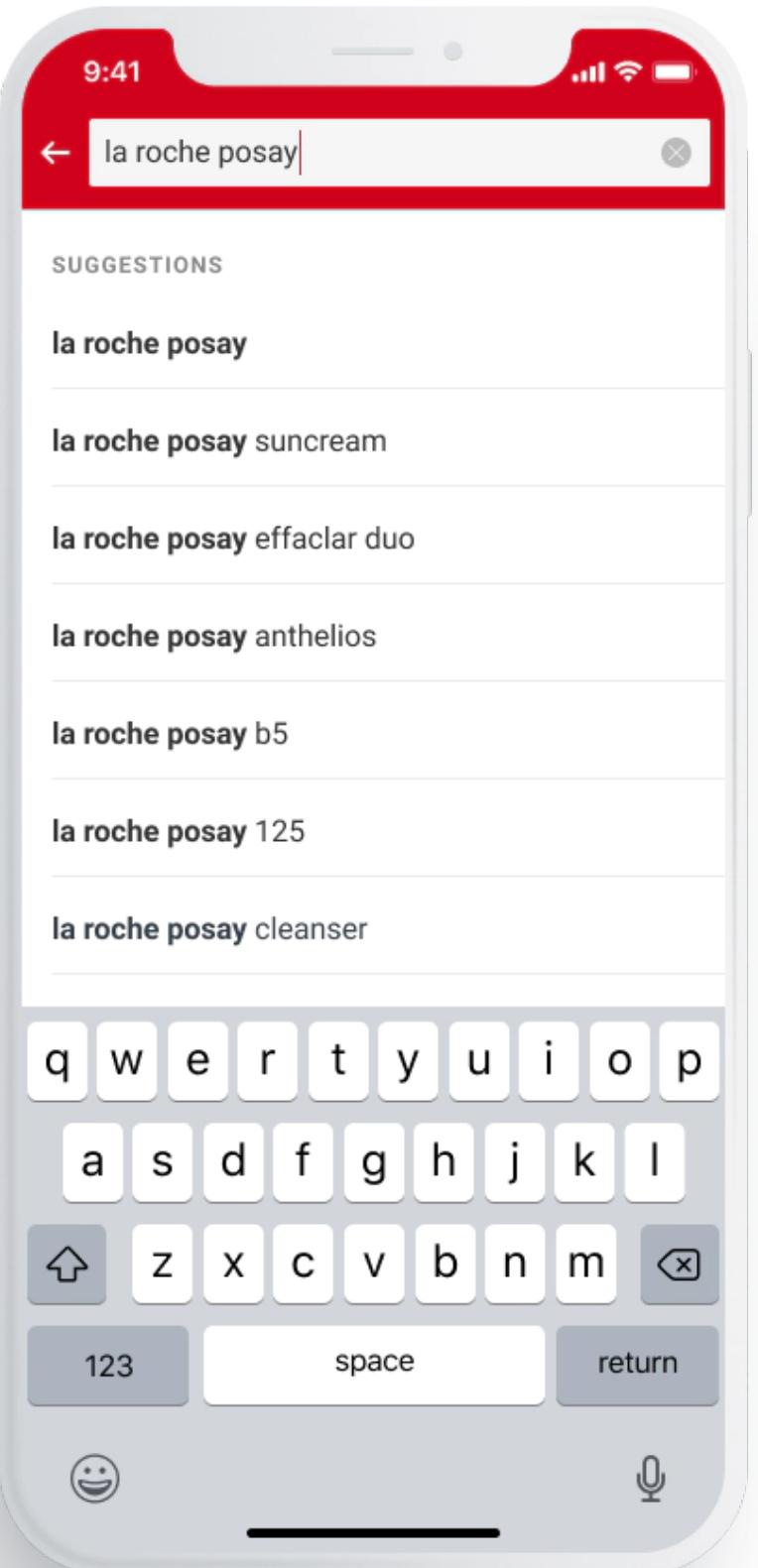
What has changed?

- Users can switch between **searching in "Products" and "Shops"** on the search bar;
- **Individual filter buttons** are displayed right below the top tab bar;
- Add **search result number**;
- When users tap the Filter button buttons, the **filter action sheet** will push up and appear on top of the search result page;
- As users select filters, the "**Show results**" button will update with new product results real-time.



Interactive Prototypes

You can also access the [Figma click-through prototype here](#).



