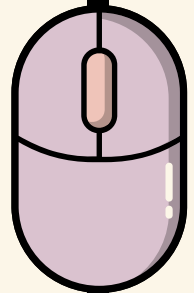
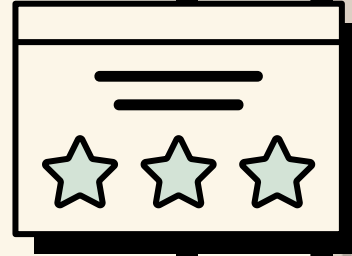
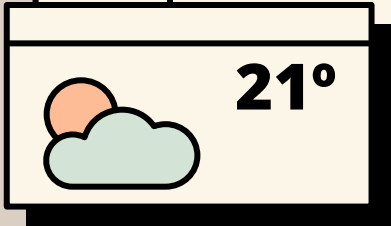
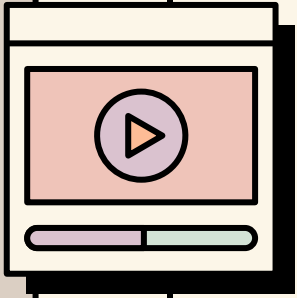


Electronic Store Website



Group 8: H2T Group





Need Finding Report



01

About us

02

Interview

03

Questionnaire

04

Conclusion

01

About us



Nguyen T. Thanh Hang

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Bui Hanh Trang

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A group tending to develop an Electronic Store
Website that is friendly to users!

02

Interview analysis



Who?

- 3 normal users: familiar shopping but not highly tech advance feature (office workers, normal students,...)
- 2 expert users: highly knowledge, experienced (IT major workers, gamer, streamer,...)
- 1 under extreme user: barely shopping online (older,...)



Why?

- Diverse perspectives → be able to make system for various user levels.

02

Interview analysis



What?

- Understand users' behavior, preferences & pain points during shopping



Where?

- At HUST Campus
- Online via Teams, Messenger, Zalo,...



When?

- 12, 13/10 or 19, 20/10

Interviewee - normal users



Do Hong Hanh

University student



Nguyen Thu Hien

Highschool student



Bui Thi Khuong

Office worker

02

Interviewee - expert users



Bui Duc Viet

HUST IT student, mostly
buys electronic stuffs online



Nguyen Quy Ngoc

Over extreme user -
Job: Streamer

02

Interviewee - extreme user



Nguyen Ba Cau

Under extreme user

02

What did we ask them?



Shopping experience

Your overall experience in shopping electronic stuffs online?

Last time shopping online? What influenced your choices?



Website recommendations

How would you like to receive recommendations while browsing?

Format you prefer when it comes to recommendations?

The helpful of displaying similar devices or products that complement each other when shopping?

Recommendations that focus on similar products or those that suggest upgrades?

What did we ask them?



Feedback & Reviews

Do you usually leave reviews or feedback on websites?

What would motivate you to share your feedback?

