Design Challenge

https://www.figma.com/proto/5lt2Ez6XgsObdmYfXLXm7g/Wish-Slides?node-id=46%3A333&scaling=min-zoom

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The Challenge

Wish users heavily rely on product reviews to make purchasing decisions.

How could we help Wish buyers **find helpful reviews quickly and efficiently** and **build trust** in the review system to **increase sales?**

Solution 1

Review Filter

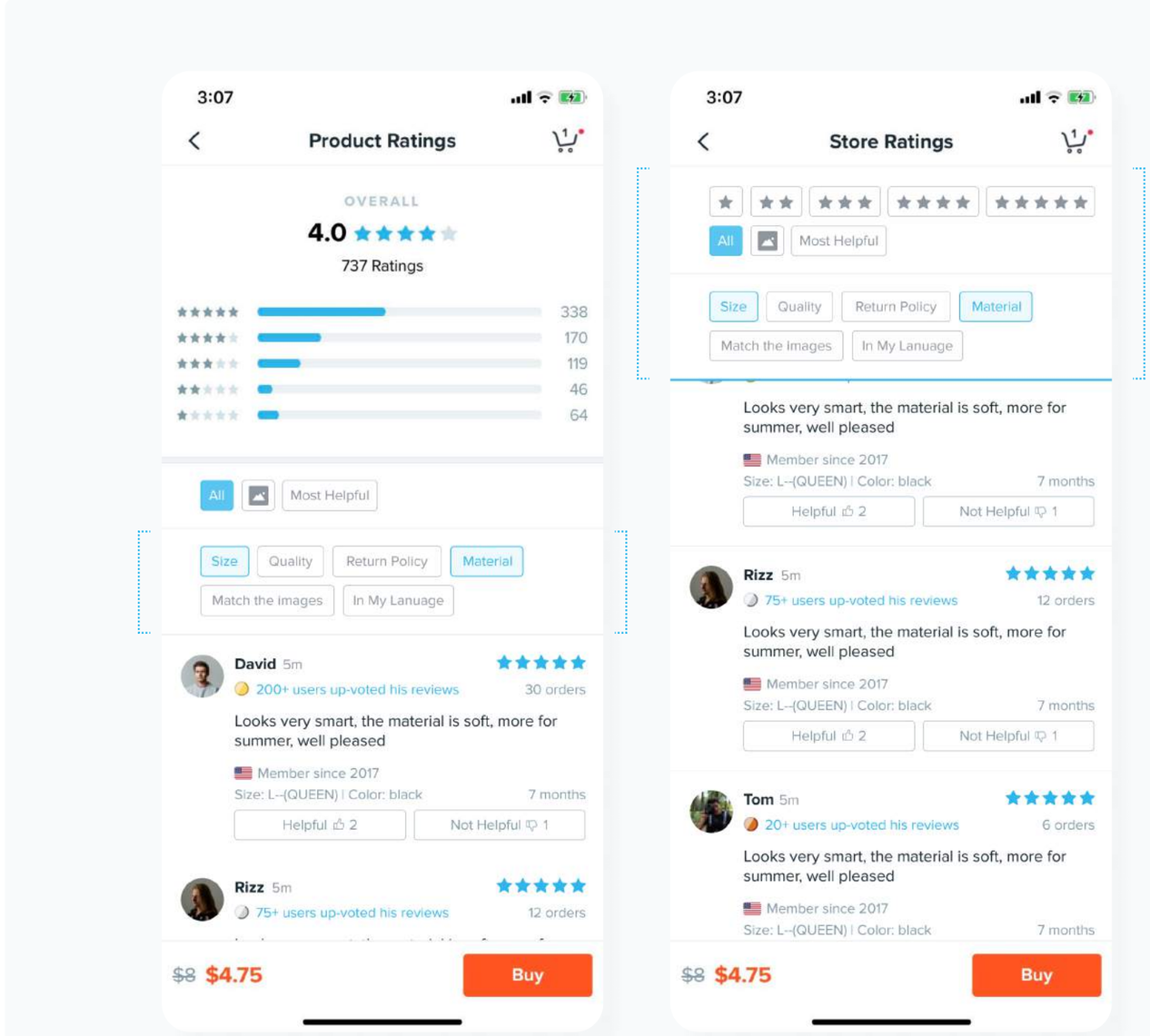
Wish users can filter product reviews by specific criteria or features of that product.

Users can still access the filter tool when they view other reviews by the lite version filter that sticks to the top of the screen when they scroll up.

It will address below problems:
1. Save user's time on finding reviews that answer their particular questions.

2. Add more visual elements to help users distinguish between different levels of filters

3. Make filters more accessible



Solution 2

Reviewer Verification

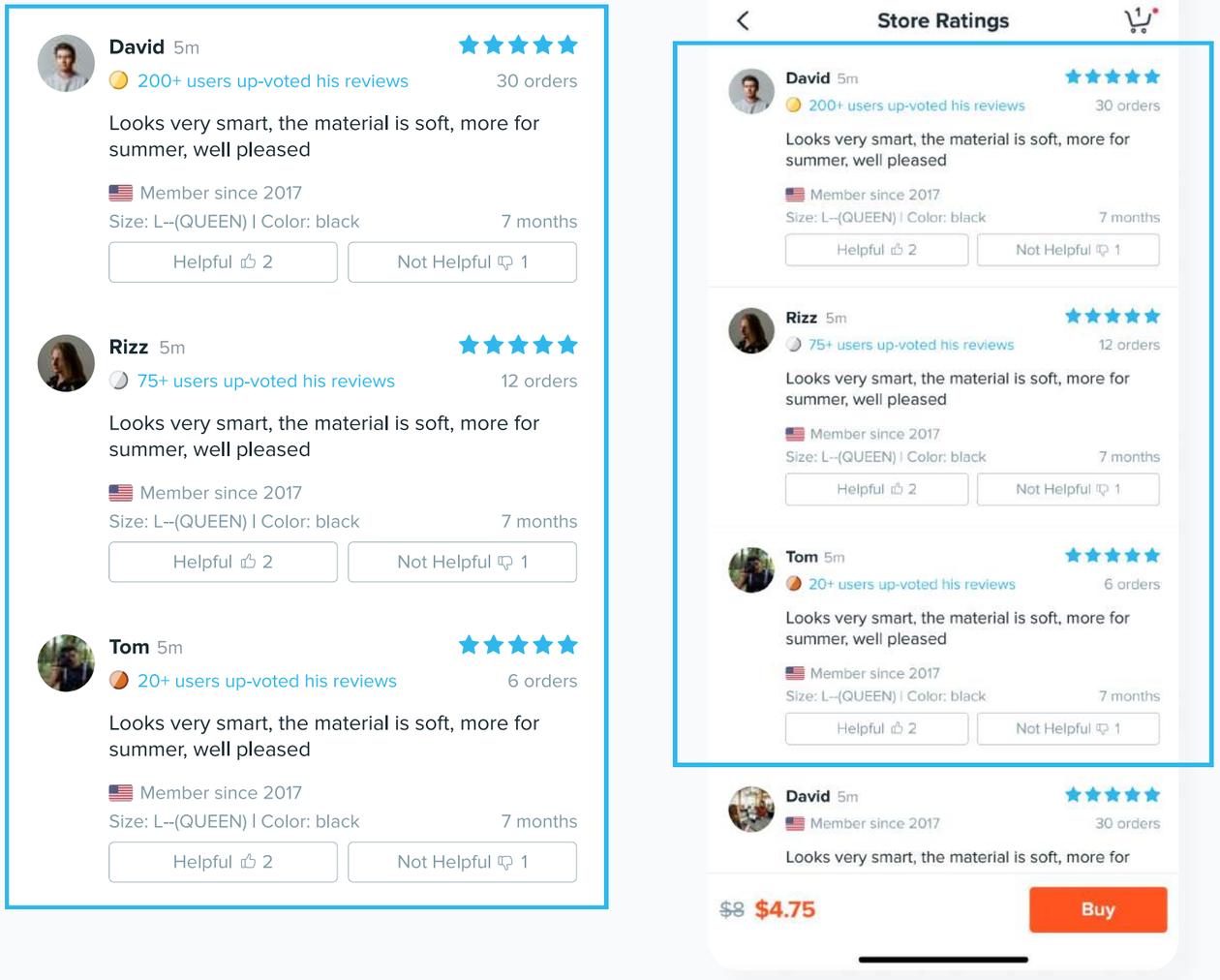
Users who keep receiving upvotes for their helpful reviews would raise their reviewer levels to gain rewards like special badges, reward points ,or extra chances to play the Blitz Buy.

