

RESEARCH KEY FINDINGS FROM USER INTERVIEWS AND AFFINITY MAPPING



Interviewees value reliability when shopping online



Interviewees use reviews to gauge reliability

Interviewees appreciate clarity

in UI, and have stopped using certain shopping apps because of poor UI

PROBLEM

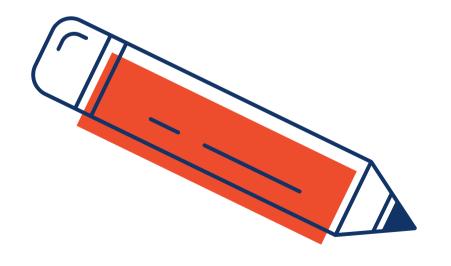
Users of Shopee need clear, accurate, and reliable product reviews so that they can easily and confidently make informed decisions on which products to buy and where to buy them from.

SOLUTION

We believe that enhancing the processes of using and creating product reviews, and nurturing a reviewer community, would increase the quality and accuracy of reviews, thereby equipping users with relevant and useful knowledge on the products and sellers and enabling them to shop with assurance.



BUSINESS CASE



EXECUTIVE SUMMARY

We propose to (i) enhance the processes of using and creating product reviews and (ii) nurture a reviewer community, in order to build user trust and increase sales.

BACKGROUND

- Global studies show main barrier to growth for digital economy is lack of trust
- Proposal dovetails with Shopee's current strategic moves, Shopee's purpose of 'connecting buyers and sellers within one community'

ALTERNATIVES

- Increasing perceived reputability of sellers (i.e. increasing user-seller trust) has low feasibility
- Increasing brand recognition of Shopee itself (i.e. increasing userbrand trust) has low benefit despite high cost

RECOMMENDATION

Using social proof (i.e. increasing user-user trust) is the solution that is feasible, safe and provides a high return on investment.

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PROPOSED FEATURES HOW MIGHT WE...IMPROVE THE QUALITY AND ACCURACY OF REVIEWS? TATE THE PROCESS OF GOING THROU /|F|//S?ENCOURAGE USERS TO CONTRIBUTE $F \subseteq H() P F F$ COMMUNITY OF REVIEWERS?

• Navigation banner

IL Circles 🛜

Product Ratings

Shopeer Gallery

★★★★ 4.9/5 (545 Ratings)

Shopeers frequently mentioned.

monitorgeek85 RTop Tech Reviewer

Strong hydraulic! 10/10 recommend!

34 Shopeers found this review helpful!

Not suited for Ikea desks :(

Most Helpful Reviews

 $\star \star \star \star \star$ Variation: F80 Single Arm

Logistics: J&T Express

minimum.

(1) techy123 RTop Tech Reviewer

Variation: F160 Dual Arm

Logistics: J&T Express

1:10 PM

Range of motion (45) Easy to install (30) Ergonomic (22)

Product well received and guickly due to local shipping.

Strongly advised! Works as seen online, hydraulic is really

stong when you tighten it, if you have smaller screen (23

There are some problems with the design. First is a minor

one: a metal bracket of its mounting clamp - although its

placement is adjustable - in its middle setting is 2mm too

tight for a standard Ikea desk, while in its lowest position the screw is not able to reach the desk. The consequence is that

inch) really do consider lowering hydraulic tension to

Vesa Monitor Mo...

L @ 95%

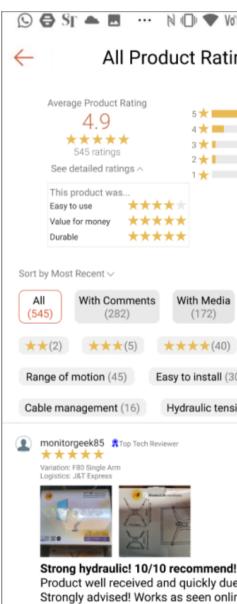
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See All >

12/12/2020

12/12/2020

- Pertinent information in reviews: exact item reviewed, shipping logistics, reviewer awards
- Option to like review: placed at end of review, microcopy to explain what 'liking' means
- <u>Headlines for reviews</u>: allows gist of the review with option to read on
- Feature Most Helpful Reviews: immediately see most useful reviews



Product well received and quickly due to local shipping. Strongly advised! Works as seen online, hydraulic is really stong when you tighten it, if you have smaller screen (23 inch) really do consider lowering hydraulic tension to minimum.