Milestones

01

RESEARCH & DISCOVERY

1. What are online shoppers' behaviours? What are their needs?
2. How do people find Shopee Mall homepage design?

02

DEFINING THE SCOPE

What's the most critical issue that I will solve for this exercise?

03

IDEATION

What are the different design solutions that I can provide to solve the problem?

04

TESTING & ITERATION

Gather users' feedback through testing and iterate the designs.

TESTING & ITERATION

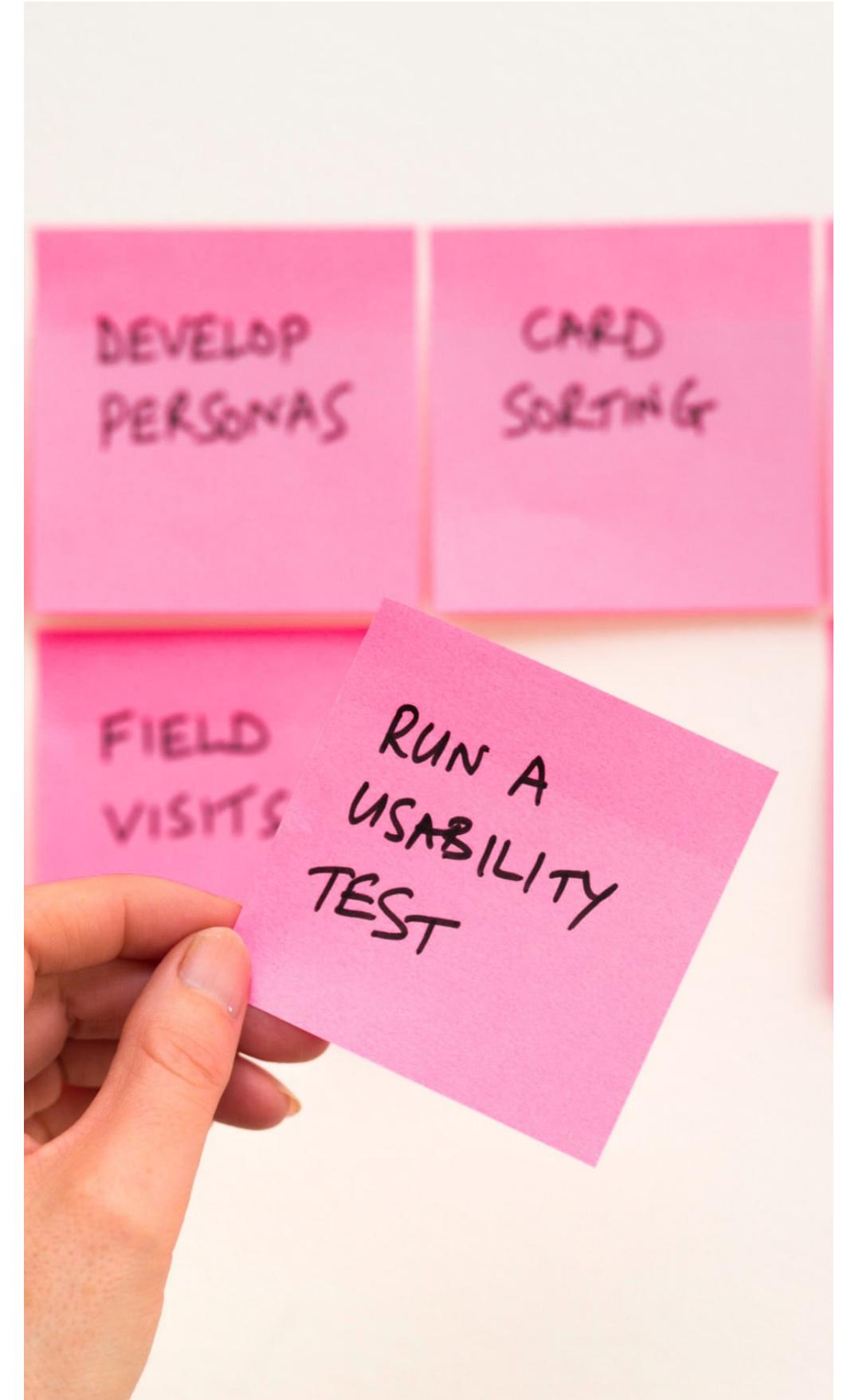
Usability Testing

There is no better way to evaluate design solutions than usability testing.

