

UI Analysis Report

TEMU

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Introduction

INTRODUCTION

Introduction

UI analysis report

My project is about analyzing Temu, which is online shopping app. In terms of breaking down of design elements, it uses too many colors and the main page is confusing. Because it puts all pictures and content in the main page. This app is really misleading especially when you want to order something for the first time. It takes time to recognize main features on home page as it is cluttered.

As can be seen in my proposal, I have chosen very simple design for the app with limited colors, to avoid confusing customers. I add more features into search bar, besides adding up hamburger menu. I think it needs this menu to put all categories and unnecessary content on the main page, into Hamburger menu.

With new design, customer will be navigated easily into various items.



Background

BACKGROUND

Background

Temu is an online shopping platform that offers a wide range of products at heavily discounted prices. It has gained popularity in various countries, including the UK, US, Canada, Australia, and New Zealand.

TEMU, part of PDD Holdings Inc., offers online retail with a diverse product range. Serving global markets, it's famed for budget-friendly items. The platform's ownership traces to the established Pinduoduo, a renowned e-commerce giant in China.

Meaning and history

TEMU is a nascent player in the e-commerce sector, launched by PDD Holdings, the parent company of the Chinese e-commerce platform Pinduoduo, which has witnessed rapid growth since its inception in 2015. TEMU debuted in the US market in September 2022, positioned as a marketplace offering a wide range of affordable products. Unlike Pinduoduo's group buying model that propelled it to success in China by offering lower prices for bulk purchases, TEMU extends its reach to individual consumers internationally, emphasizing affordability and accessibility.

The image shows the word "TEMU" in a large, bold, black, sans-serif font. The letters are thick and have a slightly rounded, modern feel. The "T" is a simple vertical bar with a horizontal top bar. The "E" has three horizontal bars. The "M" is composed of two vertical bars and a central 'V' shape. The "U" is a simple U-shape with a flat top. The entire word is centered horizontally against a light gray background.

Background

TEMU

The ownership of TEMU has remained consistent as a subsidiary of PDD Holdings, leveraging the extensive supply chain network and technological prowess established by Pinduoduo. The company's operational shift to target overseas consumers marks a significant pivot, reflecting a strategic move to diversify its market presence beyond China's borders. TEMU's entry into the global market aligns with PDD Holdings' ambition to expand its e-commerce ecosystem and capitalize on the burgeoning online shopping trends worldwide.

It has become incredibly popular since its launch. In June 2024, Temu has been downloaded over 235 million times worldwide, surpassing Amazon Shopping to become the world's most downloaded marketplace app. The platform boasts 167 million monthly active users globally. In the US alone, 50.4 million users access the Temu app at least once a month, and its popularity is driven by its low prices and wide range of products, making it a strong competitor in the e-commerce market.



Background

All about LOGO

The image features a vibrant, orange-hued logo for “TEMU.” Its design is playful and minimalist, incorporating abstract silhouettes of a dress, a rocking horse, a high-heeled shoe, and a handbag, followed by a stylized, curvilinear rendition of the TEMU word mark. These icons represent a variety of product categories, hinting at a diverse shopping experience. The white figures contrast sharply against the lively orange background, creating a striking visual impression that’s modern and energetic.

I have chosen this app because I love online shopping and I purchase monthly with Temu.



Visual structure

LAYOUT

Visual structure

Layout

The overall design focuses on ease of use, ensuring that users can navigate the app and find what they need quickly.(but through representing all content, especially pictures of products everywhere.)

The page has got search bar located at the top of the app which allows users to look for specific items by keyword or product name.

Under the search bar, you can see number of products that are categorized into different parts (fashion, beauty, health, home and garden, and...), helping users quickly find the category they are interested in. Users can also find these products in categories section (at the bottom of the page).

In the middle of the page, there are number of different products, which are introduced to users by pictures and their details.

At the bottom of the page(footer), you can see status bar which leads customers to Home, Categories, You and Cart.

So, the two main parts (status bar and search bar) are placed in the right place according to aesthetics principles.

It keeps its consistency across different screens. For example, you can find status bar always at the bottom of the page.

While the app aims for simplicity, sometimes I find the interface cluttered with too many features and options, making it overwhelming and difficult to navigate

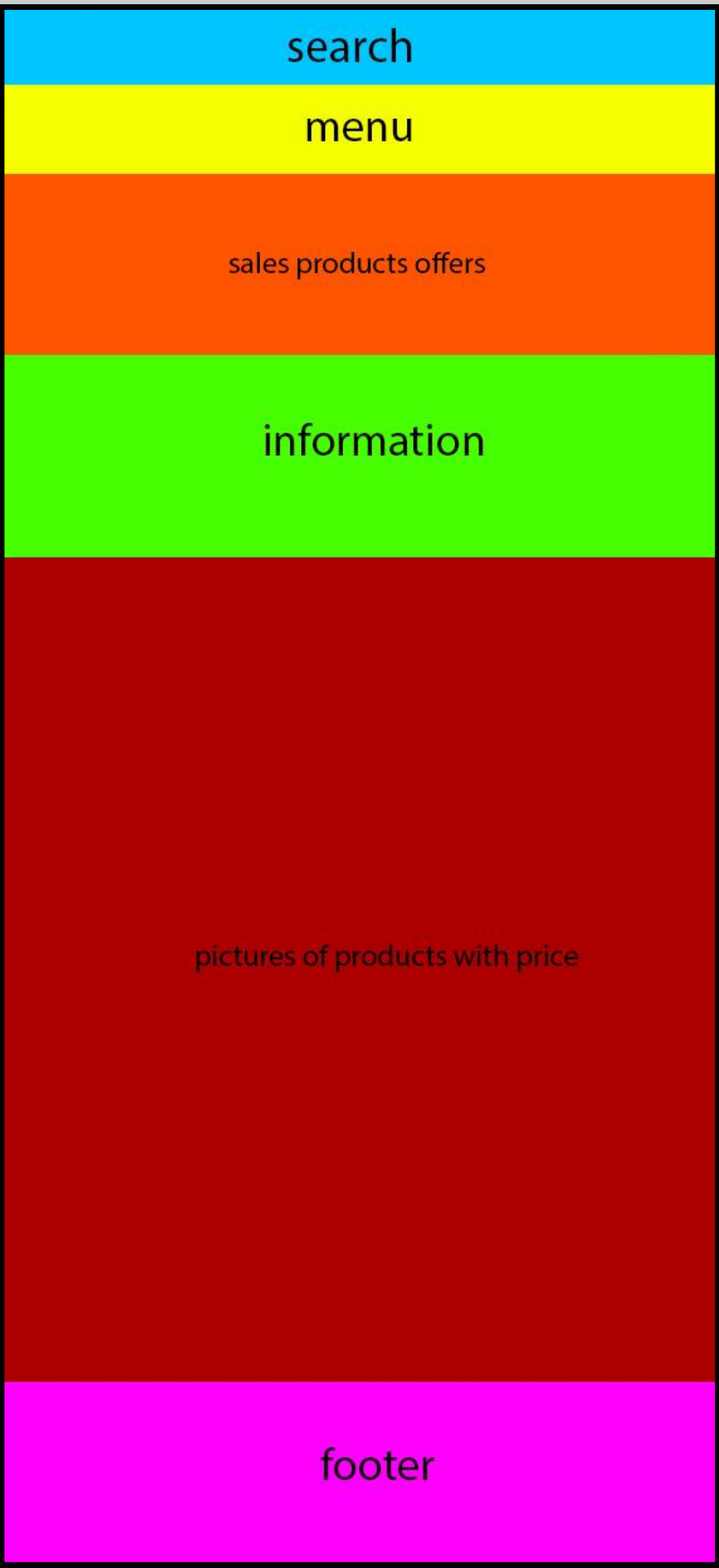
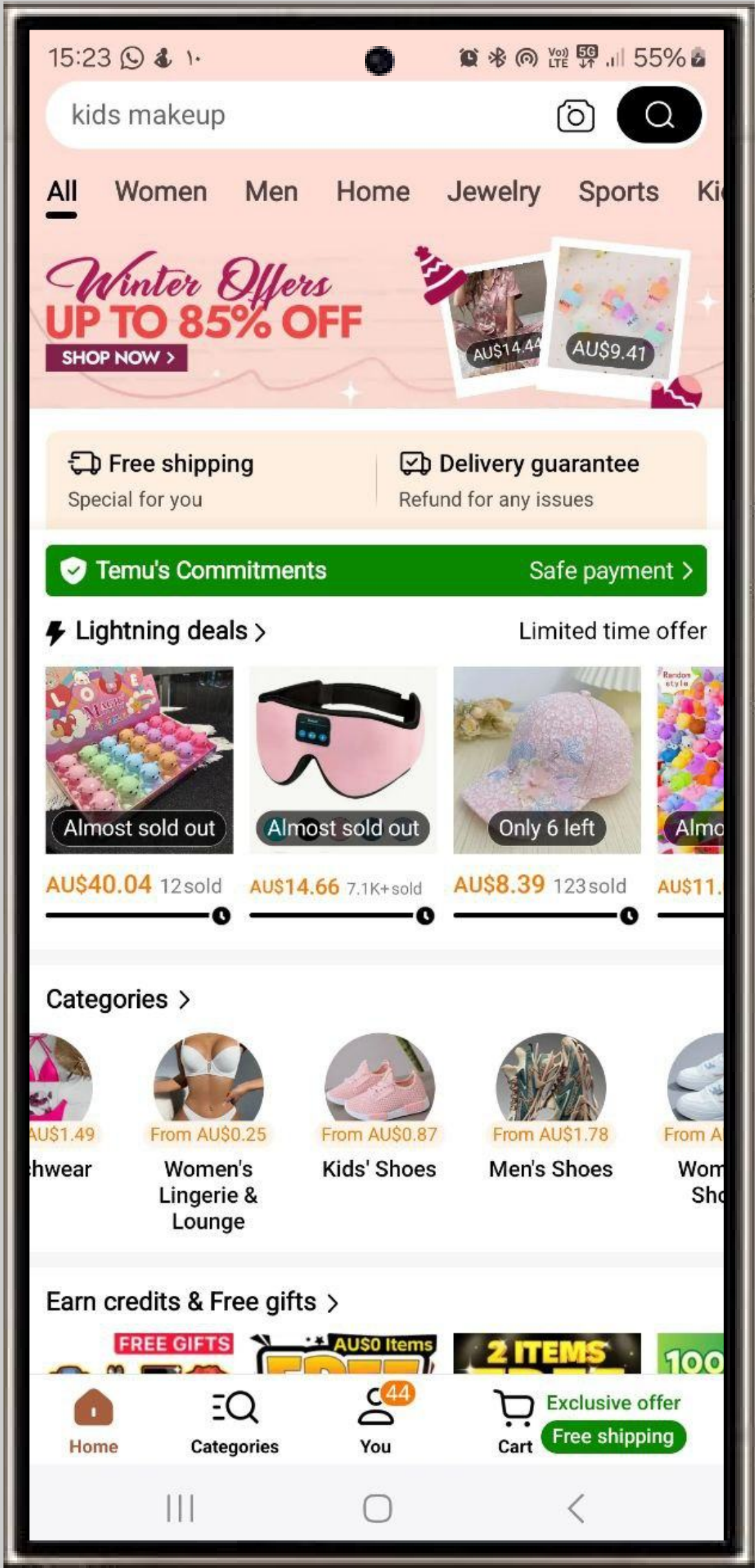
Visual structure

Layout



Visual structure

Layout



Visual structure

HIERARCHY

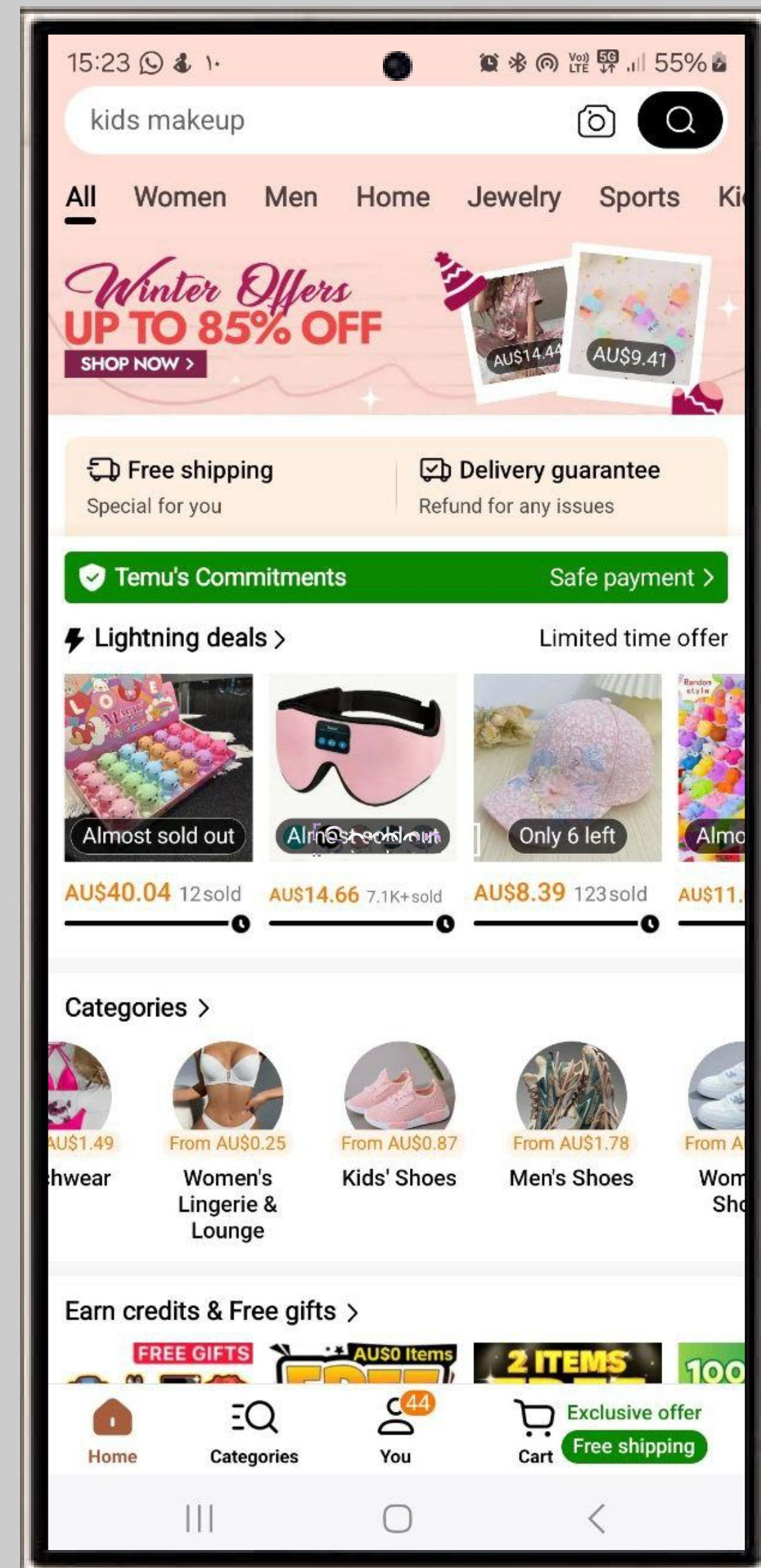
Visual structure

Hierarchy

In case of hierarchy, Temu has employed different elements to create order between content. As can be seen in the picture it has used size and colors to show sales. It also has used size factor; to draw attraction to commodities rather than prices (prices are written in small size, so no one pay attention to that). It also has used colors to highlight some important content. For example, search icon, menu bar, free shipping/return, ...

Different shapes like square and circle are utilized to show hierarchy. In addition, we can see alignment in ordering pictures and for content in profile.

Overall, it mostly has used size and colors to show important content like sales and commodities, besides showing crucial information like free shipping and Temu's commitments, which assures you that your personal information and your purchase would be safe.

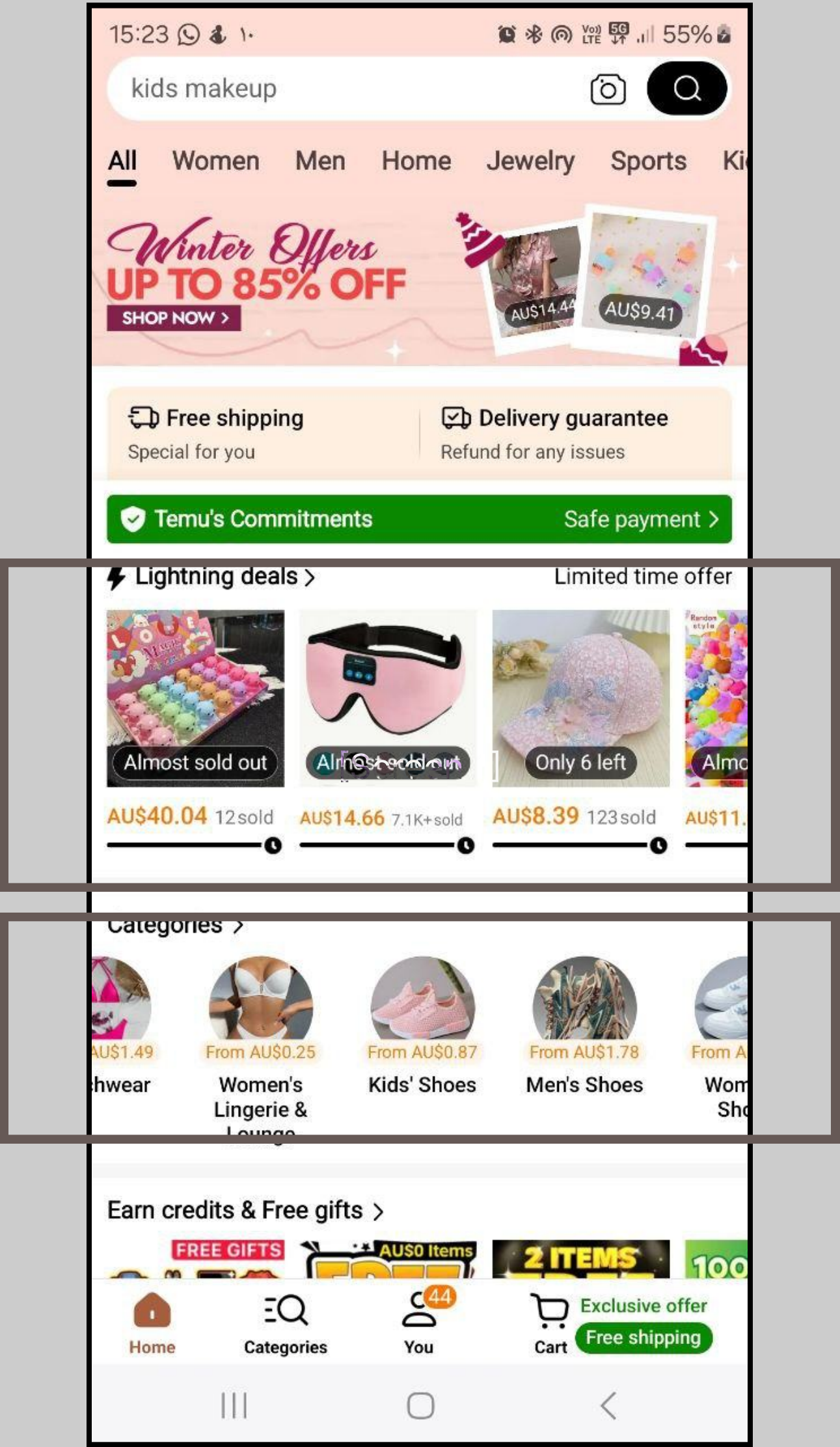


Visual structure

Hierarchy

Shape

This app uses square and circle shape for organizing two different groups.(Lightning deals,Categories)
Actually i am agree to using different shapes for different categories , as it helps users find their desire category

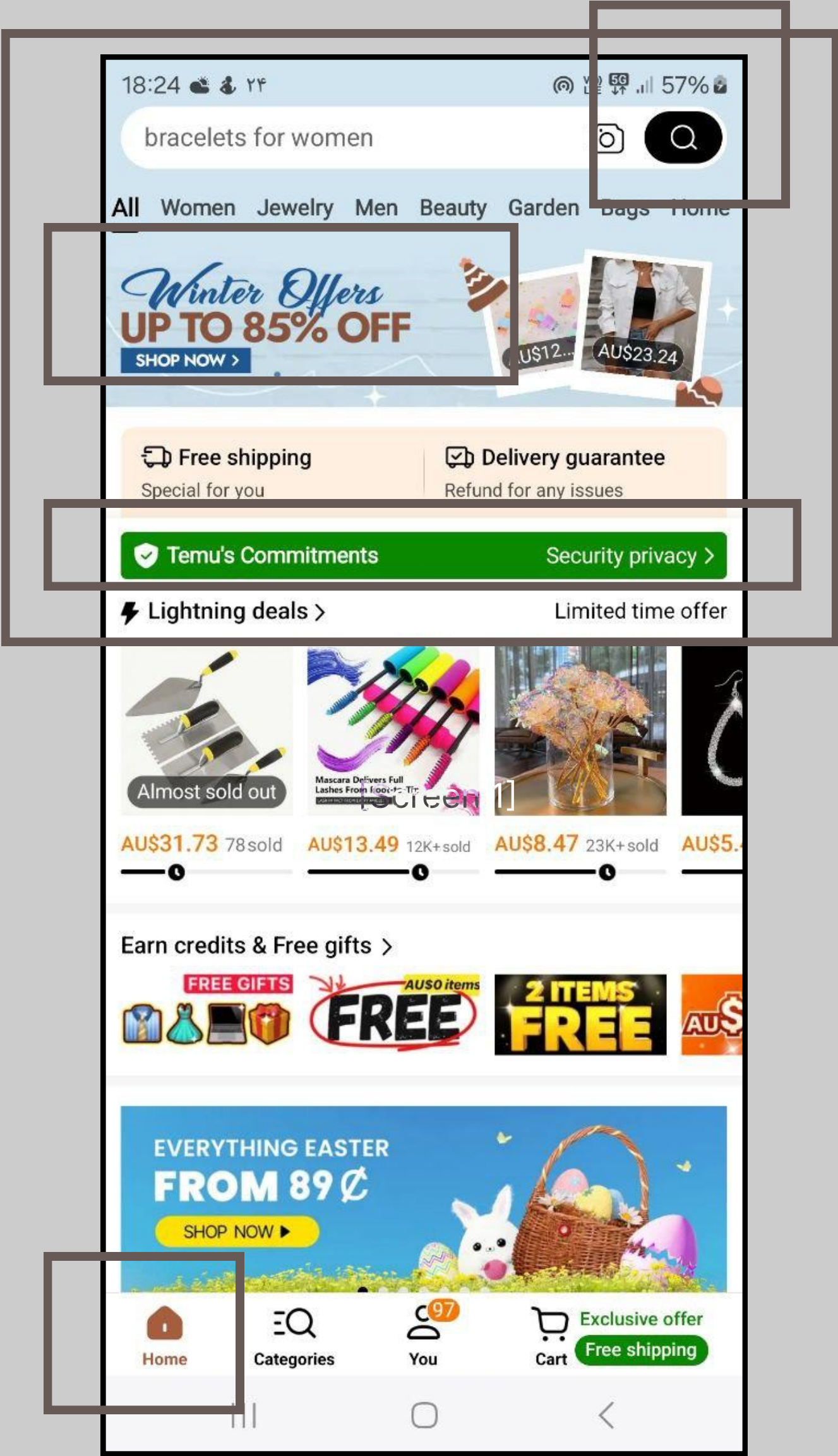
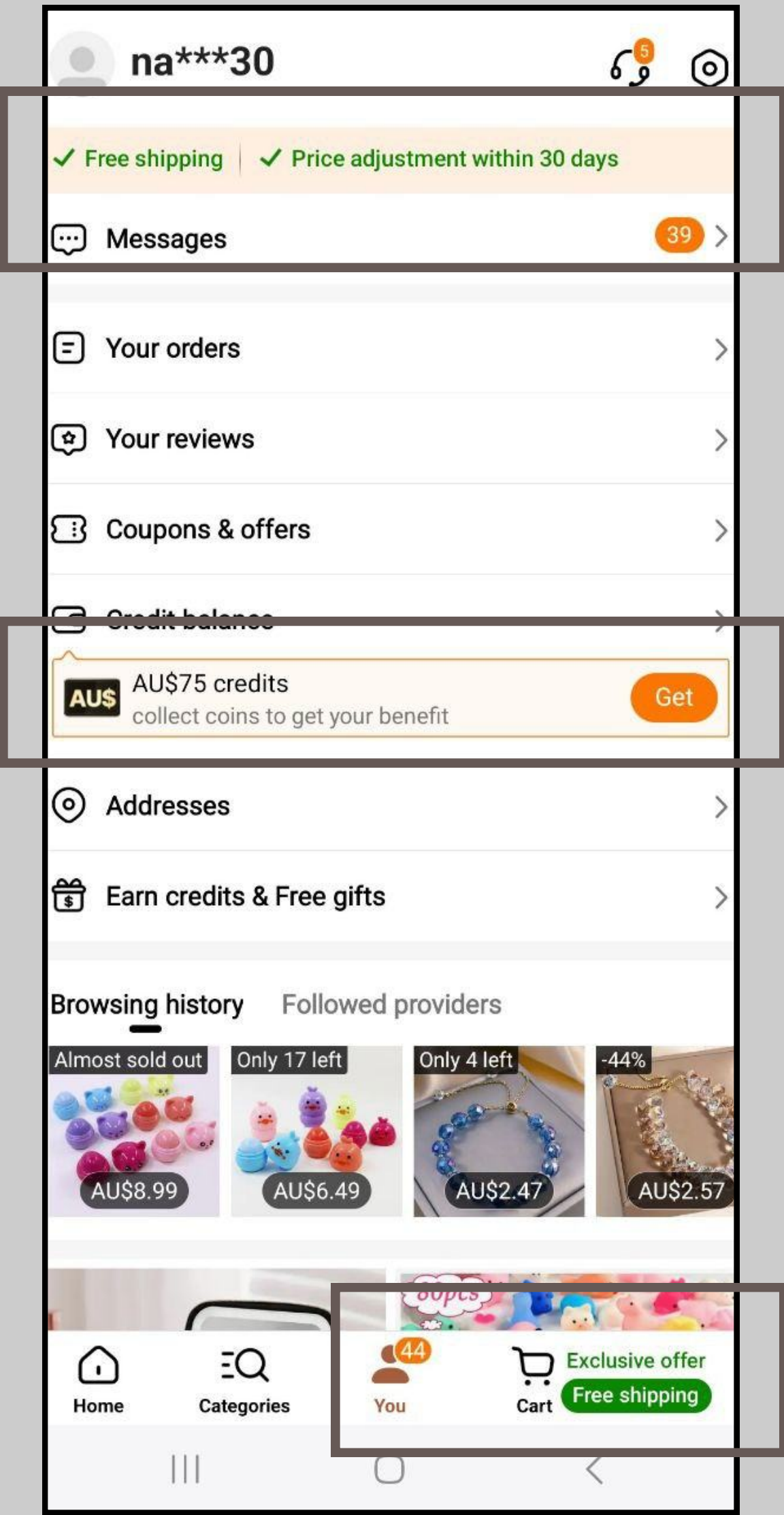


Visual structure

Hierarchy

Color

This app uses so many different colors to indicate different content.
(pink,orange,green,..)
My suggestion is to limit the colors to prevent the page being cluttered.

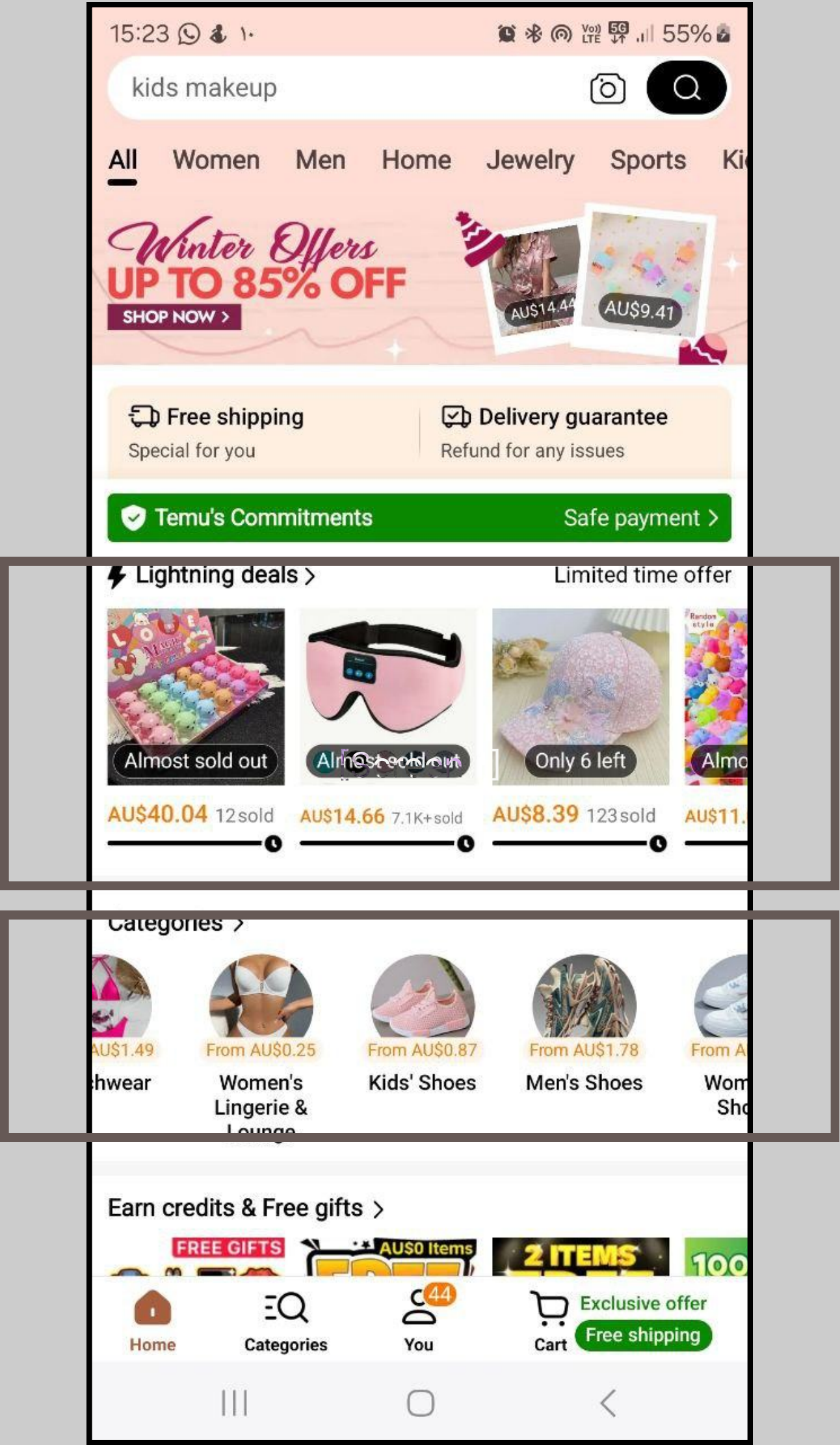
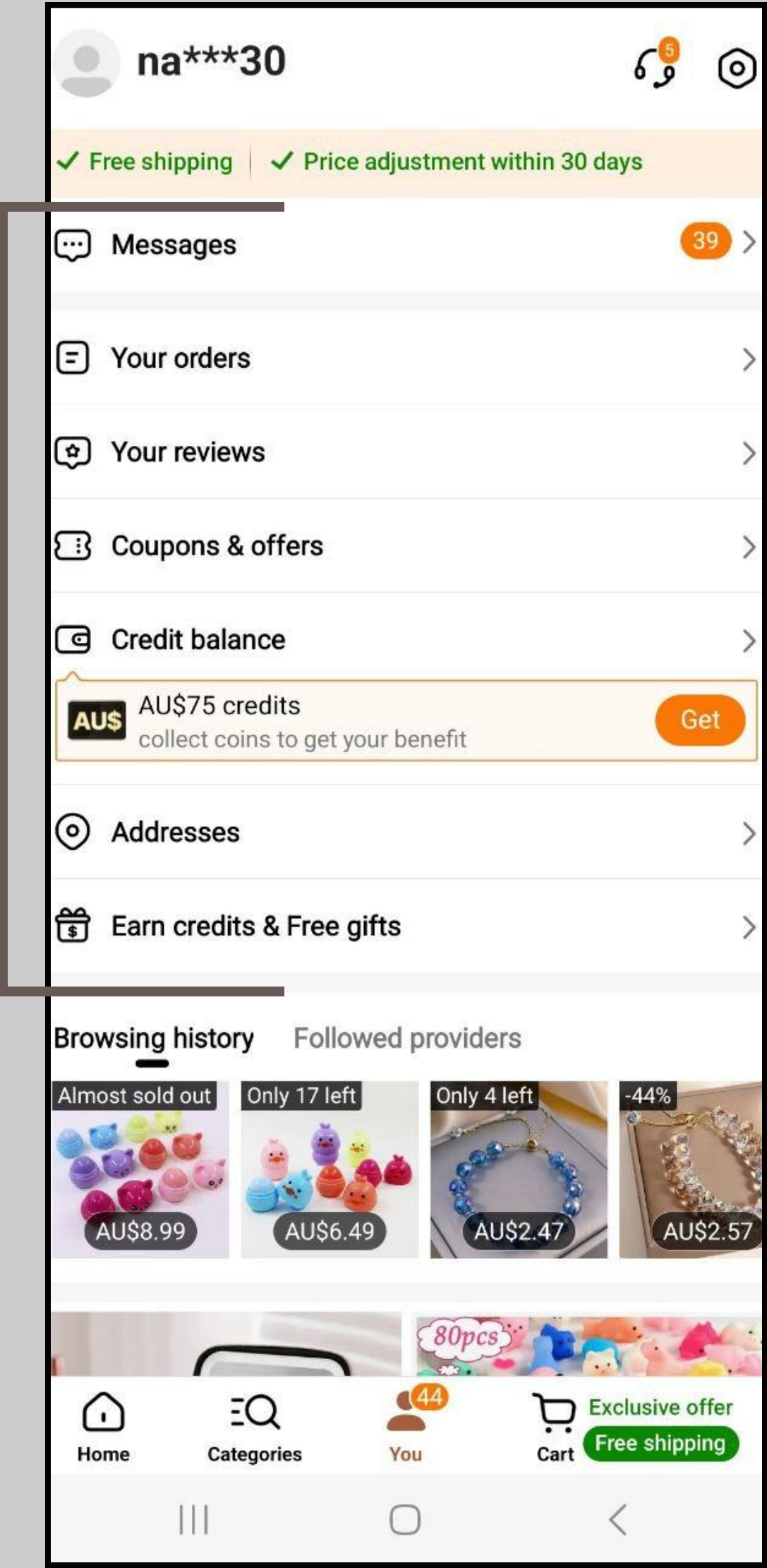


Visual structure

Hierarchy

Alignment

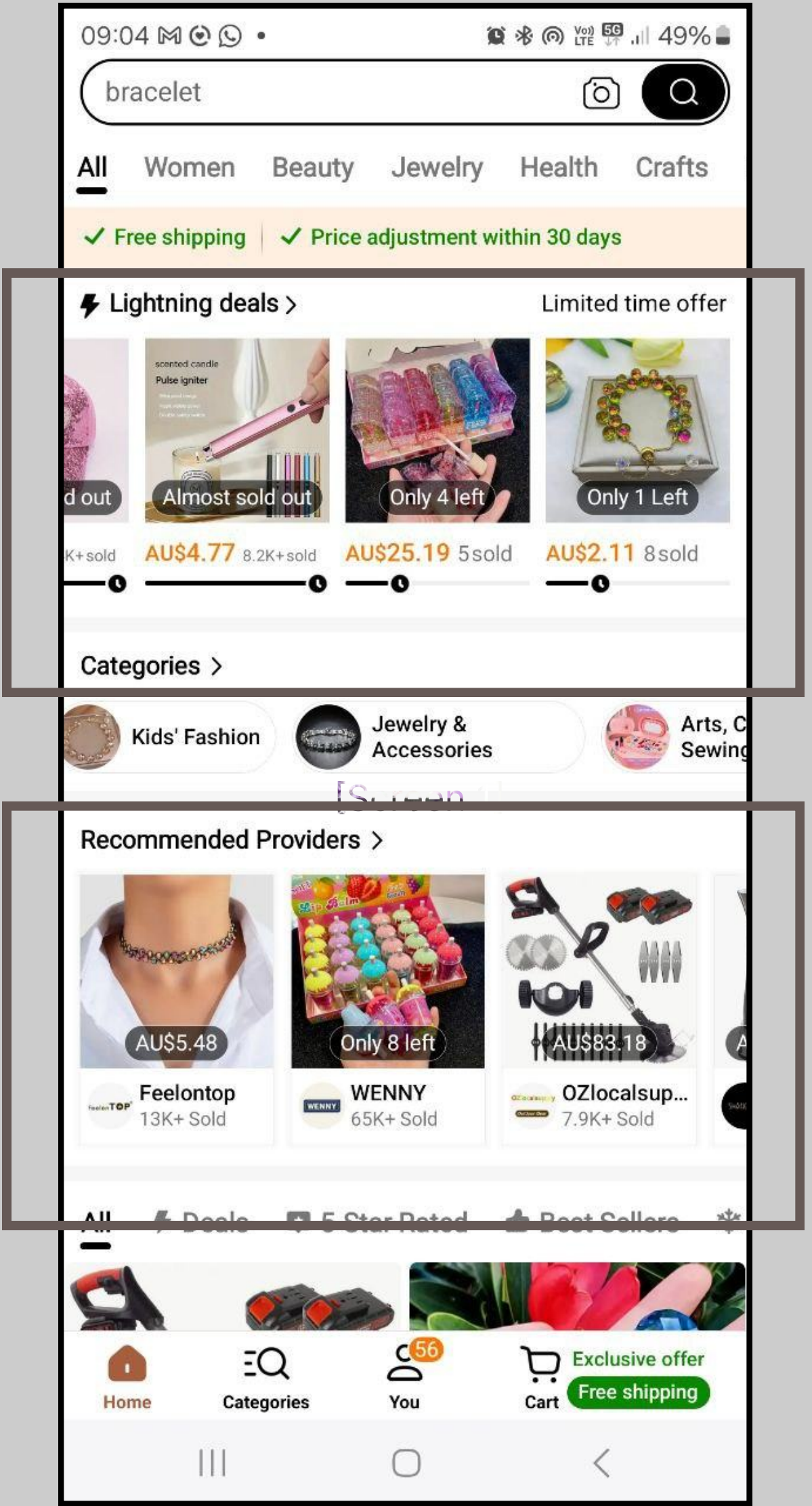
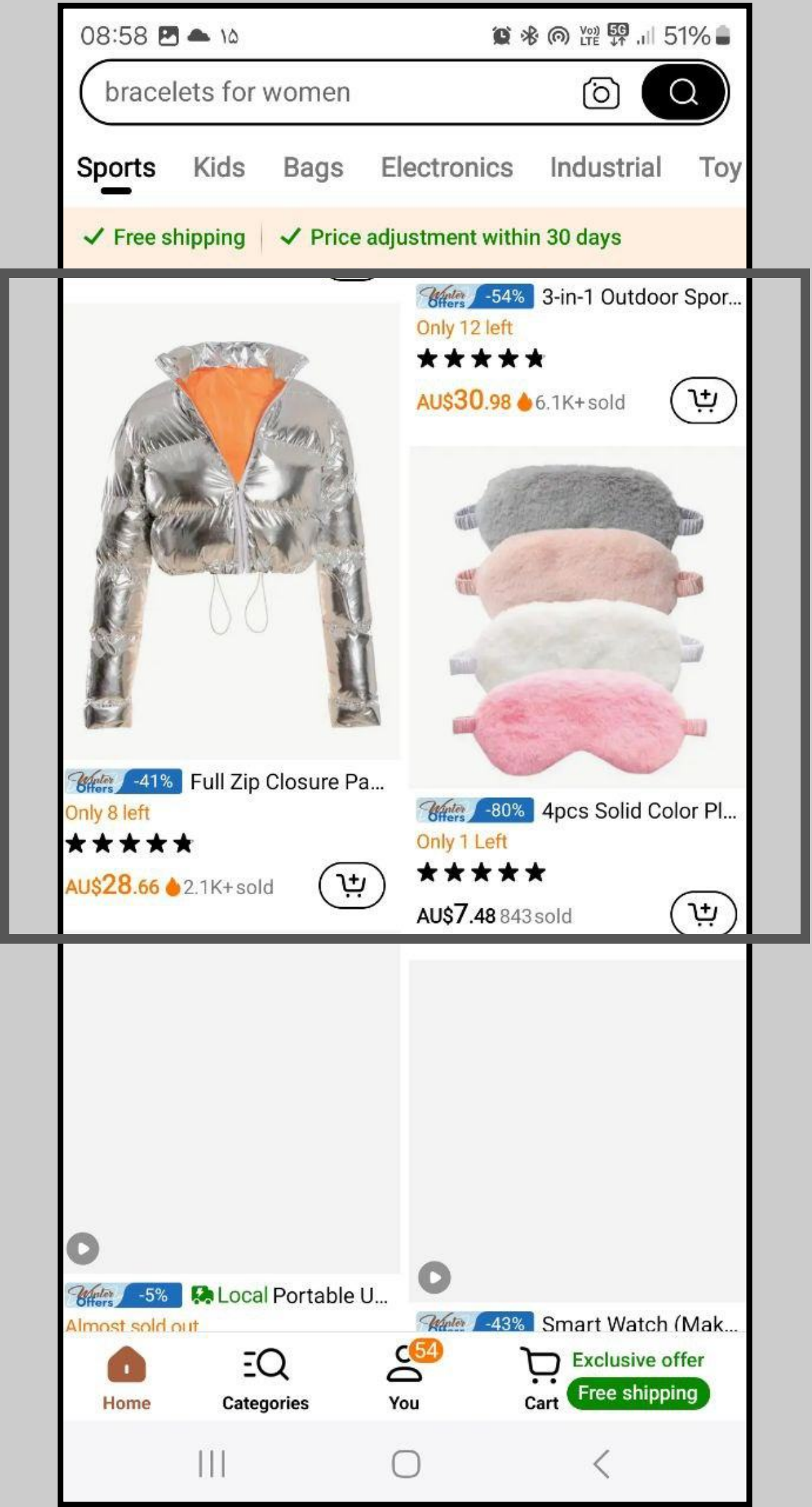
This app uses alignment for indicating various content to create order and help users to understand correlation between content.



Visual structure

Hierarchy

Alignment

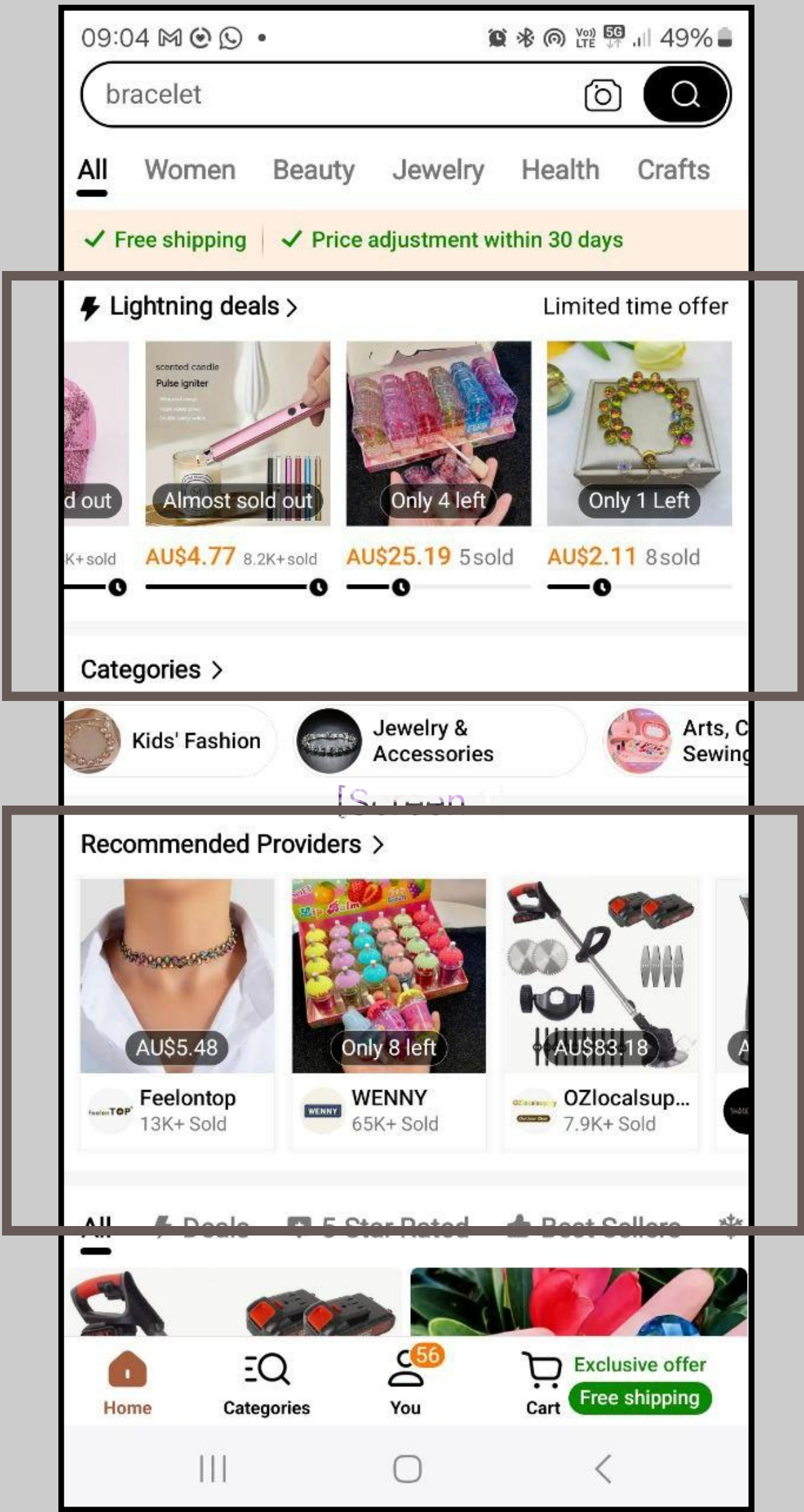
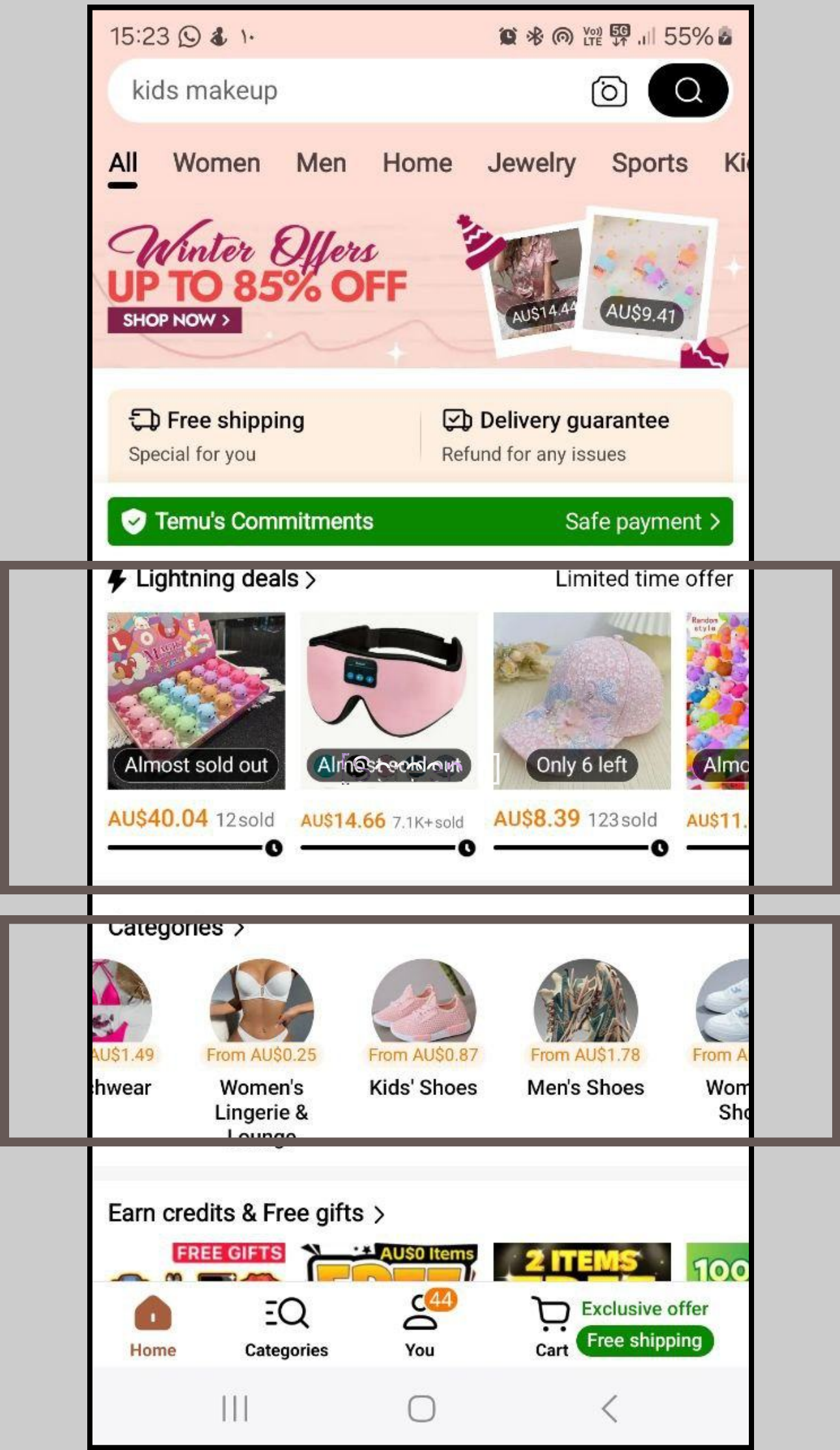


Visual structure

Hierarchy

Size

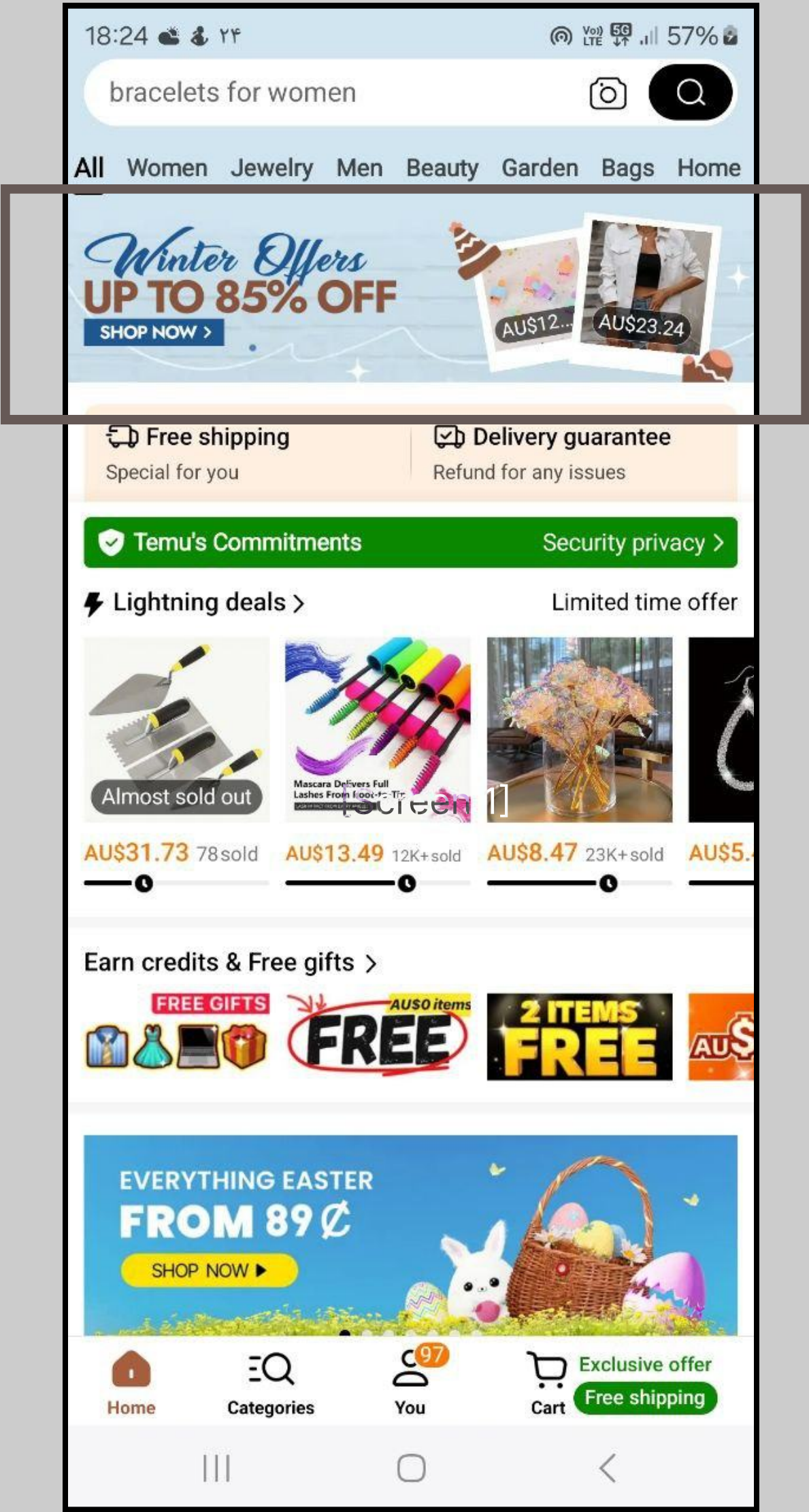
Temu uses size for presenting products in same category, and for indicating the amount of sale.



