



YAMI 亚米

Yami

Product Assessment & Redesign

**COMMLD 510: Leveraging
Diverse Perspectives for
Product Content Strategy
Dorothy Hsiao**

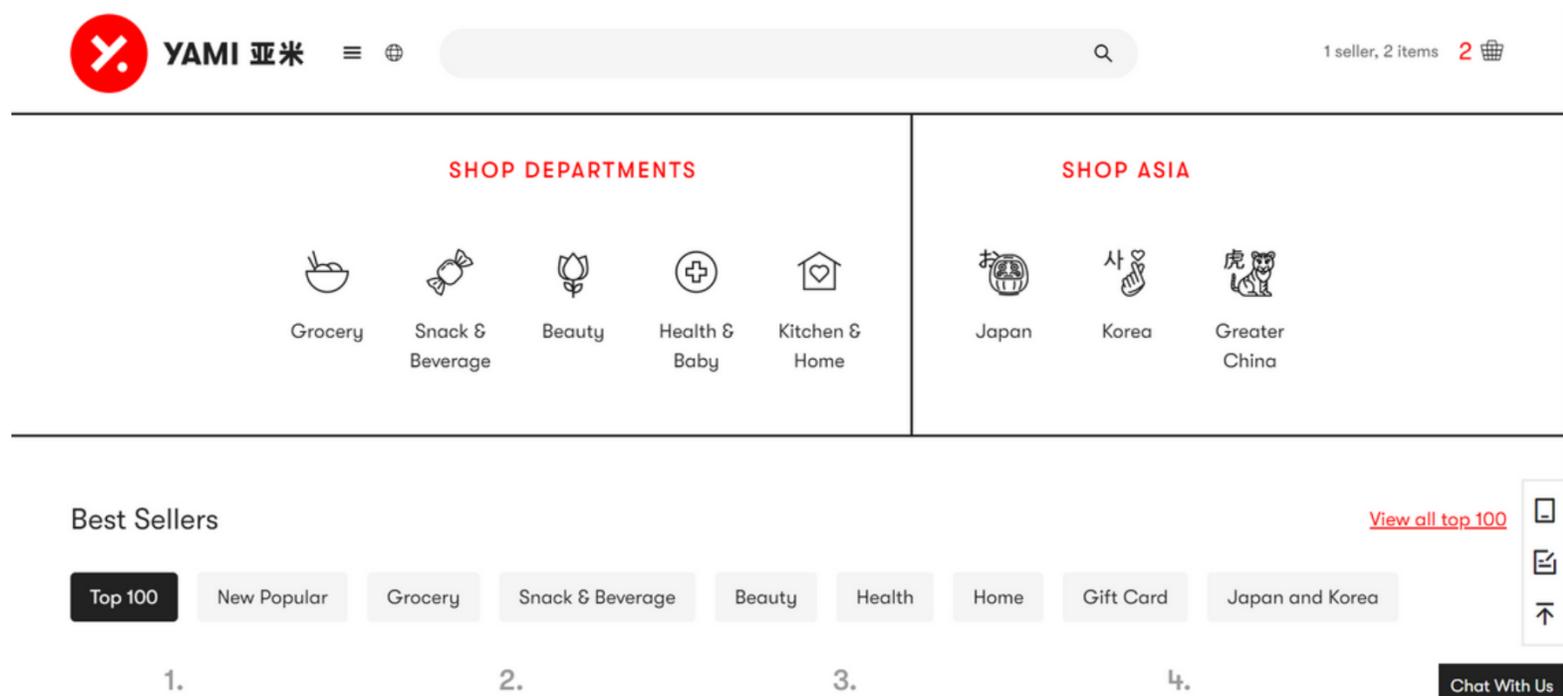


YAMI 亚米

Established in March 2013, Yami (formerly Yamibuy) is an online Asian marketplace.

Launched in California and inspired by all of Asia, Yami provides flavors and popular items from all over the region.

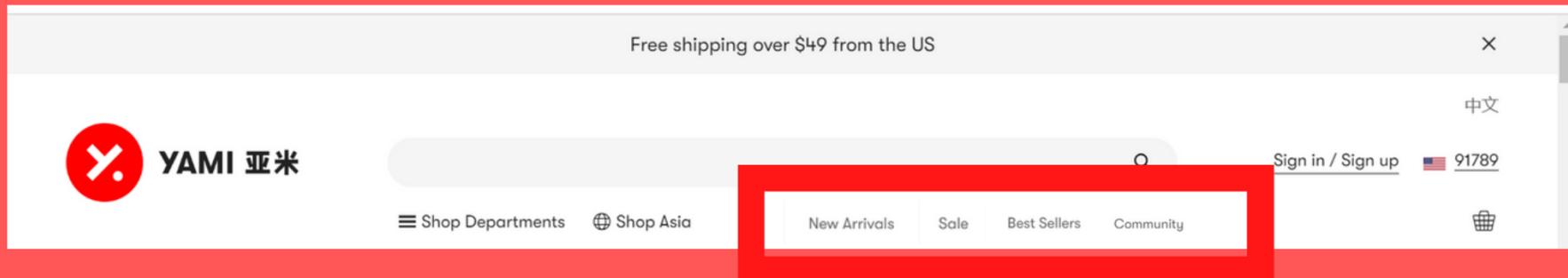
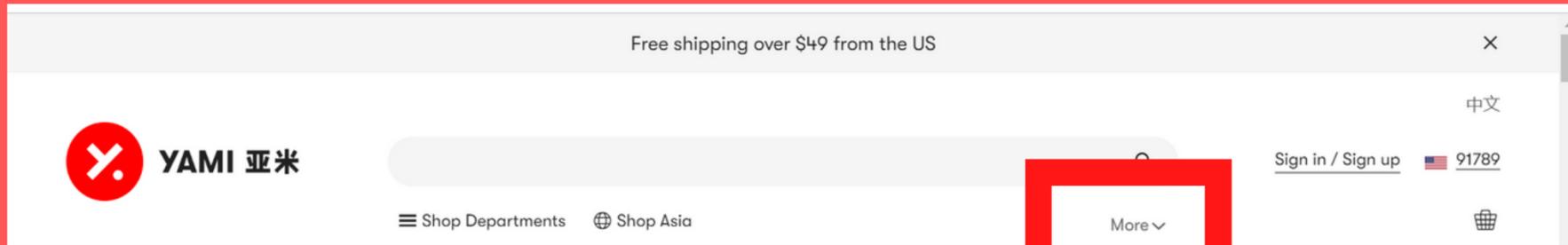
They are the largest online retailer of authentic Asian snacks, beverages, groceries, cosmetics, apparel, electronics, kitchen, and home goods in North America.



General Findings & General Redesign



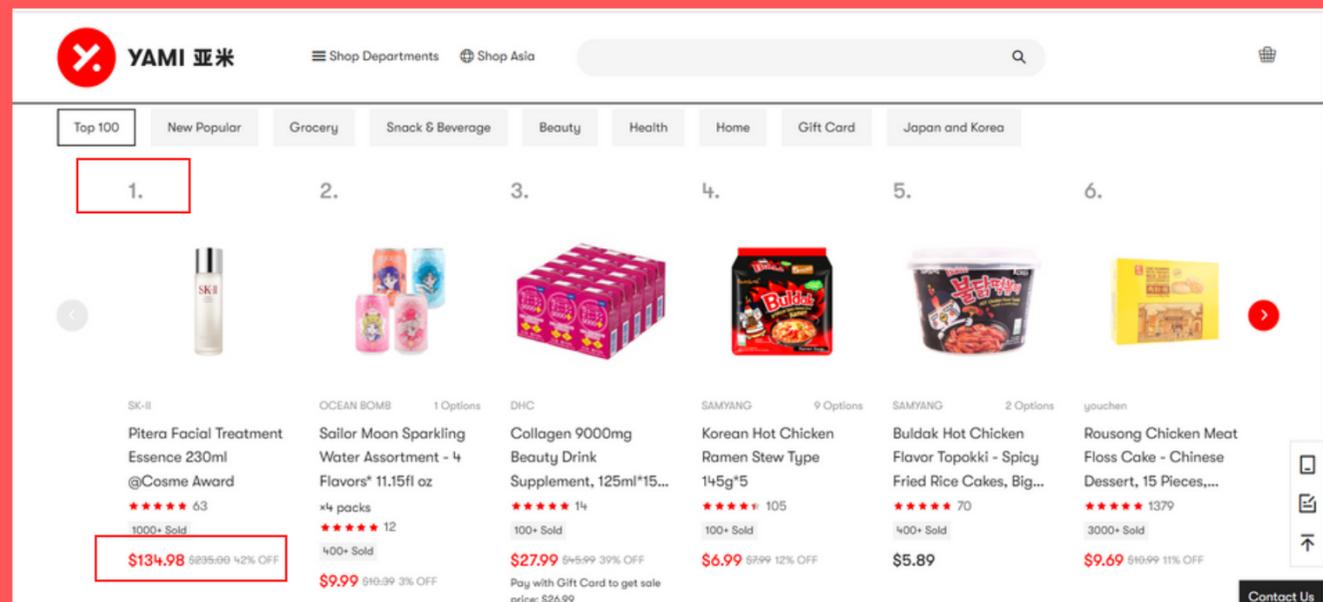
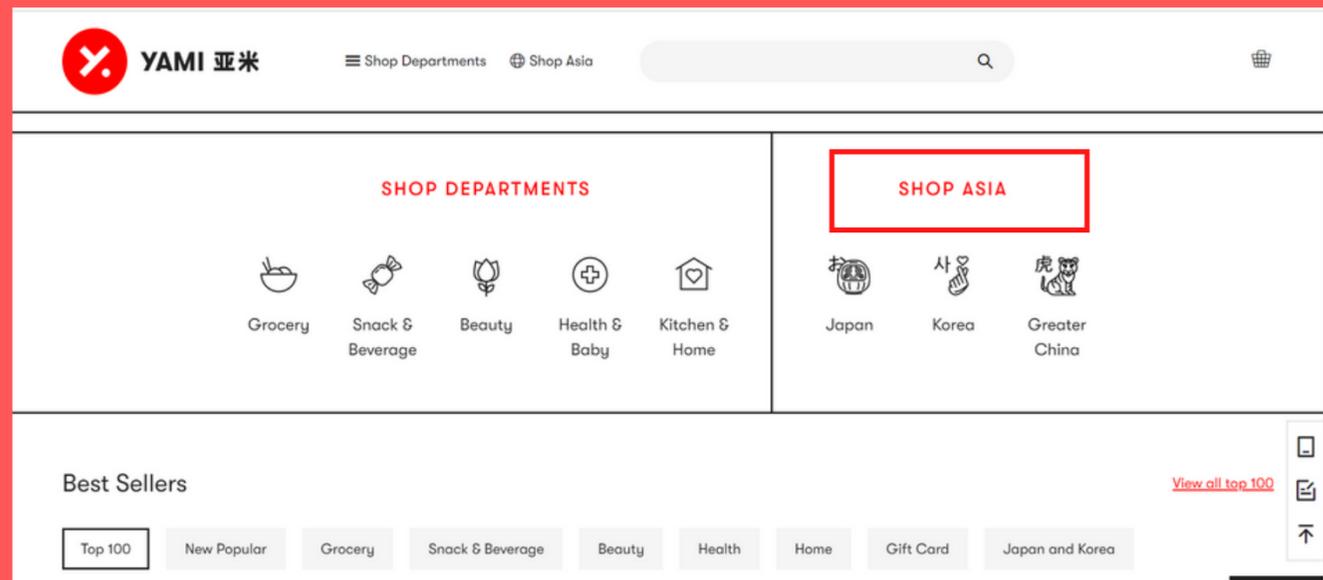
The features in the header are hidden



