

Improving e-commerce shopping experience and search efficiency: Using personalised search model and product recommendations

Abstract

Service Objective

The website of UKCHSHOP.com, a Chinese e-commerce platform based in the UK

Purpose

Addressing issues in the website that affect the user interaction experience and creating a new website to improve the user's sense of interaction, search efficiency and repurchase rates.

Changed

The project has been optimised in terms of the search mode, the distribution of functions and the product catalogue. It also includes personalised recommendations for alternatives and nutrient filters.

Results

The improved version has been tested by users and has improved the user experience and search efficiency.

Background

Current situation

With the accelerated pace of people's lives, as well as the improvement of people's living standards and the upgrading of consumption, consumers are paying more and more attention to food health, and more and more food-based e-commerce platforms are starting to emerge, promoting the development of the consumer market.

Opportunity

After I spoke with the senior management of UKCHSHOP, I learnt that there were some pain points in their company's website and they wanted to improve the website in terms of interaction.

Pain point

Too much text	Lack of recommendations	Inconsistent style
Useless features	Not easily comparable	Lack of motivation
Not clearly categorized	Classification duplication	

Study Methodology & Processes



Final Design



Question

Solution

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|---|--|
| 1. Improved search efficiency | ● Accurate navigation and information architecture |
| 2. Catering to users' nutritional needs | ● Screening products by nutrients |
| 3. Improve product recommendation adoption | ● Product recommendations based on users' personality tags and clicking habits. |
| 4. Provide more user-friendly options (Body shape and endocrine aspects) | ● Generate product recommendations based on user needs for different nutrients. |
| 5. Improve the user experience | ● The information framework, the interface design, the addition and optimisation of features have been improved. |

Research results

Through user interviews and questionnaires, the pain points were identified, combined with literature search, solutions were found, and the appropriate classification method was found according to the card classification, and finally combined with the case reference, a low-fidelity prototype was created, and a high user test was carried out and created, and after interviews and usability tests, it was proved that the new version of the web page can improve the user's experience, search efficiency and accuracy.

Conclusions & Future work

This thesis aims to provide guidance and suggestions for the iteration of e-commerce web pages. Through the integration of literature, survey testing, and visual interpretation of prototypes from multiple perspectives, it provides an effective design solution to improve the experience and usability of e-commerce websites as a way to increase user stickiness and repurchase rates. Future collaboration with the company will be considered for further improvements.