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CS360 / 1-4

For this assignment, I have chosen the Temu app for shopping. I chose this app because I use it the most for shopping. The primary task for the Temu app is to facilitate online shopping for shoppers from around the world. The Temu app’s overarching goal is to make it easy to shop for all kinds of items at discount prices and to encourage users to spend as much as possible on the app. The design elements of the Temu app are visually appealing and make it very easy to search for specific items, as well as for items in general categories. It also uses a variety of other methods to further encourage a buyer to buy more than intended and even the casual browser to make an unintended purchase. These functions all ease the user's buying experience. The app is designed to make the items appear bright, exciting and very desirable. There are also videos available for the user to watch for all of the available products for sale.

The Temu app supports the users’ shopping needs by breaking down the larger, overall task of purchasing items into smaller tasks such as searching for items to buy, making suggestions of additional items comparable to those in price and specifications to the item searched for, and making it easy to add items to the users’ carts and complete the order by checking out in a fast and secured check out process. The Temu app allows the user several different search options to choose from. For example, a user can search for products by browsing general product categories or by entering a general category into the search bar. It also allows a user to search for specific products by entering the name of the desired product into the search bar and brings up all relevant products, regardless of spelling errors or incomplete and incorrect product names. The app also allows a user to search for a specific product by entering a picture into the search bar. Adding items to the shopping cart is simply a one-click process, which makes it easy and quick for users to add anything they like to their cart. Checking out is also a quick one-step process that makes it easy to complete purchases. Extra deals at the purchasing stage also encourage users to easily and quickly buy more products and spend more money than they initially intended. These features serve shoppers of all ages from around the world to find what they want, add it to the cart along with other items they hadn’t intended to buy and check out. Users would be able to accomplish their shopping goals using the Temu app easily and efficiently thanks to the app's features that are very shopper-friendly. The app also encourages the shoppers to buy more by flashing “deals” periodically throughout the time the user is using the app. These deals have a limited time frame and encourage the user to buy more things quickly in order to take advantage of these special, one-time offers “just” for them. The app is a business shopping app designed to facilitate purchasing online products and to always convince users to spend more money than they initially intended to spend on the app.

To meet the shopping needs of individual users, the app shows users individualized ads for varied products based on each user’s past browsing history, purchase history and saved favorites categories. The target ads often show products the app knows the user will most probably like and be interested in purchasing, although they did not initially search for those products. It also highlights product reviews written by other buyers in the user’s specific country and in the user’s specific language. It is very easy to navigate the app even as a first-time user, as large buttons are provided for every item with product reviews and videos, as well as comparing similar products and putting them in the cart, which are all one-click functions. All the visual elements are clear, large, and bright, intending to attract the user’s attention and maintain it with flashing pop-up deals and discounts.

The information I would need to know would be about the users’ goals to have a safe and seamless shopping experience with us. They would also want to have a safe and secure payment processing system so they can rest assured that their financial information is safe with our app. Their needs would be to have a user-friendly app that is easy to use and encourages the user’s continued interaction. I would want to make the user’s experience individualized and tailored to the user’s individual needs and interests via algorithms that group and suggest products, thereby ensuring an easy and efficient shopping experience.