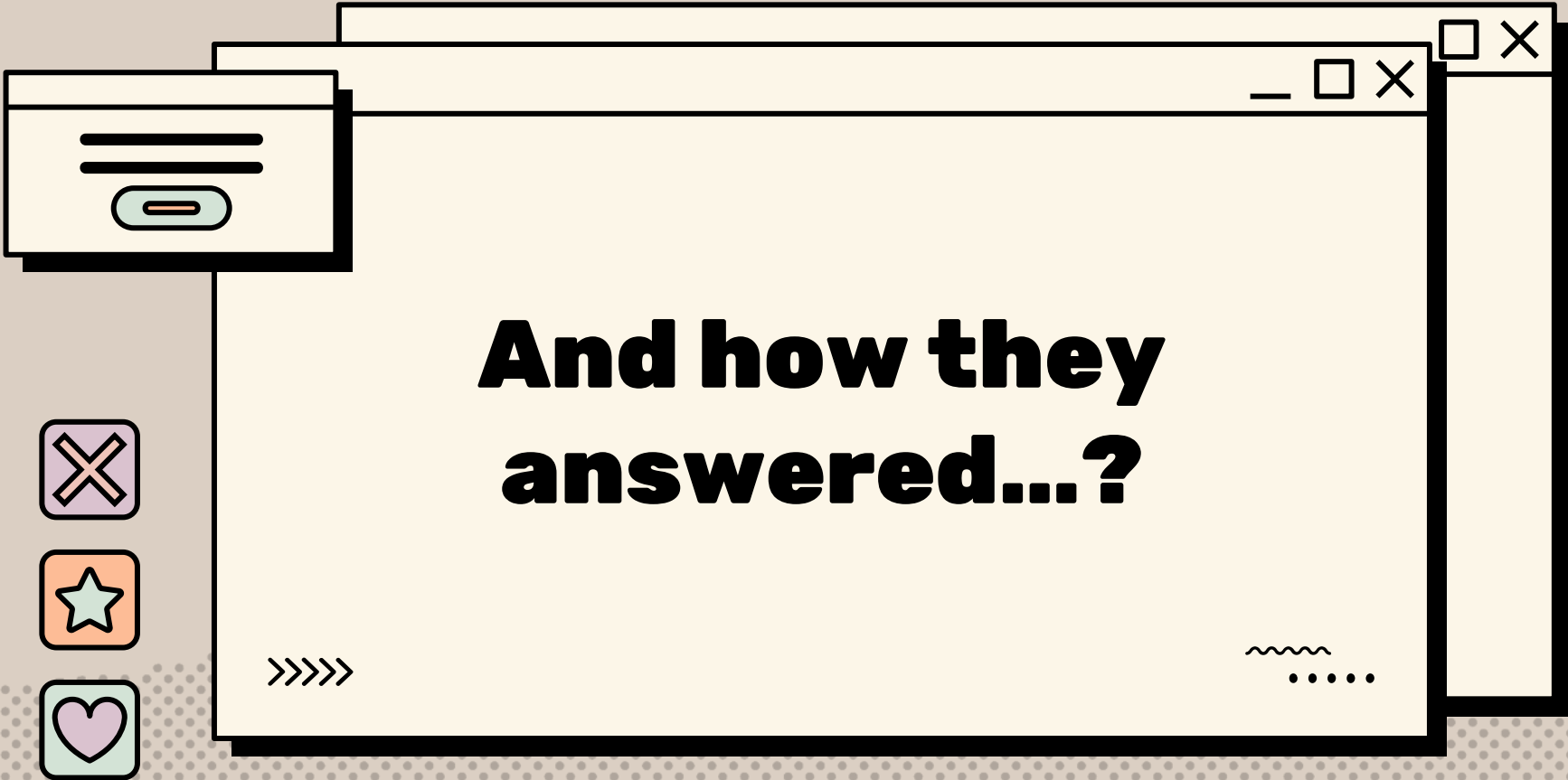
Do you find reviews helpful? How can we improve the usefulness of reviews ?



Specifics Features & Usability

Your experience in using product comparison features on the website?

Have you encountered any issues or frustrations while navigating the site?



