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
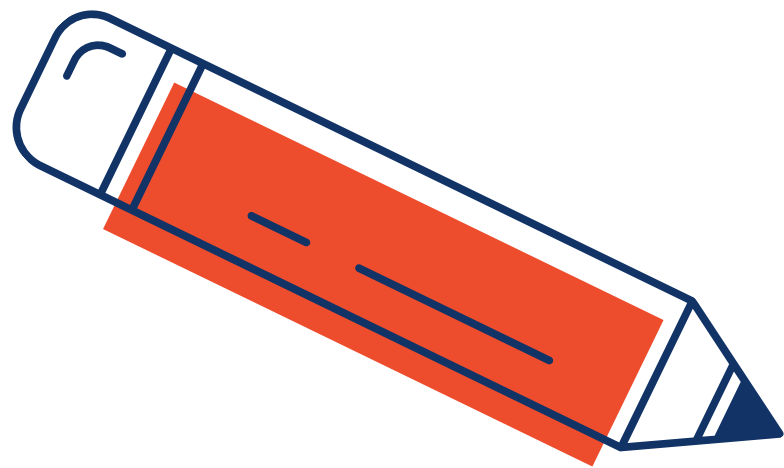
PROBLEM

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 user-brand trust) has low benefit despite high cost
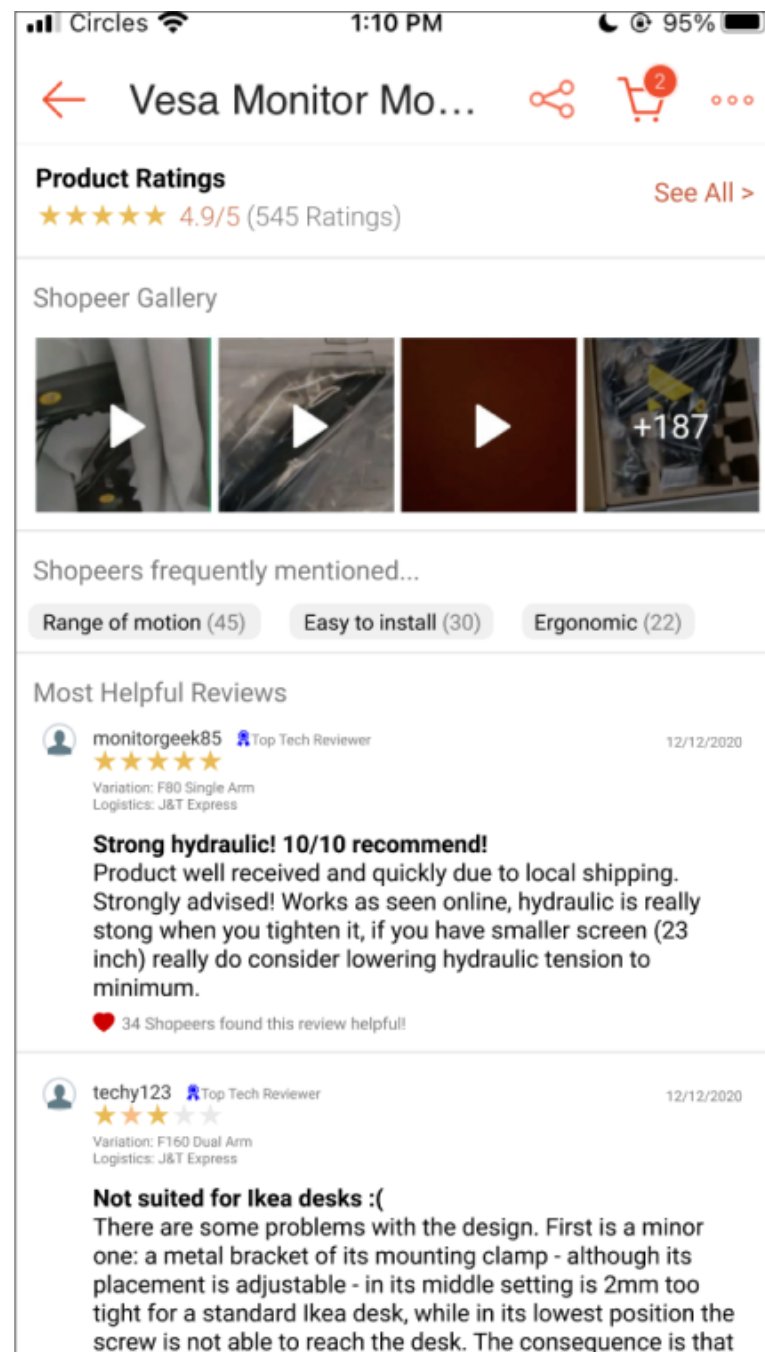
RECOMMENDATION

