**Topic: Online shopping**

**Introduction**

The difficulties consumers encounter when purchasing online are examined in this study, with an emphasis on locating problems and ways to make the process better. To collect quantifiable data on typical complaints and preferences, a brief survey was circulated and five frequent internet shoppers were interviewed for the study.

**Key findings**

* **Pain Points**:
  1. Users struggle with unclear product descriptions, leading to uncertainty about purchases.
  2. Many participants reported dissatisfaction with lengthy delivery times and lack of real-time tracking updates.
  3. Complicated return policies discourage users from buying certain products.
* **Behavioral Insights**:
  1. 60% of respondents prioritize websites with clear and detailed product images and descriptions.
  2. 75% of users prefer platforms offering live chat or instant customer support for queries.
  3. Mobile shopping is preferred by 80% of participants, but poor mobile optimization is a significant barrier.
* **Positive Feedback**:
  1. Free shipping offers and personalized recommendations are highly appreciated by users.
  2. Participants value loyalty programs and discounts as incentives for repeat purchases.

**Design opportunities**

1. **Improve Product Information**: Include more detailed descriptions, high-resolution images, and videos to help users make informed decisions.
2. **Enhance Delivery Transparency**: Provide accurate real-time tracking and estimated delivery times at checkout.
3. **Simplify Returns**: Create a straightforward and user-friendly return policy, including prepaid return labels and clear instructions.
4. **Optimize Mobile Experience**: Improve mobile app responsiveness and usability to cater to the growing number of mobile shoppers.
5. **Expand Support Options**: Integrate instant customer support features, such as chatbots or live agents, for timely assistance.