**And how they
answered...?**

>>>>>

~~~~~  
.....

Say

Think

"Online shopping often has poor insurance policy"

"I won't leave bad review, but I would talk about it"

"I like the simple, minimalist designs"

"Too many tabs were opened when using filters"

"Sometime the pricing filter is confusing"

"I want to be consulted in real time"

"I like the review about the delivery, time, comparing buying offline and online"

A separate section for recommendation would be nice



Being careful about pricing and comparison

Offline shopping to experience at the shop with more reliability.

Doubleful about delivery service

Won't trust the "sale" review

Confused about the complex filter

Trying out shopping online as a friend recommended

Find it's annoying to create an account for the website

Enjoy the comparison function since it's faster without having to open many tabs

Do

Feel

Say

Think

"Online shopping often has poor insurance policy"

"I won't leave bad review, but I would talk about it"

"I want consult real t

Highly appreciate reliability

"I like the review about the delivery, time, comparing buying offline and online"

"I like the simple, minimalist designs"

"Too many tabs were opened"

"Sometime the pricing filter is confusing"

The more simple the better

A separate section for recommendation would be nice



Being careful about pricing and comparison

Offline shopping to experience at the shop with reliability.

Compare carefully

Trying shopping as a friend recommended

Doubtful about delivery service

Confused about the complex filter

Won't trust the

Confuse about technical problems

the comparison since it's without having to open many tabs

Find it's annoying to create an account for the website

Do

Feel

>>>>



Language student who prefer **simple**, interesting design, don't have technical knowledge, strict on the **reliability** of the purchase, delivery and insurance.

Insight

She needs the website enable ability to **compare** between products, **recommendation** for general user who don't specialize in tech, **fast respond** when a question is asked

Need

Say

Think

"Online products are often more expensive and not as diverse as offline ones"

"Pop up is fine as long as it won't cover the entire screen"

"I don't know English, it'd be nice to have Vietnamese option"

Discount is a must

I want to know about shipping method and a quality verification from the seller

The products should be divided into price range and shipping area



Image and price of a product is the base of comparison

Like the cheap and well advertised products

None of the reviews are trustable

Only leave a review when were not satisfy

Would find the cheapest product within the needed applications

Often view the product online and go buy it offline to double check

Make comparison base on color, applications, origin