For the features that users frequently look for, Yami should list these features such as "New Arrivals," "Sale," "Best Sellers," and "Community" in the header instead of hiding them in a vague title, "More."

2

Words on the website have low contrast



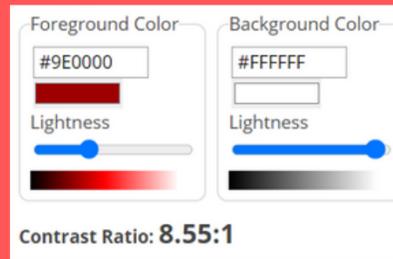
According to the accessibility result from WAVE, there are 362 contract errors on this website, which is not friendly to users with low vision.

The problems take place in the headline of shops and the color used to present the ranking, price, and discount.

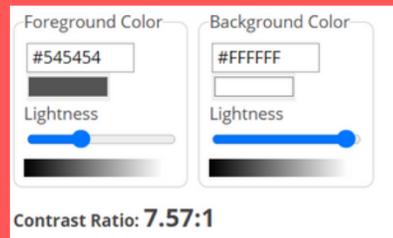
2

Words on the website have low contrast

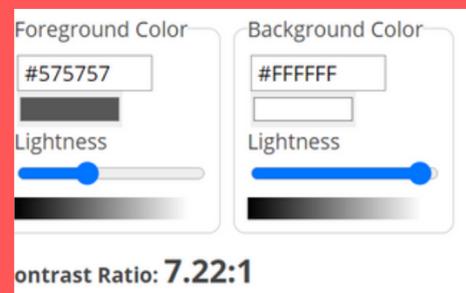
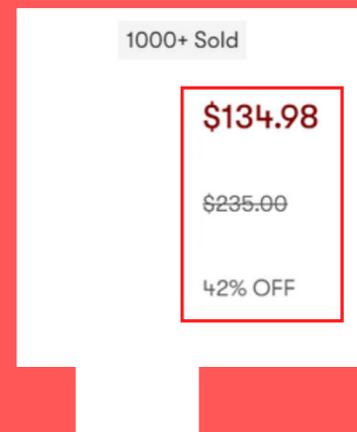
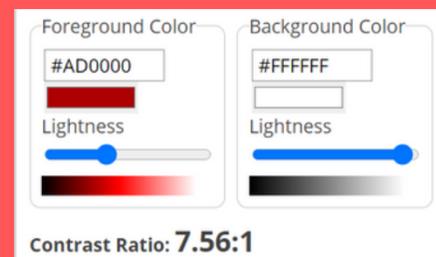
1



2



3

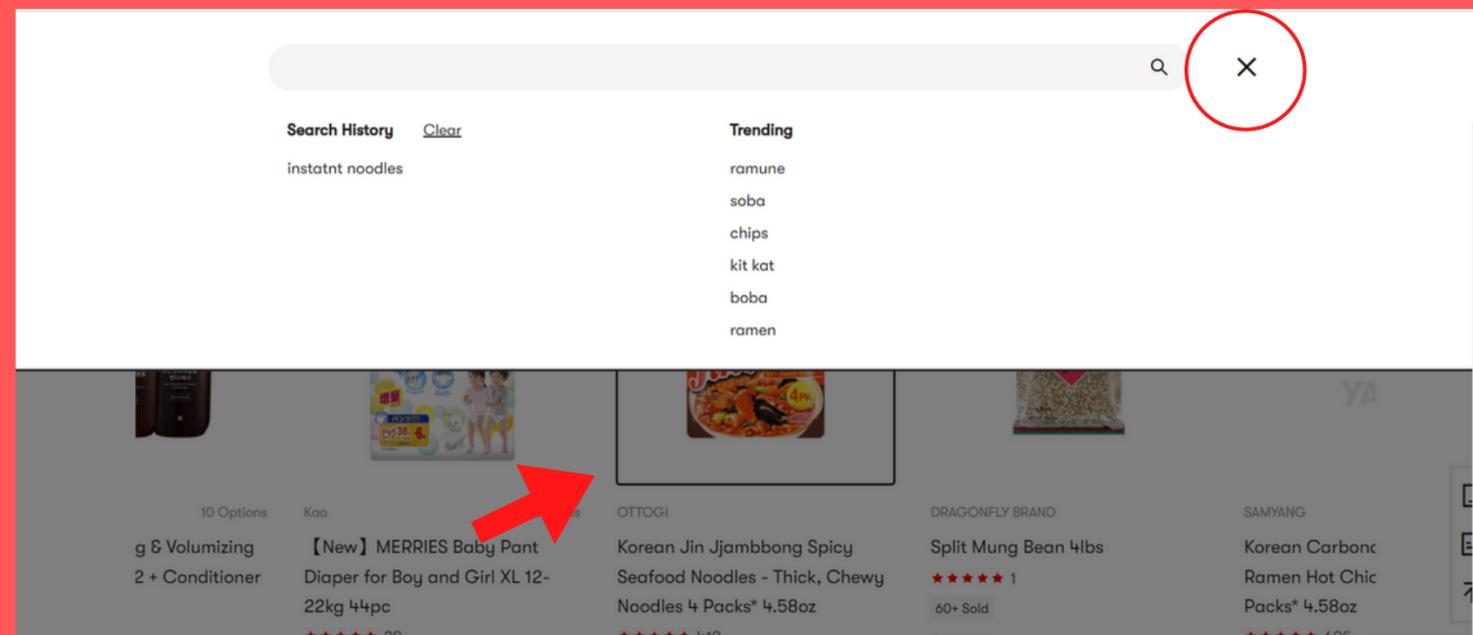
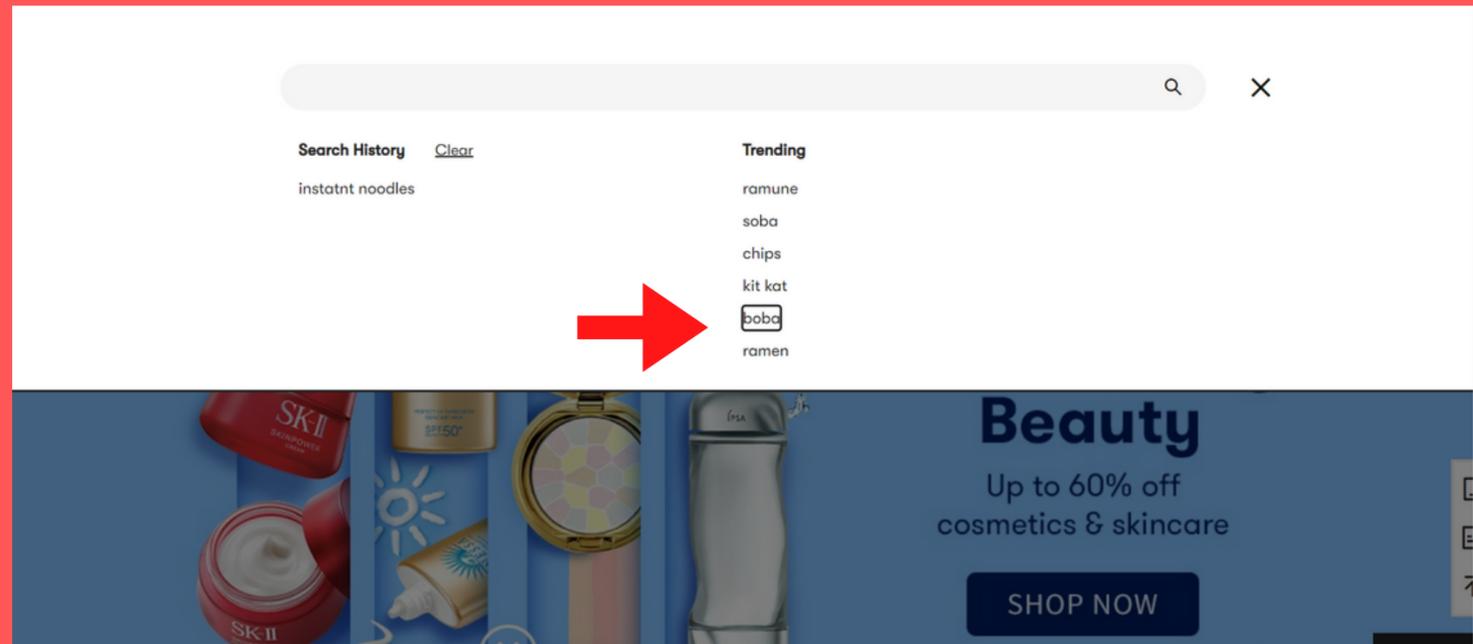


Designers should increase the contrast between the foreground (text) color and the background color by changing colors.