It will address below problems:

1. Motivate reviewers to create detailed and meaningful reviews

2. Provide social proof evidence to users to build trust in the review system

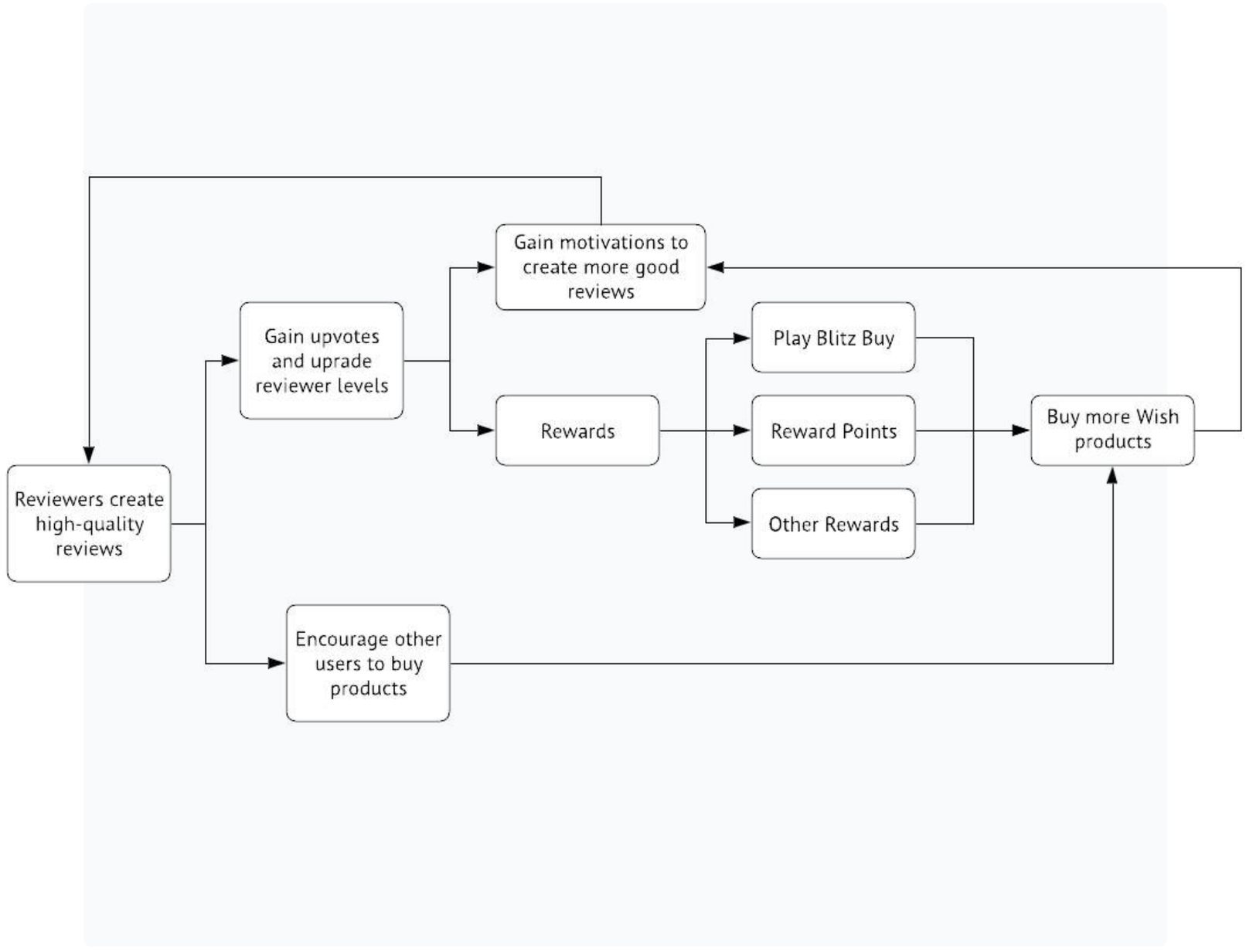
3. Connect the votes system with other features, especially for gamification features



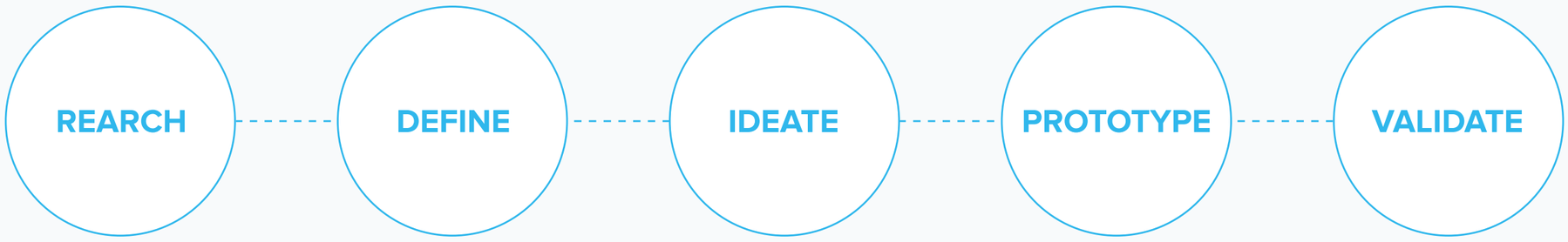
Solution 2

Reviewer Verification

This feature has the potential to be a bridge to connect different features and create a healthy ecosystem on Wish to increase user acquisition and engagement



