

Design Challenge

https://www.figma.com/proto/5lt2Ez6XgsObdmYfXLXm7g/Wish-Slide s?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.

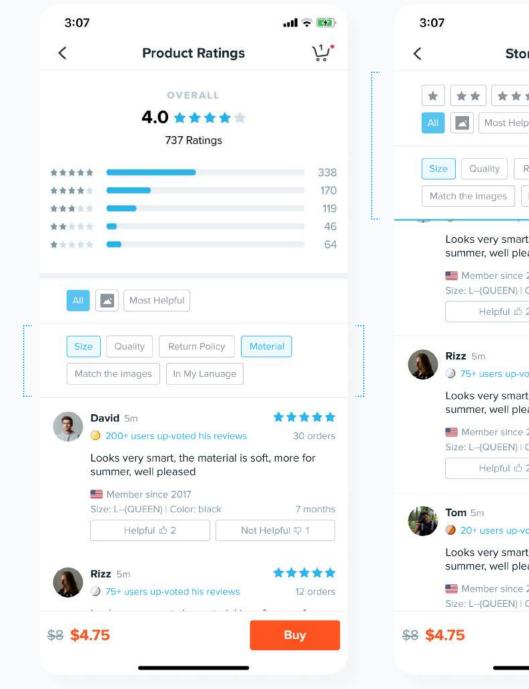
Users can still access the filter tool when they view other reviews by the lite version filter that sticks to the top of the screen when they scroll up.

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



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Solution 2

Reviewer Verification

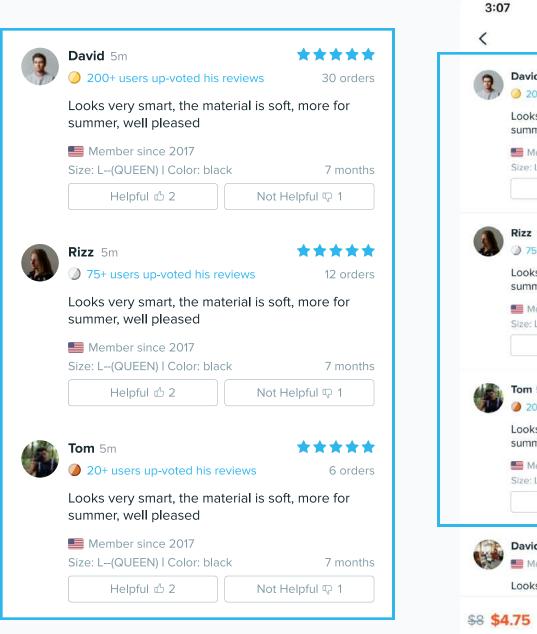
Users who keep receiving upvotes for their helpful reviews would raise their reviewer levels to gain rewards like special badges, reward points ,or extra chances to play the Blitz Buy.