(Text and images of text have a contrast ratio of at least 4.5:1)

3

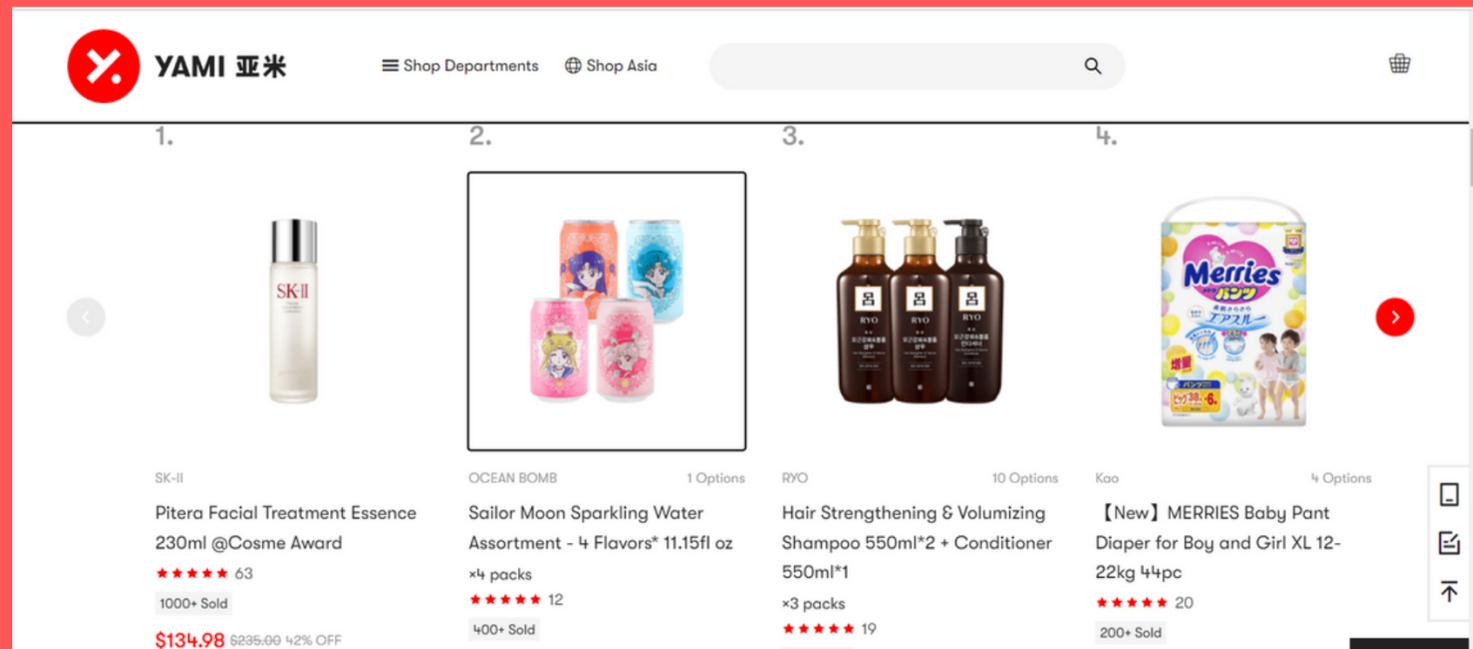
The Invalidity of Using Keyboard to Navigate the Main page Layer



When users use the "tab" on the keyboard and navigate the website, the visual focus, the black rectangle pointed by the red arrow, cannot focus on the cross (in the red circle). Also, by keeping pressing the tab, the visual focus runs down to the back layer and users cannot see the products and contents behind the white layer.

3

The Invalidity of Using Keyboard to Navigate the Main page Layer



The mechanism of the keyboard should be fixed to make users successfully "press the cross" and "navigate the products" without being covered.

3 Tasks for Participants

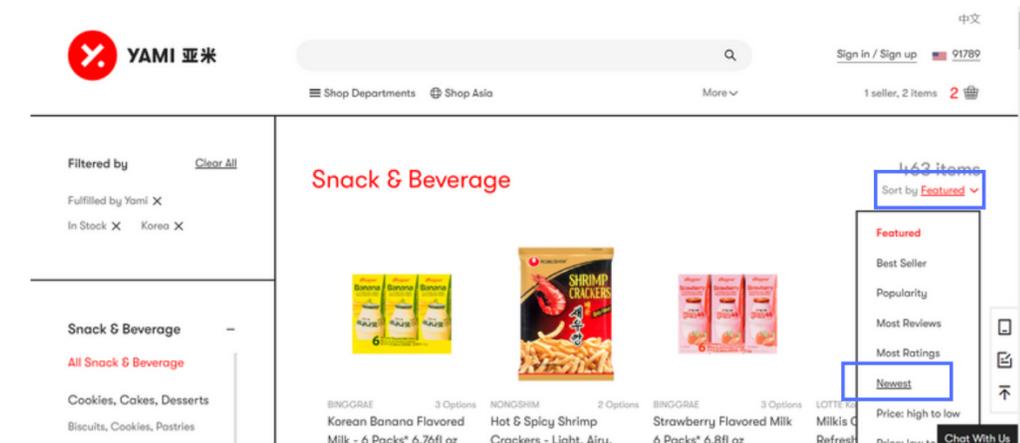
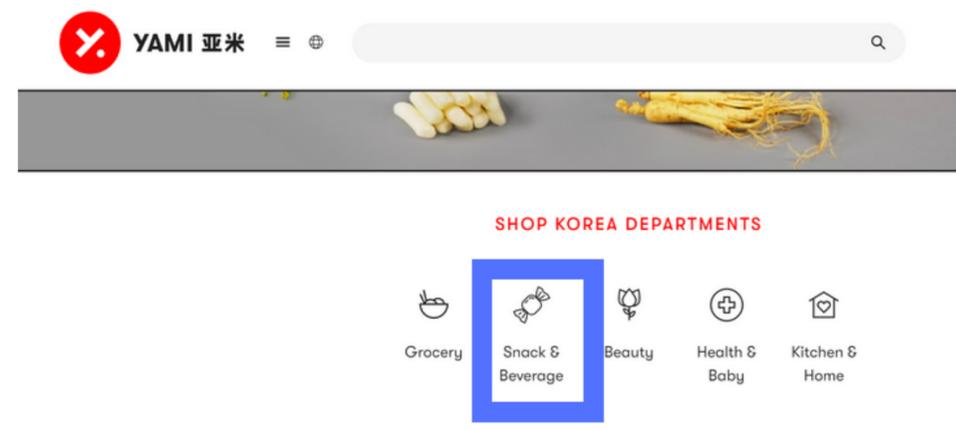
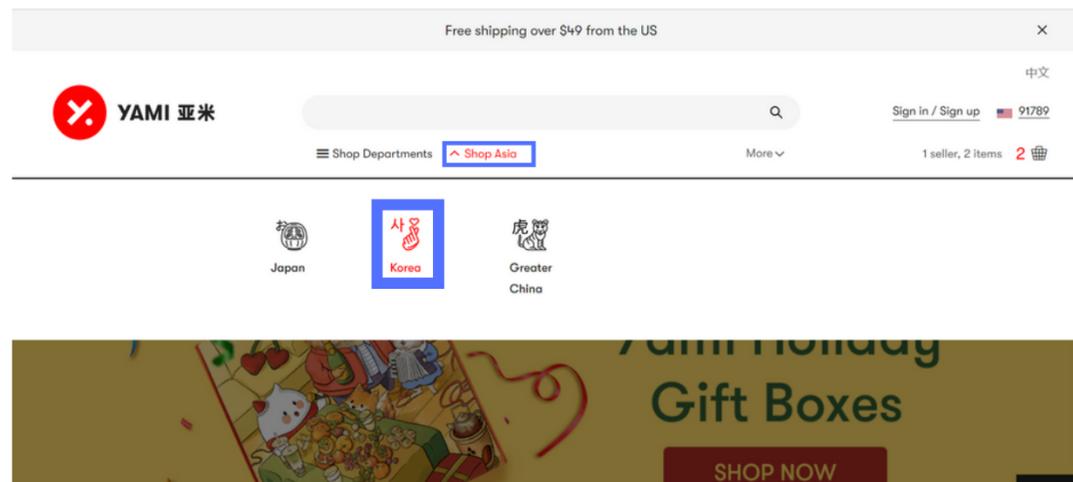
1. Your best friend loves Korea food and you want to find some new snacks for her. Use Yami website to find the latest-launched Korean snack.
2. You are almost out of shampoo and decide to buy a new one. Use Yami website to find the most popular shampoo under \$10.
3. You want to buy a \$169 fragile pot and also want to make sure whether you can return the pot if it is broken when you receive it. Please use Yami website to find the related information.