Design Process



3 Hours | 1 Hour | 1 Hour | 1 Hour | 0.5 Hour

RESEARCH

1. Explore The App as a User

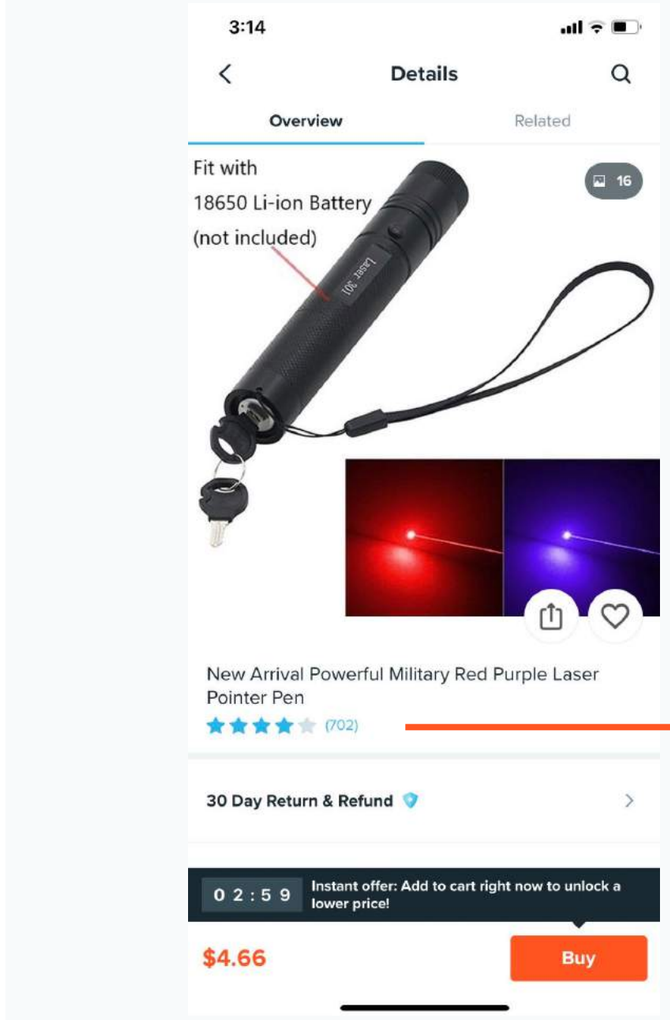
I first downloaded Wish and explored it as a user. I recorded my shopping experience of buying a laser pen.

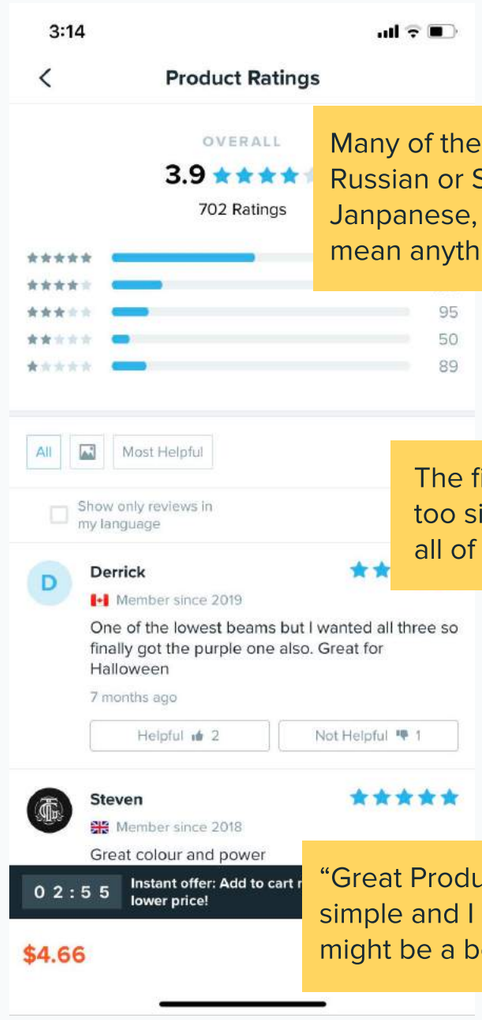
I noticed that there are two factors which drove me to place this order:
1. Low price. 2. 700+ reviews

But I also found that I don't trust or understand many five-star reviews because:

1. There is no image in the comments
2. Many comments are not in English
3. Reviews sometimes lack detail

Also I found it is hard to explore those 700+ reviews to get key details





Many of the reviews are in Russian or Spanish or Janpanese, which doesn't mean anything to me

The filter feature is too simple to explore all of the 700 reviews

"Great Product!" is too simple and I believe he might be a bot

RESEARCH

2. Who are Wish Target Users

To get a better understanding of **Wish target users as well as marketing strategy**, I did some online research.

I read series of articles and watched several Youtube videos that talk about Wish and its users.

FINDINGS:

1 **Wish markets toward customers who prioritize price above all else.**

That's why the Wish app focuses on showing the image and price of the products and there are so many kinds of deals!

2 **“ The app was designed to mimic the experience of wandering and getting lost in a MALL ...”**

This really solved my confusion that why the product listings lack of titles and why “Related Products” feature is more emphaized on Wish than on other online shopping platform.

3 **Wish gets 500,000 reviews per day from users... but “... merchants gaming the system by using algorithms to plug in four- and five-star reviews ...”**

Wish wants to build a system of trust based on the reviews, but some people are undermining it.

