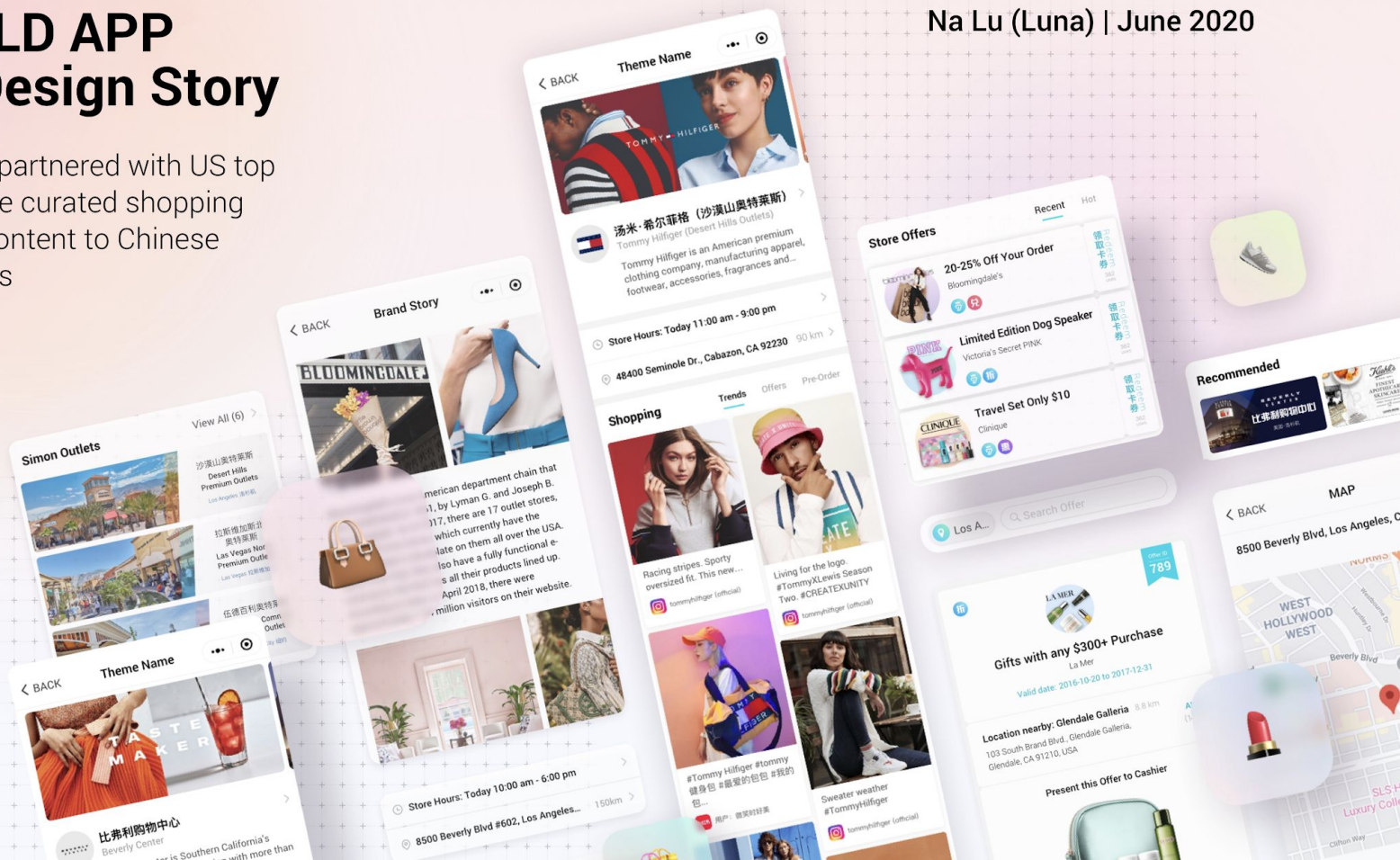


# YOUWORLD APP Product Design Story

A web application partnered with US top brands to distribute curated shopping and experiences content to Chinese outbound shoppers

Na Lu (Luna) | June 2020



## The Company

You World inc. (or YouWorld)  
A tech-solution provider.

Aiming to connect **global brands** and **on-trip service agencies** to promote curated shopping and experiences content to millions of **Chinese outbound shoppers**.

## The Project



Design and Dev Duration: 2 months

## Me

Joined the team in 2017

In charged of its **key product, the YouWorld App (YWApp)**. It is the user interface that displays the content to the end users.

My Roles: UI/UX designer, product manager

*Disclaimer: The information disclosed in this presentation has been approved by YouWorld's CEO Yuanbo Wang.*



## AGENDA

1. Background
2. Problems and Challenges
3. The Goal
4. The Users
5. My Approaches

*Story 1* **Redesign product structure**

*Story 2* **Build up design components and sharpen the user interfaces**

*Story 3* **Customize the YWApp into clients' marketing campaigns**

6. The Results

By the summer of 2018, YWApp was operating with its third version.  
The market landscape was like...

**8 Million**

Chinese Residents & Travelers in the U.S.

**20%**

Luxury Brands' Purchase Contributed by the  
Chinese Shoppers

**\$11,100**

Average Amount Spent from Chinese  
Shopper per Visit to the U.S.

**25%** on shopping 🛍️

**20%** on dining 🍽️

**18%** on activities 🎡

**15%** on accommodations 🏠

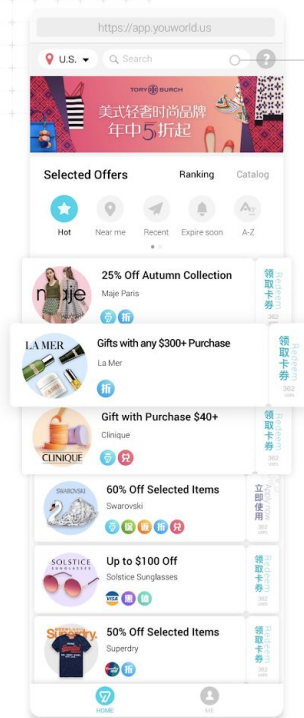
**10%** on flights ✈️

Data source: BrandUSA, National Travel and Tourism Office, World Tourism Organization, U.S. General Service Administration

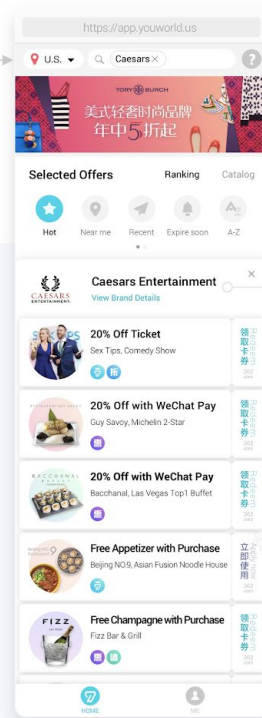
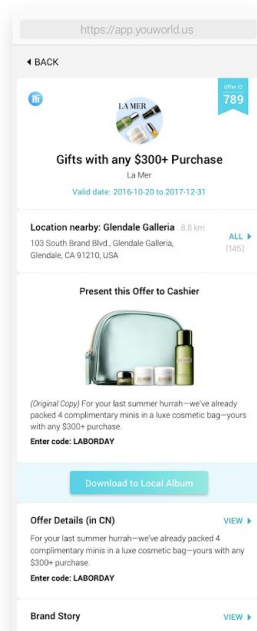


## A UI overview of Version 3

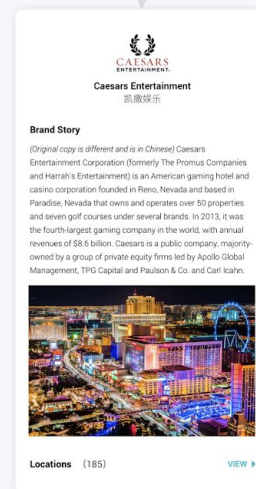
for better demo, I have translated all UI into English in this presentation.