As I mentioned in last activity, there were 2 open questions that I was questioning myself while ideating -

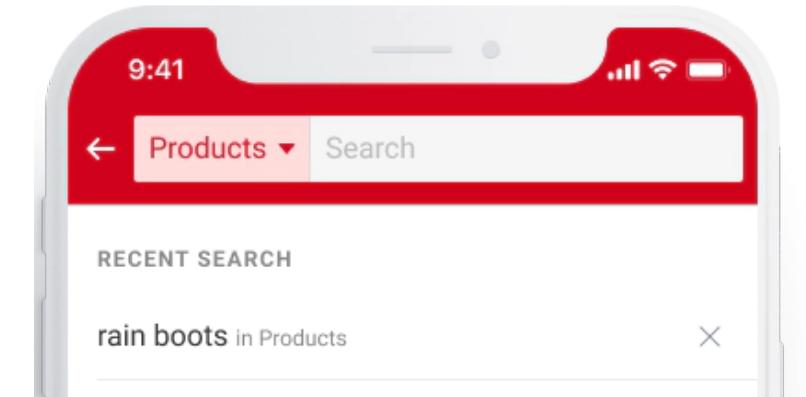
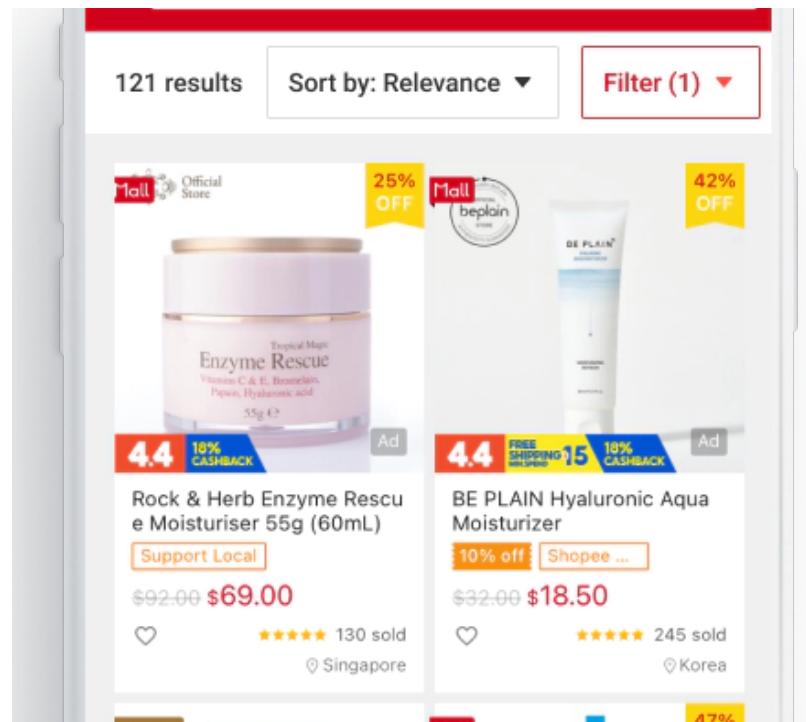
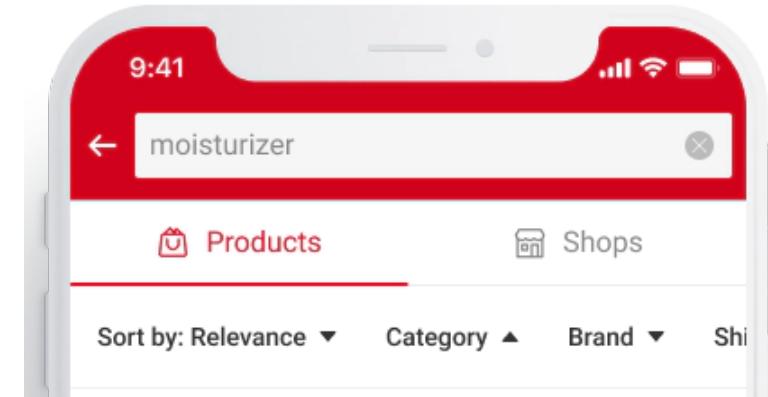
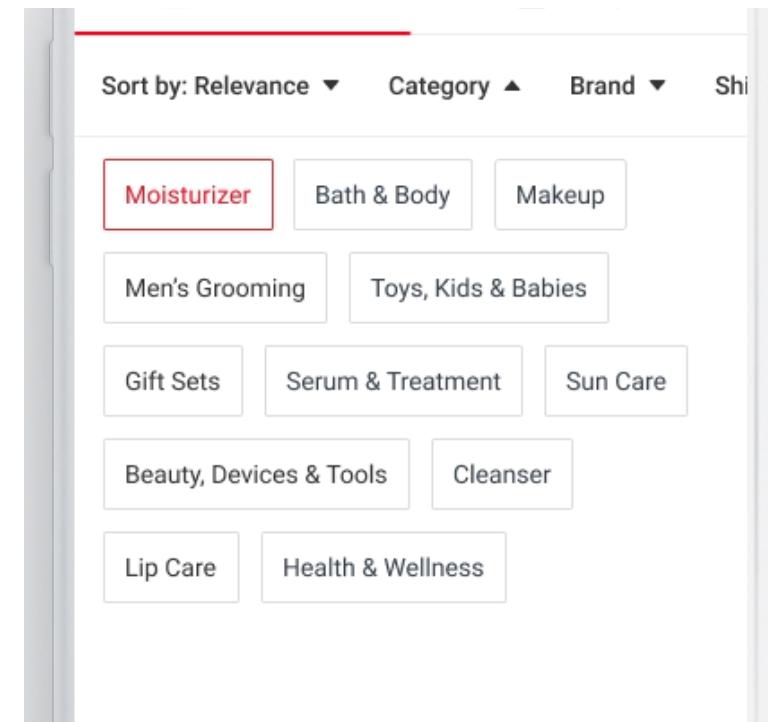
1. Do users would like to specify if they want to search a product or shop before searching?
2. Do users like to see individual filter options un-front on the result page, or do they like filter options are placed together?