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

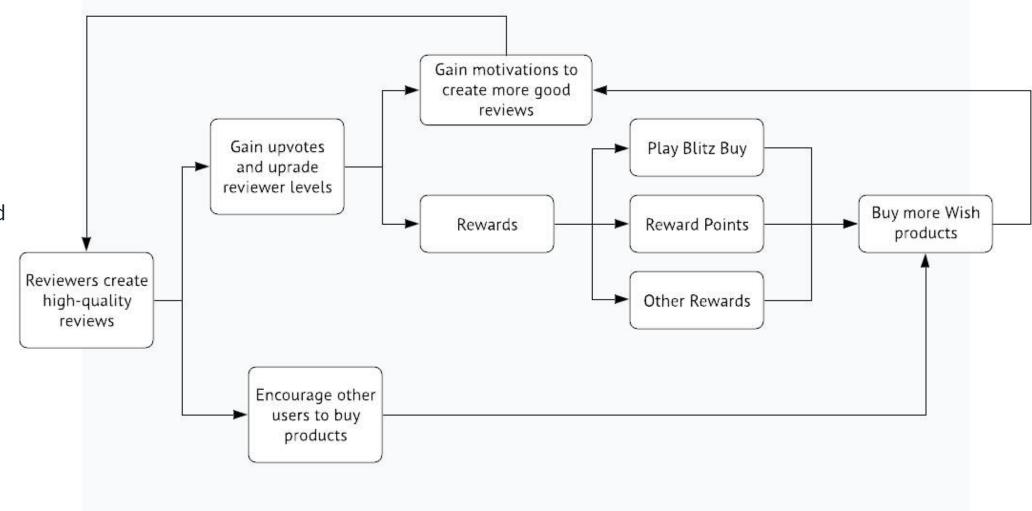


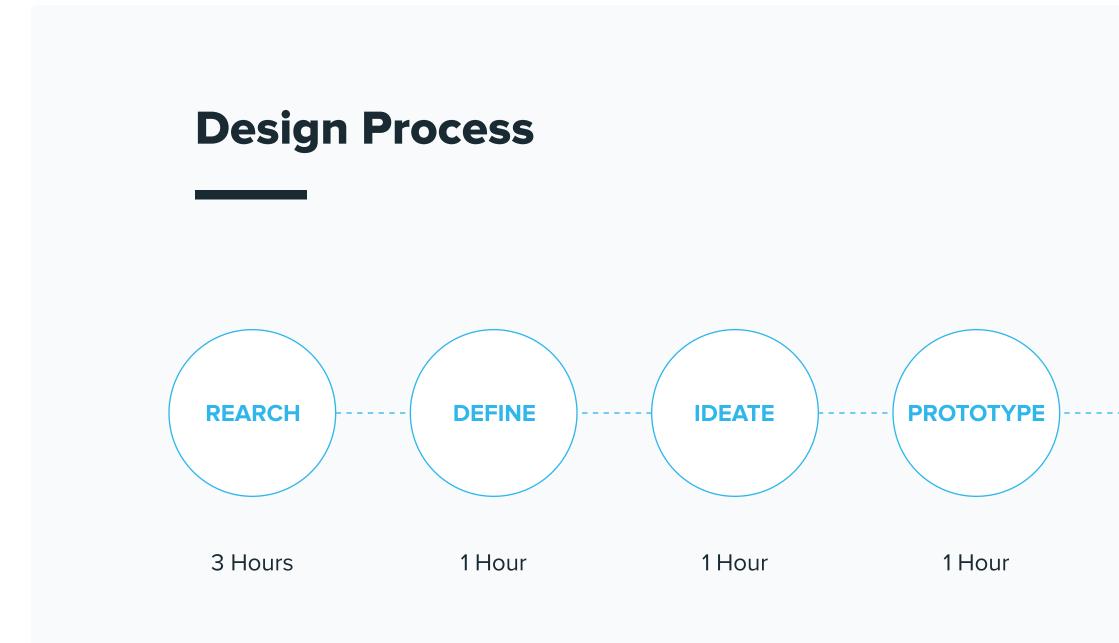
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Solution 2

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







0.5 Hour



RESEARCH

1. Explore The App as a User

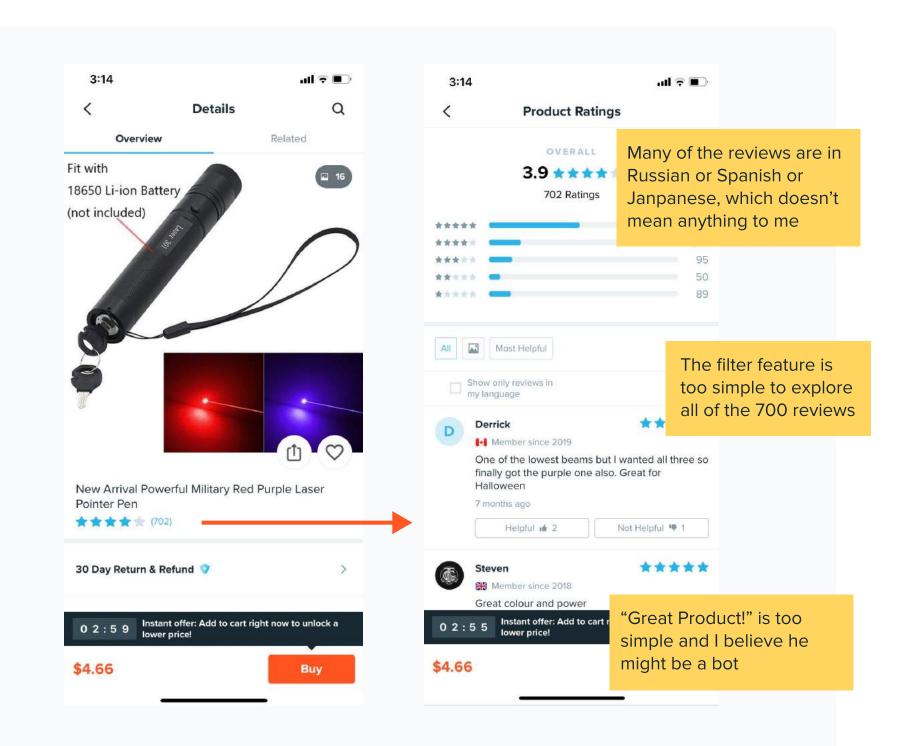
I first downloaded Wish and explored it as a user. I recorded my shopping experience of buying a laser pen.

