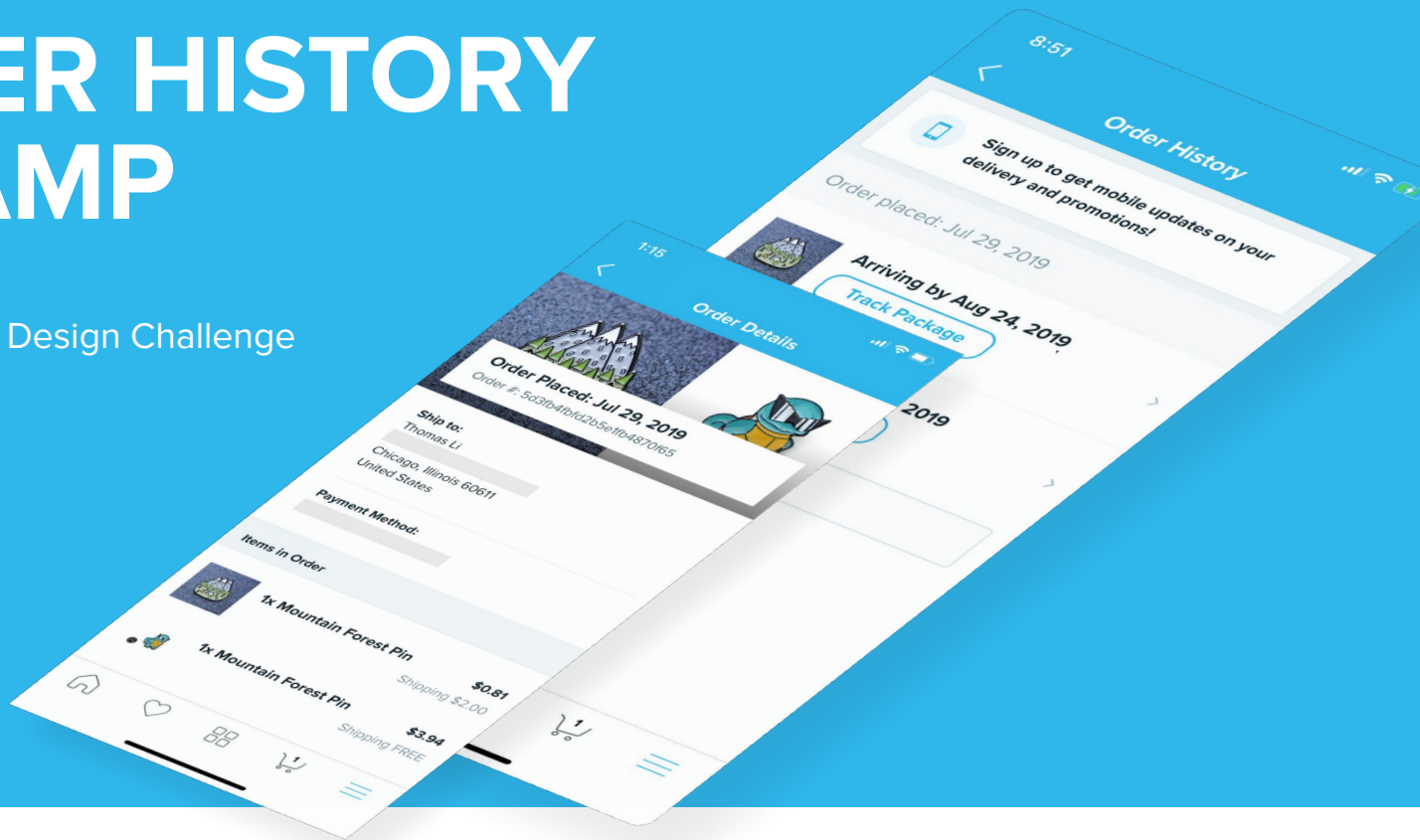# ORDER HISTORY REVAMP

Tommy Li • Wish Design Challenge

🔮 Conception

To dive deeply into problems with the Wish app, I first had to become familiar with its features, hear what potential consumers thought about it, and identify its unique advantages / areas of improvement. Each of these goals corresponded to a different form of research, respectively:

- **Self-walkthrough of the app (onboarding, purchase flow, etc.)**
- **User / non-user interviews**
- **Comparison of the Wish app to other competitors**

