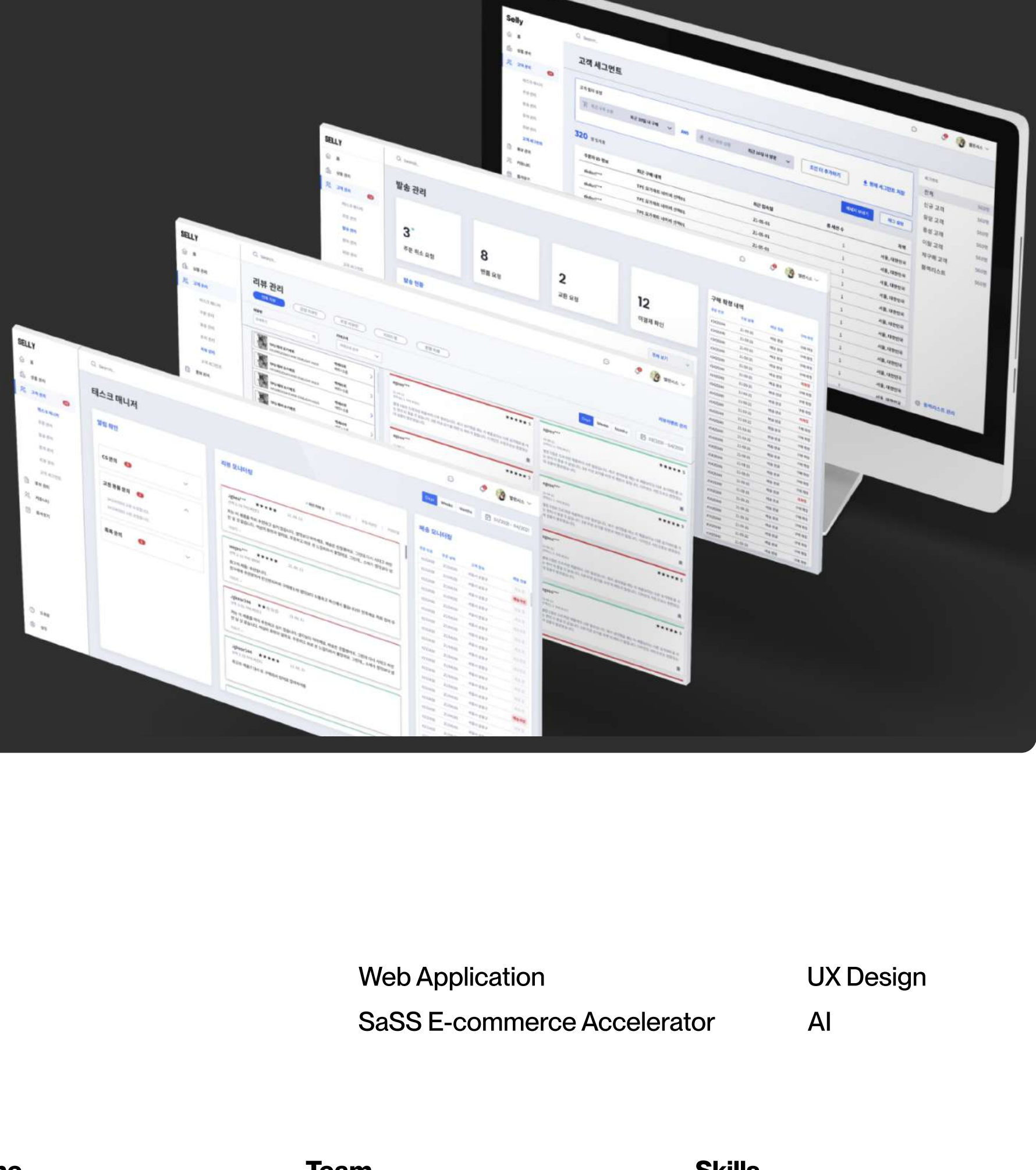


MemoPan

SaaS E-Commerce dashboard
delivering AI-driven insights to
optimize small business