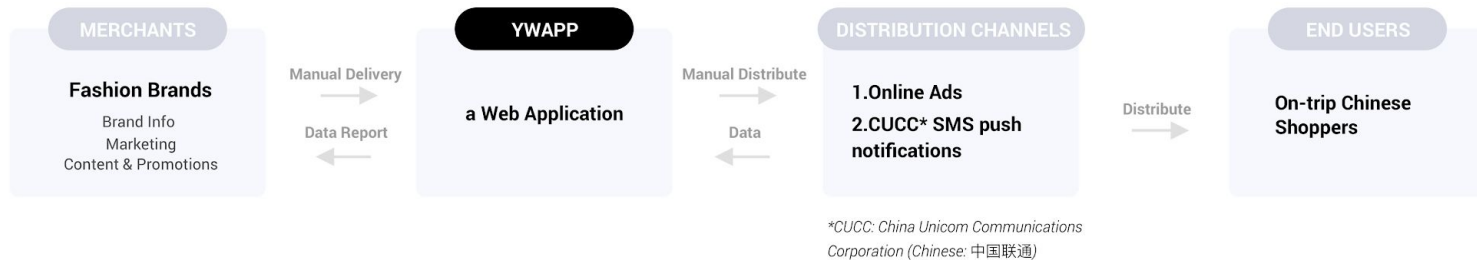
Homepage was only for  
**in-store offer listing**



Filtered homepage for  
displaying branded content



## The business model for the first 3 versions



## "Brick-and-Mortar"

YouWorld's niche in the market is to provide **IN-STORE** offers and shopping information to the customers. It was settled at the very beginning. Becase...

**Brands:** "Our off-line marketing teams need digital solutions as well."

**Shopping Malls and Outlets:** "We only have offline shopping promotion programs."



Beverly Center, LA



Aventura, Miami



Citadel, LA



Pier 39, SF



Outlets at Barstow



Tanger Outlets

### Outbound Shoppers:

"I don't have a local address for online shipping."

"I don't have local credit cards or other payment methods that are preferred for online shopping."

"I visit to the U.S. no more than twice a year so I don't really care about the online loyal programs."

Version 3 was serving some clients as first adopters such as



And it was appreciated by the investors and had won a completed **pre A-round funding**

However, the problems are ...



## Problem 1: Product feature set limits the addressable market.



“ The YWApp and the data structure cannot afford to display a page of a specific store. I, therefore, have missed a lot of potential clients from shopping malls and outlets

—— the YouWorld sales team



### How about...

Tailor the product structure to meet the needs of more clients.





## Problem 2: Shoppers need shopping information ahead to plan their trips.



“ I can hardly find any trust-worthy information about the outlets in LA in my Chinese travel apps. I cannot make any shopping plan for the upcoming US trip.

—— a Chinese shoppers



### How about...

Leverage more distribution channels to expand the product user scenarios: from "on-trip only" to "pre-trip, on-post, and post-trip"



### Problem 3: Current distribution channels are narrow and costly.



“ I want to build a network with other Chinese travel and shopping platforms to find more opportunities for our business growth.

—— YouWorld CEO



### How about...

Collaborate with more distribution "partners" instead of paying to the ad channels



## Problem 4: Inefficient content production and distribution



“ A lot of current work, such as inputting data and translating, could be automated, so that I can spend more time on writing travel strategies, reviews, and other content that provide more values to the travelers and shoppers, instead of being trapped in those rigid and repeating jobs.

—— the YouWorld content team

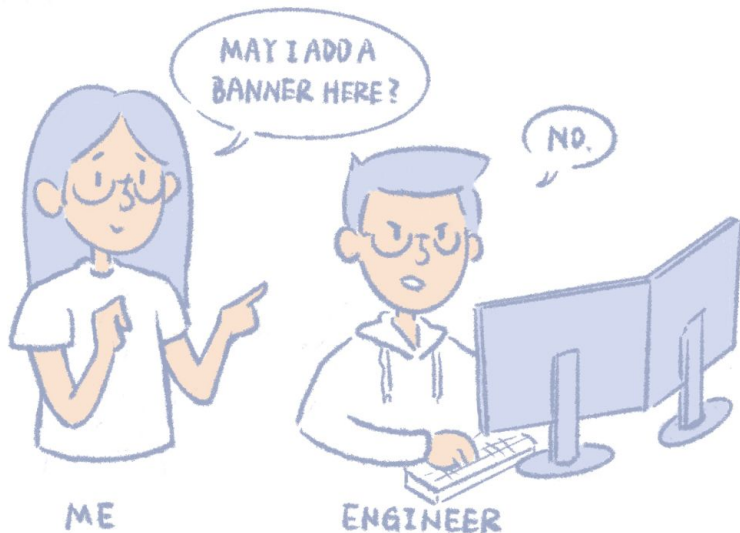


### How about...

1. Leverage API content integration
2. Find a way to simplify the product operation process



## Problem 5: Breaking and isolated UI styles



“ The current style is breaking and isolated. Even a small UI change will cause a lot of engineering work. We cannot customize it for different scenarios or campaigns at all.

—— A confession from myself



### How about...

1. Reformat the UI into design components and align it with industrial standards
2. Redevelop the YWApp within the Chinese most popular and easy-to-adopt platform structure, which is the WeChat Mini Program (微信小程序) \*

# Problems and Challenges

Back

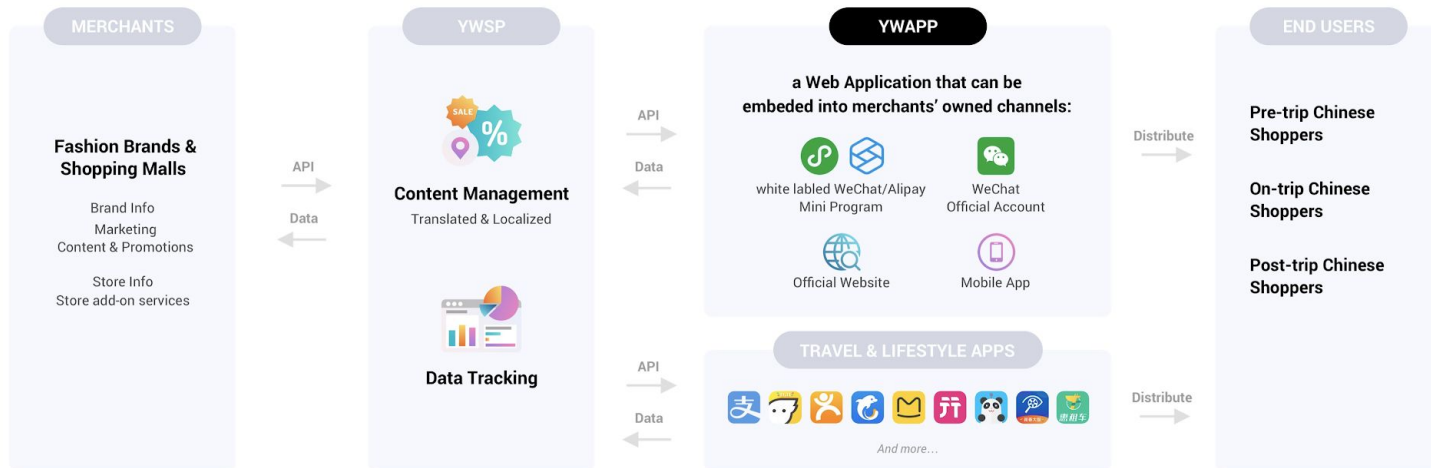
The Goal

Thus, to sign more clients, reach more users, and finally get the A round investment, YouWorld developed a new business model:

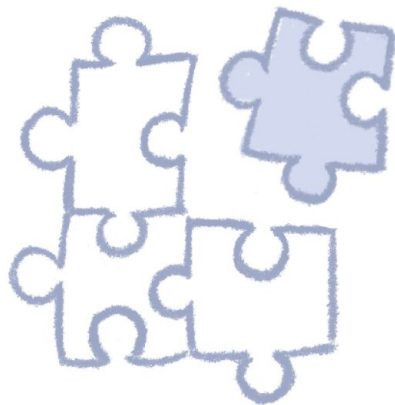
Ver. 3



Ver.4







## So the goal for YWApp is to...

Restructure itself to fit into the new business model, in order to

1. Provide cross-border shoppers the **translated and localized content**
2. Help clients improve their **in-store shopping experience** to the Chinese shoppers
3. Help clients drive **store foot traffic**



But, business goal  $\neq$  user needs




Design with the BIG PICTURE in mind

Travelers Customer Service  
Shoppers User Research  
Design API **Content** UX  
Sales Merchants Business  
**Brands** Data Development  
Retailers **Partners**  
**Channels** Distribution Operation  
Marketing

B2B | Clients

## **The Fashion Brands and Merchants**

 To avoid facing the fierce competition in the hotel, flight, and car rental industry.