Task 1

Task 1

Find the latest-launched Korean snack

Typical Journey



Shop Asia > Korea > Snack & Beverage > Sort by Featured > Newest

Task 1

Find the latest-launched Korean snack

Accessibility Assessments (WAVE)

Color contrast is the main problem for Task 1

The following apply to the entire page:

Free shipping over \$49 from the US

YAMI 亚米

Summary

16 Errors	292 Contrast Errors
712 Alerts	163 Features
18 Structural Elements	4 ARIA

The following apply to the entire page:

YAMI 亚米

Summary

18 Errors	103 Contrast Errors
410 Alerts	88 Features
27 Structural Elements	4 ARIA

Filtered by: Clear All

Fulfilled by Yami X

In Stock X Korea X

Snack & Beverage

- *Korean Banana
- *Korean Honey Butter

The following apply to the entire page:

YAMI 亚米

Summary

18 Errors	118 Contrast Errors
423 Alerts	89 Features
27 Structural Elements	4 ARIA

Filtered by: Clear All

Fulfilled by Yami X

In Stock X Korea X

Snack & Beverage

- *Jelly Soft Grape
- *Jelly Real Grape

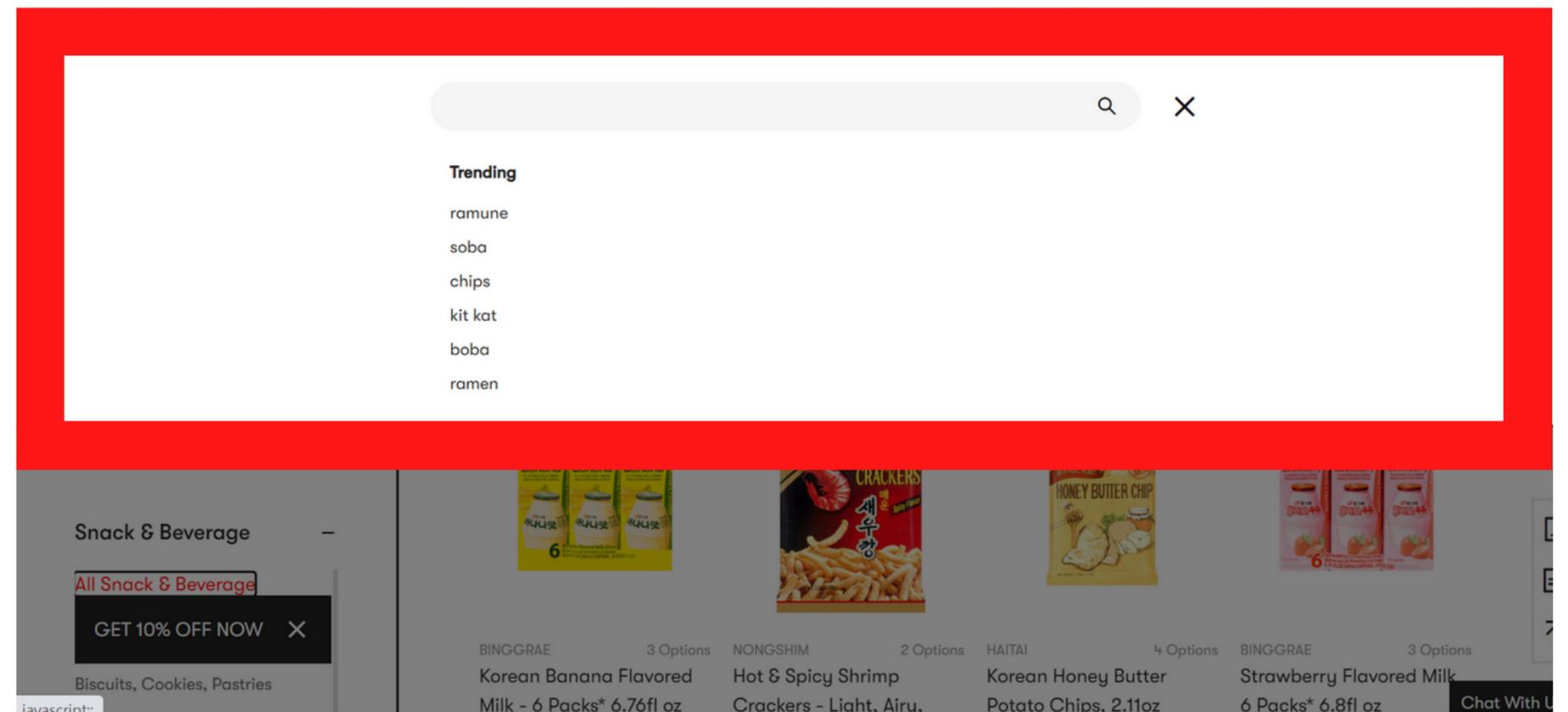
Task 1

Find the latest-launched Korean snack

Accessibility Assessments

The invalidity of using the keyboard to navigate the Korean products page

As users come to the Korean products page by using the tab, it ends up that a big white search section still remains on the page. Users cannot use the keyboard to close this white rectangle in order to see the information either about Korean snacks or about the latest-launched products.



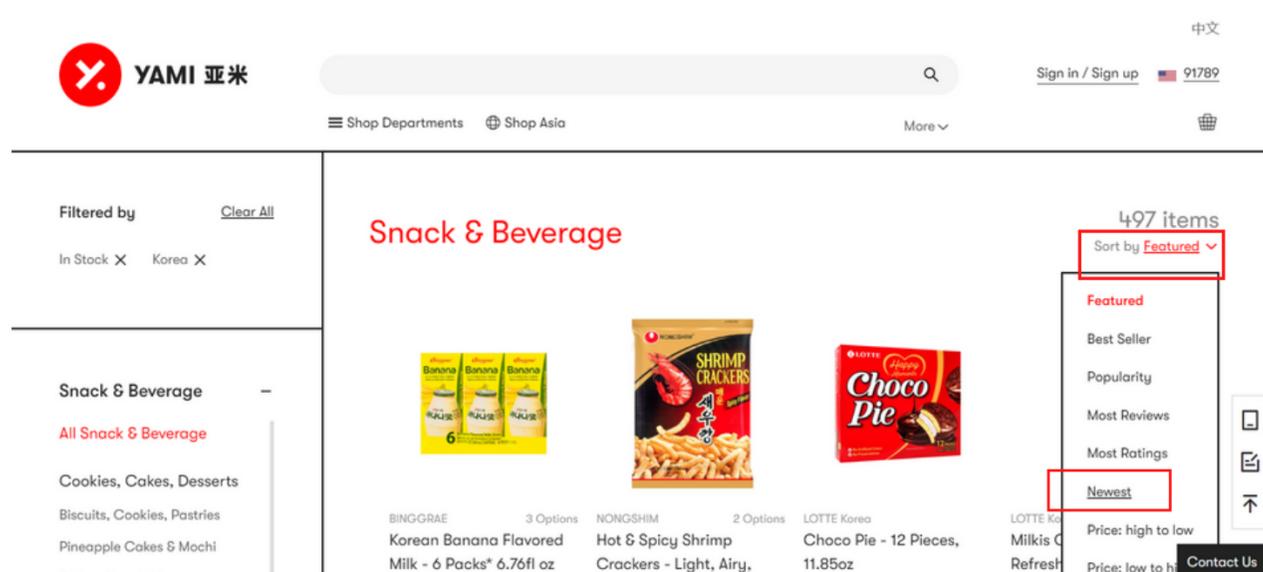
Task 1

Find the latest-launched Korean snack

Findings and Problems

1. It is difficult for users to find the filter in order to select the "newest" snack.

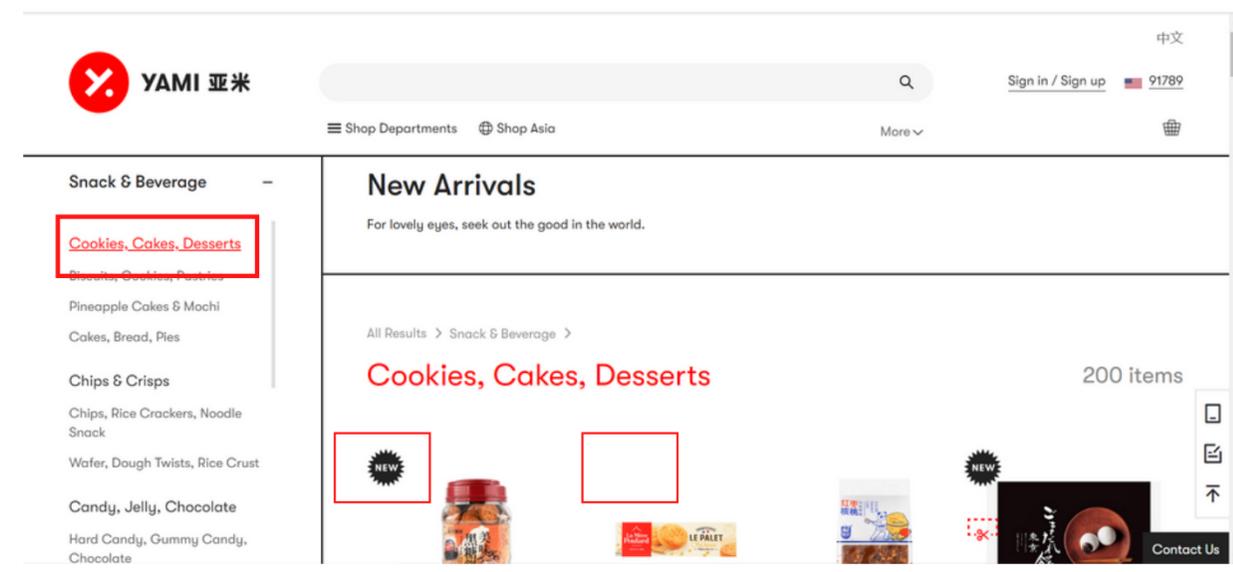
After they clicked into the Korean foods section, they found that it was difficult to find the filter for new-in products because "the words, sort by..., is not apparent enough and can be missed."



2. The layer of "New Arrivals" is mixed with other layers

After clicking the "New Arrival" and choosing "Cookies" under "Snack" on the left side, it will be confusing that some of the products shown on the search page do not have the black icon with "New" on the left corner.

One participant said, " I am wondering whether I am still under the layer of "New Arrivals."