Web Application
SaaS E-commerce Accelerator

UX Design
AI

My Role

UX Designer
UX Researcher
Key Concept Design
Built Design System

Timeline

2021 Q1-Q2
7 months

Team

2 Designers
4 Developers

Skills

Adobe XD
Product Thinking
Visual Design
User Research

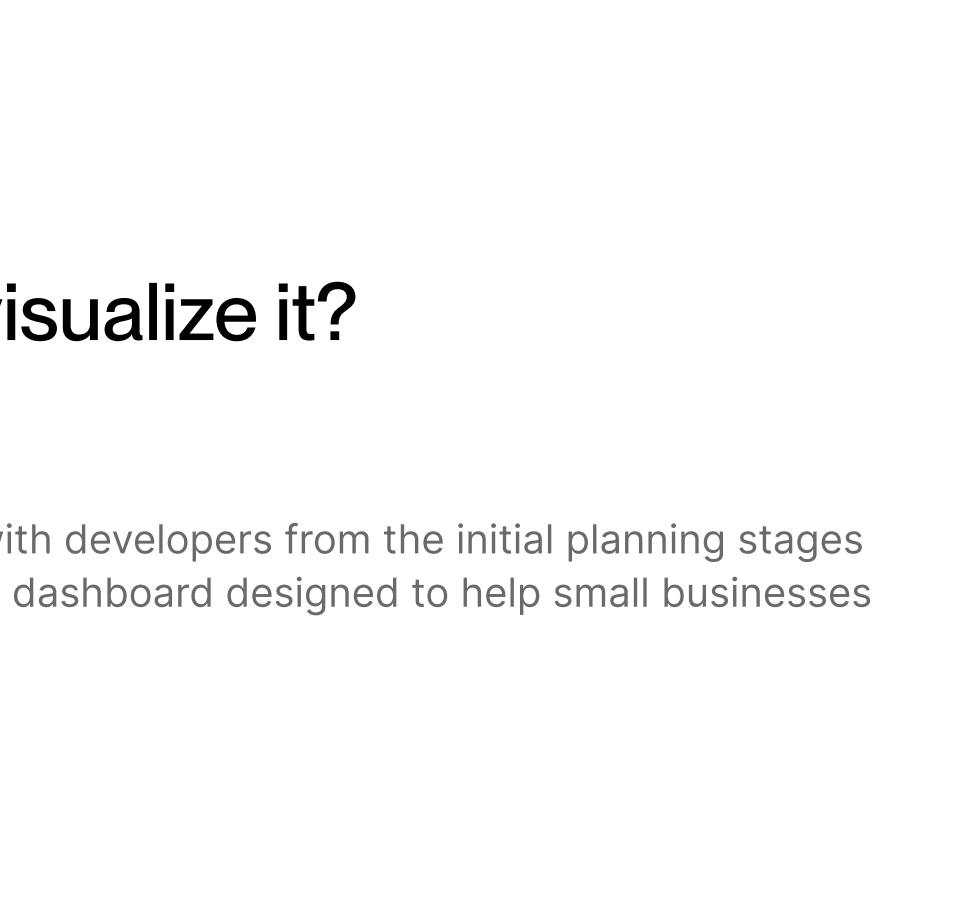
PROBLEM

Intense competition and poor initial sales in Naver Smart Store due to its low barrier to entry

Naver Smart Store is a huge South Korean online marketplace, perfect for individual sellers. It gives user easily set up and run their own shop. In 2023, SmartStore had 570K Smart Store sellers, 2.35M Smart Place businesses, and 10.41M creators.

The biggest challenges for new sellers are:

- Fierce Competition: Anyone can easily open a shop, leading to a crowded marketplace.
- Difficulty Getting Started: New stores are unknown, making initial sales incredibly difficult. Optimizing listings for Naver search (SEO) is crucial but challenging for beginners.



SOLUTION

Three essential features for beginner business owners

Sourcing "KEYWORDS"

- Show "Keyword Ranking" for optimal Naver search engine ranking (SEO).
- Utilizing AI-driven data analysis to identify the most effective keywords at the lowest cost.