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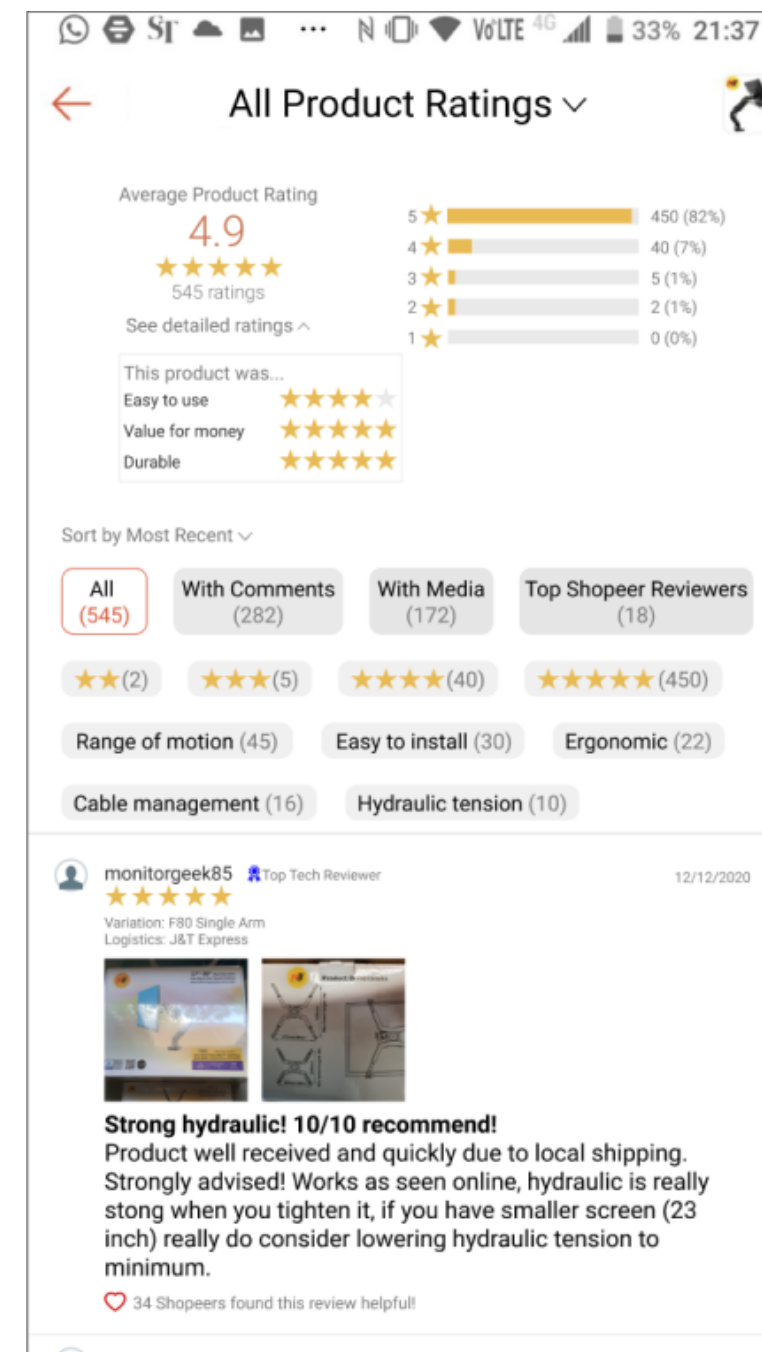
PROPOSED FEATURES