🏃 Self-Walkthrough (Free Pins? Ordered ✅)
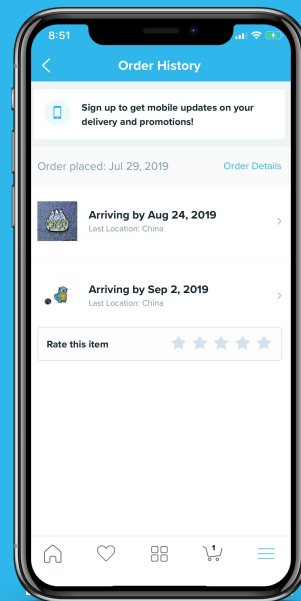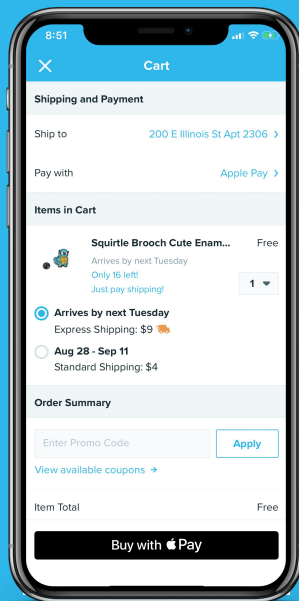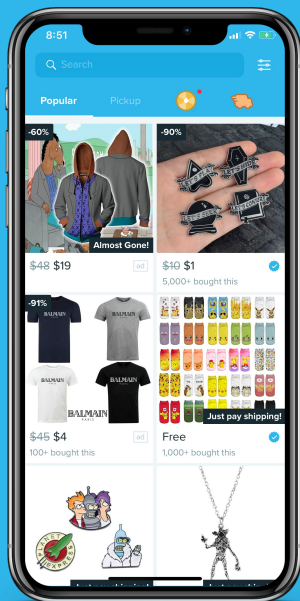
📓 What I Learned • Self-Walkthrough

Walking through the app to see its range of features, and making a purchase, showed me that Wish mostly matches my expected mental model for an e-commerce mobile app.

Its main features include:

- Browse products, starting with infinite scroll homepage that serves as an endless deal feed
- Evaluate products through a somewhat standard deal page, including user-generated content
- Purchase products in a standard payment flow
- See information about past orders
- Wish-specific features like Blitz Buy and the Wish Express category

iMessage
Today 7:58 PM

Have you used Wish before?

Read 7:58 PM

Nope!

Most of the fruits of my impromptu user research...

3 friends I asked about the app said this

📓 What I Learned • User Interviews

Comparing the target market for Wish (value-conscious shoppers willing to wait for great prices) with the people in my immediate circles (mostly students or alumni of Northwestern, a private university with a $60,000+ price tag), it's relatively unsurprising that **the people I reached out to were not active Wish users.**

I did, however, collect some of the reasons why they said they didn't use Wish:

> **It seems like you'd never get what the picture actually shows...**

> **I don't want to wait a long time for a low-quality product, even if it means I can save a little bit of money...**

🏆 Notable Competitors

GROUPON®

Chosen because of my own familiarity and as a competitor in the discount space with slight business model variation.

amazon

Chosen because it's the far-and-beyond leader of current e-commerce.

📓 What I Learned • Competitors

Compared to Groupon:

- Slightly **better price cuts**
- Slightly **longer cycle time** (somewhat comparable for Wish Express and products on Groupon Goods)

Compared to Amazon:

- Significantly **better price cuts**, even factoring in the cost of shipping vs. the price of Amazon Prime
- Significantly **longer cycle time**

Overall:

- Greater focus on **gamification**, making the shopping experience more fun and engaging ("retail therapy")

🎯 Focusing in…

One issue that recurred through all three forms of research I used was skepticism about **Wish's early post-purchase process**.

- As a first-time purchaser on Wish, I found myself checking my order history constantly to confirm that my purchase had shipping updates and was going to be sent to me
- Through conversations with non-Wish users, some of their main concerns include long-term worry and anxiety that the product will be not as advertised / never arrive at all
- Groupon and Amazon's shorter delivery cycle times make them less susceptible to the same concerns

All of these problems are augmented by the **current "Order History" section of the app**, which shows **repetitive information** and can potentially confuse who are looking for specific details.

Wish users who return to the app to look at order history are faced with *unclear* and *circular* UX flows.

📈 Core Metrics

Resolving this problem for users would be key for maintaining **user retention**.

