The 'Shopeers' of Shopee:
Enhancing the processes of using and creating product reviews, nurturing a reviewer community

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The prototype can be accessed with the above QR code or here.

Discover

USER INTERVIEWS
In order to better understand potential customers of Shopee, we interviewed people who shop online, to better understand their behaviours, motivations, needs and goals. The following questions formed the basic outline of the interview, and were posed to interviewees.

Online shopping behavior
- How often do you shop online?
- Who do you usually shop for?
- Where do you usually make online purchases? (e.g. home, while commuting, at the workplace, etc.)
- Are there certain times/days of the week/days of the year when you shop online more often?
- What are some items you often purchase online?
- Do you usually have something specific in mind when you shop online or do you browse for options?
- How often do you recommend products online to others?
- Why do you choose to shop online instead of at the physical shops?
- What (else) do you like about the online shopping experience?
- What do you dislike about the online shopping experience?
- What are the most important factors you consider when purchasing items online?
- What online shops/apps do you frequent? Why?
- What online shops/apps have you tried and stopped using? Why?
- Do you compare products across different stores/apps? What are the usual reasons you would choose to buy from one store/app over another?

Past online shopping experience
- Tell me about the last time you bought something online. Could you walk me through the steps you took and your thought process?
- What did you enjoy about your last experience?
- Did anything about the experience frustrate you?
- What about the last time you bought something off Shopee? Could you tell me more about it?
- What did you enjoy about your last experience?
- Did anything about the experience frustrate you?

Product specific
- What feature(s) in online shops/apps do you use the most?
- Why do you like/use that feature?
- Do you find it easy to use shopping apps? What feature(s) do you find difficult to use?

AFFINITY MAPPING
Upon conclusion of the interviews, salient information was extracted to post-it notes and clustered into various topics. We then created 'I statements' to represent trends we noticed.

Fig 1: Affinity Map

One salient topic stood out: almost all interviewees spoke about valuing reliability when online shopping and using reviews to gauge reliability. Interviewees also often mentioned how they appreciated clarity in user interfaces and had stopped using certain shopping apps because of their poor user interfaces. The insights gathered from the user interviews and affinity map then informed our chosen area of focus and recommendation in this proposal.

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.

The two prongs of this proposal work in tandem. This community, branded as 'Shopeers', is as the name suggests a peer network of shoppers who share and benefit from each others' reviews. This organic system is supported by an improved app experience, which encourages users to create high-quality and accurate reviews and enables other users to effectively find and use these reviews.

BACKGROUND

Various global studies suggest that the main barrier to growth for the digital economy is lack of trust. 49% of respondents said that lack of trust is the main issue keeping them from shopping

online, in a study by Centre for International Governance Innovation. 74% said they were troubled by internet companies, in another report conducted during the United Nations Conference on Trade and Development E-Commerce Week. (Forrest, 2017)

These are the numbers that Shopee has to reassure, engage, and win over, and we believe that product reviews and reviewers are the best point of entry to this endeavour.

This proposal also dovetails with Shopee's current strategic moves towards livestreaming and shoppertainment, Shopee's purpose of 'connecting buyers and sellers within one community', and Shopee's marketing philosophy of having 'a strong user-centric and localised approach to all that we do'. (Goh, 2020) We, too, want users to see Shopee as not just an app, but a trusted community made up of real people from real places around them, which they can actively participate in and contribute to. We believe that this user trust established in the short term will develop into brand loyalty in the long term, and will be the key to growth.

ALTERNATIVES
We researched the various established methods to build trust in potential consumers, contextualised them to online shopping mobile apps, and categorised them into three broad categories for our analysis. (Pandey, 2020)

	1. Increasing perceived reputability of sellers e.g. through providing contact information and physical addresses, allowing free returns	2. Increasing brand recognition of platform e.g. through advertising	3. Using social proof e.g. through product reviews and user-to-user testimonials
Feasibility	Low	High	Medium
Risks	Medium	Low	Low
Cost	Low	High	Low
Benefit	Low	Low	High

We found that the first two categories are not ideal solutions for Shopee's context. The most salient reason for each is highlighted above.

Increasing the perceived reputability of sellers (i.e. increasing user-seller trust), has a low feasibility, especially with Shopee's large number of international sellers, as users will not be able to easily verify the authenticity of this information, and are unlikely to feel assured enough to make a purchase, especially since there are usually no free international returns.