Visual structure

Hierarchy

Size



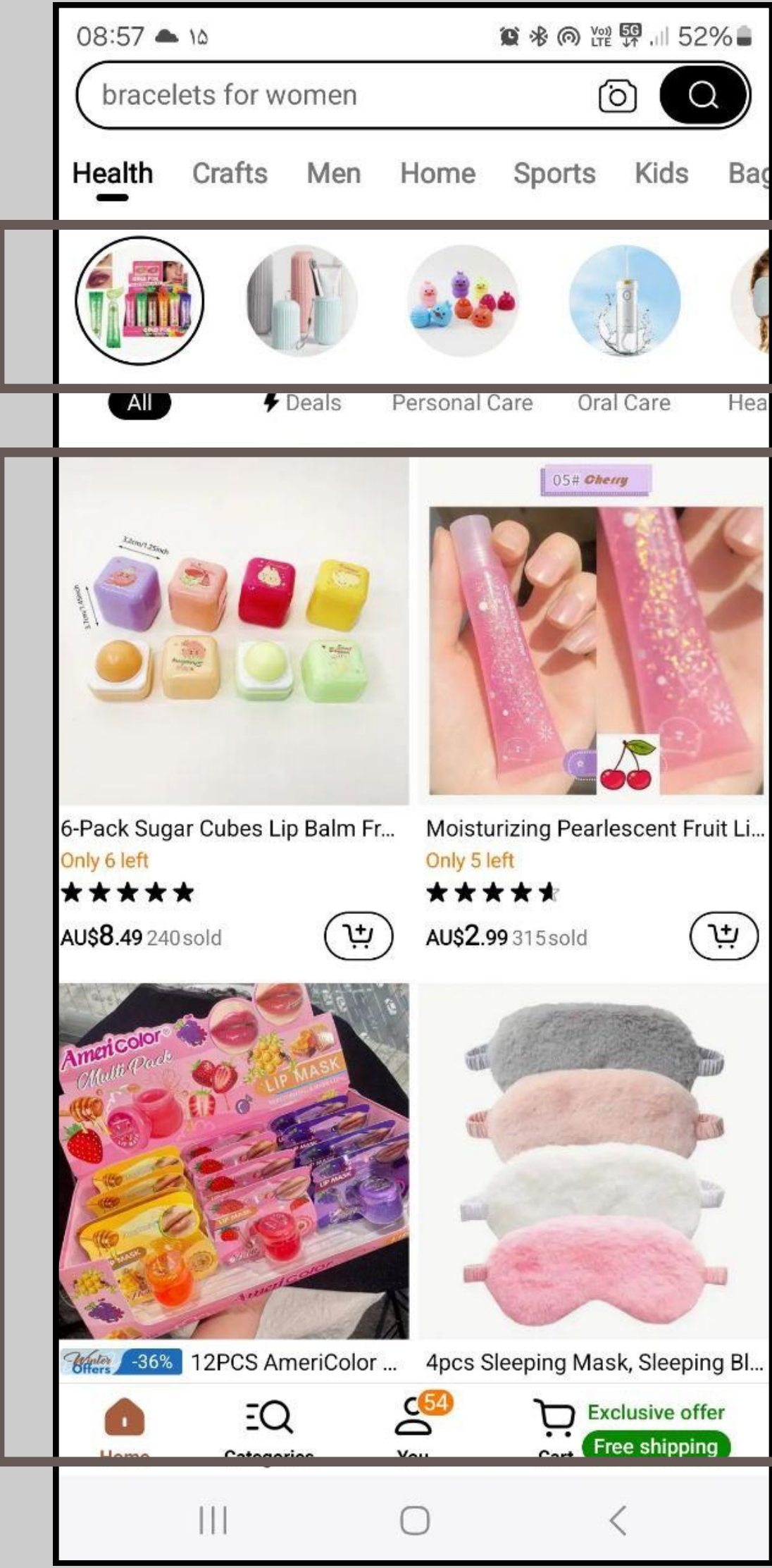
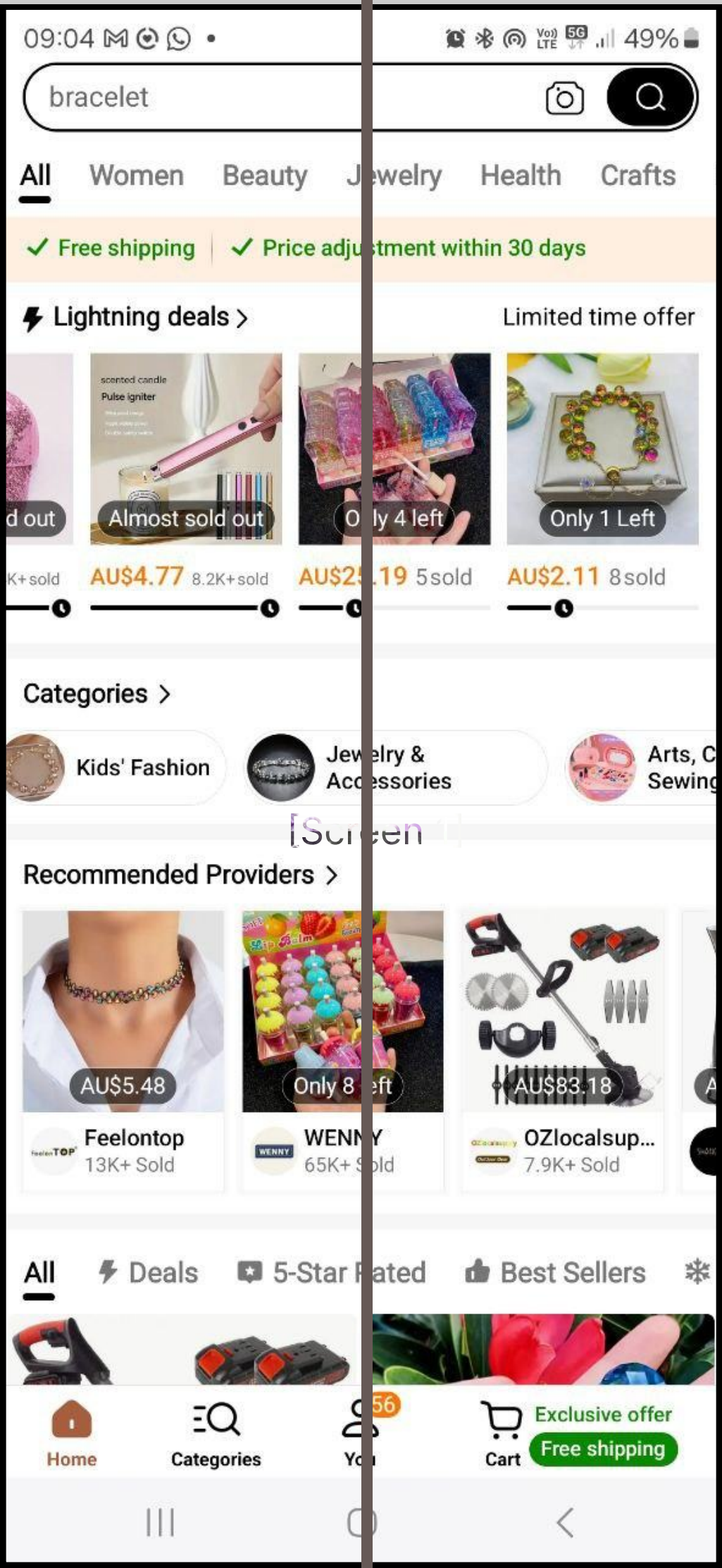
Visual structure

BALANCE

Visual structure

Balance

This app uses symmetrical elements in almost main pages, so we assume they belong together, besides help customers feel a sense of balance and order.



Visual structure

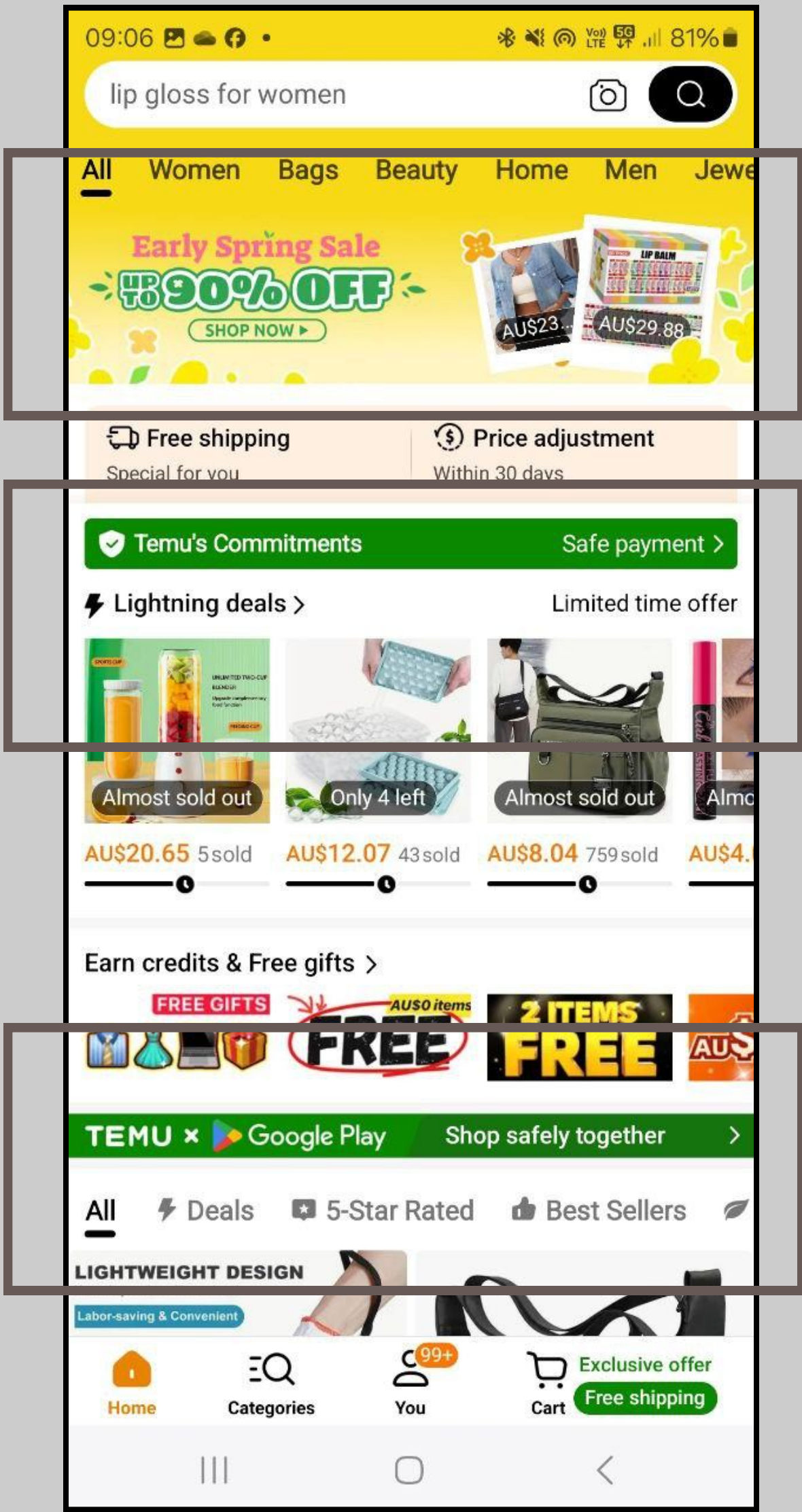
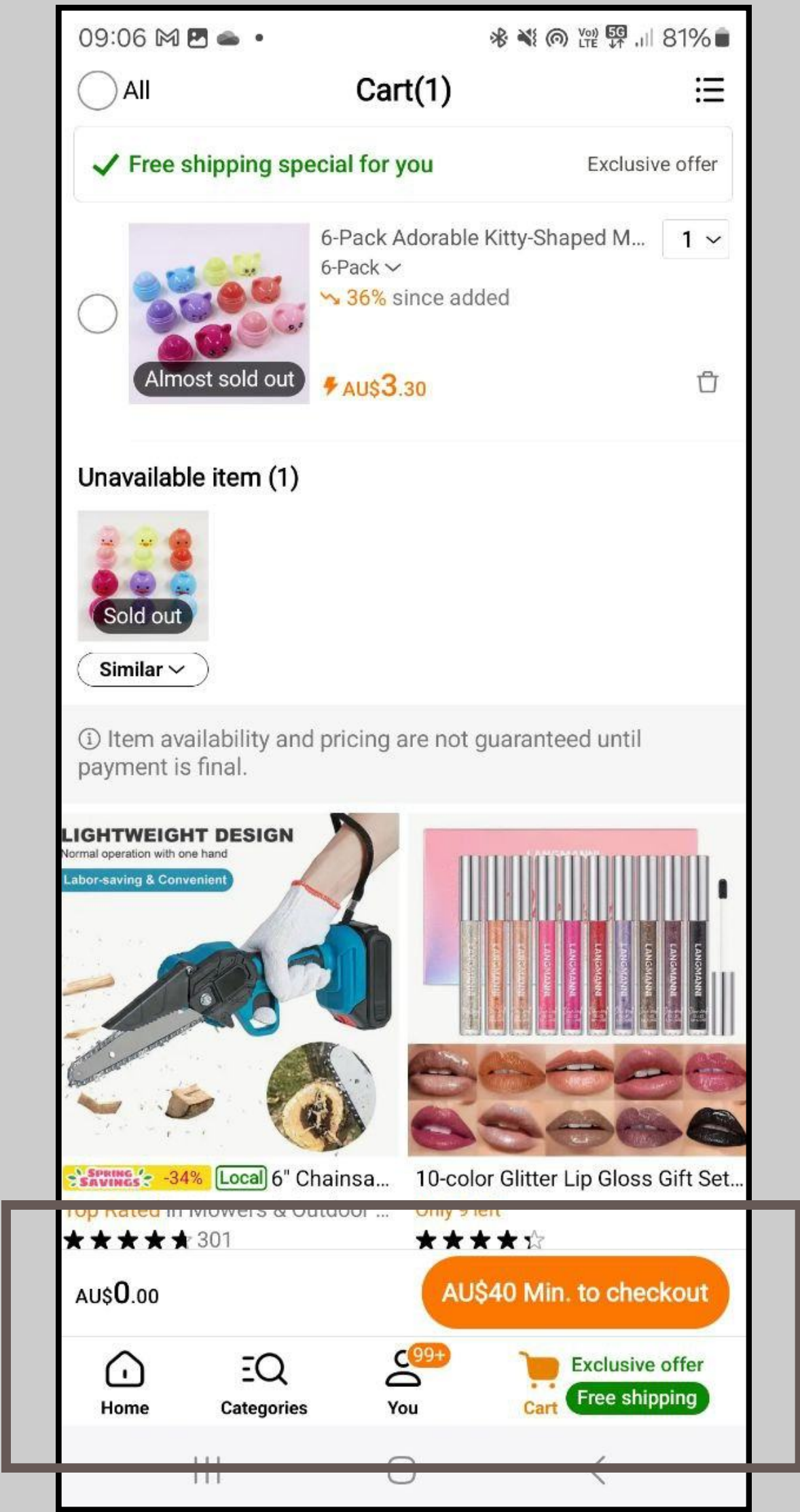
CONTRAST

Visual structure

Contrast

Temu has used contrast through colors between too much information for emphasizing on different data (orange and green boxes which contains important information.)

My suggestion is just to use orange rather than green and orange, because we cannot recognize which one is more important. so if we use just one color as semiotic color, it would be better.



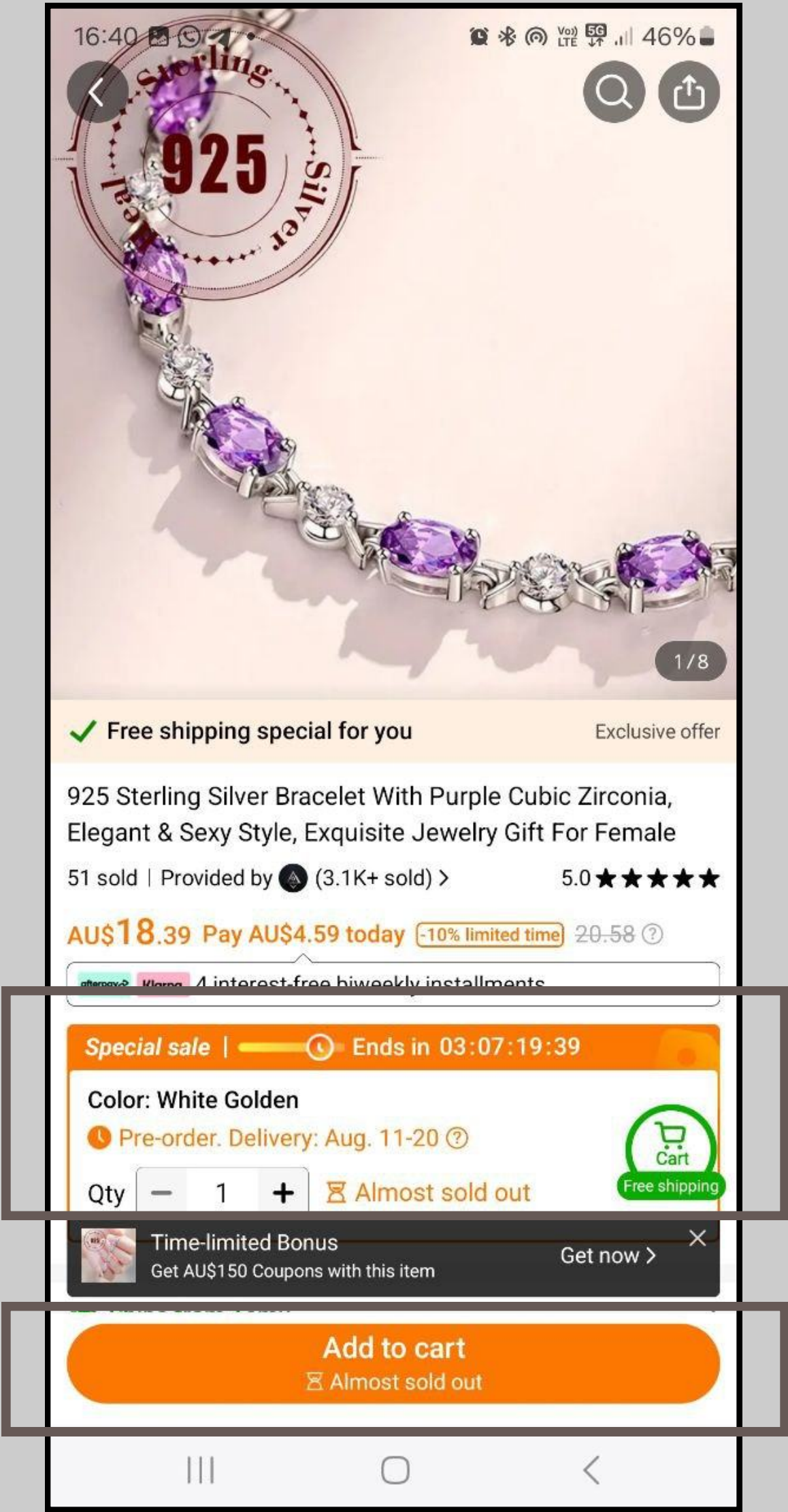
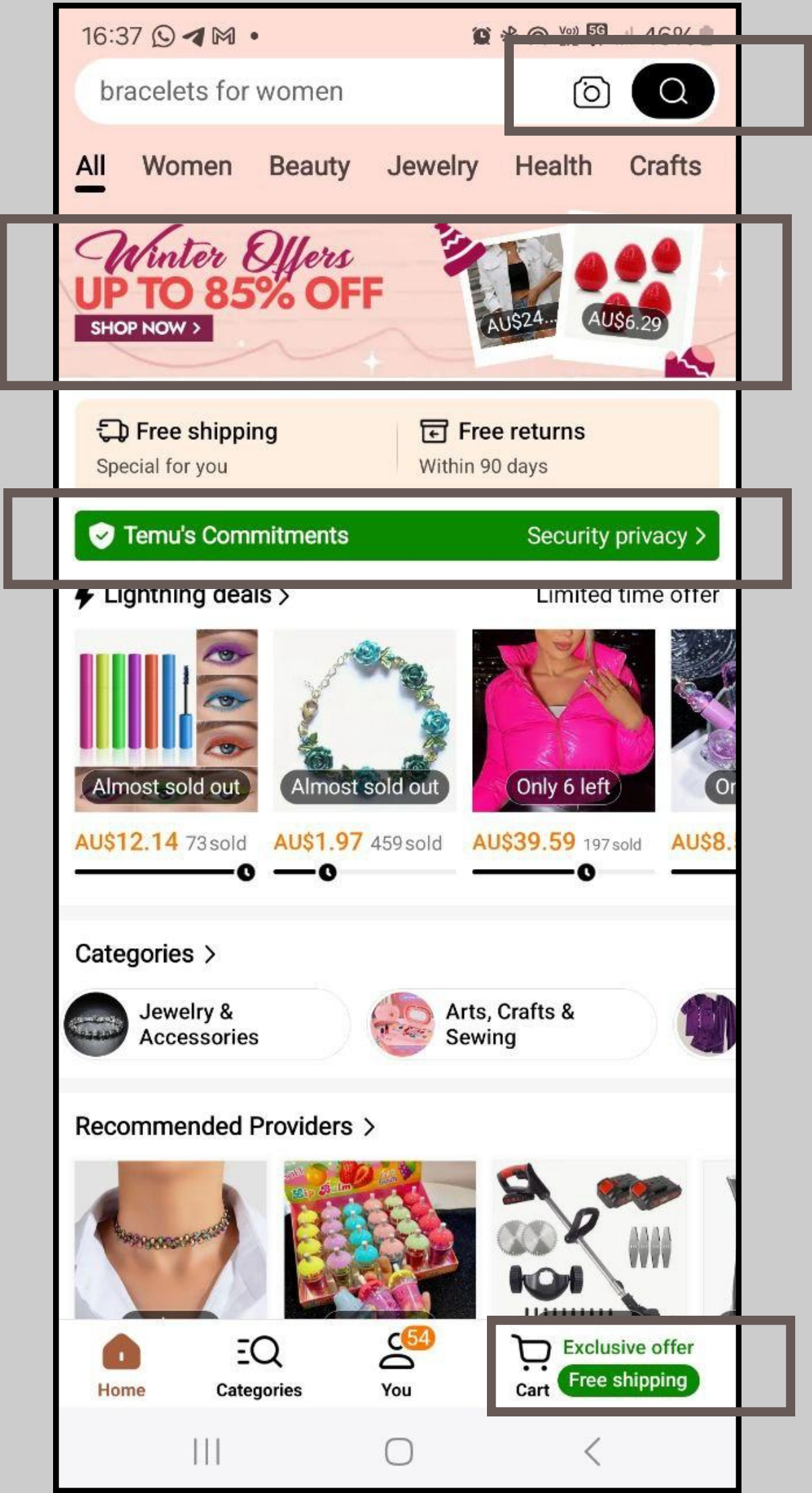
Visual structure

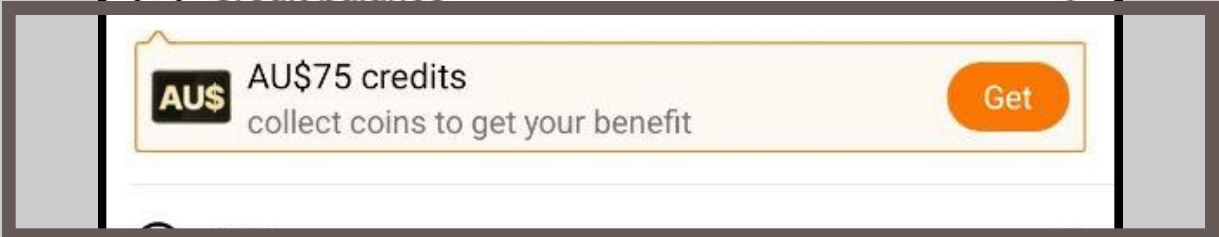
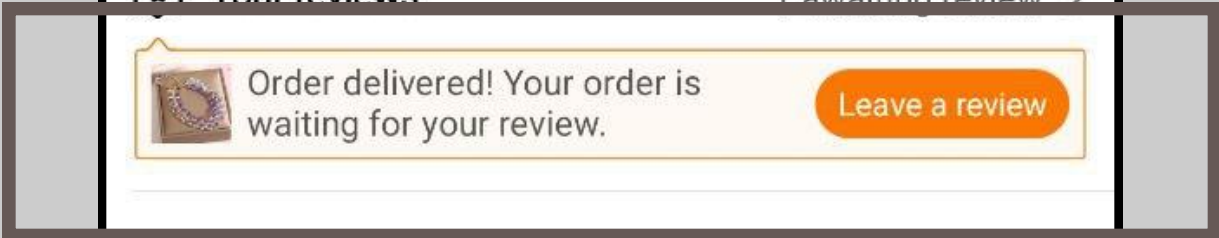
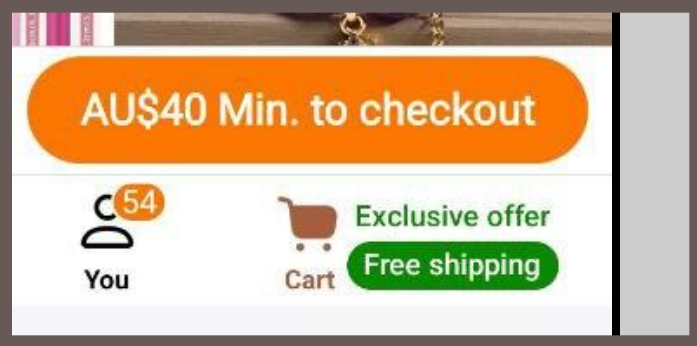
PERCEPTION

Visual structure

Figure/ground

In all pages as can be seen, especially in the main page,(in sale part, security privacy, and fee shipping parts)that , figure/ground relationships help us to find important elements. But my suggestion is to remove all unnecessary content from the web page.





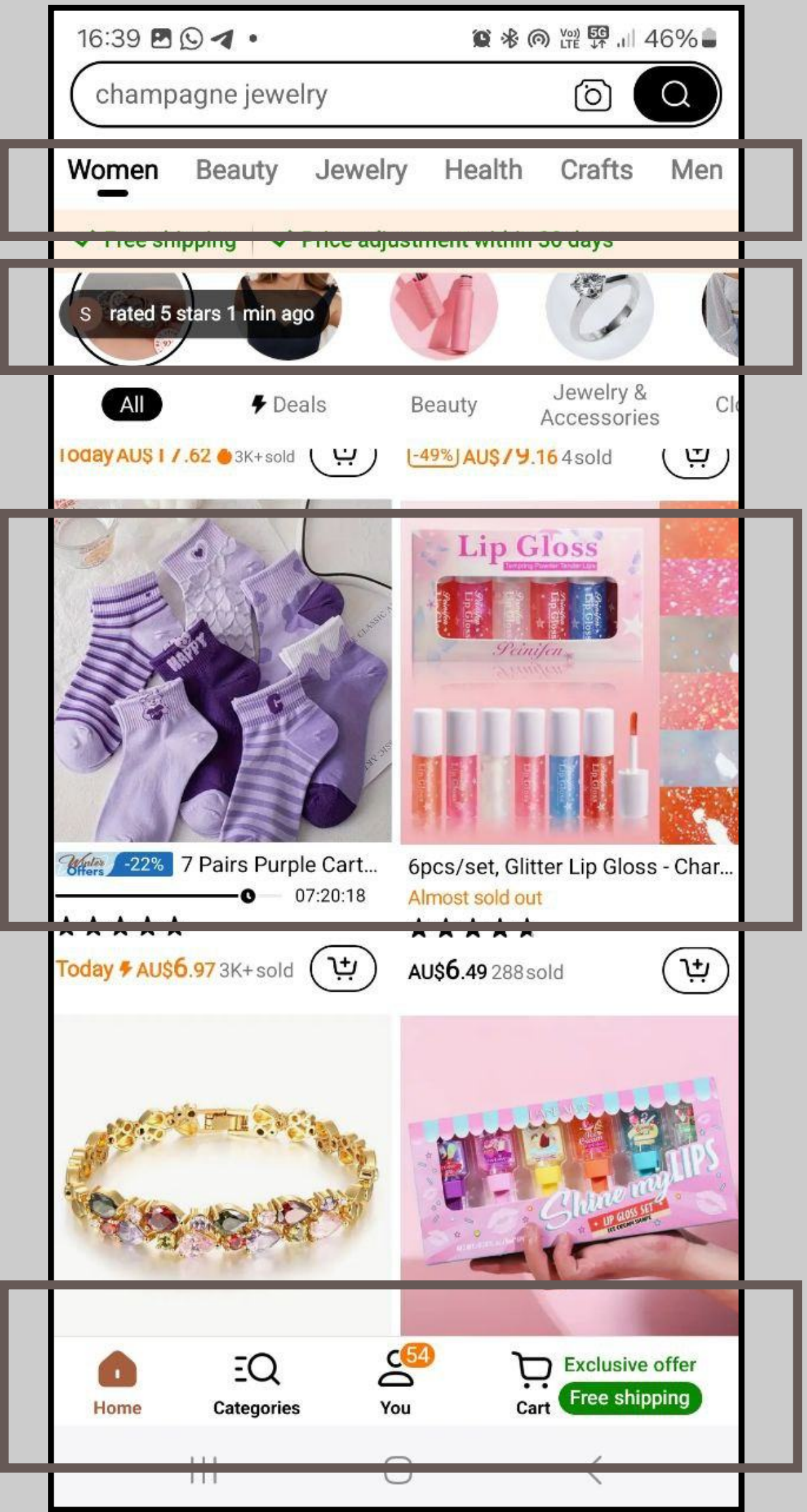
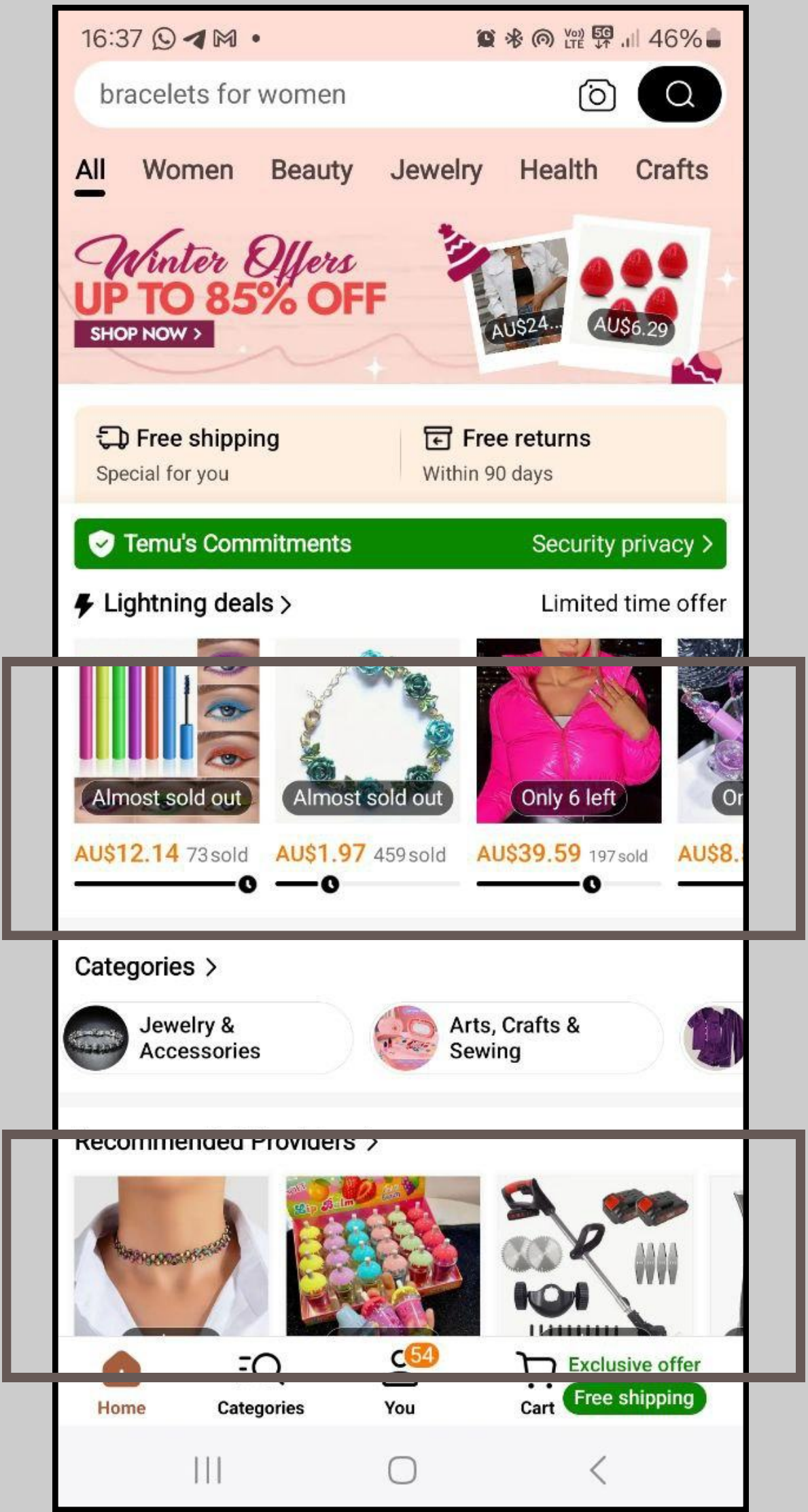
Visual structure

Similarity and Proximity

Most of elements which are related to each other appear in similarity and proximity of each other.

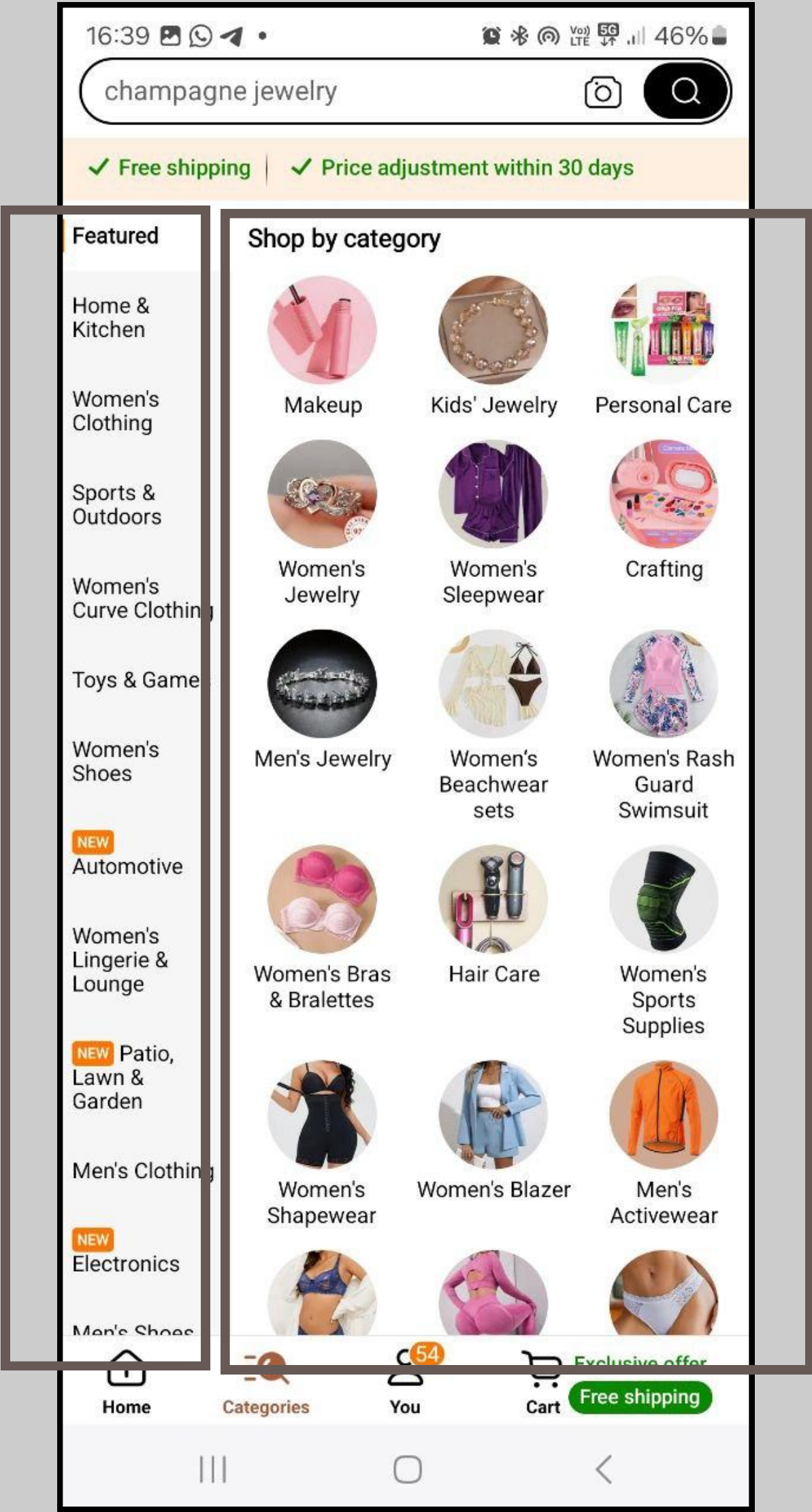
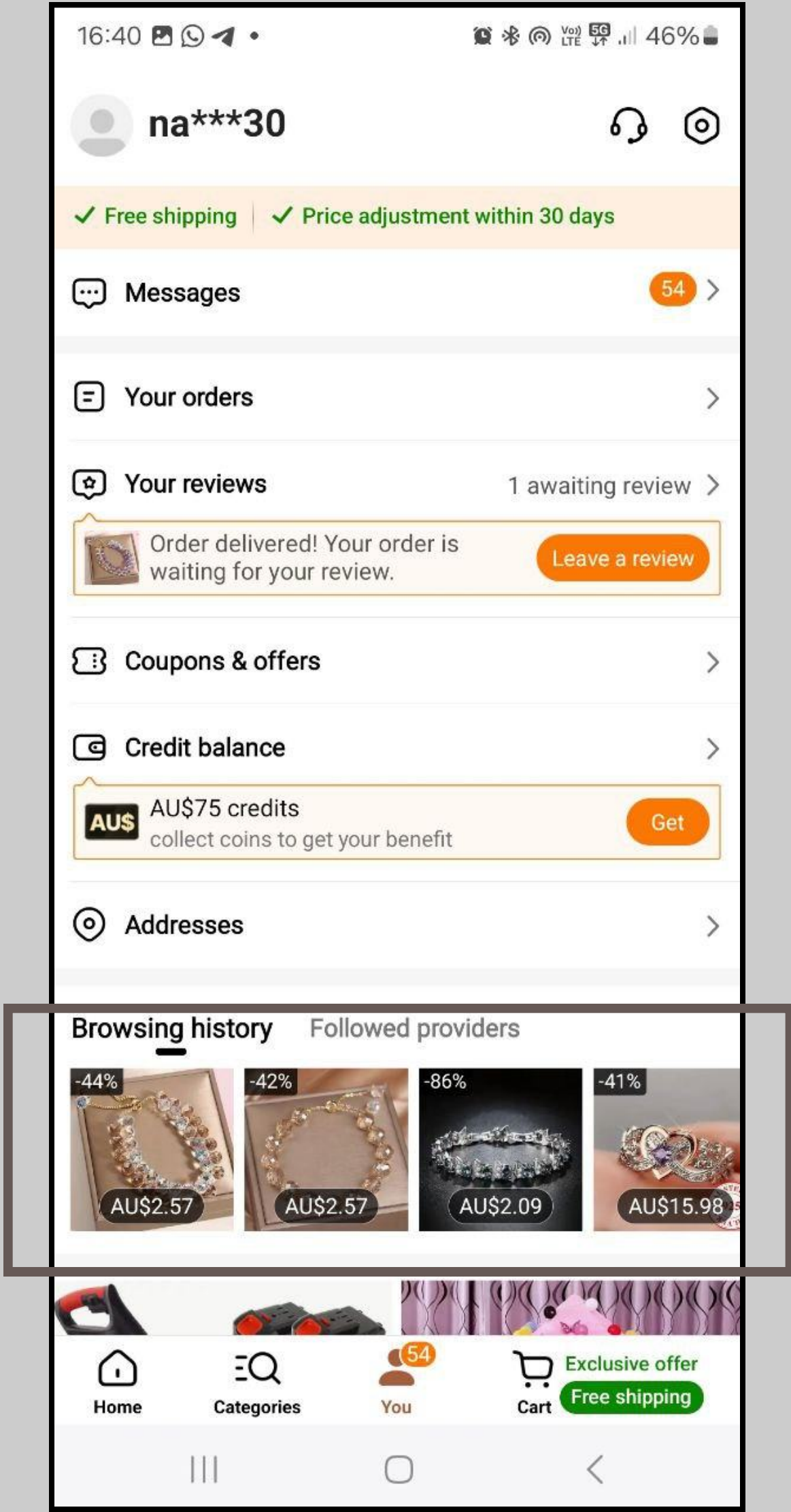
So, we can understand what content is related to shopping or menu items.

The only problem is that there are too much information of different content. In my opinion if they organize the content and use different menus to indicate that, it would be better.



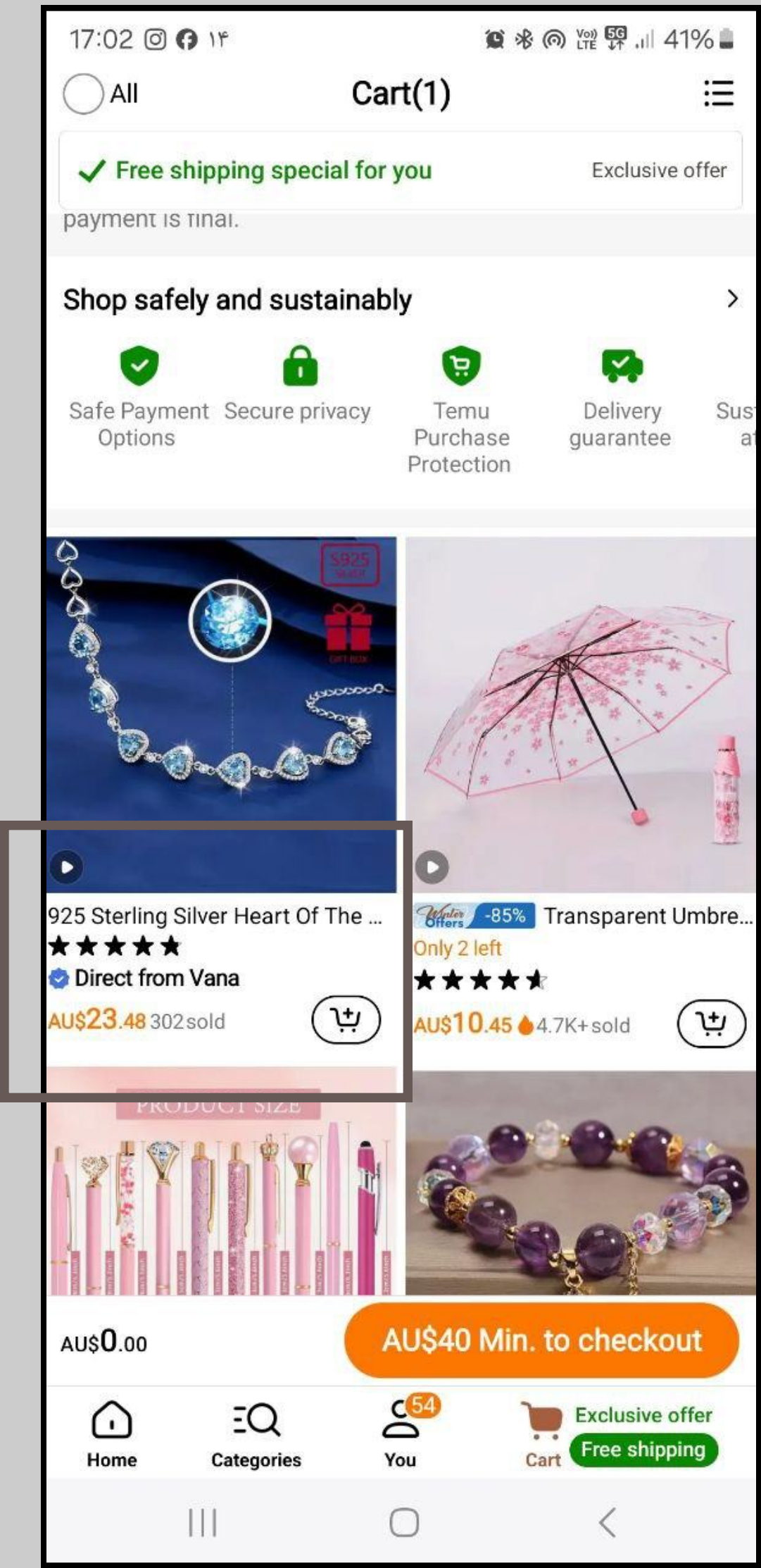
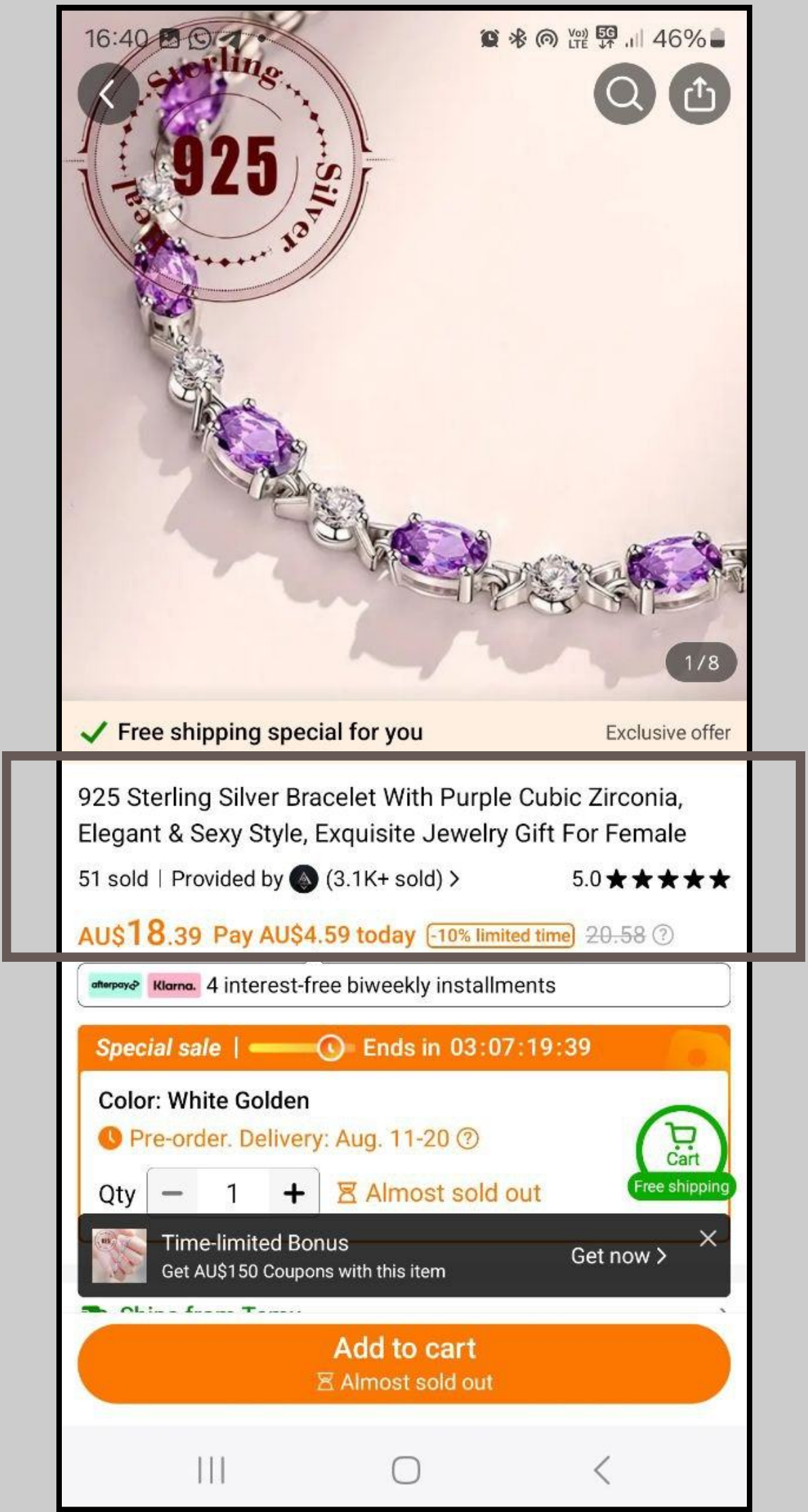
Visual structure

Similarity and Proximity



Visual structure

Similarity and Proximity

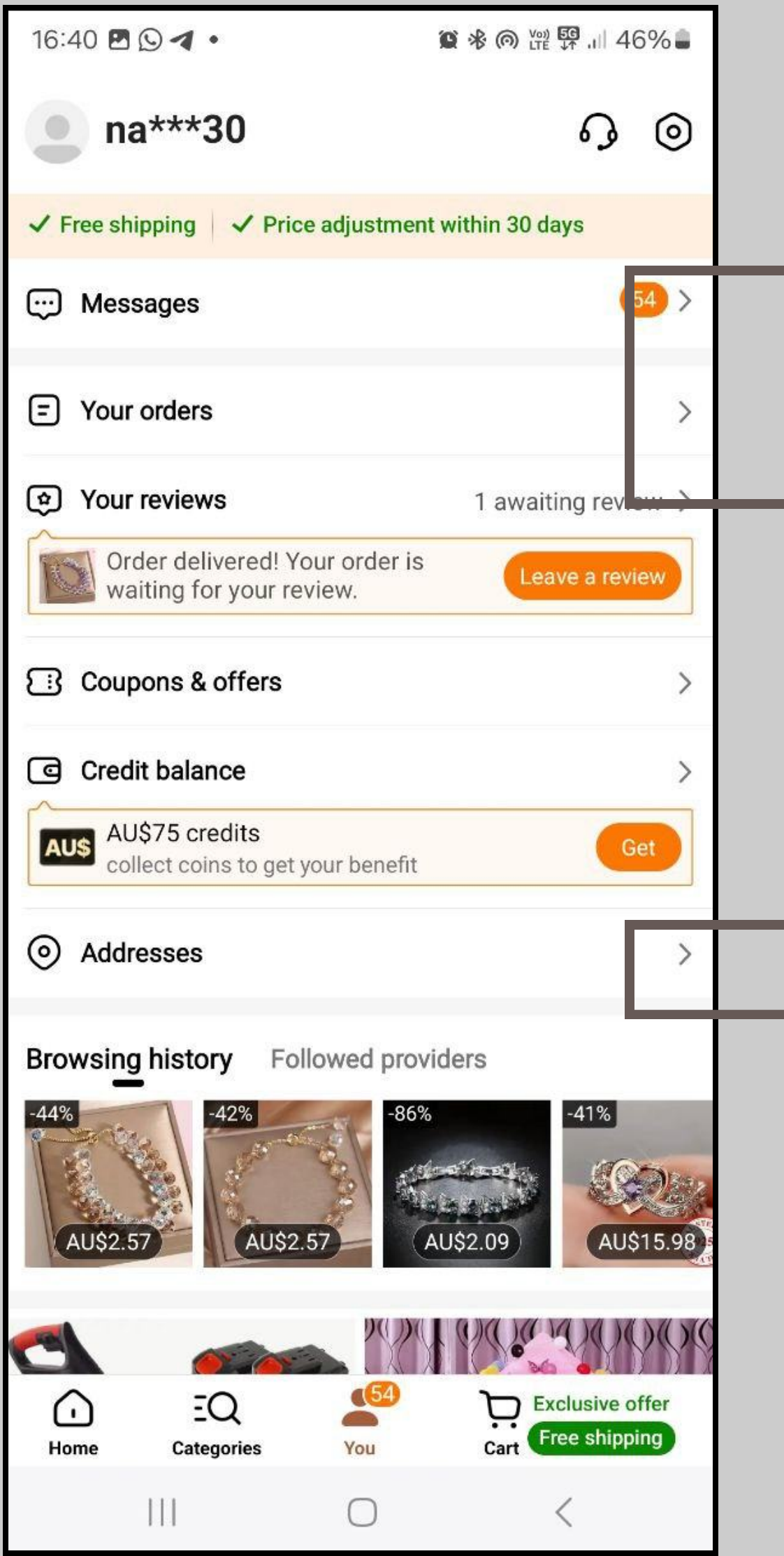
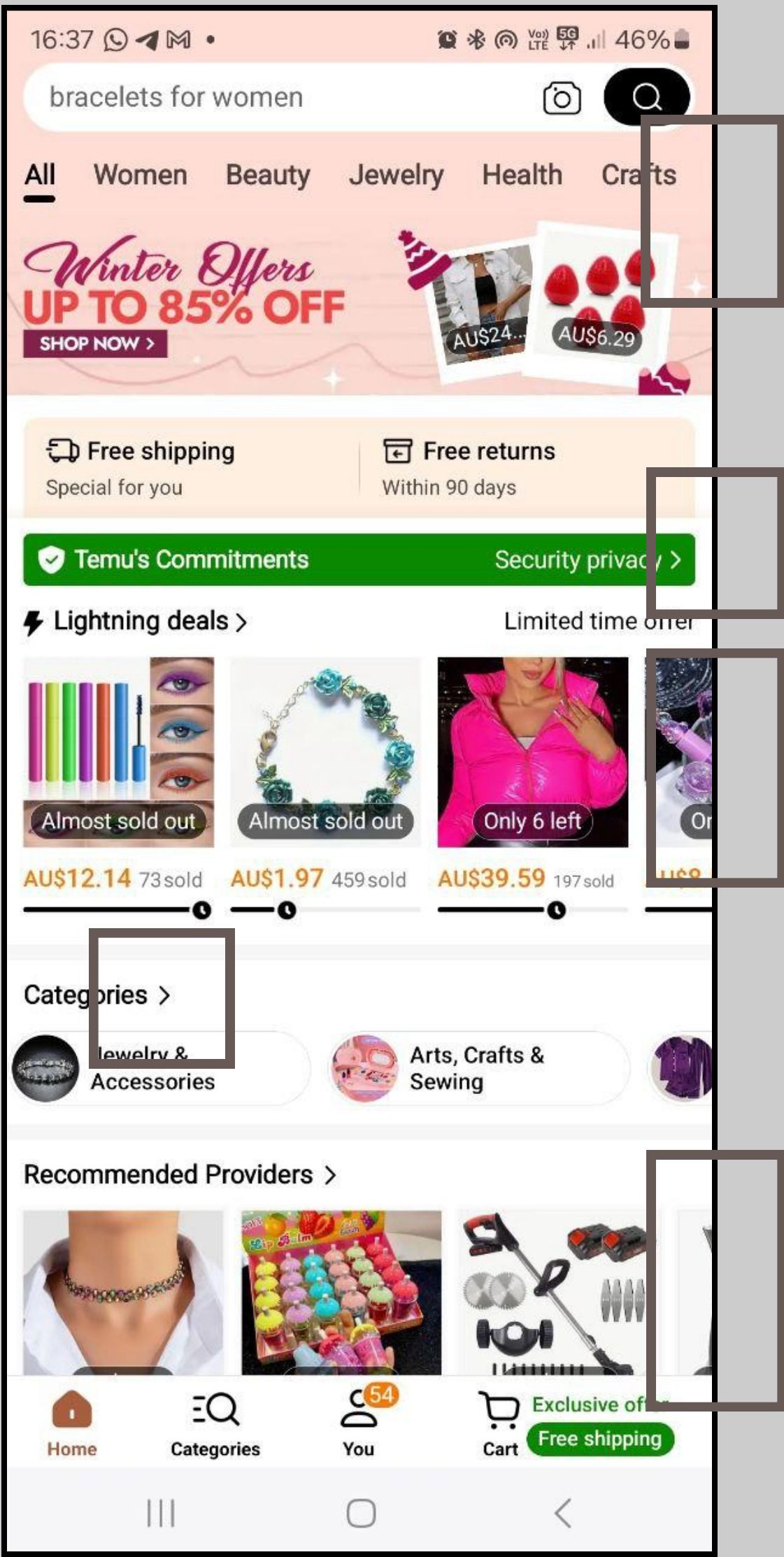


Visual structure

Continuity

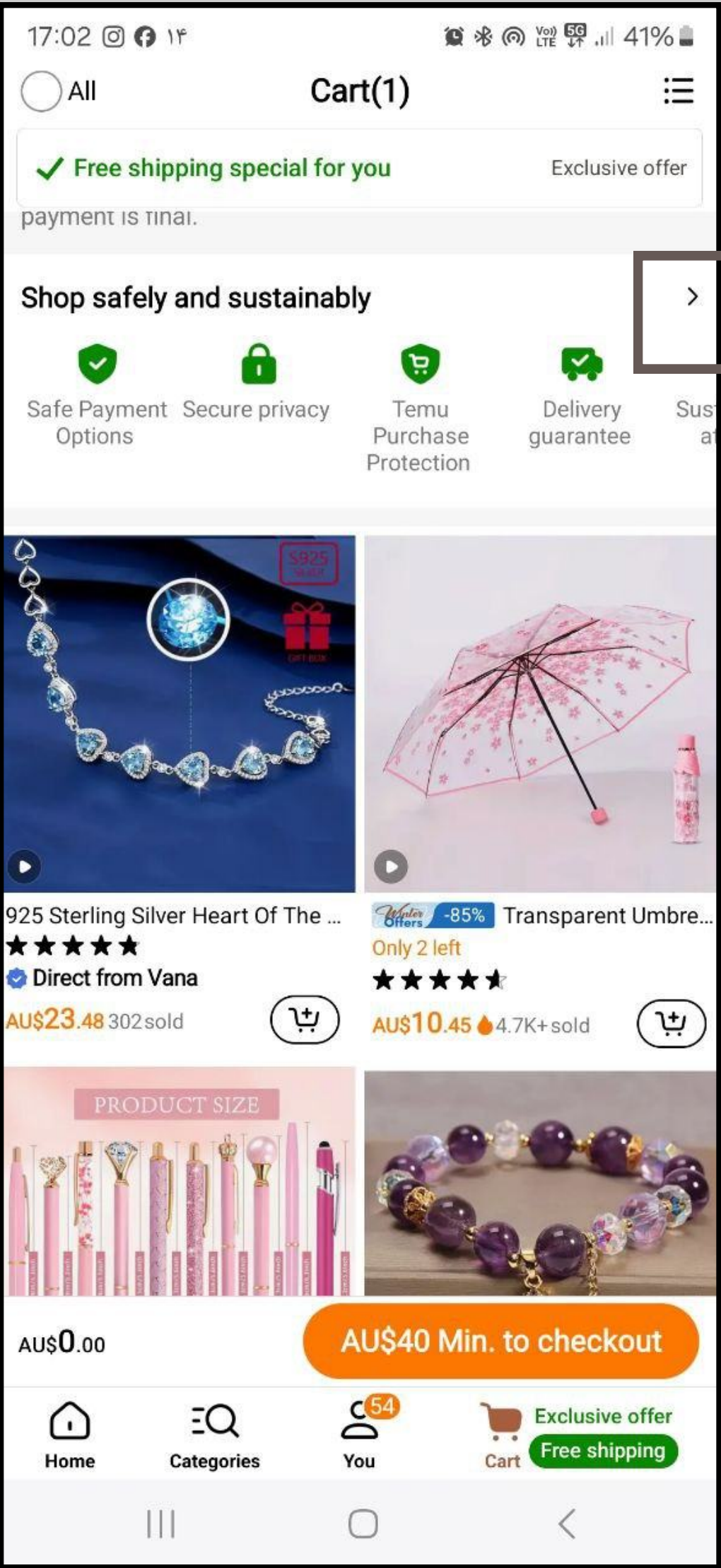
Temu utilized continuity for main menu and other parts by an arrow, so we understand that there are should be some more information.

But ,at a very first time when I used this app, I could not understand that there are more options in the main menu(under the search bar). I think it needs to be redesigned.