I decided to use [Maze](#) to quickly validate the design variations.



Key Findings

- All testers mentioned when they shop online, they usually search for a product **more frequent** than search for a store.
- More testers prefer **selecting Product/Shop on the search result page** as it gives them the flexibility to switch between from one to the other easily;
- More testers prefer showing **1 Filter button un-front** and open **filter action sheet** by tapping Filter button, as it allows them to compare, mix and match different filter options easily;

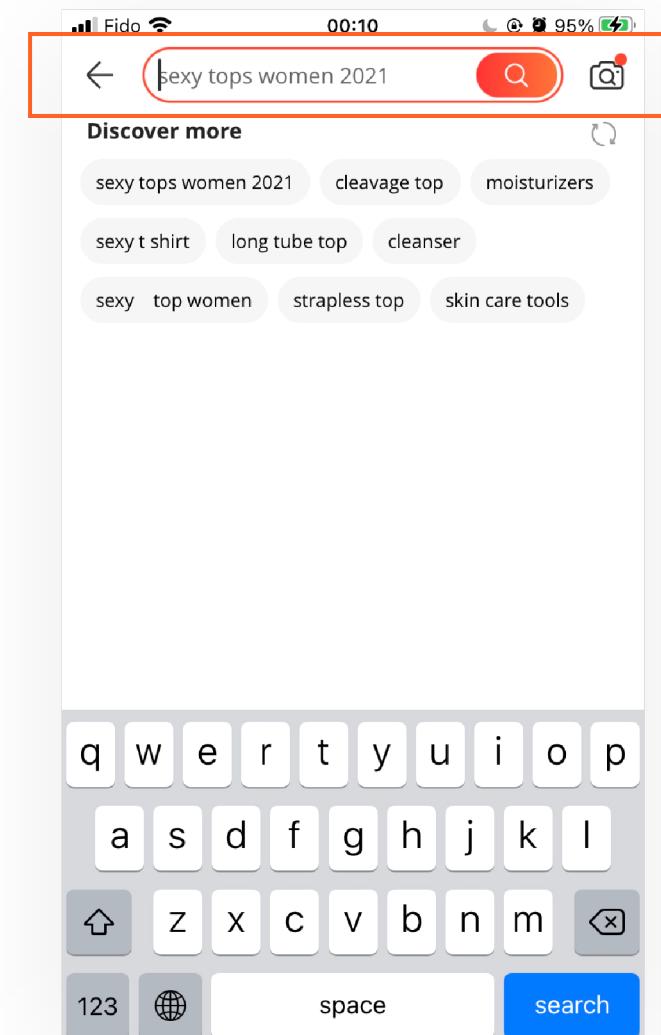


TESTING & ITERATION

Future Iterations & Explorations

There are other search related functionalities that other platforms (Lazada, AliExpress, etc.) introduced to their platforms. Due to the time constraint of this exercise, I didn't include them in the wireframes or designs. If I have time in the future, I will explore the desirability and usability of those functionalities below -