 Focusing only on **in-store shopping experience**, not online

The potential clients include: fashion brands, department stores, outlets, shopping centers, property groups, etc.

### **Key Values**

- *Drive in-store traffic*
- *Generate incremental spending*
- *Reduce operational cost*
- *Obtain data insights for decision making*

### **Pain Points**

- *Communication is difficult due to the language barrier*
- *Low effectiveness of current distribution channels*
- *High cost from the integration of new channels*



B2B | Partners

## ✈️ Chinese Travel & Life Style Apps

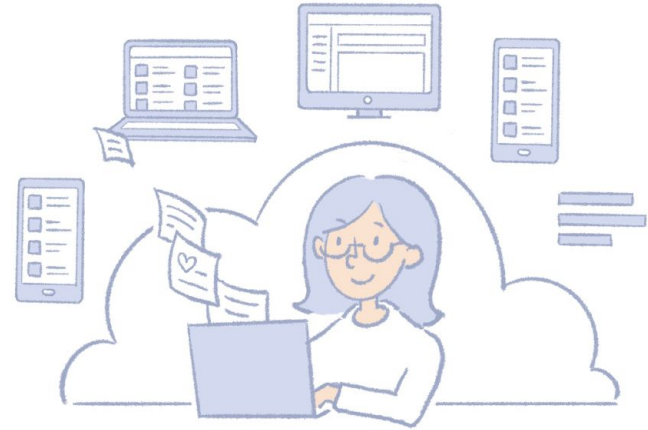
📎 They are not our competitors

👉 Actually a very important role in our business landscape: the **distribution partners**.

Instead of playing as ad channels, they were more likely to exchange their users for the content, which YouWorld obtained directly from its clients.

### Key Values

- Brand authorized offers
- Well edited shopping content
- Effective integration and operation



B2C | Users

## Chinese Outbound Travelers and Shoppers

### User Profile

*Upper-middle-class from 1st-tier cities of China*

*High spending power; Brand conscious; Active lifestyle*

*Adventurous and active on social media and mobile apps*



### Key Values

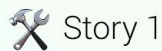
- Convenience
- Cost-saving
- Time-saving

### Pain Points

- Communication difficulty in store
- Hard to find shopping information and coupons



# My Approaches



Story 1

## Redesign product structure

Solve the 1st, 2nd & 3rd problem



Story 2

## Build up design components and sharpen the user interfaces

Solve the 4th problem



Story 3

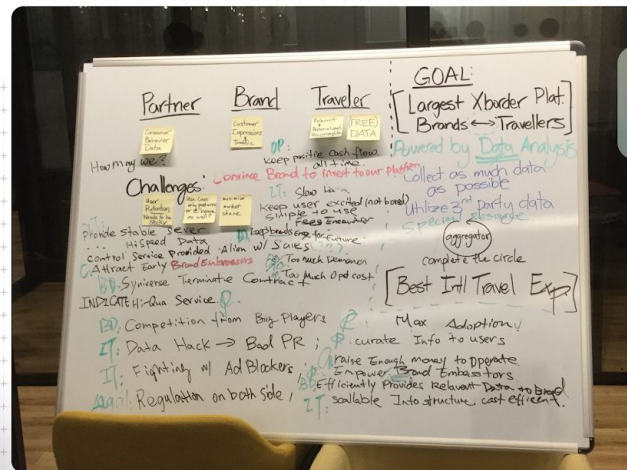
## Customize the YWApp into clients' marketing campaigns

See how far it can go



## Redesign product structure

Solve the 1st, 2nd & 3rd problem



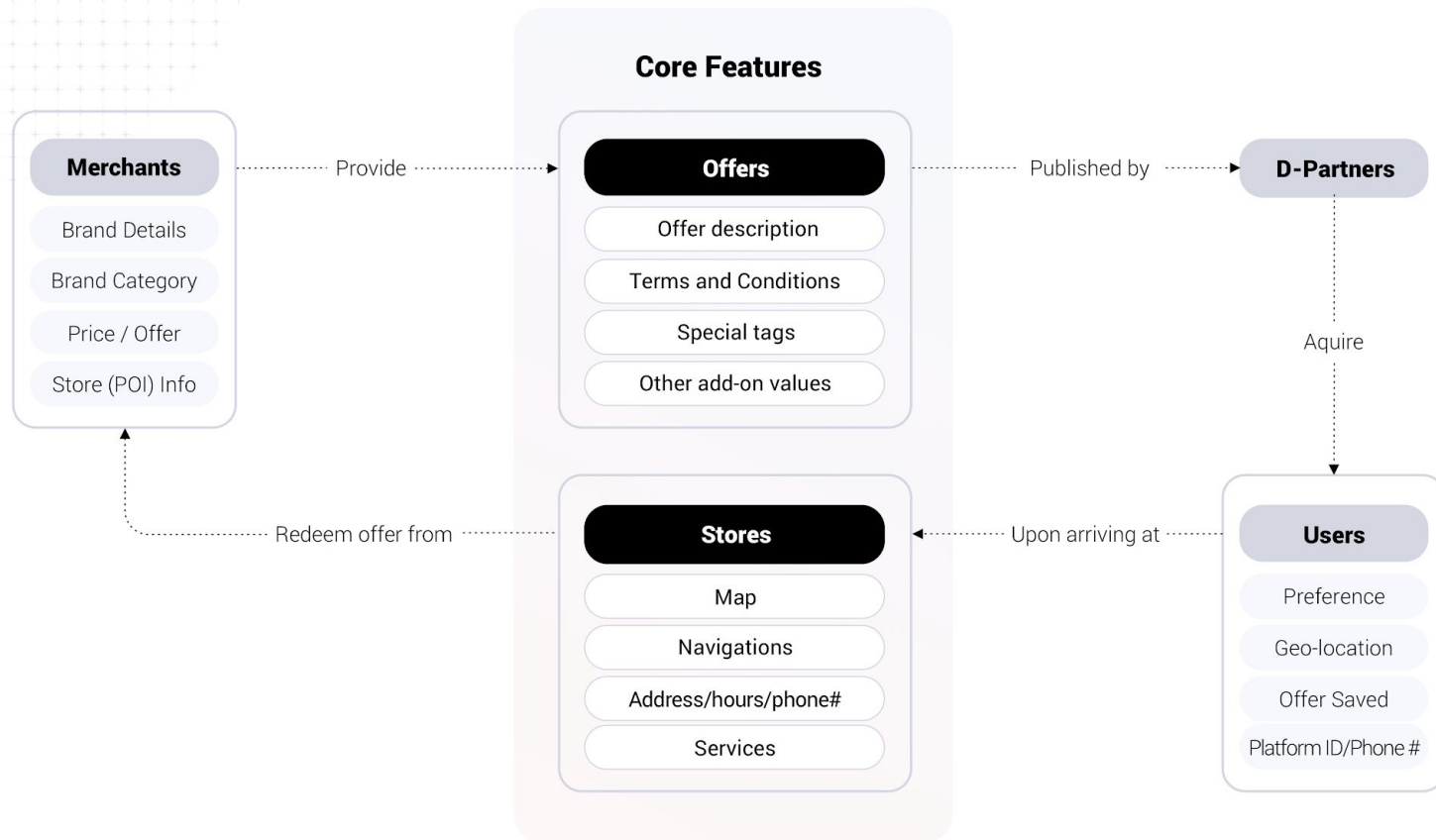
I collected, grouped and prioritized the ideas and potential features, based on the **Impact/Effort Matrix**

# Redesign product structure

Interface

The

I worked out the demand diagram with the highlighted features accordingly



As a result, I decided to leverage two “design units” to fulfill their needs:



## Offer

### The marketing promotion tool.

It could be coupons, special invitations, lucky draws, gifts, or any kind of tools that can stimulate customer's incremental spending.