HOW MIGHT WE…IMPROVE THE QUALITY AND ACCURACY OF REVIEWS? FACILITATE THE PROCESS OF GOING THROUGH REVIEWS? ENCOURAGE USERS TO CONTRIBUTE TO THE SHOPEE COMMUNITY OF REVIEWERS?
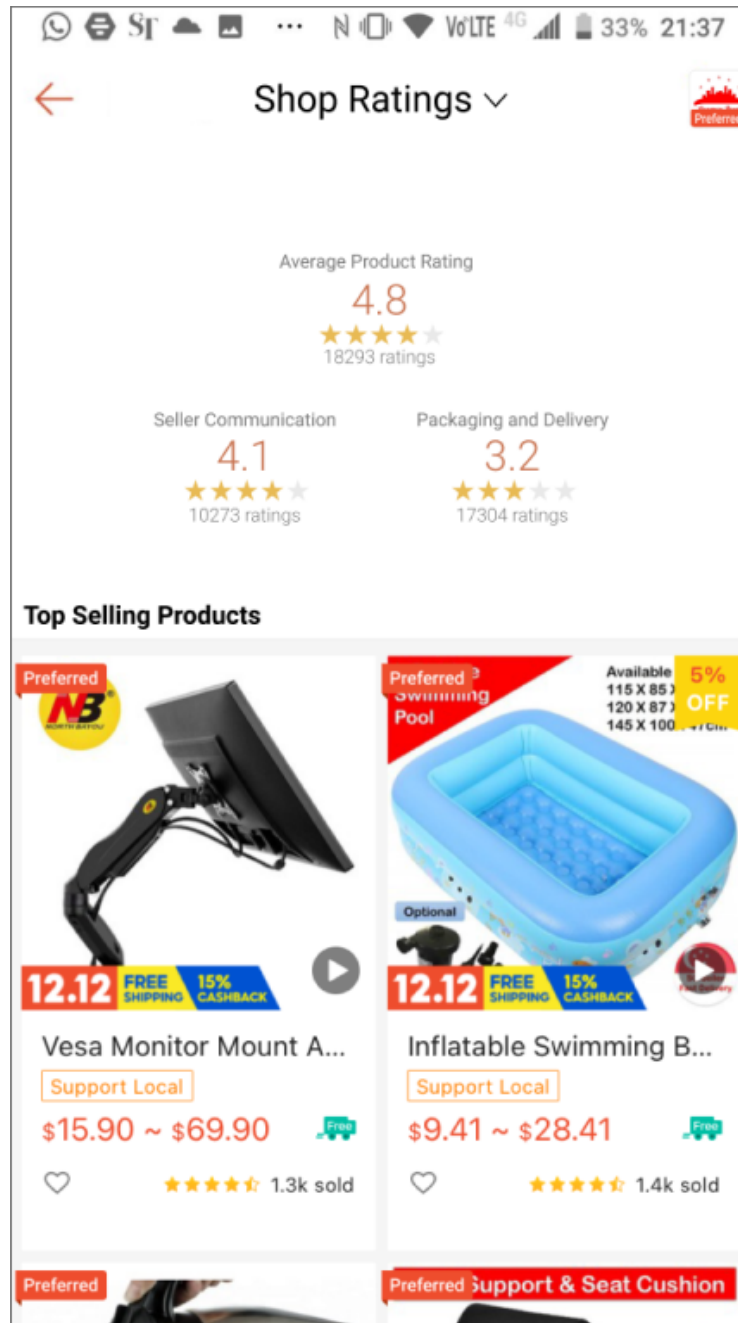
- Navigation banner
- Pertinent information in reviews: exact item reviewed, shipping logistics, reviewer awards
- Option to like review: placed at end of review, microcopy to explain what 'liking' means
- Headlines for reviews: allows gist of the review with option to read on
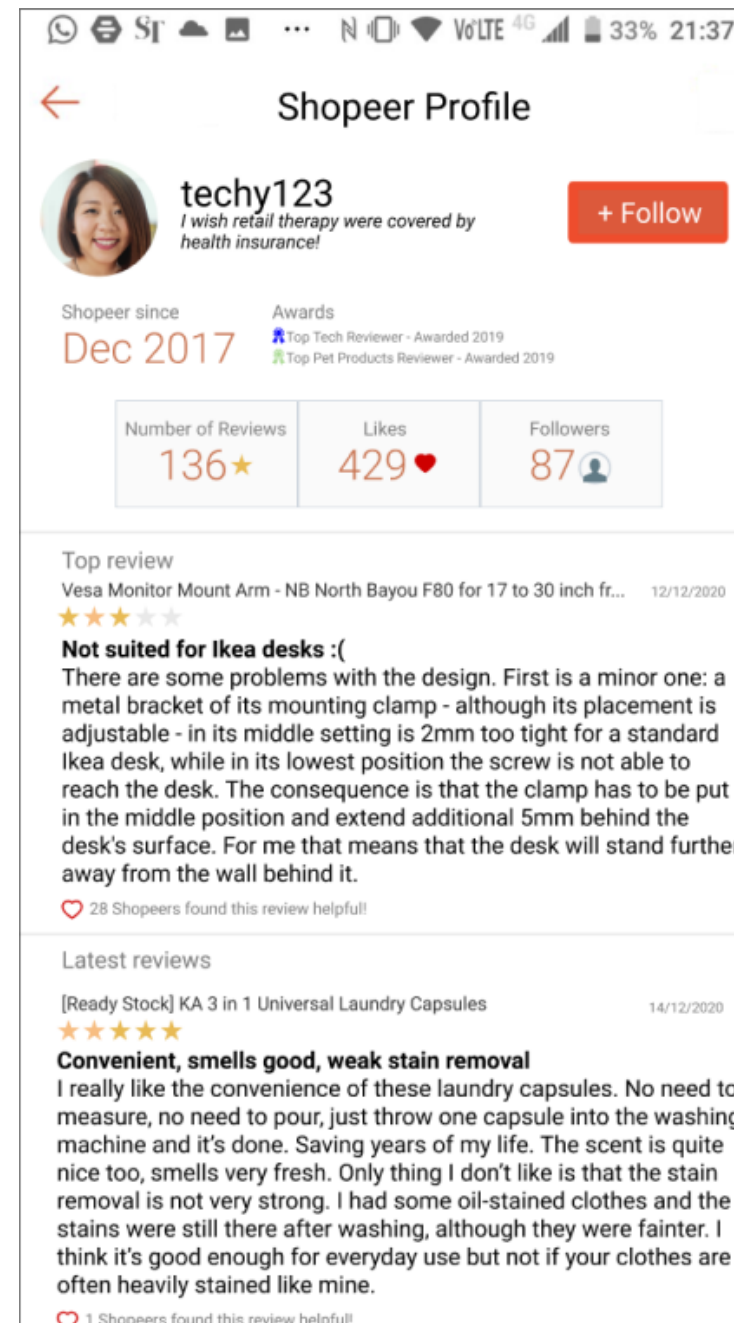- Feature Most Helpful Reviews: immediately see most useful reviews