Would go for a more expensive item if it's quality is better

There should be information about stocking of every products

Do

Feel

Say

Think

Need  
language  
options

"Online products  
are often more  
expensive and  
not as diverse as  
offline ones"

"Pop up is  
as long as  
won't cover  
the entire  
screen"

"I don't know  
English, it'd be  
nice to have  
Vietnamese  
option"

Discount is  
a must

I want to know  
about shipping  
method and a  
quality verification  
from the seller

Product filter  
should  
contain price  
and area

The products  
should be  
divided into  
price range and  
shipping area



Only use the  
website for  
viewing  
product

Only leave a  
review when  
were not satisfy

Don't make  
comparison  
base on  
technical  
informations

Would find the  
cheapest product  
in the needed  
applications

Would  
comparison  
base on color,  
applications,  
origin

Like the  
cheap and  
well  
advertised  
products

None of the

Recommendation by buyer  
is trustable but  
the review is not

Would go for a  
more expensive  
item if it's  
quality is better

There should be  
information  
about stocking  
of every  
products

Do

Feel



>>>>



Office worker who highly evaluate **services** more than appearance, only use the website for viewing and don't understand technical properties. She won't trust review, prefer more recommendation relate to her preference.

Insight

She need filter items by area, **stock** information in each location, **Vietnamese** language option.

Need

Say

Think



"I won't scroll forever to find the needed product"

"I rarely buy electrical products from online shops"

"Don't send me mail, I will find you when I want to buy something"

"I want who buy this product after me know my thought"

Go for the reviews before descriptions and technology informations

Never used comparison features

Would leave a review when extremely satisfied or the opposite

The pop up recommendations is annoying

The quality of products are fine

Will care about application and pricing of a product

A simple and uncolorful website is boring

The reviews are important, especially ones with image

The objective view from other buyers are important

Need the recommendations that expand choice ranges

Do

Feel

Say

Think

A website  
need to be  
aesthetically  
attractive

The q  
of pro  
are

Will care about  
application and  
pricing of a  
product

A simple and  
uncolorful  
website is  
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The pop up  
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-dations is  
annoying

The review  
are  
important,  
especially

The objective  
view from  
other buyers  
are important

Online  
shopping is  
unreliable

he  
lations  
and  
choice ranges

Feel

Do

Pop ups and  
other  