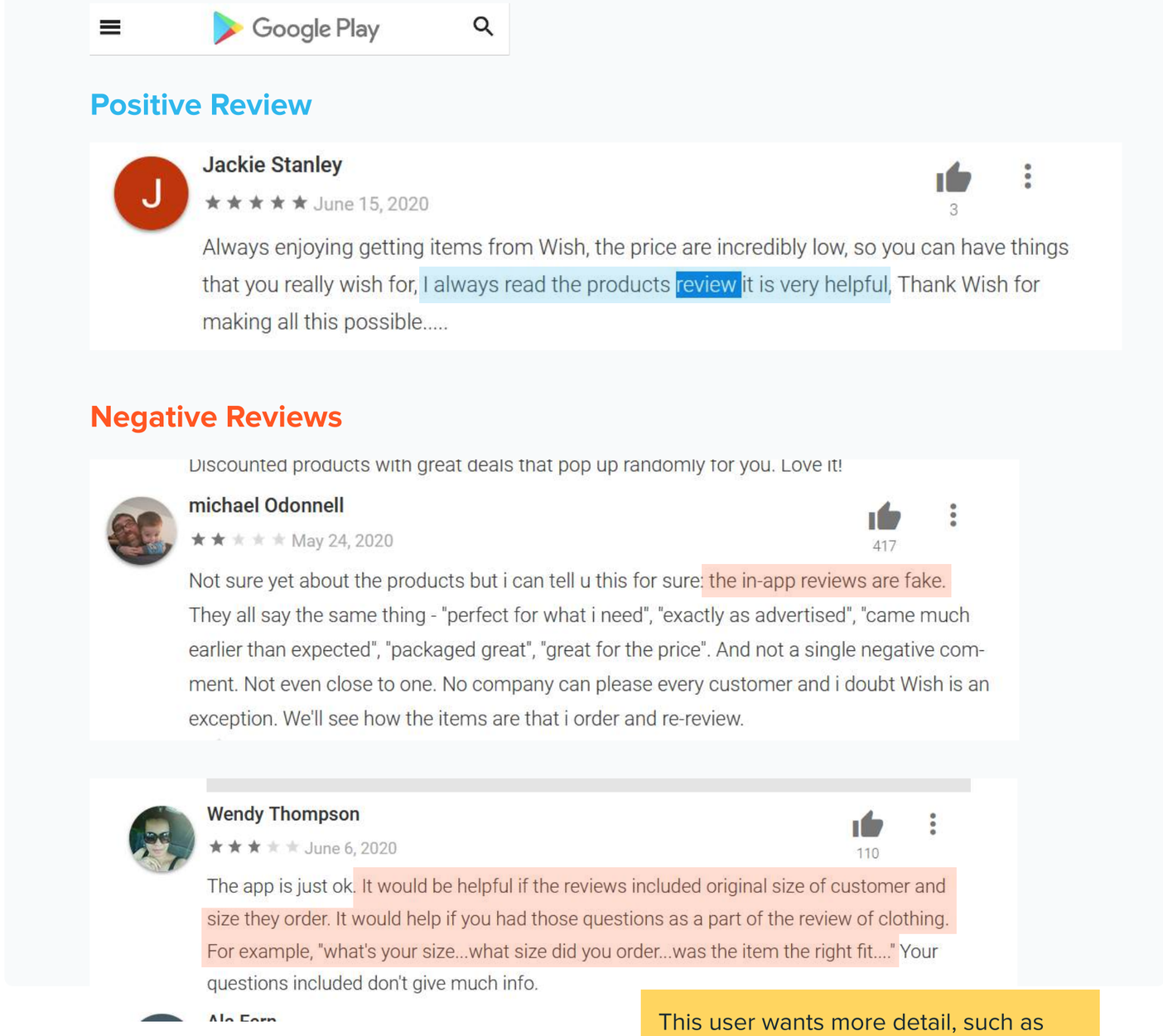
RESEARCH

3. What do Real Users Say

While recruiting people to conduct user interviews, I did analysis on user reviews of the app on Google Play and the Apple Store.

One of the primary complaints was about the **long delivery time**.

In addition, some reviewers mentioned that **it is useful to look at the reviews** and other suggested to have more **specific reviews**. On the other hand, some **doubted about the authenticity** of the reviews.



This user wants more detail, such as product size, from the reviews

HYPOTHESIS

Wish users heavily rely on product reviews to make purchasing decisions but fake and uninformative reviews are undermining their trust in the review system

I made this hypothesis based on previous findings to guide my user interviews so I can dive deeply into one problem and save my time and effort.

TARGET PROBLEM

User Interview

To test my hypothesis, I conducted user interviews with **5 real users** who all have used Wish for at least **2 years**.

Basically, I asked them four key questions:

1. What is their shopping flow?

2. What do they think of the current review system?

3. What types of reviews are they looking for, and are these hard to find?

4. How is their experience of providing a review?

Three of them have placed orders on Wish and still use it actively

> I always find it frustrating if the “Most Helpful” review is in another language that I don’t know.

> ... for instance, if I want to buy a t-shirt, I wish I can **filter all reviews by keywords like “Control + F” in a browser**

> If I cannot find real or helpful reviews of one product, I will go to check related products immediately. And **I intend to consider a positive review to be fake because I don’t know the person who ceated that review**

The others only browse products but never placed an order.

> I was attracted by the extremely low price at the first time but then I’m concered about the quality of the products also because of the price so I’ve never bought things from Wish

> I rememeber one time I found one review with the equal number of “Helpful” votes and “Not Helpful” votes, which makes me confused. I wasn’t sure if I should believe it or not.

INSIGHTS

01. Users want to filter real reviews to find specific details

The filter currently used does not meet user needs. Users can filter by the picture icon to get trustable reviews, but how can users find reviews that answer their specific questions?

02. Users need more evidence to be convinced by positive reviews

Showing reviewers' membership start dates is not convincing and we should find more metrics to help buyers believe real and positive reviews

PROBLEM STATEMENT

How could we help Wish buyers find **helpful reviews quickly and efficiently** and **build trust** in the review system to **increase sales?**

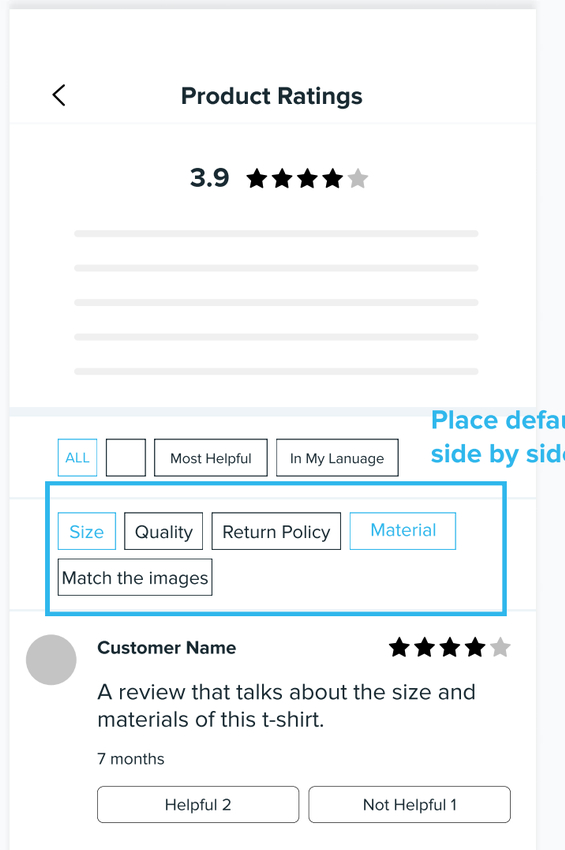
FEATURE 1

Review Filter

Ideation

To offer users a tool to find specific information from tons of reviews, I brainstormed several ideas and narrowed them down to 2 options.

