

# My Report

Last Modified: 11/02/20 12

1. Answer the following questions based on your personal shopping habit.

#	Question	Never	Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily		Mean
1	How often do you browse or shop at an online clothes/accessories store?	16	41	15	21	8	2	6	109	2.94







Statistic	How often do you browse or shop at an online clothes/accessories store?
Min Value	1
Max Value	7
Mean	2.94
Variance	2.52
Standard Deviation	1.59
Total Responses	109

2. How much do you spend on clothing and accessories (per shopping spree)?

#	Answer	Bar	Response	%
1	< \$10		16	15%
2	\$10 - \$20		18	17%
3	\$20 - \$30		22	20%
4	\$30 - \$50		25	23%
5	\$50 - \$100		14	13%
6	> \$100		13	12%
	Total		108	

Statistic	Value
Min Value	1
Max Value	6
Mean	3.39
Variance	2.46
Standard Deviation	1.57
Total Responses	108

3. What types of products did you purchase on the Internet?

#	Answer	Bar	Response	%
1	Books or magazines		27	25%
2	Electronics		34	31%
3	Travel related products		24	22%
4	Clothing & accessories		61	56%
5	Services		23	21%
6	Others:		16	15%

Others:
Meals
Make up
iPhone covers
merchandises
Coupons
Food
skincare, notebooks
board games
shoes
Bag
None
NA
So far, I haven't made any purchases on the Internet!

Statistic	Value
Min Value	1
Max Value	6
Total Responses	108

4. What websites do you usually visit to purchase clothing & accessories?

#	Answer	Bar	Response	%
1	Threadless		5	8%
2	Gmarket		28	46%
3	Asos		19	31%
4	Acmamall		0	0%
5	Zalora		14	23%
6	Blog shops:		15	25%
7	Others:		23	38%

Blog shops:	Others:
love and bravery	
Velvet, female daily	Nars, benefit
the closet lover	
Love and Bravery	
Apricot	Facebook (personal sellers)
Marked down market, merry molly	
MDS, amber avenue	
love and bravery	
Community.livejournal.com/sgflea	
	Amazon
	taobao
	Taobao
	Forever21, Supre
	snorgtees
	Forever 21
	Thinkgeek, kickstarter
	Taobao
	kaskus.co.id
	twitter account
	kaskus fjb, facebook
	kaskus
	too many to mention. mostly independent online stores
	taobao
	kaskus.com
	Arkaik, Dropdead
	Battle.net
	mr porter, luisaviaroma
	selfedge.com
	facebook

Statistic	Value
Min Value	1
Max Value	7
Total Responses	61

5. To what extent do you agree with the following factors in encouraging you to shop online?

#	Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		Mean
1	I would shop on the Internet (more) if the web design is attractive and user-friendly.	1	11	8	54	33	107	4.00
2	More variety of clothes and accessories on the online shop.	1	7	18	52	29	107	3.94
3	Having personalized product recommendation based on my facial/body shape will improve my online shopping experience	1	5	26	51	24	107	3.86
4	I want to have personalized recommendation from experts before making purchases	0	15	28	46	18	107	3.63
5	I want to have friends' opinion before making purchases	6	7	26	48	20	107	3.64

Statistic	I would shop on the Internet (more) if the web design is attractive and user-friendly.	More variety of clothes and accessories on the online shop.	Having personalized product recommendation based on my facial/body shape will improve my online shopping experience	I want to have personalized recommendation from experts before making purchases	I want to have friends' opinion before making purchases
Min Value	1	1	1	2	1
Max Value	5	5	5	5	5
Mean	4.00	3.94	3.86	3.63	3.64
Variance	0.89	0.79	0.73	0.86	1.08
Standard Deviation	0.94	0.89	0.85	0.93	1.04
Total Responses	107	107	107	107	107

6. How important are each of the following factors in keeping you from shopping on the internet?

#	Question	Not at all Important	Very Unimportant	Neither Important nor Unimportant	Very Important	Extremely Important		Mean
1	Online shopping is more complex compared to traditional shopping	13	20	38	29	7	107	2.97
2	User-friendliness and interactivity of user interface	2	3	15	61	26	107	3.99
3	Ability to try on the products	2	6	20	52	27	107	3.90
4	Whether the product will fit me	0	1	9	50	47	107	4.34
5	Whether the product will look good on me	0	2	14	48	43	107	4.23
6	Risk of loss of privacy	6	15	36	35	15	107	3.36