notification  
are not  
necessary

"Don't" send  
me mail, I will  
find you when I  
want to buy  
something"

who  
his  
product after  
me know my  
thought"

"I won't  
scroll forever  
to find the  
needed  
product"

"I rarely buy  
electrical  
products from  
online shops"

Go for the  
reviews before  
descriptions and  
technology  
informations

Read many  
and would  
leave  
important  
reviews

Never u  
compari  
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Would leave a  
review when  
extremely  
satisfied or the  
opposite

>>>>



Highschool student who prefer **colorful** design, highly rate the reviews with **pictures**. She don't like the interruption of ads when browsing and have high **doubt** whether a costly purchase be successful

Insight

She needs **detail** reviews with pictures, video, ... She thinks a **beautiful** and **popular** website is better

Need

Say

Think



Do

Feel

"A well-structured, secure checkout is key."

"Product recommendations should be relevant and personalized."

"I expect websites to load fast and be easy to navigate."

"I want detailed product descriptions, especially for tech."

"I leave reviews to help others and value a clear, organized review system."

"UI/UX consistency across devices is a must."

"Good design and usability are just as important as the products."

"Personalized recommendations should feel more accurate, not generic."

"Spam reviews lower trust in the site."

"Websites should provide more detailed product specs for tech items."

"If the mobile experience is bad, I'm less likely to buy."

"A clear refund/return policy is essential for trust."

Avoids websites with too many pop-ups or intrusive ads.

Writes detailed reviews about user experience, not just the product.

Checks security certificates and data privacy policies before purchasing.

Pays attention to the accuracy of recommendations, tracking how they change with browsing.

Uses advanced filters and comparisons for both prices and specs.

Tests the website's speed and responsiveness on different devices.

Annoyed by slow or clunky websites, especially on mobile.

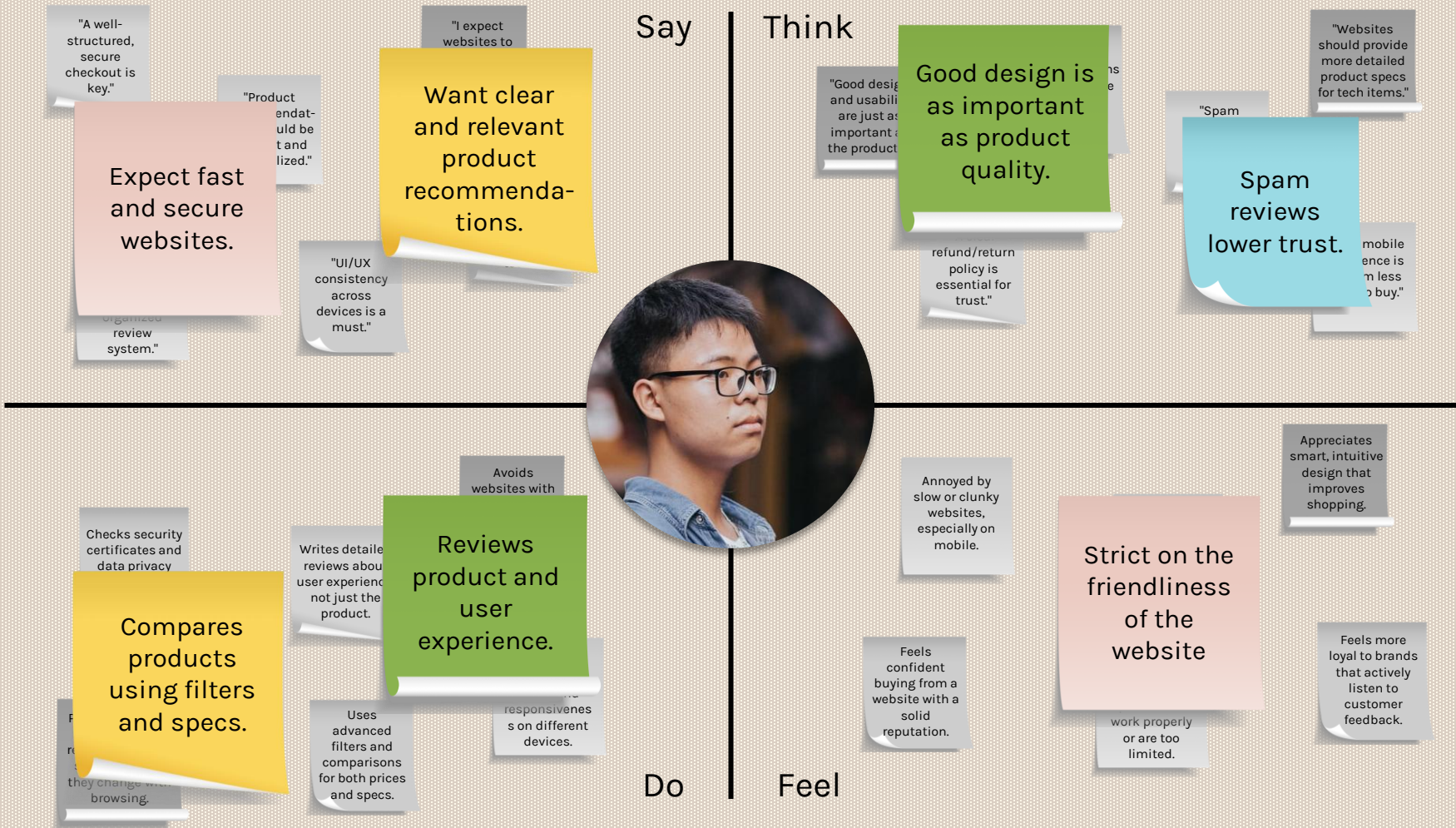
Trusts sites that feel secure and are transparent about privacy.

Appreciates smart, intuitive design that improves shopping.

Feels confident buying from a website with a solid reputation.

Frustrated when filtering options don't work properly or are too limited.

Feels more loyal to brands that actively listen to customer feedback.



>>>>



IT students who design websites are more satisfied when he can work with **well-structured, efficient systems** that showcase **clear, user-friendly interfaces**, rather than just focusing on technical performance alone.

Insight

He needs tools that help to **combine technical accuracy with user-focused design** to create **smooth browsing experiences** for end users.