## POI

### Point of Interest (POI)

Each POI contains the basic information of a **store**, such as the address, the business hour, the on-going promotions, the brand, etc.

# Interface Redesign product structure

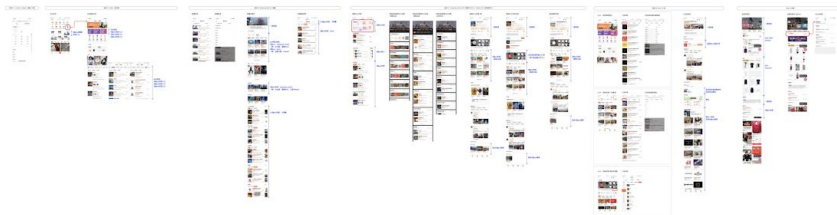
The

Interface

To figure out the industrial standard product structures and layers,  
I conducted another round of study on our distribution partners...



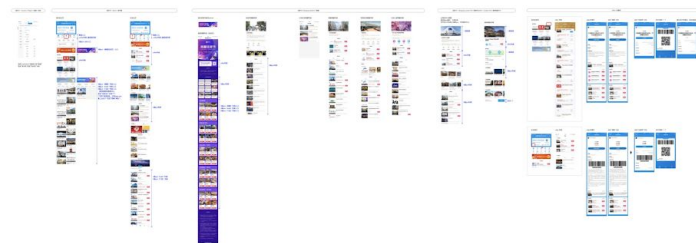
Dianping: In-bound travel & shopping page hierarchy



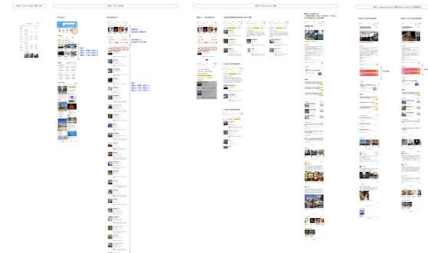
Dianping: Out-bound travel & shopping page hierarchy



Alipay: Out-bound travel & shopping page hierarchy



MaFengWo: Out-bound travel & shopping page hierarchy





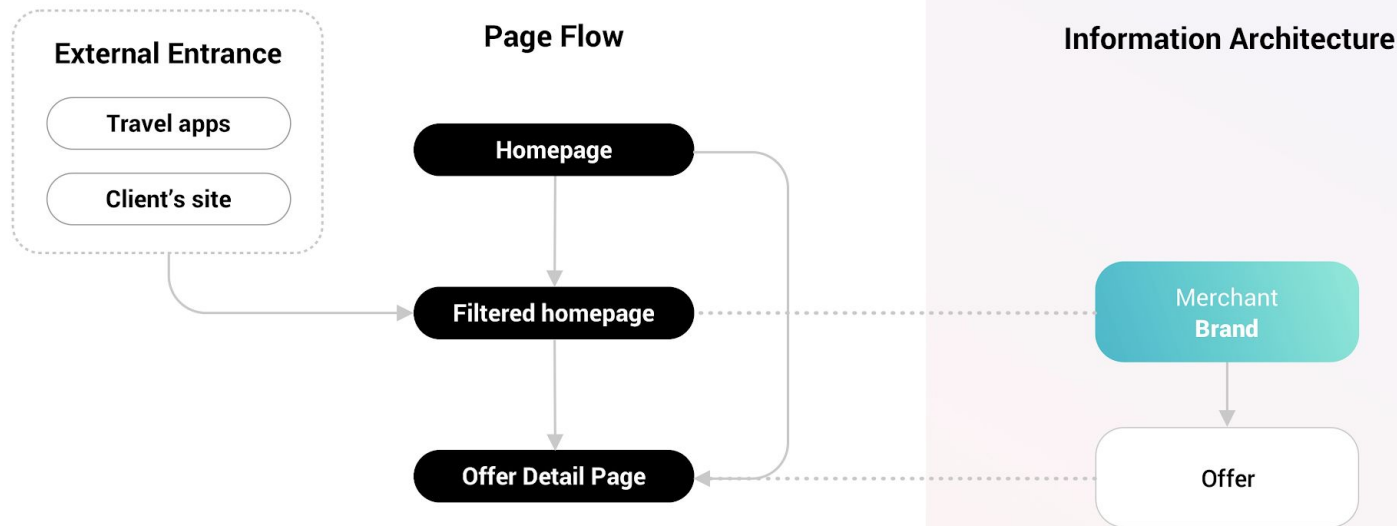
# Redesign product structure

Interface

The

And I finalized the product structure, which had been approved by the sales and engineer team

## BEFORE: VERSION 3

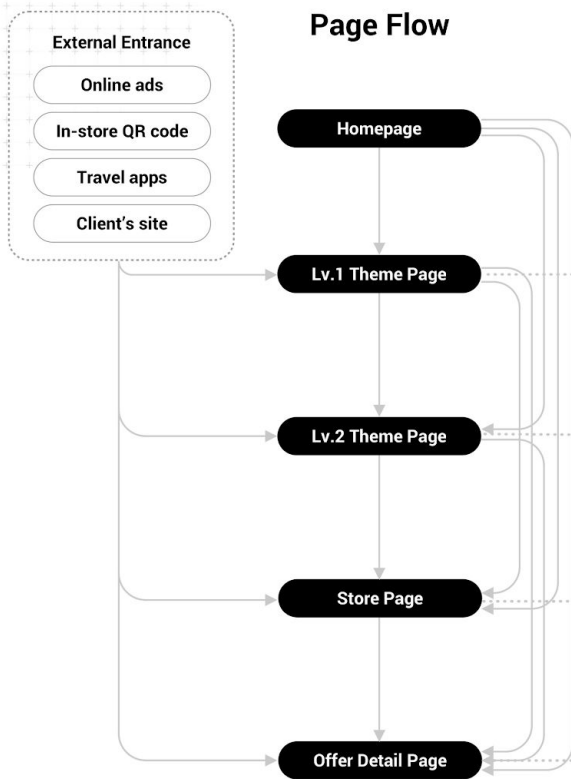


# Redesign product structure

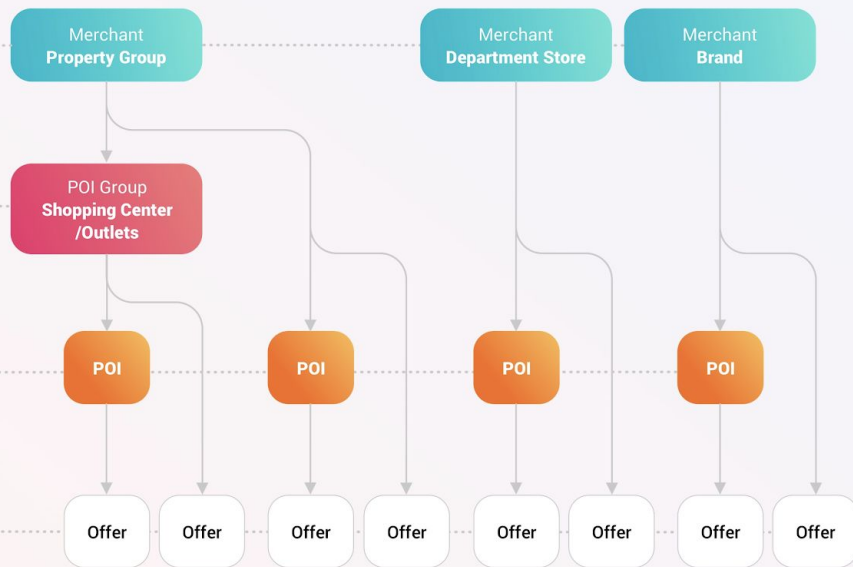
Interface

The

## AFTER: VERSION 4



## Information Architecture

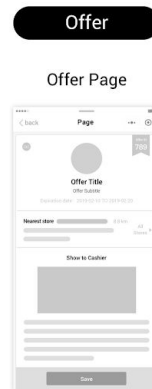
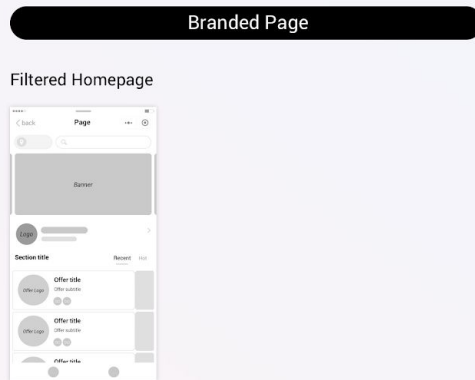
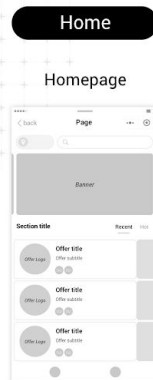


