

LOCALHOST404



Shopee Product & Design Challenge 2022 Proposal

Team Name

localhost 404

Team Members

Shoon Zhen Yong

Khor Chin Yi

Lee Chia Zhe

Lim Jia Wei

Appendix

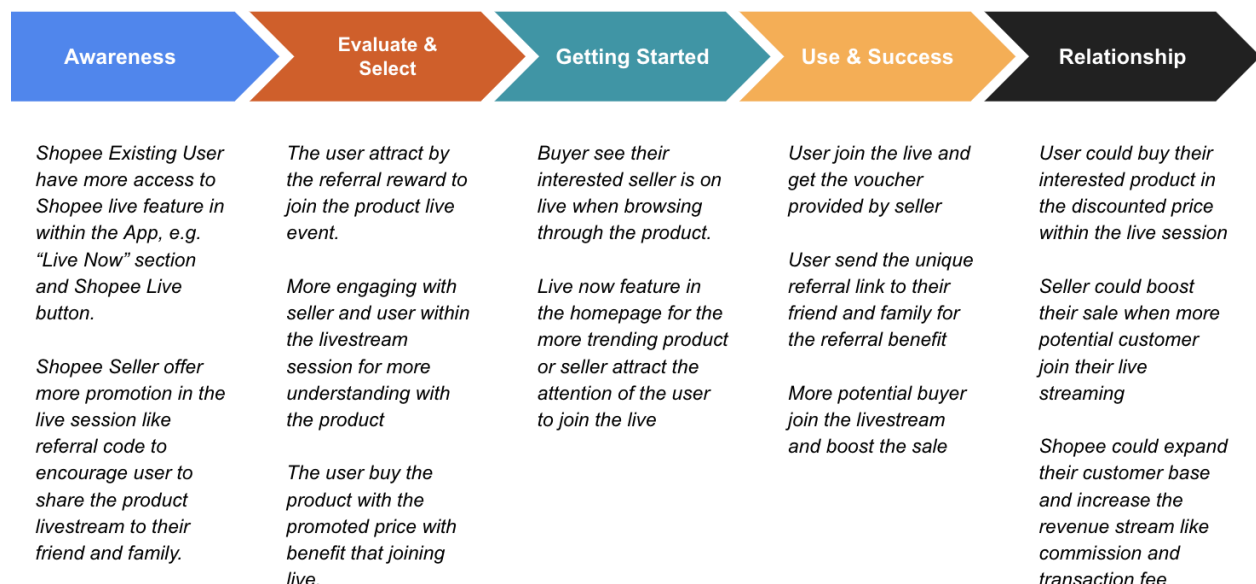
Nowadays, our shoppers are looking for more than just a transactional shopping experience – they are demanding more entertainment and engagement, which is driving the global trend of live shopping that aims to bring brands closer to buyers. Shopee launched Shopee LIVE in 2019 to cater to the growing demand for entertaining video content on the go. Shopee LIVE has been well-received since launch, with sellers and brands in Singapore that have participated in Shopee LIVE attesting to the appeal of real-time engagement and interaction with users. Between 2019 and 2020, live streaming watch hours saw a 99% growth, from 1.9 billion to 3.4 billion hours. Users can directly ask and engage with sellers in real-time through live selling in Shopee and even complete their purchases without leaving the stream. Even if it's only available for mobile viewers, participating sellers have already seen an increase in sales up to 75% with it. Facebook reports that people spend more than triple the time watching live videos versus non-live videos. People also interact more with live videos, commenting more than 10 times as often on live videos versus regular ones

Problem Definition

The current Shopee LIVE is not popular in the live streaming industry compared to other platforms such as Taobao, Facebook, Twitch, and Instagram due to several reasons. The core reason is fewer live streamers utilize the Shopee LIVE feature to promote and sell their products. This is due to fewer viewers in the live stream which demotivates them from utilizing the Shopee LIVE feature. This can be improved by increasing accessibility to the Shopee LIVE

Secondly, the Instagram-like icon doesn't serve its purpose and it does not increase the user experience. The categorization of live stream videos is not that user-centric and can have better categorization. Lastly, less incentive for the user to attract more viewers to the live stream. This can be solved by providing referral rewards to the referrer and the referee as well.