A more clear early post-purchase experience for Wish users would increase their trust in the platform and not further their worries, which is essential when other aspects of Wish's business may not provide that security. This is important because **users who grow impatient or nervous during this process may decide that price cuts and the potential for low-quality purchases are not worth their negative emotions**, and may go back to quicker / "safer" competitors like Amazon.
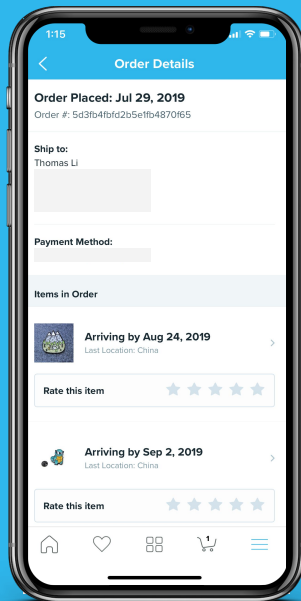
Changes to this user flow would hopefully change company metrics through **lowering amount of customer support resources spent on helping users with orders, greater rate of repeat purchases from users, and ultimately greater customer lifetime value (CLV)**.
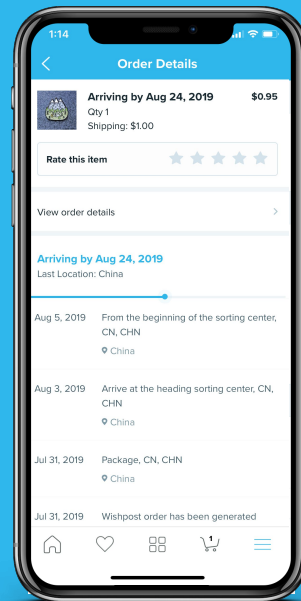
🏞️ How is Wish handling this currently?
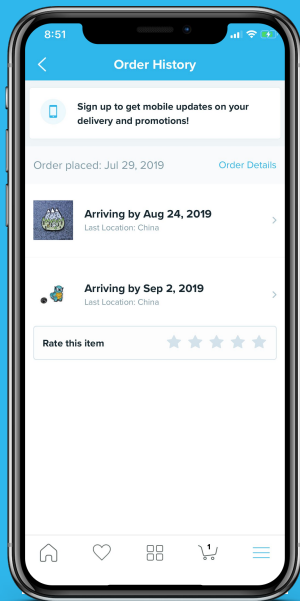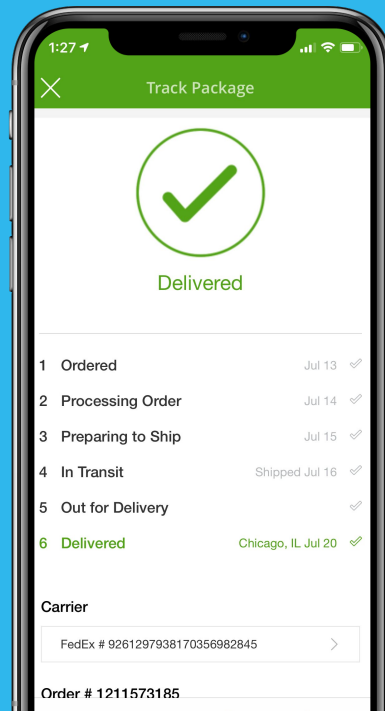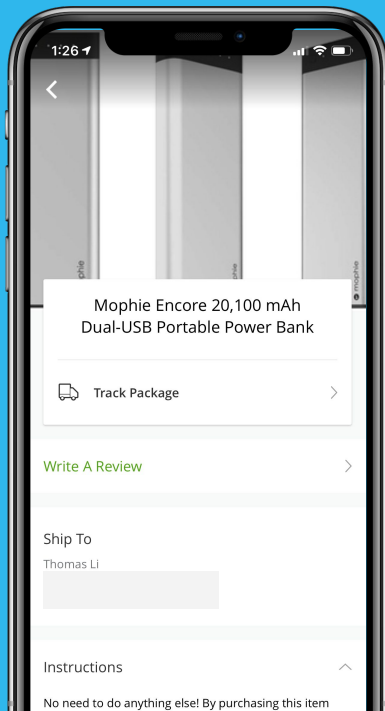
Order History
(Order Level)

Order Details
(Order Level)

Order Details
(Product Level)

🏞️ How are competitors handling this currently?