Increasing brand recognition of Shopee itself (i.e. increasing user-brand trust) has a low benefit despite the high cost, especially in the context of an online shopping mobile app with a large number of independent sellers. User trust in the shopping platform will extend to official shops, e.g. those under Shopee Mall. It might not translate fully to trust in non-official sellers that make up the majority of sellers, nor trust in the products themselves.

Using social proof (i.e. increasing user-user trust) in the form of product reviews and testimonials is the solution that we believe best solves the problem, as detailed below.

RECOMMENDATION

We believe that using social proof is the solution that is feasible, safe and provides a high return on investment.

The feasibility of this solution is straightforward as a theoretical plan, but there are still unknowns surrounding implementation. This solution relies on user participation in creating and engaging with the reviews, and the process of developing a community holistically also involves many human factors.

The risk of this solution is low, as the individual reviewers would take ownership over the reliability of their reviews and are not officially endorsed by Shopee.

The cost of maintaining this solution is comparatively low. After the initial set up, the system would be a largely self-running one in which users generate the content themselves, encouraging other users to do so as well.

The benefit of this solution is high and clearly suggested by statistical studies, which show that when it comes to hearing peer reviews about a product/service as opposed to a company's description about the same product and service, consumers are 12 times more likely to buy the product. (Charlton, 2012)

Empathise
CREATING PERSONAS

Thorough Theresa

Age 29
Occupation Executive
Status Single

Goals
Theresa wants to feel well-informed when shopping online so she can make purchasing decisions confidently.

Needs
✔ To have all the information she needs to make the best purchase
✔ To be assured that she will be receiving a good quality product from her purchase
✔ To be confident in her choice of store she is purchasing from

Theresa loves online shopping! With the vast variety of options presented to her, she can't seem to get enough of shopping for the things that are on her ever growing wishlist. However, Theresa is also a savvy shopper. She wants to make sure that she is getting what she pays for, and she does so by trawling the different shops and scouring the reviews to ensure that all is well.

Frustrations
✗ Inauthentic reviews and reviews that lack information
✗ Ambiguous reviews where it is unclear what exactly is being reviewed
✗ Overwhelming number of reviews to sieve through before finding something useful
✗ Not knowing whether purchased item is of good quality

"I make use of the reviews a lot. They kinda make me feel better about the online purchase. Same for the shop's rating"

Fig 2: Persona

Thorough Theresa represents a current user of the Shopee mobile app, who prizes quality and reliability when online shopping, and relies on reviews to ensure that. This persona, along with her goals, needs, frustrations, formed the basis of many design decisions we made.
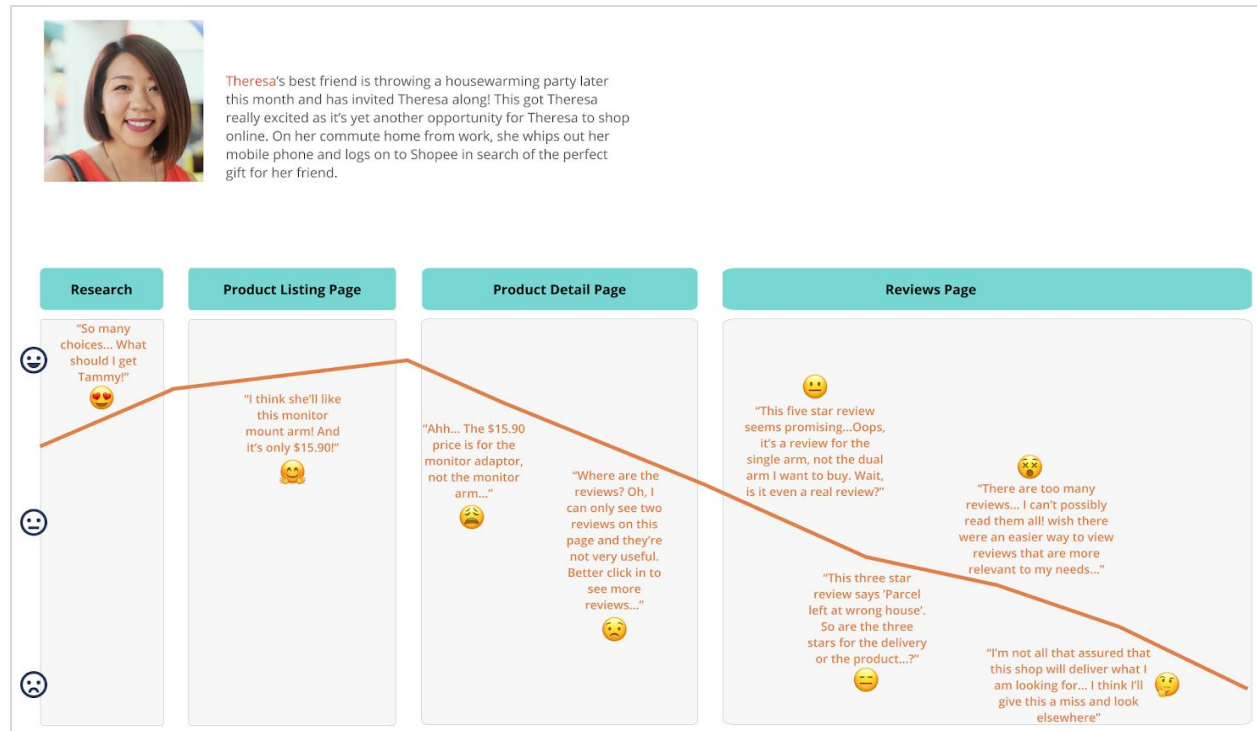
CUSTOMER JOURNEY MAP