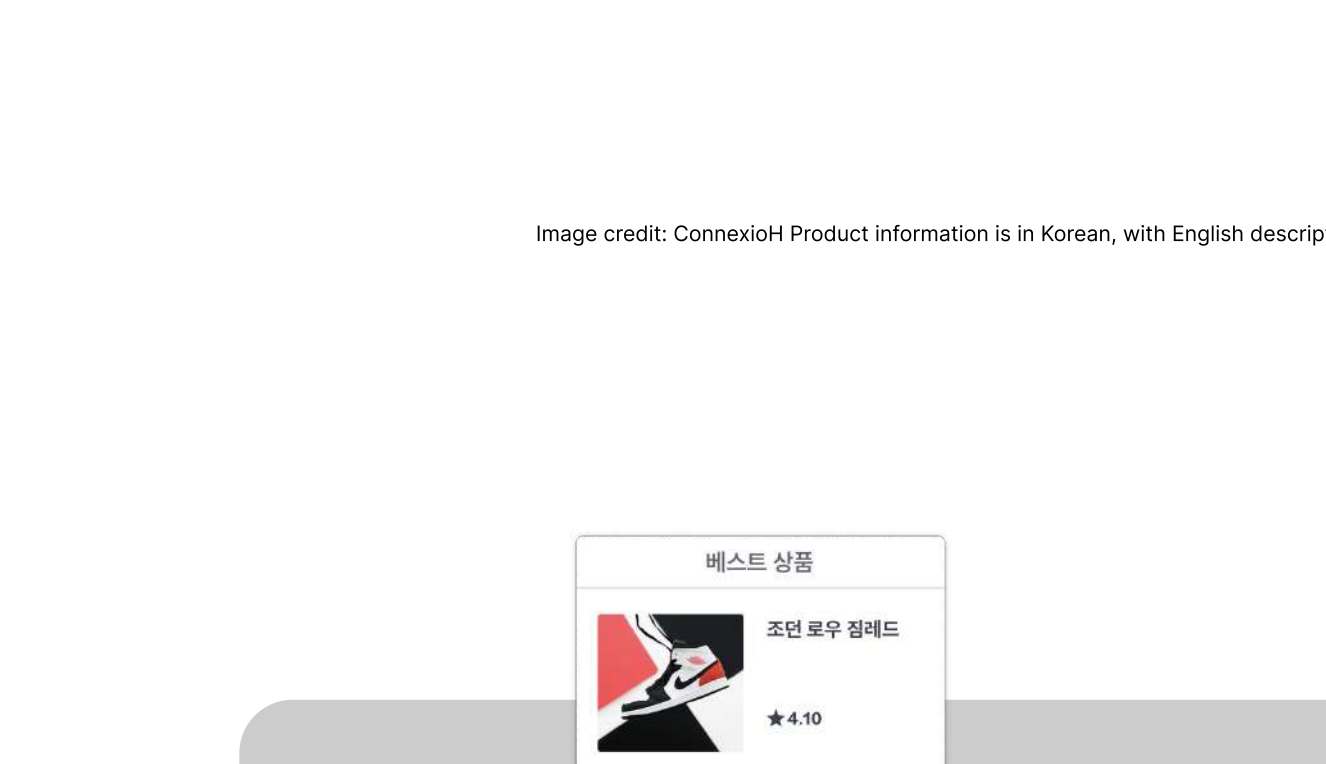


Image credit: Connection Product information is in Korean, with English descriptions provided

Streamlined sales and shipping management

- A user-friendly dashboard UX ensures no missed orders.
- Provides best-selling product reports to inform trends and sourcing.



Image credit: Connection Product information is in Korean, with English descriptions provided