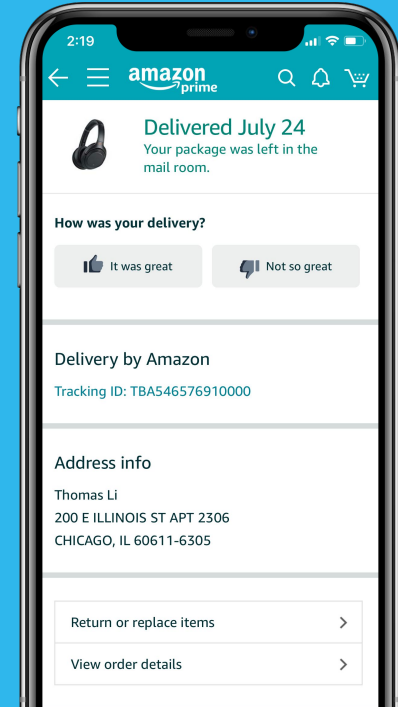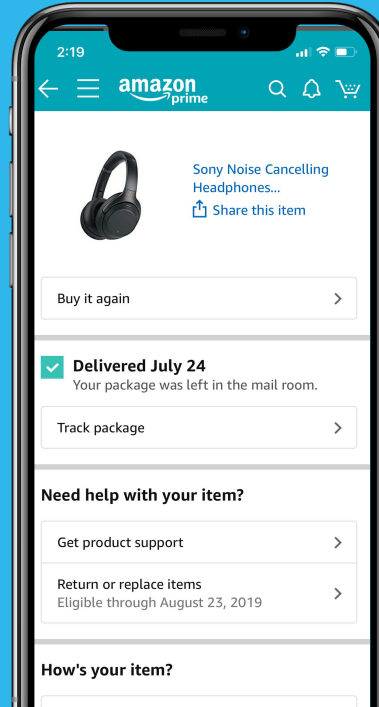🖼️ **How are competitors handling this currently?**

🖼️ How are competitors handling this currently?

GROUPON®

The main page of Groupon's post-purchase experience is **highly product-centric**, as opposed to order-centric. Visually and functionally, it focuses on the item the user purchased and not their specific order.

Compared to Wish, it does a good job of **providing attention-grabbing calls-to-action**.

amazon

The main page of Amazon's post-purchase experience **lacks clear hierarchy** and presents many potential navigation paths to users.

Compared to Wish, it does a good job of **categorizing possible actions through clearly worded headers**.
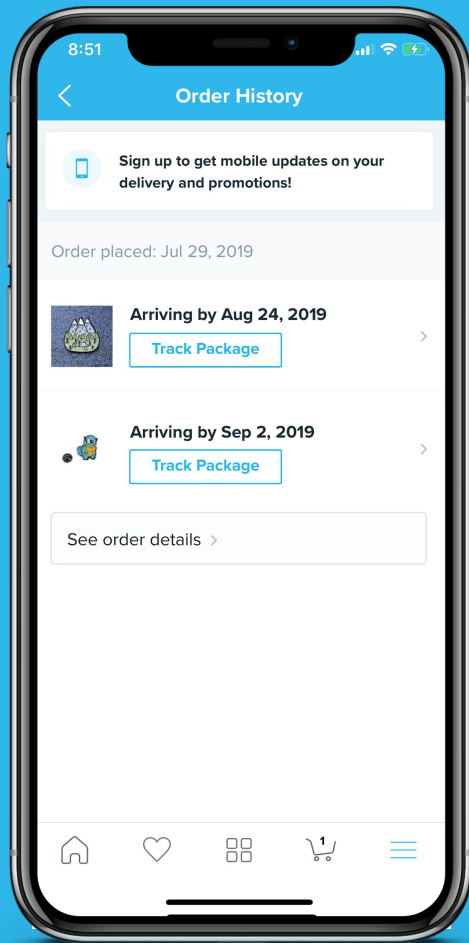
✨ **Final Prototype**