Fig 3: Customer Journey Map

By creating a customer journey map of Thorough Theresa's end-to-end journey when purchasing a product on the Shopee mobile app, we were better able to empathise with her, and identify the pain points she experienced, which had cumulated in her decision to purchase the product elsewhere.

Define
PROBLEM STATEMENT
With our persona and insights from user research in mind, the problem statement that best sums up the issue is as follows:

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.

'HOW MIGHT WE' STATEMENTS
How might we...
1. improve the quality and accuracy of reviews, so users can safely rely on them to make an informed purchase?
2. facilitate the process of going through reviews, so users can easily find reviews that are more useful to them?
3. encourage users to contribute to the Shopee community of reviewers, so others can benefit from their experience of the products they have bought?
4. empower users to make well-informed and confident decisions when online shopping?

5. reduce the anxiety that users may face regarding the quality of the items that they plan to purchase?
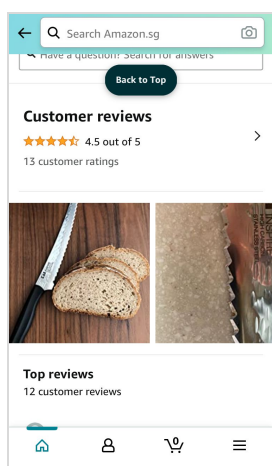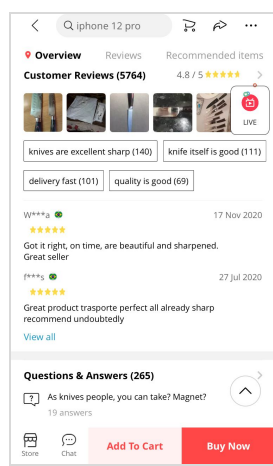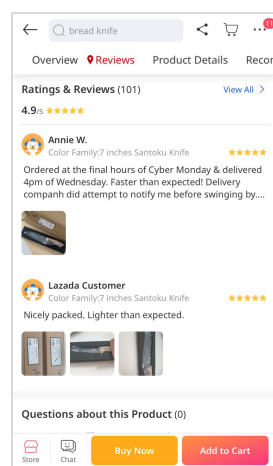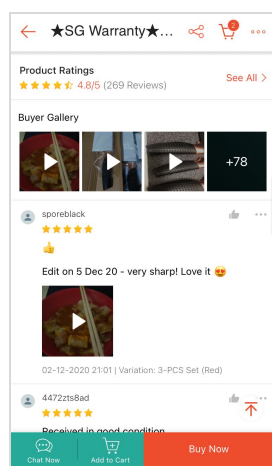
DEFINE - SOLUTION STATEMENT

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.