Need

Say

Think

"I've bought lots of electronics online: headphones, mice, USB drives, power banks, keyboards, etc"

"I usually rely on the website's recommendations, reviews, or sometimes even ask ChatGPT."

"The recommended products are quite relevant to my needs."

"I'm cautious about overly positive or mechanical reviews. Some reviews aren't trustworthy."

"Recommendations are helpful, but I prefer similar products within my price range rather than upgrades."

"There should be more detailed information about the product in the first images or descriptions on product pages."

"The interface was okay, user-friendly, and pretty easy to use."

"I usually rely on the website's recommendations, reviews, or sometimes even ask ChatGPT."

"Product comparisons help, especially when deciding between price, performance, and design."



"I use product filters to search within my budget and by location for faster delivery."

"I often rely on the 'Recommended for You' section or browse suggested products via emails."

"I only leave reviews if the product is exceptional or if I feel there's not enough feedback from others."

"I felt comfortable navigating the site, but sometimes it felt frustrating when search results weren't accurate."

"Reviews are helpful, but spam or non-constructive reviews affect my trust in them."

"I feel the recommendations are impressive, but I don't always make a purchase."

"I've used comparison features to decide between similar products based on performance and price."

"I don't feel the recommendation system invades my privacy because the suggestions aren't too personal."

Do

Feel



Say

Think

"I've bought electronics online, relying on website recommendations and reviews, and finds the interface easy to navigate."

"I usually rely on the

frequently buys electronics online, relying on website recommendations and reviews, and finds the interface easy to navigate.

"The recommended products are quite relevant to my needs."

"The interface was okay, user-friendly and pretty easy to use."

"I'm cautious about overly positive or mechanical reviews. Some reviews aren't trustworthy."

cautious about the authenticity of reviews and prefers detailed product information upfront, especially for making budget-conscious decisions.

more  
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in the  
r  
product

performance,  
and design."



actively uses filters and comparison tools, but only leaves reviews for exceptional products or when feedback is lacking.

"I often rely on the 'Recommended for You' section or browse suggested products via emails."

ve reviews  
product is  
al or if I feel  
ot enough  
ck from  
ers."

based on performance  
and price."

"I felt comfortable navigating the site, but sometimes the results weren't as helpful as I needed."