✨ Order History

Changes:
- "Rate this item" removed (unclear why it only appeared for one item that the user has not received yet)
- "Track Package" button added to provide clear and immediate actions for users; could switch to "Rate This Item" once delivered
- "Order Details" moved to primary button position
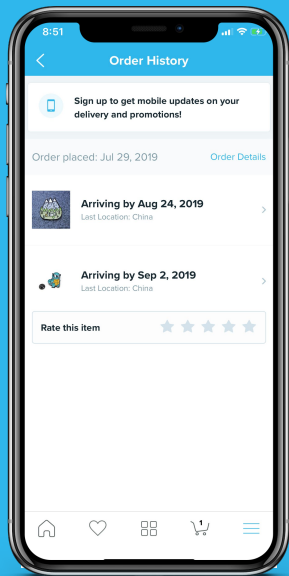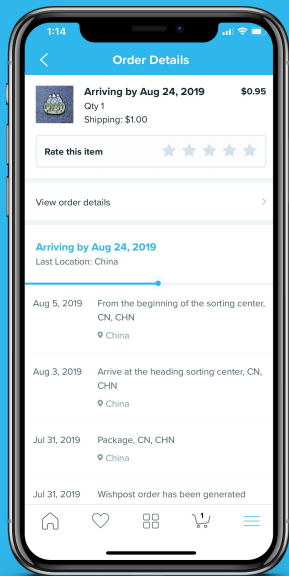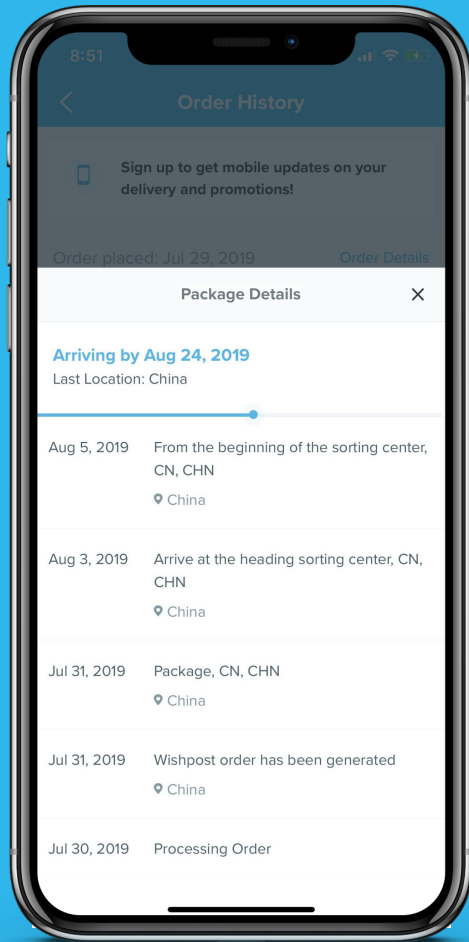

Before

✨ Package Details (Product Level)

Changes:
- Entire page has been swapped with a pop-up modal to focus pages specific to one item
- Would only appear when the "Track Package" button in the "Order History" section is tapped
- Repetitive "Rate This Item" widget and "View Order Details" circular link were removed
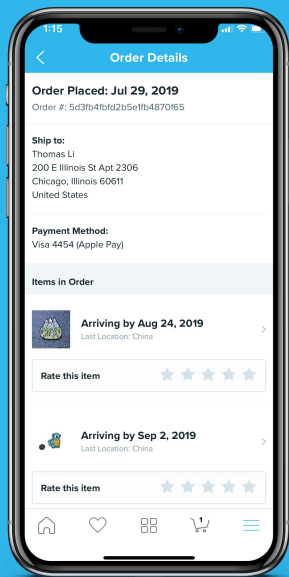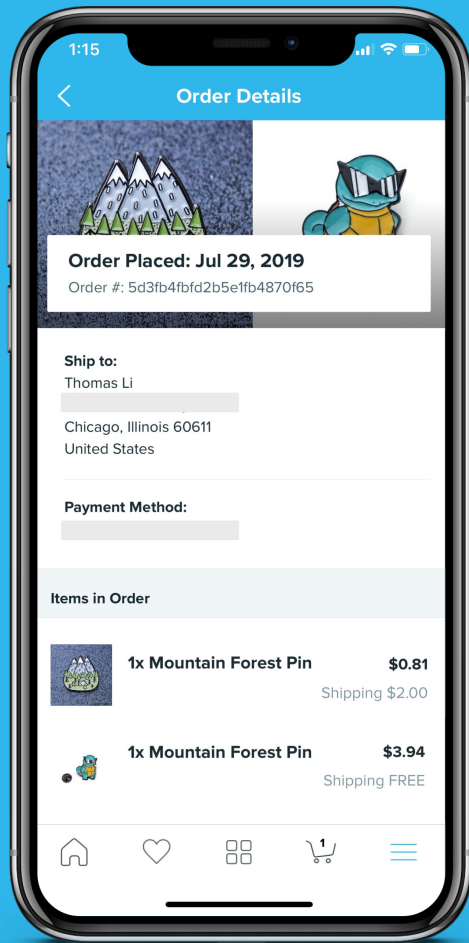