# Redesign product structure

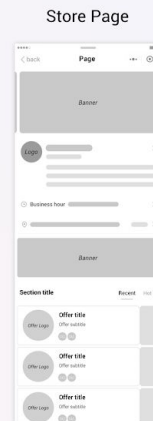
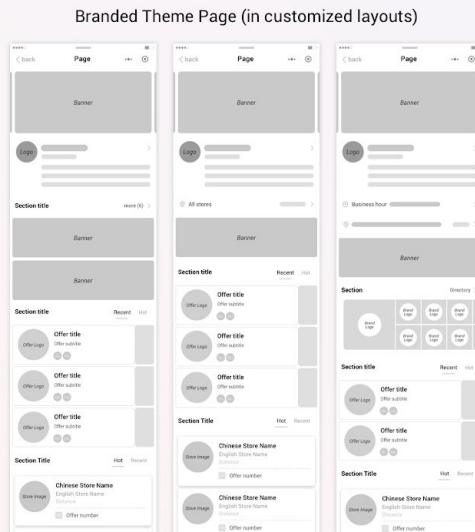
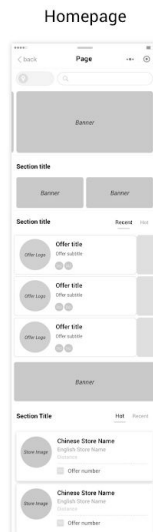
Interface

The

Ver.3



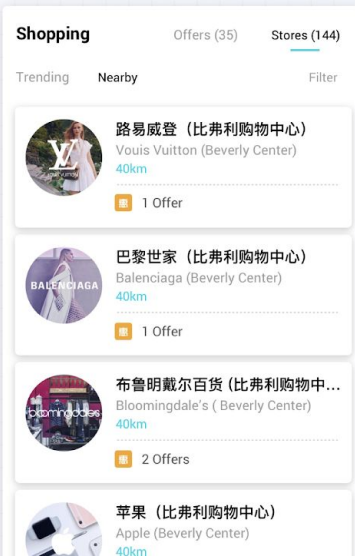
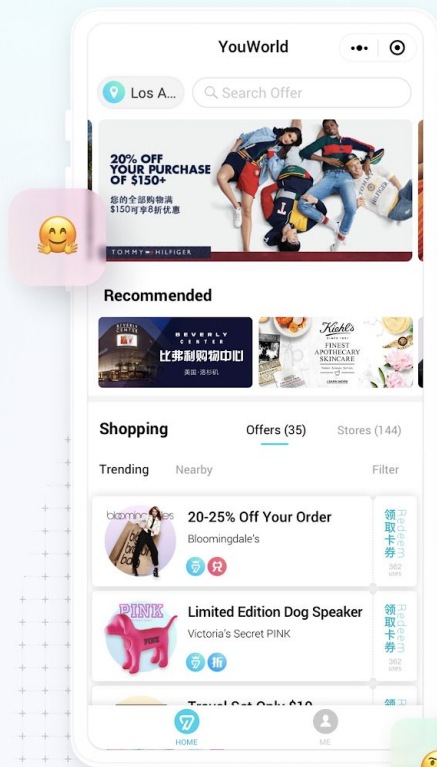
Ver.4



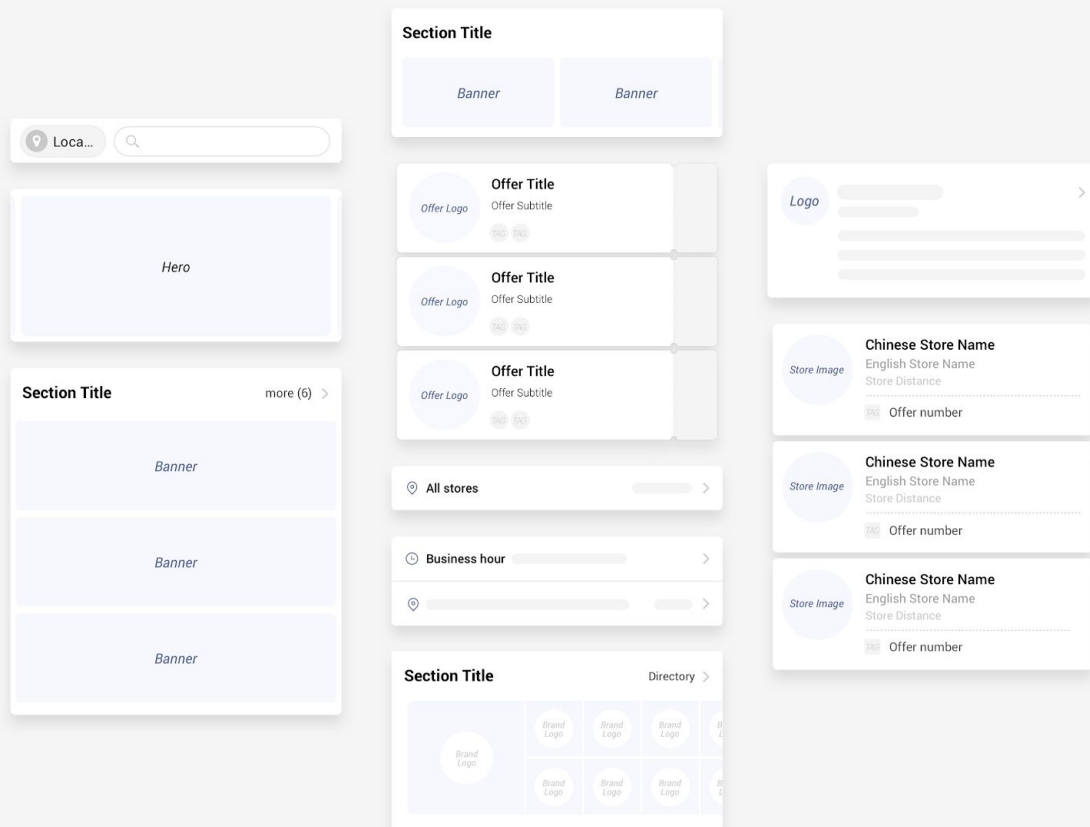
Story 2

**Build up design components and sharpen the user interfaces**

Solve the 4th problem



## The building blocks made from feature list



# Design Components and UI

campaigns

The

Los A... Search Offer



## Simon Outlets

View All (6) >



沙漠山奥特莱斯  
Desert Hills  
Premium Outlets  
Los Angeles 洛杉矶



拉斯维加斯北  
奥特莱斯  
Las Vegas North  
Premium Outlets  
Las Vegas 拉斯维加斯



伍德百利奥特莱斯  
Woodbury Common  
Premium Outlets  
New York City 纽约

Then add skins on them...

## Recommended



## Shopping

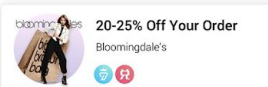
Offers (35)

Stores (144)

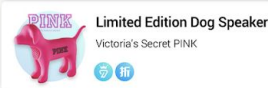
Trending

Nearby

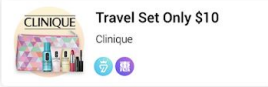
Filter



领取卡券  
362 张



领取卡券  
362 张



领取卡券  
362 张

View All Locations

40 >

Store Hours: Today 10:00 am - 6:00 pm >

8500 Beverly Blvd #602, Los Angeles... 150km >

## Brand Stores

Directory >



b

## 布鲁明戴尔百货集团

Bloomingdale's

Bloomingdale's is an American department chain that was established in 1861, by Lyman G. and Joseph B. Bloomingdale...