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:

There is no image in the comments
 Many comments are not in English
 Reviews sometimes lack detail

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



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!

" 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 fourand 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.

Google Play Q Ξ **Positive Review Jackie Stanley** ★ ★ ★ ★ ★ June 15, 2020

Always enjoying getting items from Wish, the price are incredibly low, so you can have things that you really wish for, I always read the products review it is very helpful, Thank Wish for making all this possible

Negative Reviews

Discounted products with great deals that pop up randomly for you. Love it!



michael Odonnell

★ ★ ★ ★ ★ May 24, 2020

Not sure yet about the products but i can tell u this for sure: the in-app reviews are fake. They all say the same thing - "perfect for what i need", "exactly as advertised", "came much earlier than expected", "packaged great", "great for the price". And not a single negative comment. Not even close to one. No company can please every customer and i doubt Wish is an exception. We'll see how the items are that i order and re-review.



Wendy Thompson

★ ★ ★ ★ ★ June 6, 2020 110 The app is just ok. It would be helpful if the reviews included original size of customer and size they order. It would help if you had those questions as a part of the review of clothing. For example, "what's your size...what size did you order...was the item the right fit...." Your questions included don't give much info.

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.

99

... 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

2222

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 remember 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.

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

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?



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	Option 2	
< Product Ratings	< Product Ratings	
3.9 ★★★★	3.9 ★★★★★	
ALL Most Helpful In My Lanuage Side by side	ALL Most Helpful In My Lanuage Q Size Users can filter reviews by typin in a keyword	
Customer Name Image: Image	Customer Name ★★★★★★ A review that talks about the size and materials of this t-shirt. 7 months Helpful 2 Not Helpful 1	
Pros	Pros	
Users can apply multiple filters at	Users can find information that is	
the same time • It is easy to operate, users don't	more relatable and engaging to them.	
need to type	Cons	
	 Users have to type to narrow down 	