feels comfortable with recommendation systems as long as they respect her privacy and provide useful, relevant suggestions.

"I don't feel that the recommendation system invades my privacy because the suggestions aren't too personal."

the  
suggestions  
ative,  
always  
urchase."

Do

Feel

>>>>



Ngoc values **efficient and trustworthy recommendations**, but he is cautious about the authenticity of reviews. He wants **accurate product information** and **streamlined navigation** for quick decision-making.

Insight

He needs **clearer, more detailed product descriptions** upfront, **reliable review systems**, and relevant recommendations that **align with his budget and preferences**. Additionally, enhancing the **search accuracy and product diversity** would improve his shopping experience.

Need

Say

Think



Do

Feel

"I don't buy electronics online, I go to stores for advice and to check products."

"Keep recommendations in a corner, not pop-ups."

"Similar products are easier to understand than upgrades."

"I share product experiences with relatives, not online."

"Buying things online is risky; it's hard to trust websites completely."

"What if I click on a link, and it downloads a virus to my device?"

"If I can't see the product firsthand, how will I know if it's good?"

"Upgrades might be too complicated, so I'll need to ask my kids before buying."

Finds value in using price filters when others shop for him.

Avoids clicking on unknown links to prevent viruses or issues with his phone.

Prefers to receive product recommendations from store staff.

Worries about making the wrong purchase decision online.

Wants to ensure others make informed decisions by sharing personal recommendations offline.

Annoyed by ads that redirect to different pages and slow down the phone with unnecessary downloads.

Feels safer shopping at physical stores where products can be inspected.

Relies on family or friends for help with online shopping.

Say

Think



Do

Feel

"I don't buy electronics online, I go to stores for advice and to check products."

Prefers physical stores for better advice and product inspection.

"I share product experiences with relatives, not online."

"I share product experiences with relatives, not online."

"Buying things online is risky, it's hard to trust websites completely."

Online shopping feels risky due to lack of firsthand inspection.

"If I can't see the product firsthand, how will I know if it's good?"

"If I can't see the product firsthand, how will I know if it's good?"

"The process is too complicated, so I'll need to ask my kids before buying."

Relies on family for online purchases and uses price filters for deals.

Find using filters other than price.

Wants to ensure others make informed decisions by sharing personal recommendations offline.