Statistic	Online shopping is more complex compared to traditional shopping	User-friendliness and interactivity of user interface	Ability to try on the products	Whether the product will fit me	Whether the product will look good on me	Risk of loss of privacy
Min Value	1	1	1	2	2	1
Max Value	5	5	5	5	5	5
Mean	2.97	3.99	3.90	4.34	4.23	3.36
Variance	1.22	0.67	0.83	0.45	0.56	1.14
Standard Deviation	1.10	0.82	0.91	0.67	0.75	1.07
Total Responses	107	107	107	107	107	107

7. List three most important attributes/features that an online shopping website must have:

Attribute/Feature #1	Attribute/Feature #2	Attribute/Feature #3
cart/shopping basket	sales	status of stocks
less text, more pictures	highlighted SALE section	customer review section
Delivery security	Reviews	
delivery efficiently	able to swap sizes	able to change clothes
Easy to use UI	Attractive features	Easy payment
Easy to check out	Ability to contact them	Free shipping
Detailed and clear images	Worldwide delivery	Discounts
user friendly design	social network	good products
pictures	payment by credit	design
cheap	convenience	
anything		
complex payment methods	catalogue of products	easy-to-use interface
user friendliness	animation	
convenience	cheap	trustworthy
Sizing	Payment method	Product details
Variations of size	Group of Items with price range	Pictures of the product in real model and in different angle
Credit Card payment	Terms and conditions	Fast delivery
Easy way to order	contact person	easy to access
PayPal function	Search	Instant reply
flash animation	style	can click properly
online payment	category	
description of size	real price (without additional fee)	
Ease of product navigation	Fast loading process	Security of transaction
Measurements of clothings	Able to zoom in into the photo	Able to see 360deg of the clothings
easy payment	easy to browse	display zoom in when scroll over
Shopping cart	Past history/purchases	
user friendly	realistic	cheaper
Good price	discounts	Emails about discounts
shopping cart	720 degree view of the product	able to continue shopping where i left off
Online credit card payment	Attractive layout	Size guide
credentials of the website	comprehensive display of the item	sizing charts
Accurate product information e.g. pictures, stock count, colour, sizes etc	Customer reviews and ratings	Comprehensive payment details
good interface	ease of transactions	shipping fee
Customer review	Size measurement	In-Stock
Customer support for returns	Chatbox for live quick enquires	Retail outlet to be able to personally return goods
Safe	User friendly	Detailed
Security	GUI	Reviews
Safety	Security	Ease of Use
Links that work	A variety of products	Secure payment methods
good UI	delivery guarantee	good prices
Secure payment portal	User friendly	High Quality Product
price	shipping	guarantee
search engine	currency conversion	category search
sort / search feature	dependable / reliable	-
Good range of items	Easy to Access	
search functions	image	easy navigations
size chart	Simple payment system	Clear product description
Photos of the goods	Detailed description of the goods	Ability to ship internationally
Price	Images	Reviews
not sure	not sure	not sure