Visual structure

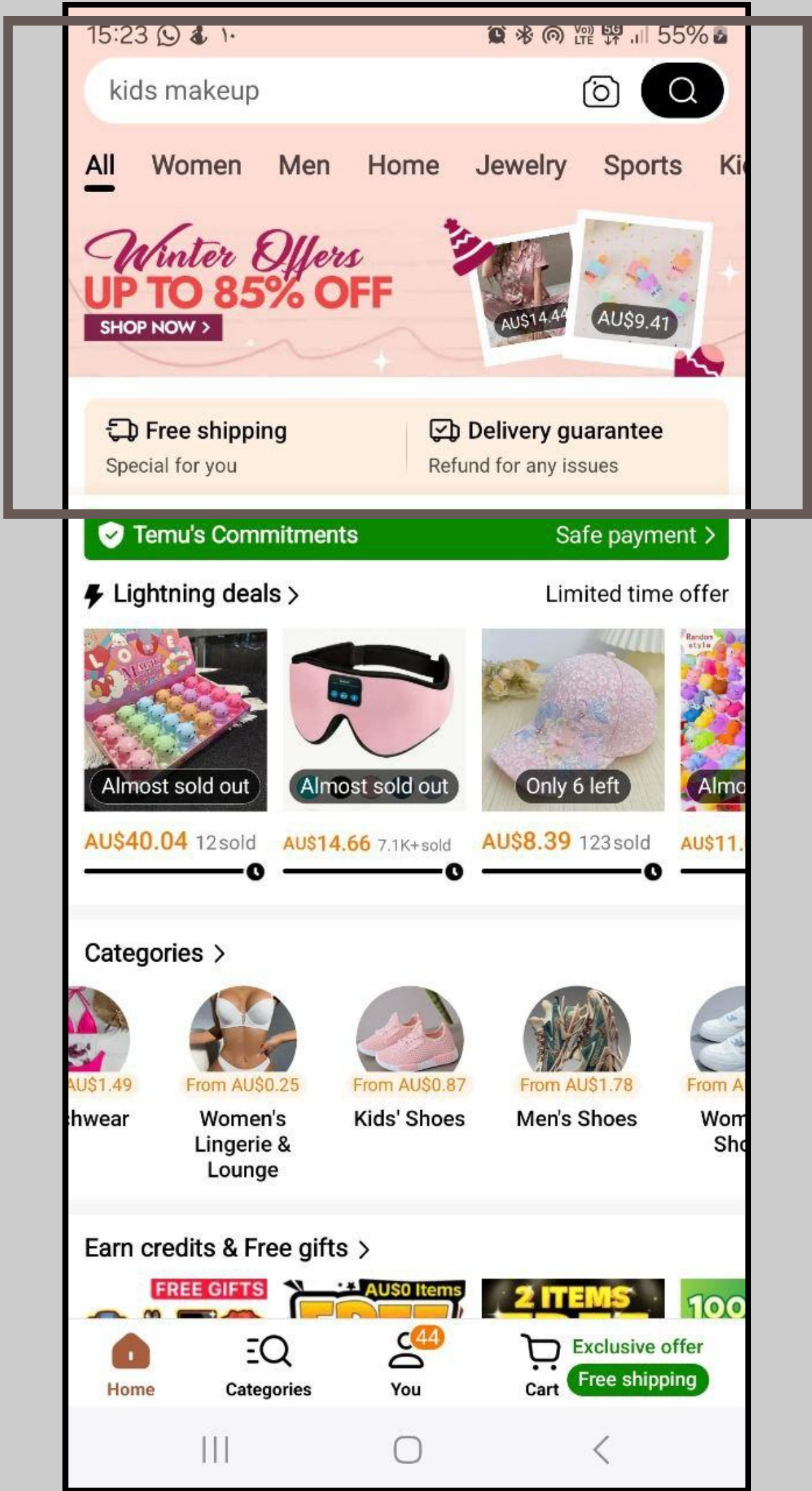
Continuity



Visual structure

Closure

Although we see main page is complex and full of different pictures and visual elements, I think we still can recognize the pattern (more focus on sales) , Although the customers are not presented with the right amount of information.(too much and confusing just in the first page). I think it is better not to bombard the users with too much information.



LAYOUT GRID/ SPACING

Grids & Spacing

Layout Grid

size of my device's screen : w 384 , H 832

size of Android status bar : 30

number of columns : 4

size of each column : W 84, H 832

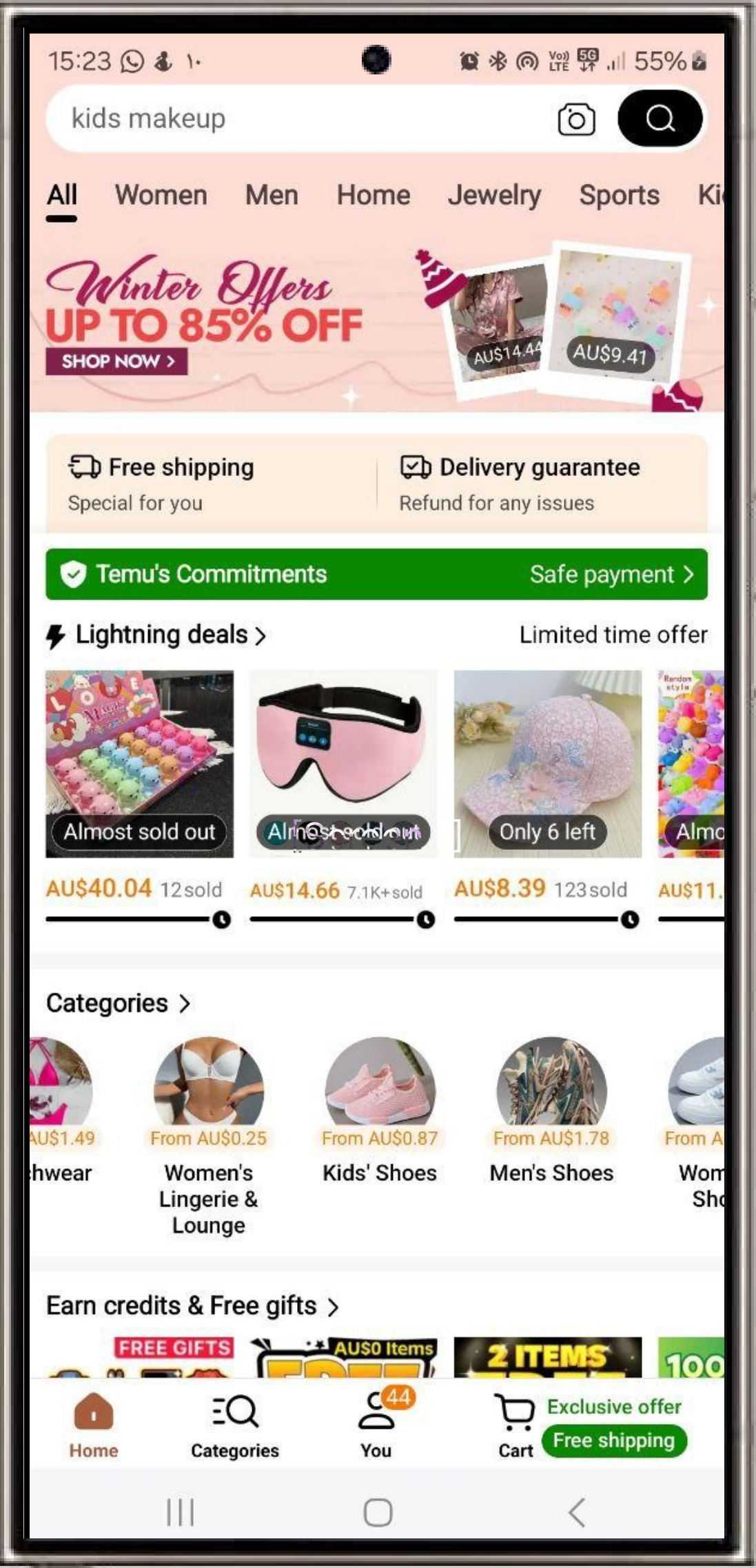
gutter size : 8

margin size : 12

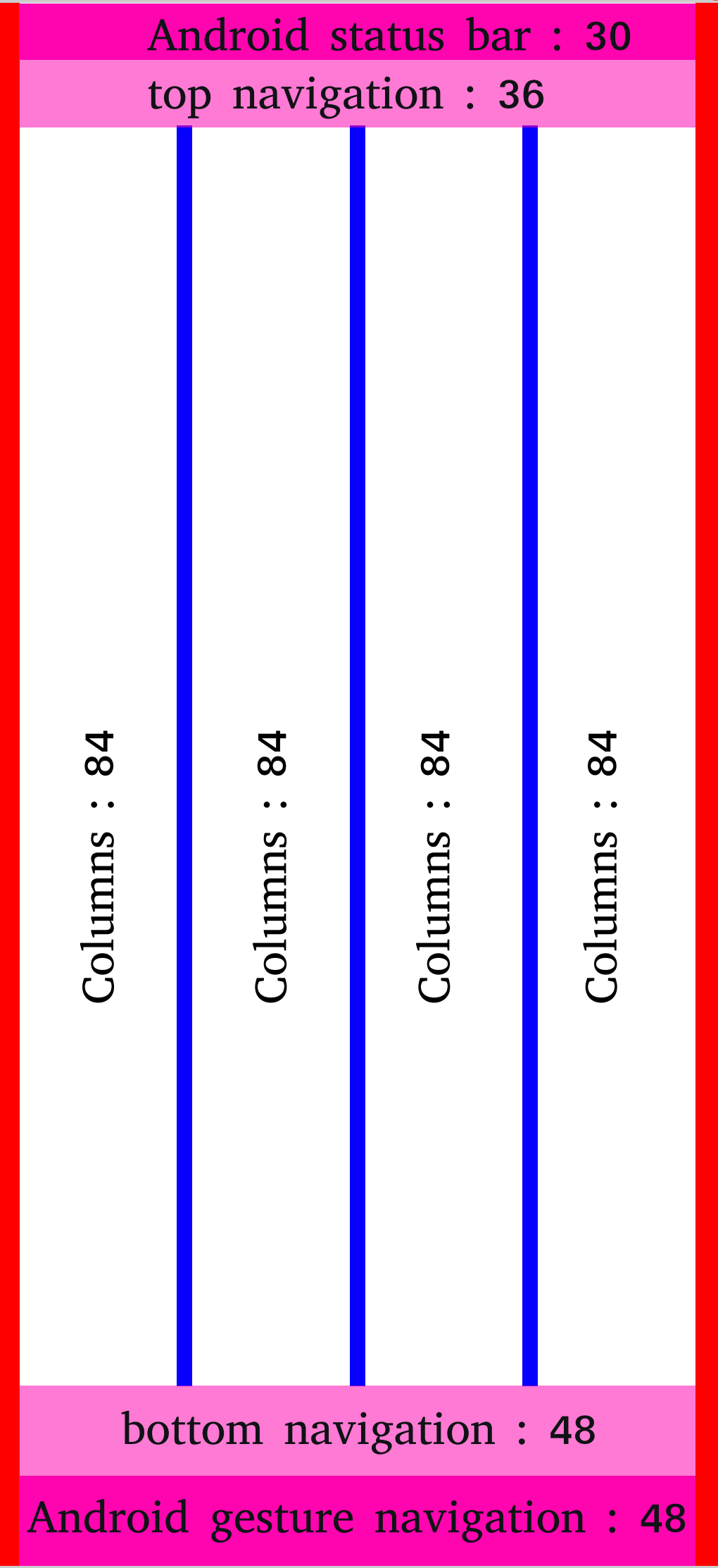
size of the status bar (bottom navigation) : 48

size of search bar : 36

size of Android gesture navigation : 48)

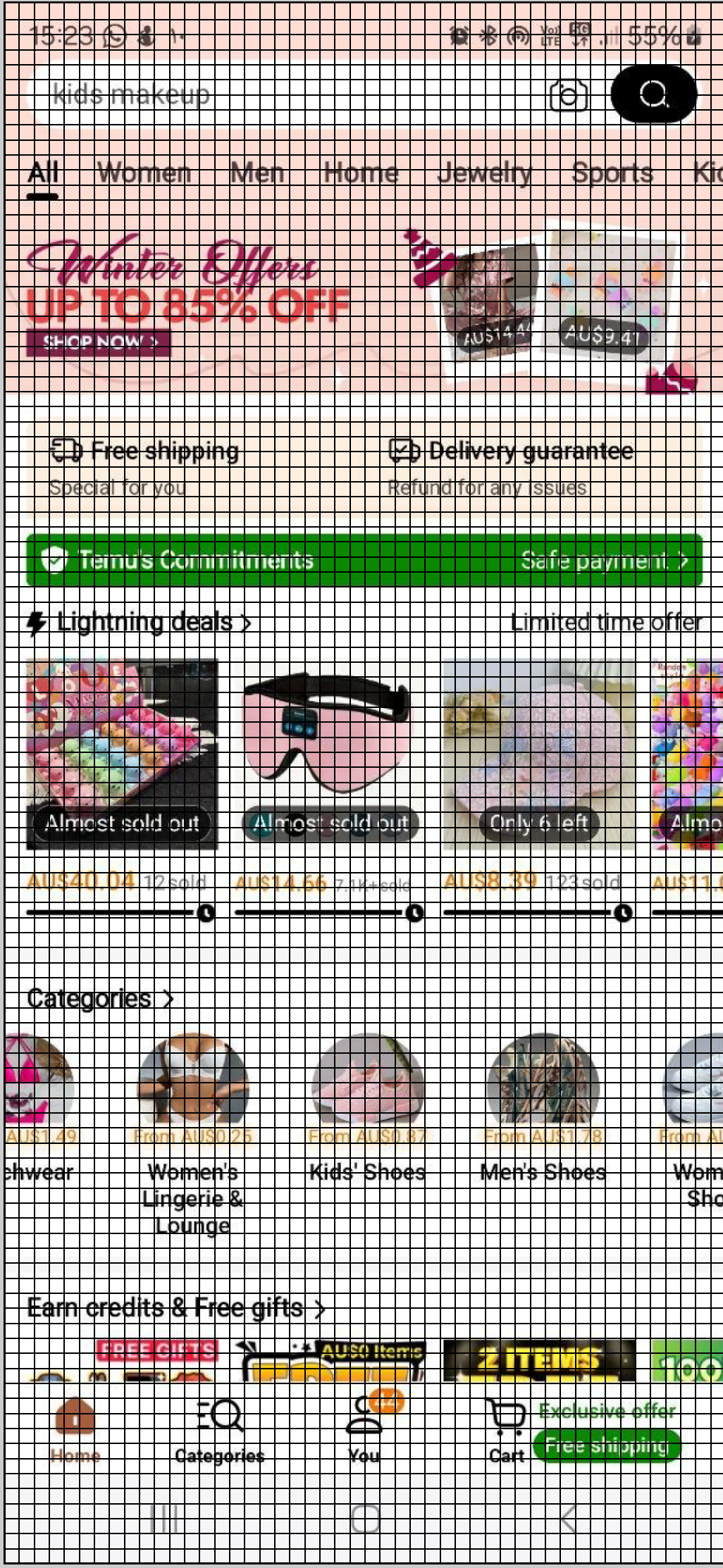
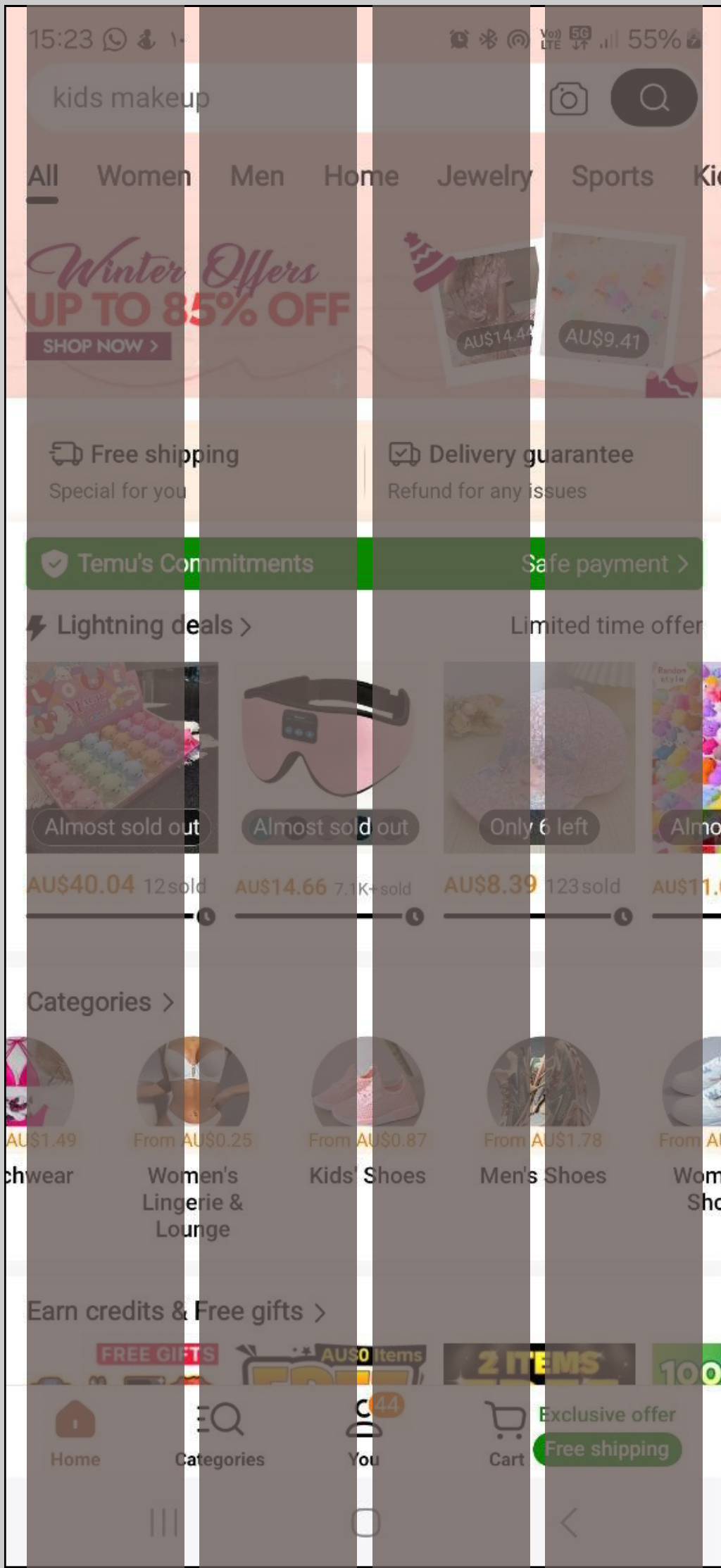


Margins : 12 Gutters : 8 Margins : 12



Grids & Spacing

Layout Grid

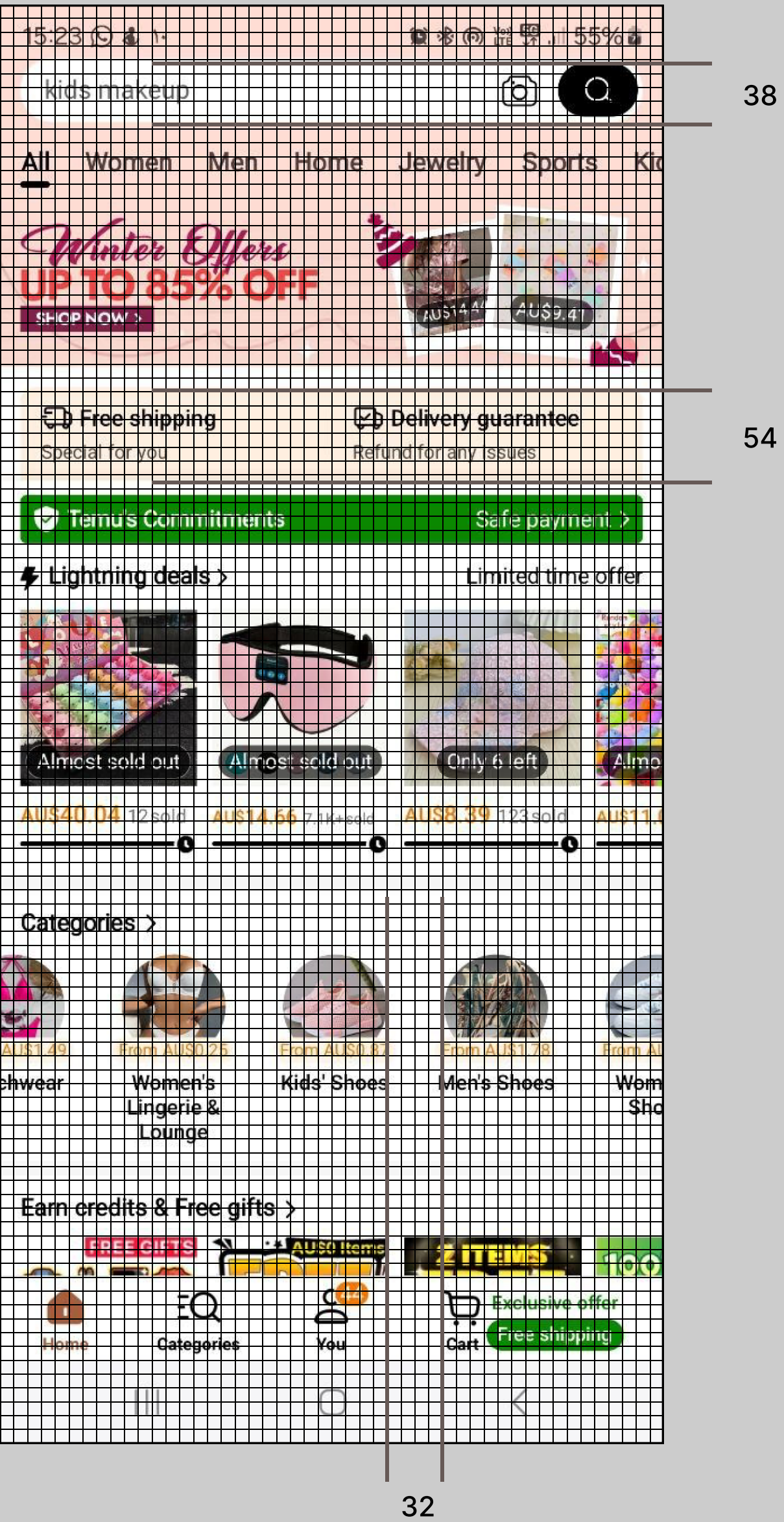
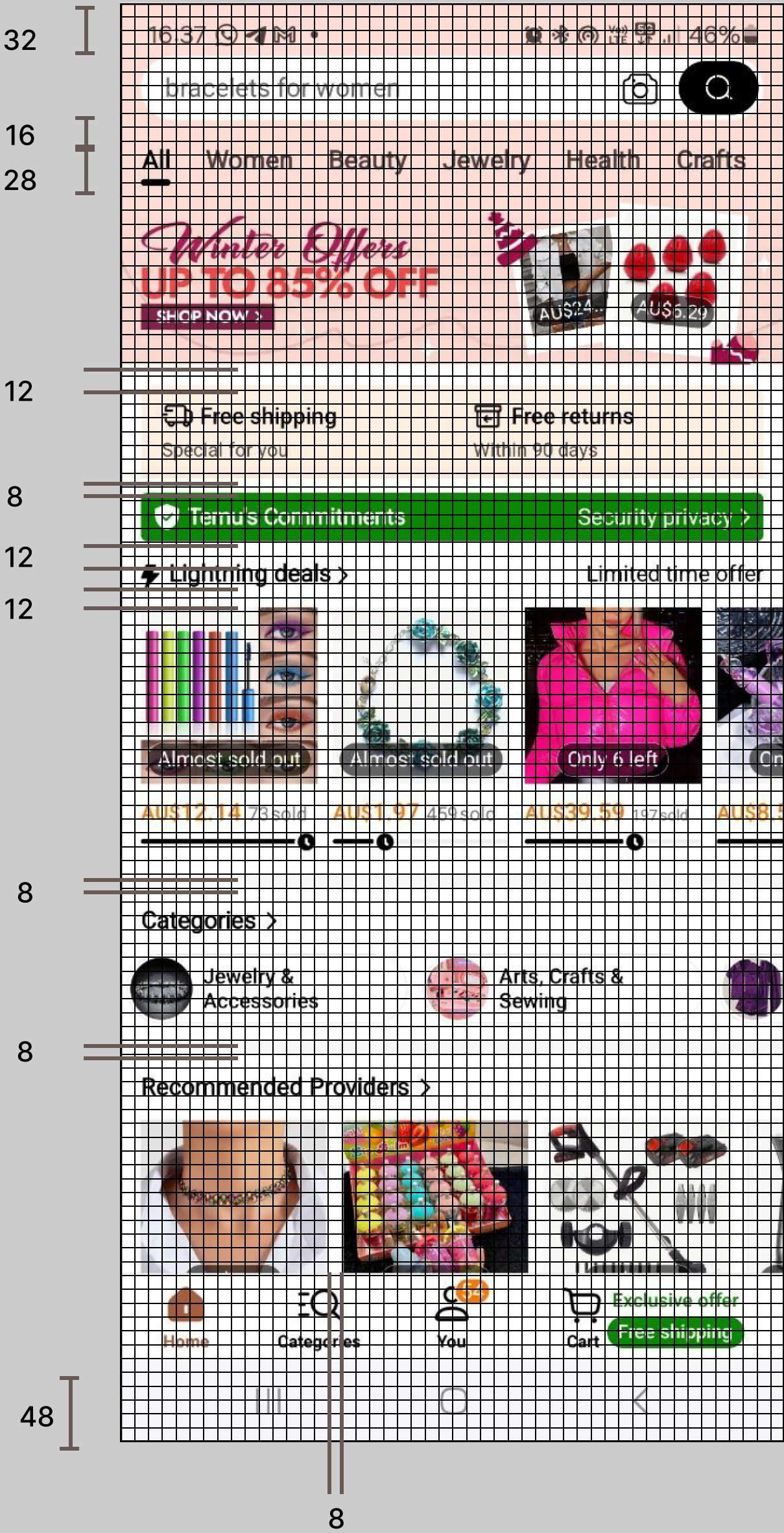


Grids & Spacing

Spacing

As can be seen here, this app follows numbers which are related to 8, but I think the main problem is not using wrong grids or spacing, But using too much amount of content.

If it provides customers with less details and information, the space and grading would seem better.

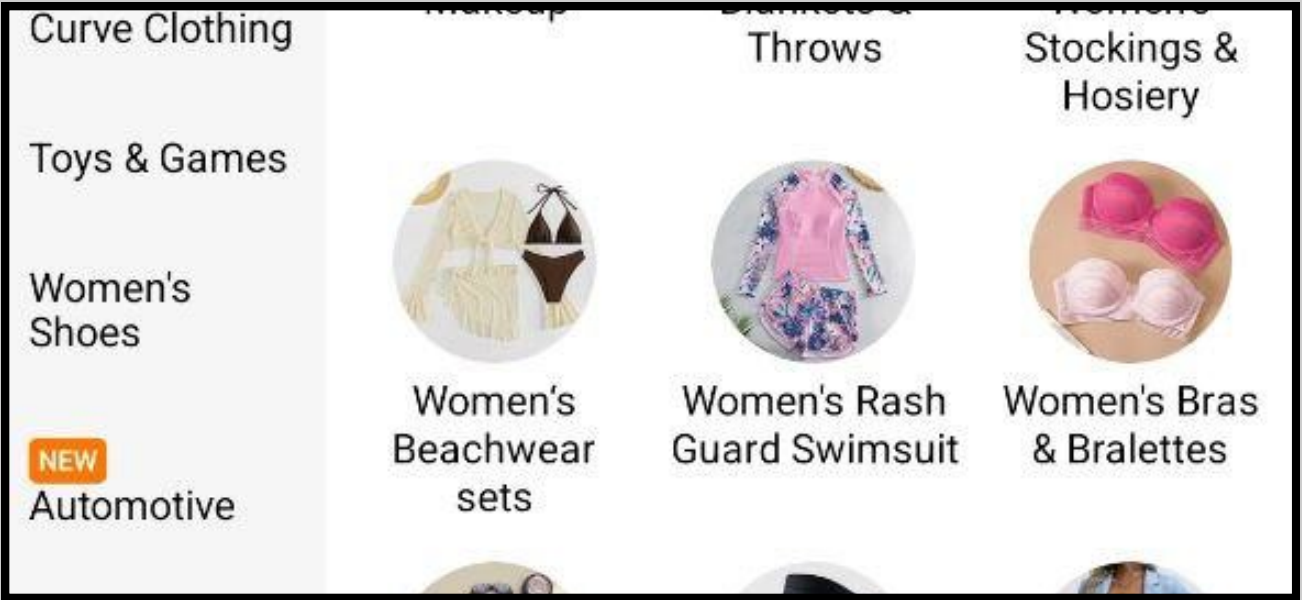


TYPOGRAPHY

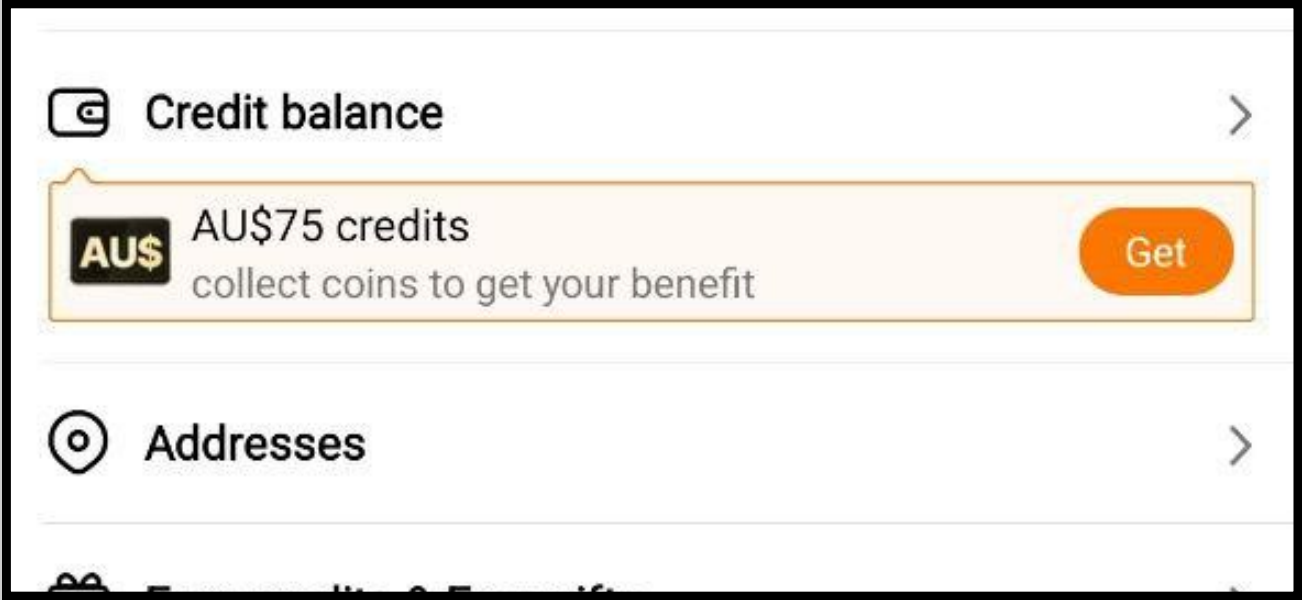
Typography

Typefaces

while I was looking for Typeface, I have found out that Temu use different typefaces in different devices. Mine is android,so the typeface is Roboto.a typeface for ios devices is San Fransisco.I think it could be a gap in designing an app, cause successful app,have to pay attention to consistency in all devices.



typeface: Roboto / Display/ Regular / sans-serif / font size :10
color : #222



typeface: Roboto / Display/ Bold / sans-serif / font size :12
color : #222

Typography

Typefaces

Roboto Regular

A B C D E F G H I J K L M N O P Q R S T

U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x

y z

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Typography

Typefaces

Roboto Bold

A B C D E F G H I J K L M N O P Q R S T

U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x

y z

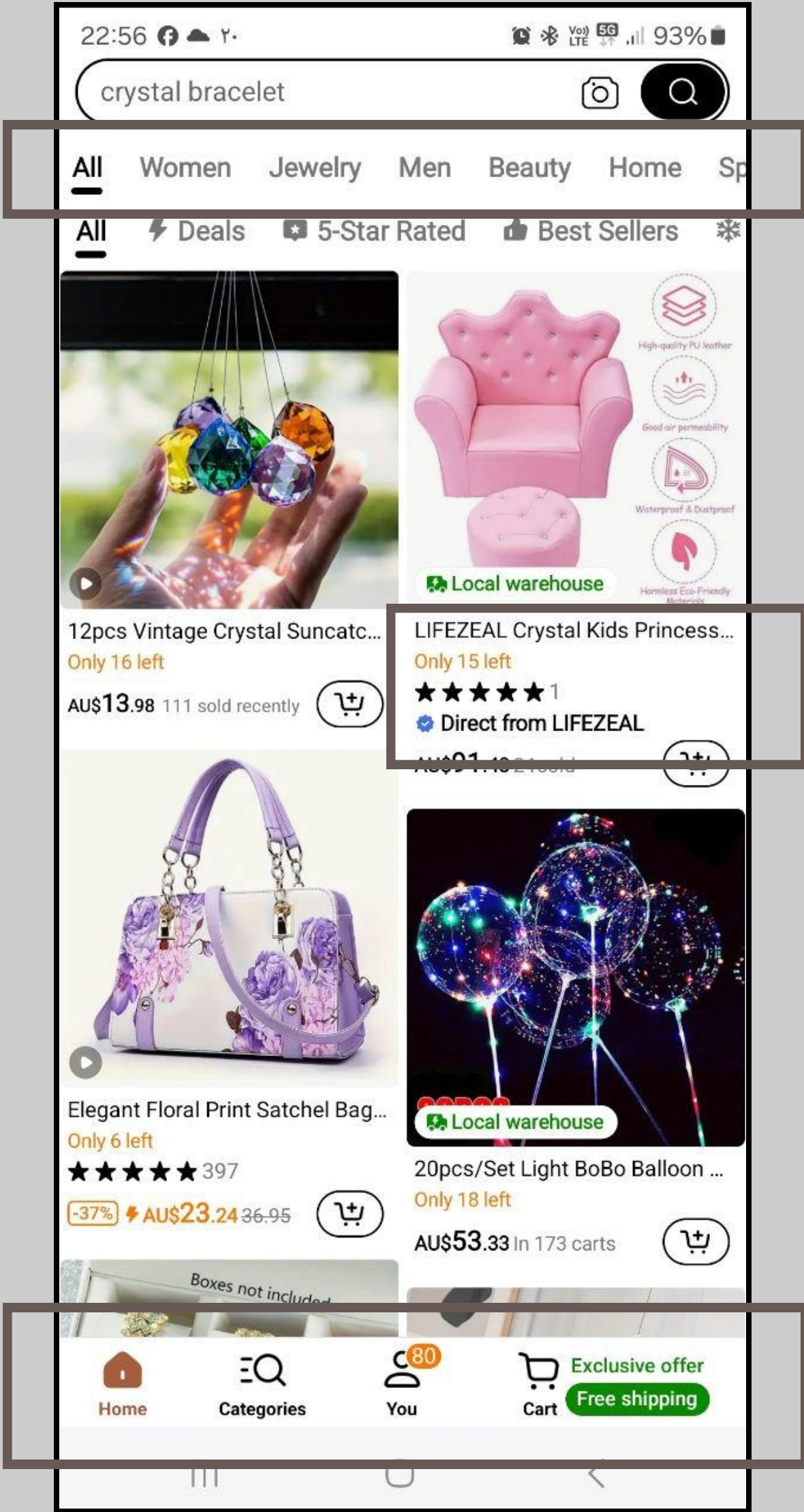
1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Typography

Type Scale

Temu uses low-contrast scales as it allows for versatile content in mobile app. As we can see there is not significant difference between Heading, Subtitle, and button.

My suggestion is make fonts and the gap between text bigger, this allows users with poor eyesight see better.



Heading

Scale Category : Subtitle 2

Weight : Medium

Size : 14

Letter Spacing : 0.1



Heading

Scale Category : Caption

Weight : Regular

Size : 12

Letter Spacing : 0.4



Button

Scale Category : overline

Weight : Regular

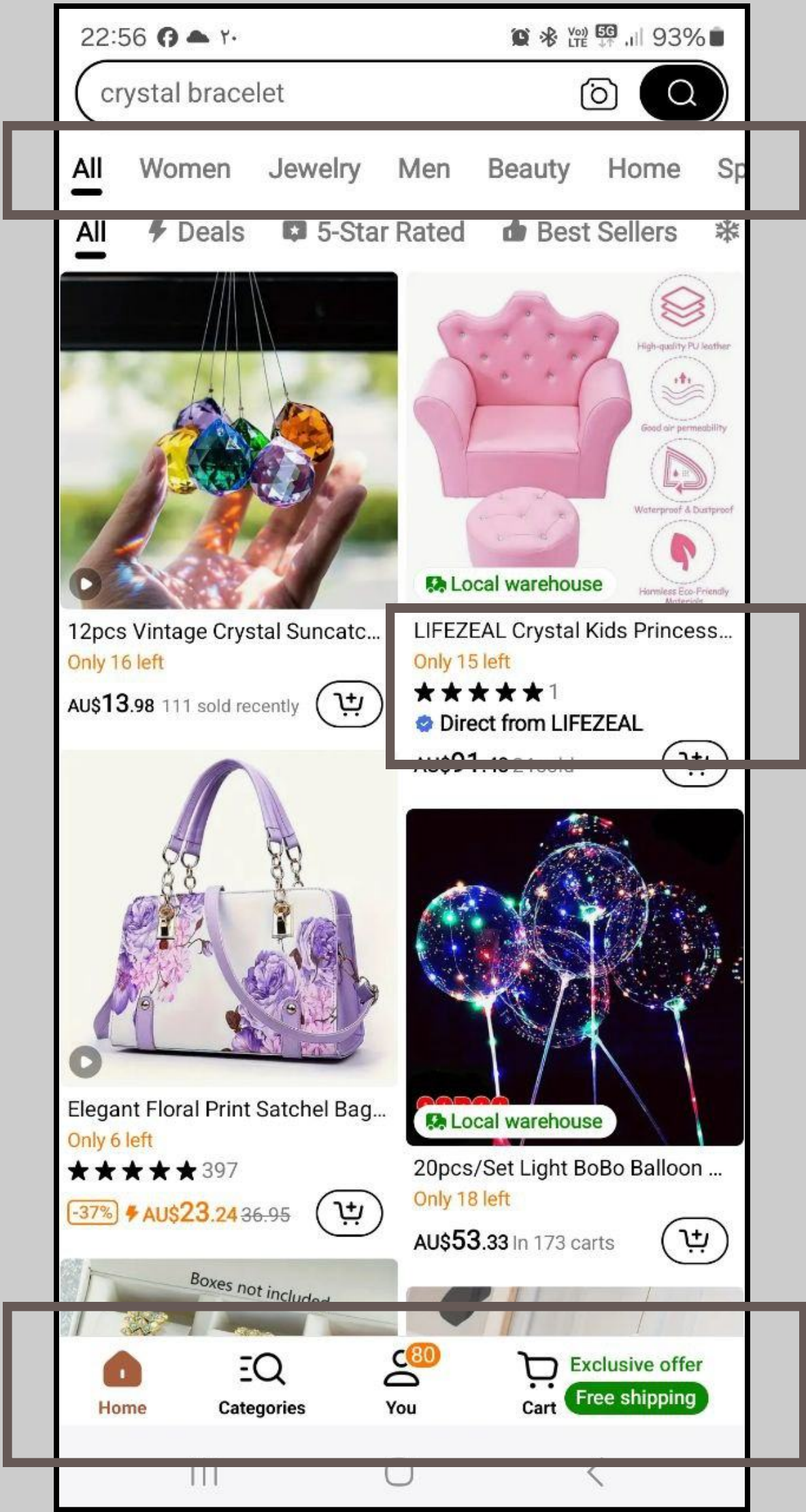
Size : 10

Letter Spacing : 1.5

Typography

Typography in Use

Temu uses various type scales and scale categories. Some of texts are really small and not easy to read. It would be better if they make it bigger.



All Women Jewelry Men Beauty Home Sp

Heading

Scale Category : Subtitle 2

Weight : Medium

Size : 14

Letter Spacing : 0.1

LIFEZEAL Crystal Kids Princess...

Only 15 left

★★★★★ 1

Direct from LIFEZEAL

AU\$91.48 24 sold

Heading

Scale Category : Caption

Weight : Regular

Size : 12

Letter Spacing : 0.4



Button

Scale Category : overline

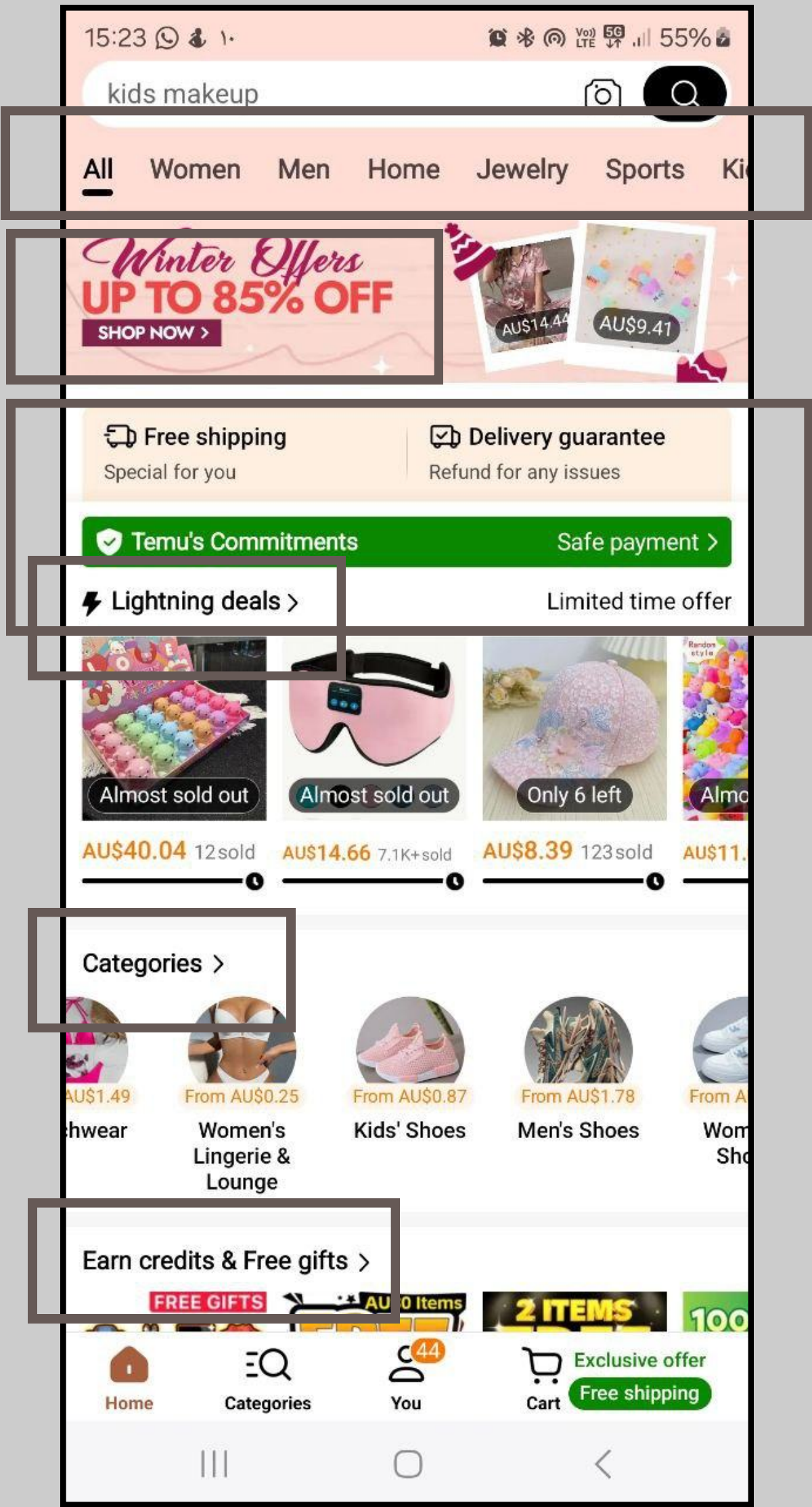
Weight : Regular

Size : 10

Letter Spacing : 1.5

Typography

Typography in Use

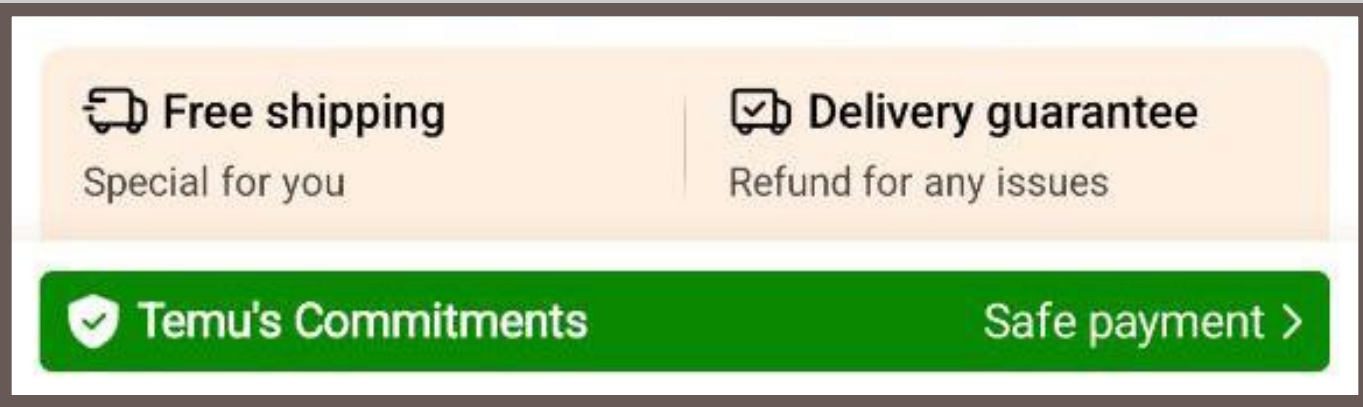


All Women Men Home Jewelry Sports Kids

H2
Weight : Regular
Size : 14
Letter Spacing : 0.1



H1
Weight : Regular
Size : 18
Letter Spacing : 0.1



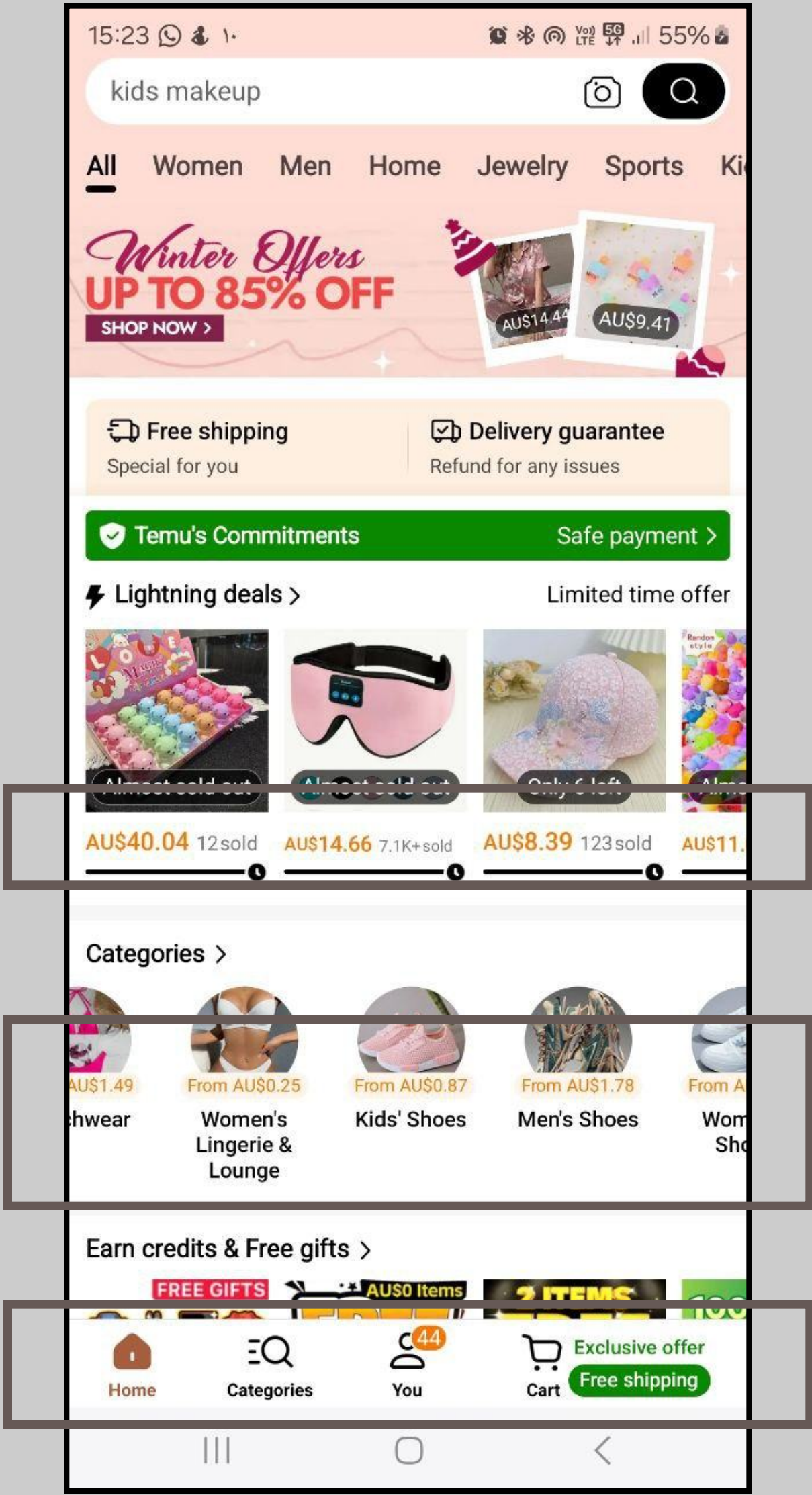
H3
Weight : Regular
Size : 12
Letter Spacing : 0.4

Lightning deals > Categories > Earn credits & Free gifts >

Subtitle 1
Weight : Regular
Size : 12
Letter Spacing : 0.4

Typography

Typography in Use

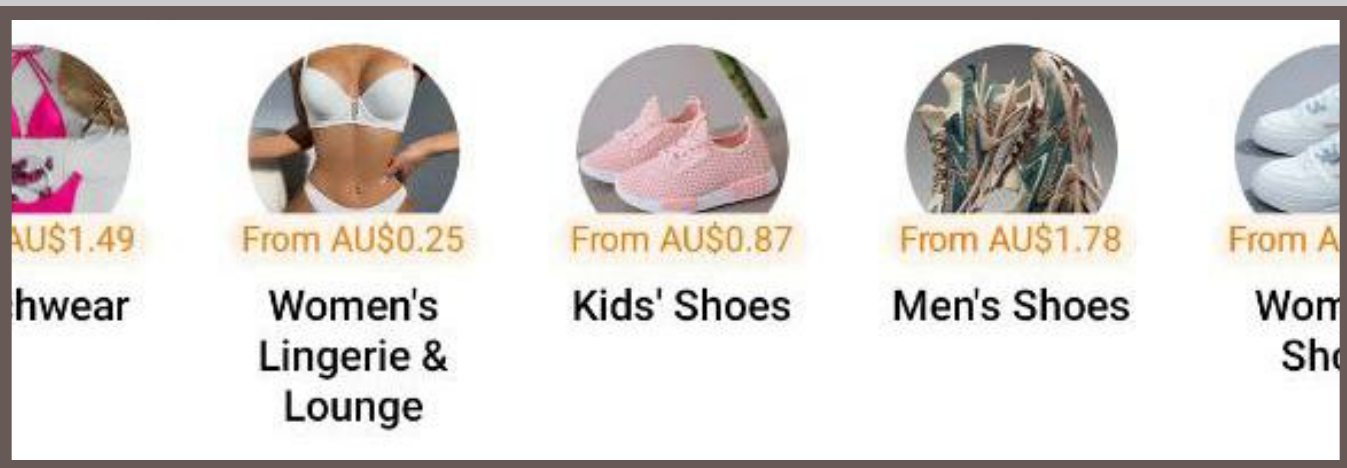


Subtitle 2

Weight : Regular

Size : 10

Letter Spacing : 1.5



Body 1

Weight : Regular

Size : 10

Letter Spacing : 1.5



Button

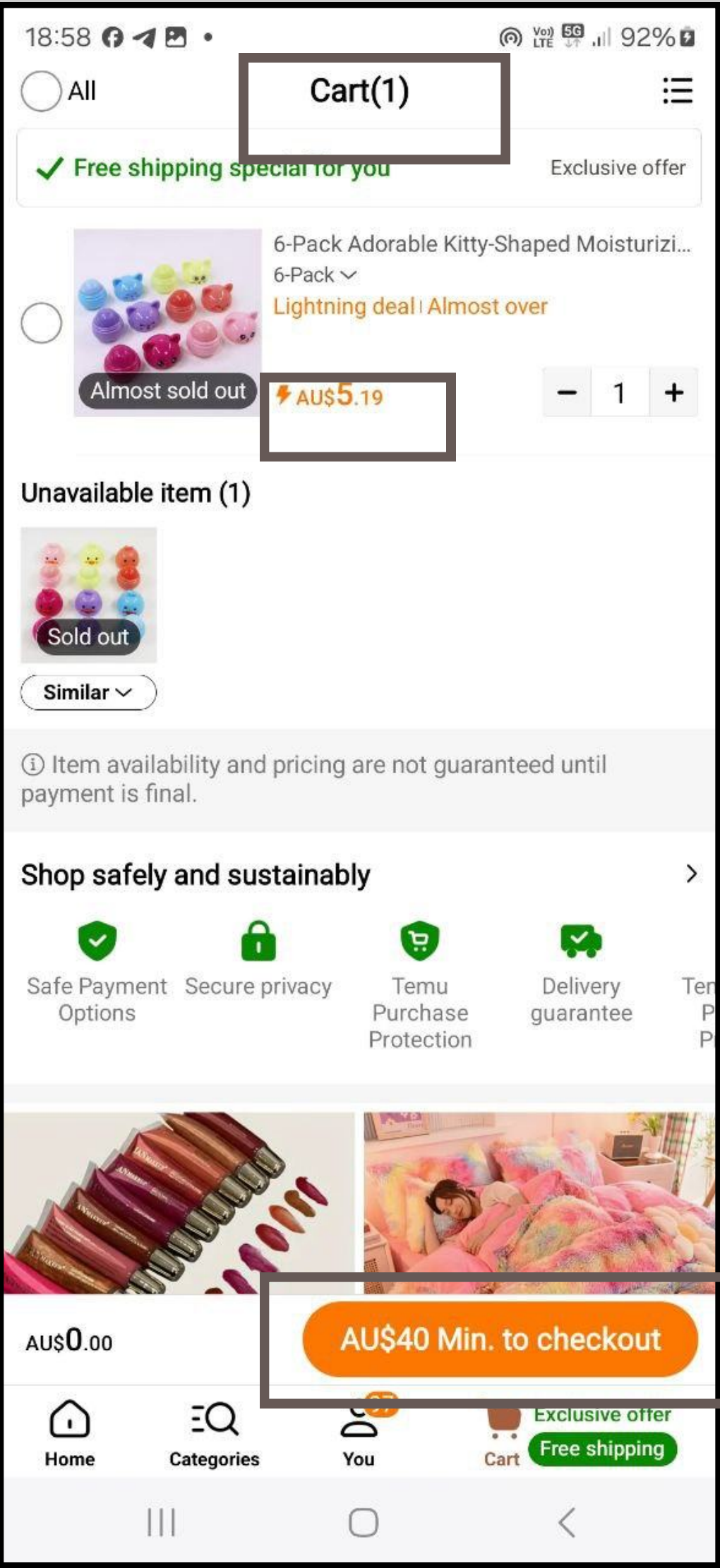
Weight : Regular

Size : 10

Letter Spacing : 1.5

Typography

Typography in Use



Cart(1)

H1
Weight : Regular
Size : 18
Letter Spacing : 0.1

⚡ AU\$5.19 - 1 +

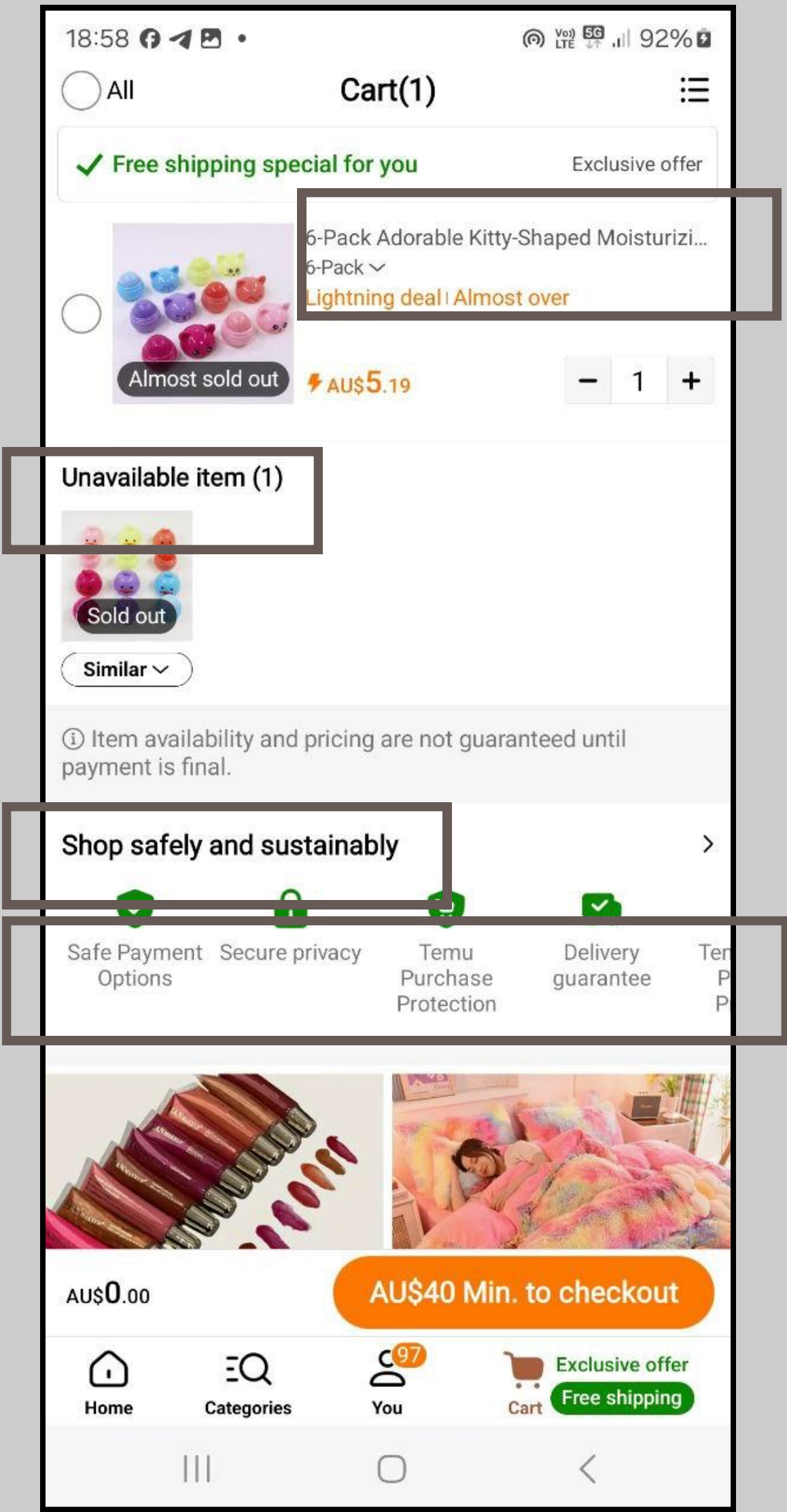
Caption
Weight : Regular
Size : 12
Letter Spacing : 0.4

AU\$40 Min. to checkout

H1
Weight : Regular
Size : 18
Letter Spacing : 0.1

Typography

Typography in Use



6-Pack Adorable Kitty-Shaped Moisturizi...
6-Pack ∨
Lightning deal | Almost over

Body 2
Weight : Regular
Size : 10
Letter Spacing : 1.5

Unavailable item (1)

Shop safely and sustainably

Subtitle 2
Weight : Regular
Size : 10
Letter Spacing : 1.5

Safe Payment Options Secure privacy Temu Purchase Protection Delivery guarantee Termination Policy

Body 2
Weight : Regular
Size : 10
Letter Spacing : 1.5

Typography

Typography in Use

Scale Category	Typeface	Weight	Size	Case	Letter Spacing
H1	Roboto	Regular	18	Sentence	0.1
H2	Roboto	Regular	14	Sentence	0.1
H3	Roboto	Regular	12	Sentence	0.4
Subtitle 1	Roboto	Regular	12	Sentence	0.4
Subtitle 2	Roboto	Regular	10	Sentence	1.5
Body 1	Roboto	Regular	10	Sentence	1.5
Body 2	Roboto	Regular	10	Sentence	1.5
Button	Roboto	Regular	10	Sentence	1.5
Caption	Roboto	Regular	12	Sentence	0.4

PALLET

Colour

Primary Colours

Temu uses these 3 colors as a **primary** fo indicating menu, discount news ,and shipping & delivery content.I It also uses black, gray, and white for text.