Top performing and underperforming products

- Analyzes the Naver Smart Store guidelines to provide the most effective store setup strategies for optimal performance on the Naver platform.
- Integrates best practices for Naver search engine optimization (SEO), product listing optimization, and sales promotion to maximize revenue.

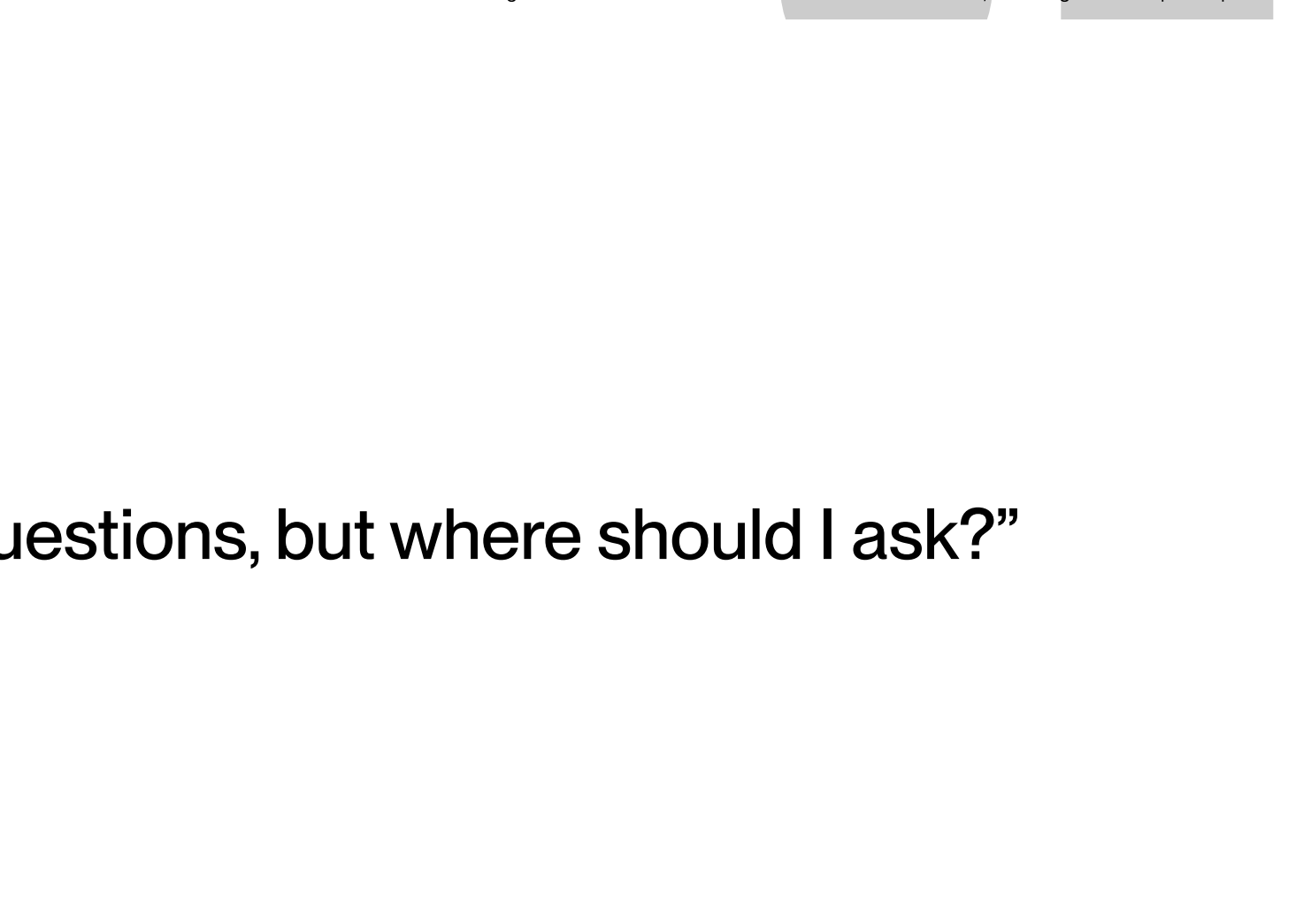
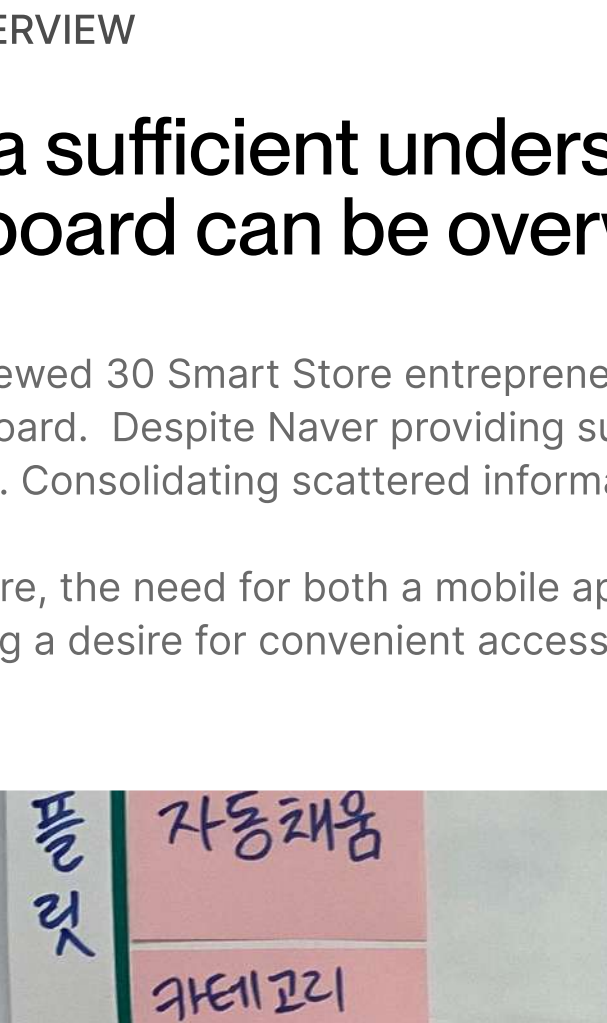