User Research/Journey



Product Specifications

1) More accessibility to Shopee Live

The Shopee LIVE feature is available at the homepage and available beside the product to increase the click-through rate (CTR) into the Shopee LIVE. The Shopee LIVE at the homepage attracts users who just landed on the homepage to quickly get interested in the products that are currently live now. The Shopee LIVE icon that is available beside the product image provides an option for the users to click into the product's live stream and have a direct conversation with the seller to know more about the product.

2) Better Categorization of Shopee Live Stream

Our live stream is mainly categorized into trending, recommended, follow, and Coming Soon. The trending category is based on the number of viewers and the number of loves given in the live stream. The recommendations are based on the user's previous purchases and browsed categories history. The follow category is based on the followed stores. The coming soon category is to highlight users on the upcoming live stream and set a reminder for the live stream. The Shopee LIVE can also be categorized based on the product category.

3) Referral Rewards for inviting other users to the live stream

The user can share a unique live stream URL or post on popular social media such as Facebook, Whatsapp, Instagram, etc to invite other Shopee App users to the live stream. The user will need to stay in the live stream for a period of time to be eligible/entitled to a reward for both referrer and referee to retain more viewers in the live stream.

Business Case/Model

KEY PARTNERS Shopee Seller Software Developer Team Marketing Team Product Designer	KEY ACTIVITIES Software Development and Maintenance Marketing and Promotion within shopee live Seller use Shopee Live Feature for daily sale KEY RESOURCES Shopee Customer Base Shopee Brand Name Shopee Company Existing Resources	VALUE PROPOSITION Improve the engagement with existing and new customers for online shopping Huge potential to boost the sale by giving out the referral code within shopee live	CUSTOMER RELATIONSHIPS Shopee Live Stream between Shopee Seller and Buyer CHANNELS Shopee Apps	CUSTOMER SEGMENTS Shopee User Shopee Seller
COST STRUCTURE Software Development and Maintenance Human Resources Marketing Referral Reward		REVENUE STREAMS New Customer and Seller Transaction Fee		

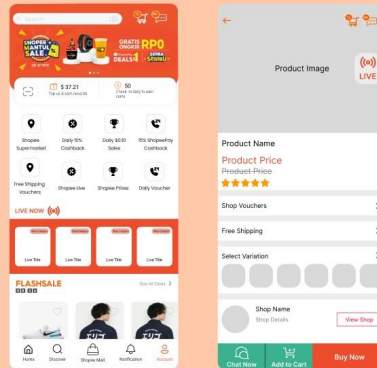
Pros and Cons of the Product

Pros	Cons
User able to know more about the products and purchase items at a lower price	More cost incurred by Shopee or Shopee seller for giving out more referral benefits.
Seller will be able to increase their sales volume and product conversion rate	
Shopee able to attract more sellers to use the ShopeeLIVE and increase the user retention rate in using the Shopee app	

Design Mockups

1

More accessibility
to Shopee LIVE



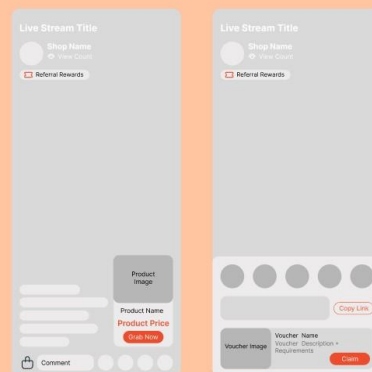
2

Better categorization of
Shopee Live Stream



3

Referral Rewards for
inviting other users to
the Live Stream



Link to interactive prototype

Figma

<https://www.figma.com/file/dSnuj2kS4EB0dfzkQKRp99/Shopee-Product-%26-Design-Challenge-2022-%5Blocalhost404%5D?node-id=0%3A1>