## Shopping

Offers (35)

Stores (144)

Trending

Nearby

Filter



路易威登 (比弗利购物中心)  
Louis Vuitton (Beverly Center)  
40km

1 Offer



巴黎世家 (比弗利购物中心)  
Balenciaga (Beverly Center)  
40km

1 Offer



丝芙兰 (罗迪欧大道)  
Sephora (Rodeo Drive)  
41km

5 Offers

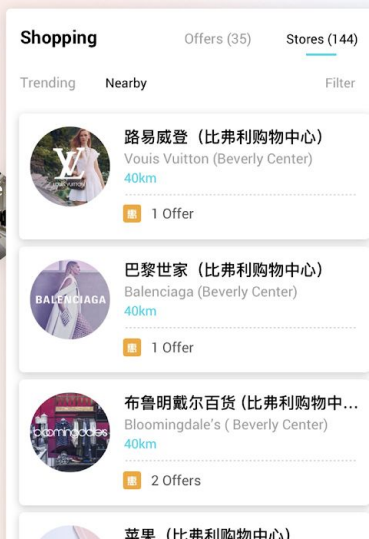


A little more design on the elements



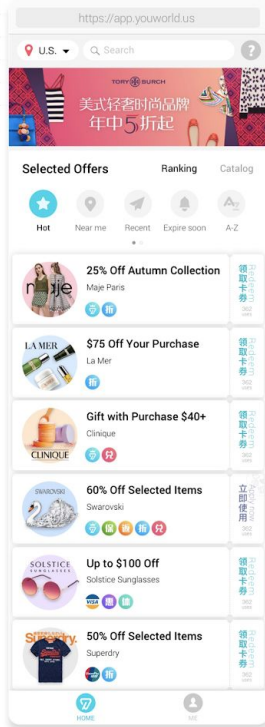
<<< The offer logos

The store logos >>>



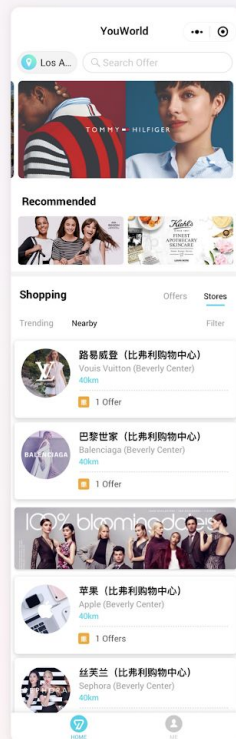


## Ver.3



Home

## Ver.4



Home

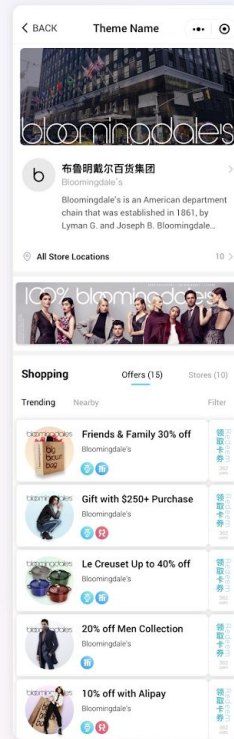
And we have the final UIs

SIMON



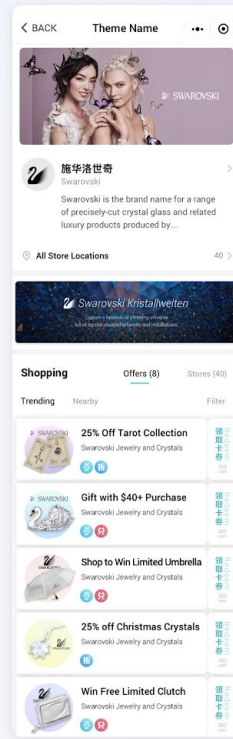
Theme

bloomingdales



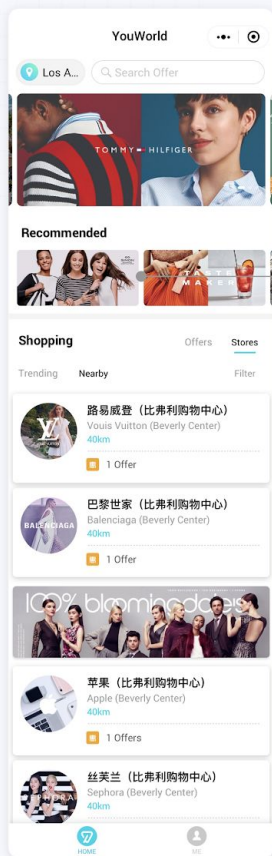
Theme

SWAROVSKI



Theme

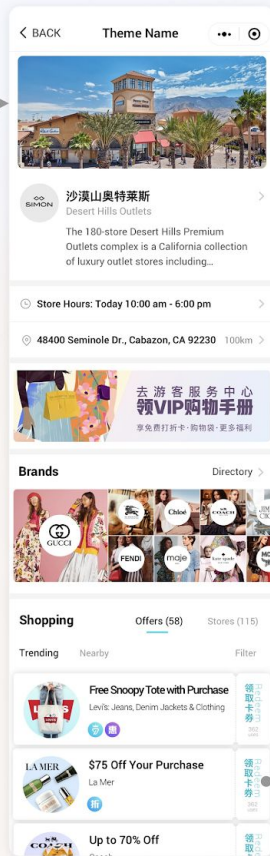
Homepage



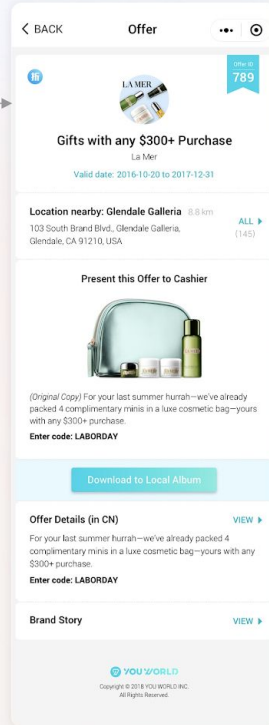
Theme Page



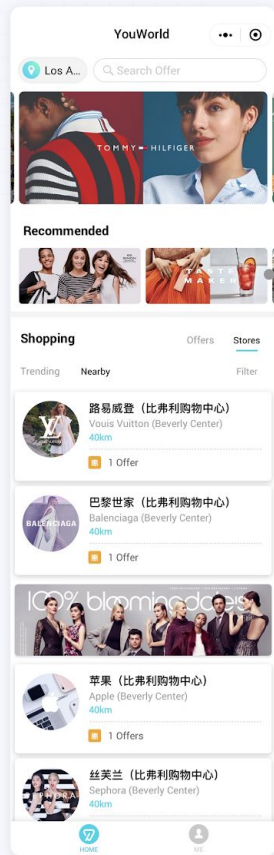
Theme Page



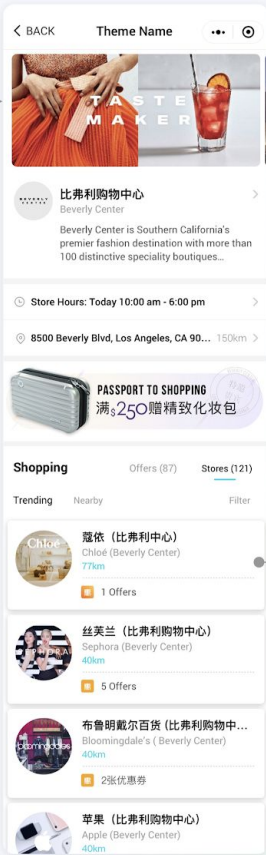
Offer Page



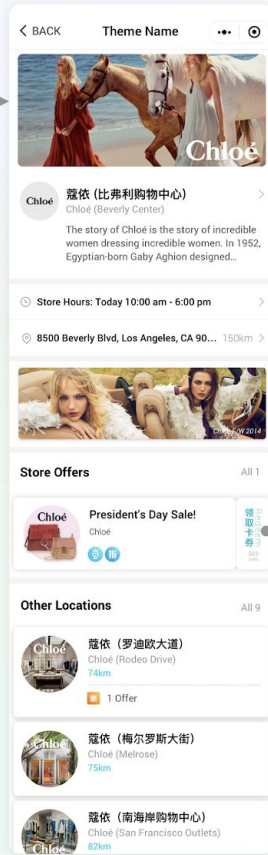
Homepage



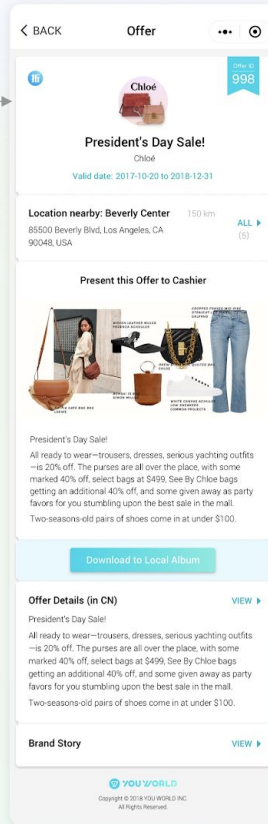
Theme Page



Store Page

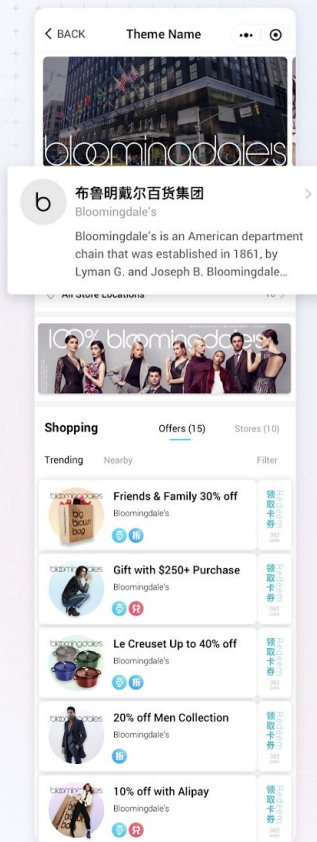


Offer Page

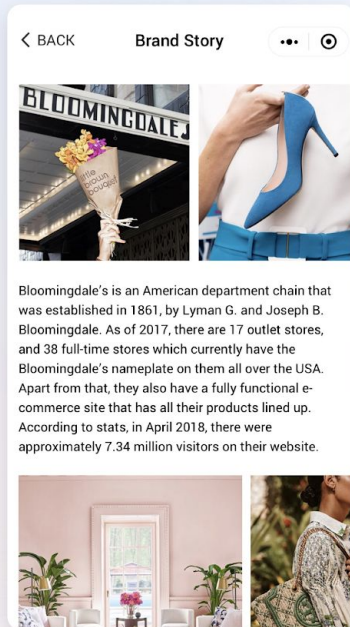




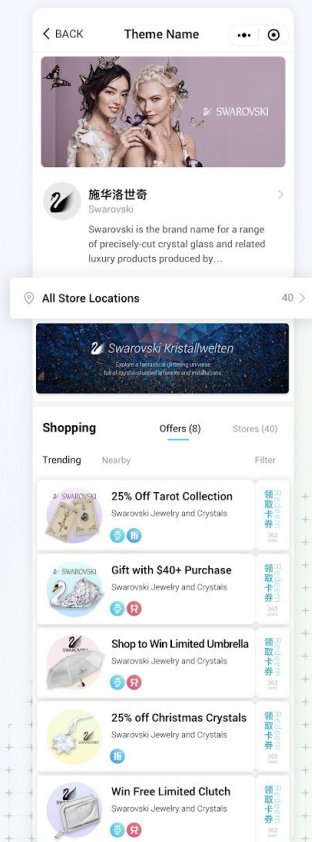
Theme Page



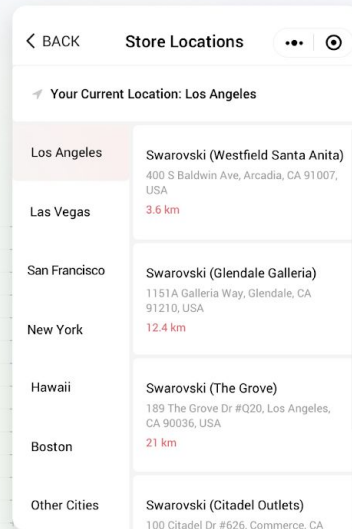
## Brand Story



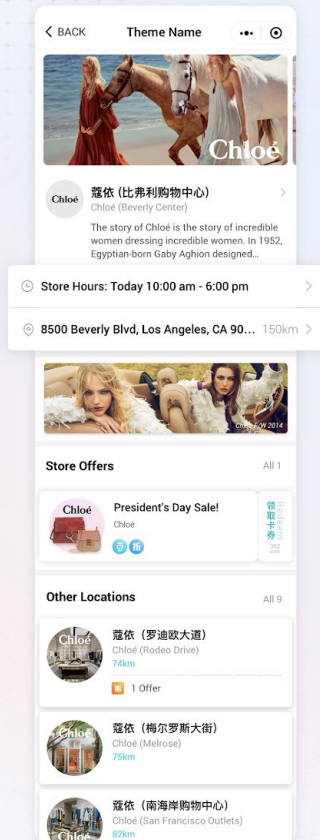
Theme Page



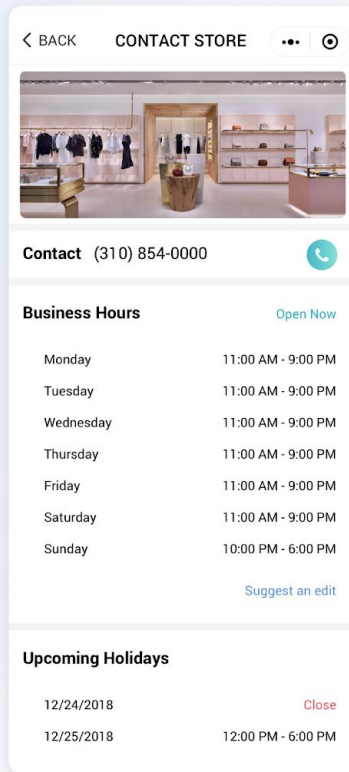
## Store Locations



## Store Page



## Contact Store



## Map and Navigation

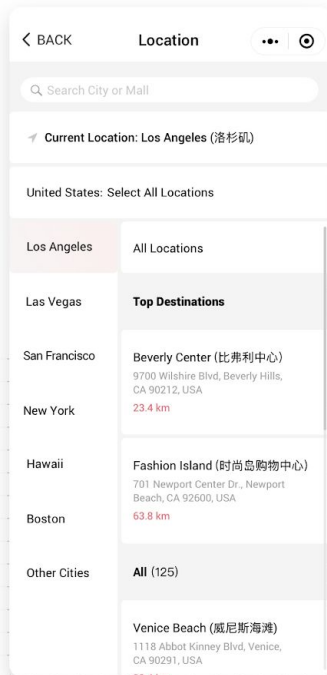


Those features remained the same from the previous version

## Search



## Location Selector



Story 3

## Customize the YWApp into clients' marketing campaigns

See how far we can go



### Content Distribution Toolkit 2.0 Rate Card



	Essential	Intermediate	Advanced	Enterprise
Trials available starting at 1 quarter Please contact sales for more information.				
<b>CONTENT LOCALIZATION</b>				
Store Info (Description, Hours & Address)	✓	✓	✓	✓
Featured Stores	10 Stores	30 Stores	50 Stores	Custom
Featured Brand, Product and Store Content	✓	✓	✓	✓
Seasonal Offers	✓	✓	✓	✓
<b>ONE-SCAN DIGITAL SHOPPING GUIDE</b>				