Task 1

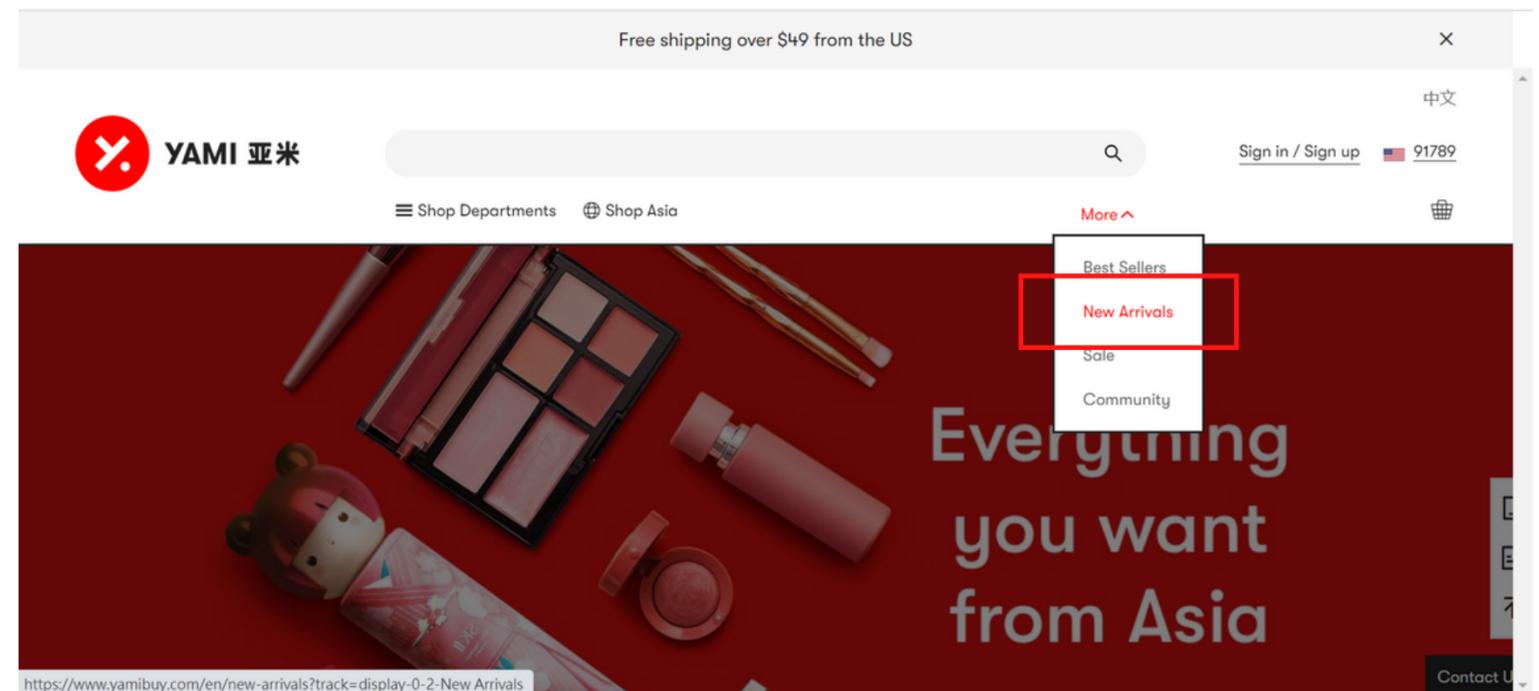
Find the latest-launched Korean snack

Findings and Problems

3. The feature of "New Arrival" is hidden in "More," which is easily ignored by users.

When participants tried to find some sections such as "New in" and "New arrival," they could not find the right place and considered that this website did not have this section since they did not expect the category would appear in "More."

"I don't know what is under More at first sight."



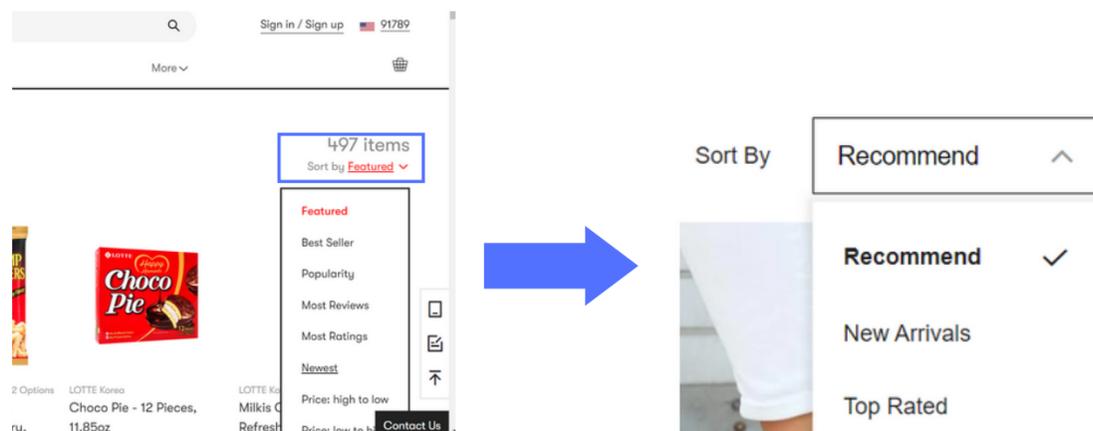
Task 1

Find the latest-launched Korean snack

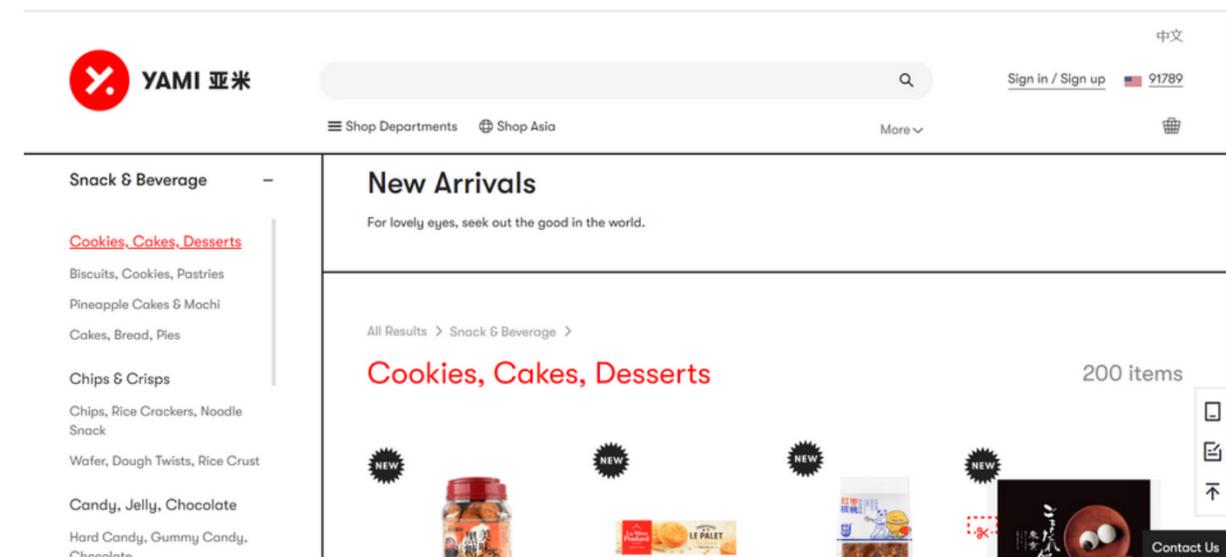
Redesign

1. Adjust the searching filter

- The font of "Sort by" can be larger
- Use a box to emphasize the function
- Rearrange the items into "Recommended by Yami", "New Arrivals", and "Top Rated."



2. Add the "New" icon for all of the products under New Arrivals

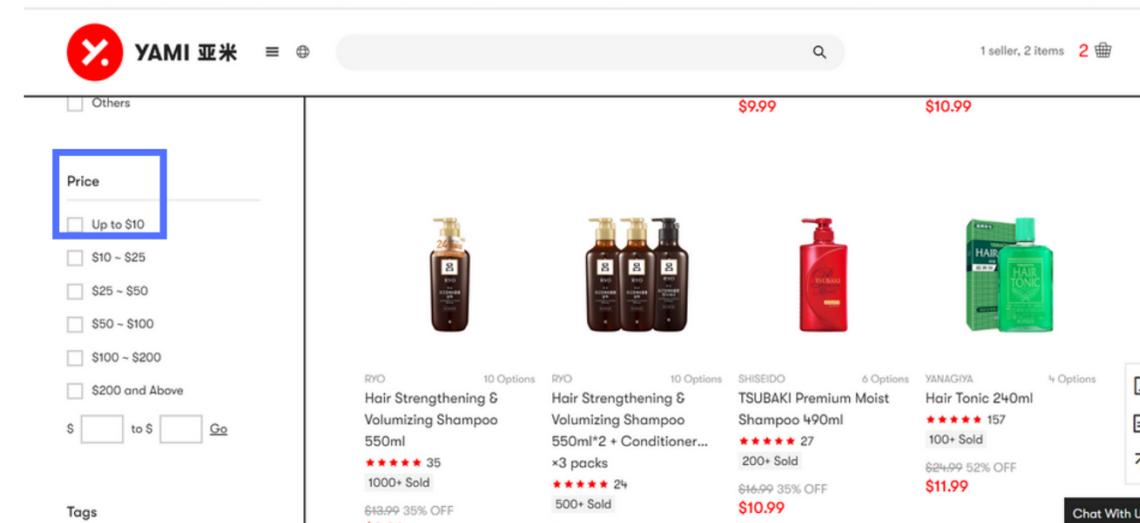
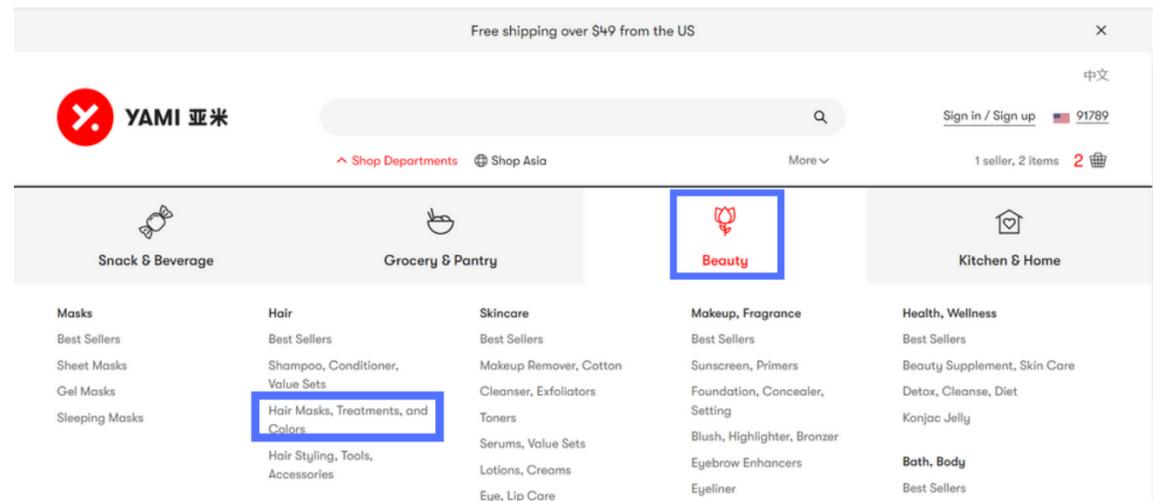