#FFDED5

#D1E5F0

#FFEFEO

100	200	300	400	500	600	700	800	900
#FFDED5	#E5C8C0	#CCB2AB	#B29B95	#998580	#806F6A	#665955	#4D4340	#332C2B
100	200	300	400	500	600	700	800	900
#D1E5F0	#BBCCD6	#A5B4BD	#8E9BA3	#78838A	#626B70	#4C5357	#353A3D	#1F2224
100	200	300	400	500	600	700	800	900
#FFEFEO	#E5D7CA	#CCC0B4	#B2A89D	#999087	#807871	#666059	#4D4843	#33302D

Colour

Secondary Colours

All these colors are used for showing the amount of discount in percent ,both for typography and background. (For example up to 90 % off), besides using black, gray and white for text.

#B3B3B3

#E94A44

#26A857

#000000

#FFFFFF

	200	300	400	500	600	700	800	900
#FFFFFF	#D9D9D9	#B3B3B3	#999999	#808080	#666666	#4D4D4D	#333333	#000000
100	200	300	400	500	600	700	800	900
#3AFF83	#38F57E	#32DB71	#2CC264	#26A857	#208F4A	#1B753C	#155C2F	#0F4222
100	200	300	400	500	600	700	800	900
#E99A97	#E97975	#E9625D	#E94A44	#CF423C	#B53A35	#9C312E	#822926	#4F1917

Colour

Secondary Colour

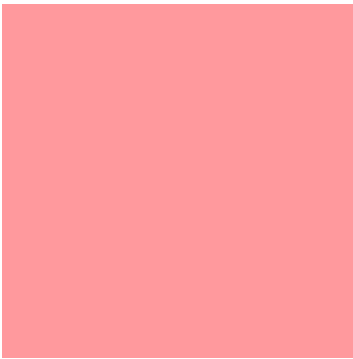
Sometimes colors are really close and I though that they are maybe the same but with different brightness, but when I analyze them I ended up that they have completely different saturation!!!!



#FFBBA6



#F7D915



#FF999D

100	200	300	400	500	600	700	800	900
#FFBBA6	#ED9579	#D4856C	#BA755F	#A16552	#875545	#6E4538	#54352B	#3B251E
100	200	300	400	500	600	700	800	900
#F7D915	#DEC313	#C4AD11	#AB960F	#91800D	#78690A	#5E5308	#453D06	#2B2604
100	200	300	400	500	600	700	800	900
#FF999D	#ED7479	#D4686C	#BA5B5F	#A14F52	#874245	#6E3638	#54292B	#3B1D1E

Colour

Secondary Colour

Although these 2 colours look the same but they have different saturation.
My suggestion would definitely be to reduce the amount of colors in all pages, especially main page.

#B01852

#8A1E4D

#205596

100	200	300	400	500	600	700	800	900
#FC2276	#E31F6A	#C91C5E	#B01852	#961546	#7D113A	#630E2E	#4A0A22	#300716
100	200	300	400	500	600	700	800	900
#F03486	#D62F78	#BD2969	#A3235B	#8A1E4D	#70183F	#571331	#3D0D22	#240814
100	200	300	400	500	600	700	800	900
#3691FC	#3181E3	#2B72C9	#2664B0	#205596	#1B487D	#153963	#102A4A	#0A1B30

Colour

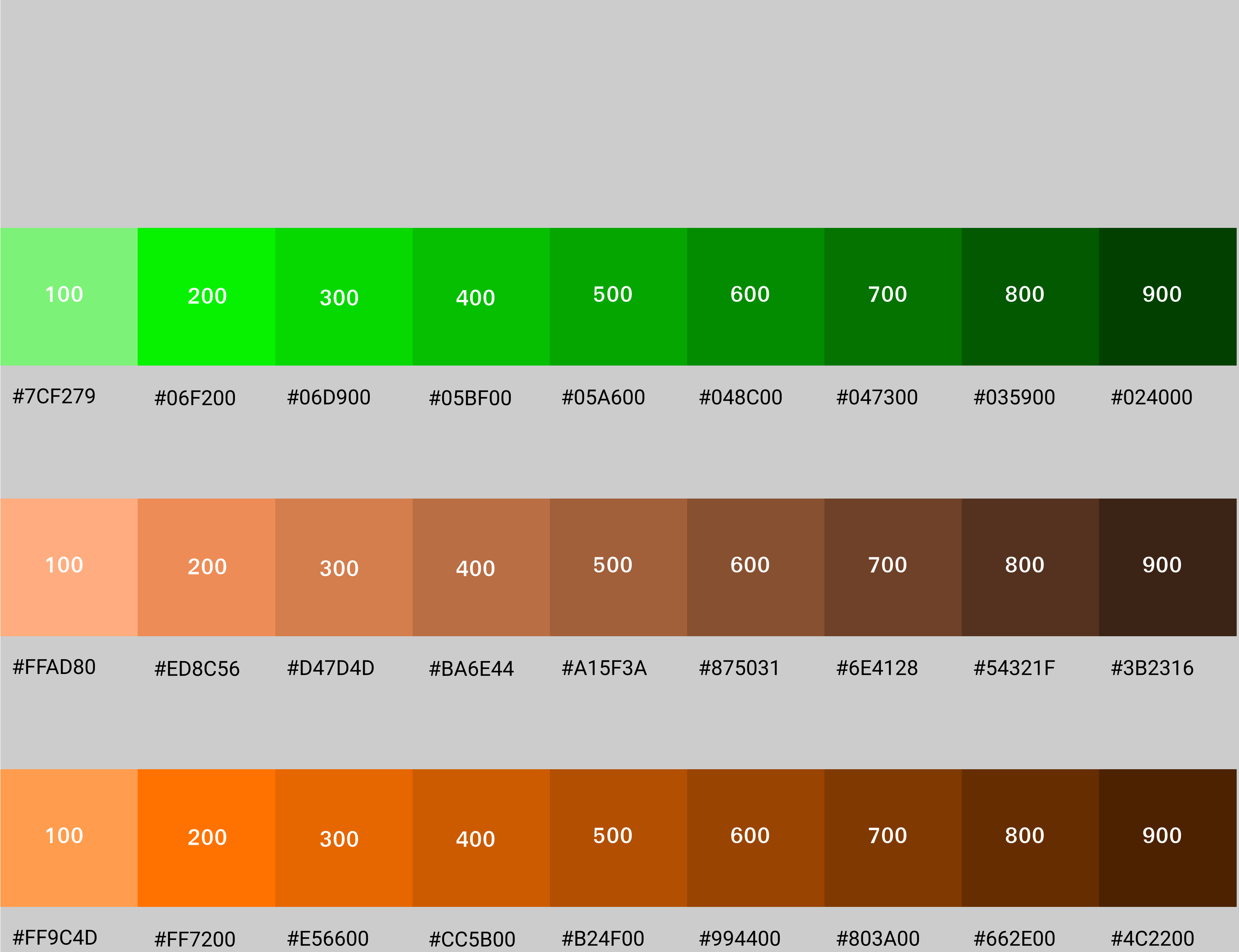
Semantic Colors

These 3 colors are for indicating the most important information about security, prices, massages,....
In my opinion it is not recognizable which one is more important .It would be better to use only one color.

#FF7200

#048C00

#6E4128



RULES & ACCESSIBILITY

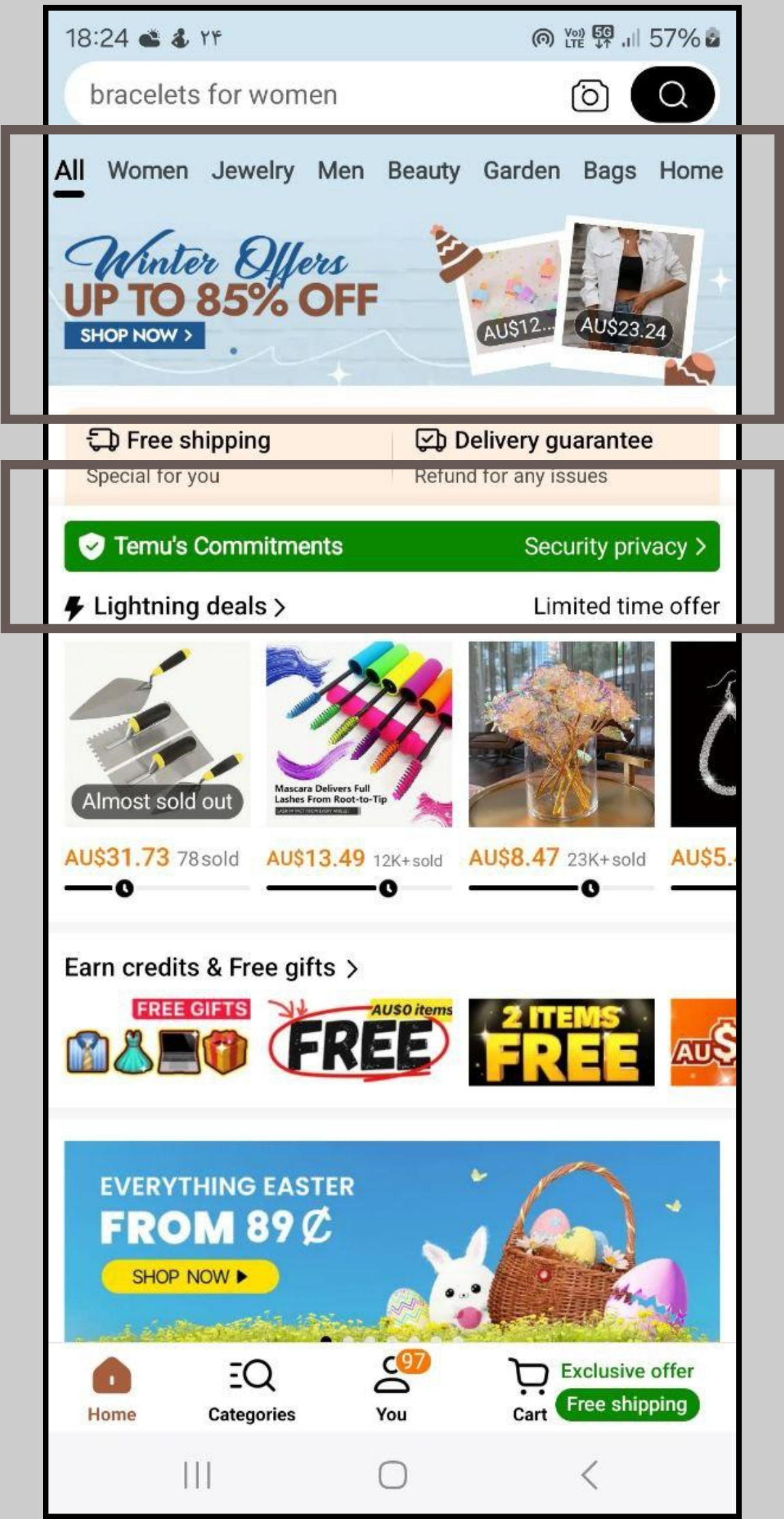
Colour

Rules & Accessibility

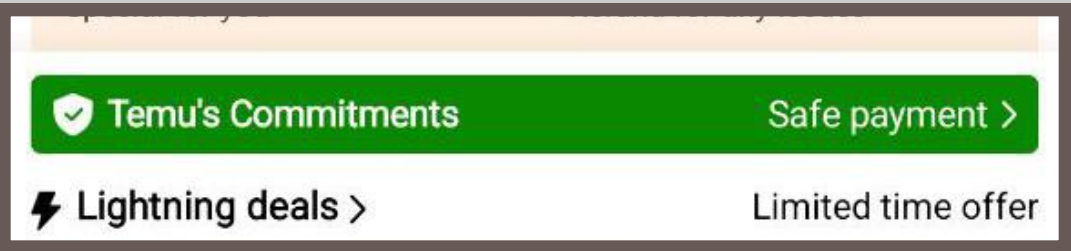
Temu uses 3 main colors (as primary colors) and some different colors (as secondary colors) in the main page, with white and black text.

Additionally, green color is used to make contrast in the page.

It also uses orange text and sometimes boxes on white background, to grab attentions and make distinction.



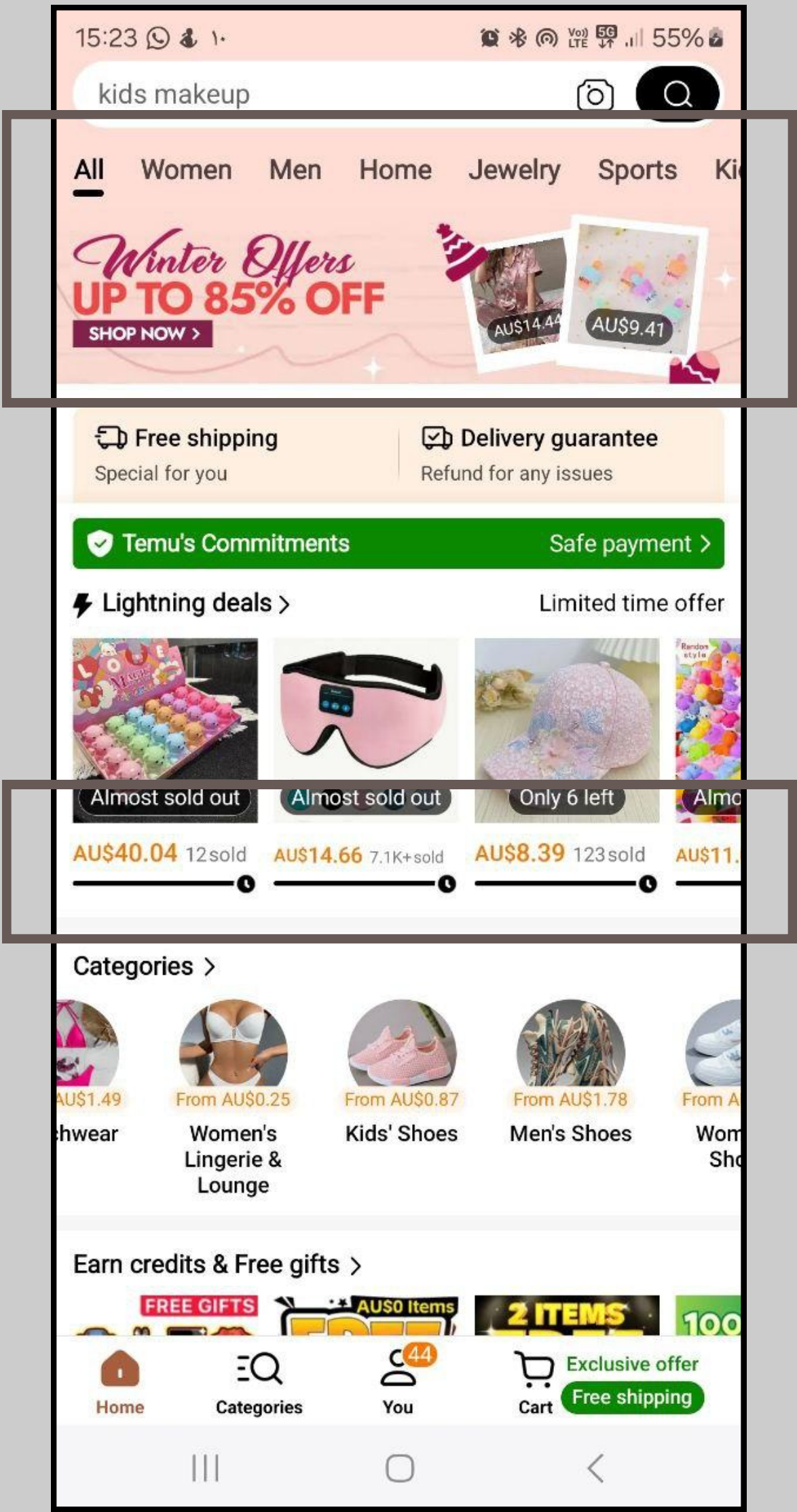
2 different colors on blue BG with black and white text.



Green box with white text on white BG.

Colour

Rules & Accessibility



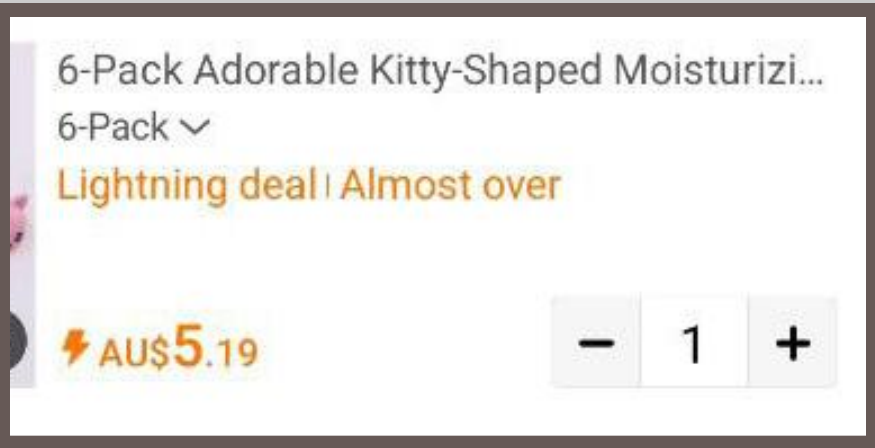
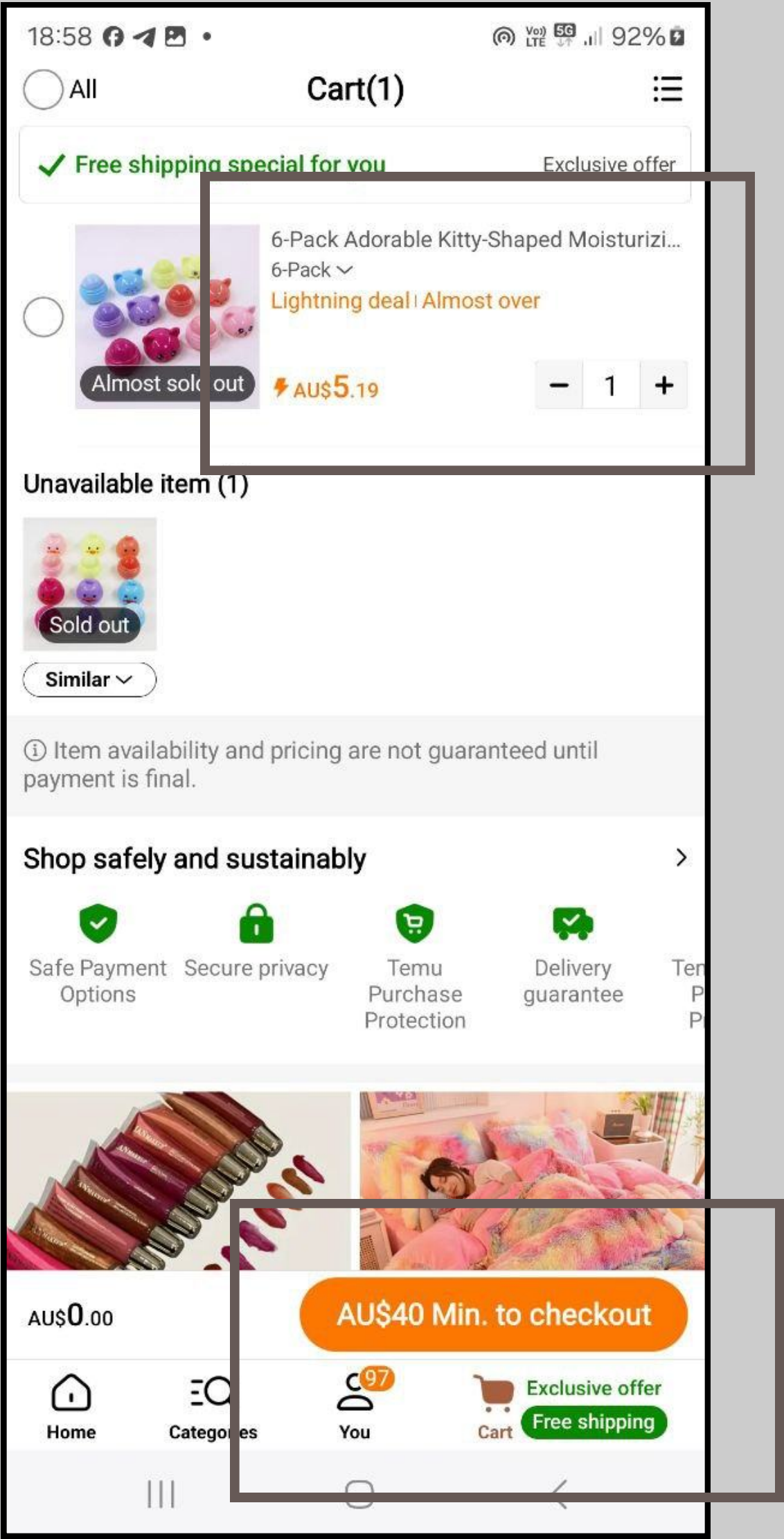
2 different colors on pink BG with black and white text.



Orange text on white BG.

Colour

Rules & Accessibility



Orange text on white BG.



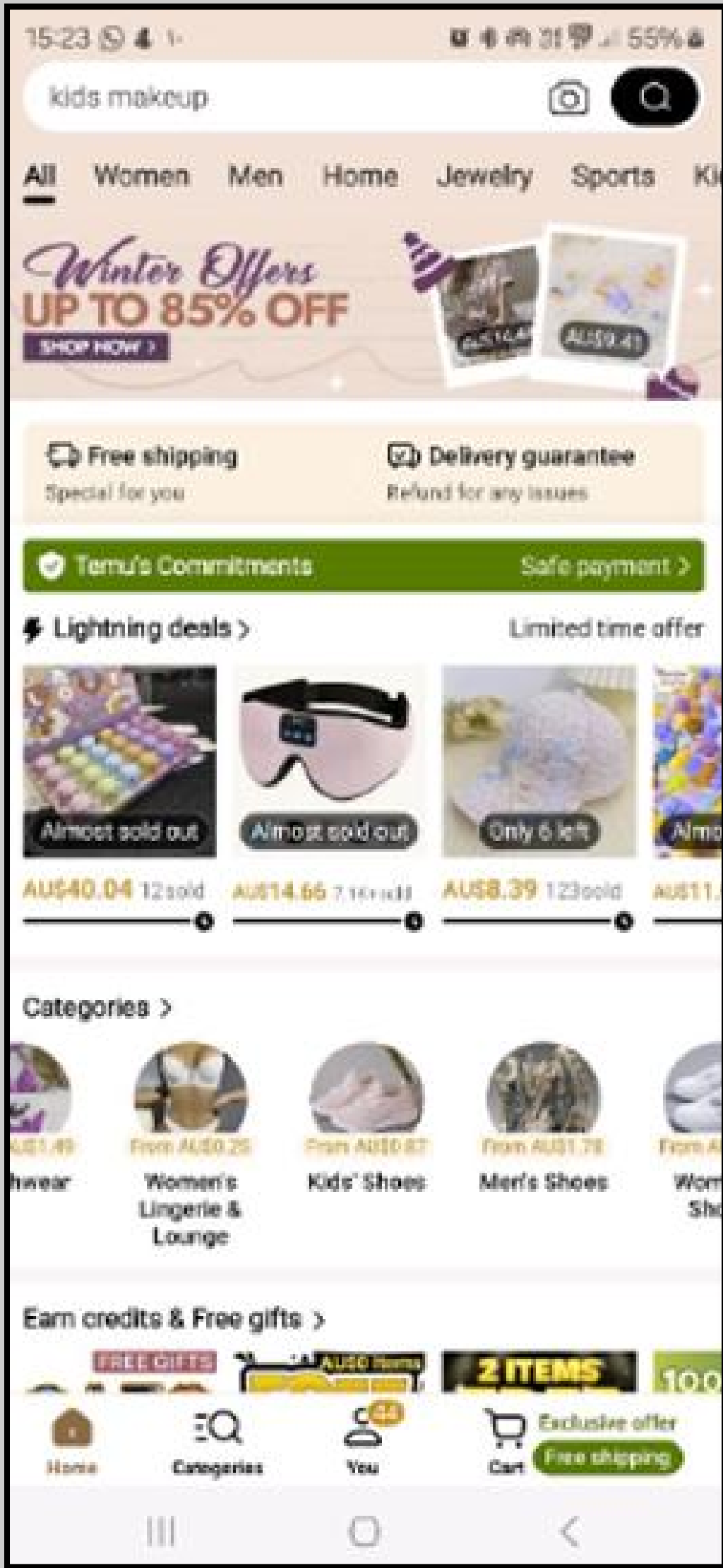
Orange box with white text on white BG.

COLOUR BLIND TEST

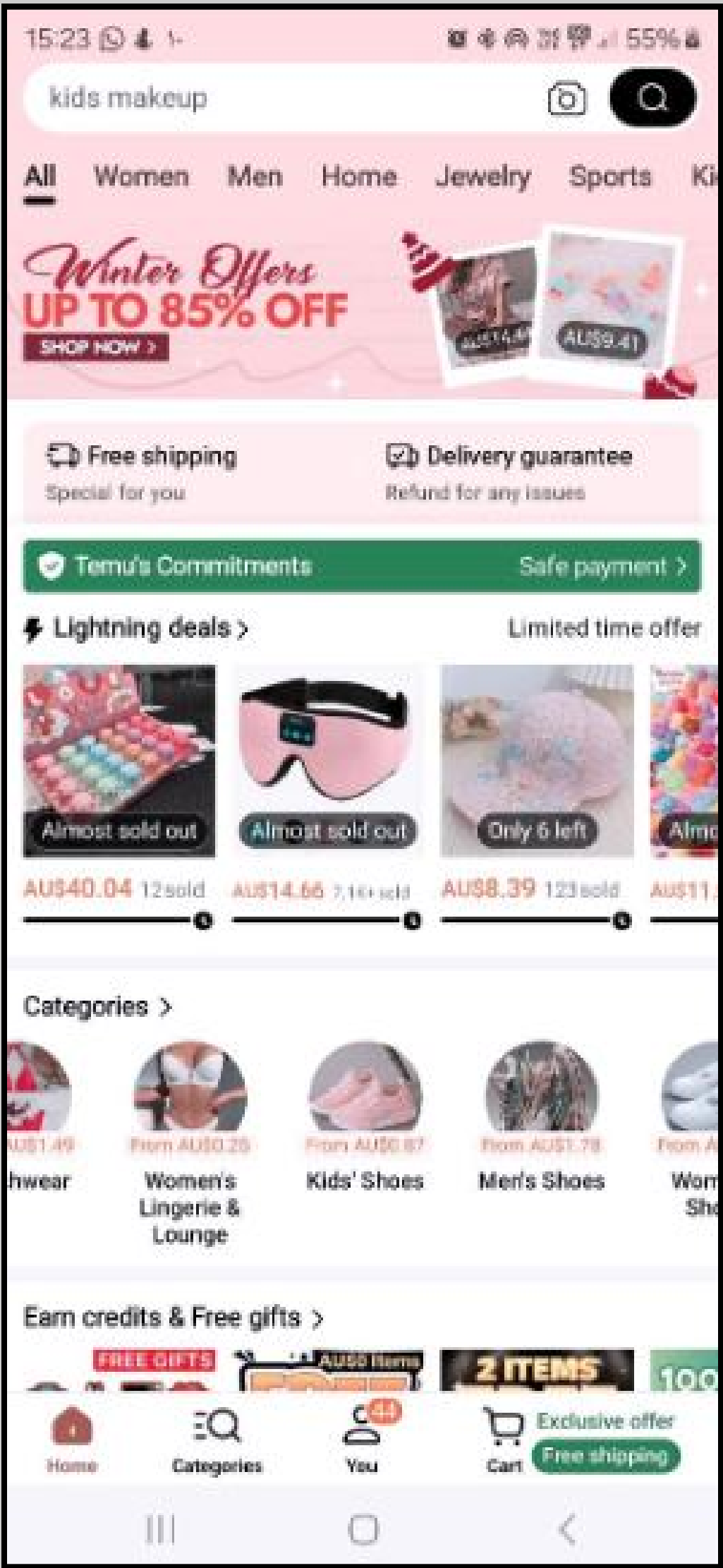
Colour

Color Blind Test

As can be seen in different pages according to different kinds of color blind problems like red- blind or blue- weak and... due to the fact that this app uses too many colors it will be difficult for people with these problems to recognize various colors. My suggestion again is to use limited colors instead of too many colors.



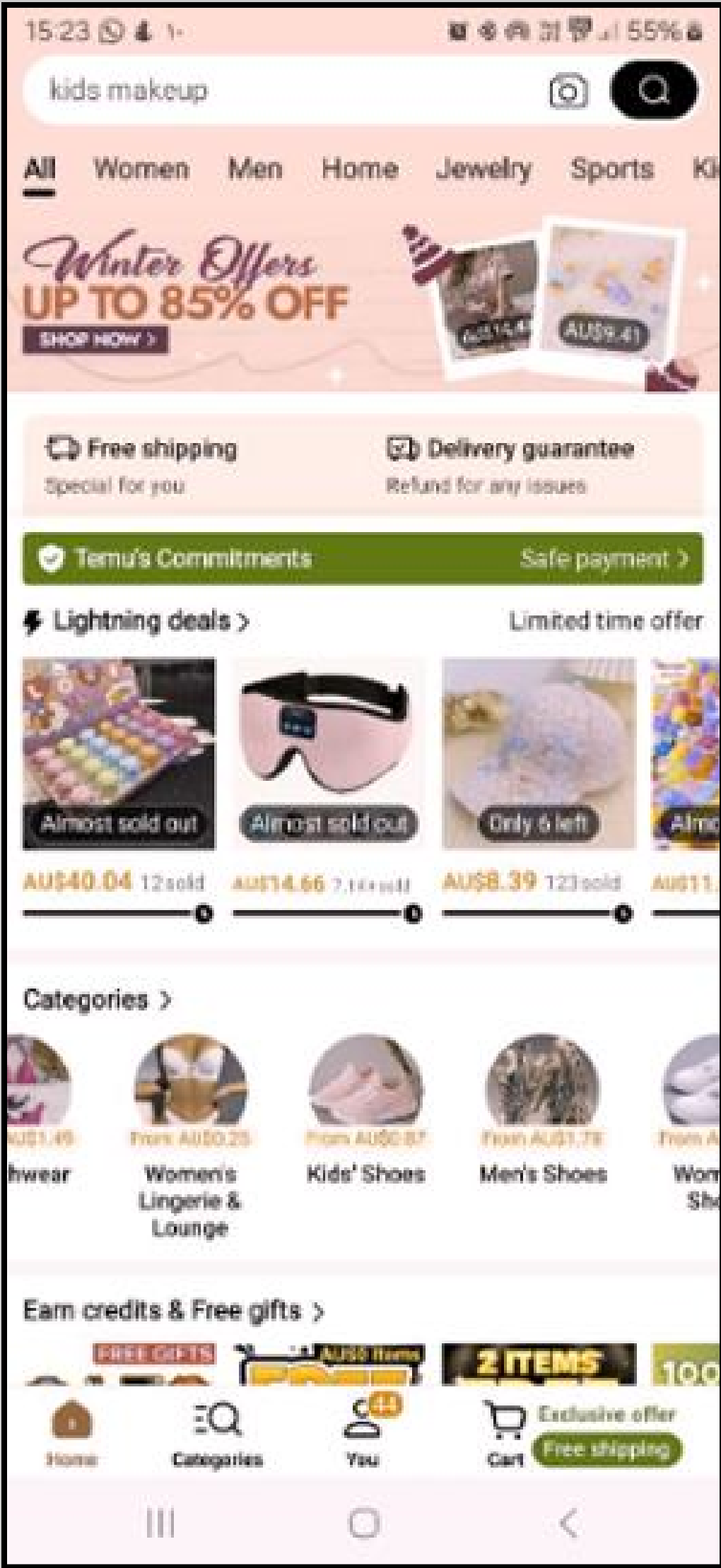
Red -Weak



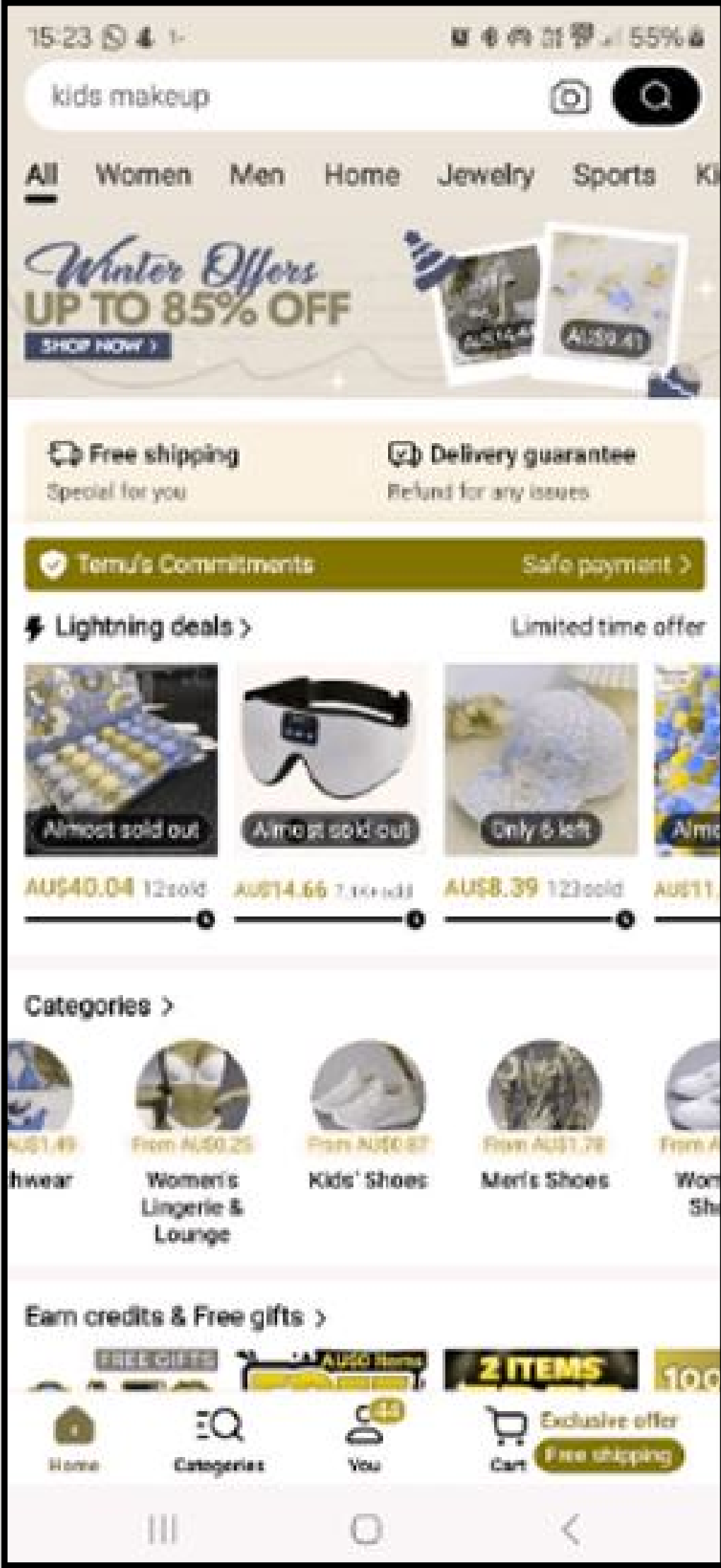
Blue -Weak

Colour

Color Blind Test



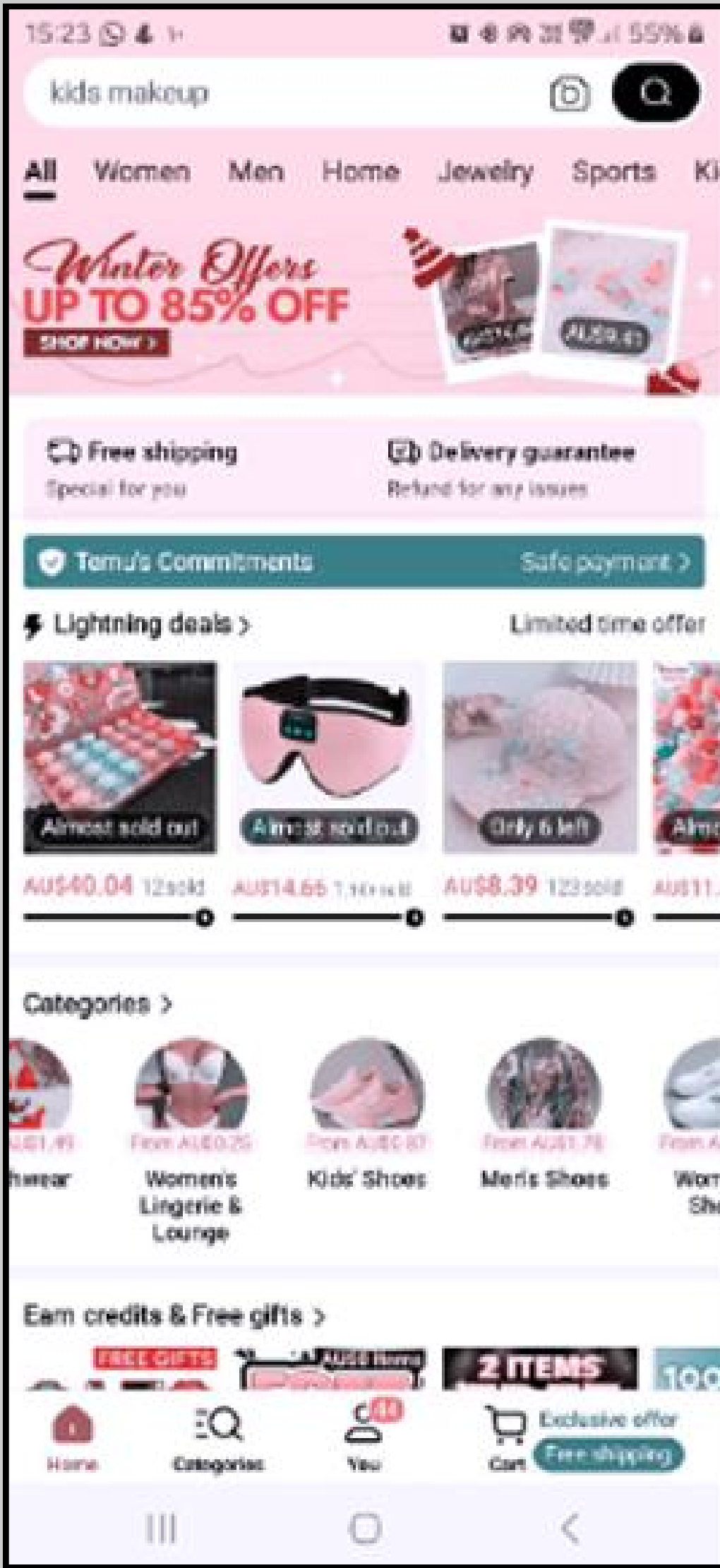
Green -Weak



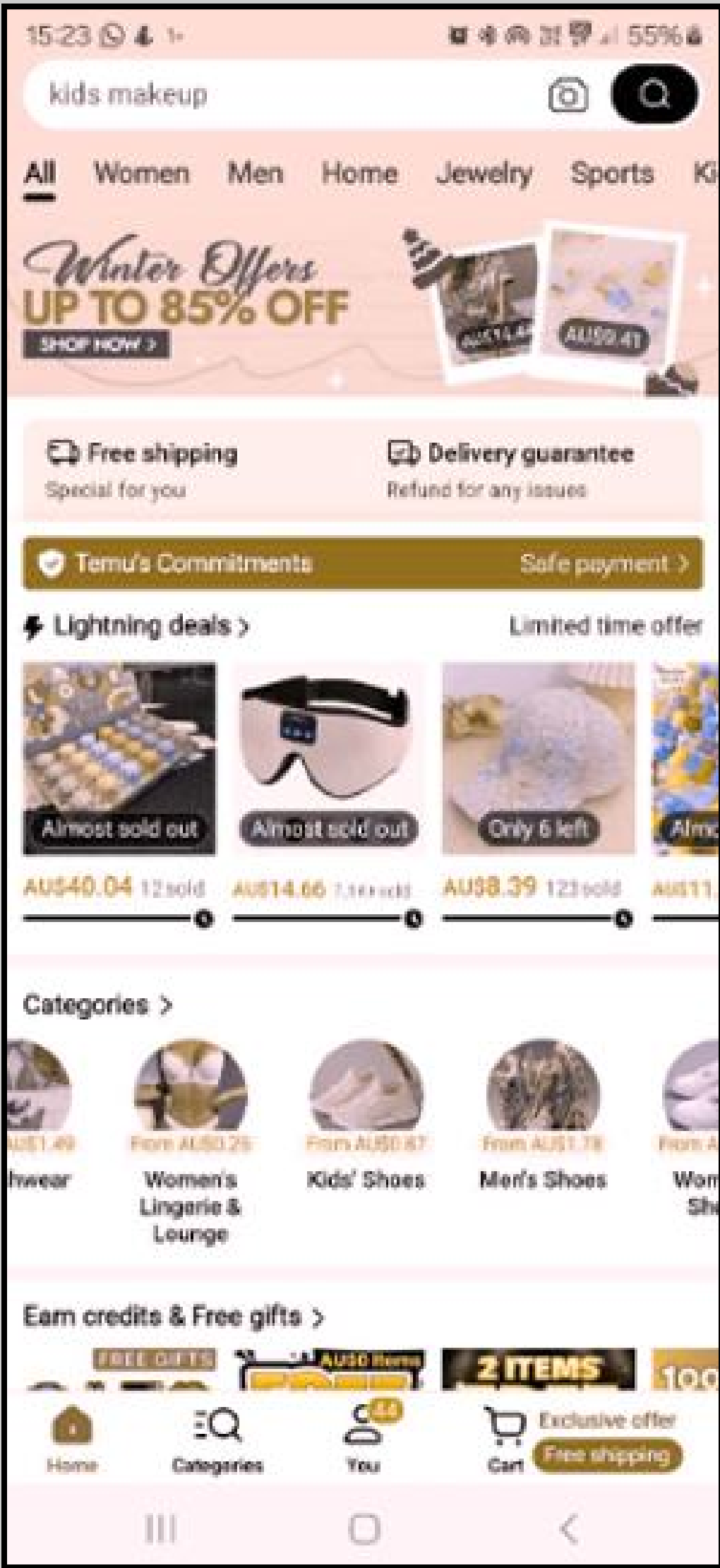
Red -Blind

Colour

Color Blind Test



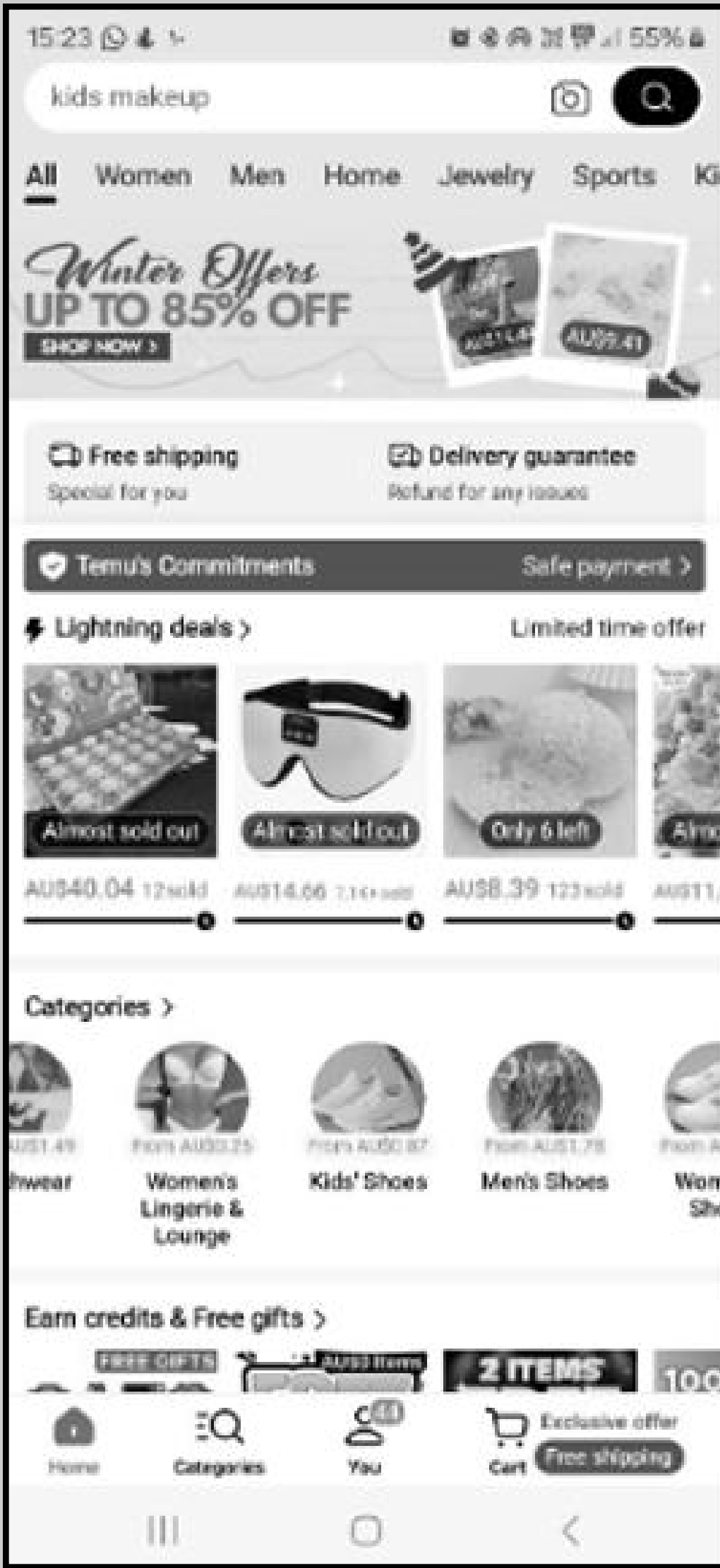
Blue -Blind



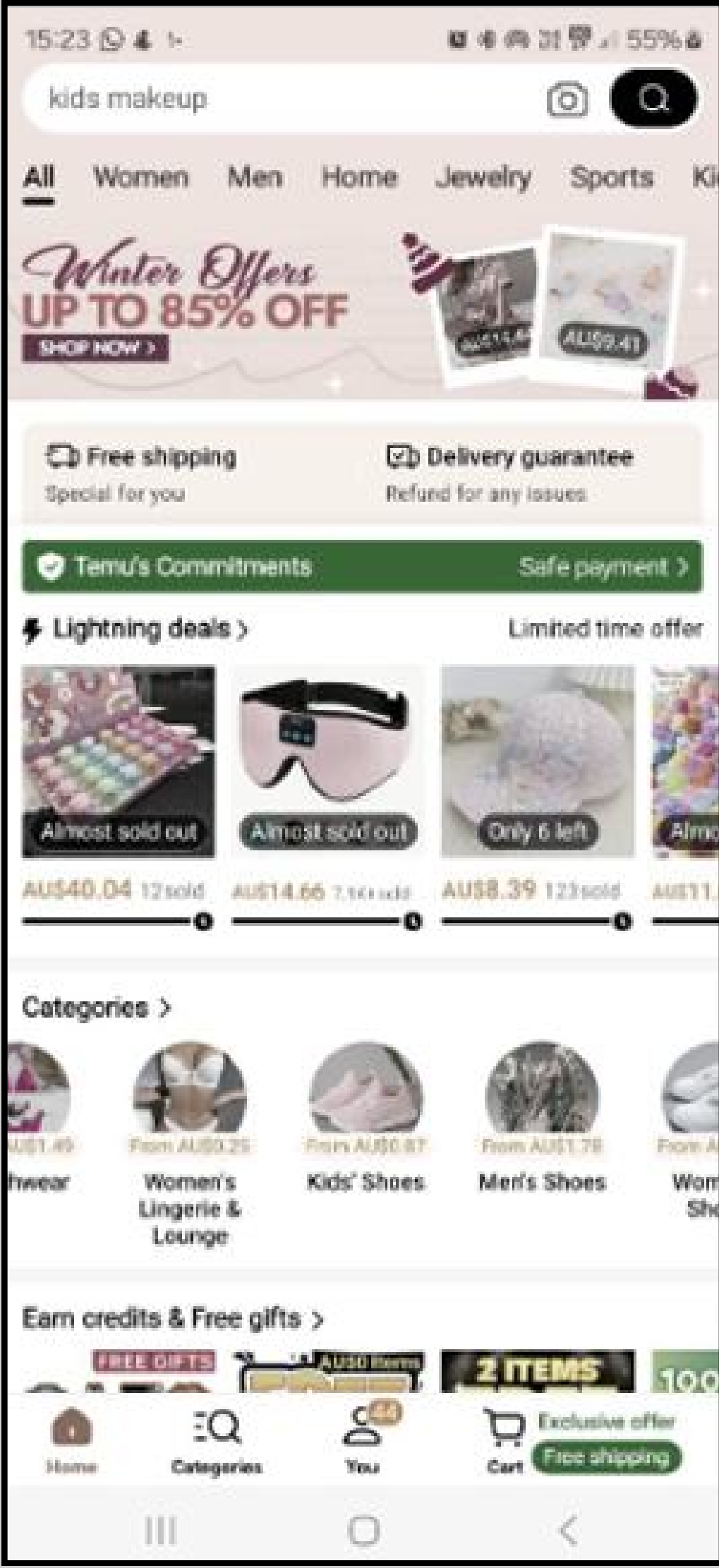
Green -Blind

Colour

Color Blind Test



Monochromacy



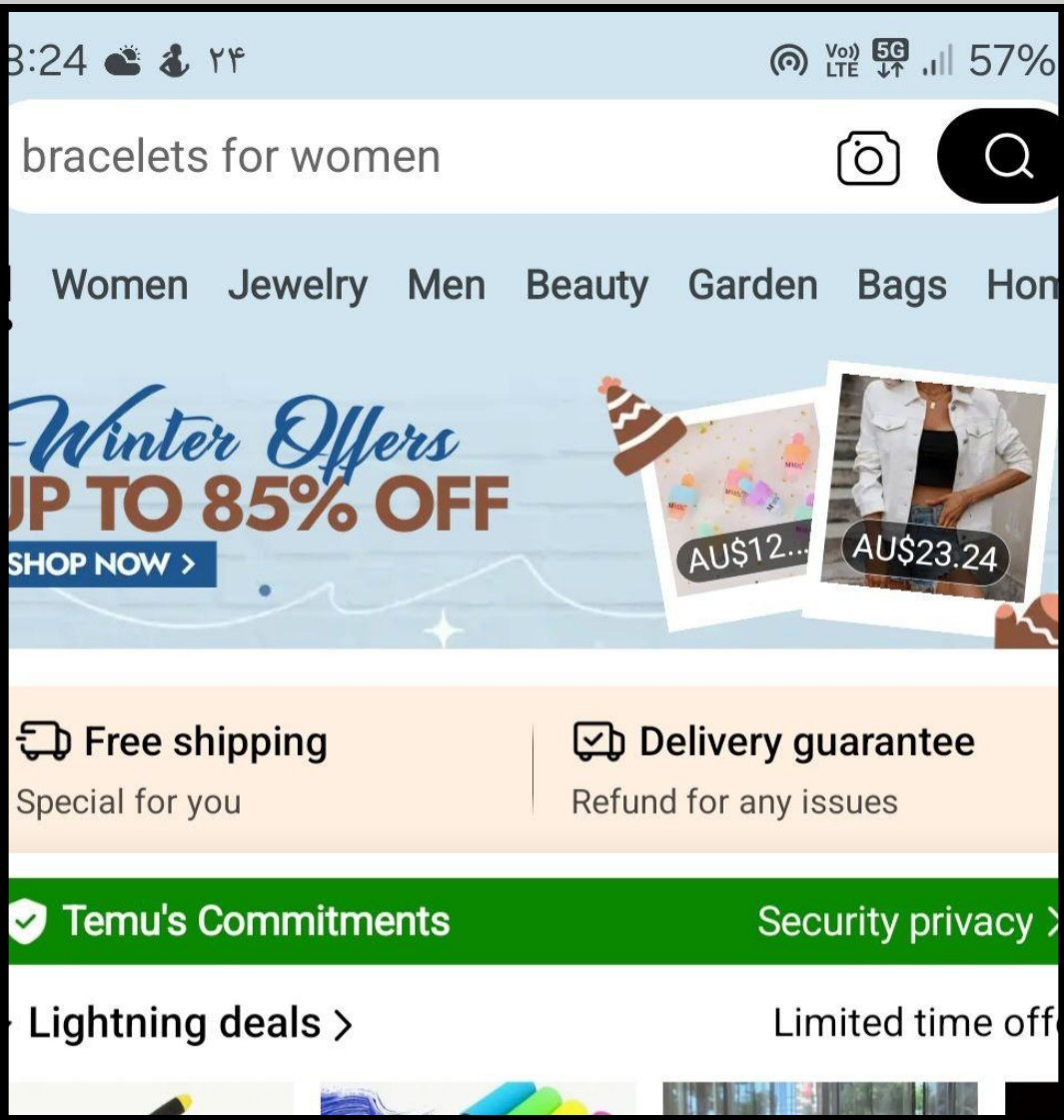
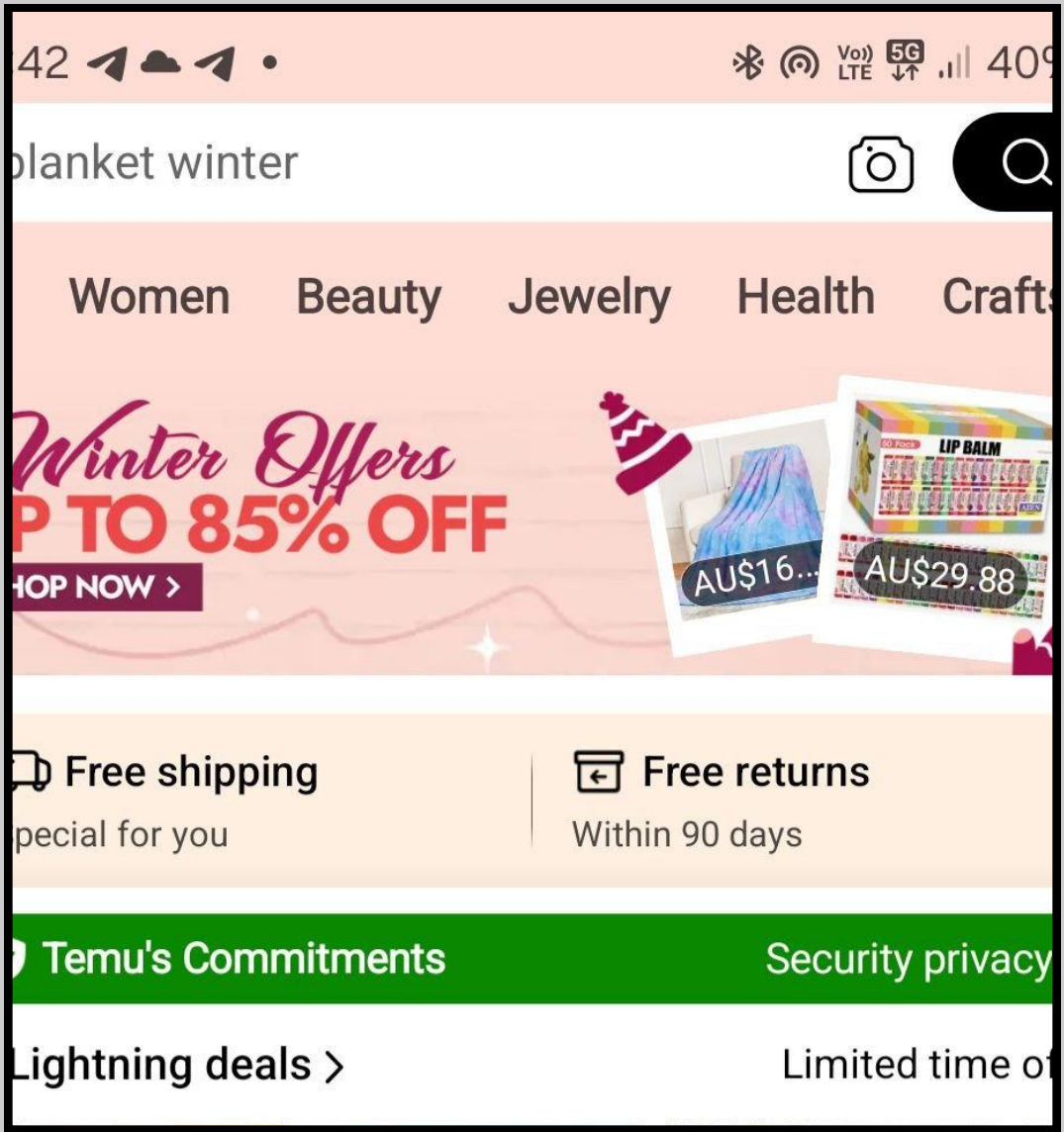
Blue Cone Monochromacy

COLOUR IN USE

Colour

Color in use

As can be seen here Temu uses some different colors besides three neutral colors for the main part of its homepage. In my opinion, color combination does not really convey the meaning especially when it comes to using pictures besides these colors, the page seems more than mess rather than highlighting important elements.