Benchmarking

COMPETITIVE ANALYSIS

In order to glean insights into how to improve Shopee's user experience and design the app to better suit our persona's needs, we conducted a competitive analysis of other online shopping apps to find out what they were doing better and where Shopee was lacking, specifically with regards to product reviews. These findings were then analysed and applied to the new design where appropriate. The three competitors chosen for competitive analysis were Amazon, Aliexpress and Lazada. These three online shopping apps were chosen for analysis as they were commonly mentioned by our survey respondents.
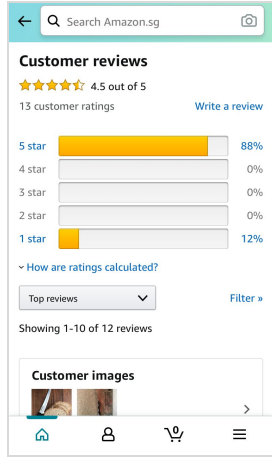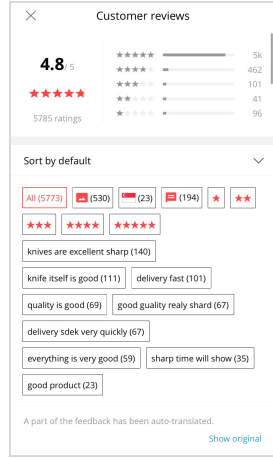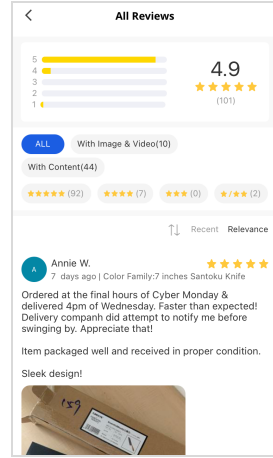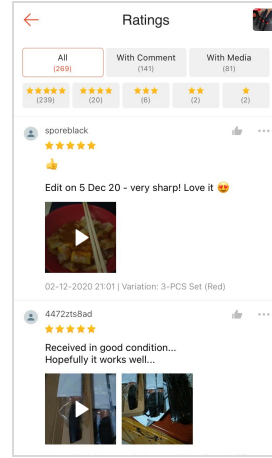
We conducted the analysis using a Pluses and Deltas framework, to answer the questions 'What worked well?' and 'What would you change?' Although each shopping app had its strengths and weaknesses, in the following feature and task comparisons we focused on the competitors' pluses and Shopee's deltas, so as to hone in on Shopee's areas for improvement.

Feature Comparison: Product detail page

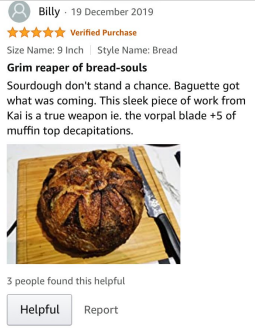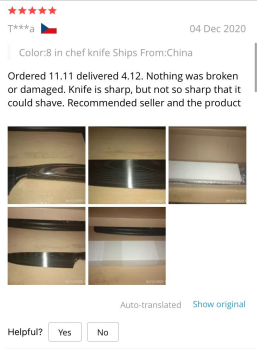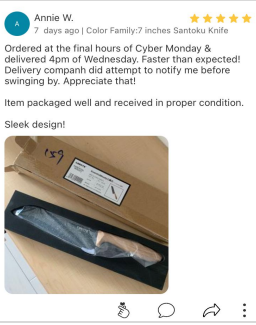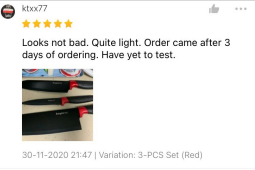| Amazon	Aliexpress	Lazada	Shopee
(+) Distinguishes between two types of content: 'reviews', which contain written text, and 'ratings' which contain 1-5 star ratings (+) 'Top reviews'	(+) 'Reviews tab' on navigation banner (+) Frequently used phrases in reviews and number of times used are extracted and can be used as filters	(+) 'Reviews tab' on navigation banner (+) Exact item being reviewed is stated right at the top of the review	(Δ) At first glance, unclear how many reviews contain written content (Δ) No navigation banner (Δ) Exact item being