Task 2

Task 2

Find the most popular shampoo under \$10
(put into the cart)

Typical Journey



Shop Department > Beauty > Hair > Shampoo > the price filter on the left side

Task 2

Find the most popular shampoo under \$10
(put into the cart)

Accessibility Assessments (WAVE)

Color contrast is the main problem for Task 2

WAVE powered by WebAIM web accessibility evaluation tool. Styles: OFF ON. Summary: 16 Errors, 310 Contrast Errors, 1624 Alerts, 372 Features, 19 Structural Elements, 4 ARIA. The page shows a grid of shop departments like Grocery, Snack & Beverage, Beauty, Health & Home, and Kitchen & Home.

WAVE powered by WebAIM web accessibility evaluation tool. The following apply to the entire page: Summary: 18 Errors, 169 Contrast Errors, 422 Alerts, 72 Features, 27 Structural Elements, 4 ARIA. The page shows a filter section for 'Shampoo, Conditioner, V...' and a 'Clear All' button.

WAVE powered by WebAIM web accessibility evaluation tool. Summary: 21 Errors, 257 Contrast Errors, 300 Alerts, 104 Features, 20 Structural Elements, 4 ARIA. The page shows a product image of a shampoo bottle and a product title 'Hair Strengthening & Volumizing Shampoo 550ml' with a price of \$8.99.

Task 2

Find the most popular shampoo under \$10 (put into the cart)

Accessibility Assessments

The invalidity of using the keyboard to smoothly go down the filter checkboxes

When users try to use the tab to filter the shampoos under \$10, they may come to the filters on the left side and plan to go down to find the place for the price. However, the focus of the keyboard jumps directly from "yamibuy Gift Cards" to "\$_to \$_" by skipping all of the filters marked in the red frame.

Also, users cannot use the checkboxes under the Price to filter products.

The screenshot displays the YAMI website interface. On the left, a sidebar contains navigation links: Home, Tickets & Vouchers, Gift Cards & Gift Sets, and Yami Services. A red arrow labeled '1' points to the 'Yamibuy Gift Cards' link. Below this, the 'Price' filter section is visible, with a red arrow labeled '2' pointing to it. A red box highlights the 'Price' filter section, which includes checkboxes for price ranges (Up to \$10, \$10 - \$25, \$25 - \$50, \$50 - \$100, \$100 - \$200, \$200 and Above) and a custom price range input. A black arrow points from the 'Price' filter section to the product list on the right. The product list shows four items: RYO Hair Strengthening & Volumizing Conditioner (550ml, \$8.99), RYO Hair Loss Expert Care Shampoo for Oily Hair (400ml, \$10.99), SHISEIDO TSUBAKI Premium Moist Shampoo (490ml, \$10.99), and RYO Scalp Deep Cleansing Shampoo (550ml*2 + Conditioner 550ml*1, \$23.99). A 'Chat With Us' button is located at the bottom right.

Task 2

Find the most popular shampoo under \$10 (put into the cart)

Findings and Problems

1. The function of filtering the price is incomplete

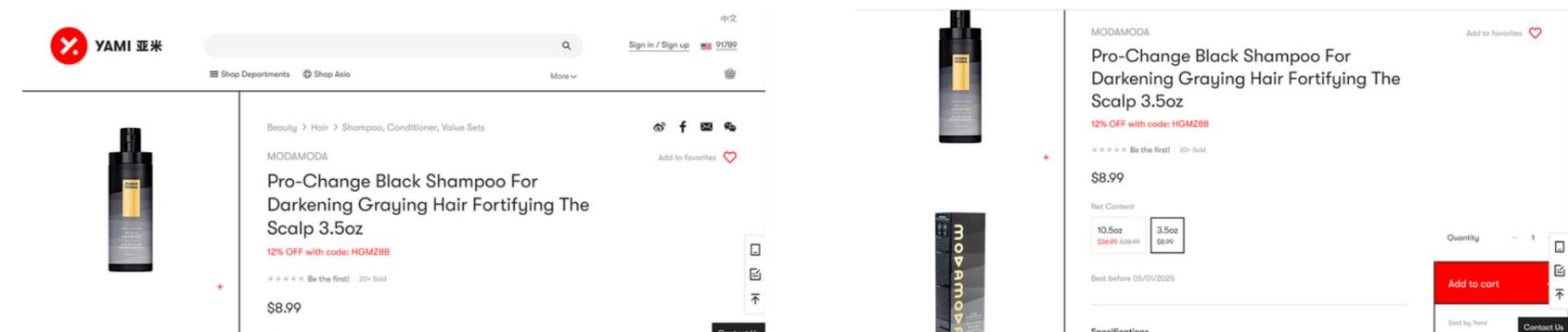
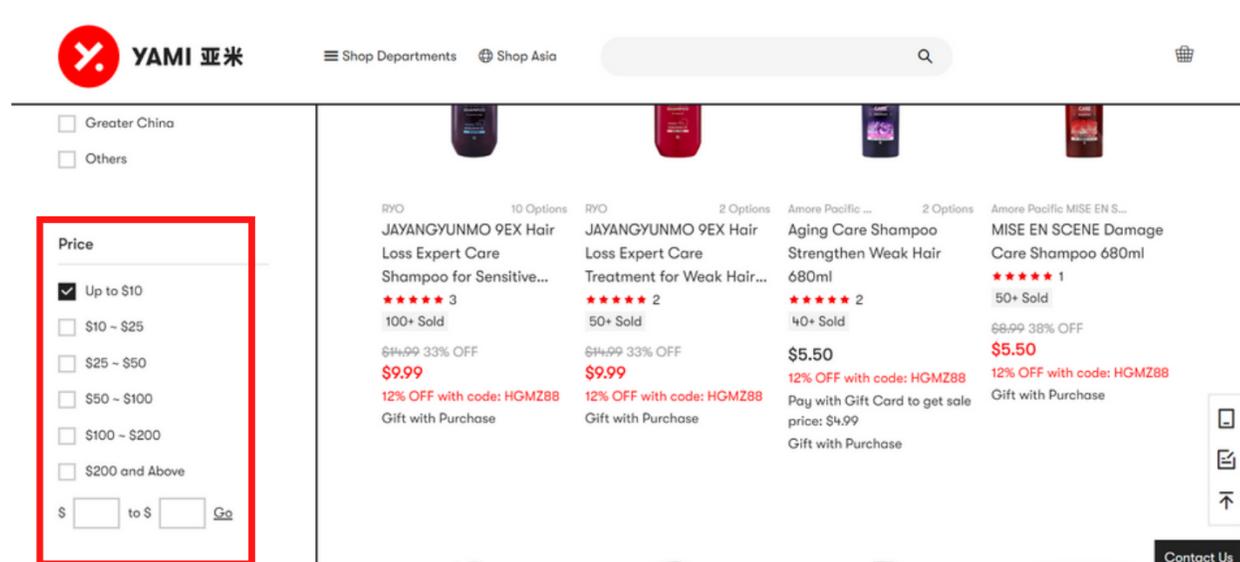
When users checked the "Up to \$10" and wanted to filter the price from low to high, they found that there was no filter on this section.

"I expect that I can filter the price in this section. It will be more user-friendly."

2. The cart is out of vision.

One of the participants mentioned that she could not find the cart at first sight after clicking on a shampoo. It was not until she scrolled down the page a little bit that the cart appeared in the right corner, which was not clear at all.

"I am looking for the button to add the shampoo to my cart."



Task 2

Find the most popular shampoo under \$10 (put into the cart)