Option 1



Place default filters side by side

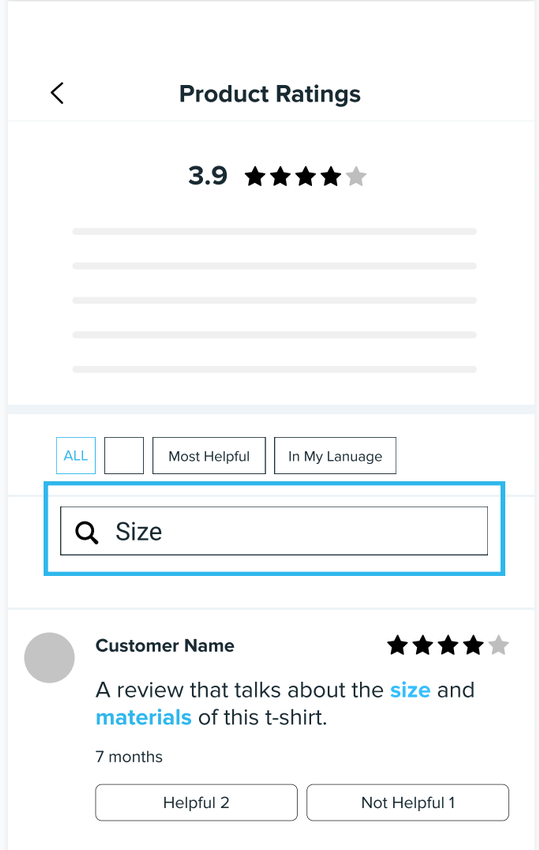
Pros

- Users can apply multiple filters at the same time
- It is easy to operate, users don't need to type

Cons

- Default filters might not cover all of the user needs

Option 2



Users can filter reviews by typing in a keyword

Pros

- Users can find information that is more relatable and engaging to them.

Cons

- Users have to type to narrow down results, which requires users to think of keywords and do extra works
- Many reviews are not in English

FEATURE 1

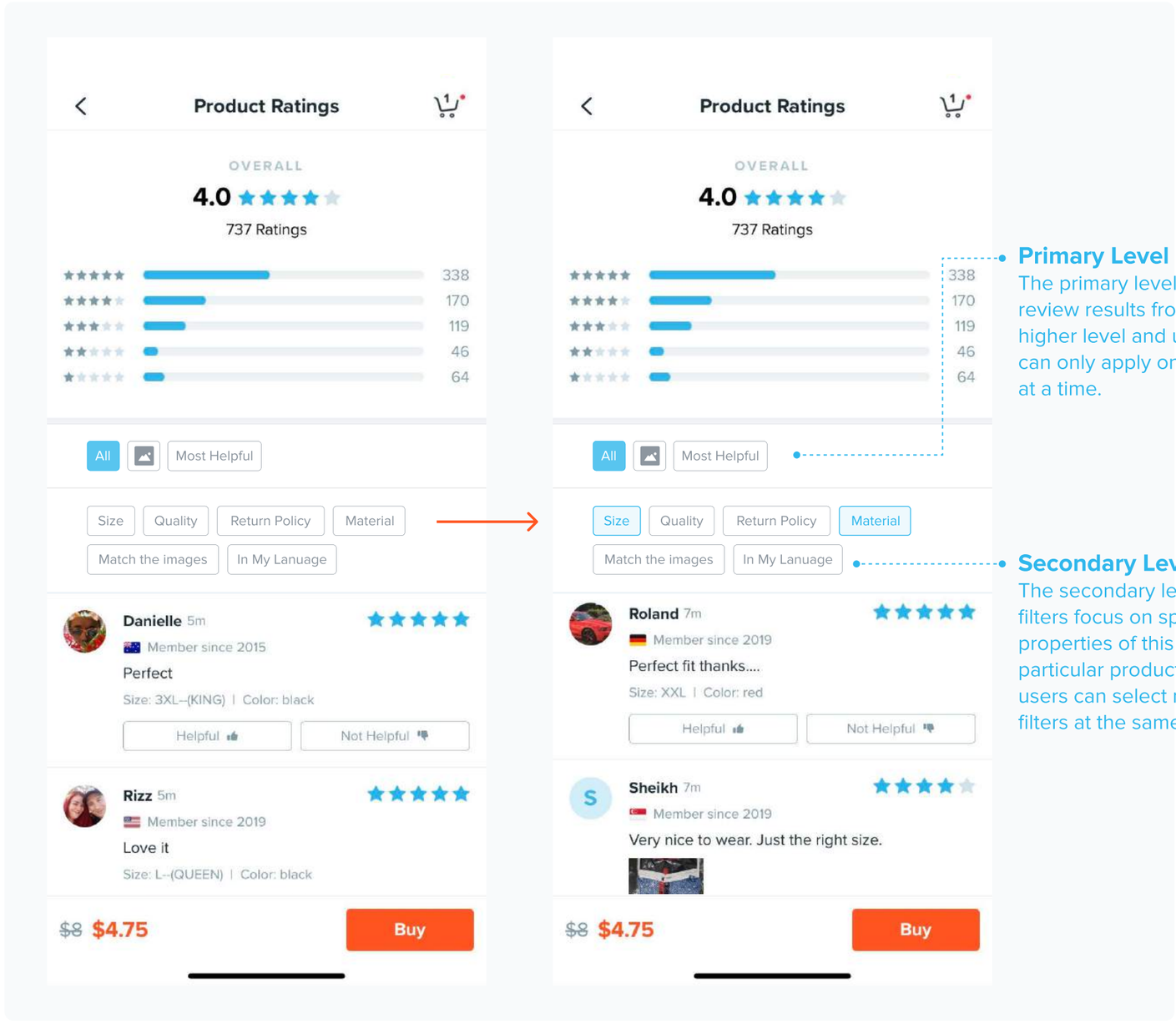
Review Filter

Design Decision

I chose **Option 1** to continue the design. I made several changes based on low-fi prototypes and the original design:

1. I divided the filter feature into two levels: the primary filter and the secondary filter.

2. To maintain a consistency of style across buttons, I added rounded corners to the new and old filter buttons



FEATURE 2

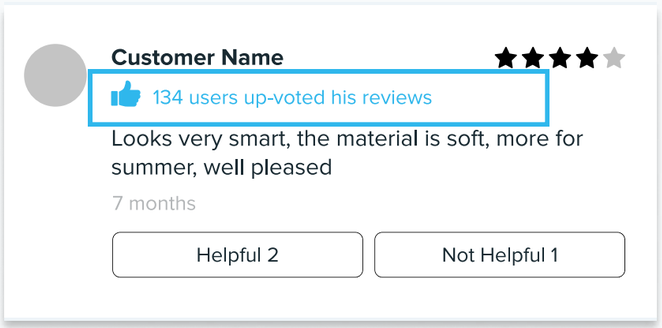
Reviewer Verification

Ideation

To increase the trustworthiness of positive reviews, we need to find a way to provide more evidences for the reviewers to verify that they are not bots and actually bought this product.

I came up with two main ideas for verifying users- one option is to verify users by other users, and the other option is to verify through Wish

Option 1



The total number of upvotes the user's reviews got will be shown here to convince other users that this user's reviews are more trustable.

