

# COMM LEAD 517 A APPLIED ANALYSIS #3

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## THE PSYCHE

# GESTALT PERCEPTION

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Gestalt Perception is a precognitive determination, which leads people to understand the meaning of memes based on the size, shape, position, and so on around them.

This suggests that people tend to perceive the **entire pattern** instead of only the individual elements. Human perceptions can make order out of a mess.

In sum, the mind understands the whole better than the sum of its parts. Designers should make use of this feature to enhance better understanding of users and avoid producing misleading information.



# 2

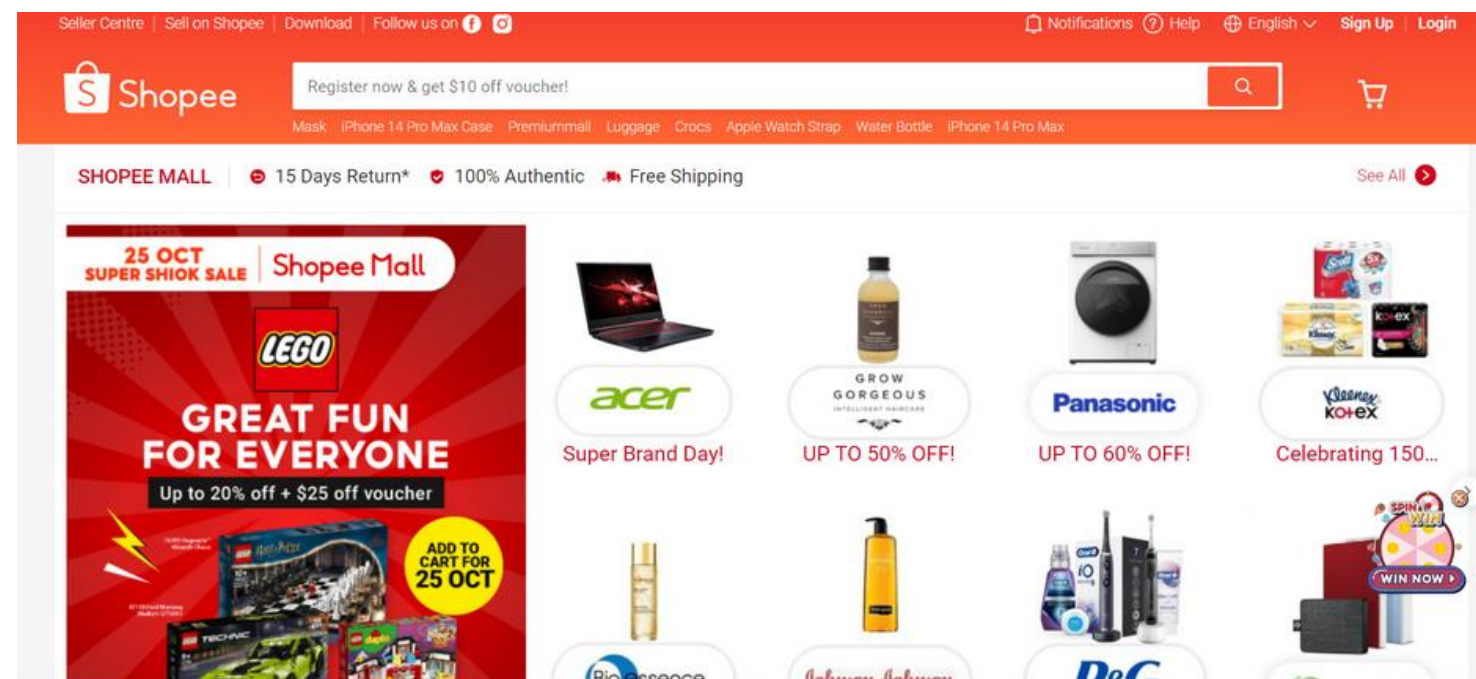
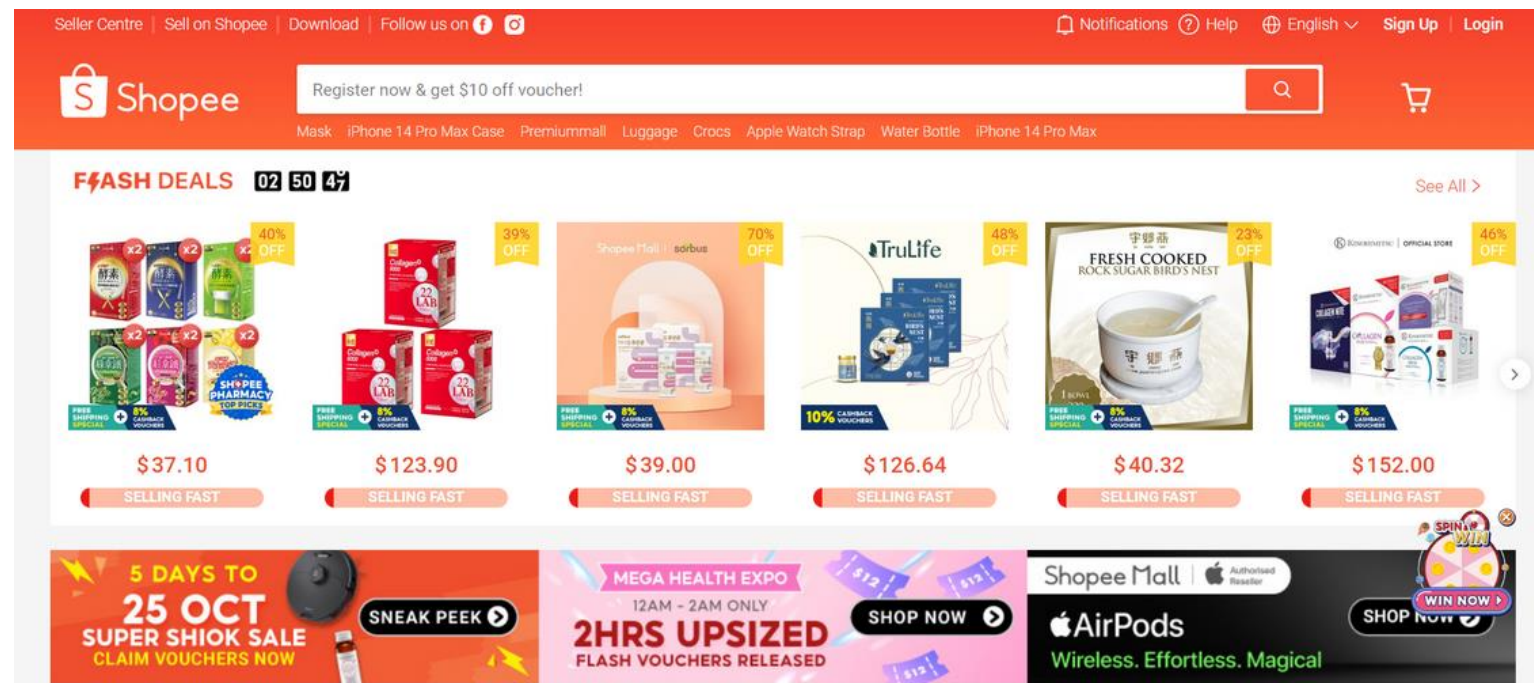
## THE EXAMPLE