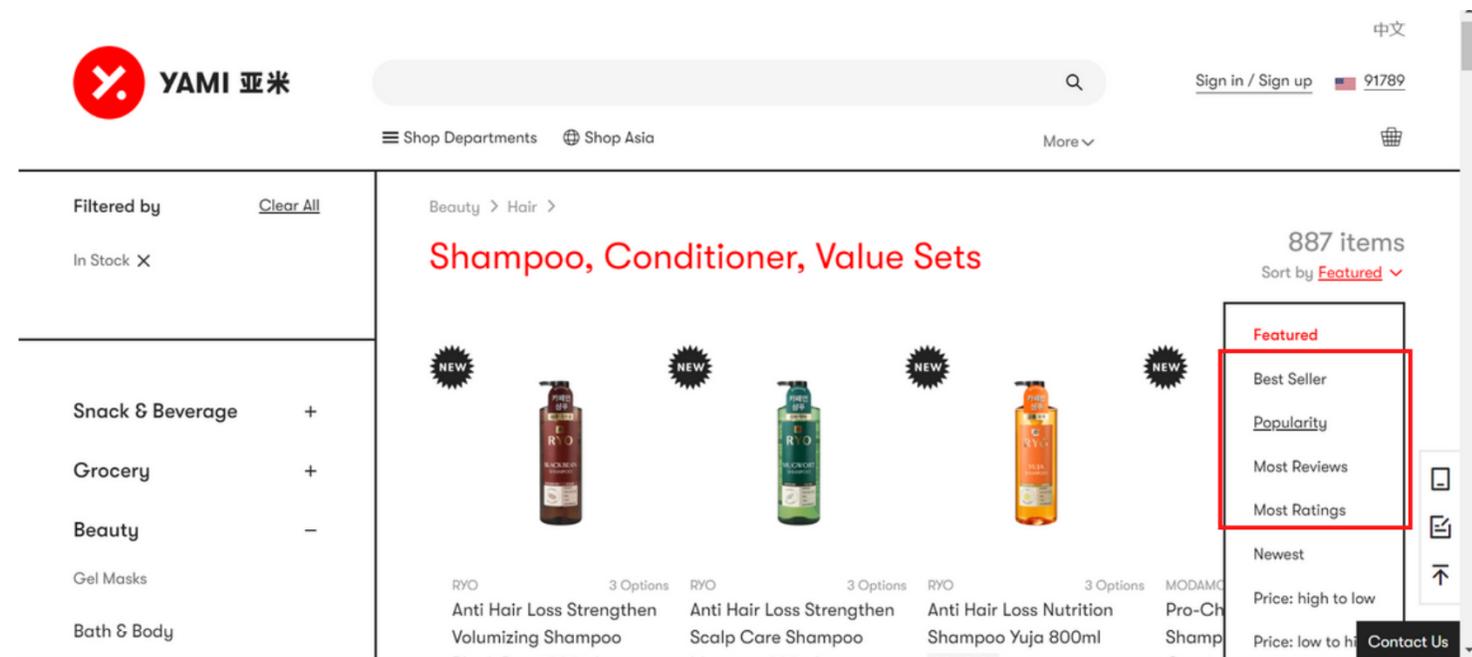
Findings and Problems

3. The feature of the filter is confusing.

After clicking on the category of shampoo, users may be confused that which feature in the filter should be chosen when they want to find "the most popular" shampoo.

"I don't know whether I should choose Popularity or Best Seller."

"I don't know the difference between Most Reviews and Most Ratings."



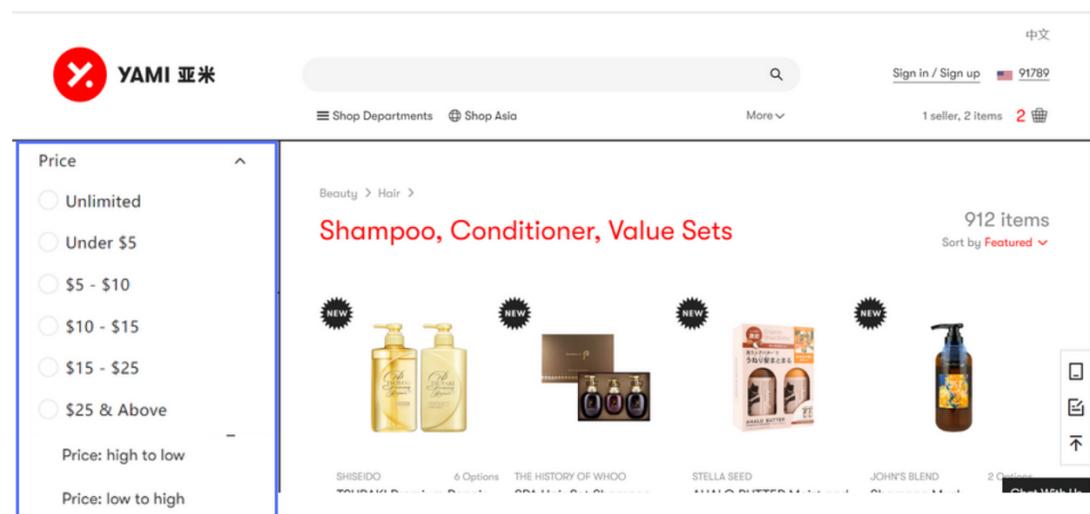
Task 2

Find the most popular shampoo under \$10 (put into the cart)

Redesign

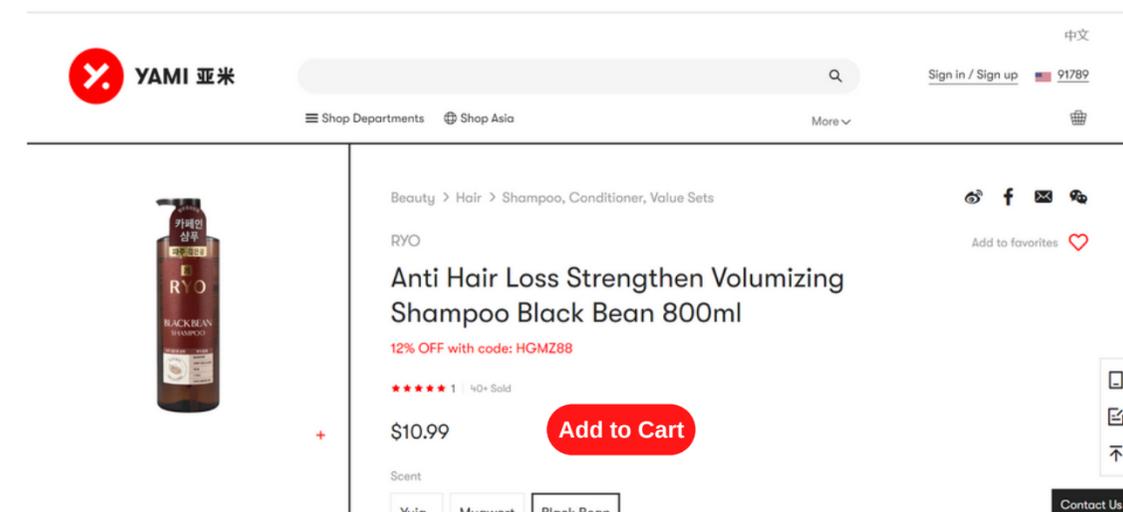
1. Move the price filter to the up-left

Price is a factor that users usually will take into consideration, and thus the price filter can be arranged on the up-left side, which falls in users' fovea apparently when they search.



2. Move "Add to cart" next to the product information

The original "Add to Cart" button is out of the page. This makes users feel hard to add products to the cart and may frustrate people's shopping journey. Therefore, the button "Add to Cart" should be moved to the product page for users to find it as soon as possible.

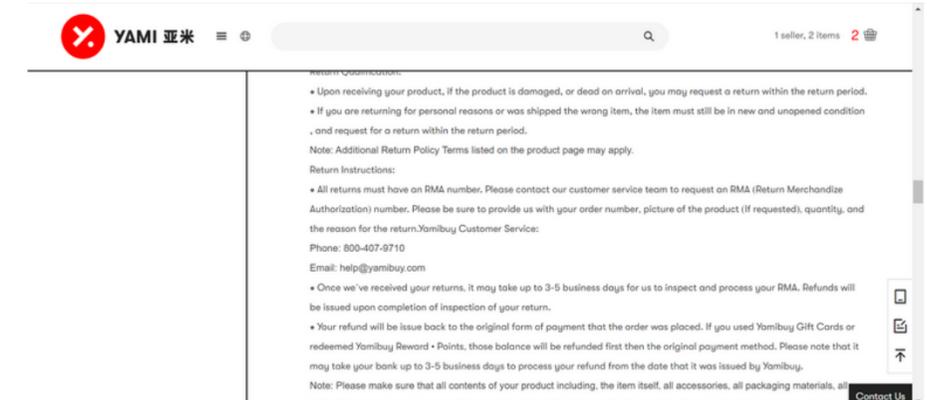
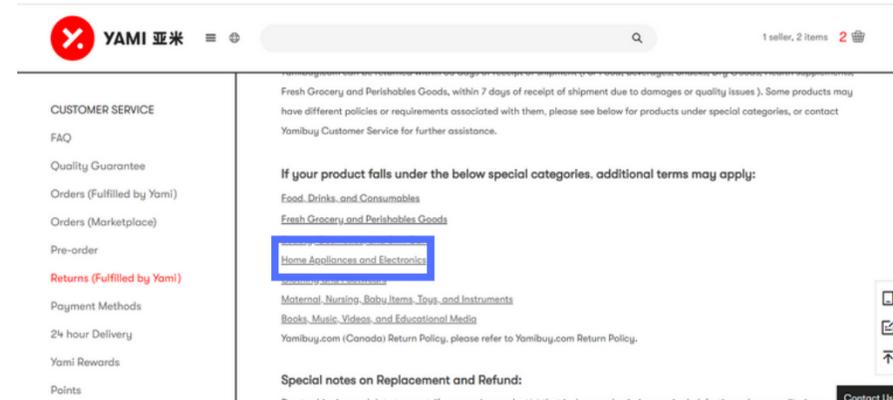
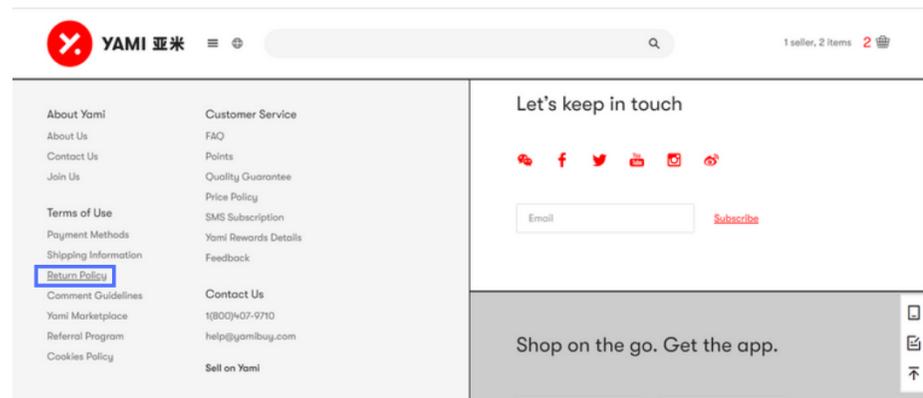


Task 3

Task 3

Find the information for returning a fragile pot

Typical Journey



Return policy > Home Appliances and Electronics

Task 3

Find the information for returning a fragile pot

Accessibility Assessments (WAVE)

Color contrast and missing label are the main problems for Task 3

The screenshot shows the WAVE accessibility tool interface. The 'Summary' panel on the left displays the following statistics:

Category	Count
Errors	16
Contrast Errors	310
Alerts	1606
Features	372
Structural Elements	19
ARIA	4

The background shows a website with a navigation menu and a search bar. A 'Code' button is visible at the bottom right of the tool interface.