Image credit: Connection Product information is in Korean, with English descriptions provided

PERSONA

"I want to solve the beginner's questions, but where should I ask?"



Biography

31-year-old novice Naver smart store operator. After working at the company for about five years, he decided that it would be better to do his own business, so he started Naver Smart Store after leaving the company. He does accessories wholesale, and he is engaged in business in two domestic and Chinese (Alibaba) clients.

Needs

- Feeling pressure to start a full-time Naver smart store.
- No one to ask for advice or help with concerns.
- Store is now and not yet at the top of search results.
- Uncertain about which keywords to choose.
- Searching for a reliable wholesaler.
- Need to consider problems like delivery delays, taxes, and exchange rates for overseas customers.

Pain Points

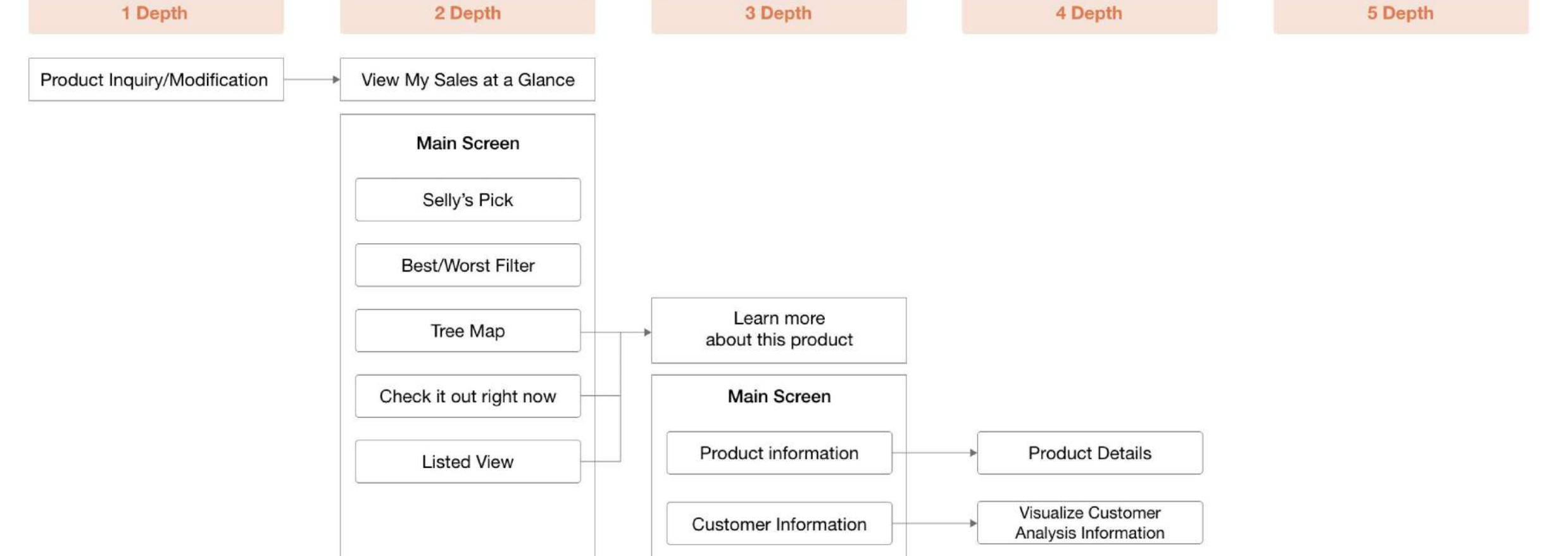
- No available resources for asking questions about Naver's smart store.
- Difficulty in determining if questions are basic or advanced.
- Uncertainty about how to properly set keywords.

USER INTERVIEW

Lack a sufficient understanding of the Naver platform. Even viewing the dashboard can be overwhelming.

We interviewed 30 Smart Store entrepreneurs with less than a year of experience. Generally, they were unfamiliar with tools like the dashboard. Despite Naver providing substantial information, they struggled to locate relevant details and process the data effectively. Consolidating scattered information into a single, accessible resource would significantly alleviate this mental burden.

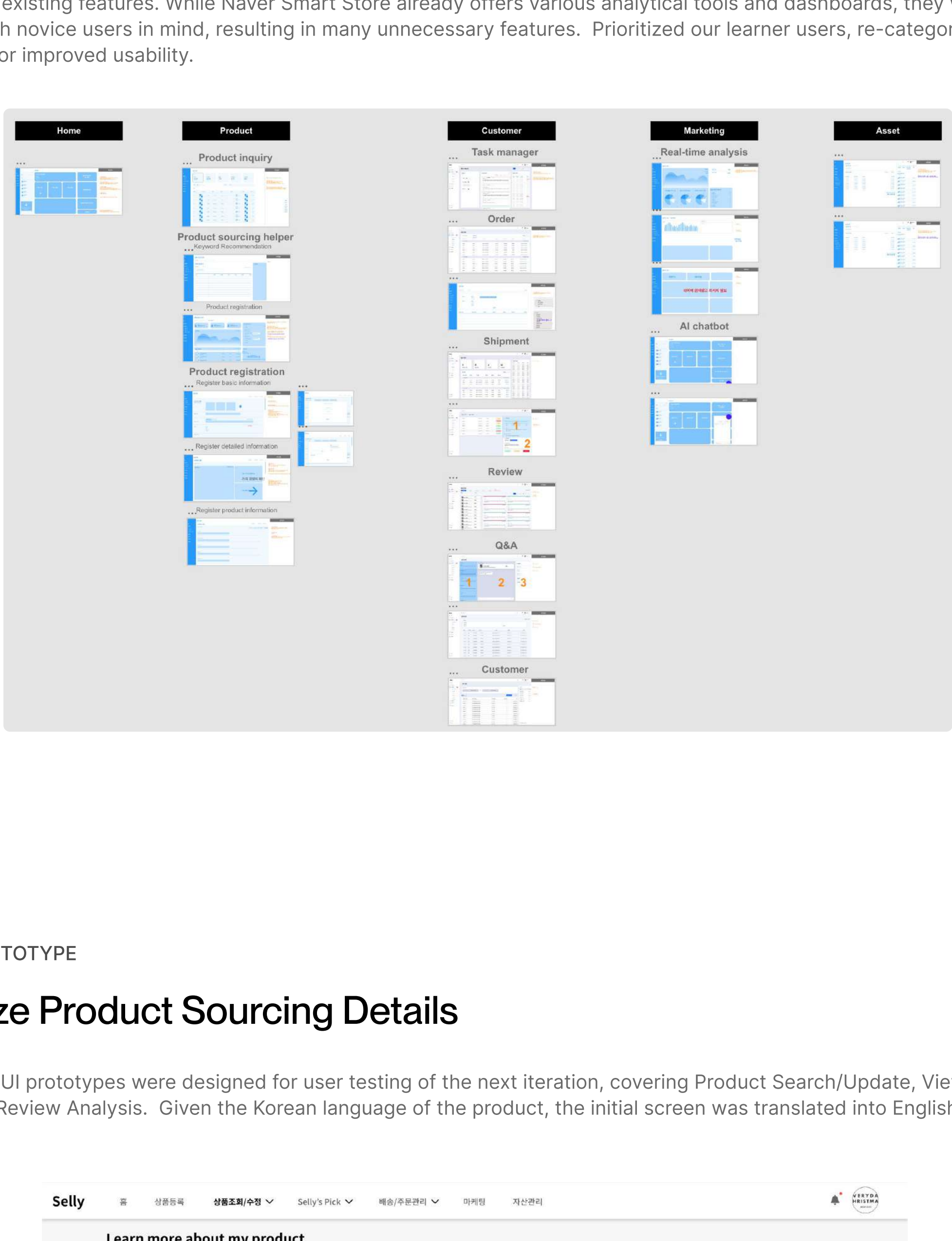
Furthermore, the need for both a mobile app and a website was strongly emphasized. Many users juggle multiple jobs, highlighting a desire for convenient access anytime and anywhere.