Relies on family or friends for help with online shopping.

Worries about making the wrong purchase decision online.

Frustrated by disruptive ads and accidental downloads.

Wants to ensure others make informed decisions by sharing personal recommendations offline.

Feels safer shopping at physical stores where products can be inspected.

Shares product-using experiences with relatives.

Avoids clicking

>>>>



Older adults prefer **physical shopping experiences**, his **distrust** in online platforms stems from concerns about **misleading ads**, **potential scams**, and **disruptive browsing experiences**.

Insight

He needs **ad-free, simple, and secure online platforms** that provide clear **product reliability** of a website, he would be more willing to try online shopping on his own.

Need

03

## Questionnaire responses

Survey form for Electronic Store Website (Đơn thu thập ý kiến về Website bán hàng điện tử)

25 Responses

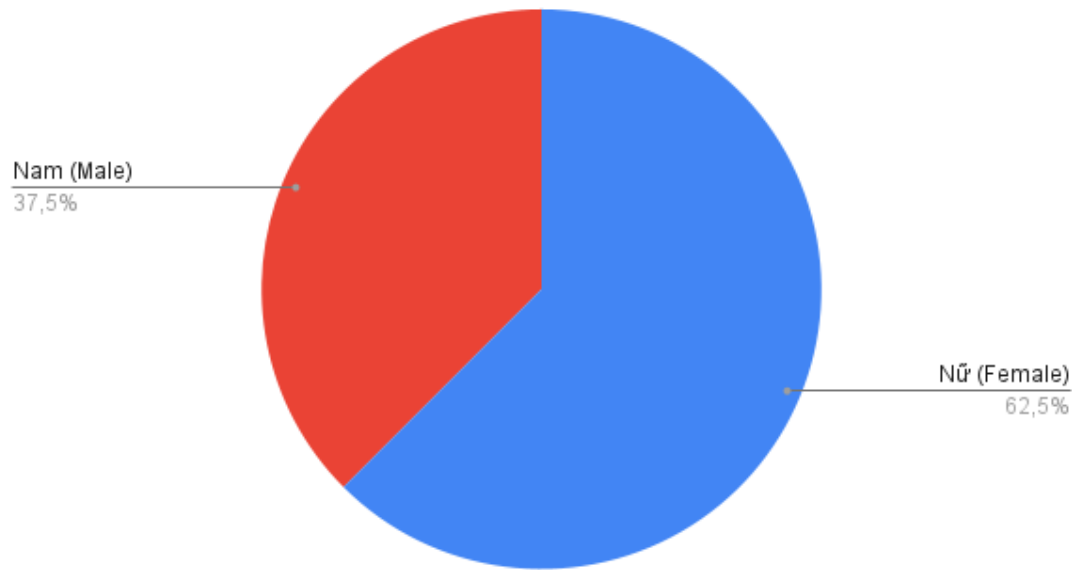
05:25 Average time to complete

Active Status

03

## What is your gender?

Tổng số của Giới tính của bạn? (What is your gender?)



# 03

## Where do you live?

Tổng số của Bạn sống ở đâu? (Where do you live?)

Thành phố ở vùng sâu

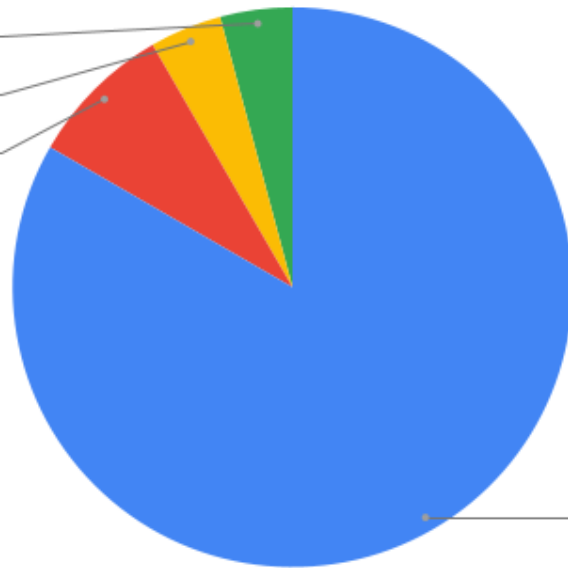
4,2%

Vùng sâu (Rural area)

4,2%

Ngoại thành (Suburbs)

8,3%



Thành phố (City)

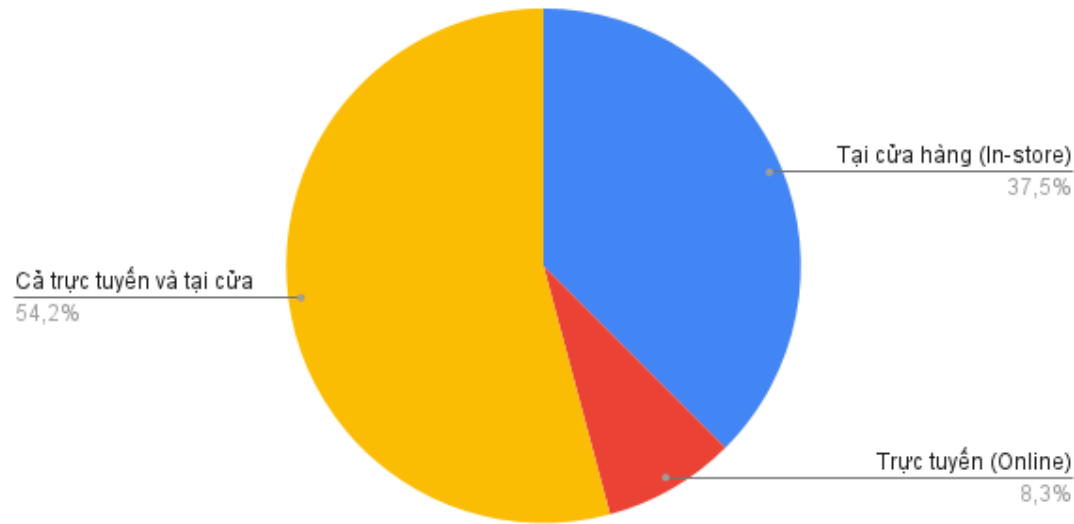
83,3%



# 03

## Where do you buy it?

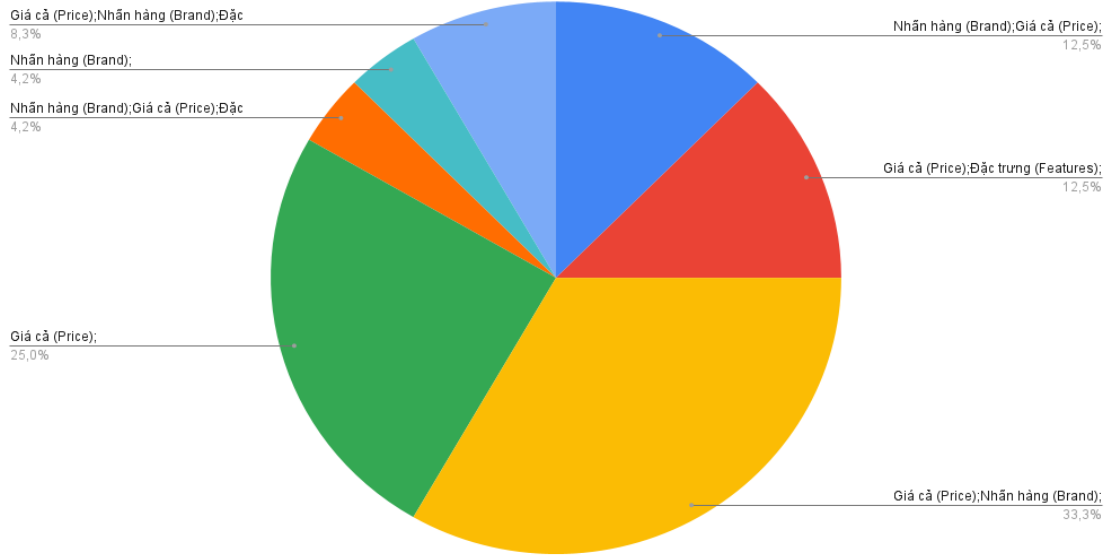
Tổng số của Bạn thường mua đồ điện tử như thế nào? (How do you usually purchase electronic products?)



# 03

## Chart showing web filtering usage trends

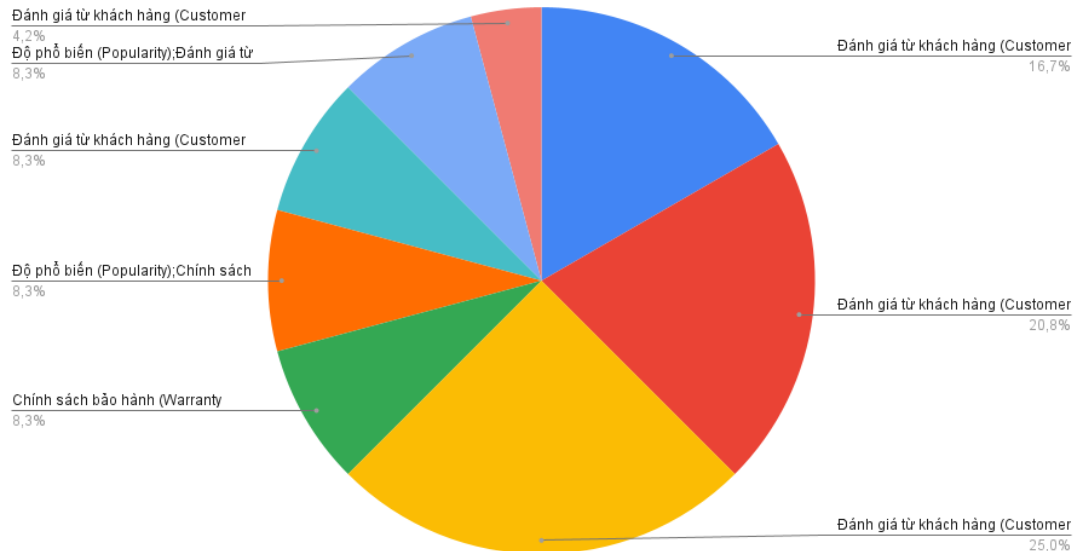
Tổng số của Bạn có thường hay sử dụng lựa chọn sàng lọc sản phẩm khi mua hàng trực tuyến không? Đó là gì? (Do you use product filtering options (by price, brand, features, etc.) when shopping? If yes, what fi...



# 03

## Chart about the truth of buying things

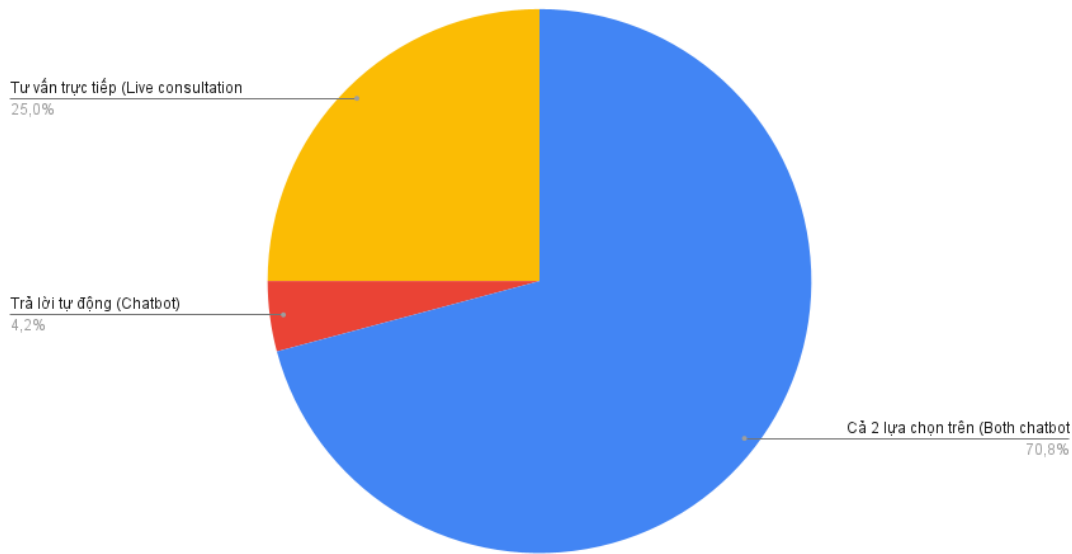
Tổng số của Điều gì khiến bạn sẽ tin tưởng và mua hàng từ 1 website trực tuyến? (What would make you trust and buy from a new online store?)



# 03

## Chart about recommendation function

Tổng số của Bạn có muốn website được tích hợp trả lời tự động hoặc tư vấn trực tiếp không?  
(Would you like the website to integrate a chatbot or live consultation service?)



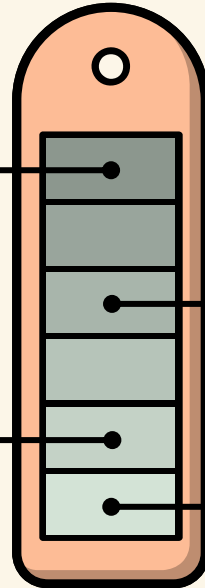
# Needs assessment

## Friendly interface

Users prefer simple design with as less pop up ads as possible

## Reliability

Users often need insurance about product's quality



## Filter and recommendations

Users want general and personal recommendations without specific filter on technical information

## Reviews

Users find spam reviews for sale are annoying, they want detail and authentic experience from other buyers



# Thanks!

Does anyone have any questions?