Security	Acceptable Refund Policy	Tracking of Shipment
Credible payment modes		
search	sort	recommendation
Price comparativity	User friendly	easy contact with seller
User friendly	Different payment methods	Delivery service
unique product assortment	easy checkout	cheaper than physical stores
User-friendly navigation	Product Catalog	channel of communication
price	user recommendation	comparer
Price	Picture	Recommendation
user friendly interface	photos and details	easy to explore the webpage
user friendly	content	cheap
Userability		
thrustworthy	complete	lively
price	size	colour
internet	discount	stock
compare items		
refund	easy to access via mobile	
recomendation	rating	gallery
details of the product	easy trade	friendly interface
Credibility	Return policy	Hassle free
Excellent product pictures	Comprehensive product descriptions	Usability of website
User-friendliness	Clear	Concise
web design	product	service
picture	comments from other buyers	many options
Delivery reliability	Clear product description	Payment safety
photo	image	description
Security	Ratings	Good Product
convenience	user friendly interface	reviews
Clear ways of payment and delivery	Clear layout	Immediately can see product offerings
risk free	complete catalogue	customer service contact
Security/Reliability	User friendliness	Community support (e.g. positive feedbacks/comments from users)
Ability to zoom in to details	Delivery security	User friendly
model wearing	360 degrees view	zoom in and out
easy to use interface. user friendly	payment and shipping details are clear and transparent	neat classification of products
provide status update of your purchase	cart content should be show to user before they click the check out	Not required user to enter user twice
User friendliness	High quality and graphics	Cash on delivery
Design	Clothes	User-friendliness
Seba	Aaa	Haa
Variety	Accuracy in presentation of products	User friendliness
Seller's contacts and details	Product details	Photos of products
Easy to use	Safe	Trusted
Nice interface design	Na	Na
Prouct range	Price reduction	Availability on all platforms
personalisation		
Fast loading	Clear large product images	Selectable product attributes
user friendly	security	graphically pleasing
User friendliness	Simple design	
user friendliness	na	na
Good navigation links	Pleasant layout	Wide range of products
easy shipping to overseas	sort by price range	membership/reward points!

Statistic	Value
Total Responses	100





8. List three attributes that you think define an attractive online shopping website layout:

Attribute/Feature #1	Attribute/Feature #2	Attribute/Feature #3
simple	user-friendly	attractive
sectionalized	easy to navigate	short scroll bar
colours	options	models
colours	secure payment	can see the clothes sizes/colours
colourful	crisp fonts	sleek lines
Ease of finding things		
Clean minimal design	Easy to navigate	Big pictures
easy to use	clean color	fit mobile/other sets
appearance	user-friendly	variety
fast	secure	
anything		
simple	everything is easy to locate	color choice
soft colors		
colorful	nice looking	creative
Product presentation		
A lot of pictures	Simple colour	Animations
Clear buttons	No Lag	Pretty models
simple design(not tacky)	simple animation	
Design	Color	User friendly
colour	colour	colour
clean	clear	categorise
colors	simple	
Design	Model	Pictures, less words
Sizes of the photos must be just nice	User-friendly	na
simple	display zoom in when scroll over	easy url
Nice layout	Pictures	Promotions
user friendly	simple	ability to provide feedback
Nice thumbnails	Clear pictures	clear pricing
colors that is comfortable	interactive navigational menu	super fast response
Professionally taken photos of products	Clean and neat layout	Categorisation of products
user friendly	well designed UI	image centric
Vibrant colours incorporated into design	Sophisticated font	User-friendly tabs with clearly defined subcategories
interactive	simple	easy to use
User friendly	Fast loading process	Colourful
Ease of navigability	Minimal clicks to checkout	Colour theme
Simple design	Gives suggestions for matches	Easy navigation
User-friendliness	Simplicity	More pic/less text
Fast	Pretty	Colorful
User-friendly	Pleasant-looking	Professional-looking
easy checkout	good layout of product categories	no ads
Color	Elegant	Interactive
design	colours	price
user friendliness	neat	promotion notification
clear / concise	pictures	-
Pictures and specs		
able to view the add to cart item at the side when u are looking at other clothing or	the colour/scheme used	the loading page frequency
Pictures	Category panel	Flash animation
Clear pictures	Detailed details	-
Social	Clean	Fast
not sure	not sure	not sure