automatically featured			reviewed is at the bottom of the review

Feature Comparison: Reviews page
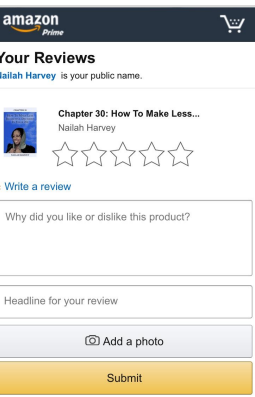
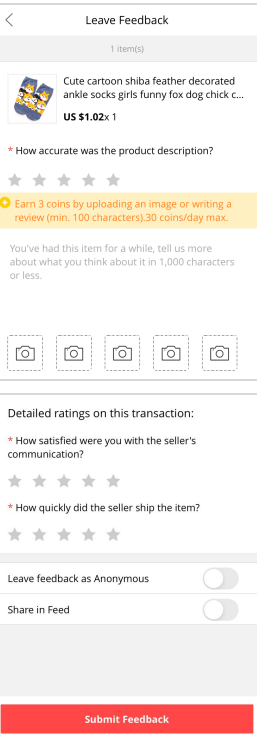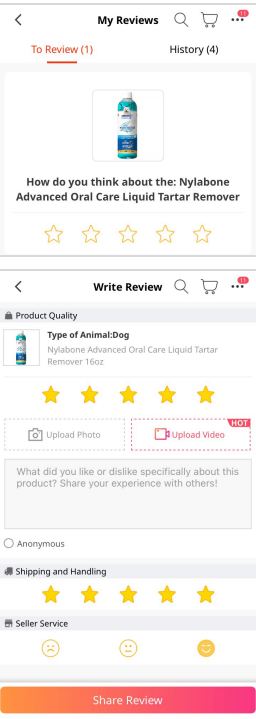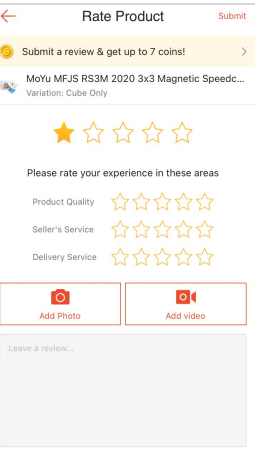| Amazon	Aliexpress	Lazada	Shopee
(+) Bar chart and percentages provided (+) 'How are ratings calculated' provides additional information to interested users	(+) Bar chart provided (+) Option to sort reviews by date	(+) Bar chart provided (+) Option to sort reviews by date and relevance	(Δ) No graphic visualisation of ratings (Δ) Average rating not displayed. (Δ) All reviews displayed at once in unknown order (Δ) No option to sort reviews (Δ) No option to filter through content of reviews, e.g. to only view reviews containing specific keywords
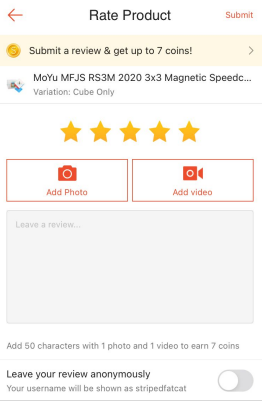
Feature Comparison: Individual review

Amazon	Aliexpress	Lazada	Shopee

			  (Δ) Option to rate/like review is a small icon at the top right corner
(+) 'Verified Purchase' labels suggest genuine reviews (+) Prompt to rate if review was helpful and '[number] people found this helpful' are under every review	(+) Prompt to rate if review was helpful with 'yes' and 'no' options is under every review	(+) Option to rate/like review is under every review	

Task Comparison: Making a review
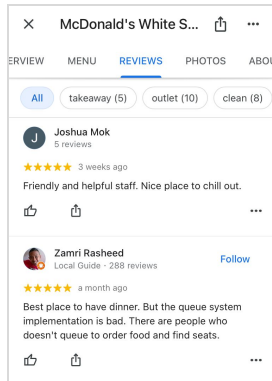
Amazon	Aliexpress	Lazada	Shopee
 Mobile app Browser (+) Browser version	 (+) Prompts user to give separate ratings	 (+) Prompts user to give separate ratings for different aspects	 If user gives a 1-2 star rating

