# Exploring enhancements to the international online shopping experience:

## reducing perceived risk and facilitating information interaction

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## Abstract

The main objective of the project was to **improve the international online shopping experience** of the users and thus increase the customer loyalty and competitiveness of the website. The whole project was divided into four parts: literature research, competitor analysis, user research and prototyping and testing. Firstly, through literature research, I found that reducing trust issues and perceived risk due to information inequality between buyers and sellers is a key factor in improving customer loyalty. Through user research I have found that users consider **user reviews, size guide and customer service** to be important. So, I tried to start with three aspects: user reviews, size recommendations and customer service.

## Study Methodology

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| **Literature Research** | Investigated factors affecting customer loyalty on e-commerce platforms, factors affecting users' online shopping experience and shopping decisions, existing technologies. |
| **competitor Analysis** | The three competing products, FLANNELS, FARFETCH and SSENSE, summarizing their strengths and weaknesses. |
| **Question-naire** | 54 responses were collected for this questionnaire. The main purpose was to understand the online shopping habits of the users, the problems they often encounter and so on. |
| **User Interview** | Three users were invited to this interview. The main objective was to gain insight into the users' opinions on user reviews, size guide and customer service. |

## Introduction & Background

As the market for e-commerce becomes more saturated, competition is becoming more intense. I Love Designer, a London-based international online shopping company, sells independent branded products from around the world, mainly clothing. The research found that **reducing the perceived risk caused by information inequality** is a key factor in increasing customer loyalty. Within this, user reviews are increasingly important for consumers' purchase decisions and uncertainty assessments. Secondly, customer service is also an important factor. So, this project tries to combine chatbots with ILD and designer's human customer service to answer users' queries more efficiently. In addition, due to the different international sizing standards, users are often confused, and so size guide are a necessary element to improve the experience.

## Design
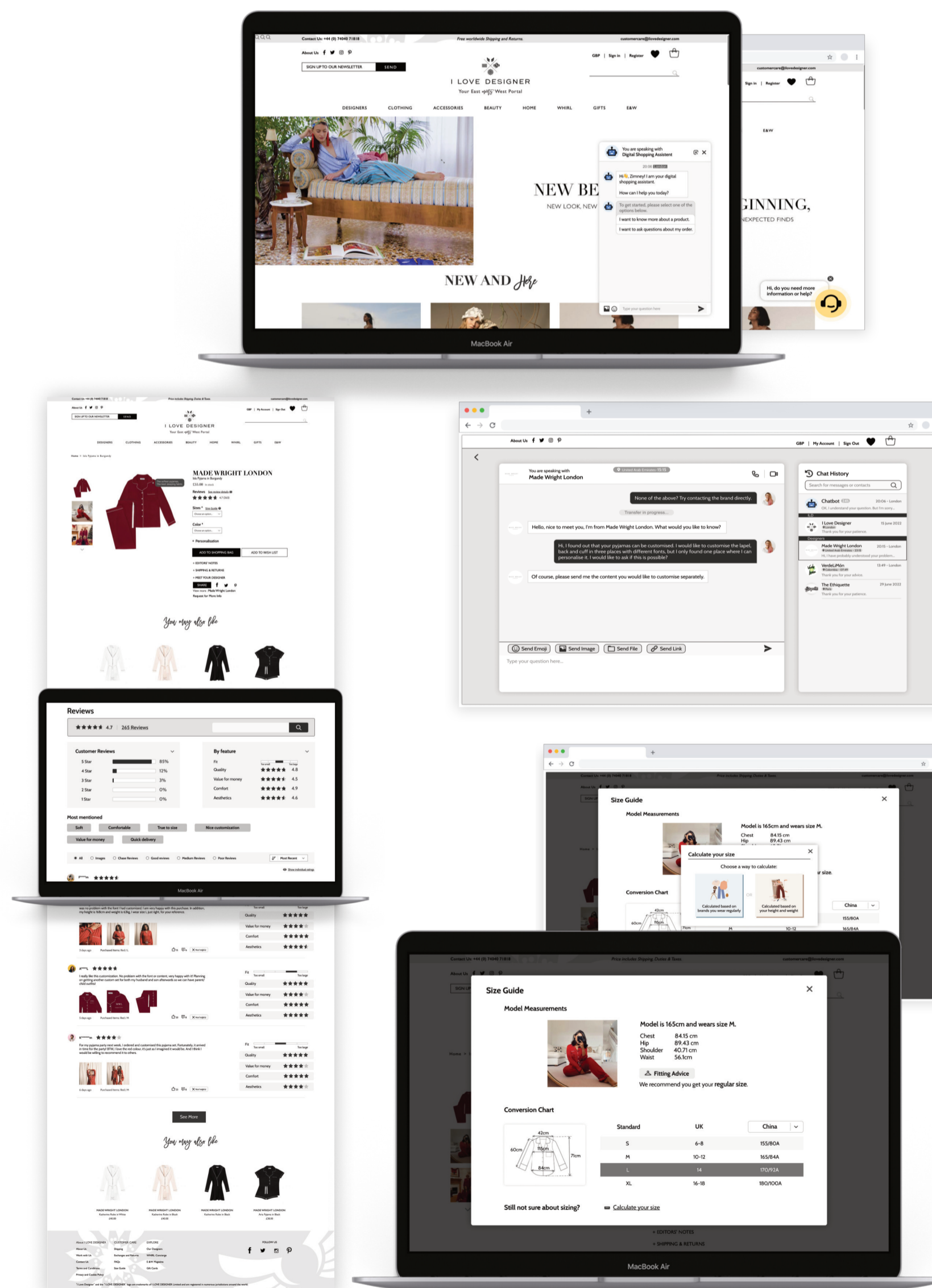


## Testing & Evaluation

After the completion of the low-fidelity prototype, a total of two tests were conducted.

**01** **Usability test** with three participants. I wanted the users to tell me how they felt after the test, which they preferred and to suggest improvements.

**02** **Eye-tracking test** with six participants, including Russians, Pakistanis, Romanians, and Chinese. The main purpose of this test was to find out if they could quickly find the entrance to these features and what details they were more interested in.

### • Research Results



## Conclusions & Future Work

Reducing customer perceived risk and facilitating information interaction are key factors in enhancing the user's online shopping experience. Among these, user reviews, customer service and size guide are important influencing factors as perceived by users.

**In the future**, I will invite more participants from different countries to test the high-fidelity prototype and collect feedback for iteration. Besides, chatbots can be further improved to solve more problems. Ultimately, I hope that this strategy will allow users to shop unhindered , filling their information gap and helping them to make shopping decisions.