LOW-FI PROTOTYPE

Focusing on "Categorization for Learners"

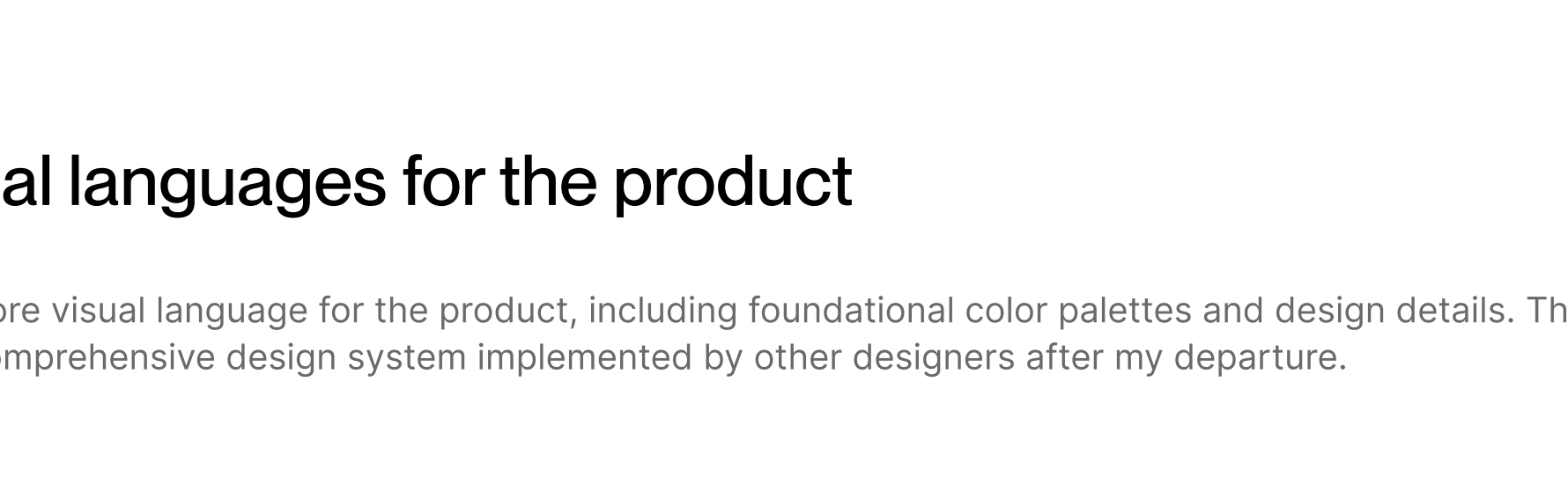
Reorganized existing features. While Naver Smart Store already offers various analytical tools and dashboards, they weren't designed with novice users in mind, resulting in many unnecessary features. Prioritized our learner users, re-categorizing existing information for improved usability.