8

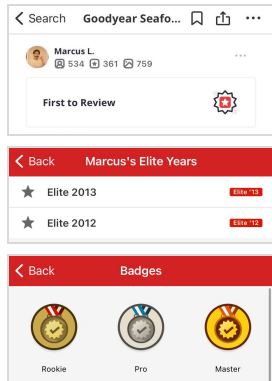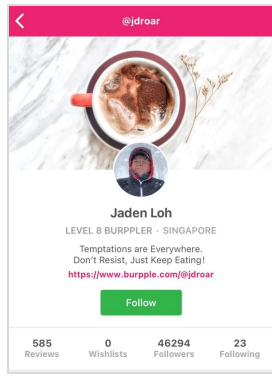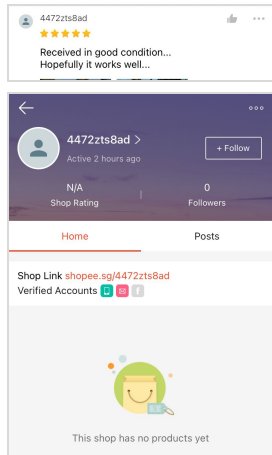|			
prompts user to give separate ratings for different aspects of the product, e.g. 'easy to use', 'value for money', 'durability', in addition to an overall rating (+) Question 'Why did you like or dislike this product?' (+) Reviewers are prompted to provide a headline for their review	for different aspects of the purchase, e.g. accuracy of product description, seller's communication, how quickly the item was shipped (+) Direct appeal to the user 'You've had this item for a while. Tell us more about what you think about it.'	of the purchase, e.g. product quality, shipping and handling, seller service (+) Question 'What did you like or dislike *specifically* about this product?' (emphasis ours) (+) Direct appeal to the user 'Share your experience with others!'	 If user gives a 3-5 star rating (Δ) If users choose a 3-5 star rating, they give one rating for the entire purchase (Δ) Open-ended imperative 'Leave a review', with stated very low minimum character limit of 50

COMPARATIVE ANALYSIS

We also conducted a comparative analysis of various non-shopping apps that featured reviews, in order to find learning points that could be applied to Shopee's context. The features highlighted below were found to be common among various apps we surveyed, and we chose three apps that best illustrated them for the following feature comparison.

Feature Comparison: Reviewer profiles

Google Maps	Yelp	Burpple	Shopee
(+) Number of reviews each reviewer has written	(+) A variety of awards and achievements are	(+) Reviewers' profiles are in the style of social media accounts,	(Δ) Only the

is prominently displayed under their name, together with any significant labels, e.g. 'Local Guide'	given to reviewers and reviews and extensively displayed on their profile pages	personalised and curated, with cover pictures, quotes and followers	reviewers' usernames (and profile pictures if any) are displayed with the review
			(Δ) No incentives for leaving reviews except a small discount
			(Δ) Reviewers' profiles are by default shop pages, so if the reviewer is not a shop, no information is displayed