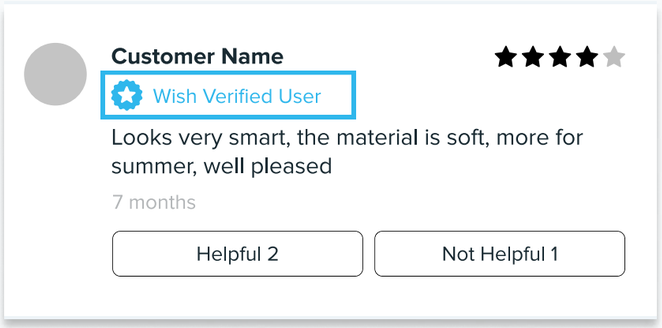
Pros

• Kill two birds with one stone: users will not only use the upvotes/downvotes feature more actively but also the result shows a **social proof** which is more convincing instead of biased.
• Reviewers will **be motivated to create good-quality reviews** to gain more upvotes.

Cons

• It probably won't be very effective in the short term, but this will end up building a healthy review ecosystem.

Option 2



Wish takes responsibility to verify reviewers and provides official evidence to let other users know this user is trustable.

Pros

• It can be **implemented quickly** and it is easy for users to understand because it shares the same idea of store verification on Wish.

Cons

• Wish has to take on much more **extra work**
• Users will **lose motivation** to provide good reviews after getting the verification

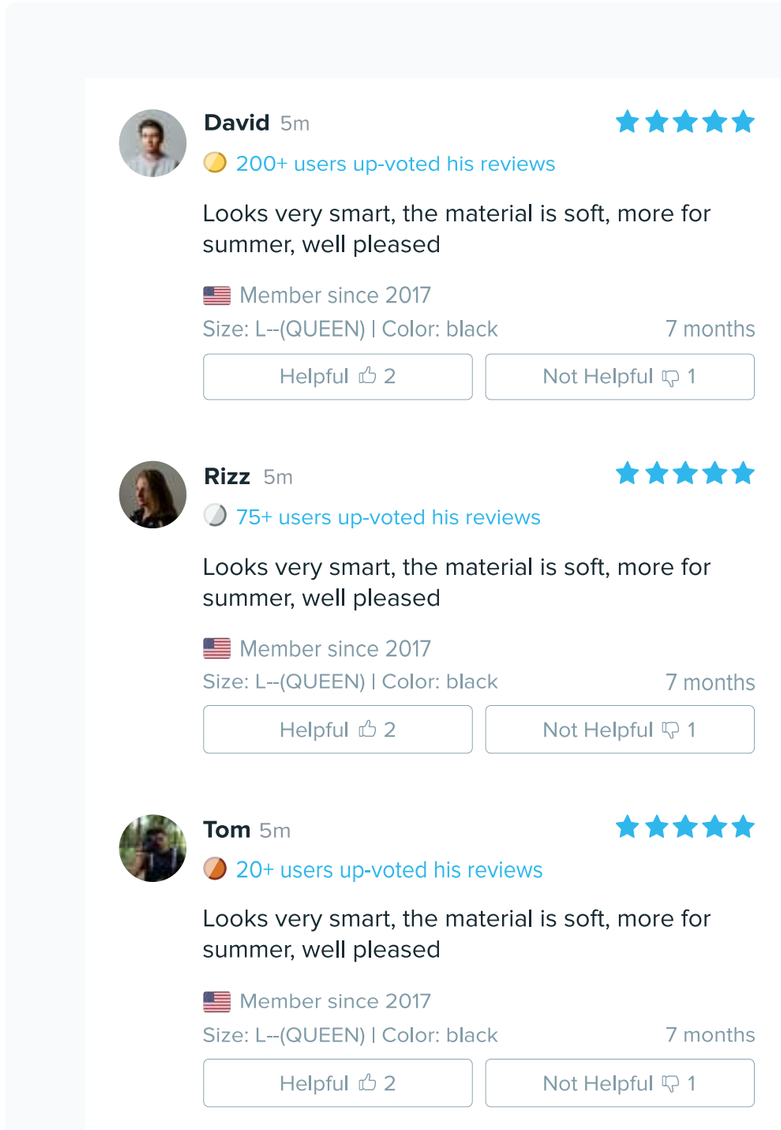
FEATURE 2

Reviewer Verification

Design Decision

I decided to go with Option 1 because it is using a crowdsourcing method to provide social proof to verify the authenticity of the reviewer and their reviews. Additionally, there is a potential to make it not just motivating but also FUN for users to create reviews:

Users who keep receiving upvotes for their helpful reviews would raise their reviewer levels to gain rewards like special badges, reward points ,or extra times to play the Blitz Buy. This feature offers a connection between the upvote/downvote system and other gamification features in this app.



MVP Reviewers
Users who received 200+ upvotes would reach the highest level and can unlock all of the rewards

Get 125 upvotes

Get 200 downvotes

Experienced Reviewers
Users need to work a little harder to reach this level and they should be motivated to provide detailed and valuable reviews.

Get 55 upvotes

Get 75 downvotes

Helpful Reviewers
It should not be hard for users to get 20 upvotes by providing detailed reviews, so this badge can be a useful indicator to distinguish between bots and real people

Get 20 upvotes

Get 20 downvotes

New Reviewers

RAPID TESTING

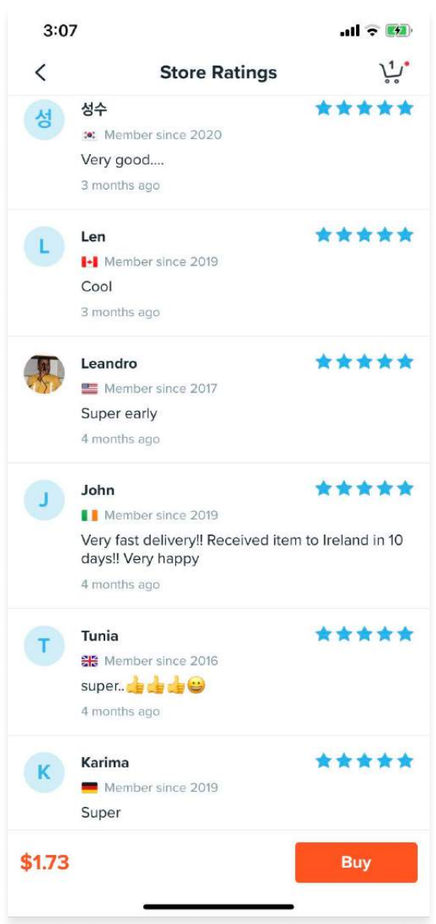
Iteration - Review Filter

I showed my design to two Wish users to get feedback on the new filter feature. I got two findings:

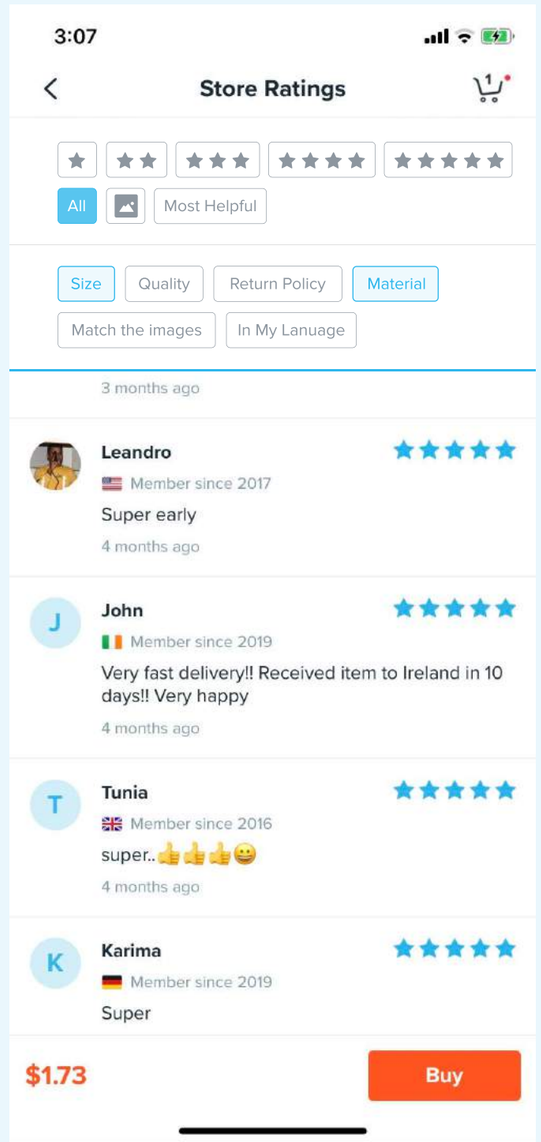
1. The new filter is exactly what they wanted and it is more concise and intuitive now.

2. The filter would disappear if they scroll down to see more reviews, it would be better if the filter can stick to the top of the screen.

Before



After



The simplified version of the filter would appear when users scroll up while checking reviews

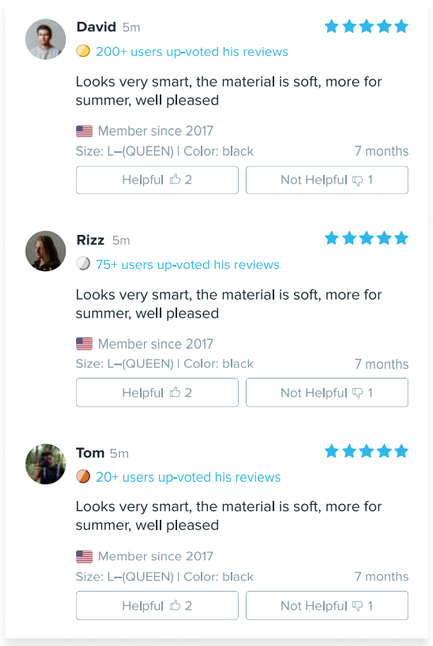
RAPID TESTING

Iteration - Reviewer Verification

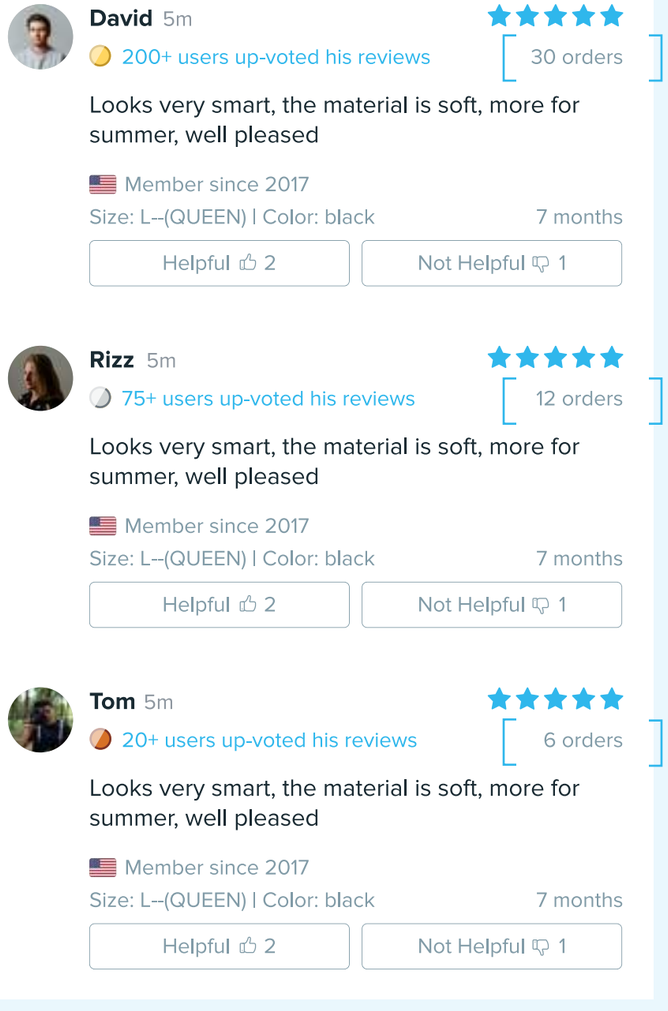
I also ran rapid testings on the Reviewer Verification feature. They said this feature seems really fun and also makes the reviews more convincing, at least they can know users with badges are not bots.

But they also suggested to **show how many orders have reviewers placed** so other users can estimate how efficient a reviewer is.