HIGH-FI PROTOTYPE

Visualize Product Sourcing Details

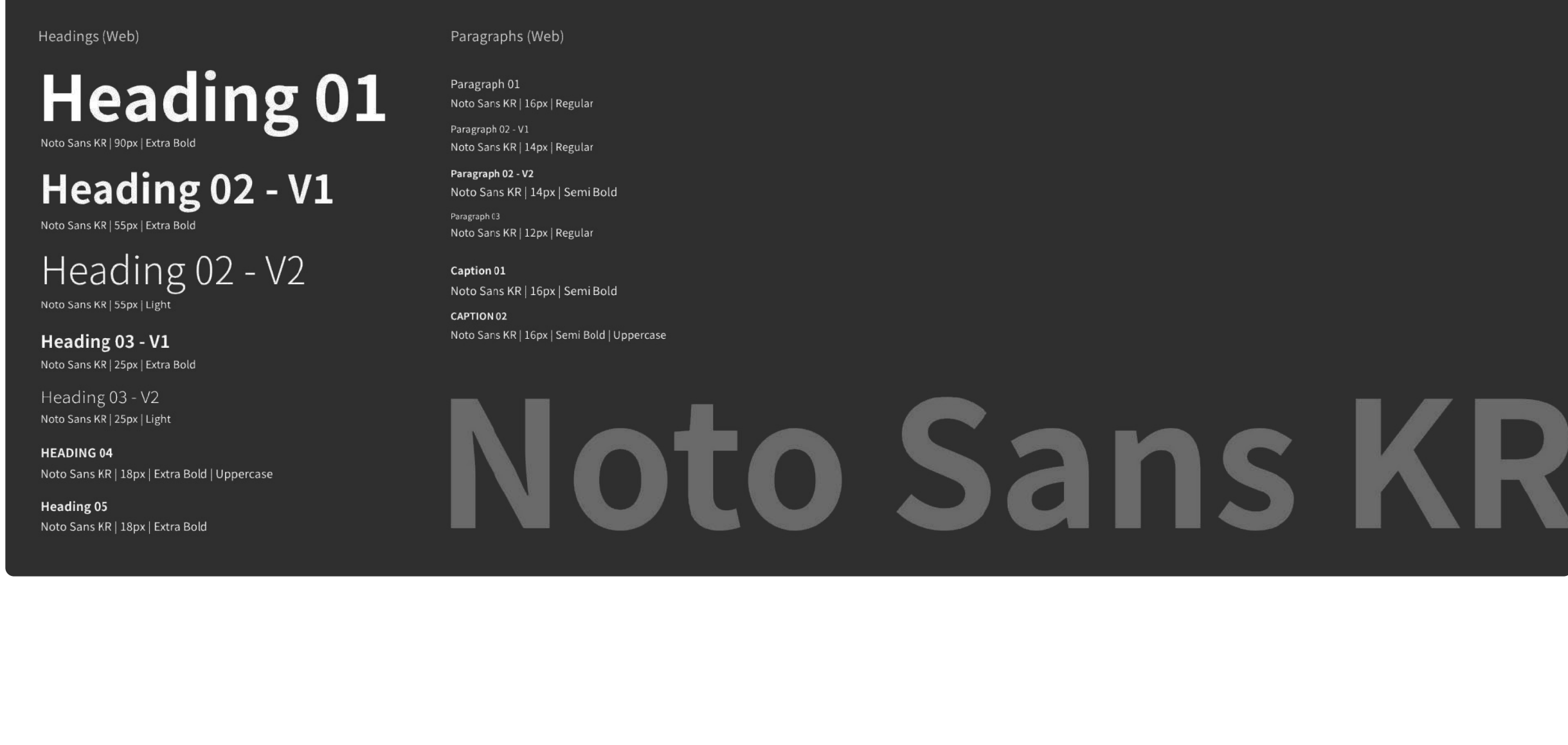
High-fidelity UI prototypes were designed for user testing of the next iteration, covering Product Search/Update, View Product Details, and Review Analysis. Given the Korean language of the product, the initial screen was translated into English for clarity.