The screenshot shows the WAVE accessibility tool interface. The 'Summary' panel on the left displays the following statistics:

Category	Count
Errors	14
Contrast Errors	3
Alerts	156
Features	23
Structural Elements	33
ARIA	4

The background shows a website with a navigation menu and a search bar. A 'Code' button is visible at the bottom right of the tool interface.

Task 3

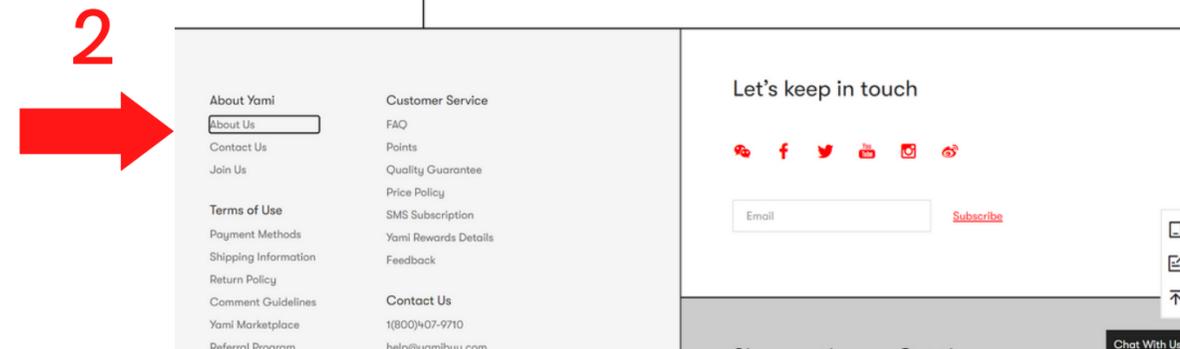
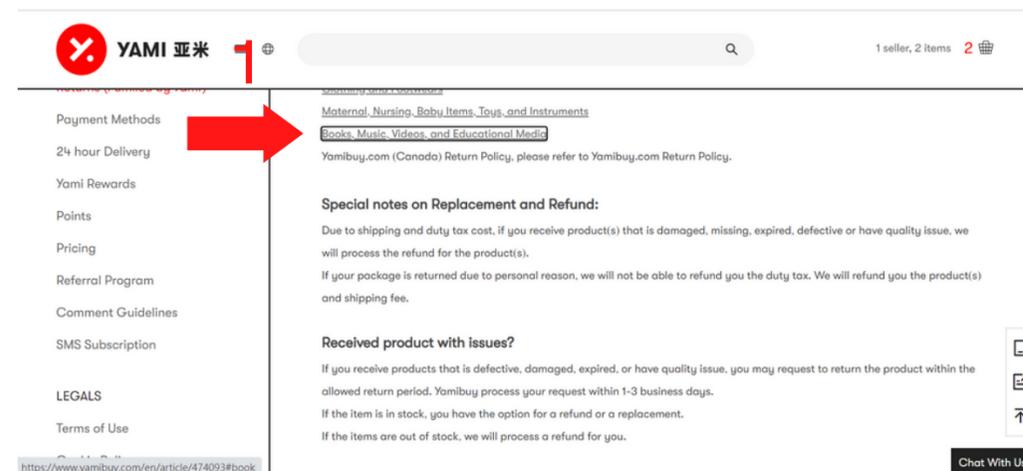
Find the information for returning a fragile pot

Accessibility Assessments

The invalidity of using the keyboard to navigate the whole return policy page

When users enter the return policy page and try to use the tab to scroll down the page, the focus of the tab ends up skipping the whole page and jumps to the bottom of the page. (From 1->2)

This means that users cannot read the return policy by only using the keyboard.



Task 3

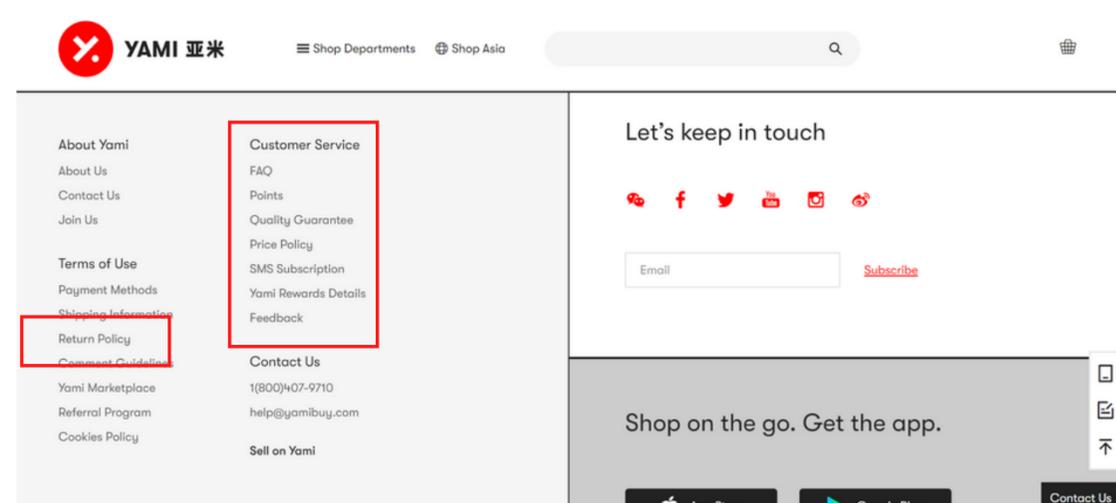
Find the information for returning a fragile pot

Findings and Problems

1. The grouping of information is missing.

Participants expect that the "Return Policy" would be under the label of "Customer Services"; however, it ends up under "Terms of Use."

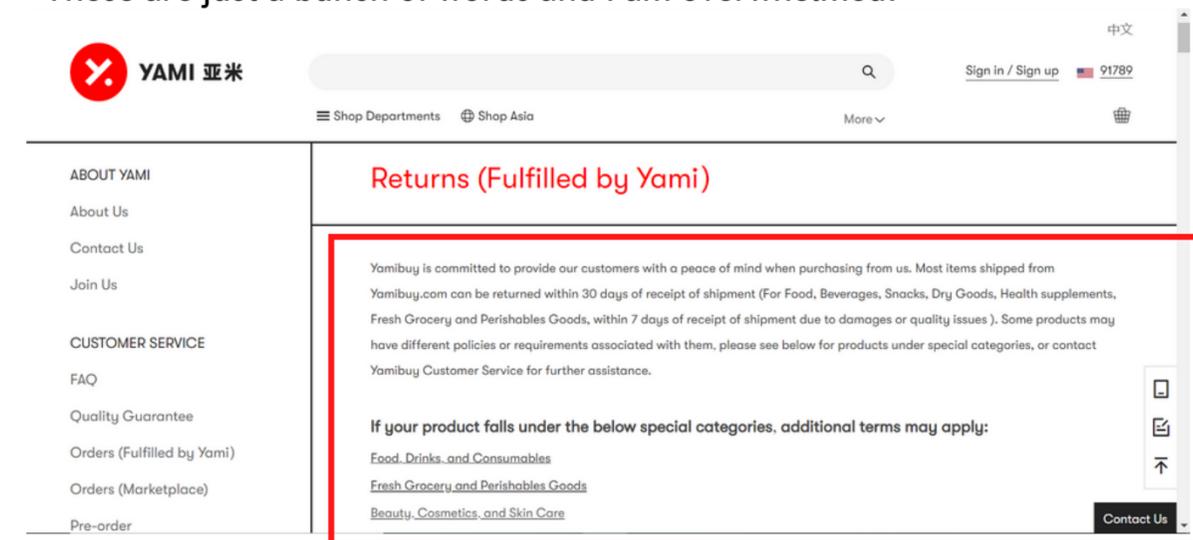
"I spend more time looking for the right place to go."



2. The layout of the "Return Policy" page is monotonous and too crowded.

The whole page of the "Return Policy" is written in paragraphs with the same color and the same size of words. Even though some sentences and titles are in bold fonts, it is still hard for participants to find out precise information in a fast way.

"These are just a bunch of words and I am overwhelmed."



Task 3

Find the information for returning a fragile pot

Redesign

Rearrange the information in return policy

The original return policy page is full of text without different layers and fonts. The information on the page should be arranged in accordion so that users can choose to show the information they need and also have a slight understanding of other information in the accordion. Furthermore, a search box can be added to the upper place for users to search the key words.

The screenshot shows the YAMI website's return policy page. The page is divided into a left sidebar and a main content area. The sidebar contains a navigation menu with the following items: ABOUT YAMI (with sub-items: About Us, Contact Us, Join Us), CUSTOMER SERVICE (with sub-items: FAQ, Quality Guarantee, Orders (Fulfilled by Yami), Orders (Marketplace)), and a 'Chat Now' button. The main content area has a header with the YAMI logo, a search bar, and a 'Returns (Fulfilled by Yami)' title. Below the title is a search box labeled 'search help'. The main content area also features a list of accordion-style questions: 'What's the return policy?', 'What's the extended holiday return policy?', 'Are there any return exceptions?', 'What are the Ta...', and 'Can I return beauty products that have been opened?'. A 'Chat Now' button is overlaid on the page.

After the redesigns, Users can...

Find out the newest products more intuitively

Filter the price more effectively

Navigate the return information organizely



Improve
the
experience

A red-tinted background image showing a hand holding a pen over a document, likely a resume. The document has sections like 'PROFESSIONAL SKILLS' and 'LET'S WORK TOGETHER!'.

Thank you!