Cons

• Default filters might not cover all of the user needs

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

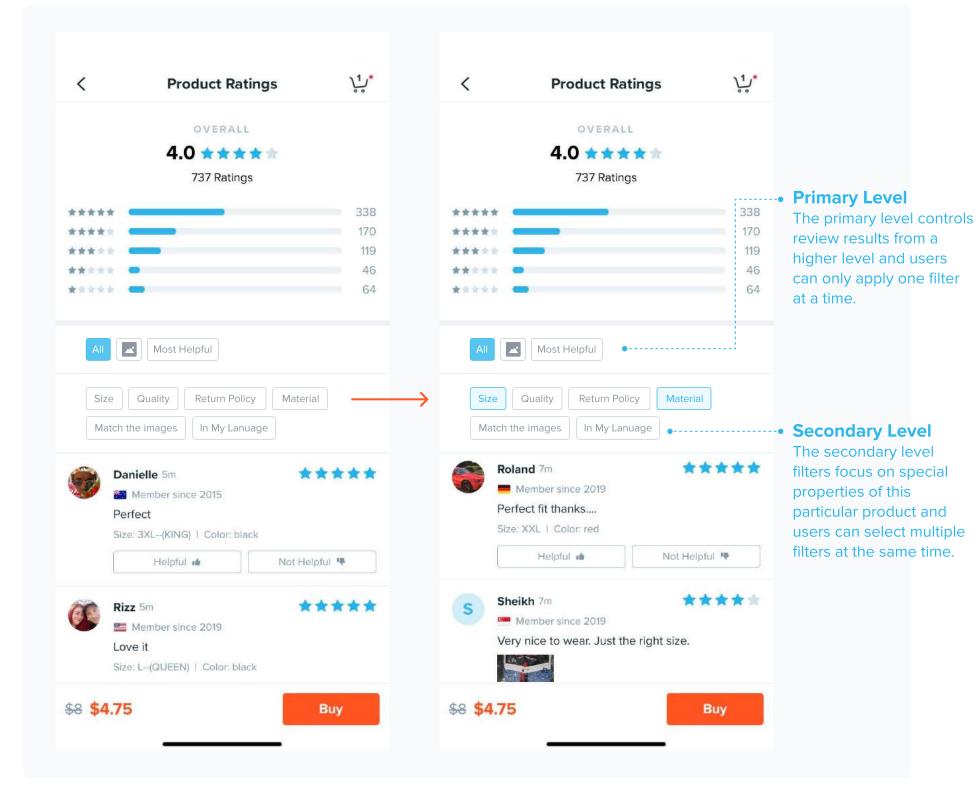
Review Filter

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



Reviewer Verification

Ideation

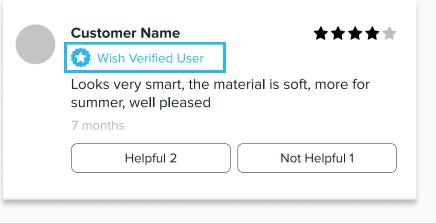
To increase the trustworthiness of positive reviews, we need to find a way to provide more evidences for the reviewers to verify that they are not bots and actually bought this product.

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 Pros **Customer Name** **** 134 users up-voted his reviews Looks very smart, the material is soft, more for summer, well pleased 7 months Helpful 2 Not Helpful 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.

Option 2



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

• 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

Pros

Cons

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

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

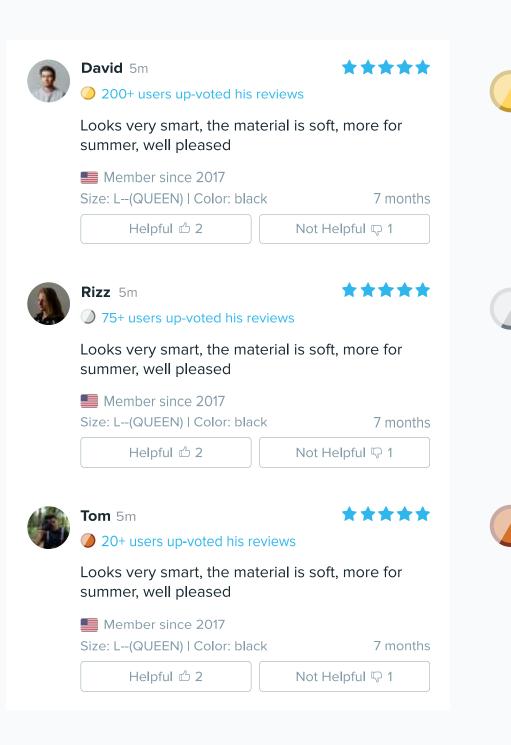
• Wish has to take on much more **extra work** • Users will lose motivation to provide good reviews after getting the verification

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 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.



S



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





New Reviewers

RAPID TESTING

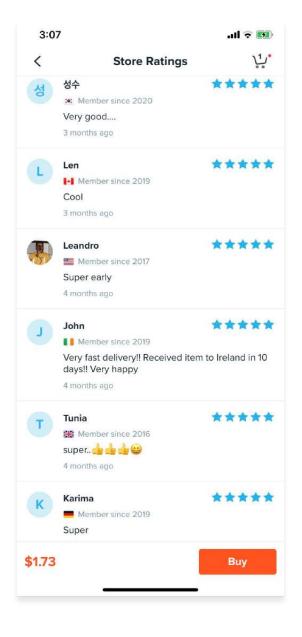
Iteration - Review Filter

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.