Responsive UI	As little clutter as possible	Minimalist Layout — i hate gmarket
User-friendly		
user-friendly	simple	white background
simplicity	colorful	easy to use
Easy to navigate and tidy	Can zoom in details	Portray the goods clearly
easy to navigate	items classified clearly	design is clean and neat, doe snot look cluttered and messy
Attractive design (subjective)	Link to FB, twitter, or other social media	Links to the rest of the pages
picture	video	layout
Design	Uniqueness	Picture
interesting photos	variety of colours	organised layout
trustworthy color	easy checkout	easy payment
Userability		
simple	clear	persuasive
comment	recomend type	ask for suggestions
no more sign up	blink blink	but not so much effect
compare items	try it on an avatar	
animating website	secure connection	
colorfull	star	animation
well designed	easy to use	the site matches the product
User friendly	Uncluttered	Product knowledge
Simple	Clean	Easy to use
Informative	Straight-forward	Eye-candy
simple	user friendly	less words more pictures
elegant	classic	little advertisement
Simple and clear navigation	Not many ads links	High quality image to describe products
colorful	catchy	girly
Simple	Easy to Follow	Pictures
simple	colorful	clear & easy to use
Color	Many products	Not cramped
user friendly	easy to use	new item update
Simple	Intuitive	Lightweight (fast to load)
Colours	Tabs easy to understand	designs
large pictures	clear pricing	friendly tabs
clean and simple interfact	search engine included	able to host photos without lag.
organised content	appealing website	good descriptive content at homepage
Colourful	Vivid graphics	Structured and clear layout
Simplicity	Good linkage	Mystery
Ali	Haa	Nao
Interface	Well targeted product info	Updated info
Ability to capture people's attention	Colours	Featured products on homepage
Clean	Easy to ori entate	
Na	Na	Na
Simple	Infirjtive	Variety
organisation		
Clean and simple UI	Distinct options and buttons	Clear interaction flow
cool colours	user friendly icons	less advertisements
Lively		
nice design	na	na
Colour	Arrangement	Display of products
big photos	big text	reviews by other ppl?

Statistic	Value
Total Responses	100

9. List three attributes/features that you want to see in an online shopping website:



Attribute/Feature #1	Attribute/Feature #2	Attribute/Feature #3
categories	sales	cart
all time popular item	slideshow layout	all angle photos on products
colours	options	models
deliver efficiently	able to swop sizes	able to change clothes
Better UI	Easy payment	interactive content
Search		
Zoom in on clothing	Recommendations	Price comparison
more user friendly functions	recomendation system for each customer	detailed classification
pictures,	design	sizes
promotions		
anything		
wishlist	full details of a product	clarity of how the shipping goes
discounts		
user friendly	short	concise
mix n match		
Comments from former buyers, whether they are satisfied or not	Suggestion of how to pair the clothes with other accessories	
Clear buttons	No Lag	Pretty models
attractive design		
Instant reply/ chat	Customer review	
shopping stuff	shopping stuff	shopping stuff
clean layout		
refer our pics to the dress ?		
Virtual fitting	Good quality image	Ease and security of transaction
Measurements of clothings	Clear instructions on how to order	na
easy payment	easy to browse	display zoom in when scroll over
Top seller	New addition	Promotion items
cost	realistic design	different styles or colours
Free shipping	Discounts	Easy checkout
able to personalize my favourite brand so that when i logon, i see my fav brands items instantly.	can see SMS or whatsapp to make purchase instead of directly via online transaction	
Product reviews by others	Size guide	Nice pictures
Stylebook or style recommendations	easier way to choose clothing fit	
Large variety of goods	picture icons of product	Reasonable pricing
colours	modern themes	relation to me
Discount	Free shipping	Wide range of products
Video to showcase the product	3d zooming in to look at every aspect of the product	Auto discounts for returning shoppers
Detailed shots of clothing	Return Policy	Easy Pay method
Reviews	Video of product in action	tracking delivery
Complete		
Shopping cart that tracks every single purchase that you made during a particular time	Email promotions	Organized and navigable site
not display too many products	fast loading speed	good support
Interactive		
discount	free shipping	feedback form
product rating	product review	product past sales
sort / search feature	clear concise layout	pictures
Offers and daily deals		
recommended / related stuff	nice layout	filters
Blog / article	Personalized product recommendation	try on dressing room (see h&m website)
Ability to track delivery	-	-
Social	Images	Price