WeChat Mini-Program Shopping Guide	✓	✓	✓	✓
Alipay Mini-Program Shopping Guide	✓	✓	✓	✓
Mini-Program Basic Features: Nearby Stores, Search and Banner	✓	✓	✓	✓
In-store Signage With Tracking Abilities	5 Signage	10 Signage	15 Signage	Custom
White Labeled WeChat Mini Program	✓	✓	✓	✓
<b>WECHAT RED ENVELOPE REBATES</b>				
Instant Rebates via Red Envelope System (Service Fee Only)	✓	✓	✓	✓
Customized Feature: Acquire Followers	✓	✓	✓	✓
Customized Feature: White Labeled Solution	✓	✓	✓	✓
<b>CONTENT DISTRIBUTION (\$2.5/download or Commission)</b>				
YouWorld WeChat Mini Program	✓	✓	✓	✓
China Unicom Landing SMS	✓	✓	✓	✓
China Mobile Jiege App	✓	✓	✓	✓
Zuzuche Black Unique	✓	✓	✓	✓
Mafengwo Shopping	✓	✓	✓	✓
Ctrip Global Shopping	✓	✓	✓	✓
Dianping Homepage	✓	✓	✓	✓
Alipay Discover & Fliggy	✓	✓	✓	✓
Customized Channel Integration via API	✓	✓	✓	✓
<b>CURATED ADS</b>				
Customized Banner Ads	✓	✓	✓	✓
Customized WeChat Moment Ads	✓	✓	✓	✓
<b>DATA TRACKING</b>				
Monthly In-store Shopping Experience Reports	✓	✓	✓	✓
Monthly Offer Engagement Reports	✓	✓	✓	✓

#### Notes:

- ① Featured content is updated semi-annually.
- ② All seasonal offers are updated weekly to maintain the number of active offers included in the package.
- ③ Designs for signages are included, along with unique tracking codes for each signage.
- ④ The standard service fee, which is 20% of the total rebate dollars, is waived for all rebates up to the stated amount in each package. No actual rebate dollars are included in the packages.
- ⑤ The customized feature allows department stores to acquire WeChat followers through the rebate process. Please see separate Red Envelope System deck for more information.
- ⑥ The channels listed are for premium offer listing only. Once the credit included is used up, the standard rates of \$2.5/download or commission will apply for all additional downloads.
- ⑦ YouWorld can integrate with additional channels for content distribution. Please contact sales for more information.
- ⑧ The credit included can also be used to purchase curated ads. Available channels may differ from offer distribution channels. Please see separate sheet for formats and rates.