Before

✨ Order Details (Order Level)

Changes:
- Greater product focus provides more visual distinction
- Focus of entire page is more of a receipt than integrated information: item cards focus on price rather than delivery
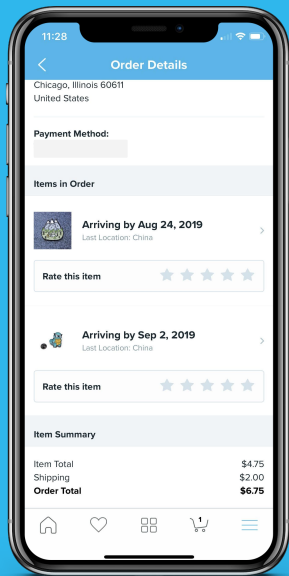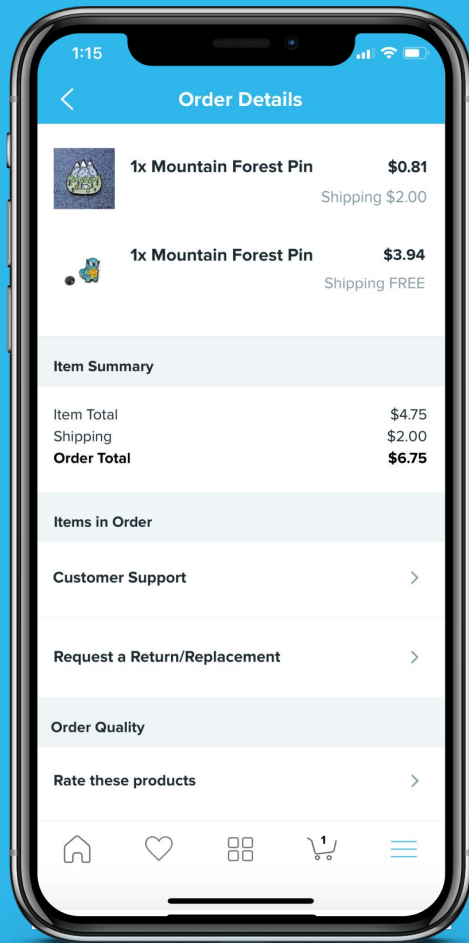

Before

✨ Order Details (Order Level)

Changes (Continued Scrolling)
- Added structured headings that explain some of the actions that can be taken from this page
    - Access to customer support
    - Access to ratings

Before

💊 Motivations

This structure lessens the depth that users can fall into navigating between these pages, and forces them to return to the Order History tab each time. Though this may sound negative, I believe this will actually be beneficial because it provides the **same amount of information in equal or fewer taps**, and allows for **easier visual scanning across screens** by not constantly presenting the same options such as asking to review a product each time.

It also avoids potentially disorienting language by distinguishing between details that are specific to a larger order made up of one cart of Wish items **(Order Details)** versus details that are specific to one item the user will receive in the mail **(Package Details),** and breaks up the inconsistent interaction pattern in which a photo in a deal card is sometimes uniquely clickable and sometimes redirects to the same screen as the overall deal card link.

🧪 Testing Plan

If I were to pitch this solution as a Wish employee, I would first look at **user behavior data** to try and deduce users' primary motivations for visiting this section of the app, as well as if there are any observable loops or unnecessary actions taken by users who are interacting with it. It would also be interesting to understand the relationship between # of purchases and frequency of checking order history per purchase, to see if repeat Wish users are less frenetic over the delivery period.

The proposed changes here are fairly significant, so I would recommend going in this direction only if it was justified by available resources and employee bandwidth. If that was the case, though, I would ideally work with a PM to **derive an MVP from the changes suggested here that could be A/B tested for impact before full rollout.**

☕ Improvements (If Only I Had More Coffee...)

I definitely feel like this feature could use improvement, but I think the problem I specifically addressed within it and my solution would definitely improve from feedback and more iteration.

With more time, I would have accomplished this by:

- Creating artifacts that **map the interaction flow more thoroughly,** so the pain points would be more obvious
- Creating a **live click-through** prototype with a tool like Principle or Invision to provide a clear "before" and "after" for the types of tasks that users complete within this section of the app
- Asked for **critiques** from designer friends and finding active Wish users to speak to!

✌️ **THANKS!**