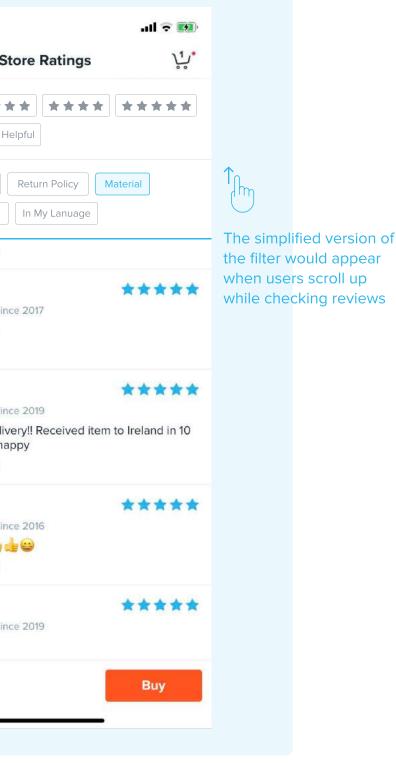
2. The filter would disappear if they scroll down to see more reviews, it would be better if the filter can stick to the top of the screen.

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After



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.

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Before



summer, well pleased

Member since 2017 Size: L--(QUEEN) | Color: black

Helpful 🖒 2



Rizz 5m

summer, well pleased

Member since 2017 Size: L--(QUEEN) | Color: black

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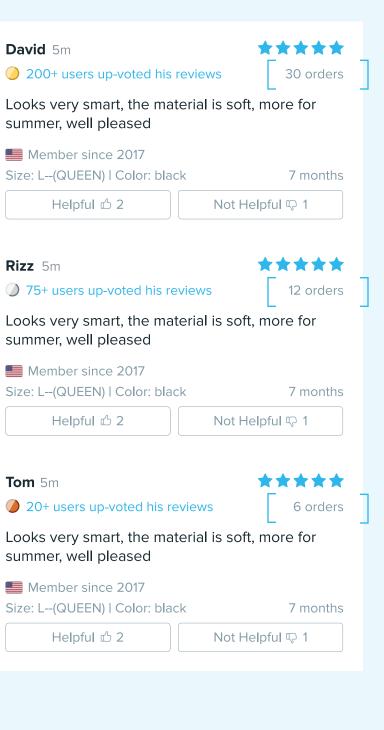
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After



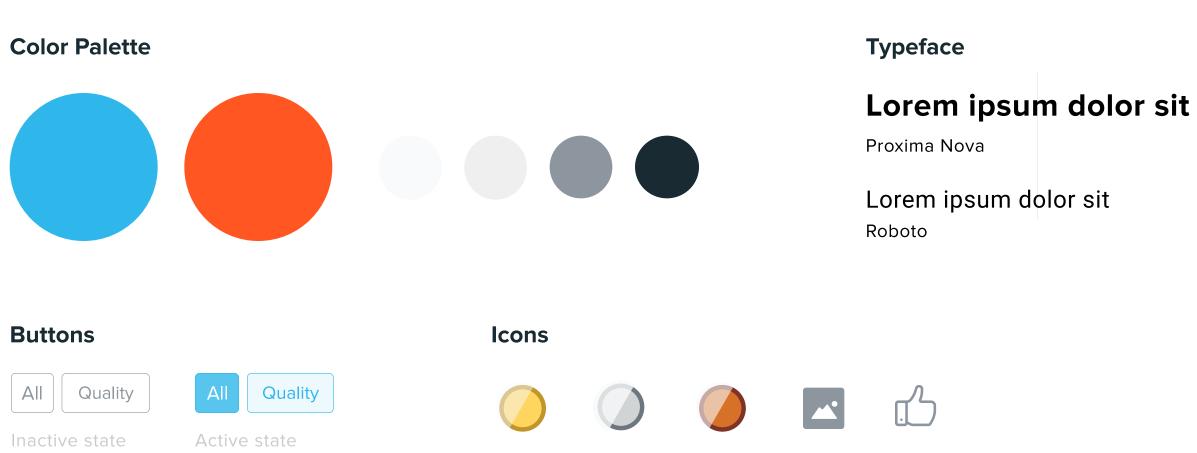
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Visual Elements



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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