# Launch and Campaigns

The Results

## Channels

Online-ads

SMS

Banners from partners

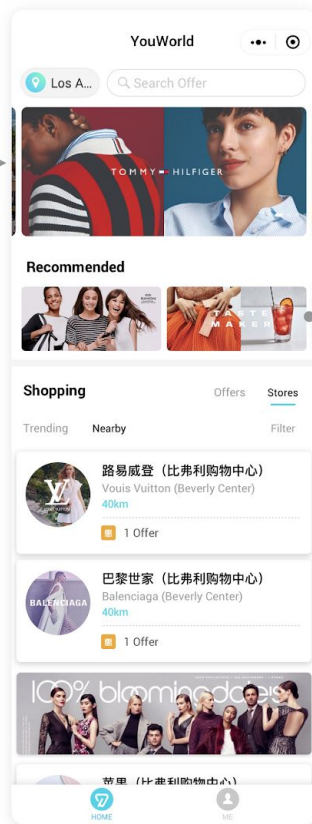
YouWorld website

YouWorld owned channels

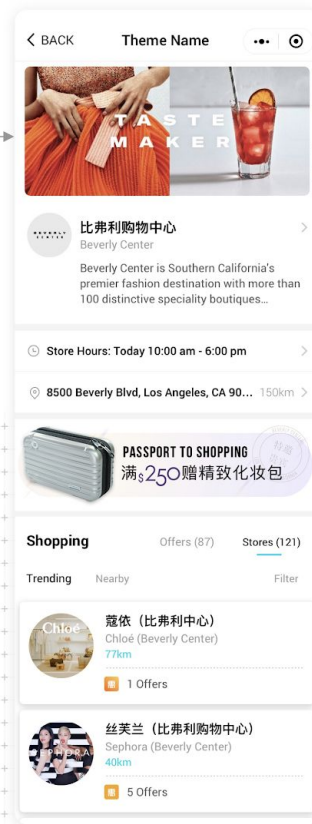
...

## Regular Entry

Homepage



Theme Page

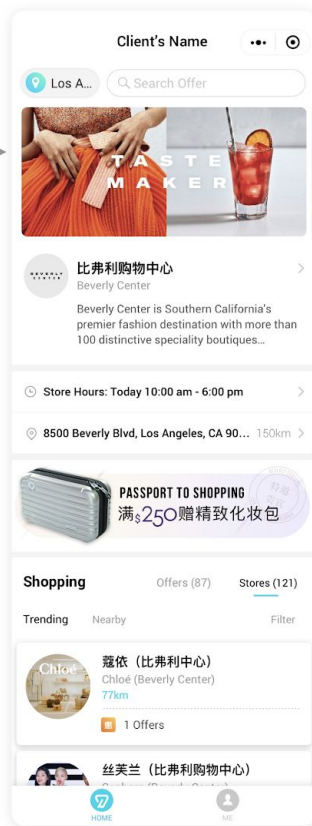


## Channels

- Beverly Center website
- Beverly Center owned channels
- Banners from Partners  
(only to promote Beverly Center)
- Beverly Center campaign  
landing page
- QR codes on the in-store  
promotion materials
- ...

## Campaign / Direct Entry

Theme Page



In this scenario, some of the homepage-exclusive features must be shown up in the theme page to function:  
**location picker, search bar, footer, etc.**

**My solution:**  
**Leveraging UTM for campaign customization and data management**

```
utm_term=direct_entry  
utm_content=location_1  
utm_source=wechat_miniapp  
utm_medium=official_account  
utm_campaign=bev_2019
```

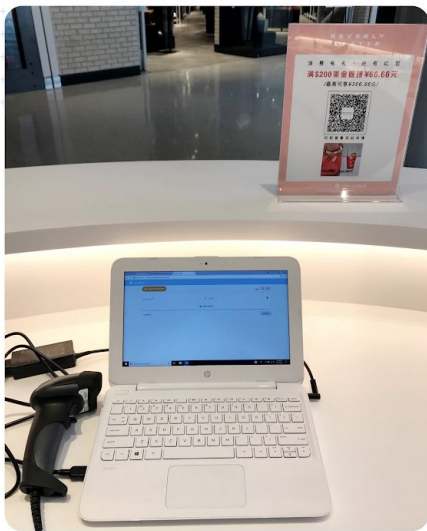
As YWApp was able to customize the pages for campaigns with different entries and contents, YouWorld has jointly launched campaigns with more clients:



As more clients provided contents for YouWorld, we partnered with more Chinese travel and shopping platforms as well



The most representative case study was the three campaigns jointly launched by Beverly Center and YouWorld. Based on the business model, we worked out a new way to **distribute content more effectively** and has collected very **insightful data** for our client.



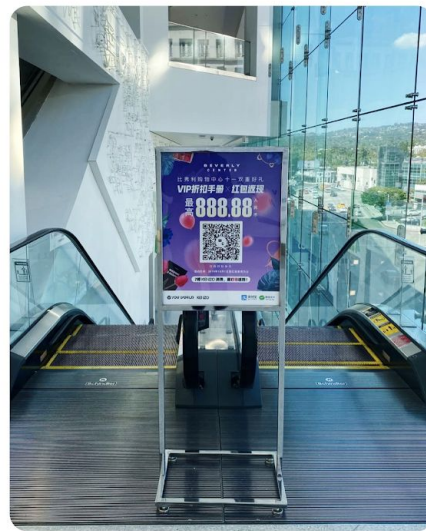
October 2018

Chinese National  
Holiday  
Campaign



January 2019

Chinese Lunar New  
Year Campaign



October 2019

Chinese National  
Holiday  
Campaign

See the **2019 Beverly Center Campaign** to find more details! (Next Presentation)

## The Result of the Project



Ver. 3      Ver. 4  
**25+** ▶ **300+**

Brands' content



Ver. 3      Ver. 4  
**2** ▶ **11**

Integrated partners



**26**

Campaigns launched  
with YWApp Ver. 4

The YWApp has retired, but it is not the end

# Thank You!