Ideate
USER FLOWS
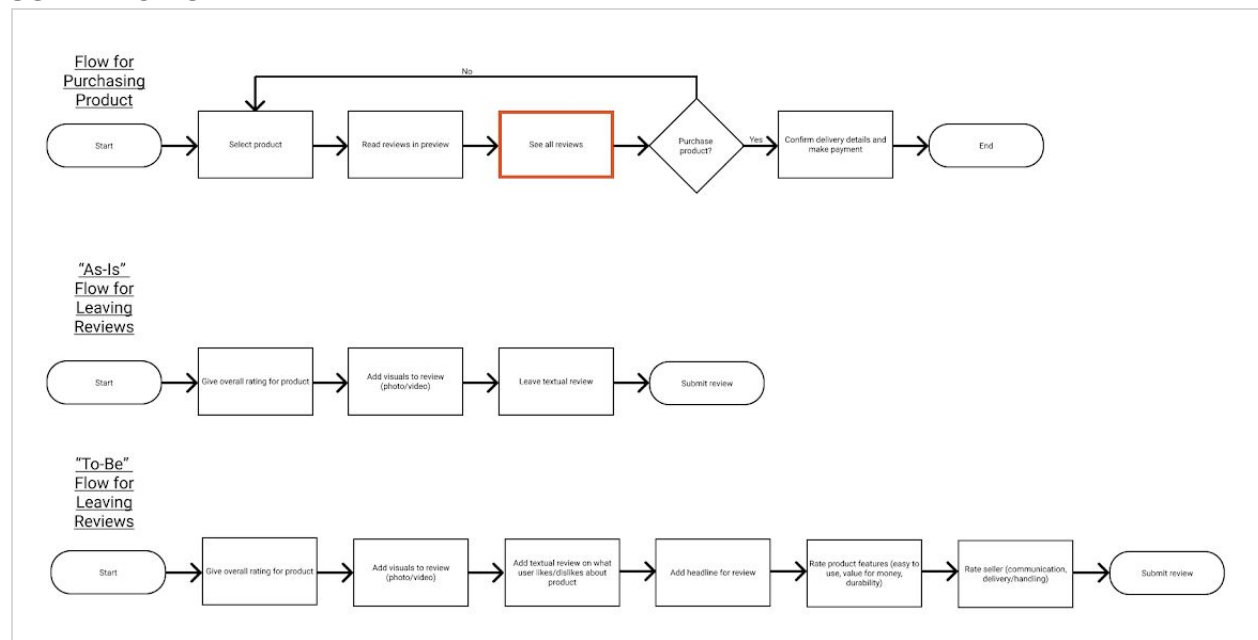
Fig 4: User Flows

To better visualise the uncertainty that users go through when reading reviews, we created a user flow for purchasing a product. We identified the key part of the user flow to focus on enhancing, as indicated in the red box. The content in the red box would be modified in tandem with changes made to the flow of reading reviews.

As for leaving reviews, we created 'as-is' and 'to-be' user flows to represent the difference in the amount of detail elicited by the two processes. As is, users were given little direction in what to include in their reviews, and the information elicited was cursory. We wanted this process to be more helpful in guiding users to provide accurate and high-quality reviews.

ANALYSIS OF PROPOSED APP FEATURES

To address the first three 'How Might We' questions stated previously, we propose the following app features.

How might we improve the quality and accuracy of reviews, so users can safely rely on them to make an informed purchase?

1. <u>To highlight or include pertinent information in reviews.</u> First, we foregrounded the exact item being reviewed by repositioning this information at the top of each review. With the multitude of multi-item listings, this is very important information. Previously, this information was at the bottom of the review, and the user could easily miss it, or at least had to read or scroll through the whole review without context of the item it referred to until they reached the end of the review.

   A second piece of information we included is the shipping logistics used, to clarify the very common, but sometimes unhelpful, comment 'fast shipping'.

   We also added any awards received by the reviewer next to their username, allowing users to easily spot potentially more credible reviewers. Lastly, we added at the end of each review a count of the number of users who had liked that review, allowing users to get a preliminary sense of the usefulness of the review even before reading it.

2. <u>To provide option to like review at the end of each review</u>, creating a more natural process as users would only be able to judge the review after reading it. Previously, the option to like reviews was a small icon at the top right corner of the review, which was not intuitive and did not encourage users to use it as they would have scrolled past the icon by the time they reached the end of the review. It was also ambiguous what 'liking' a review meant, as there was no microcopy explaining it. Stating how many users found the review 'helpful' uses a more specific and indicative term, allowing users to be clear that liking a review meant indicating that it was helpful. Helpful reviews, in turn, would then get more views subsequently.

3. <u>To provide distinct ratings for the shop and the product, and encourage separate ratings for different aspects of the product.</u> Previously, if users chose a 3-5 star rating (which formed the majority of ratings given), they gave one rating for the entire purchase. This made for a more ambiguous review as it was unclear what aspect of the purchase was being rated. Although star ratings for product quality, seller's service and delivery service were requested from 1-2 star reviews, this data was not subsequently displayed in the shop or product ratings and not available to future users. Information on these aspects were only embedded in the qualitative reviews and not synthesised.

4. <u>To prompt reviewers to provide headlines for their reviews</u>, which allows readers to get a gist of the review quickly, with the option to read on if desired. This caters to both types of review-readers simultaneously: those who want to quickly scan through reviews, and those who want to read in more depth.

5. <u>To provide prompts in a convivial tone and encourage a more accurate and substantial response.</u> We used specific and direct questions to guide users to comment on the product itself (e.g. instead of delivery speed) and provide more details. We also framed the purpose of the review as sharing an experience with a community. Previously, the

open-ended imperative 'Leave a review', in addition to the stated very low minimum character limit of 50, encouraged a generic and perfunctory response.

6. <u>To allow for updates to reviews,</u> and include a reminder to users when they submit their review that they can do so in the future. This encourages more detailed and accurate reviews especially for characteristics such as durability, since users can only form these opinions after some time of use. Previously, many reviews were made once the user received the product and often even before using them, so little useful information was included, much less insight into how the product would function after some time. Also, users had no way to change their reviews (e.g. if the product malfunctioned, or if the seller had corrected a fault), and this crucial information would be lost.

How might we encourage users to contribute to the Shopee community of reviewers, so others can benefit from their experience of the products they have bought?

7. <u>To create navigation banner</u>, allowing users to navigate to reviews (or other sections) with one click. Previously, users had to manually scroll a long way down the Product Detail Page to find reviews, and clicking on the star rating under the product name would bring users to another page.