Shopee is an e-commerce based in Singapore and has further expanded abroad. As I shopped on their website, a pile of pictures of various products bumped into my brain.

The arrangement of design elements on the website is composed of several white rectangles with different functions such as "flash deals " and "Shopee Mall." A bunch of products is lined in the section in each white rectangle.

As I scrolled the web page, I found that I could not differentiate between these two sections due to the similarity of the design of the two categories. What's more, there were more rectangle sections under these two ones. I did not notice these products belonged to different categories until I stopped scrolling and took a closer look at the page.

The similar design of the white rectangles makes users ignore the "Shopee Mall," which is a dedicated shopping space selling renowned international and local brands. It features 100% authentic products and free 15-day returns.





## THE IMPROVEMENT

Users will look for the Shopee Mall section after entering the website. Also, users randomly browsing the website also feel confused about the specialty of Shopee Mall. To help users identify the Shopee Mall instantly in the chaos, there are two main points that should be improved:

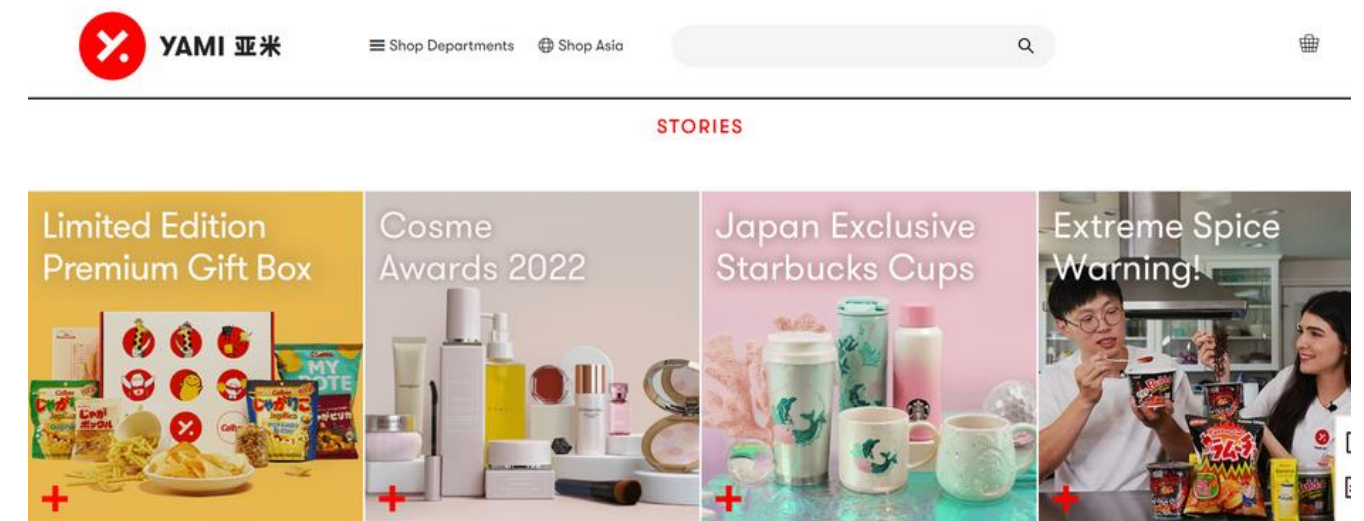
- **Change the background color of this section to red and the words to white**

1) This is meant to make the whole Shopee Mall section stand out from the white chunks on the whole website. Users can fastly realize its exceptional function.

- **Magnify the brands' names and redesign the small chunk of each brand  
(Take the website of YAMI as a reference)**

1) The brand names can become bigger and be put on the top of each chunk for users to see.

2) Designers can use set each brand in bigger squares with different colors and showcase more products in these squares. By doing so, users can be more aware of the existence of Shopee Mall and make a more efficient purchase.





## THE ETHICS

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By improving the original design of "Shopee Mall" on the website, users can **easily differentiate the variety of each section** of the whole page and attain a clear understanding of the function between them.

The user experience will be more intuitive and users' brains won't mingle with the visual elements in similarity. This can speed up users' perceptive process and leave users with a comfortable shopping experience.





## THE RESULT

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For the business, the **usage, revenue, and brand perception** should be taken into measurement:

- The **usage** of Shopee will increase after the improvement since users feel easier to navigate the website, absorb information, and find out the section they aim to achieve.
- The **revenue** of Shopee will also be added because users who want to buy products from renowned brands can quickly go to the right place to purchase. Also, as users feel comfortable in their shopping journey, it can be more possible for them to buy more products.
- The **brand perception** will be enhanced due to the more fluent user experience. People won't leave the impression of feeling overwhelmed when they think of this brand.