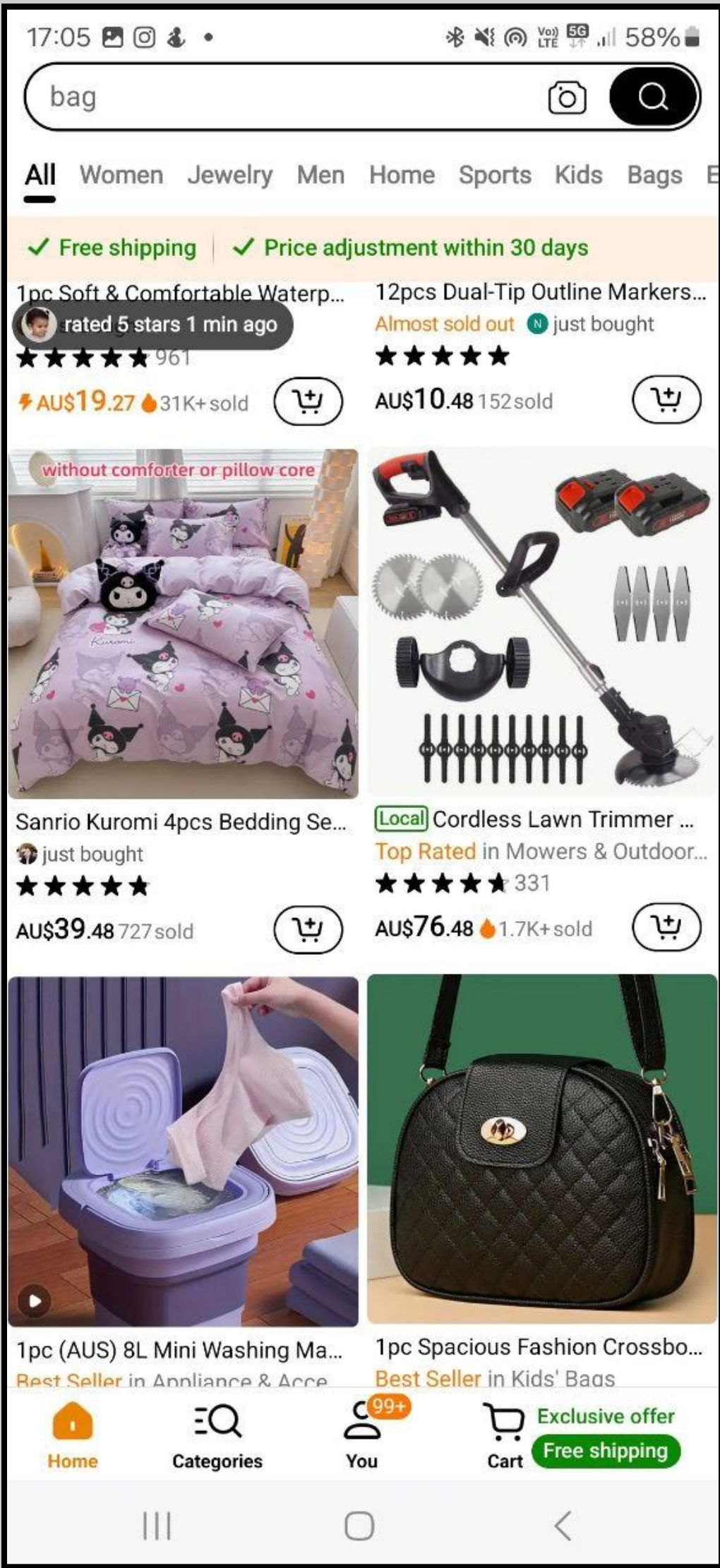
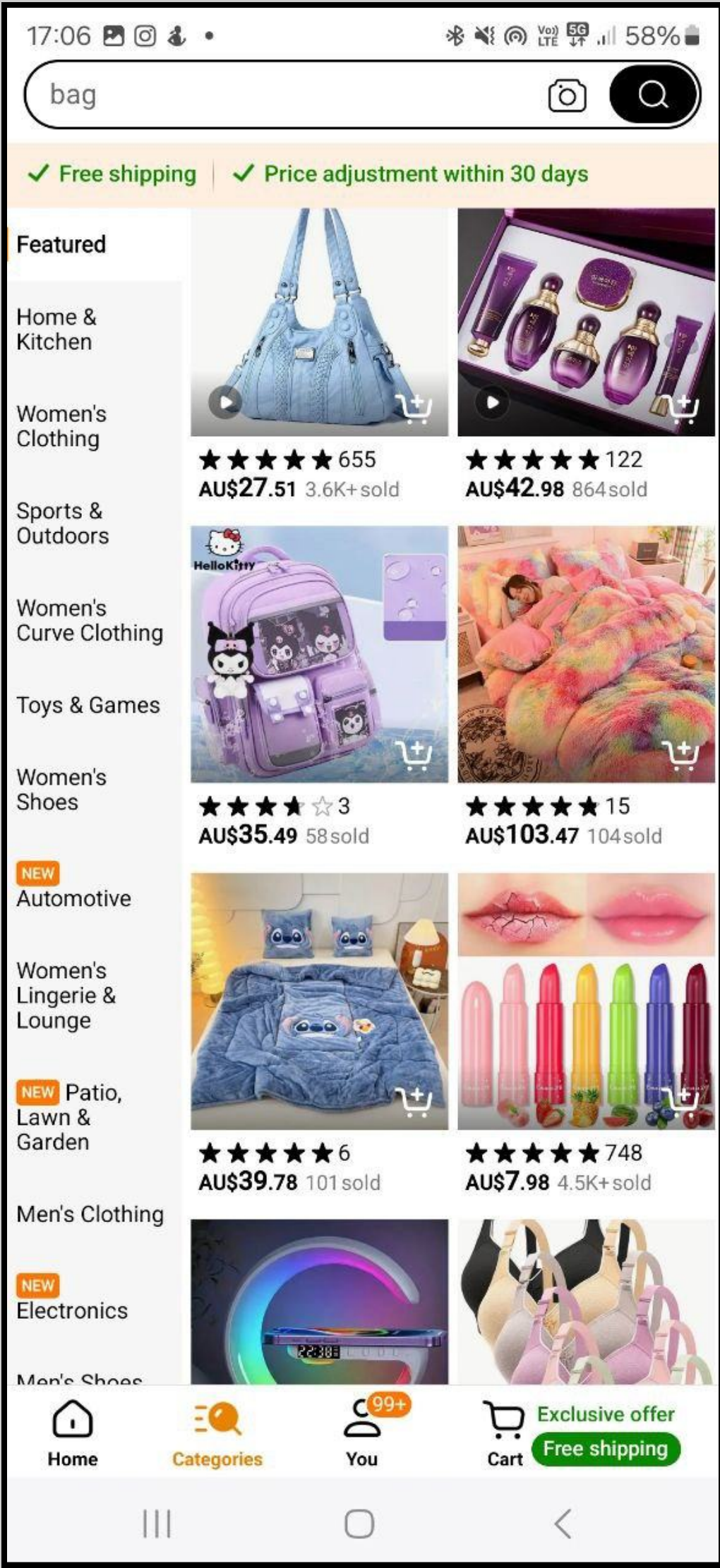


Colour

Color in use

Excessive amount of products with colorful pictures with combination of different colors, make it difficult for me to find what I am looking for,cause every pages have almost the same design(too many pictures and colors).

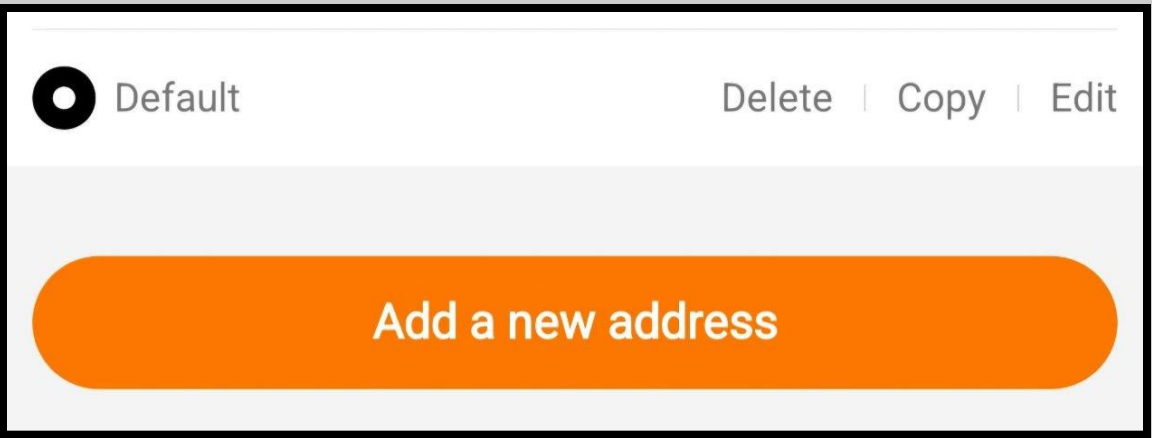
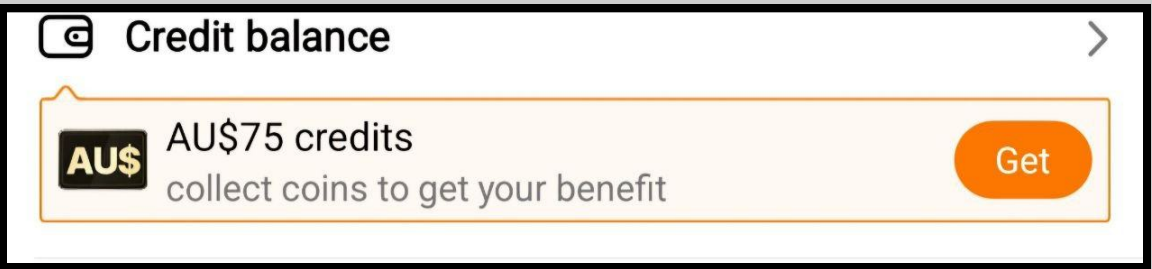
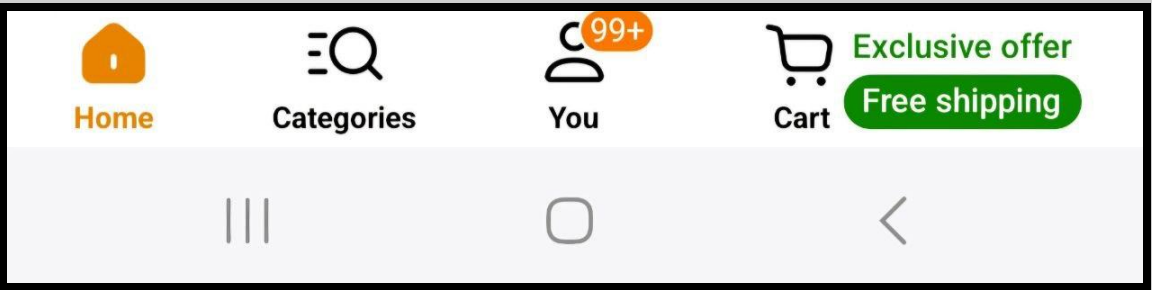
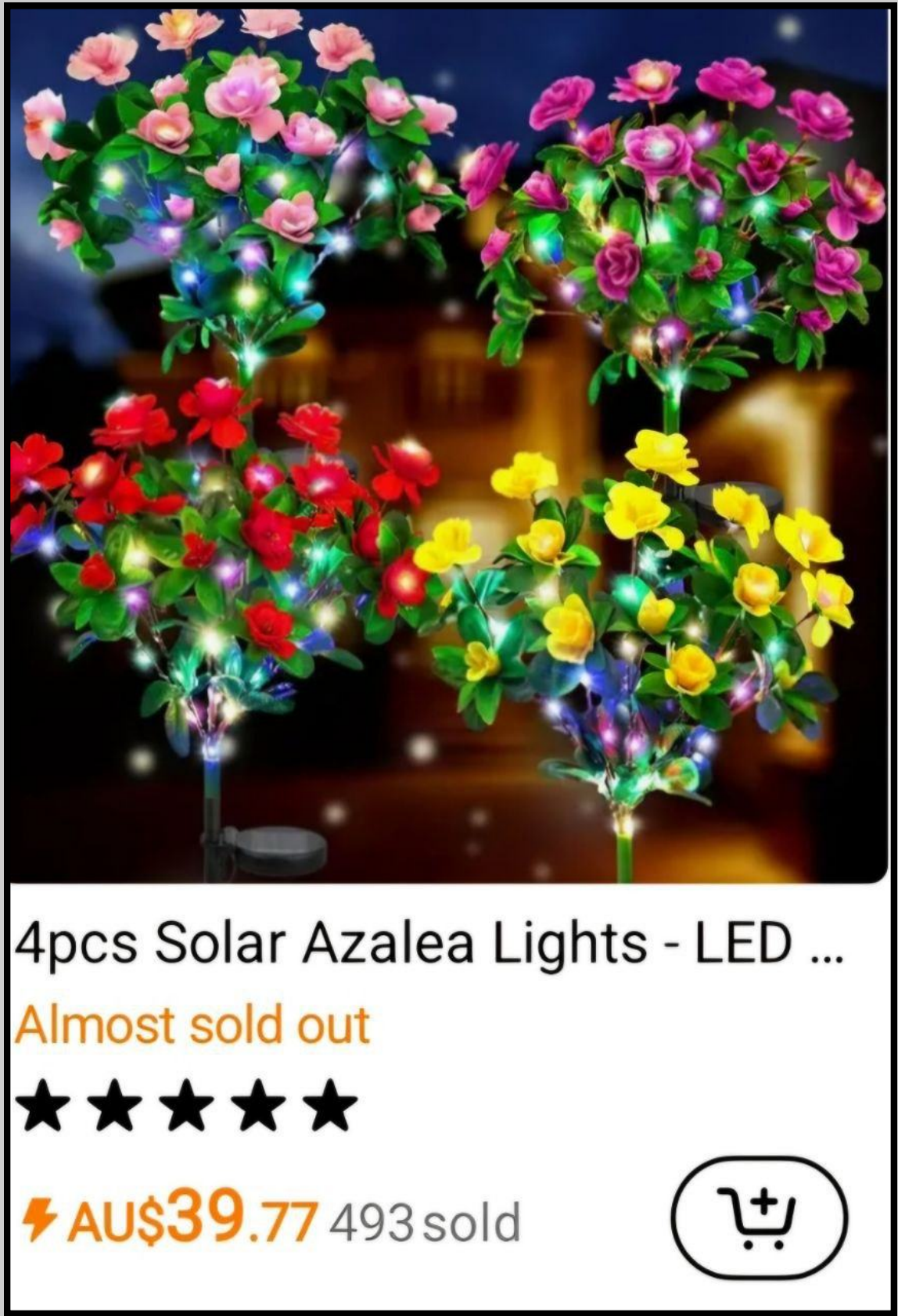
Every pages, even your own page, is a show-case of products and I get confused each time when I need something.



Colour

Color in use

Another interesting point is that, although the color of its logo is orange, it uses this color in some parts that do not have any relation to each other. For example, for showing that what is your chosen menu (part 1). or prices (part 2) and some buttons that designer considers as an important part(part 3). But all in all I could not understand what is the point of using orange in different part. In my opinion, orange as the main color, must be used wisely in a properly!!



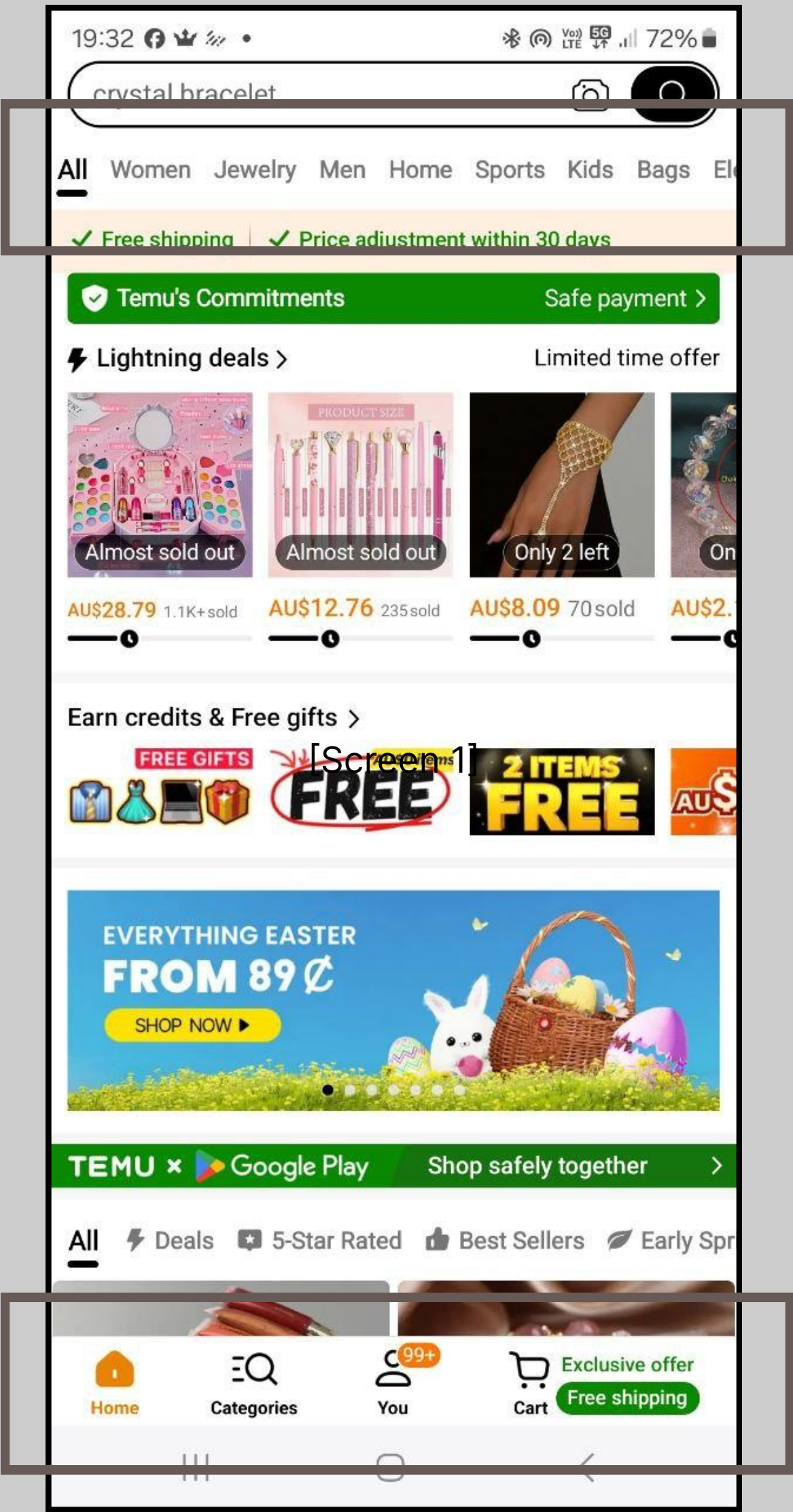
NAVIGATION SYSTEM

Navigation

Navigation System

Global Navigation/ Footer

Temu uses **global navigation** on the top of the page and **footer** on the bottom ,in the main page.



Global Navigation

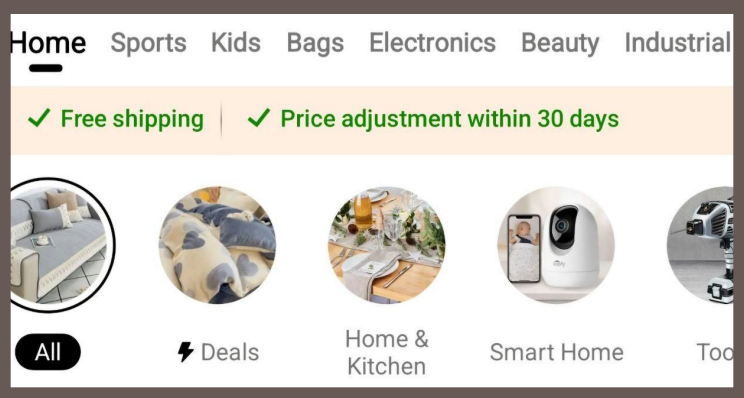
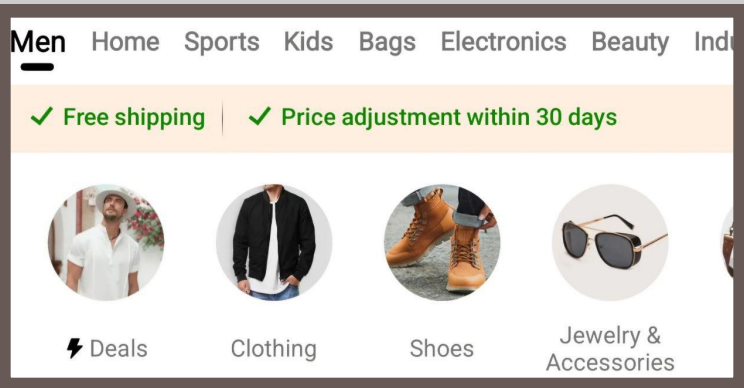
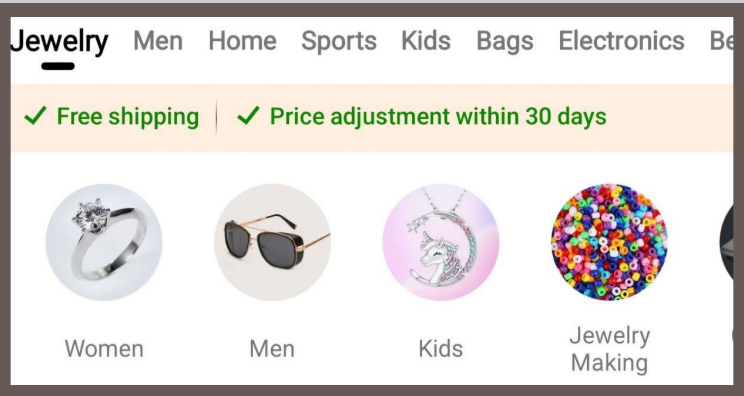
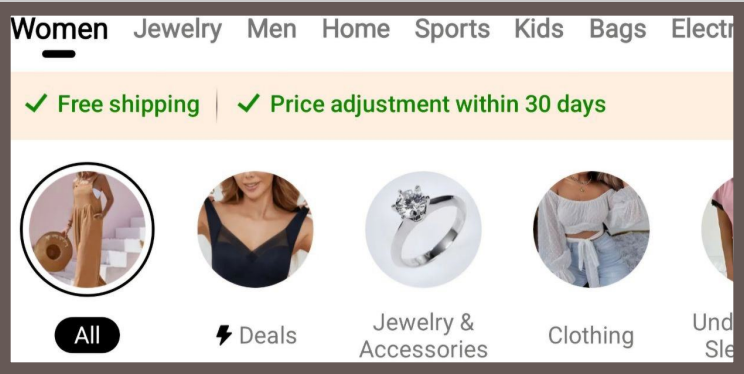
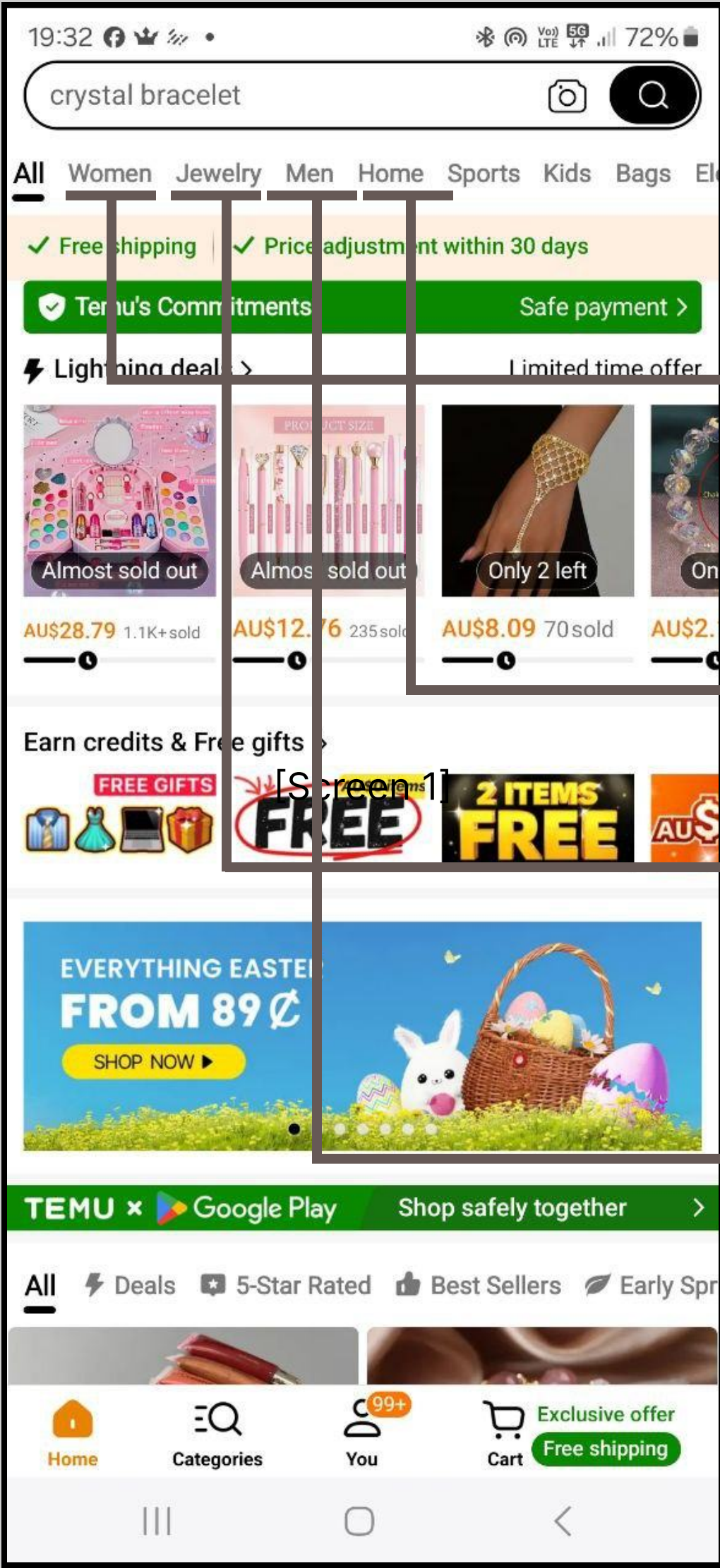
Footer

Navigation

Navigation System

Local Navigation

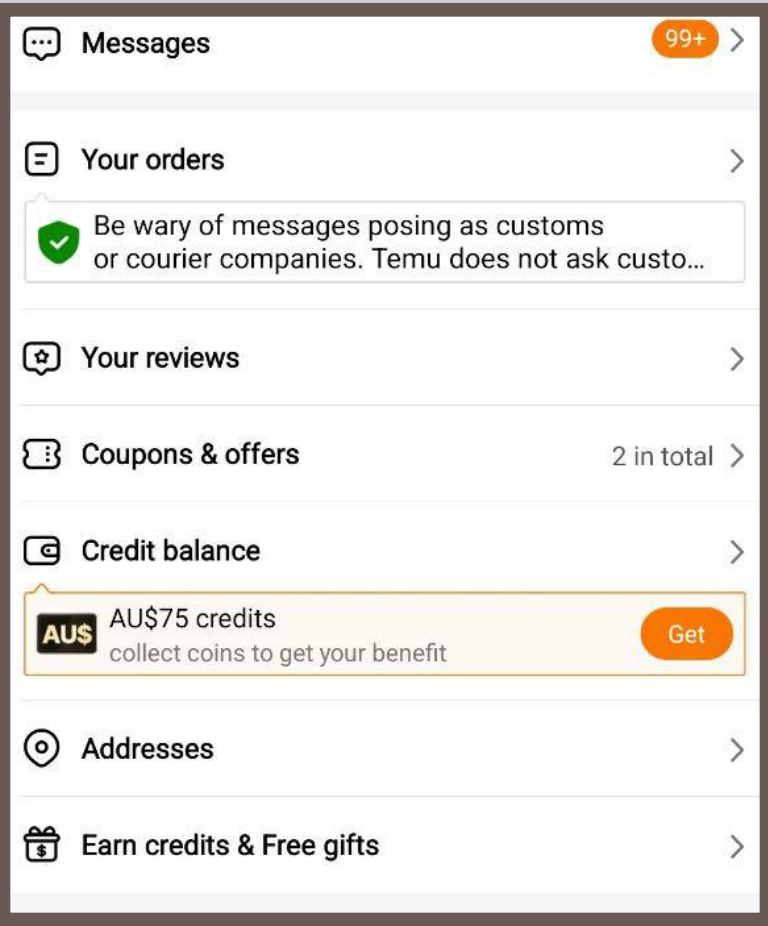
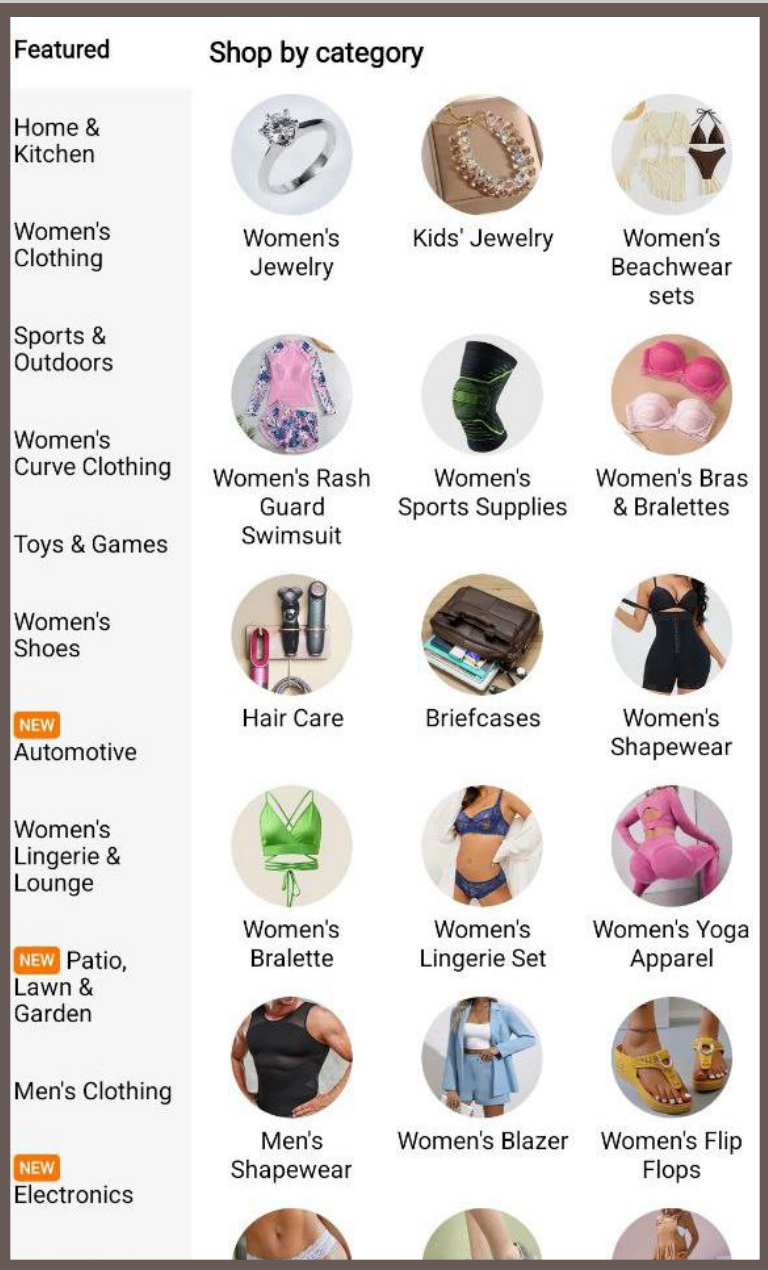
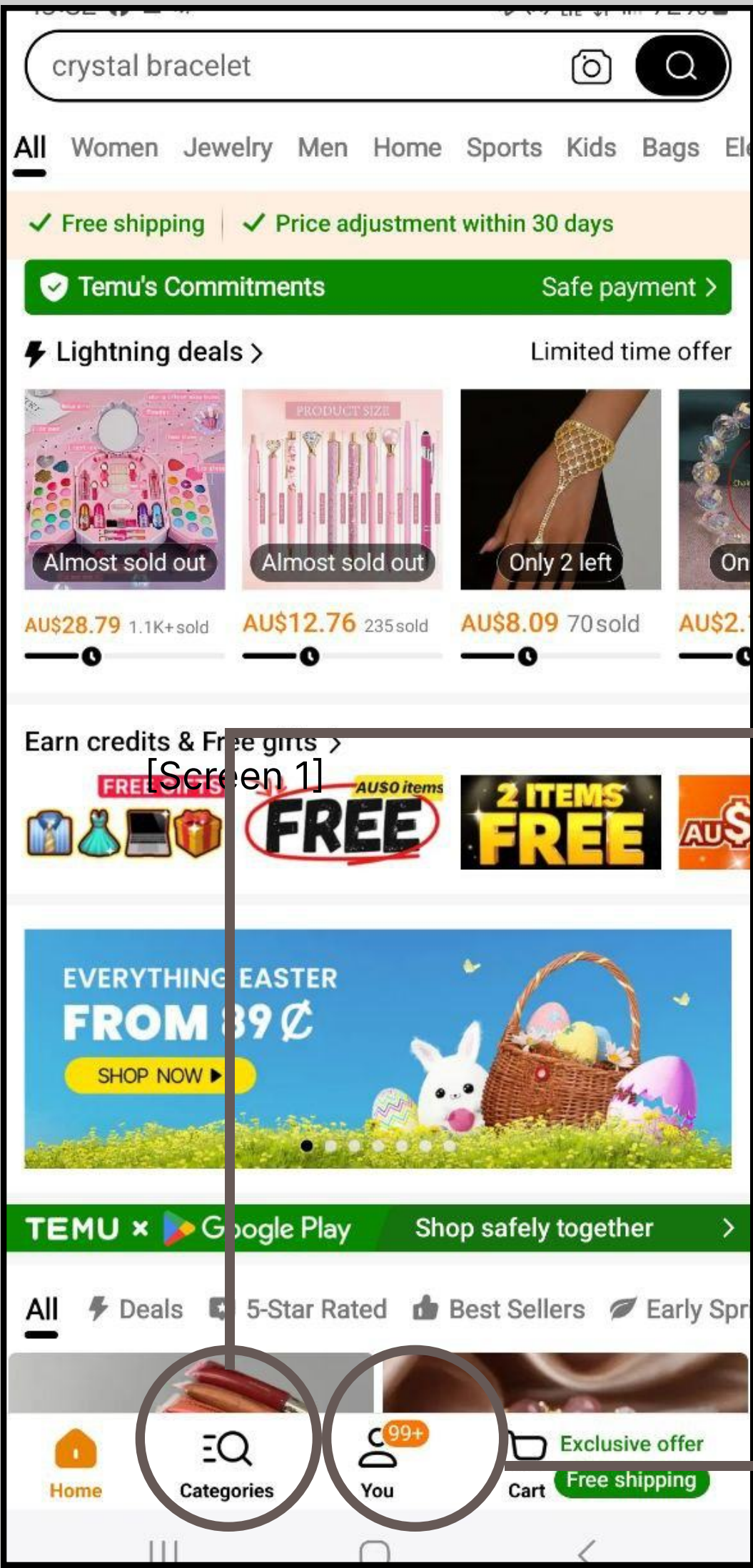
This app mostly utilizes **local navigation** in all pages.



Navigation

Navigation System

Local Navigation

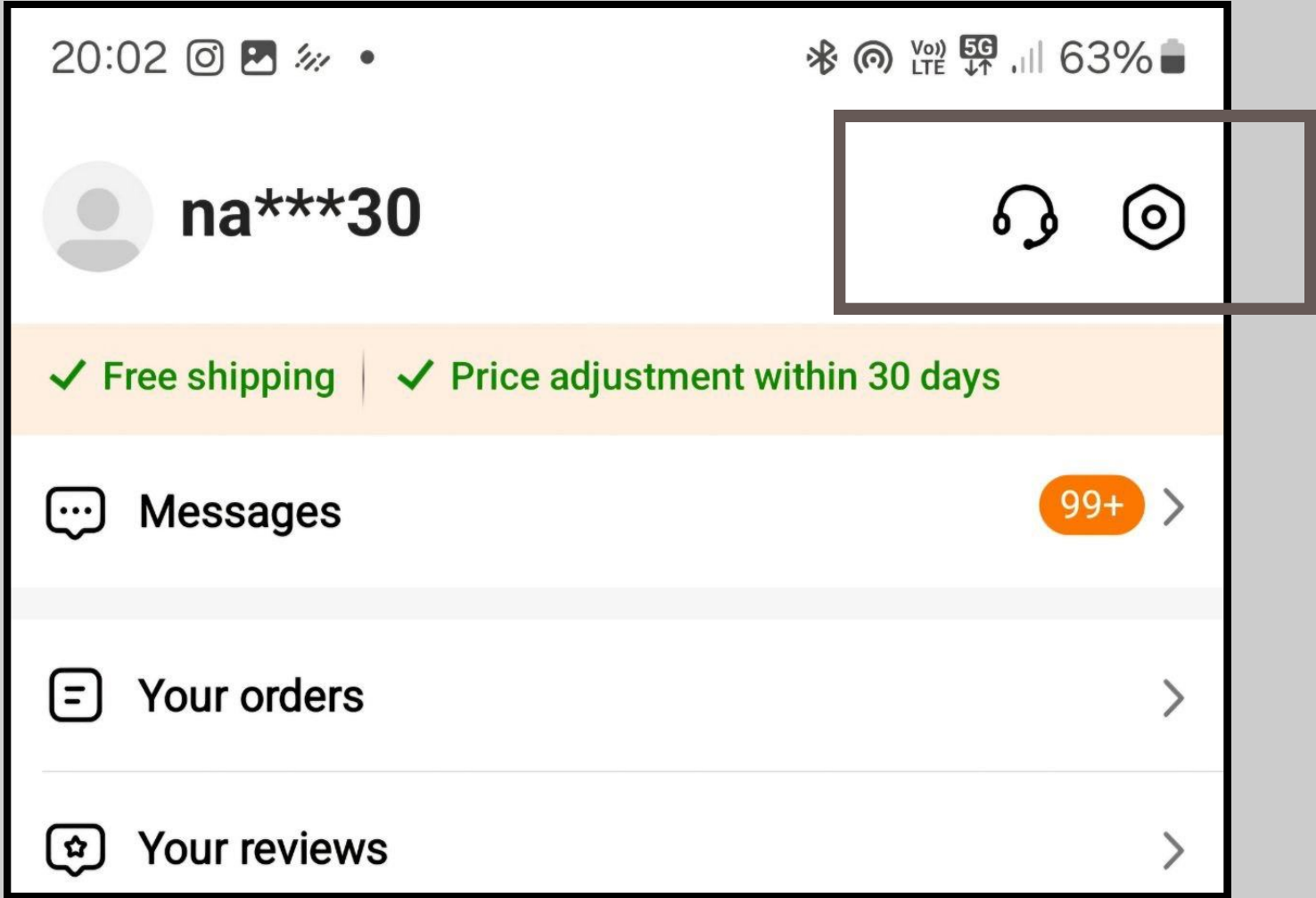


Navigation

Navigation System

Utility Navigation

It also uses **utility navigation** in search bar and profile. When we go through utility navigation we end up with **local navigation**.

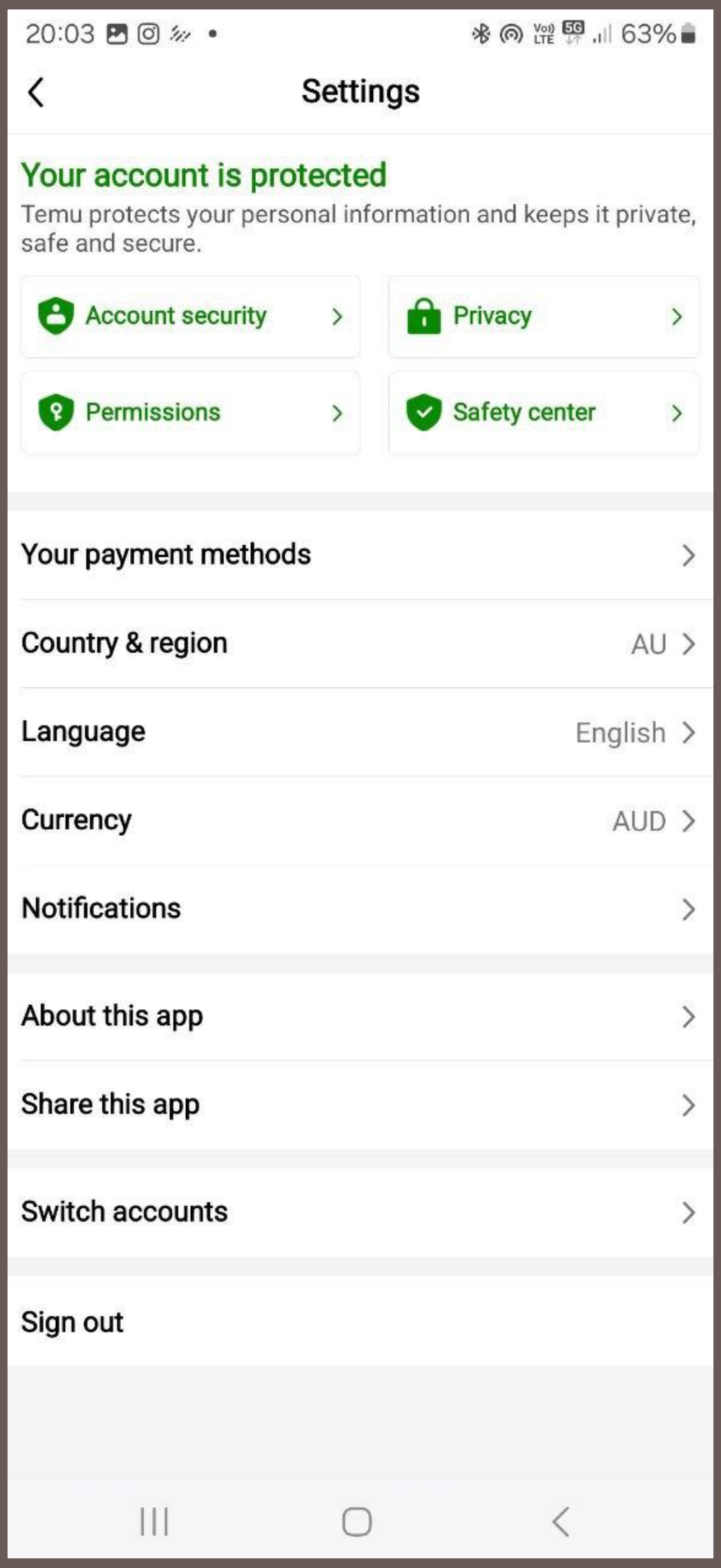
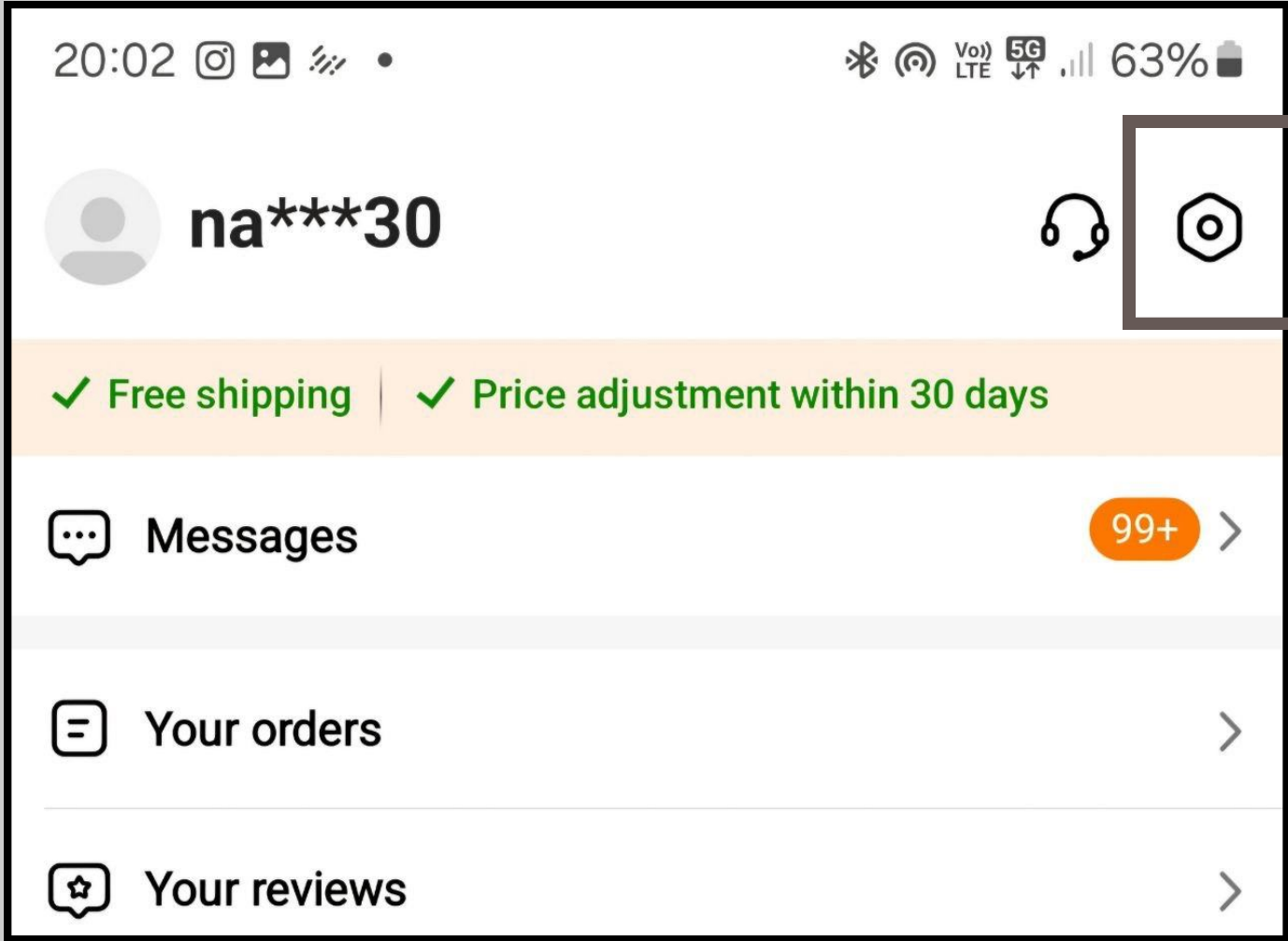


Utility Navigation

Navigation

Navigation System

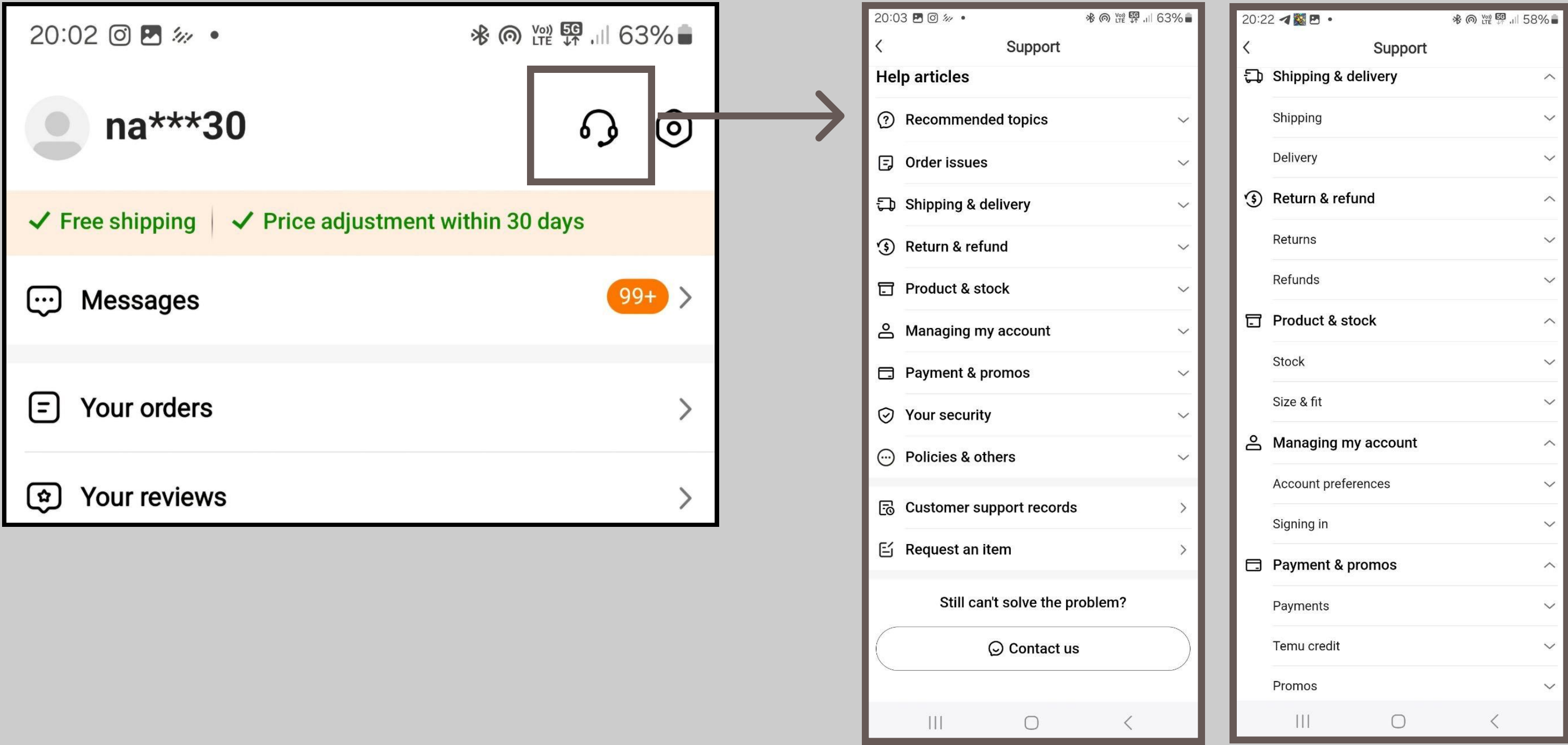
Utility Navigation/Local
Navigation



Navigation

Navigation System

Utility Navigation/Local Navigation



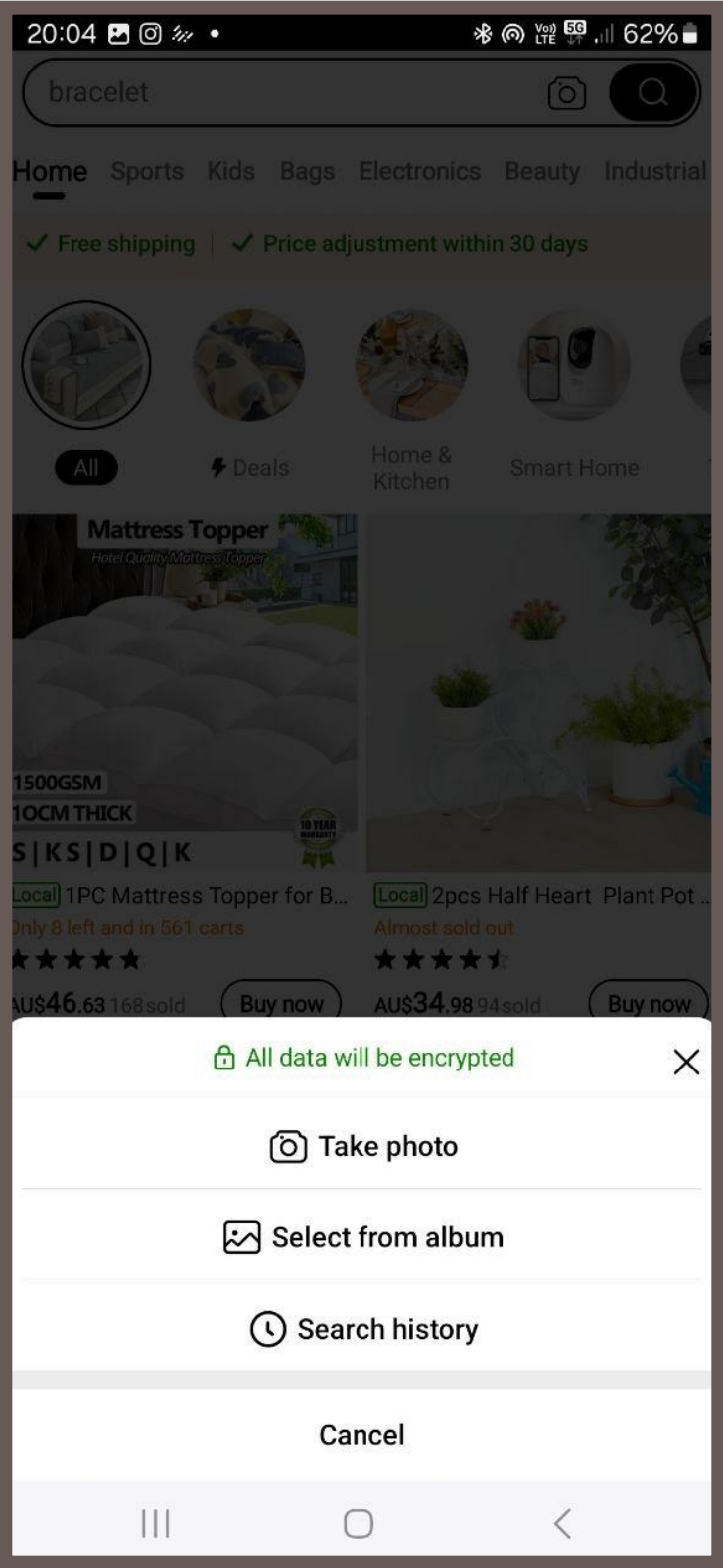
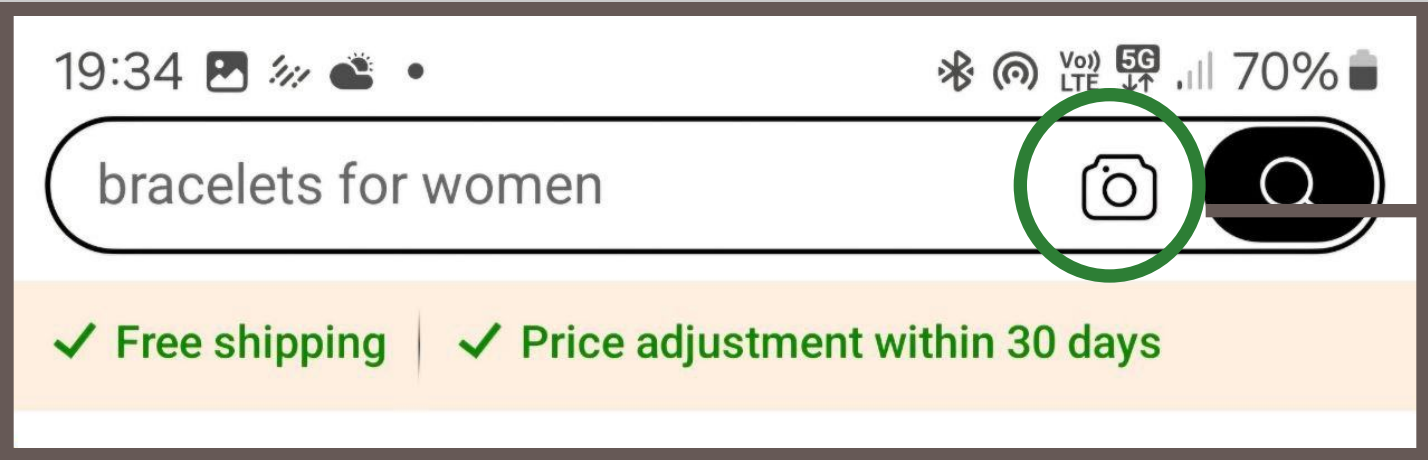
Navigation

Navigation System

Utility Navigation/Local
Navigation



Utility Navigation



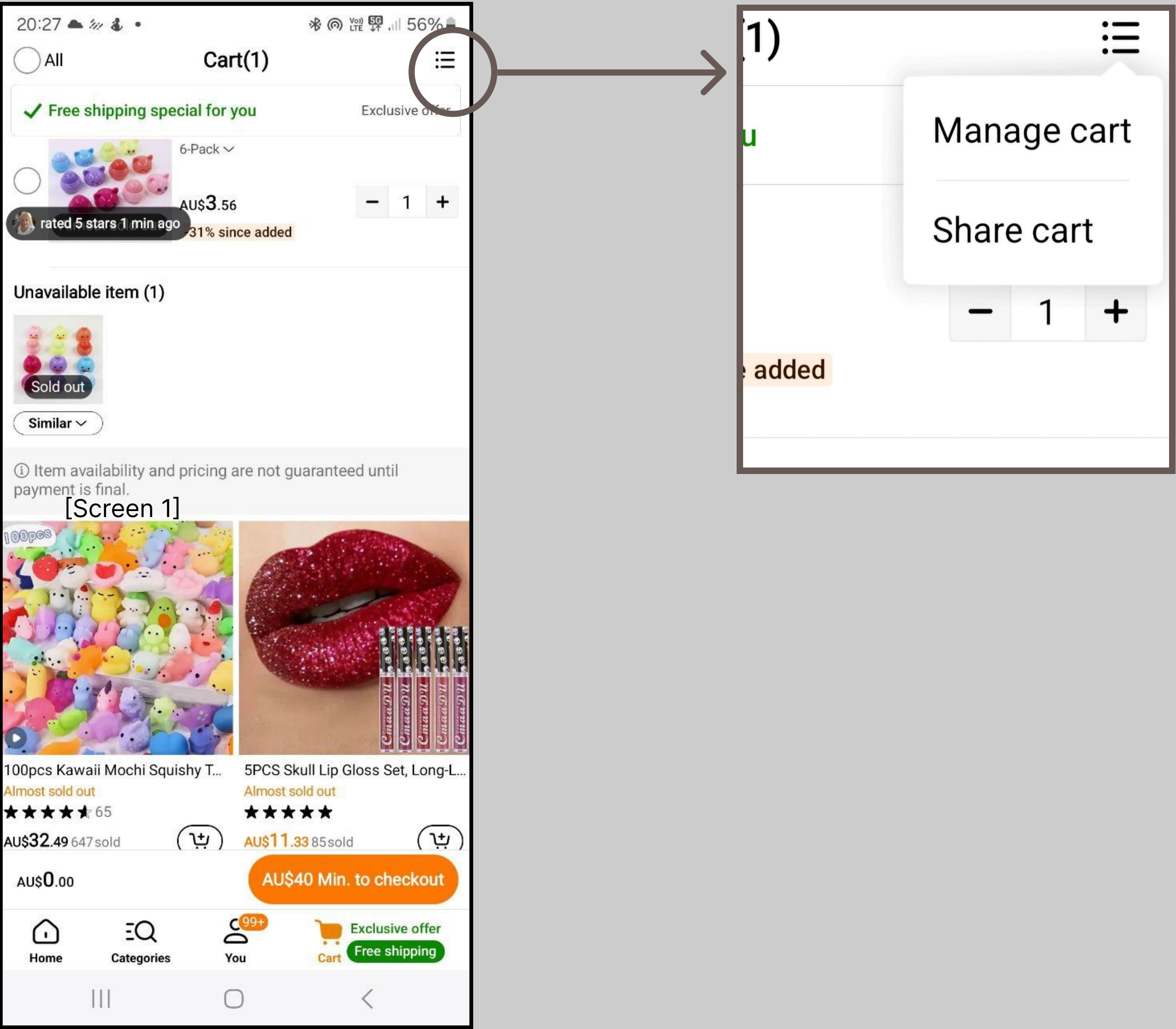
Navigation

Navigation System

Hamburger Menu

It just has got a hamburger menu with two different features in the page which is related to “Cart”.