1. Hot keyword in input box
2. Image search
3. Voice input



Hot keyword in input box

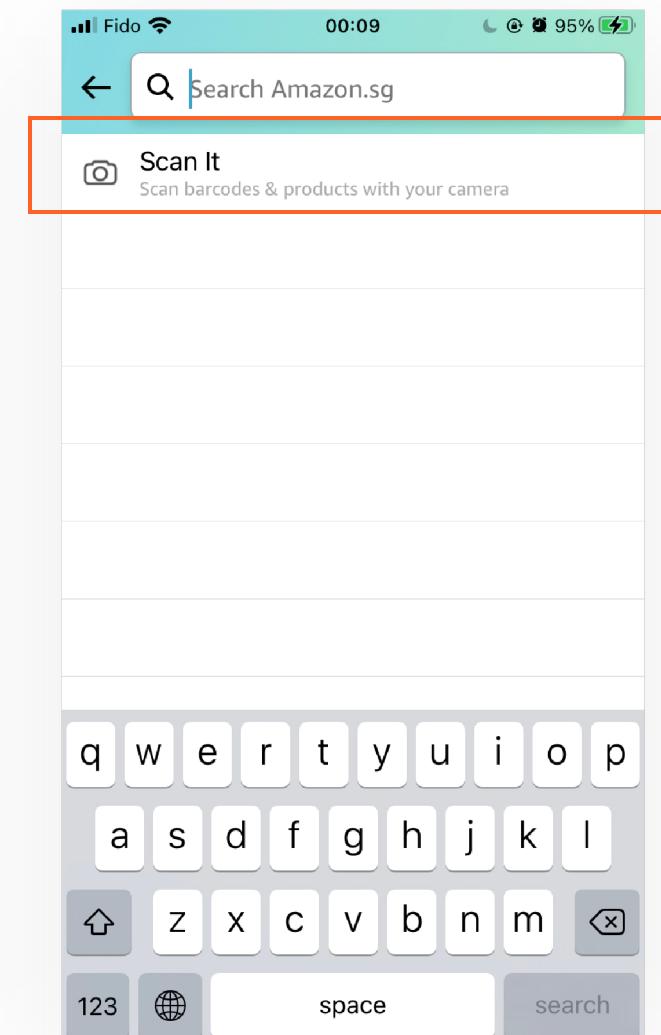
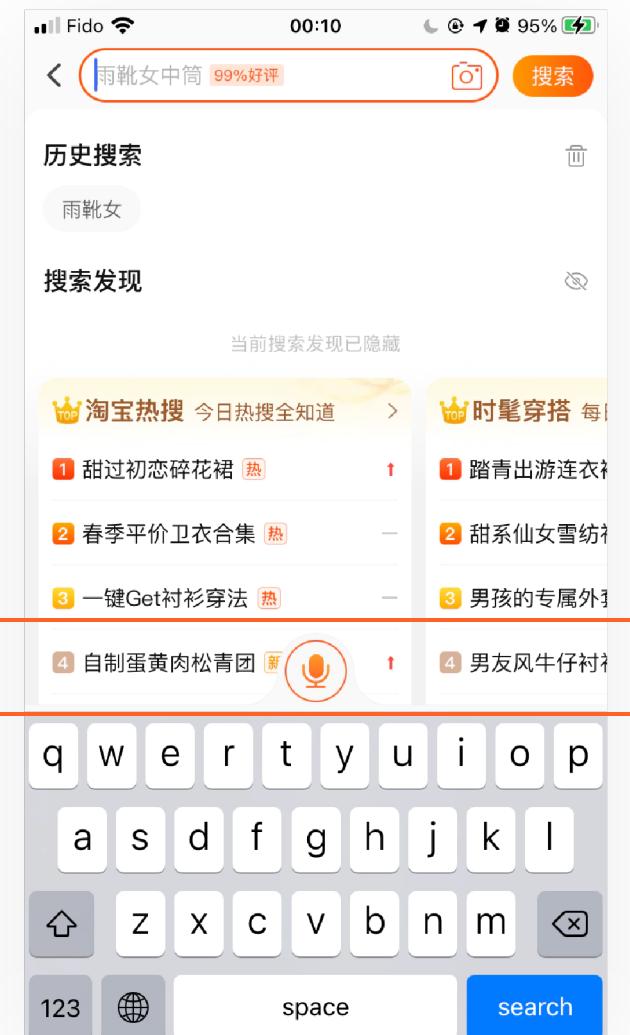


Image search



Voice input

Thank you!

CONTACT

baoruiling@hotmail.com