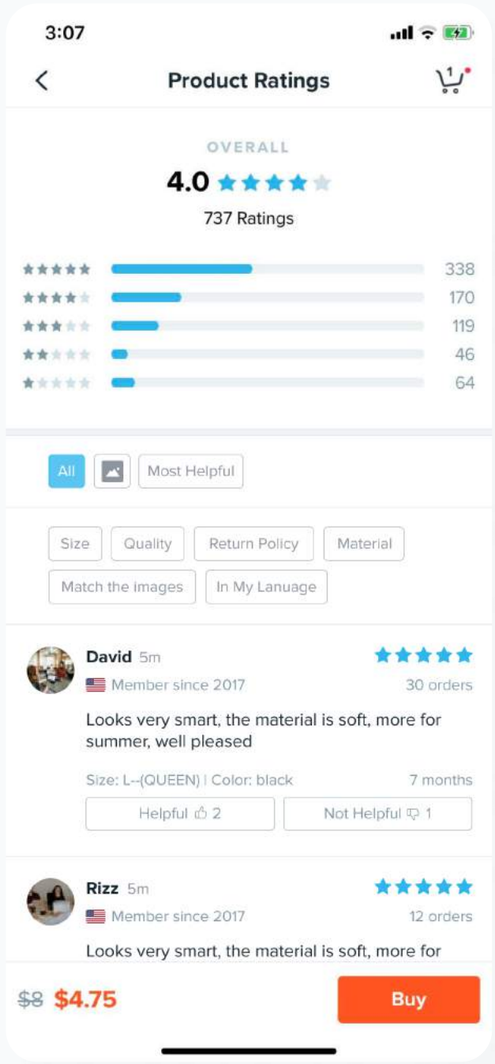
Before

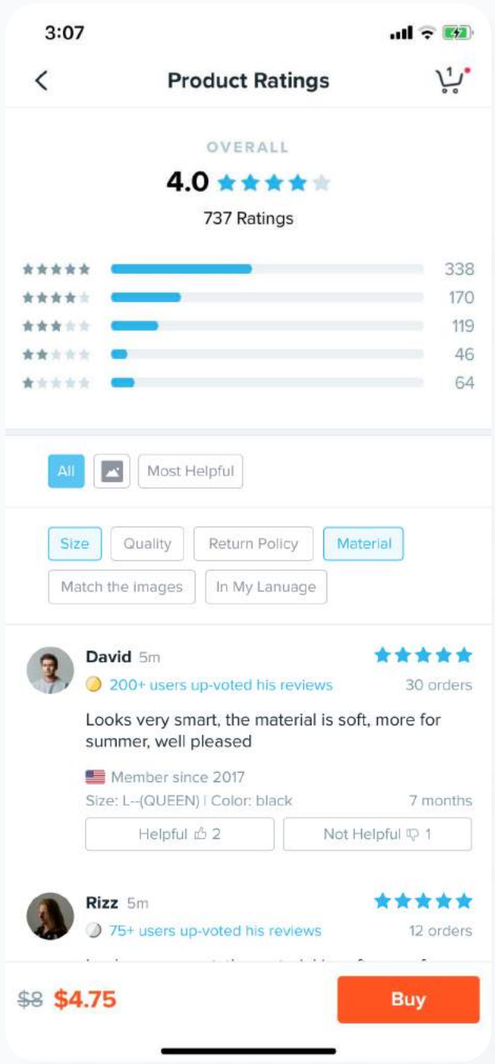


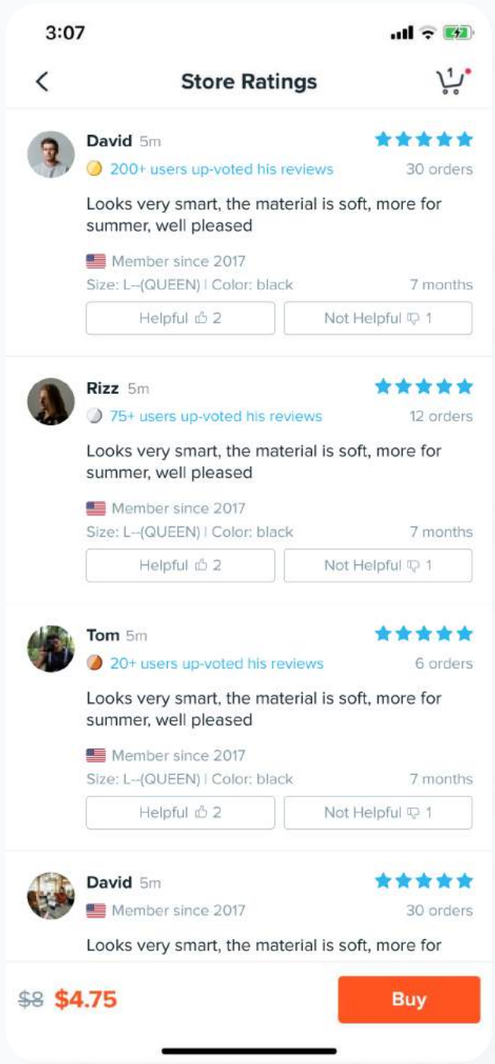
After

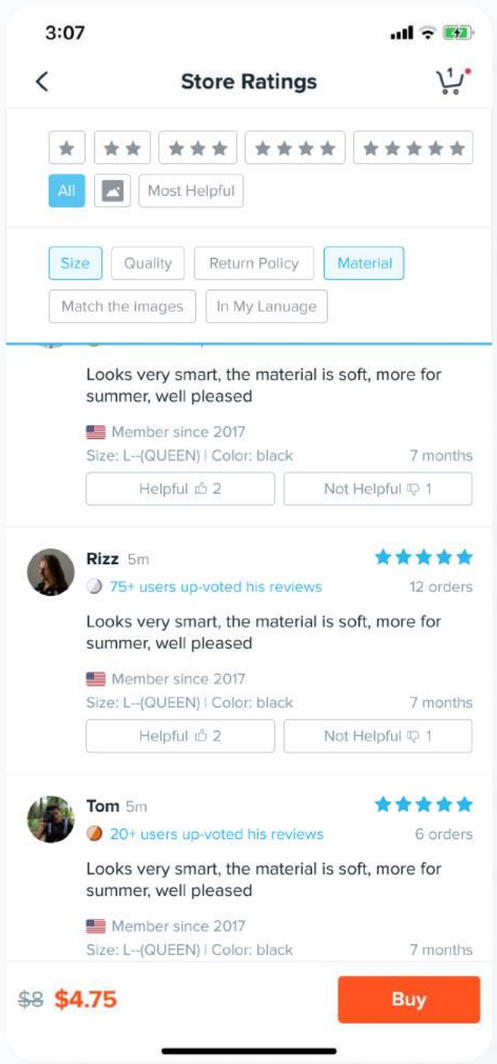


Hi-FI PROTOTYPES



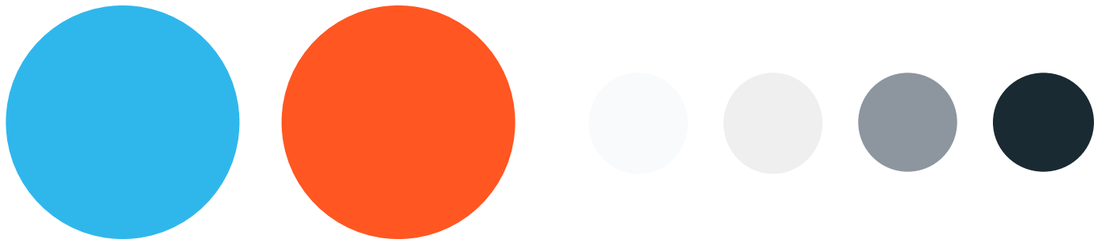






Visual Elements

Color Palette



Typeface

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Proxima Nova

Lorem ipsum dolor sit

Roboto

Buttons

All Quality

Inactive state

All Quality

Active state

Icons

REFLECTIONS

Work Smarter, Not Harder

For the reviewer verification feature, my original plan was to create another rating system to verify a reviewer from many aspects. Not only would it take too much time to design and implement, but also the learning curve would be much higher than just taking a feature that users are familiar with to build a new system.

THANK YOU!

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Questions?

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