I also could not find contextual navigation in Temu.

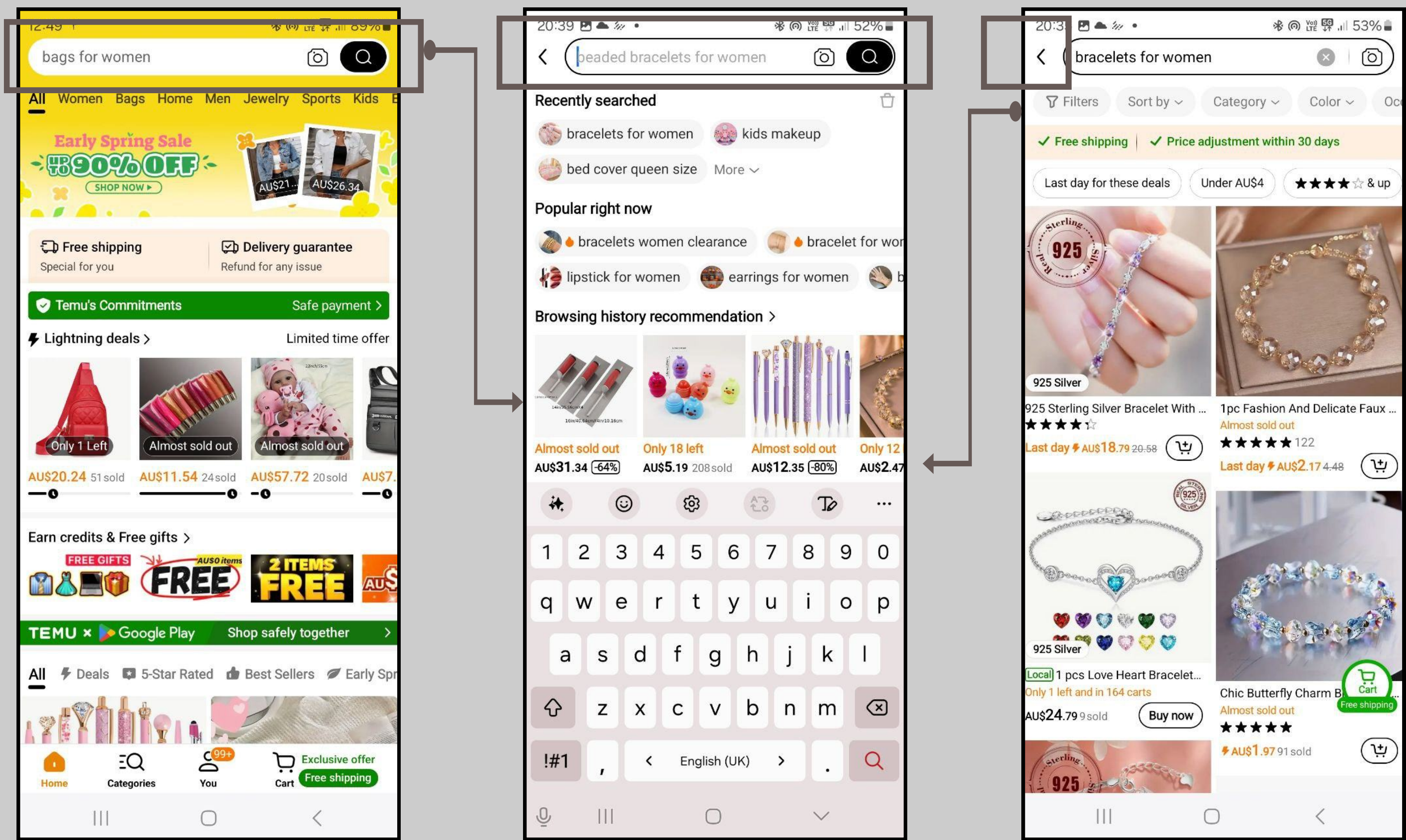


FLOW DIAGRAM

Navigation

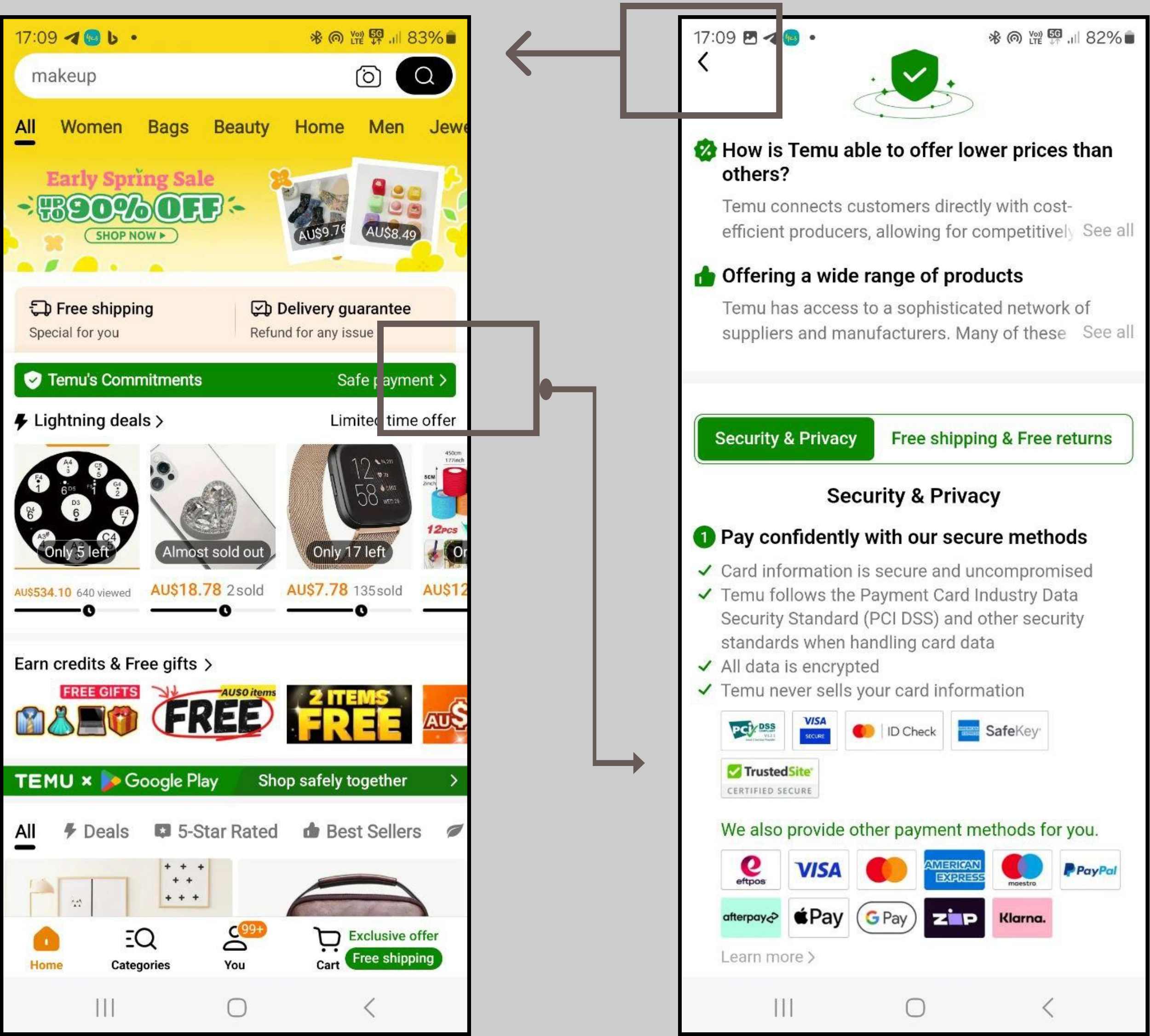
Flow Diagram

As can be seen in these pages of flow diagram, when you search something ,by pressing back button you can come back in the main page, or when you press the arrow to look for more information , again by pressing back button in each step you can come back to main page.



Navigation

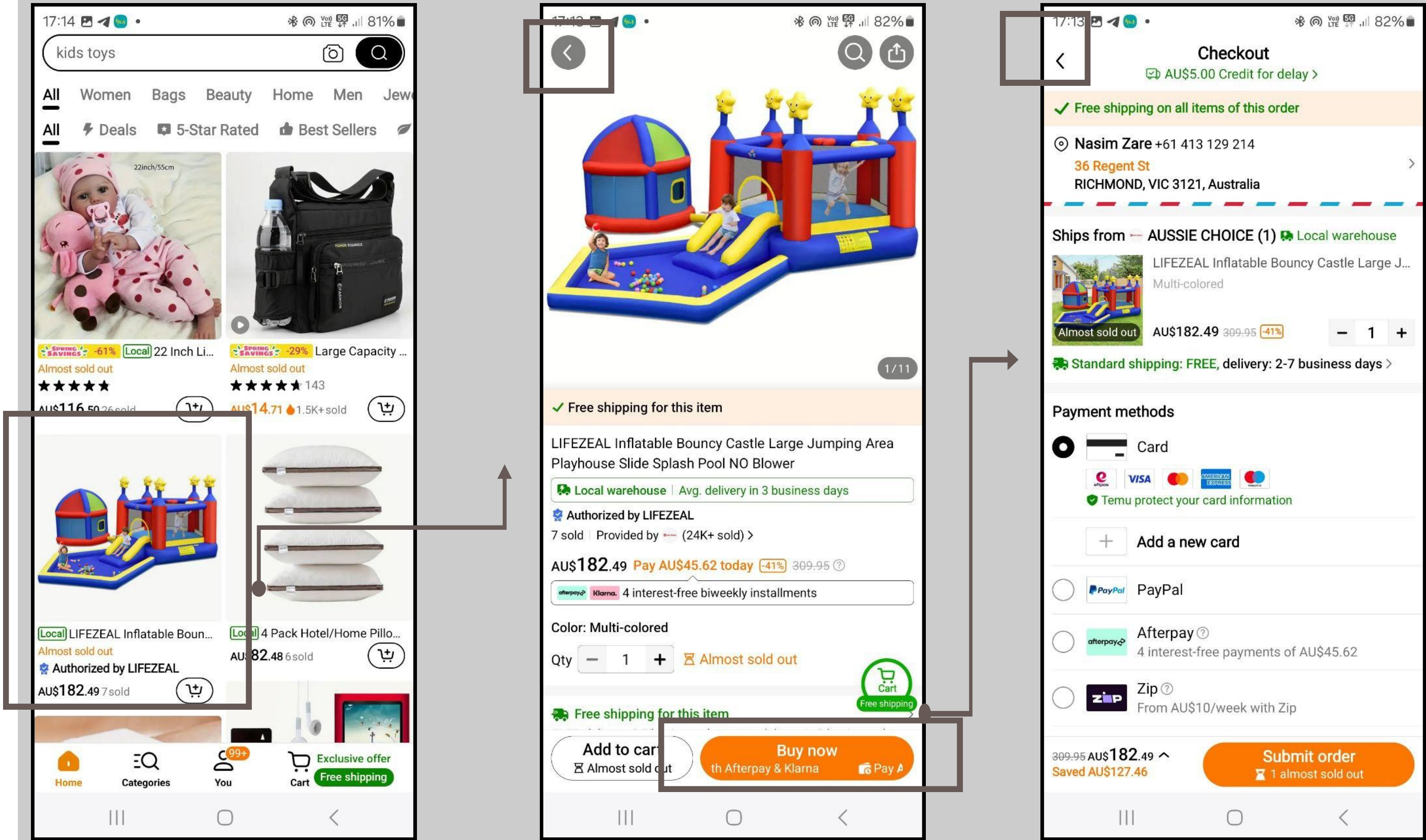
Flow Diagram



Navigation

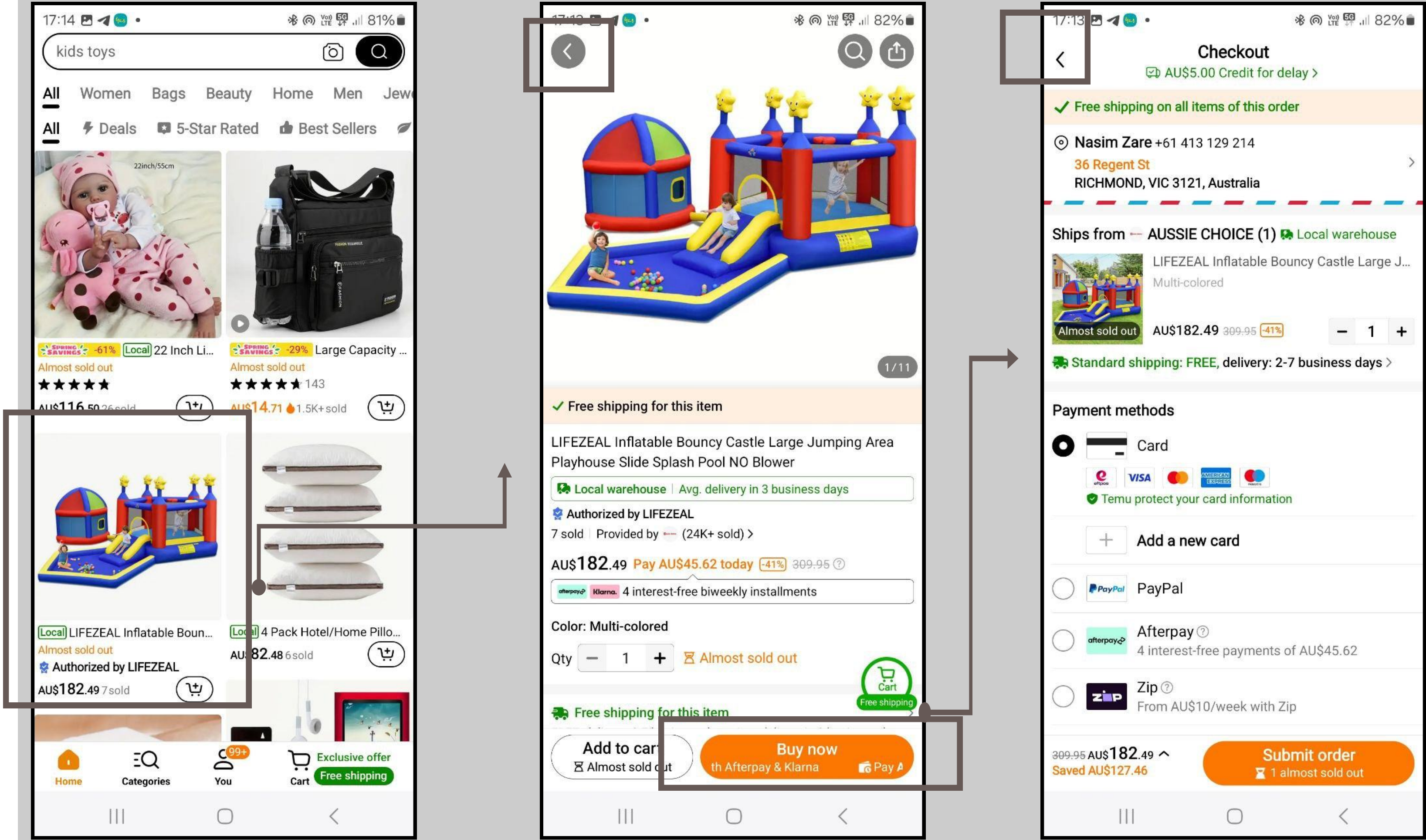
Flow Diagram

Even when you go to each cards for information of a particular product, you can go back to the main page.



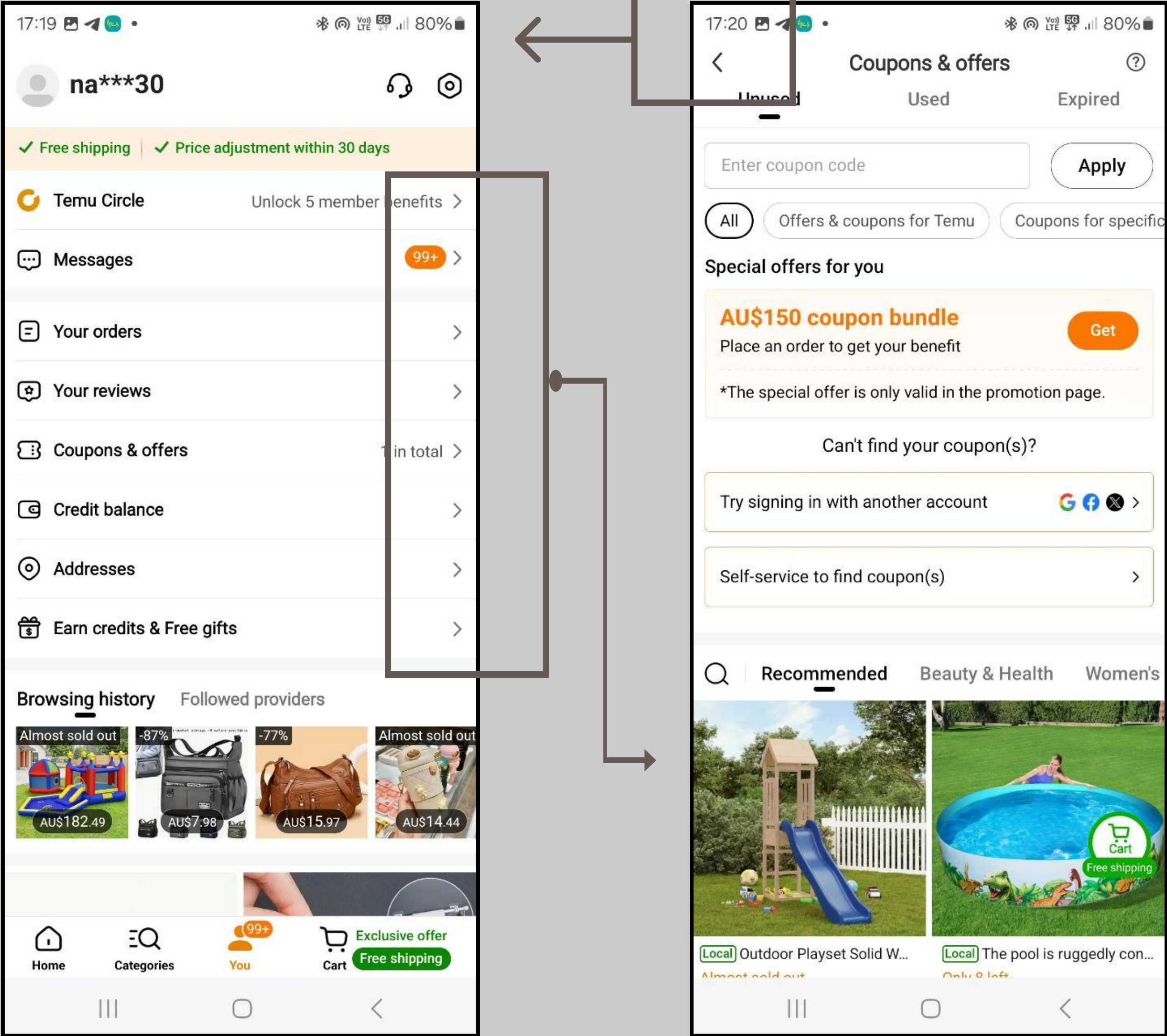
Navigation

Flow Diagram



Navigation

Flow Diagram



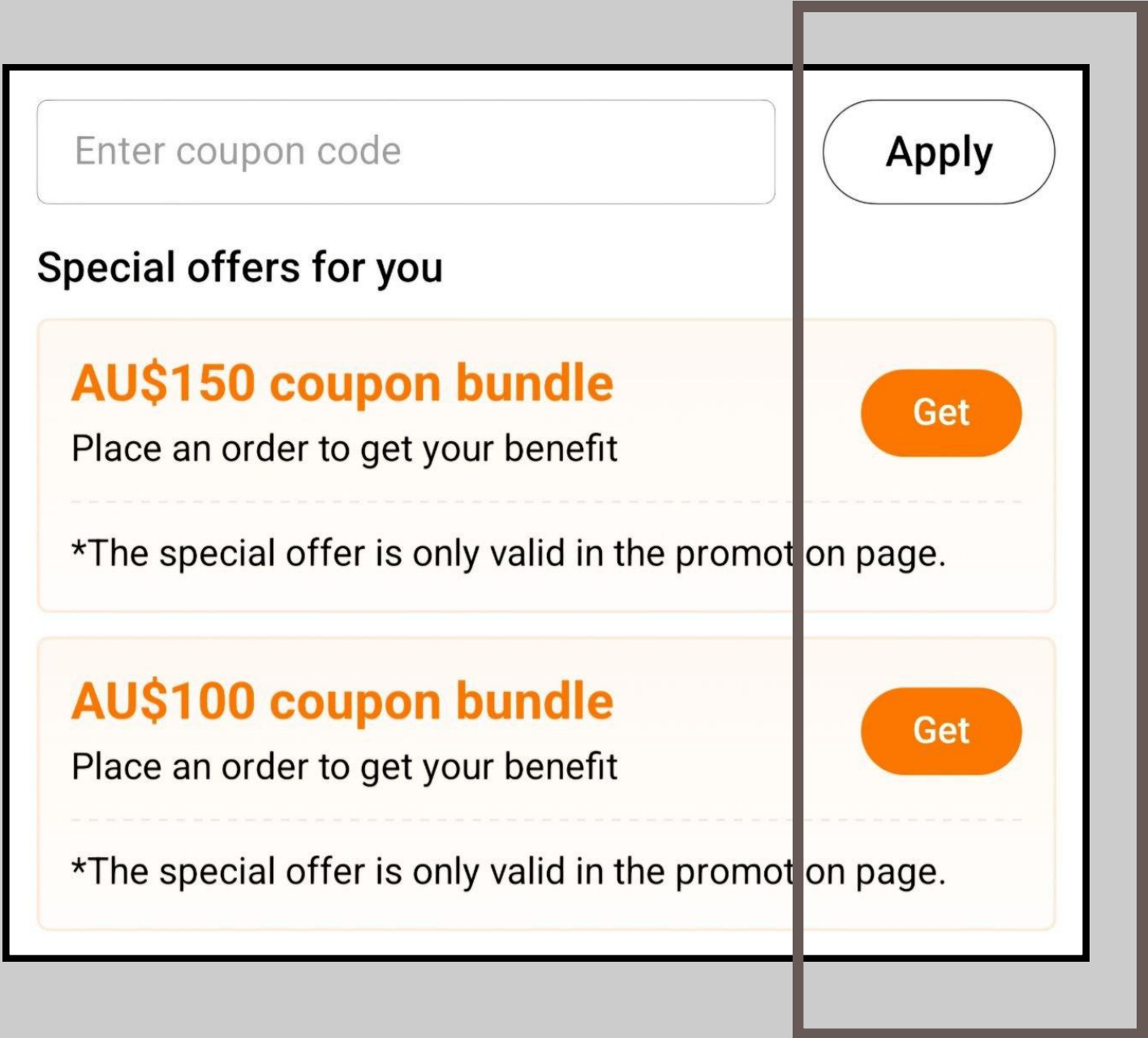
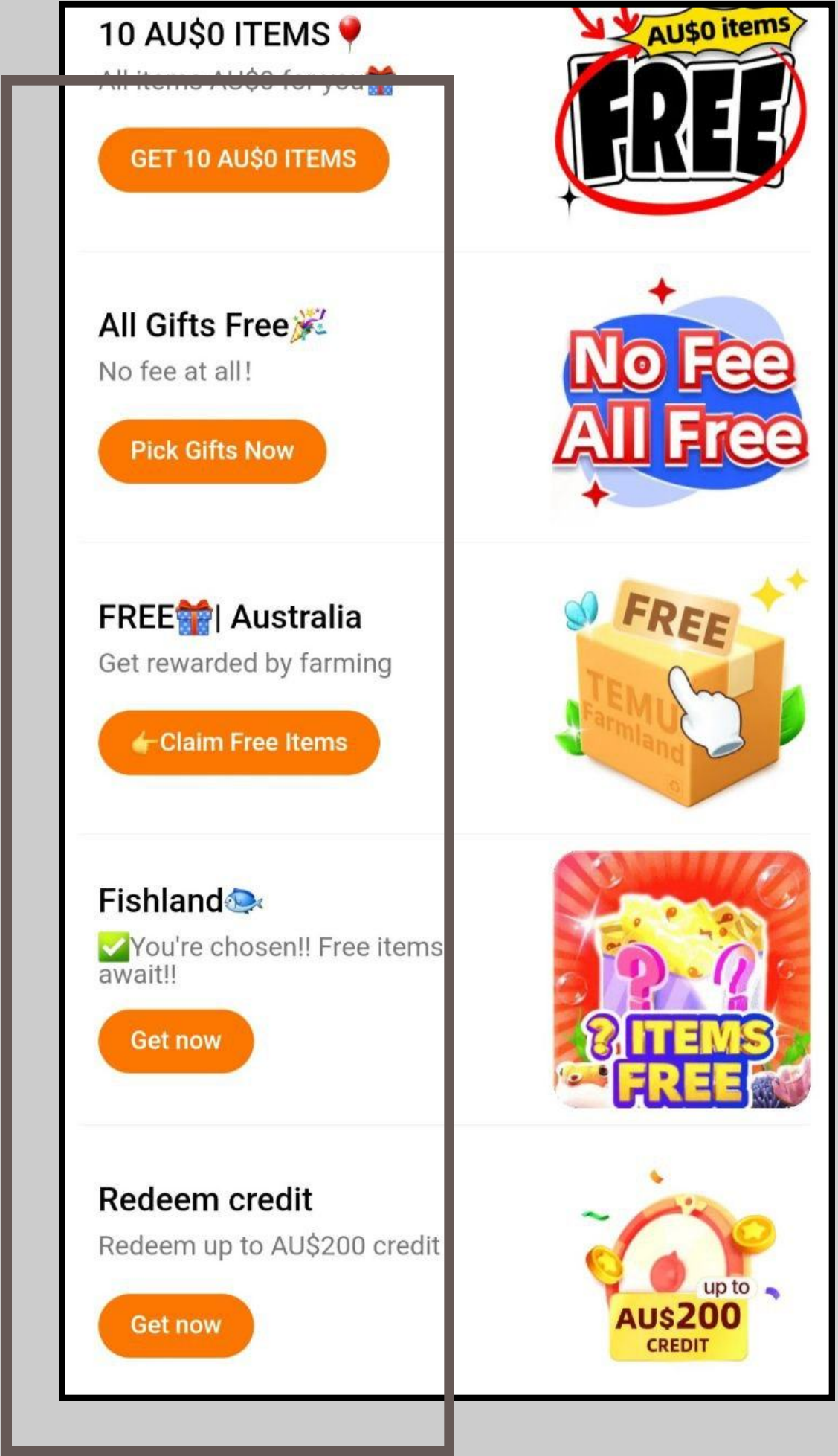
COMPONENTS

UI elements

Components

Buttons

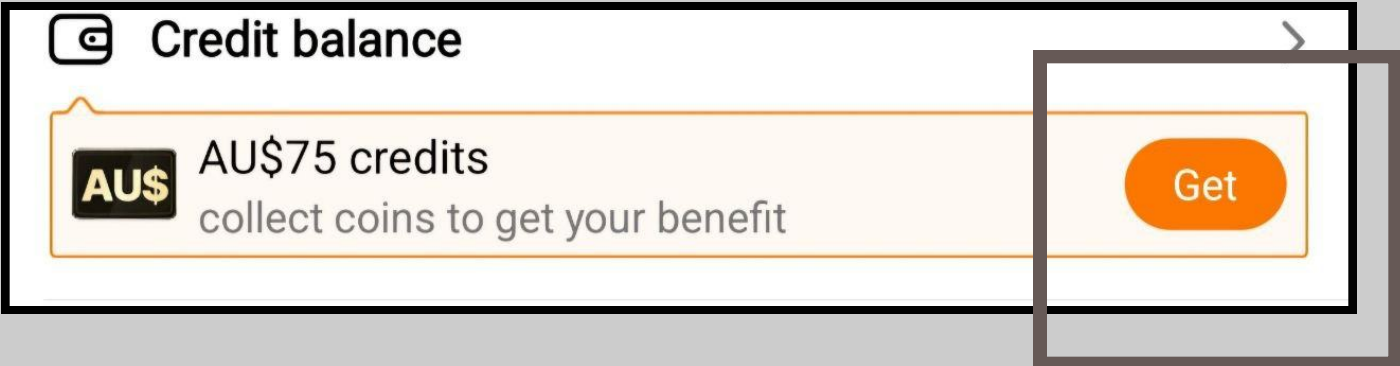
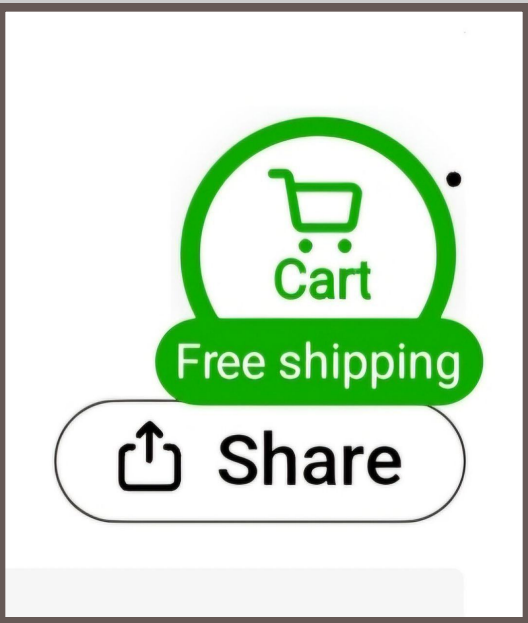
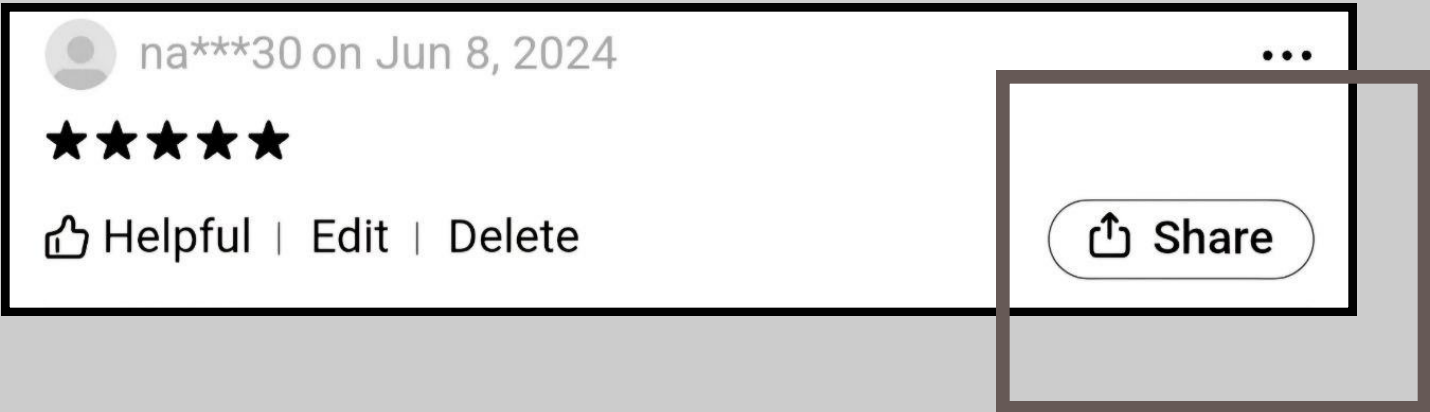
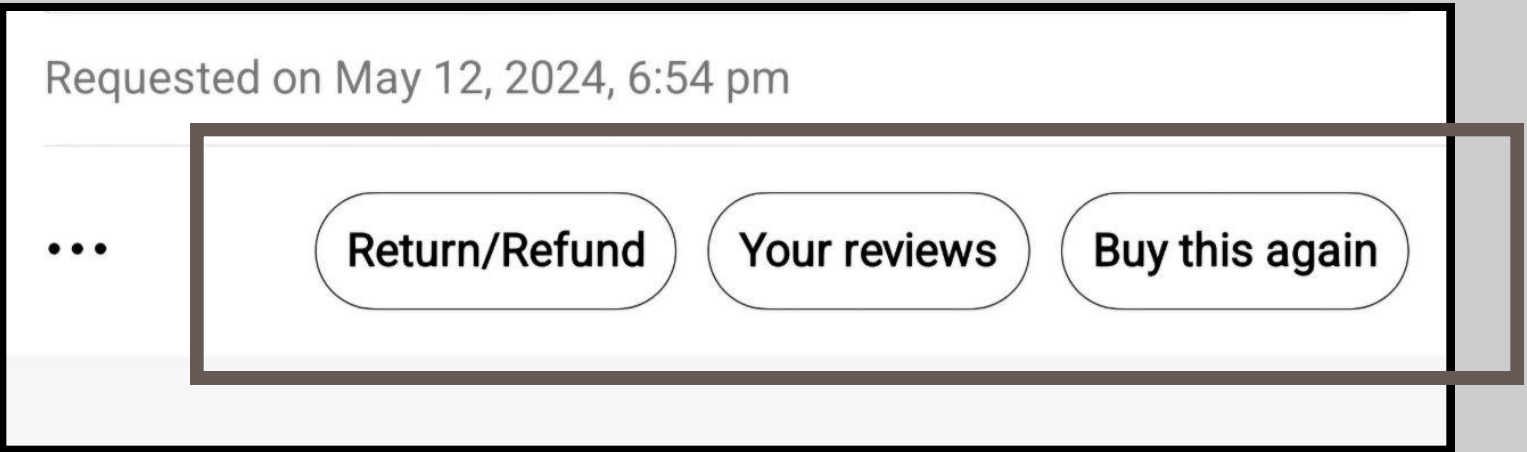
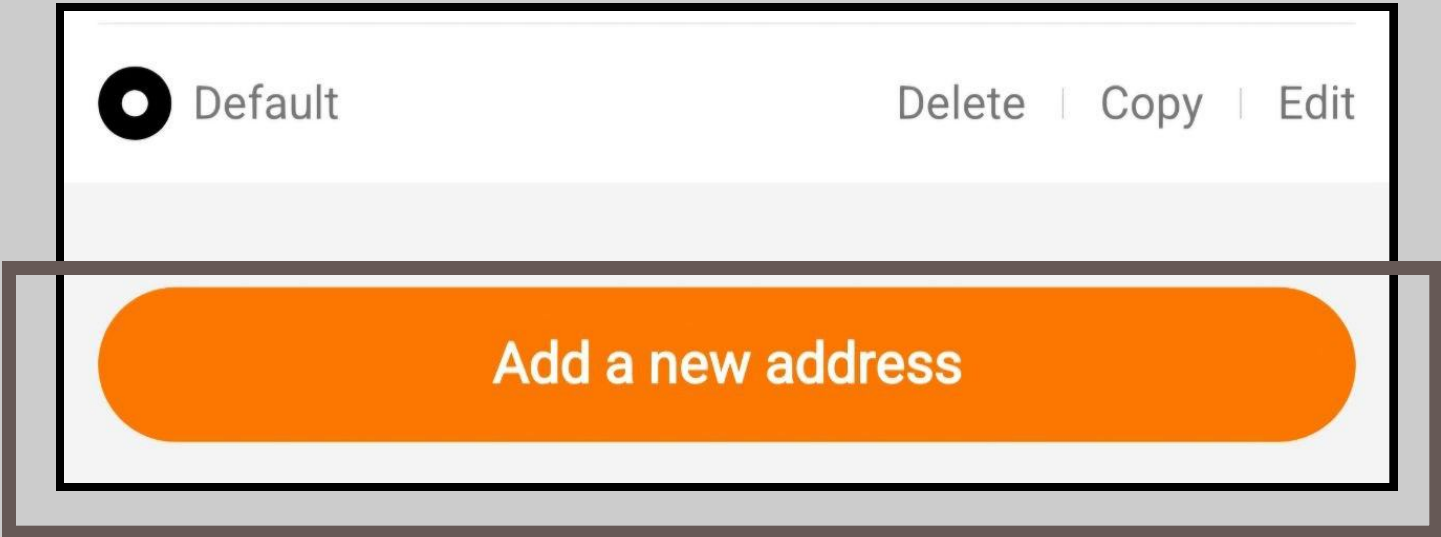
Temu has got some buttons in different sizes and colors for various purposes. Some of them are orange, green and white.



UI elements

Components

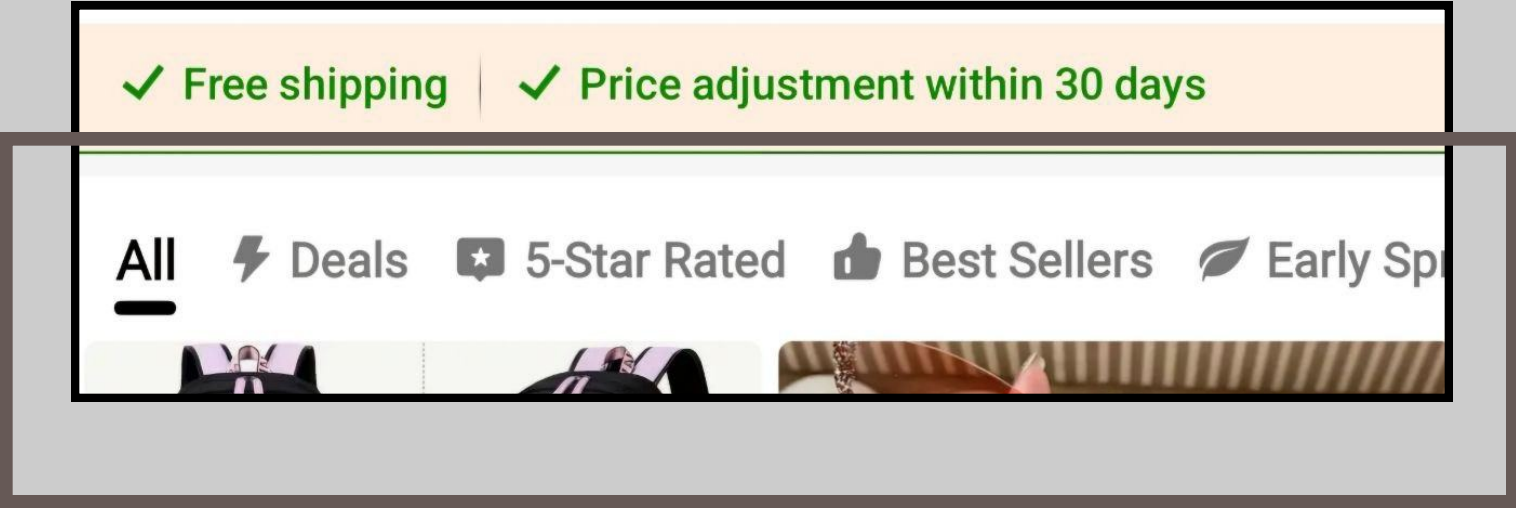
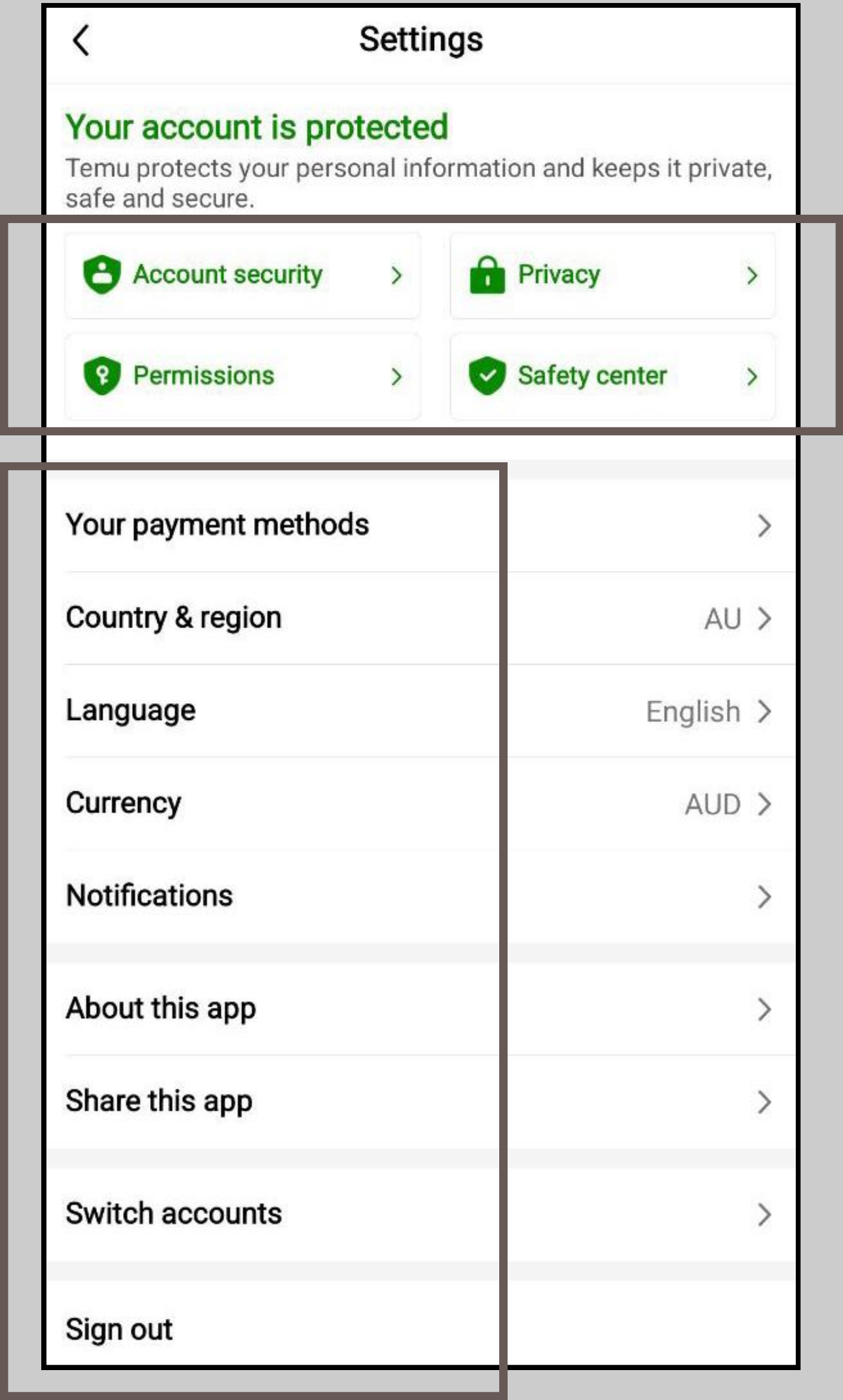
Buttons



UI elements

Components

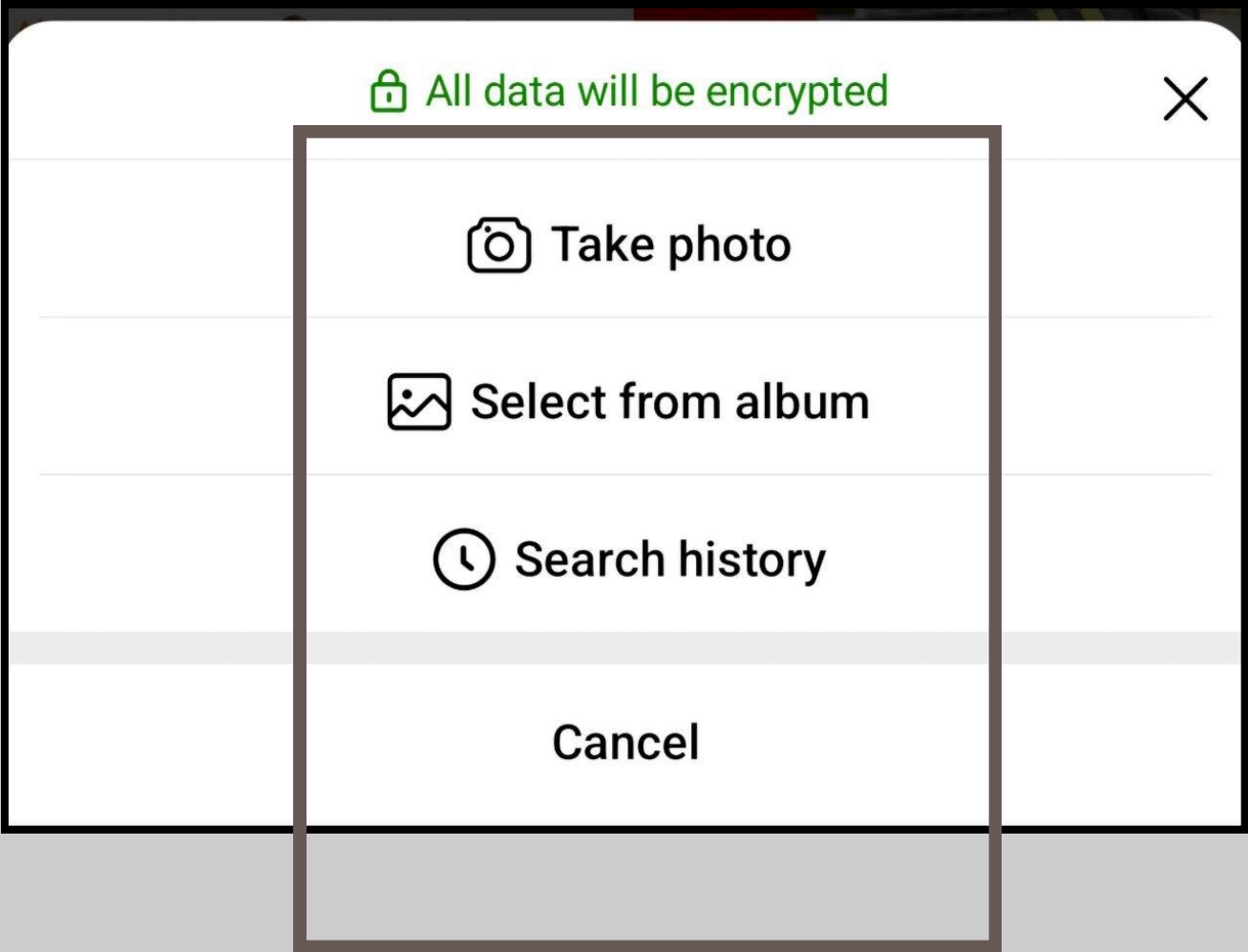
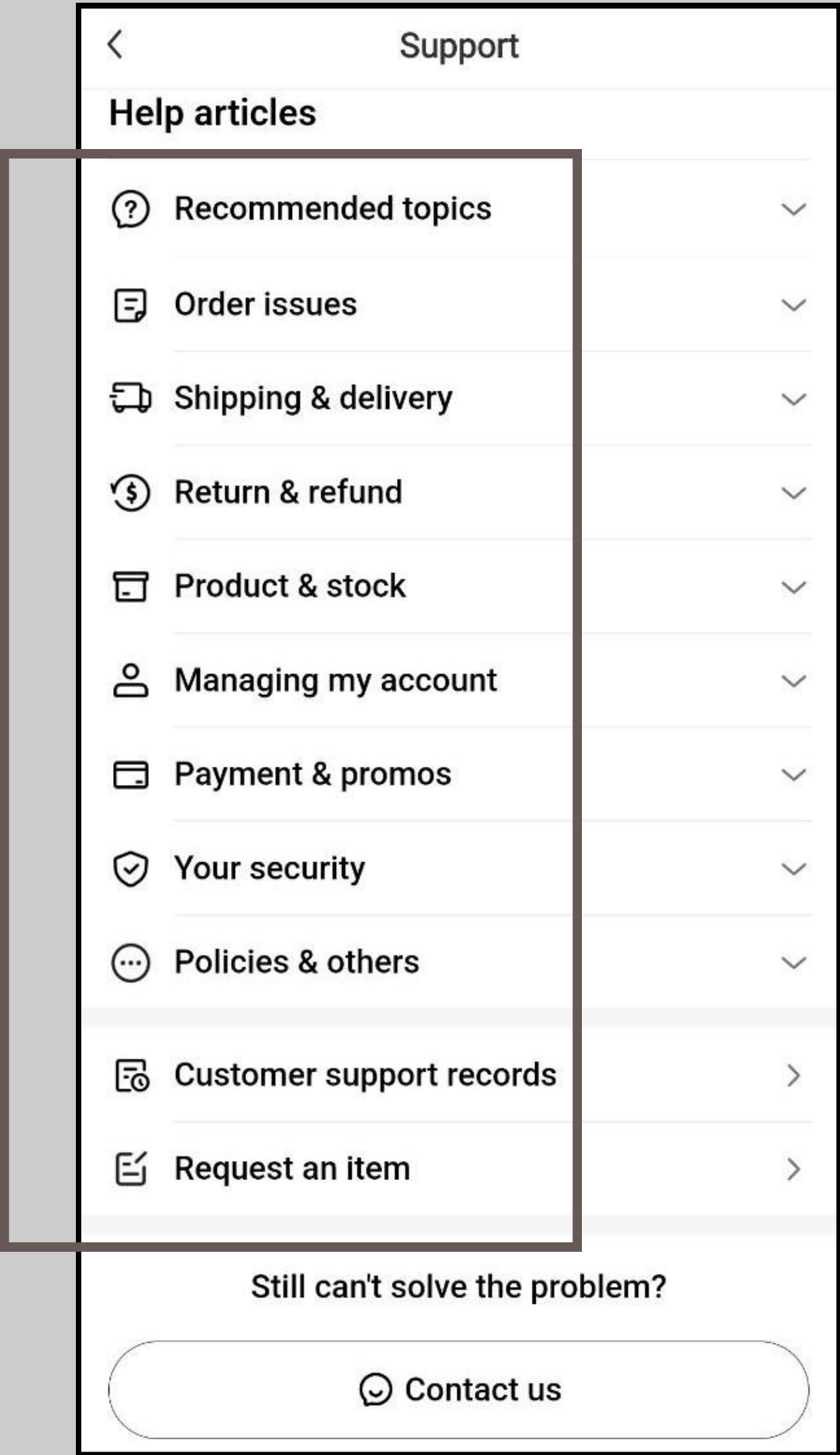
Menus