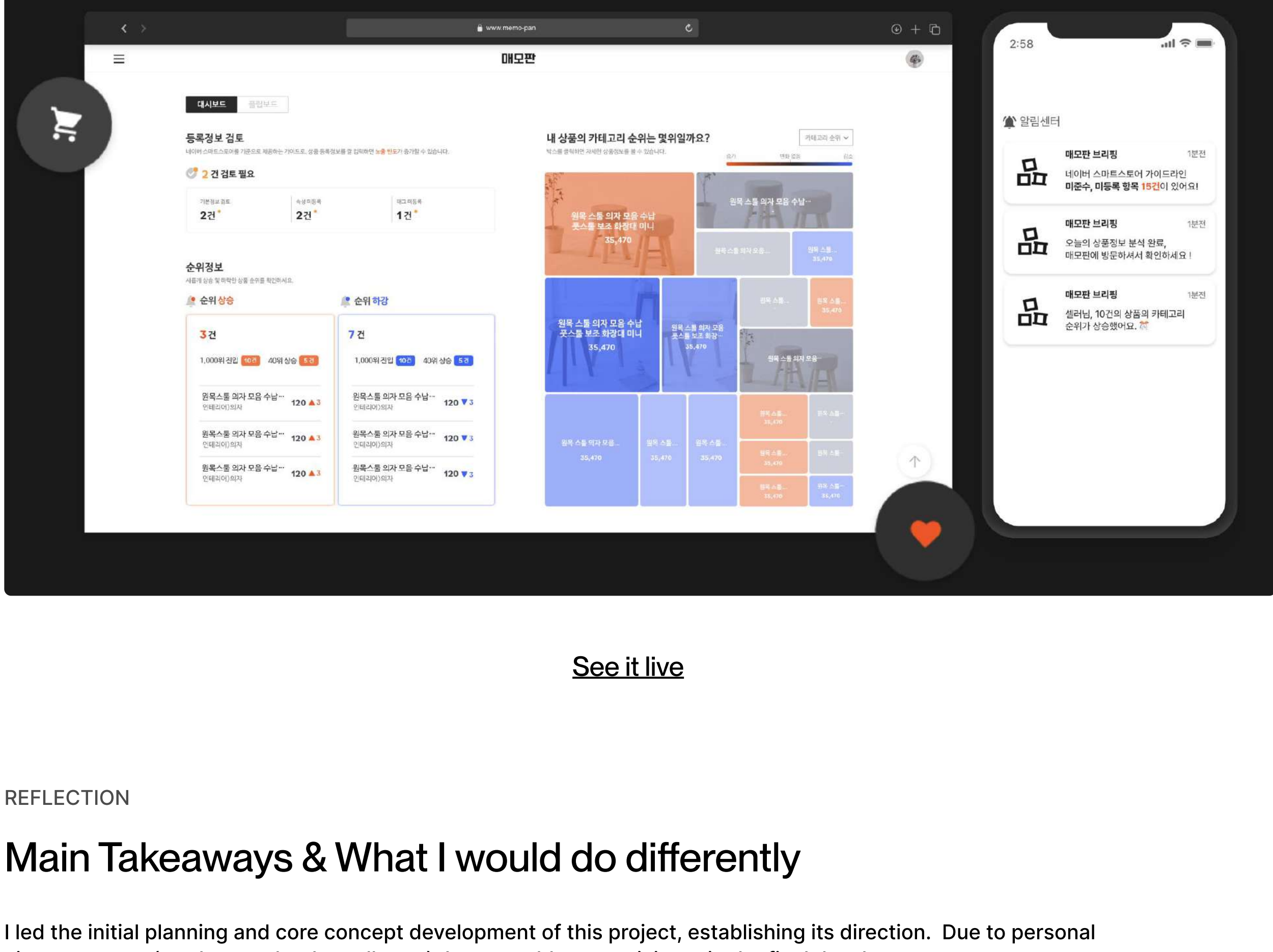
DESIGN SYSTEM

Core visual languages for the product

Developed the core visual language for the product, including foundational color palettes and design details. This work served as the basis for a comprehensive design system implemented by other designers after my departure.



Final Design

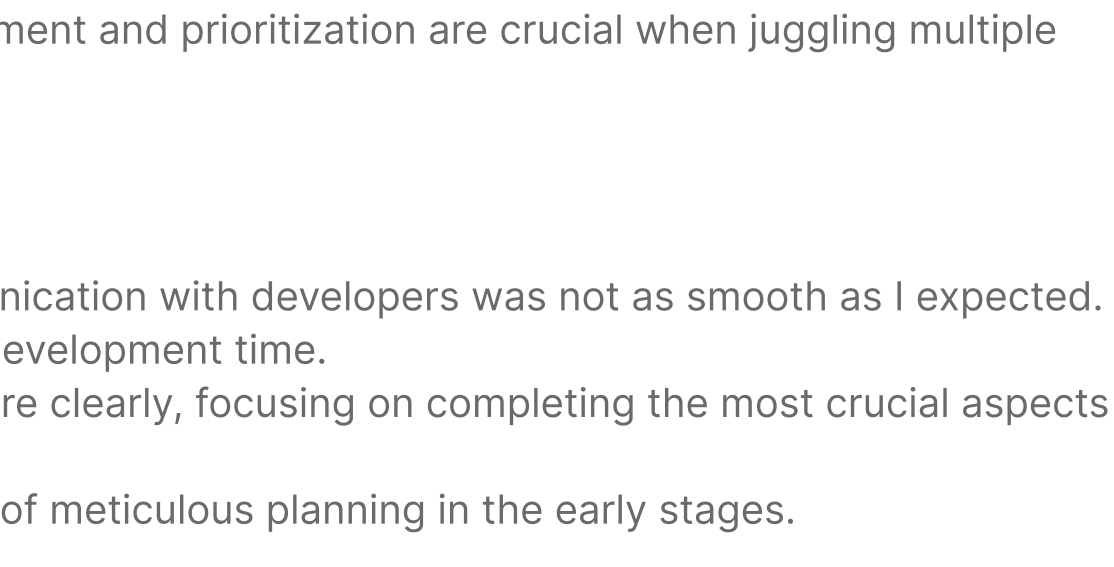


See it live

REFLECTION

Main Takeaways & What I would do differently

I led the initial planning and core concept development of this project, establishing its direction. Due to personal circumstances (graduate school enrollment), I was unable to participate in the final development stages. However, I believe I successfully laid a strong foundation for the product.



Won the 1st prize at the 1st Selly Mini-Hackathon

KEY ACHIEVEMENTS

- Working with a diverse group of developers:** I learned that developers have different communication styles compared to designers, and I identified factors that lead to more effective communication.
- Importance of thorough initial planning and concept development:** This project reinforced the critical role of meticulous planning in the early stages.
- Time management and prioritization:** Efficient time management and prioritization are crucial when juggling multiple projects or encountering unforeseen challenges.

GROWTH OPPORTUNITIES

- Improve communication with developers:** The initial communication with developers was not as smooth as I expected. If I had known what I know now, I believe I could have reduced development time.
- Prioritizing core features:** I would prioritize core features more clearly, focusing on completing the most crucial aspects within the timeframe of my involvement.
- Meticulous planning:** This project reinforced the critical role of meticulous planning in the early stages.