not sure	not sure	not sure
Reviews	Frequently used features	Frequently asked questions
-		
search	facebook plugin	discount for subscribers
online chatting with seller	real product picture	price compare with other competitors
Varieties	Not too many colors	Detailed info of goods (size, colors, etc)
user interface clean and neat	unique assortment of products	easy to navigate and search for item that i want
No idea	No Idea	No Idea
picture	video	interactive layout
Try on me	Pairing with	Video
interesting goods on sale	interesting photos	variety of goods on sale
personal touch	link to major payment	-
Userability		
goods database	single-page	search bar
moving picture	profile background	promotion
cheap	simple	discount
try it on an avatar		
most popular items	cheapest item	
pic	comment	rate
detail of the product	the way to trade	
Stylish	Suitability	Security
Excellent product pictures	Comprehensive product descriptions	Usability of website
AI Helper	Navigator	3D View
pictures	calculator at the side	popular items at the side
pictures	comments from buyers	cheap price
Delivery reliability	Clear product description	Payment safety
photo	image	description
Different Outfit from same object	Accessories to go along with	Different color pictures
more convenience	easy checkout functions	reviews
Size	Price	Products
contact service	insurance	test product
Quick checkout		
Zoom in	Sizes	True color
large pictures	clear pricing	friendly tabs
should have multiple photos of how clothes look like from front, back, side view etc	search engine and other tools to make searches easier (eg by price, size, colour)	select multiple items across different categories (eg shoes, accessories, dresses) and make payment
Federated search	Overview of products selling	Payment instruction
Ability to visualise the item in 3D	A variety of goods available	Easy search option
Colour	Art	Ability to try on product
Nao	Nao	Nao
Try-on function	Share with friends	Latest info
Featured products like sales, promotions	Ability to see yourself using products	
Customization	Recommendation	Reviews
Na	Na	Na
Avaiilability	Ability to try on	To be able to return
display of all items		
Ability to socially share about the product	Security and trustworthiness	Ability to contact merchant easily
videos	organised categories	nice font
Muti payment mode		
na	na	na
User friendly navigation	Good display of a wide product range	Pleasant use of mild colours
big photos	big text	reviews by other ppl

Statistic	Value
Total Responses	100






10. If there is a technology that can create a realistic 3D visualization of you that allows you to try on virtual clothes and accessories, would you like to use it?

#	Answer	Bar	Response	%
1	Yes		92	92%
2	No. Reasons:		8	8%
	Total		100	

No. Reasons:
time-consuming, if it's anything like Looklet, the loading time can be very frustrating with slow internet connection
privacy
I don't think it would make much of a difference for me
A bit strange, will prefer look at models wearing it
there are too many details of product which impossible to virtualize
privacy

Statistic	Value
Min Value	1
Max Value	2
Mean	1.08
Variance	0.07
Standard Deviation	0.27
Total Responses	100

11. What are your concerns about using the above mentioned technology?

#	Answer	Bar	Response	%
1	Privacy		42	42%
2	Accuracy		89	89%
3	Others:		7	7%

Others:
speed of rendering
cost
none
my size is quite standard anyway
the information will never satisfy the customer
Price

Statistic	Value
Min Value	1
Max Value	3
Total Responses	100








12. What privacy level do you want to have for your 3D visualisation result?

#	Answer	Bar	Response	%
1	Only I can see my avatar		76	76%
2	Friends can see my avatar		30	30%
3	Merchants can see my avatar		11	11%
4	Everybody can see my avatar		5	5%



Statistic	Value
Min Value	1
Max Value	4
Total Responses	100

13. How old are you?

#	Answer	Bar	Response	%
1	19 or younger		8	8%
2	20 - 29		89	89%
3	30 - 39		0	0%
4	40 - 49		1	1%
5	50 - 59		1	1%
6	60 or older		1	1%
	Total		100	






Statistic	Value
Min Value	1
Max Value	6
Mean	2.01
Variance	0.37
Standard Deviation	0.61
Total Responses	100

14. What is your gender?

#	Answer	Bar	Response	%
1	Male		52	52%
2	Female		48	48%
	Total		100	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.48
Variance	0.25
Standard Deviation	0.50
Total Responses	100

15. What is your occupation?

#	Answer	Bar	Response	%
1	Student		75	75%
2	Professional		17	17%
3	Self-employed		6	6%
4	Retired		1	1%
5	Other:		1	1%
	Total		100	

Other:

Statistic	Value
Min Value	1
Max Value	5
Mean	1.36
Variance	0.54
Standard Deviation	0.73
Total Responses	100