UI elements

Components

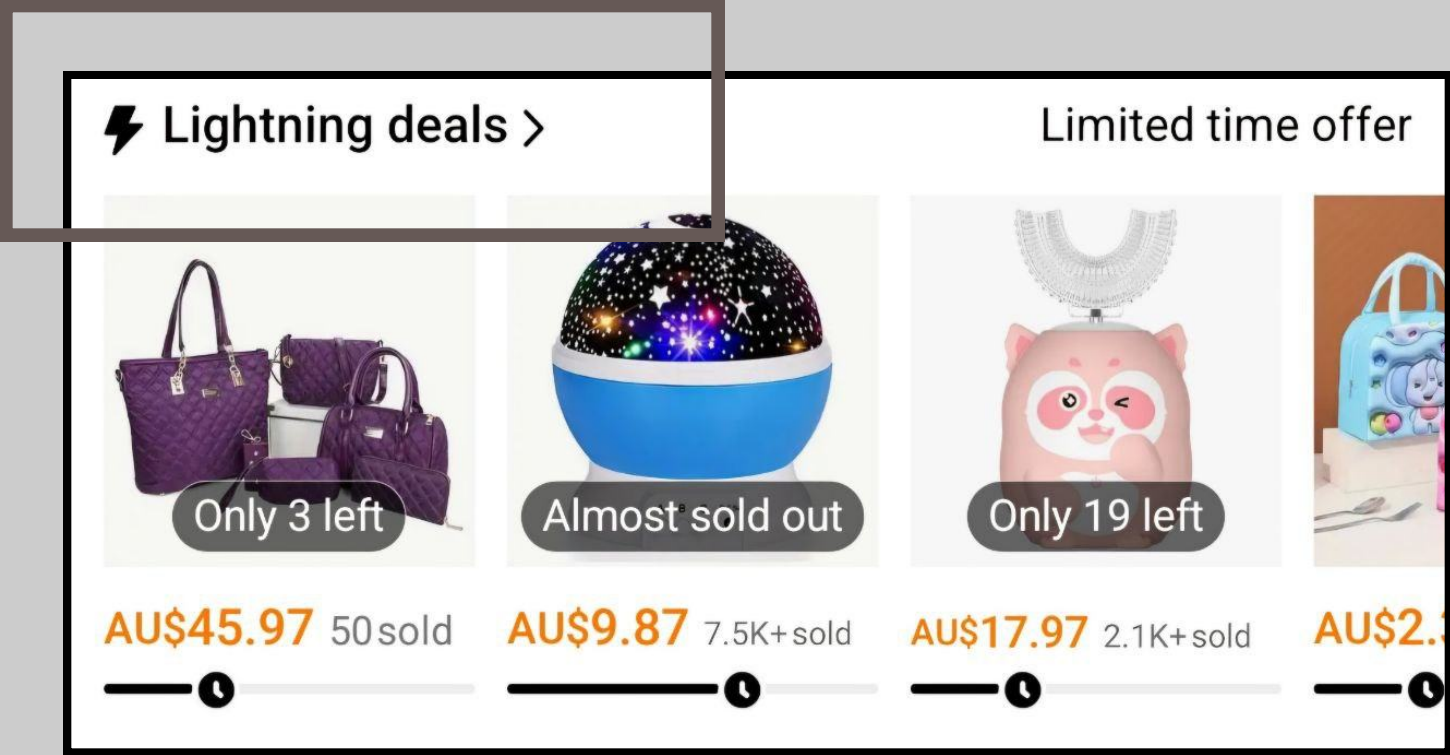
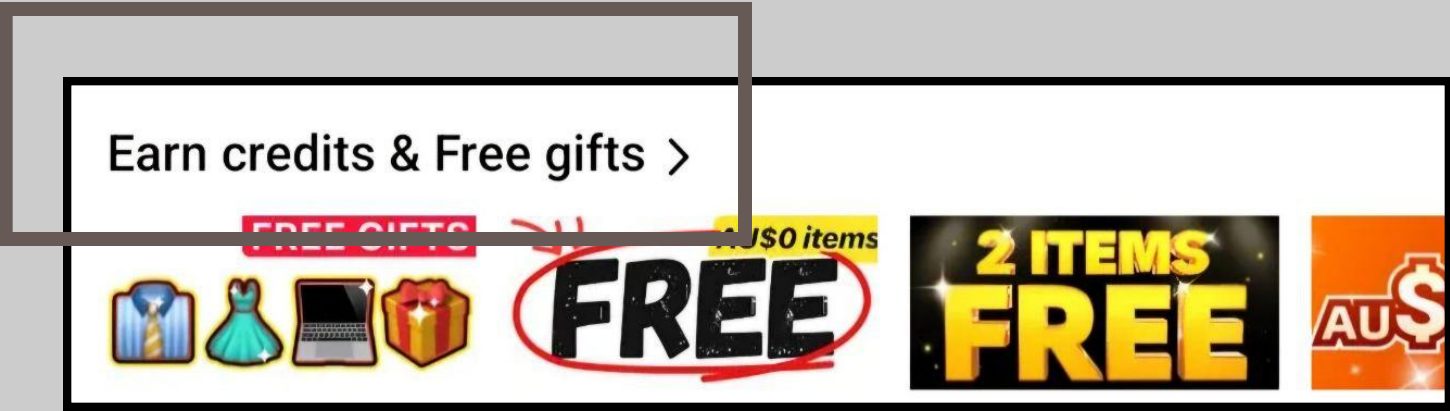
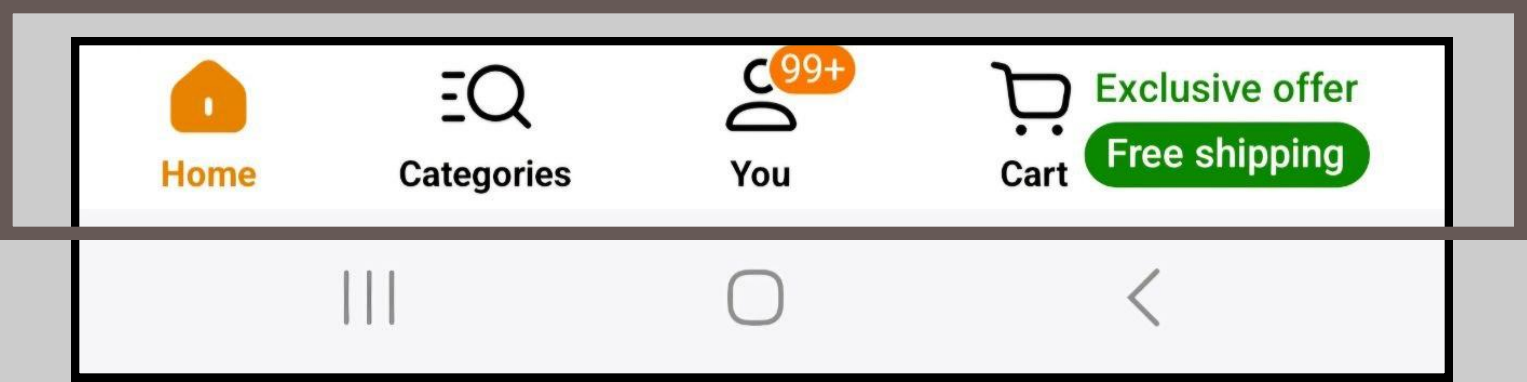
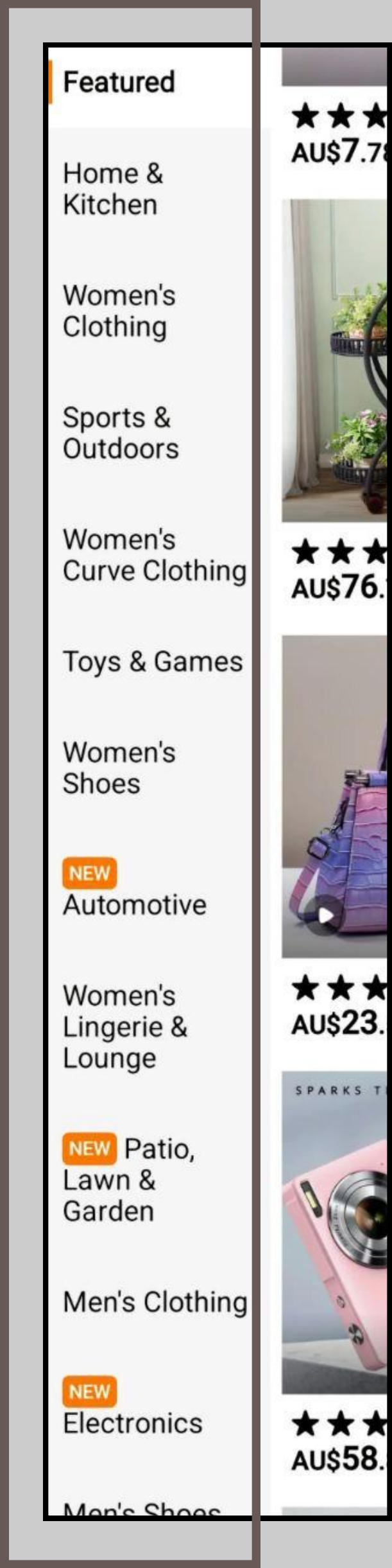
Menus



UI elements

Components

Navigation bars

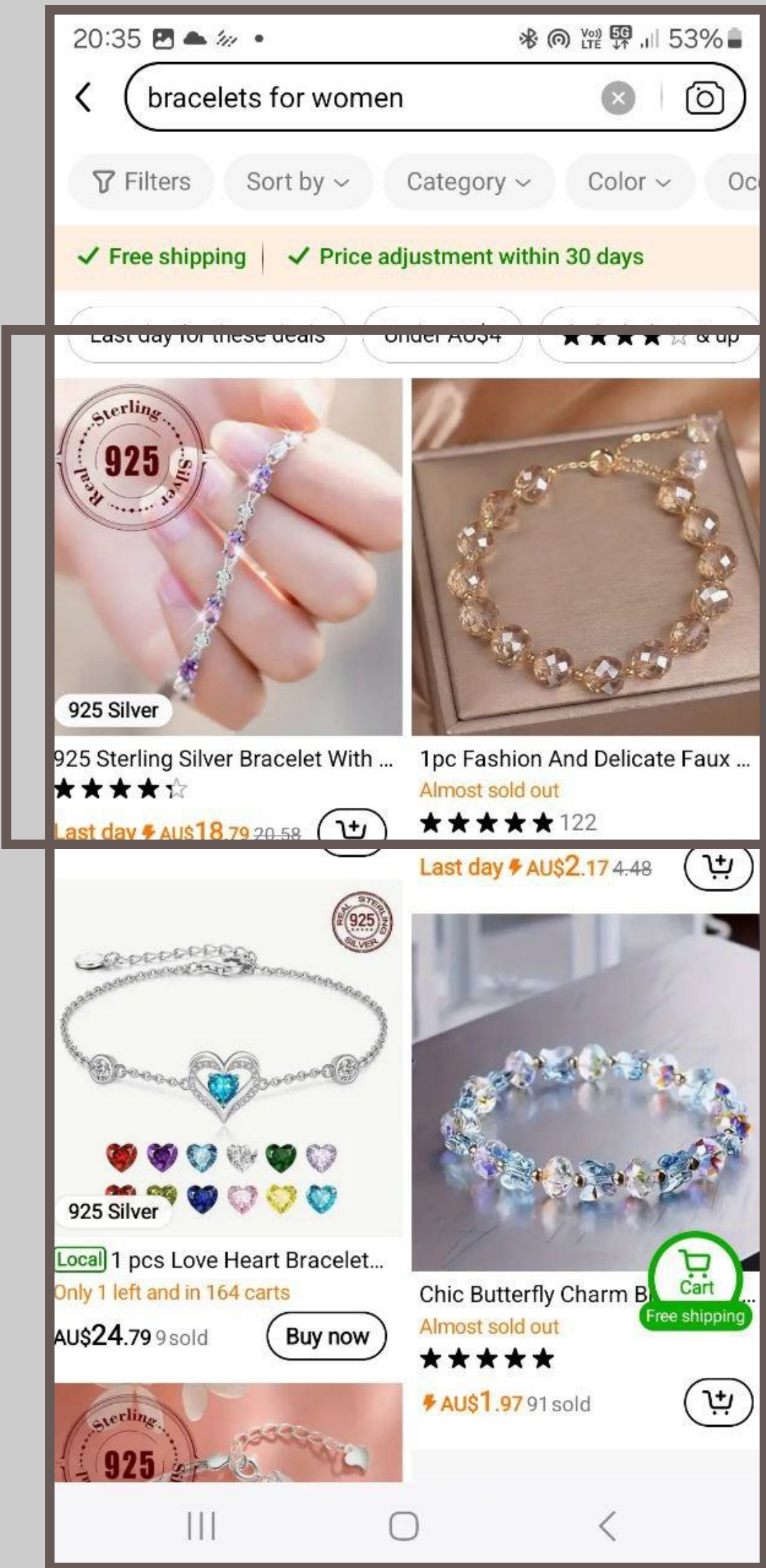
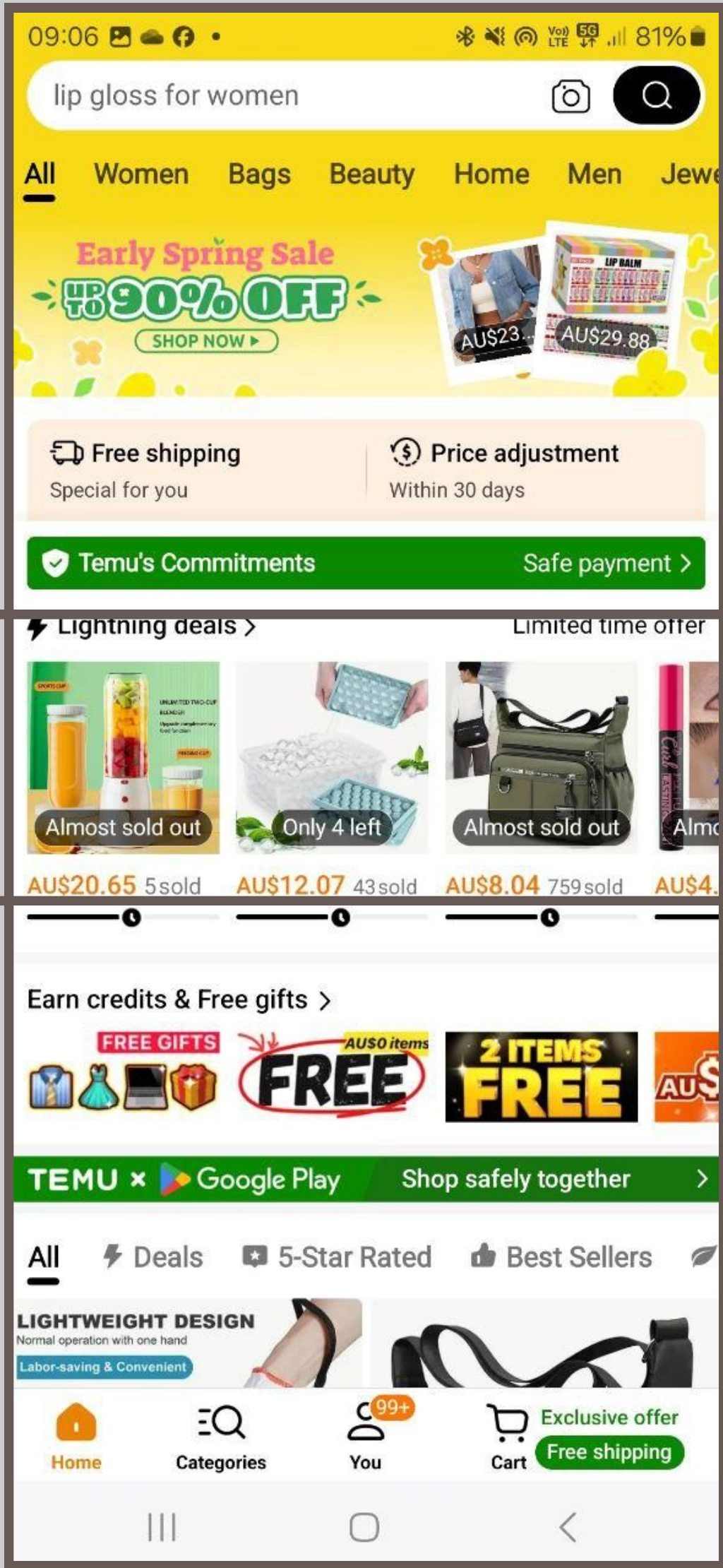


UI elements

Components

Cards

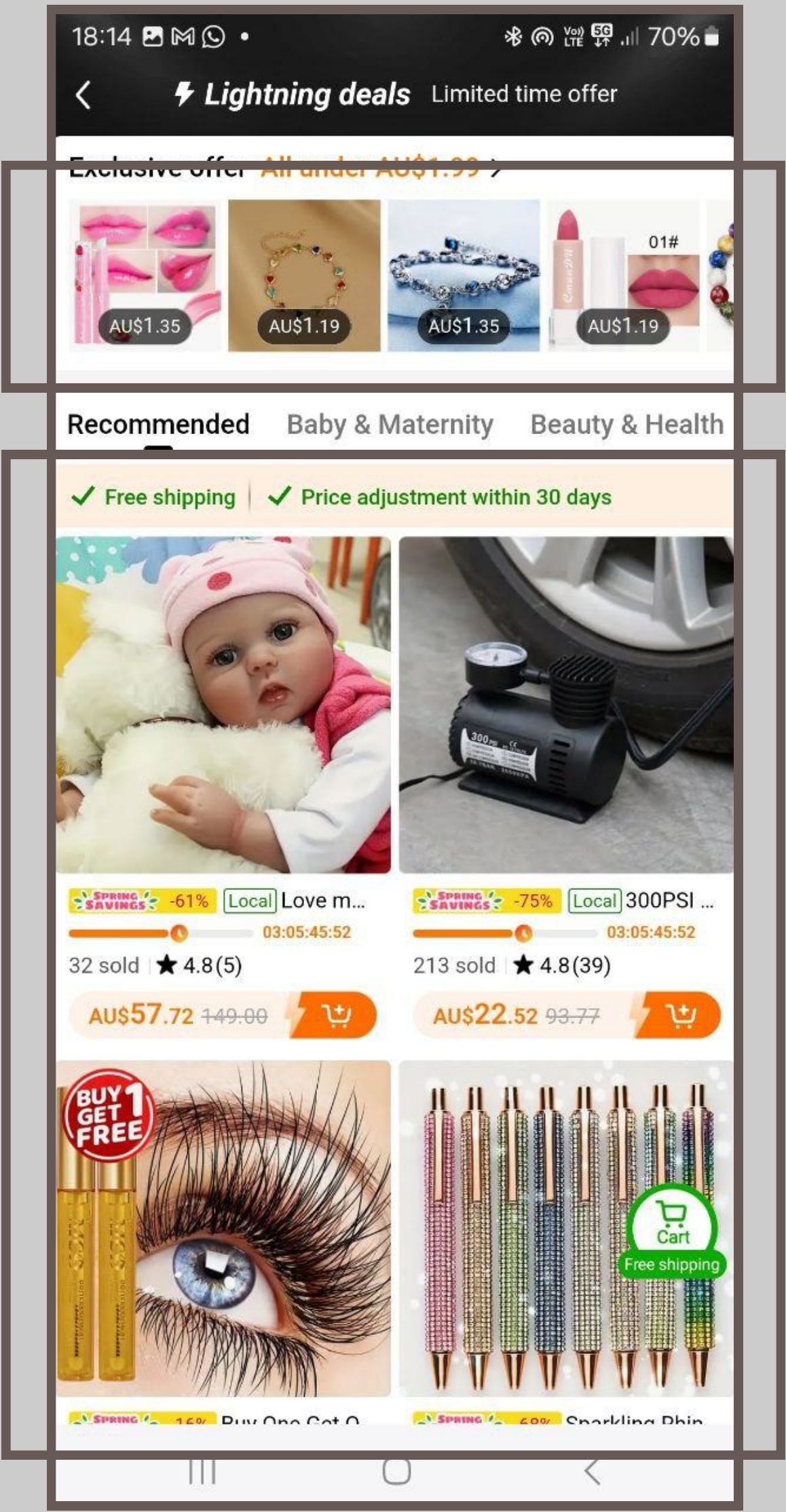
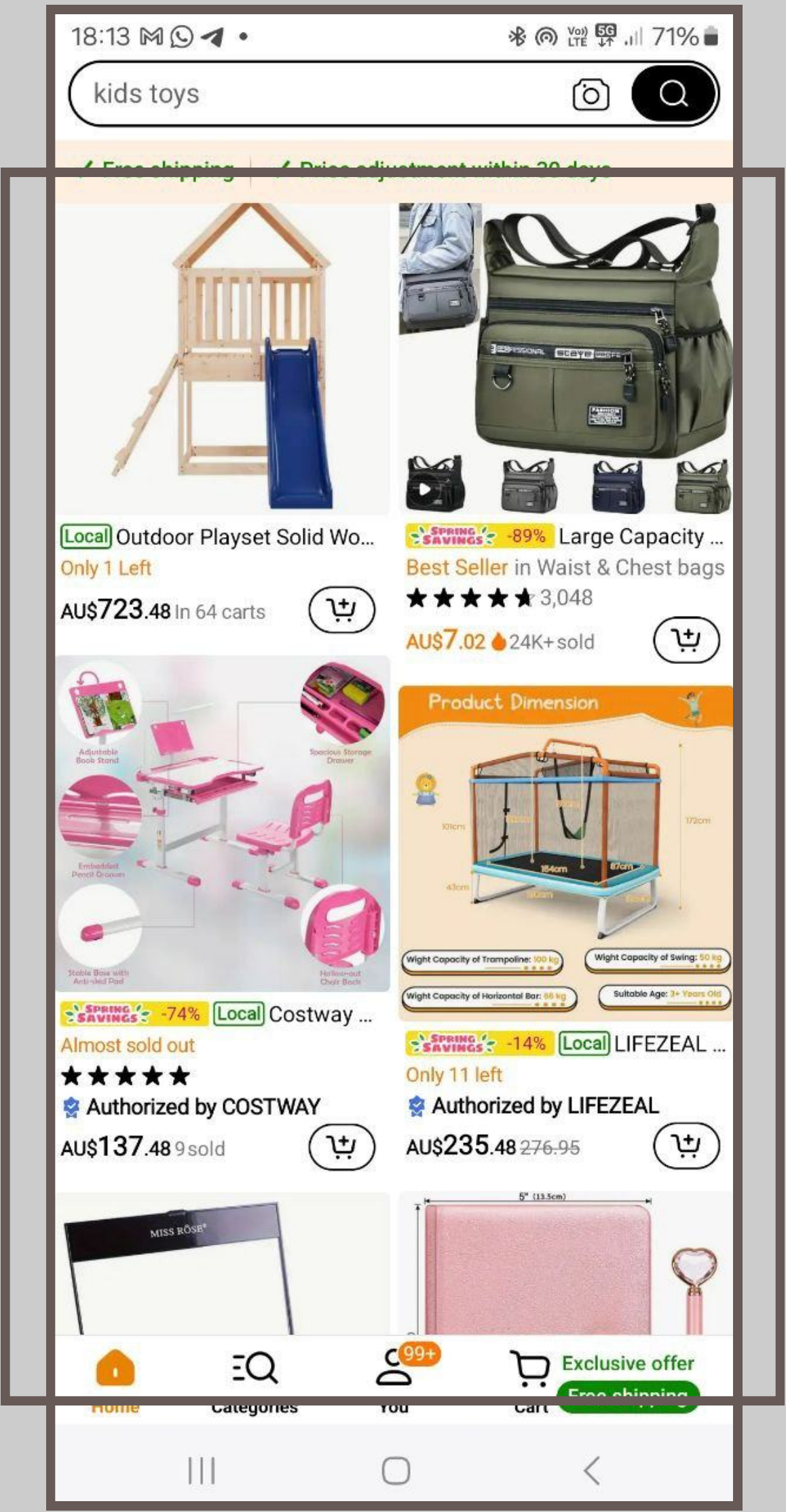
This app uses cards to indicating all information which is related to a certain product. Each card, introduces a specific products, such as its price, rate, quality and..



UI elements

Components

Cards

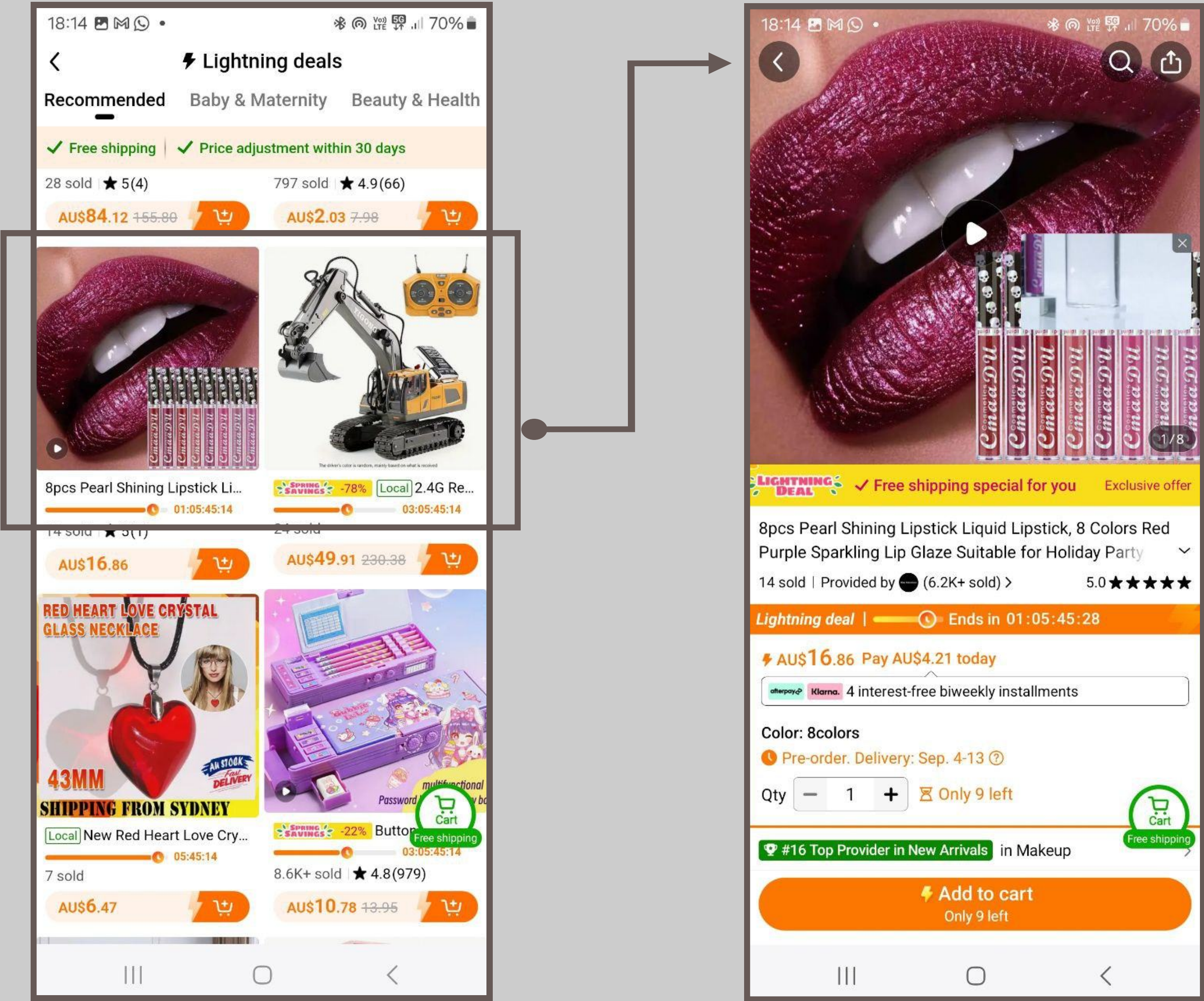


UI elements

Components

Cards

When you open each card, you will see all information about that product.

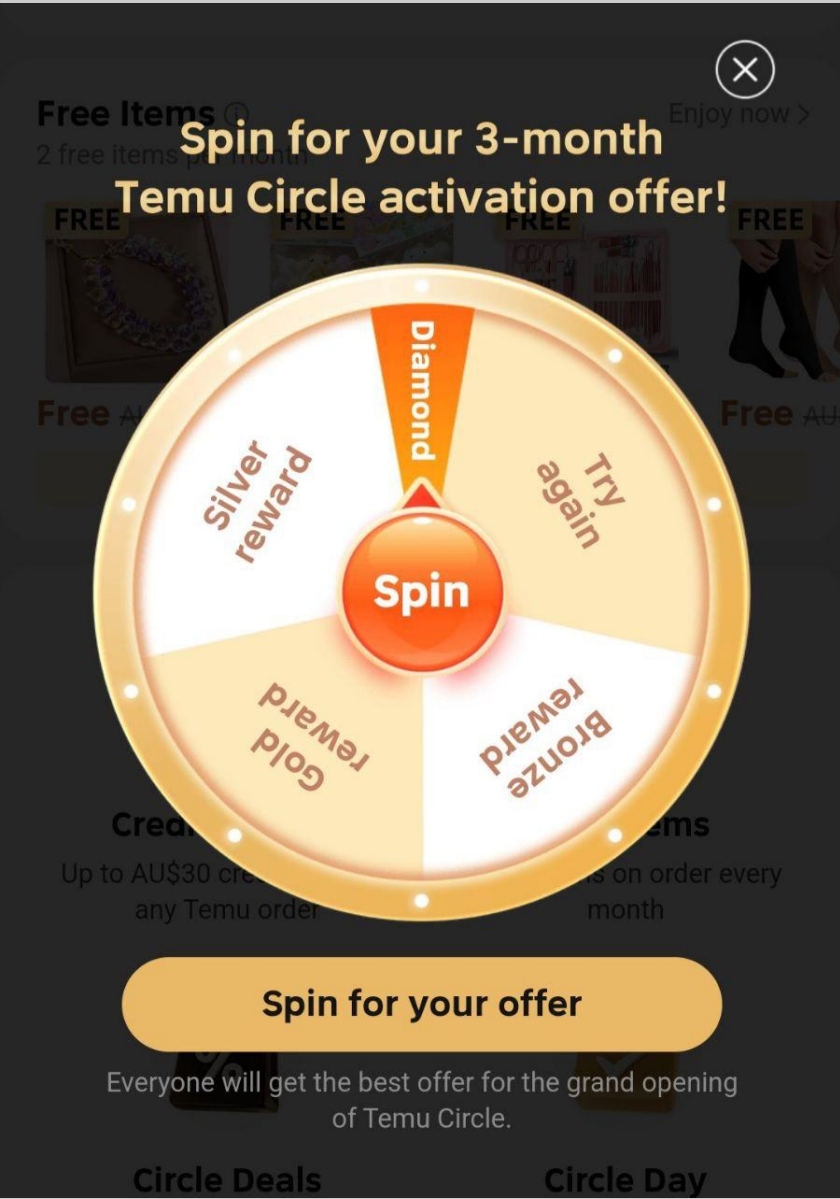
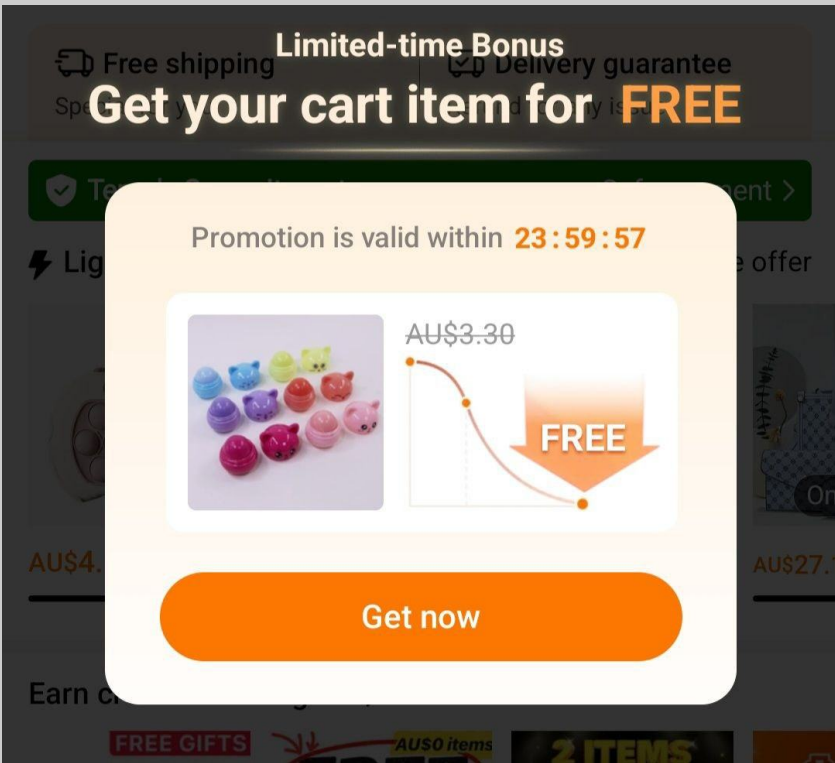
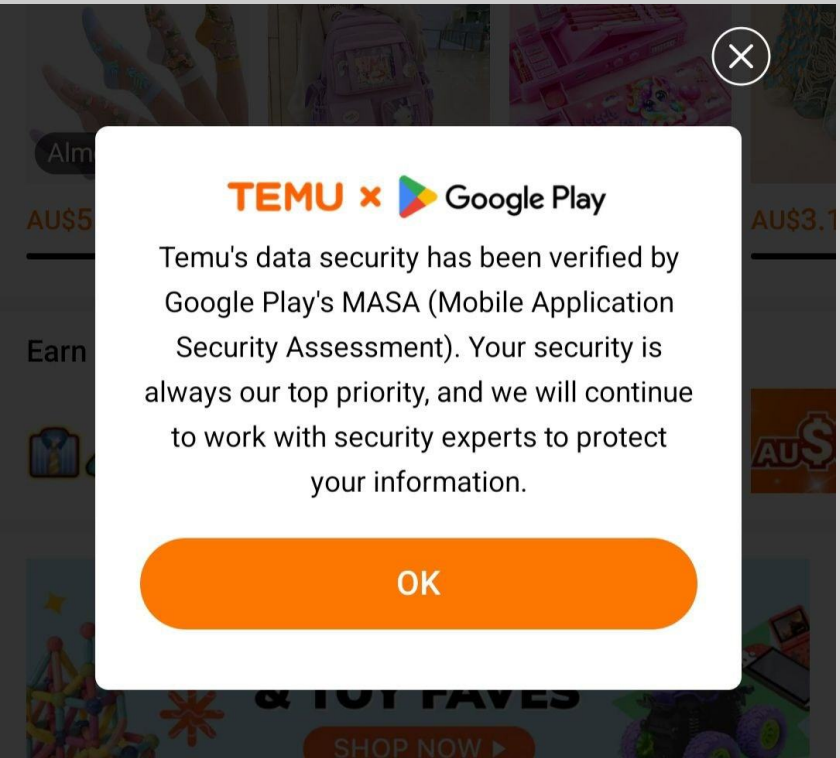
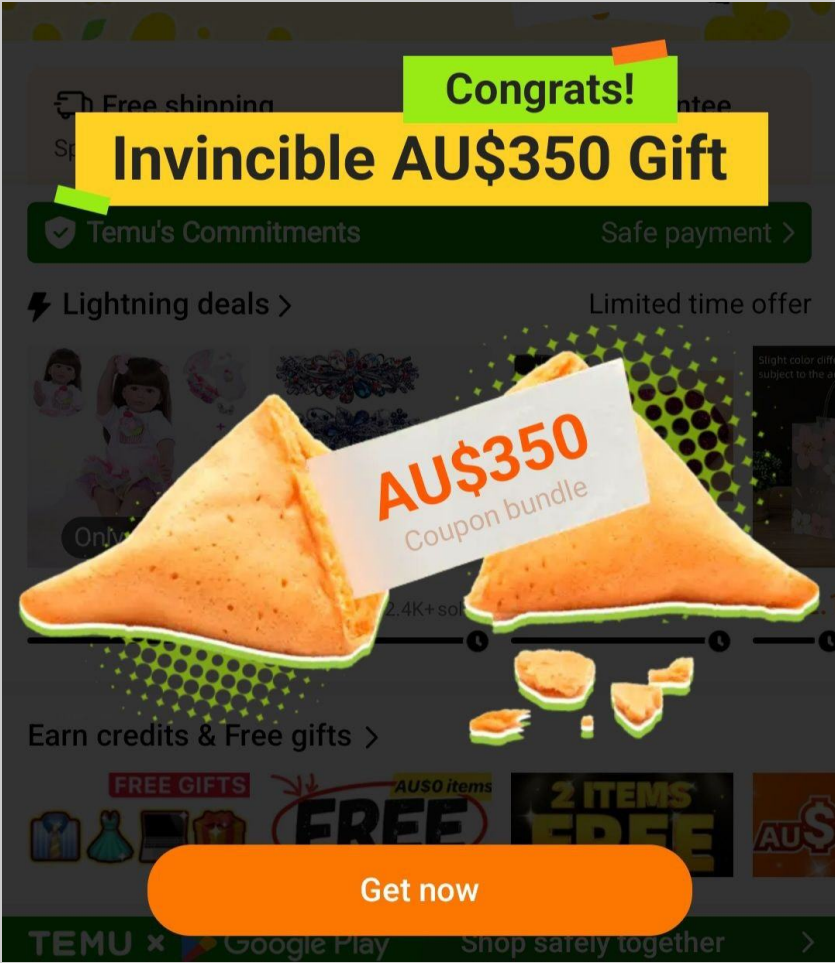


UI elements

Components

Modal Window

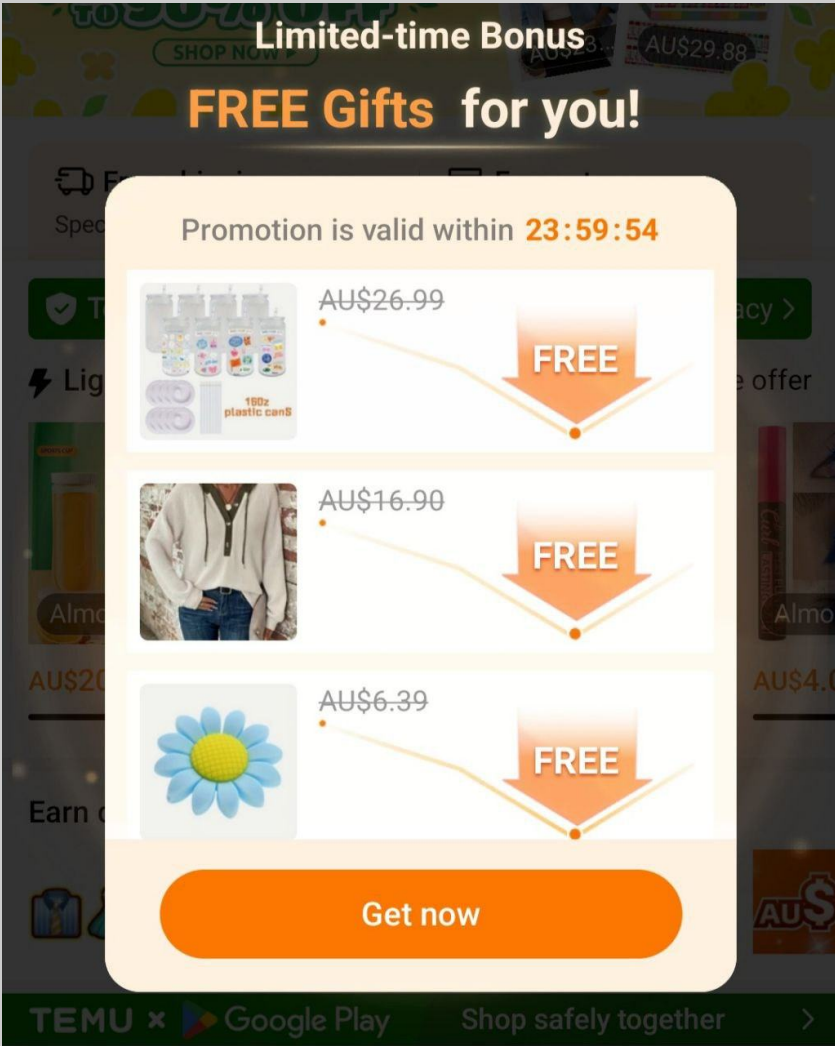
It uses different modal windows when you launch the app.



UI elements

Components

Modal Window

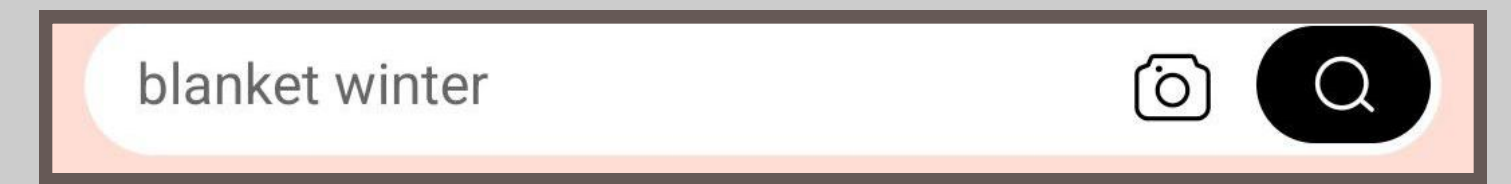
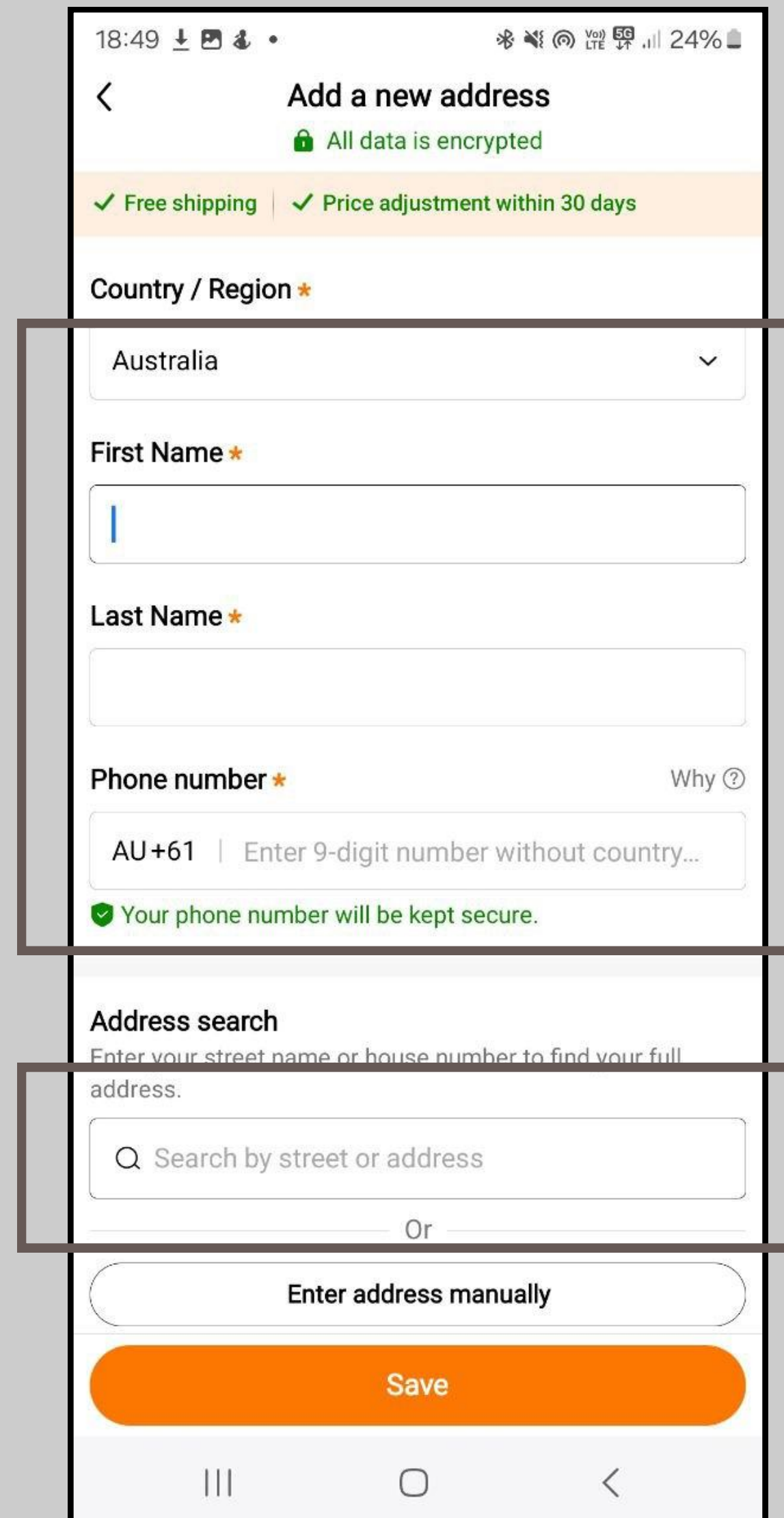


UI elements

Components

Text Fields

I understand that it just uses text fields in profile to adding your information and in search bar.



UI elements

Components

Icons

Temu uses too many different icons for various purposes.

 Temu's Commitments

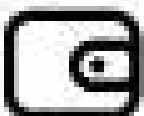
 Free shipping

 Messages

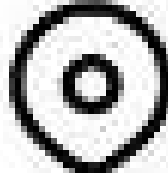
 Lightning deals

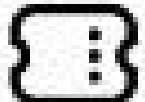
 Delivery guarantee

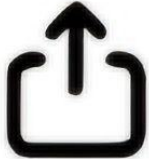
 Earn credits & Free gifts

 Credit balance

 Your reviews

 Addresses

 Coupons & offers

 Share

UI elements

Components

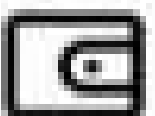
Icons

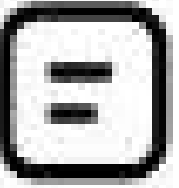


UI elements

Components

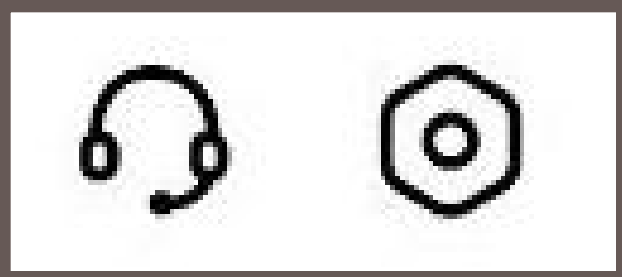
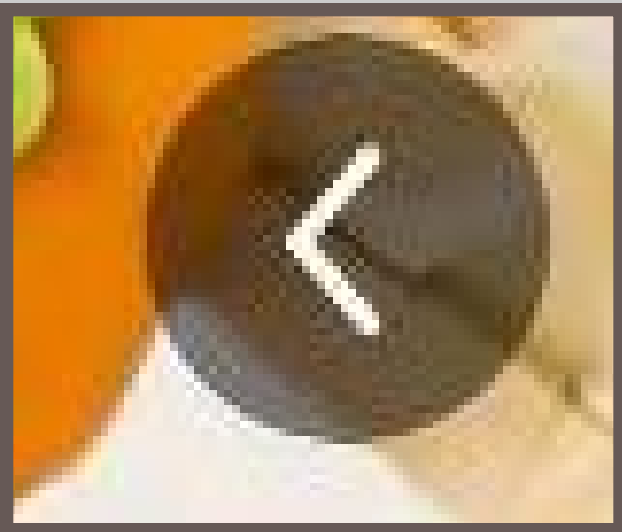
Icons

 Credit balance 

 Your orders

 Size guide

 Add to cart

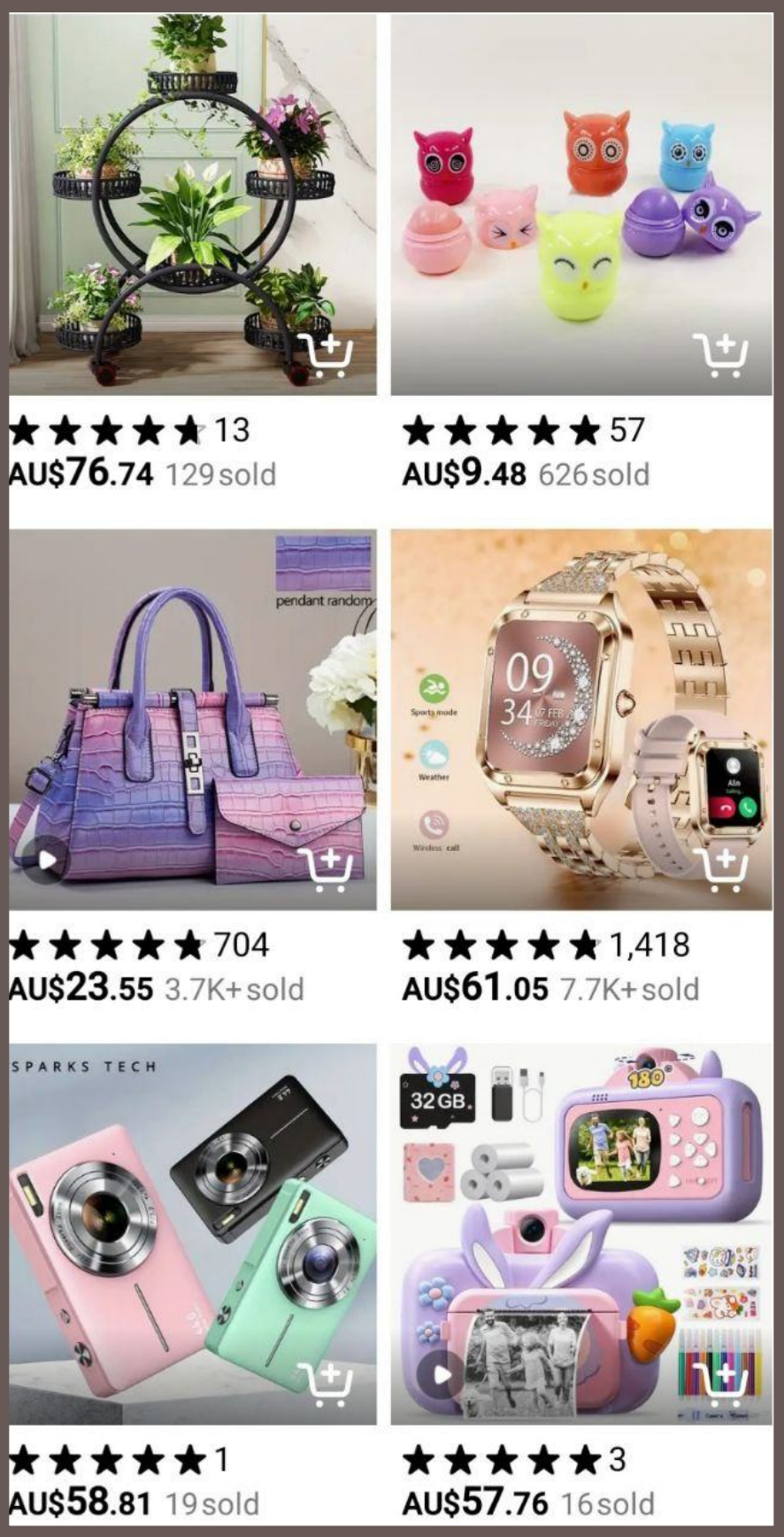
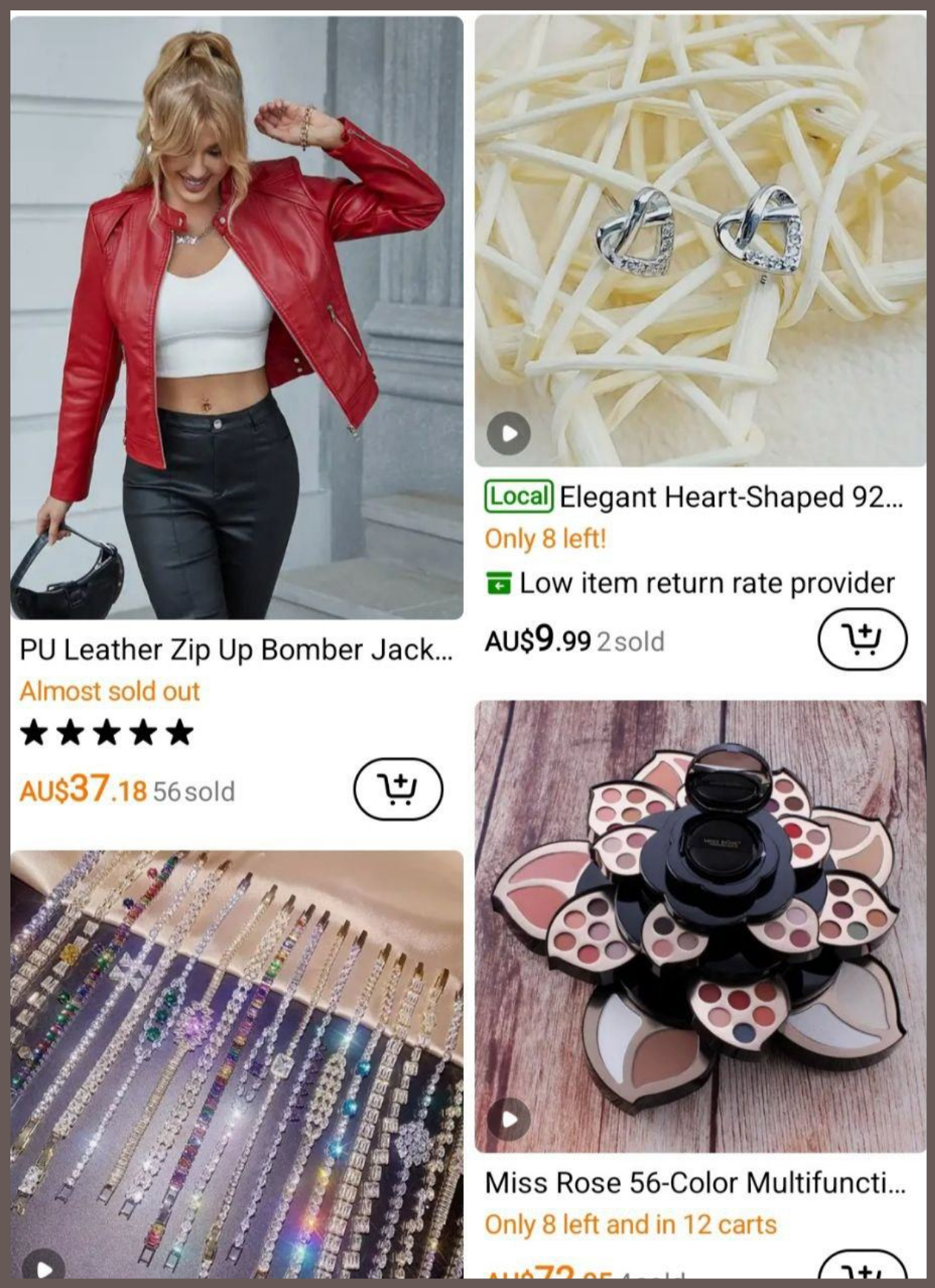