8. <u>To improve presentation of rating data</u>. We retained and foregrounded the average product rating on the All Product Ratings Page, which was previously only available on the Product Detail Page. We also included a bar chart and percentages of each star rating to provide an immediate graphic visualisation of the data. Previously, users had to compare the many individual numbers to get a sense of the spread of ratings.

9. <u>To feature Most Helpful Reviews</u> (one positive and one negative) on Product Detail Page, allowing users to immediately see the most useful reviews without having to sort through them manually. Previously, all reviews were displayed at once without any stated order, and users might have to scroll through many reviews to get to more substantial or informative ones.

10. <u>To allow filtering of reviews by frequently used phrases</u>, which provides users an immediate overview of the common concerns, and allows them to easily filter reviews pertaining to a particular feature of interest.

11. <u>To allow sorting of reviews by date and rating</u>. Previously, there was no option to sort reviews, and users would have to click multiple filters to read reviews in their preferred order. For instance, to read reviews in order of ascending ratings, users would have to filter by '1 star', then '2 stars', etc.

12. <u>To provide a dedicated page for shop ratings</u>, so users can get a more accurate picture of how well regarded the shop is, as compared to ratings of the shop being only couched in product ratings.

How might we encourage users to contribute to the Shopee community of reviewers so that others can benefit from their experience of the products they have bought?

13. <u>To create personalised reviewer profiles</u>, including photos, quotes, date they joined Shopee, as well as their top and most recent reviews. This increases the users' sense of

ownership of their reviews as they are now a part of the users' profiles and online identities, encouraging users to put more thought into the process of writing them..

14. To display reviewers' awards, as well as their review, like and follower counts, on their Profile Pages. This provides incentive to users to leave good reviews, and gamifies the reviewing process by adding some competitive fun. Previously, the process of leaving reviews was quite perfunctory, and users had no incentive to improve the quality of their reviews as they would get the same discount as long as they made a review.

These improvements to the reviews and the user experience would then in turn address the cognitive and emotional concerns of our last two 'How Might We' questions (How might we empower users to make well-informed and confident decisions when online shopping? How might we reduce the anxiety that users may face regarding the quality of the items that they plan to purchase?)

Prototype

The prototype can be accessed with the above QR code or here. The sketches, low-fi wireframes and wireflow can be found in the attached zip file.

Next Steps
USABILITY TESTING
There are several extensions of this proposal we would love to make if this were a more extended project. One worthwhile next step would be to conduct usability testing, to put our redesigned app to the test and see if it worked as intended. From the usability testing, we would gather feedback from users to see what worked and what could be redesigned in the next iteration of the app.

The tasks we could use for the usability testing would be as such:

Task 1: (From Main Page) You have your eye on a particular monitor arm, and want to read some reviews about it. However, you want to make good use of your time and only focus on reviews that are reliable and credible. Please show me how you would go about doing this. (Users to do so on both old and redesigned apps)

Goal: For user to search for reviews by Top Shopeers, with fewer than five errors

No. of steps	Action
1	Search for product
2	Open Product Details Page

3	Go to Product Ratings section by scrolling down or using navigation banner
4	Open All Product Ratings Page
5	Filter reviews by 'Top Shopeer Reviewers'

Task 2: (From All Product Ratings Page) You now have a better idea of the quality of the product, but you are worried that it might be improperly packed and damaged during delivery. You want to find out how other buyers have rated this shop's packaging and delivery. Please show me how you would go about finding this out. (Users to do so on both old and redesigned apps)

Goal: For user to find and articulate shop's packaging and delivery rating, with fewer than two errors

No. of steps	Action
1	Select 'Shop Ratings' from drop down menu to open Shop Ratings Page
2	Articulate shop's packaging and delivery rating

Task 3: (From Main Page) The laundry capsules you bought on the app have been delivered, and you have tried them out. Pleased with your purchase, you would like to submit a rating for the product. Please show me how you would go about doing this. (Users to do so on both old and redesigned apps)

Goal: For user to complete process of leaving review, with fewer than five errors

No. of steps	Action
1	Open Shopeer Profile page
2	Open My Purchases page
3	Open Rate Product page
4	Create review
5	Submit review

OTHER EXTENSIONS
Other extensions we would love to explore include:
- Enhance the Shopee website for desktop users to include similar features
- Explore other ways to build a community beyond the digital realm to complement the digital experience

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