♥ 34 Shopeers found this review helpful!

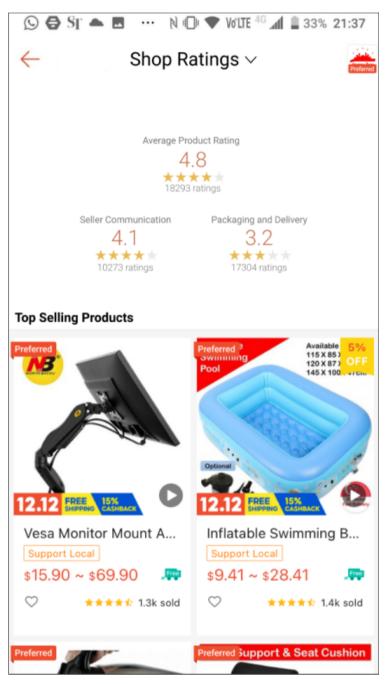


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	. <u>All ≡ 33% 21.37</u>
oduct Ratings 🗸 🛛 🔭 🌂	
	1
5 ★	450 (82%)
4 ★ 💻	40 (7%)
3 ★ 🛯	5 (1%)
2 🛨 📘	2 (1%)
1 🛨	0 (0%)
*** ***	

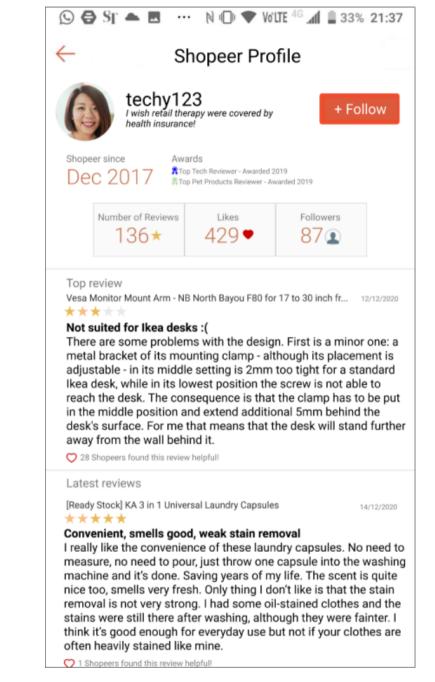
~ ~ ~	
s With Media	Top Shopeer Reviewers
(172)	(18)
★★★★ (40)	★★★★ (450)
Easy to install (30)	Ergonomic (22)
Hydraulic tension (10)	
Reviewer	12/12/2020

- <u>Detailed ratings</u>: for different aspects of product
- Presentation of rating data: bar chart and percentages of star rating
- Filtering of reviews by keywords: overview of common concerns
- <u>Sorting of reviews</u>: by date and rating

PROPOSED FEATURES



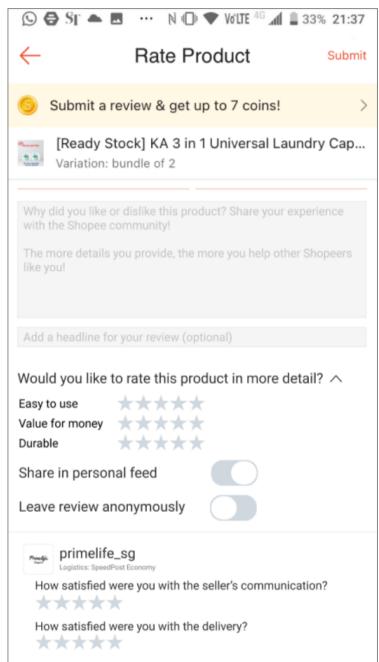
 <u>Shop ratings page</u>: distinct ratings for shop and product, more accurate picture of user feedback on shops



- <u>Personalised reviewer profiles</u>: sense of ownership, identity
- <u>Awards; review, like and follower</u> <u>counts</u>: incentive for good reviews, gamifies process

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- <u>Prompts when leaving review</u>: convivial tone, encourage accurate and substantial response
- <u>Updates to reviews</u>: encourages additional details, accuracy