- Detailed ratings: 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
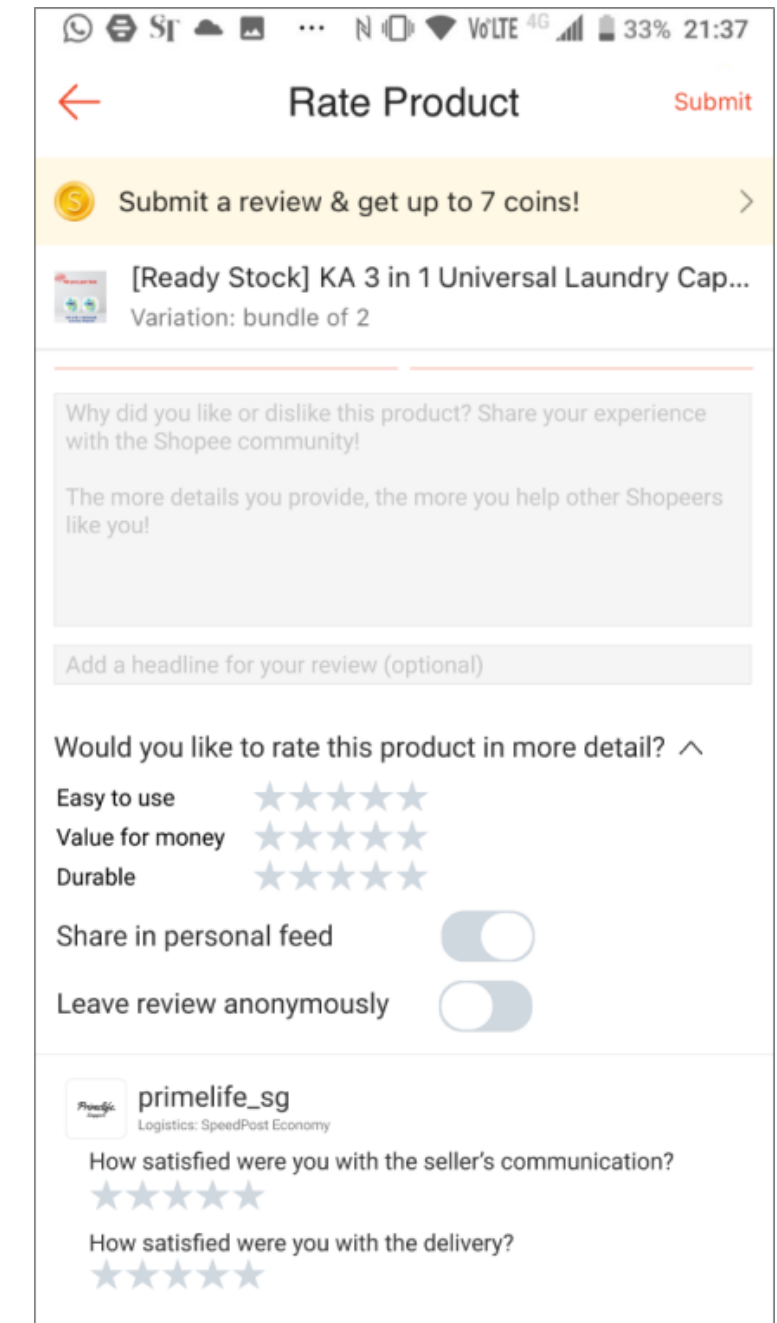- Sorting of reviews: by date and rating

PROPOSED FEATURES

- Shop ratings page: distinct ratings for shop and product, more accurate picture of user feedback on shops

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

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