UI PATTERNS

UI elements

UI Patterns

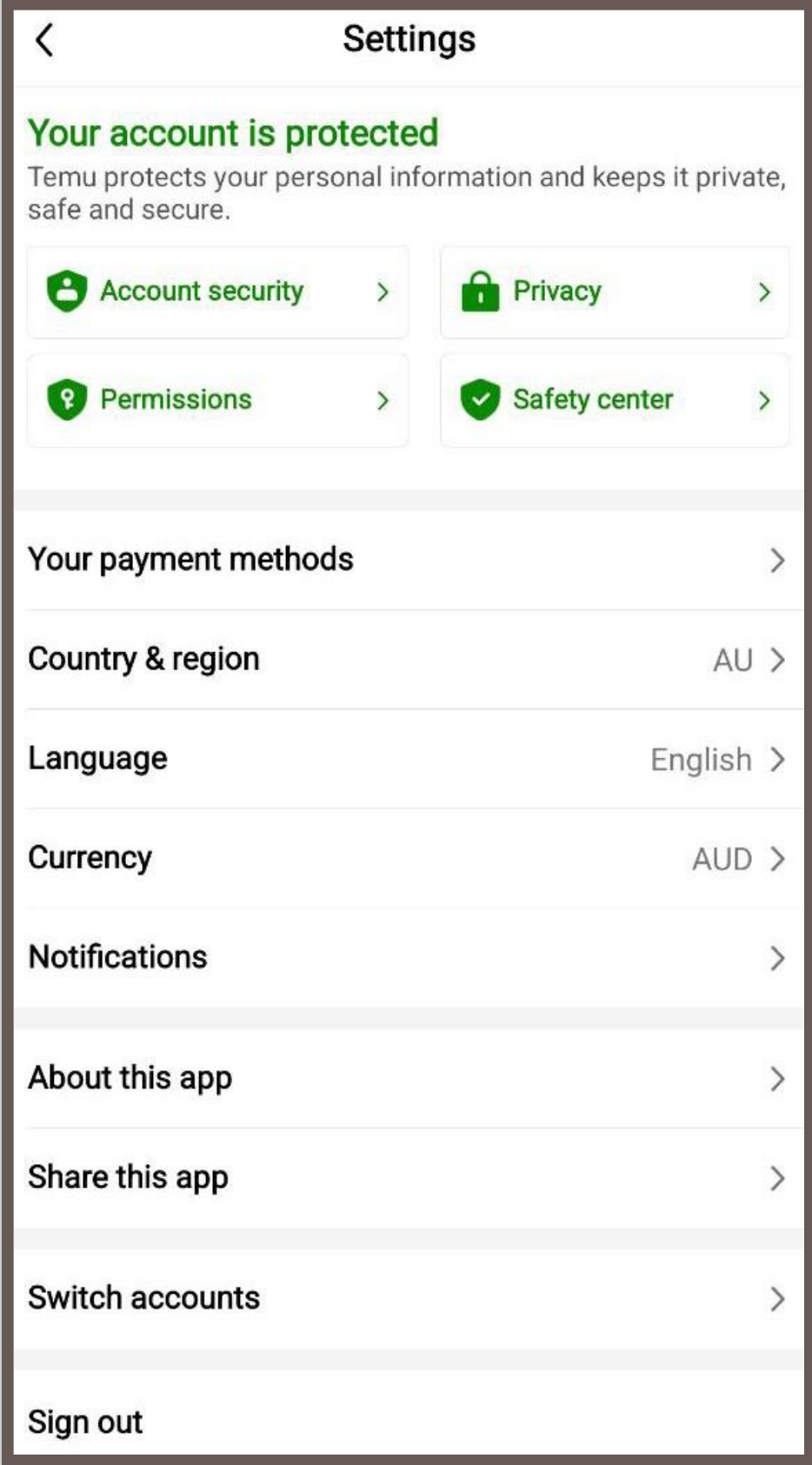
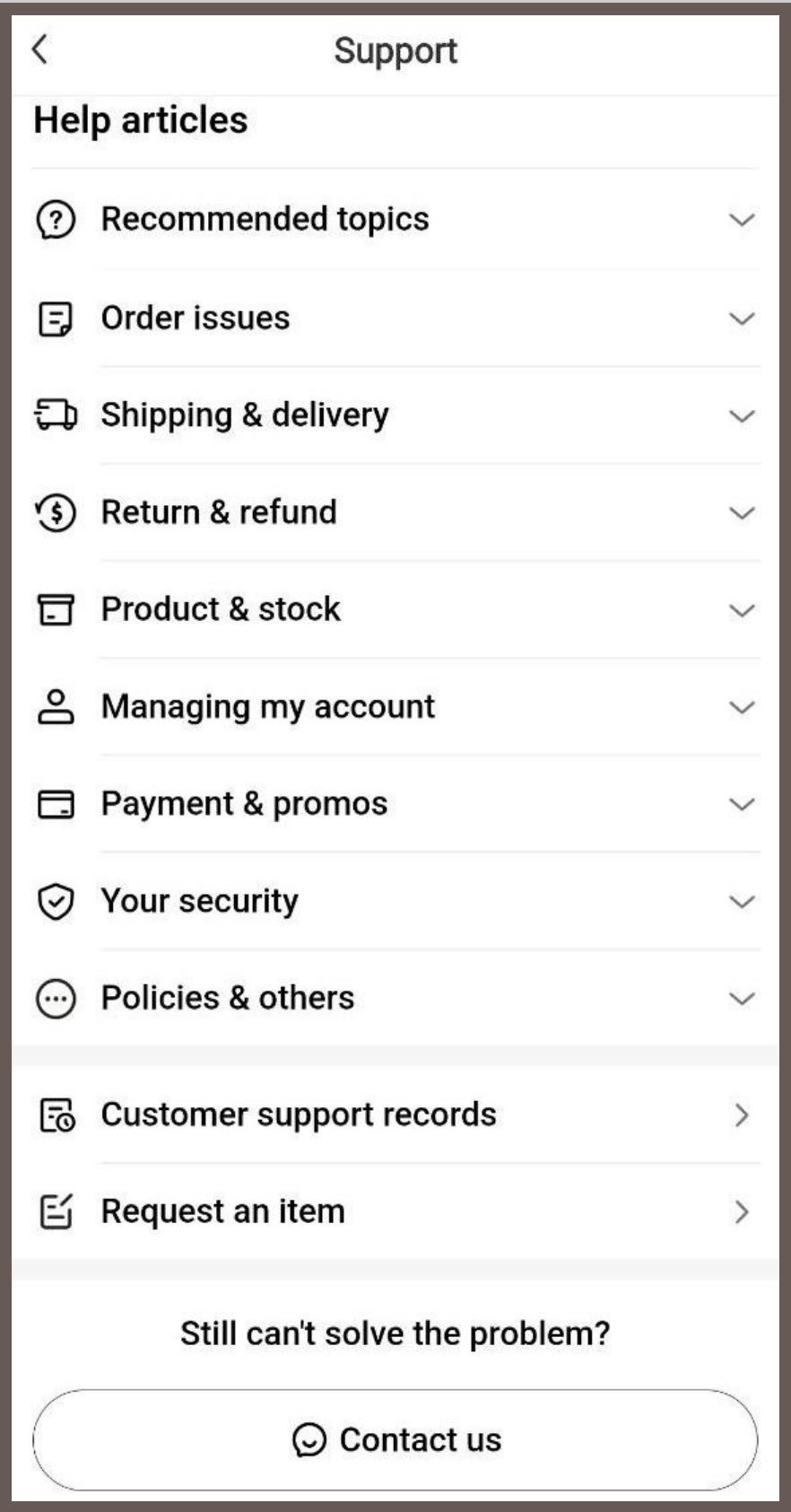
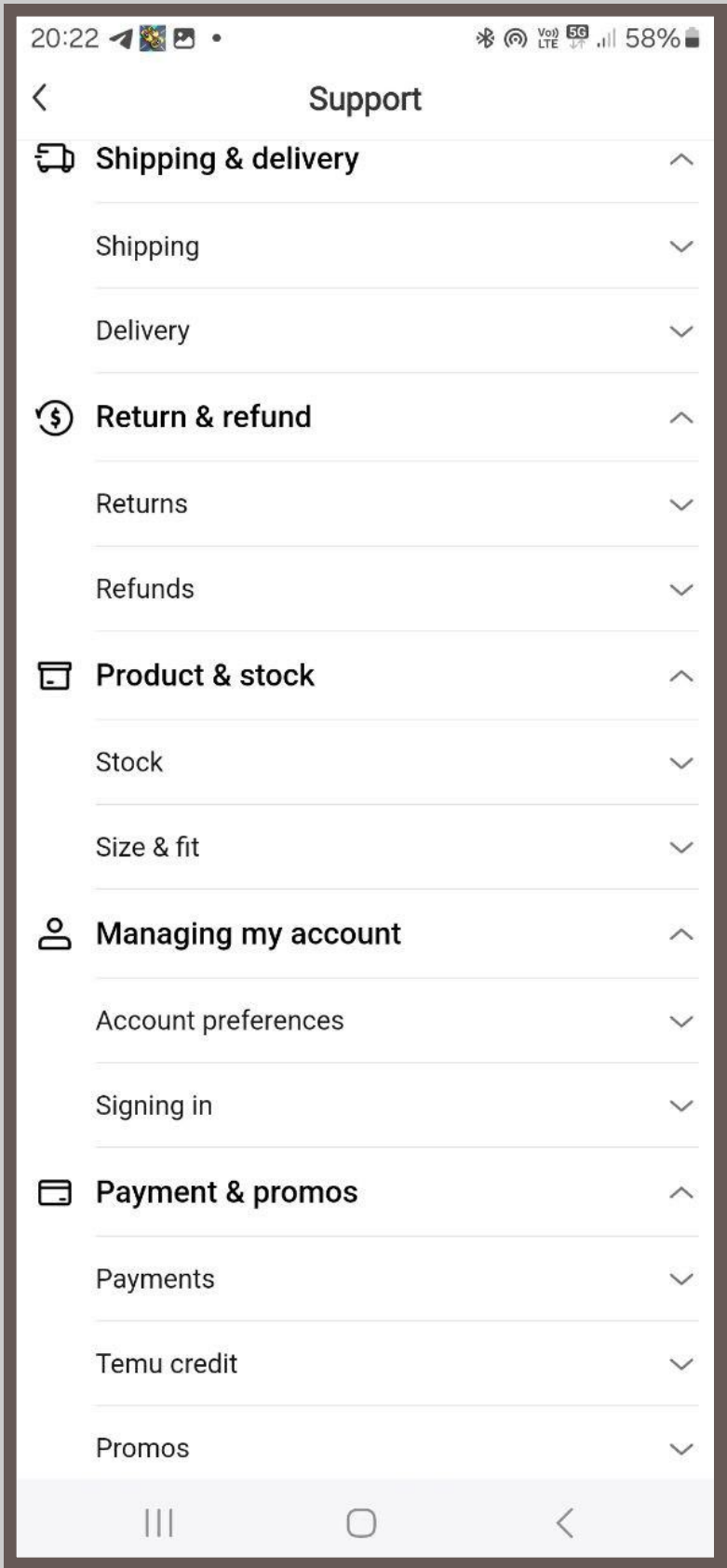
As I mentioned earlier Temu uses Cards to provide an overview of detailed and varied content in similar shape and sometimes similar size. Each card contains some photos, text, rates and other related information about particular product.



UI elements

UI Patterns

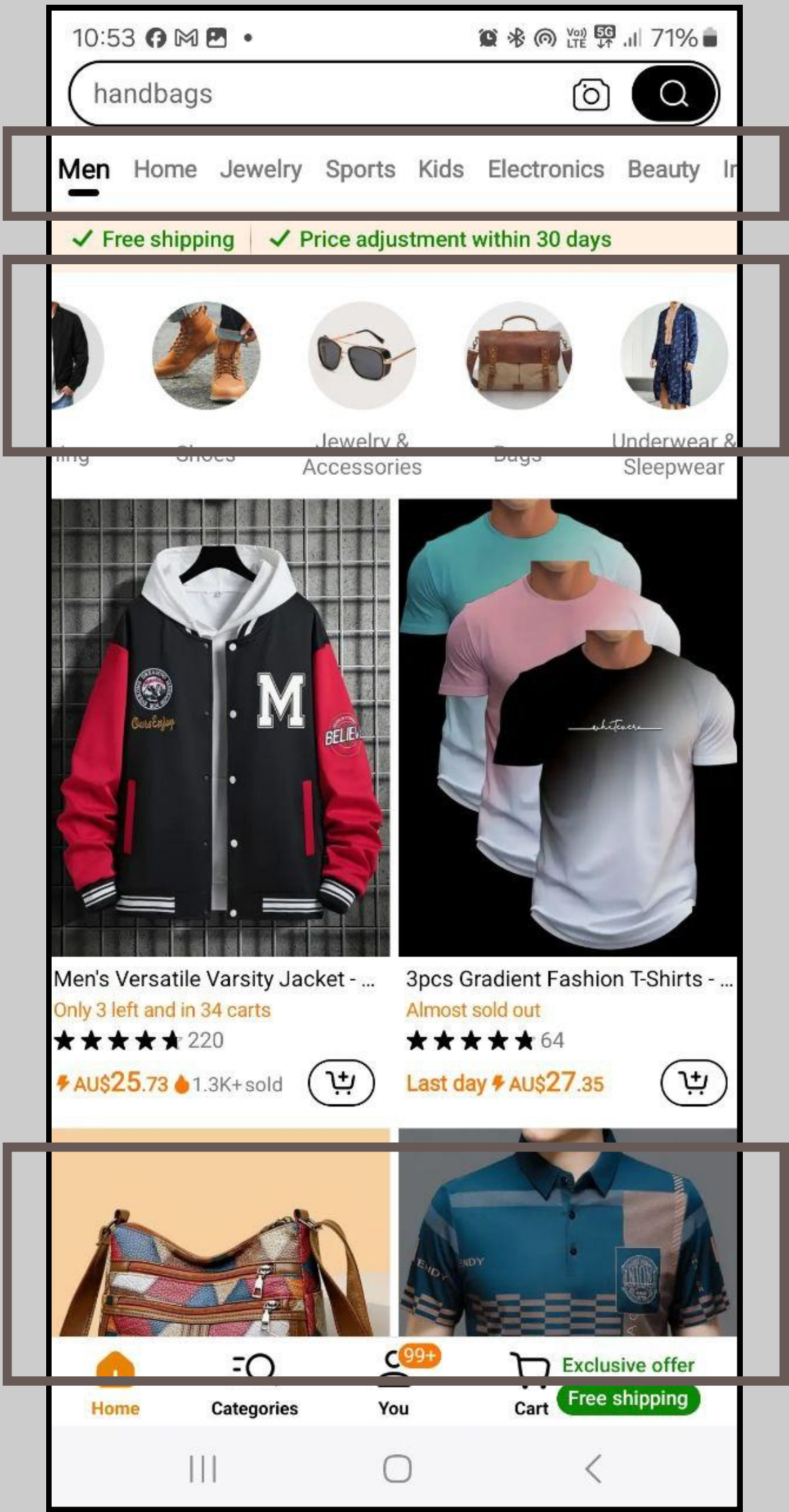
It also uses **Accordion menus** to display different content(in some parts like support, settings,..) in an expandable format.



UI elements

UI Patterns

Additionally we can see **Carousel** which displays products and menu in a sequence with manual navigation controls.



More Features

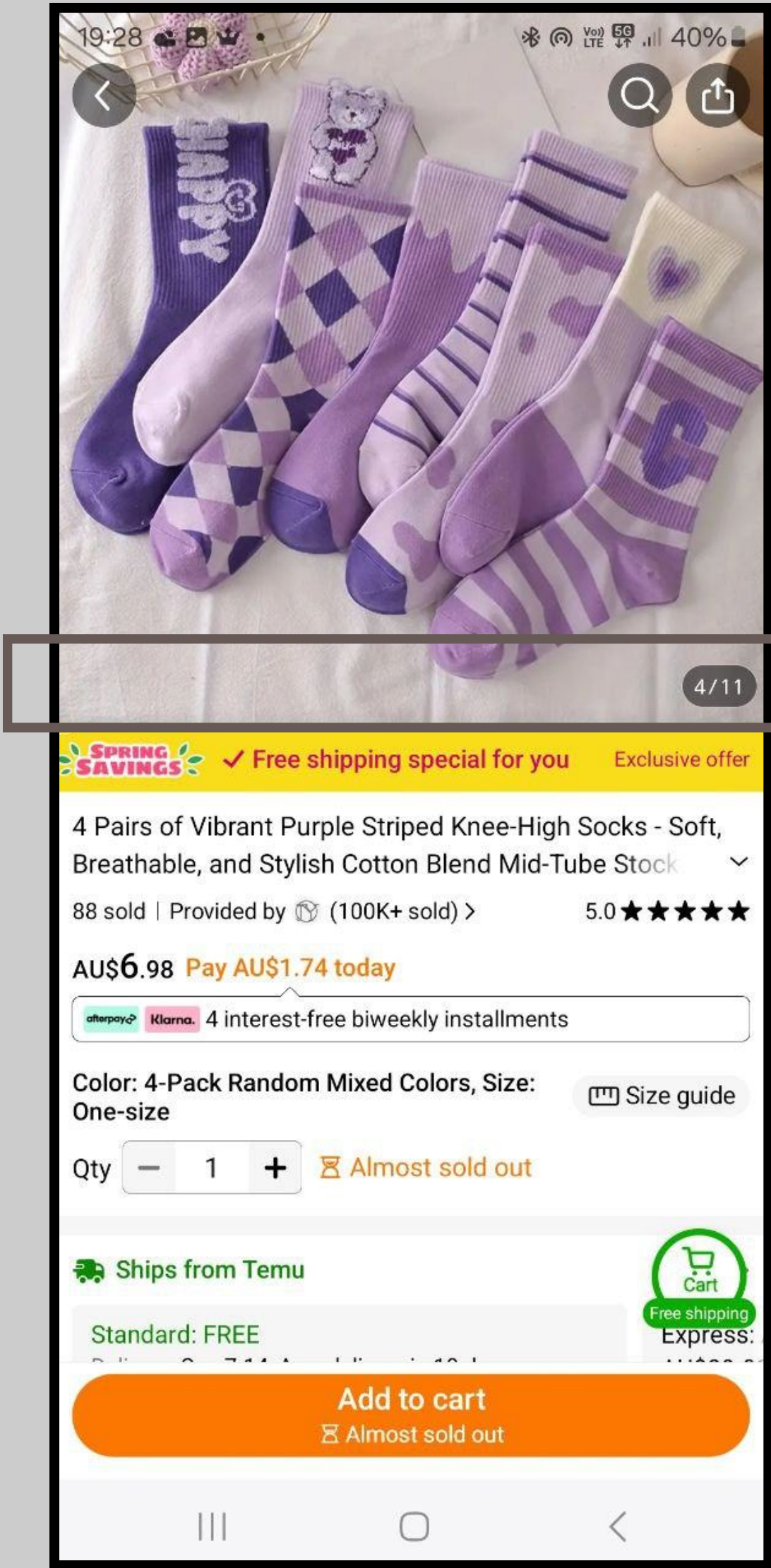
More Products

More Products

UI elements

UI Patterns

Moreover it uses **slideshow** when it comes to indicating more pictures and sometimes videos of products in each cards.

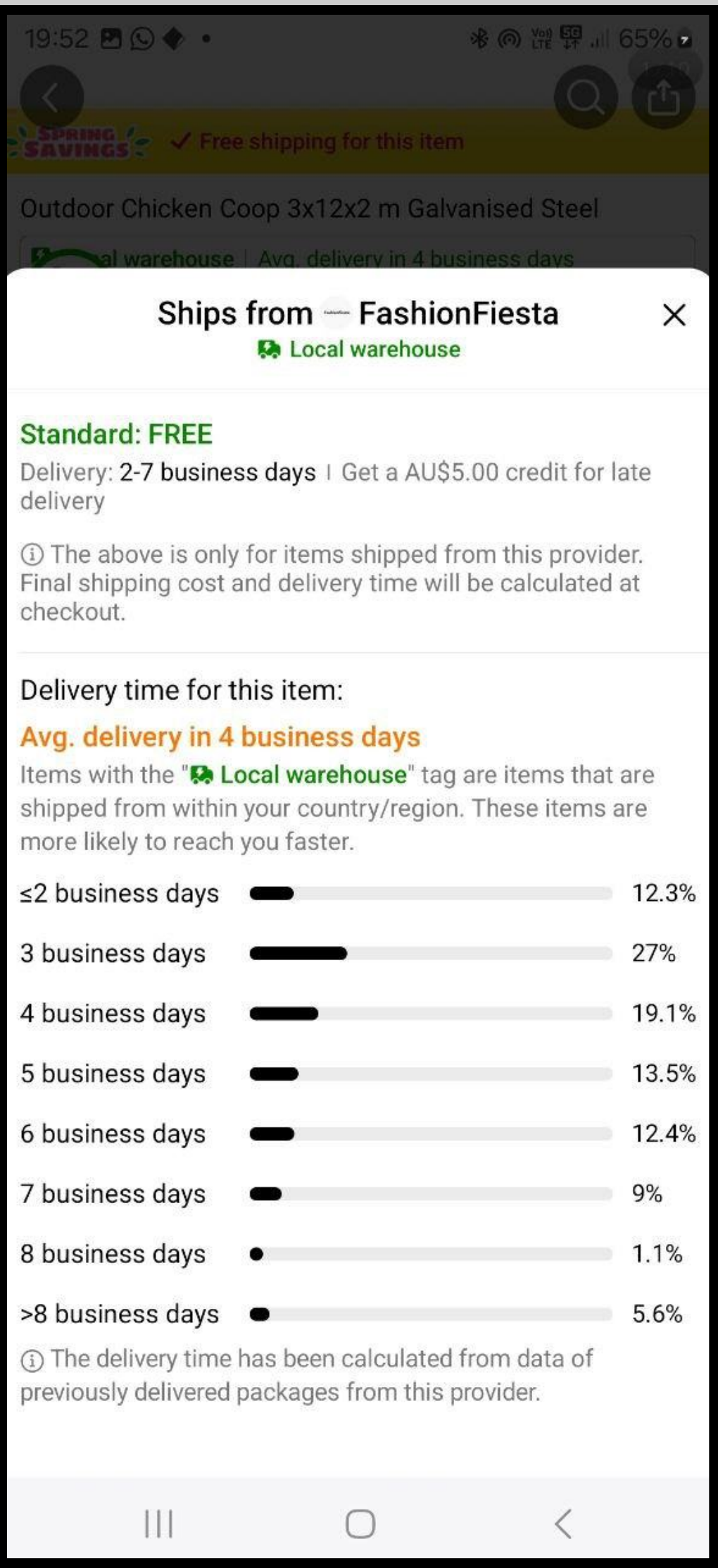
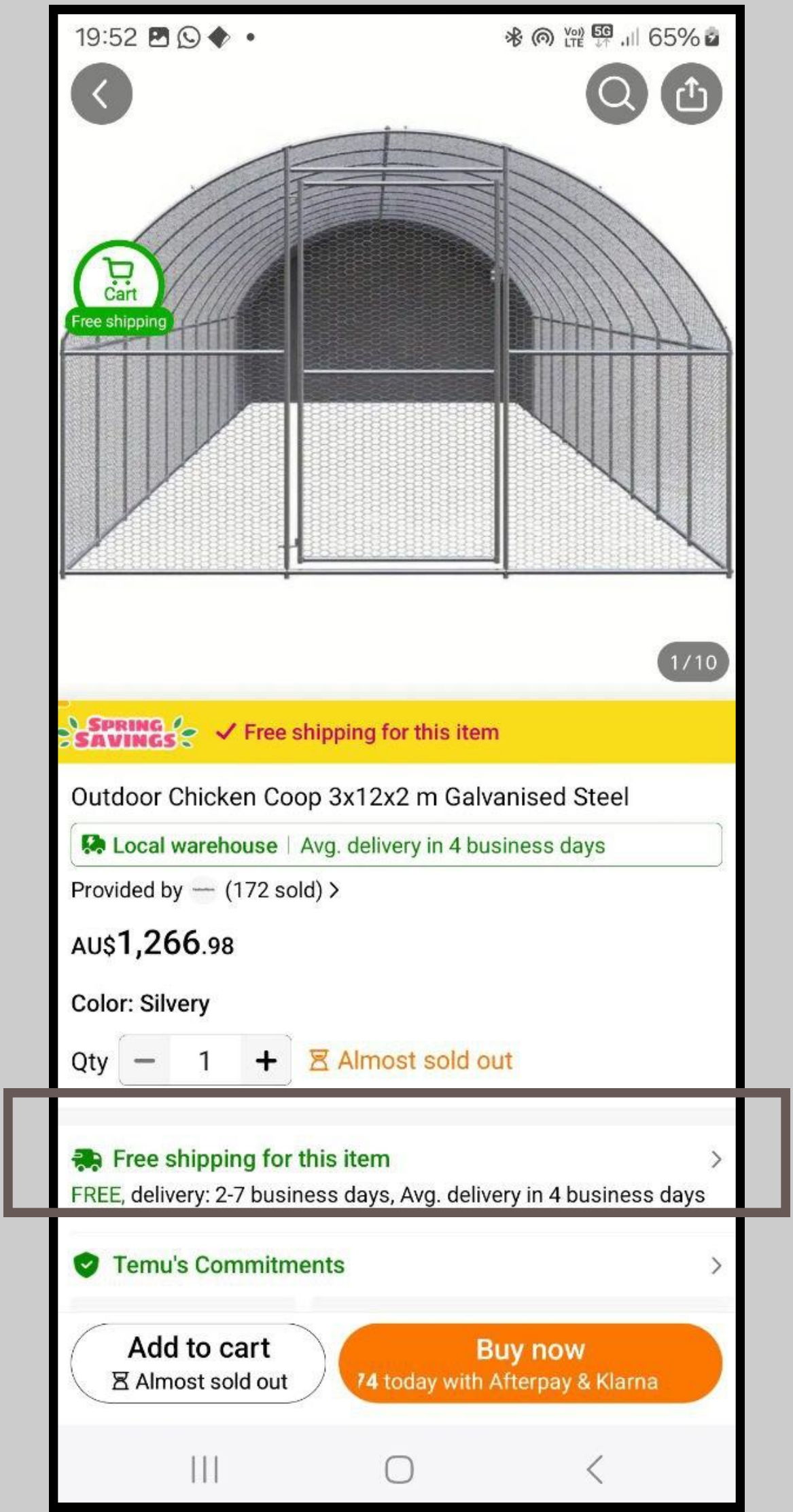


More Pictures

UI elements

UI Patterns

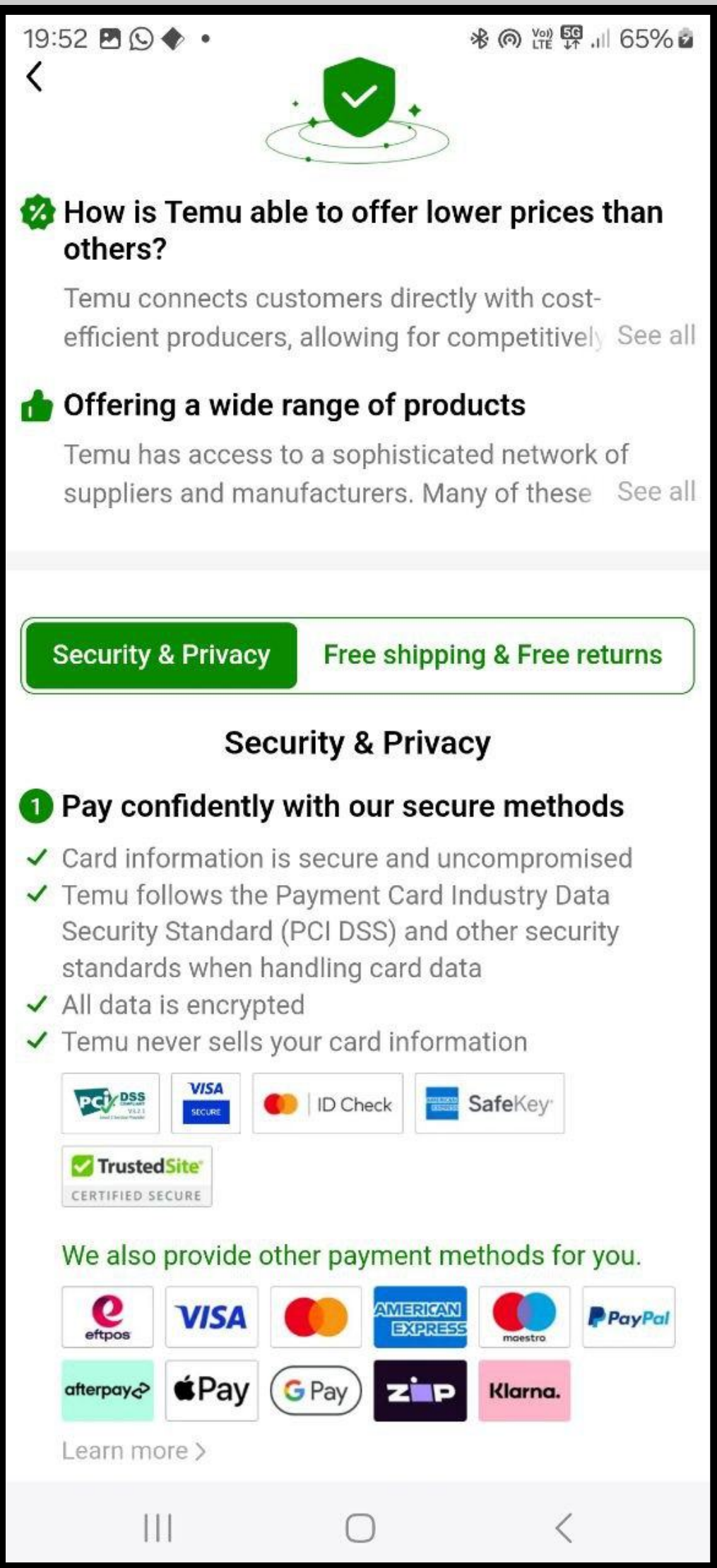
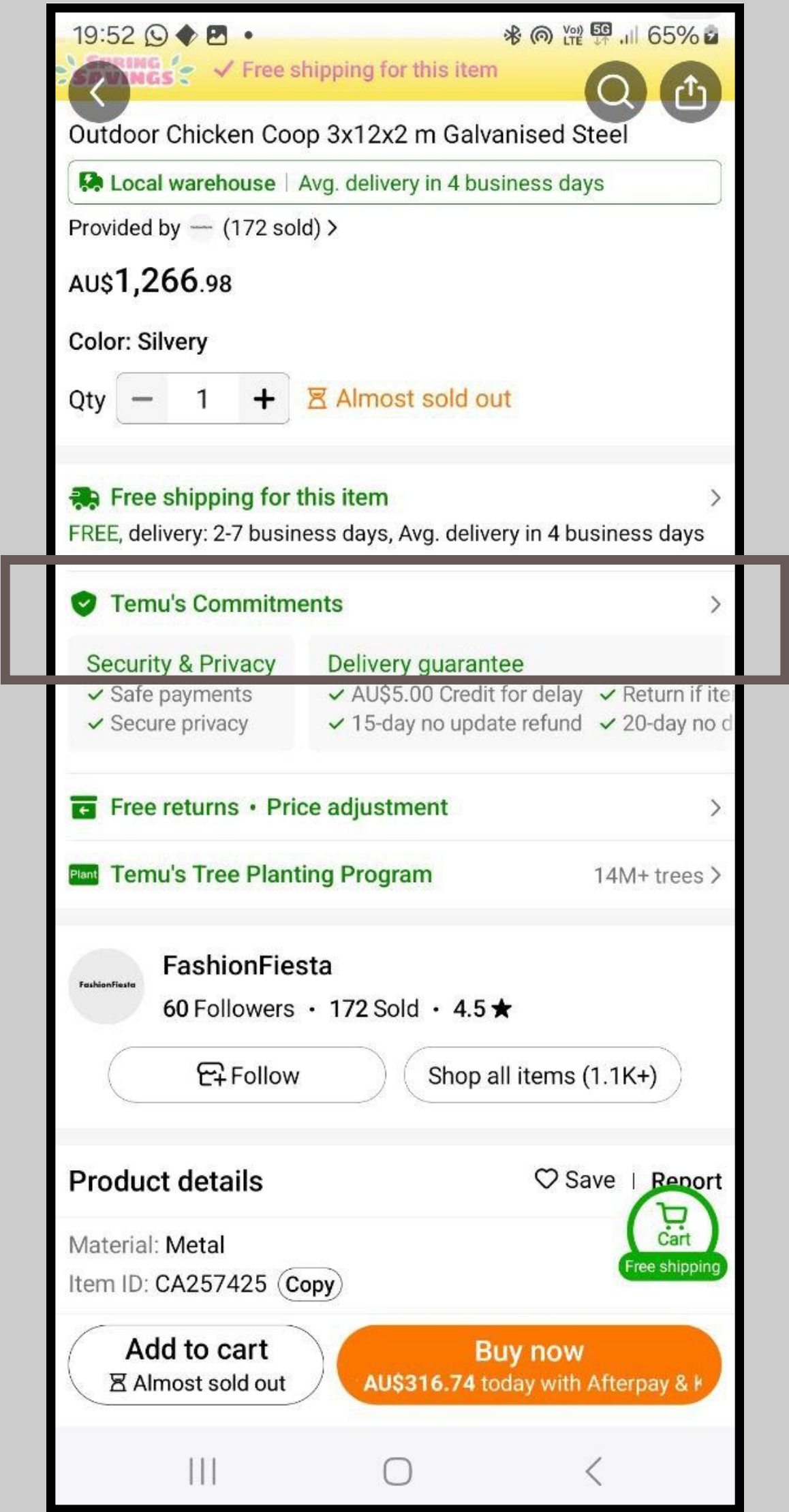
Finally we can find **progressive disclosure** in different , especially when you open a specific product.



UI elements

UI Patterns

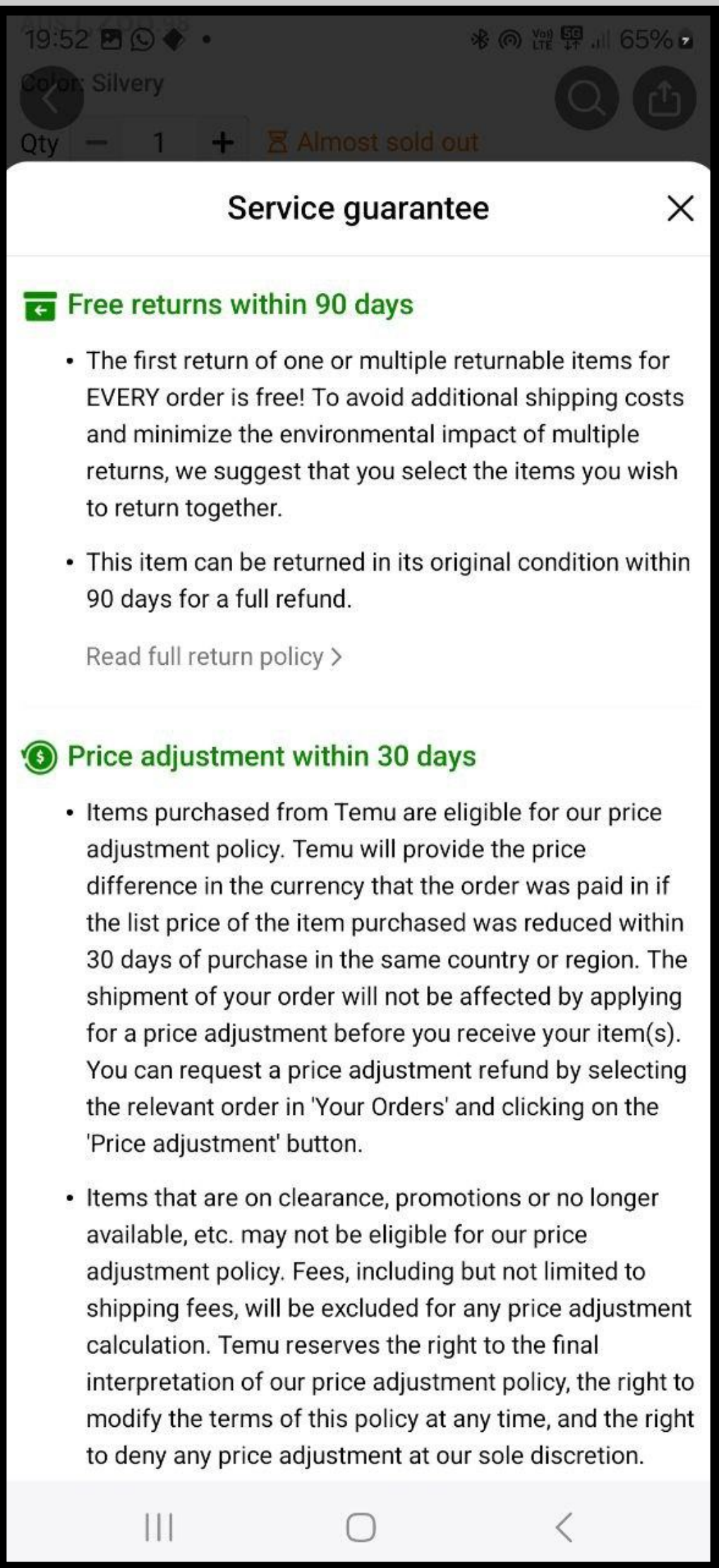
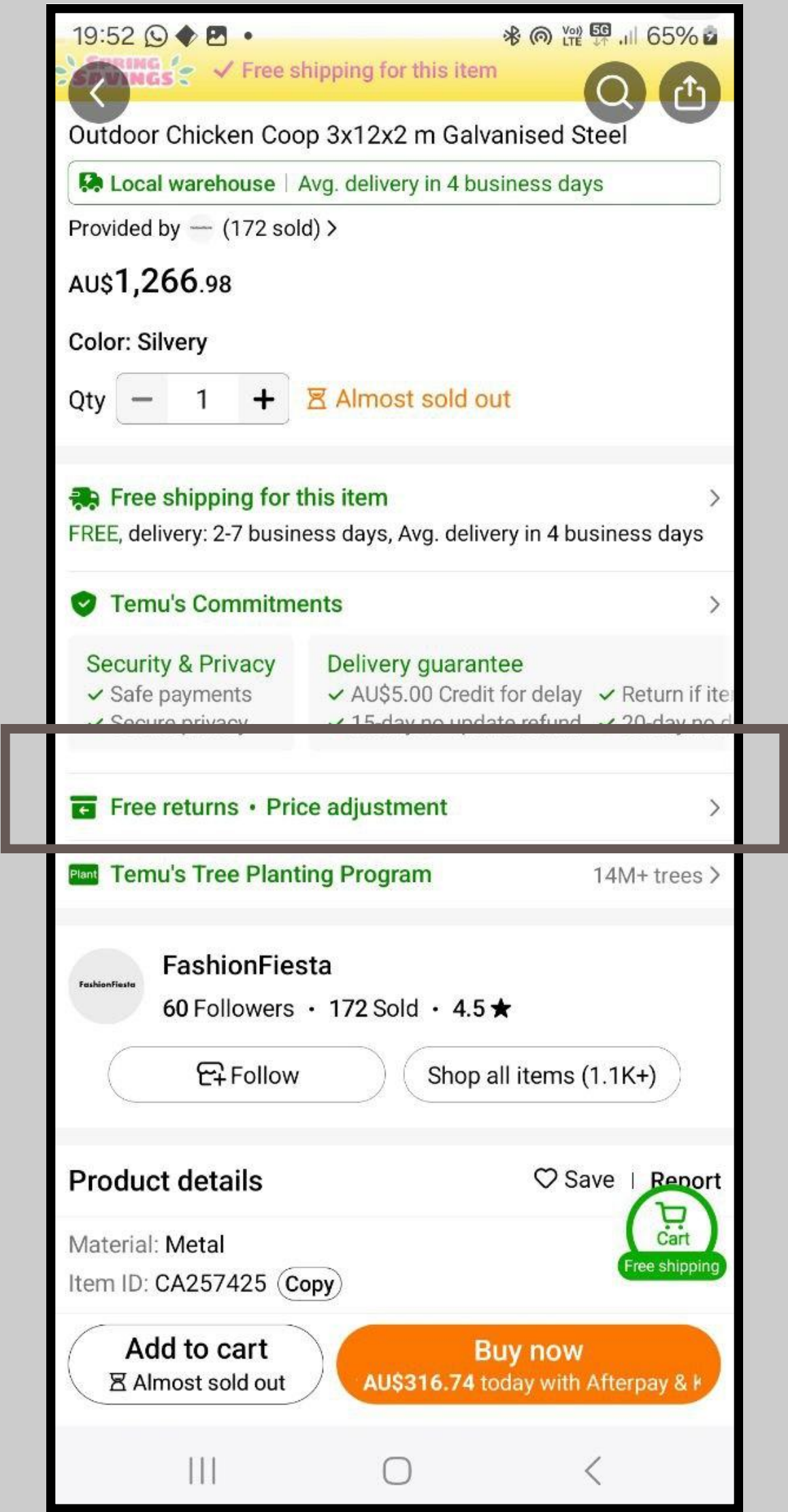
progressive disclosure



UI elements

UI Patterns

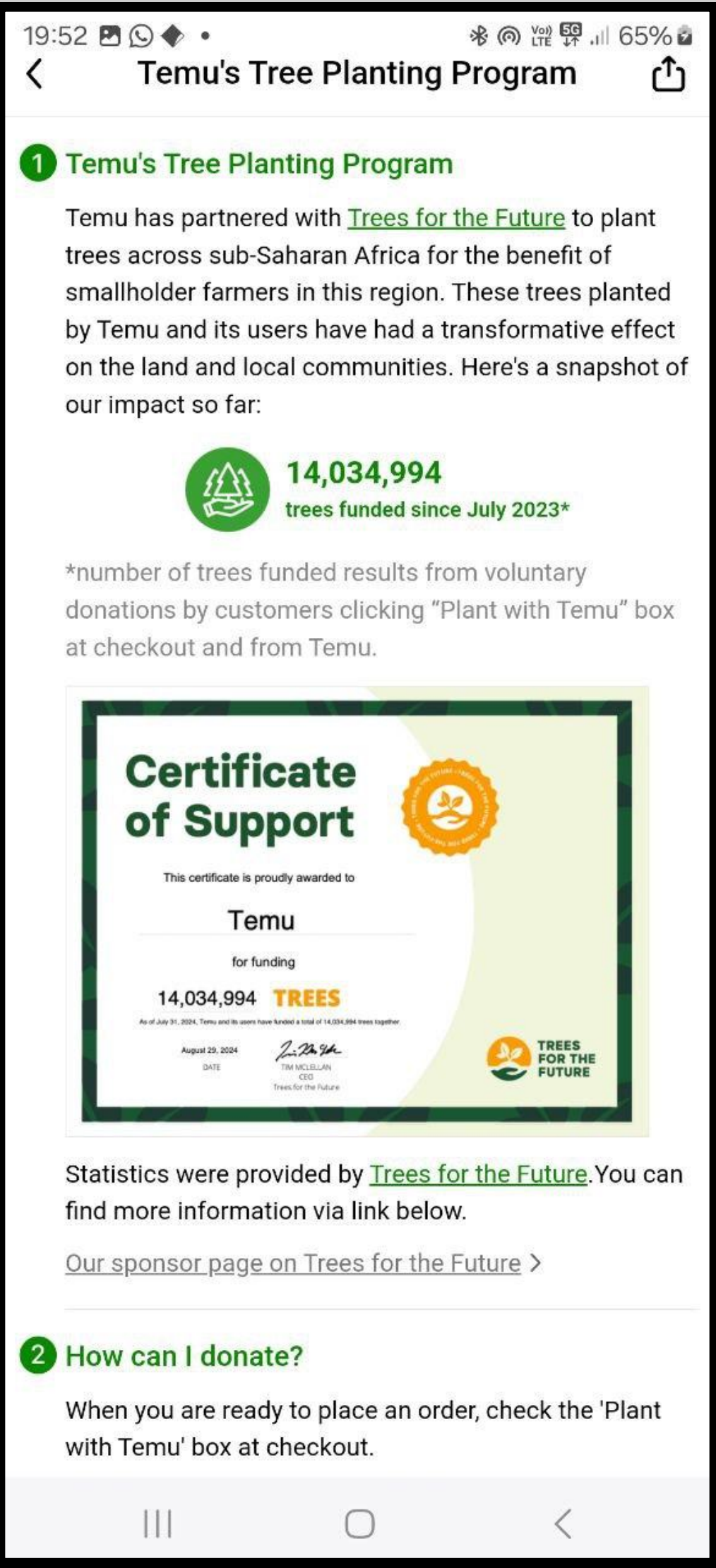
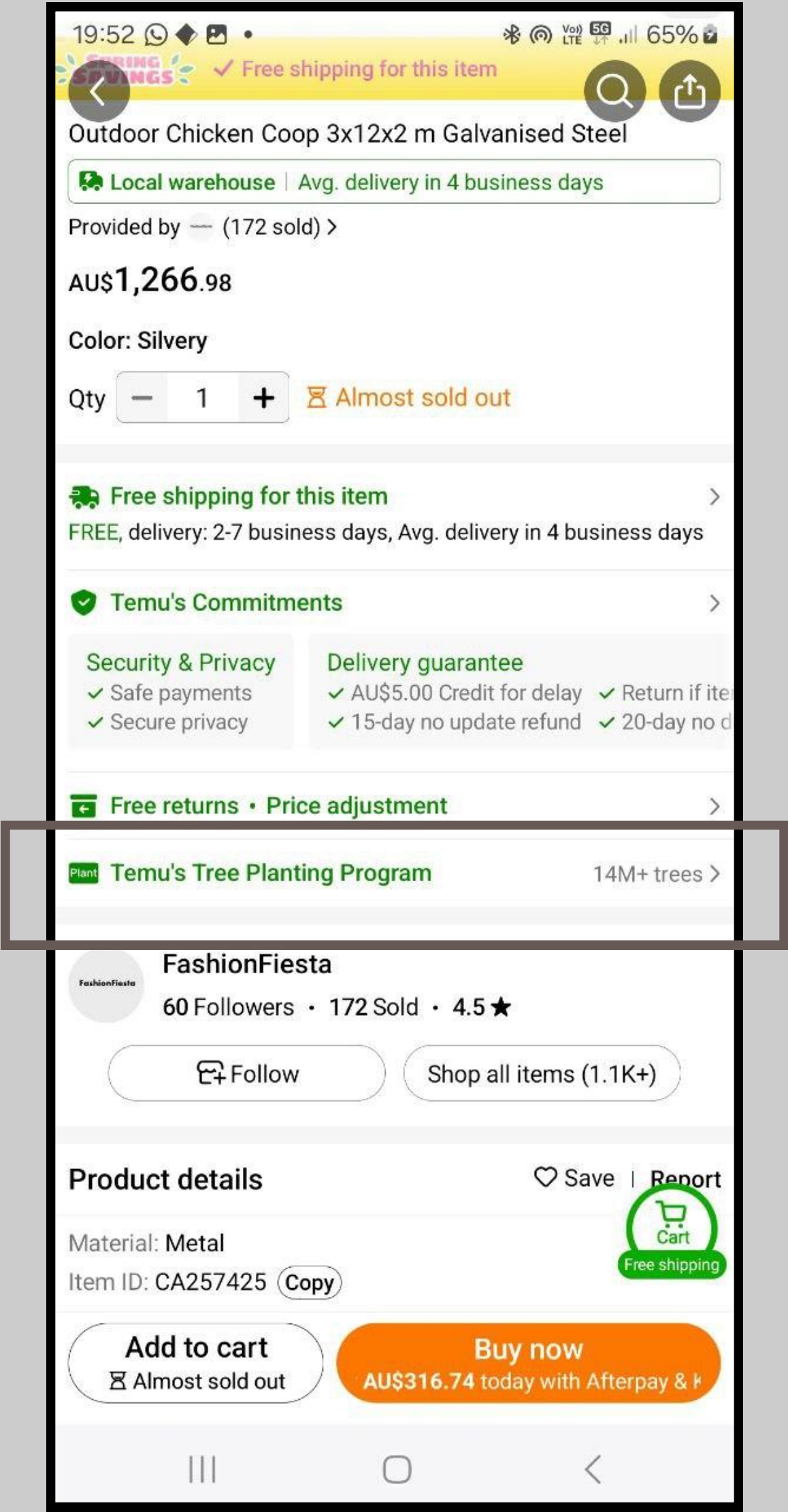
progressive disclosure



UI elements

UI Patterns

progressive disclosure

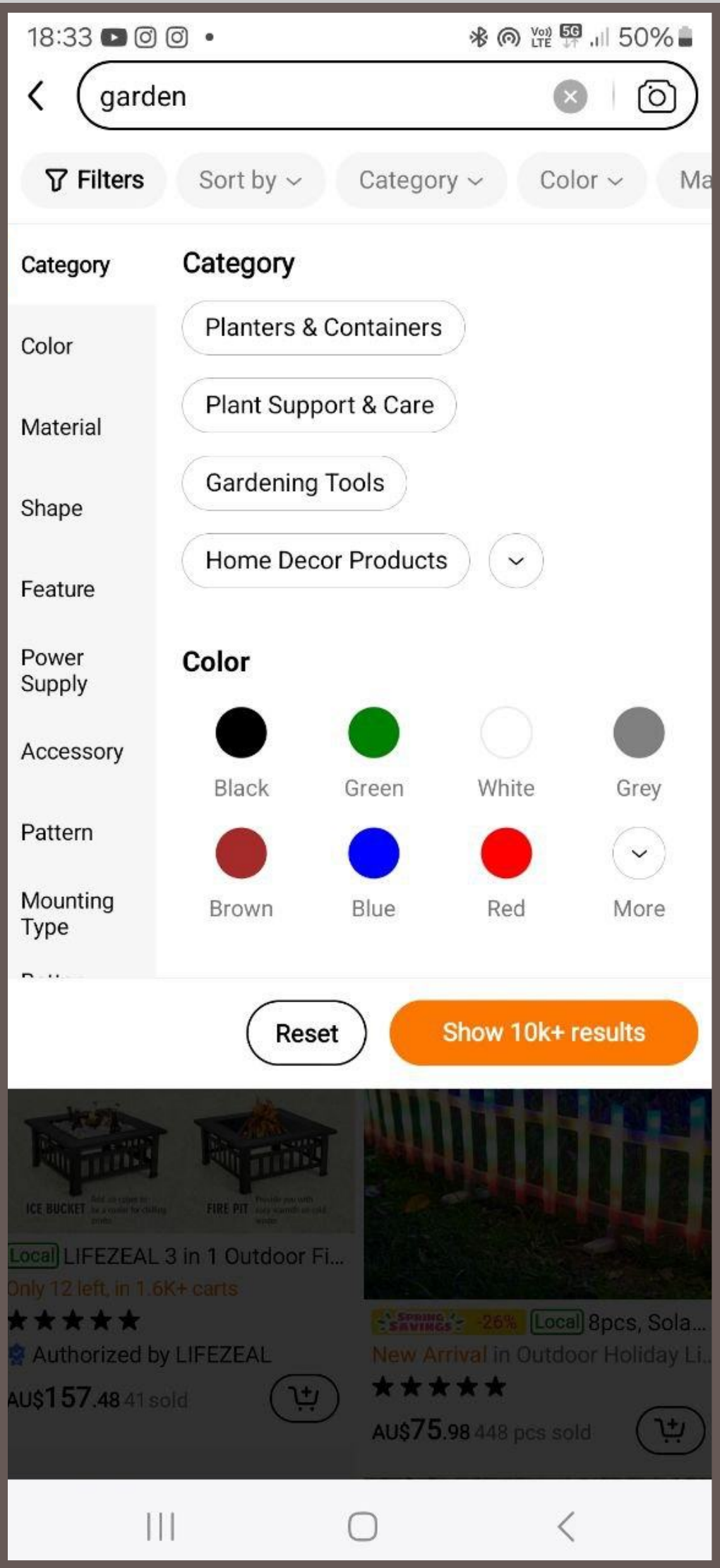


UI elements

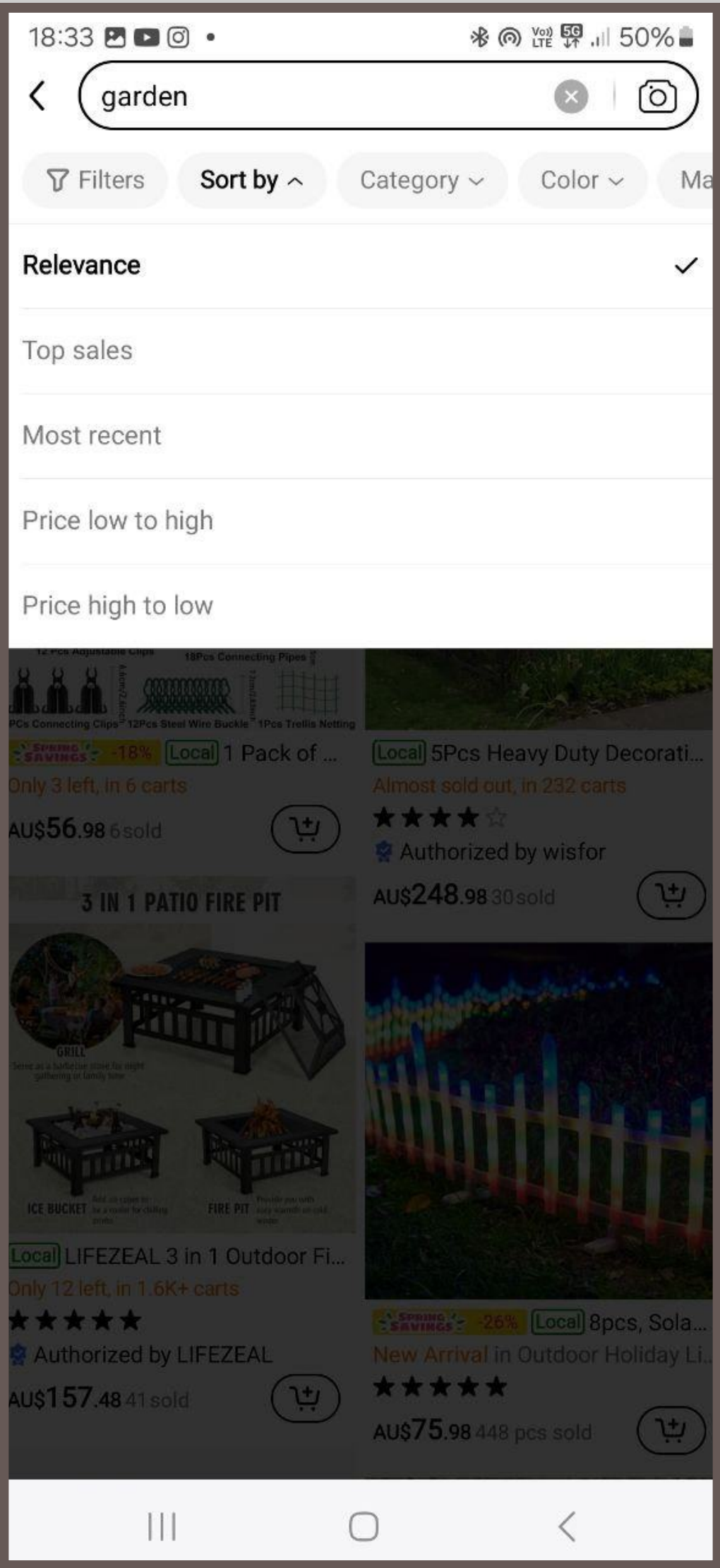
UI Patterns

Search Filterers

Temu has got various option when it comes to search filterers.



Filters

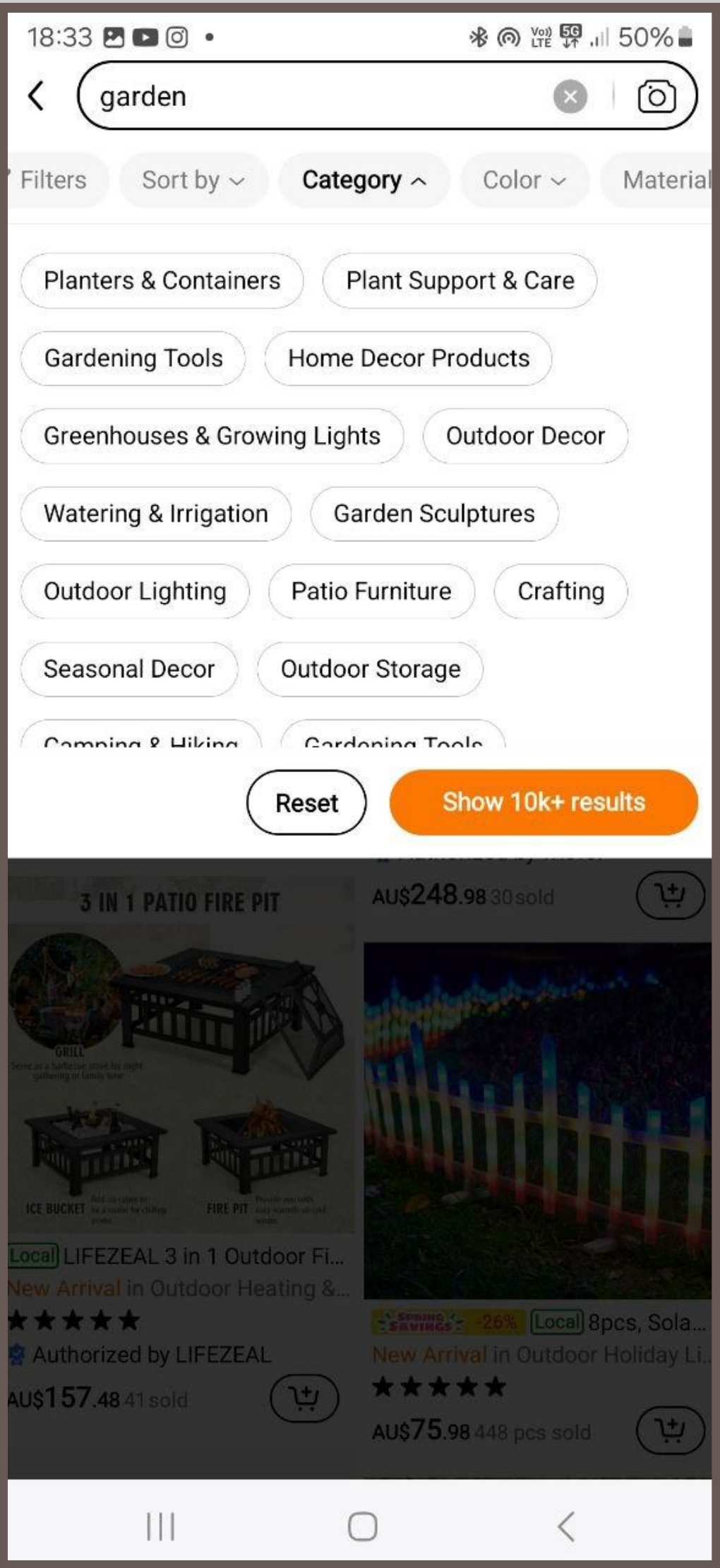


Sort by

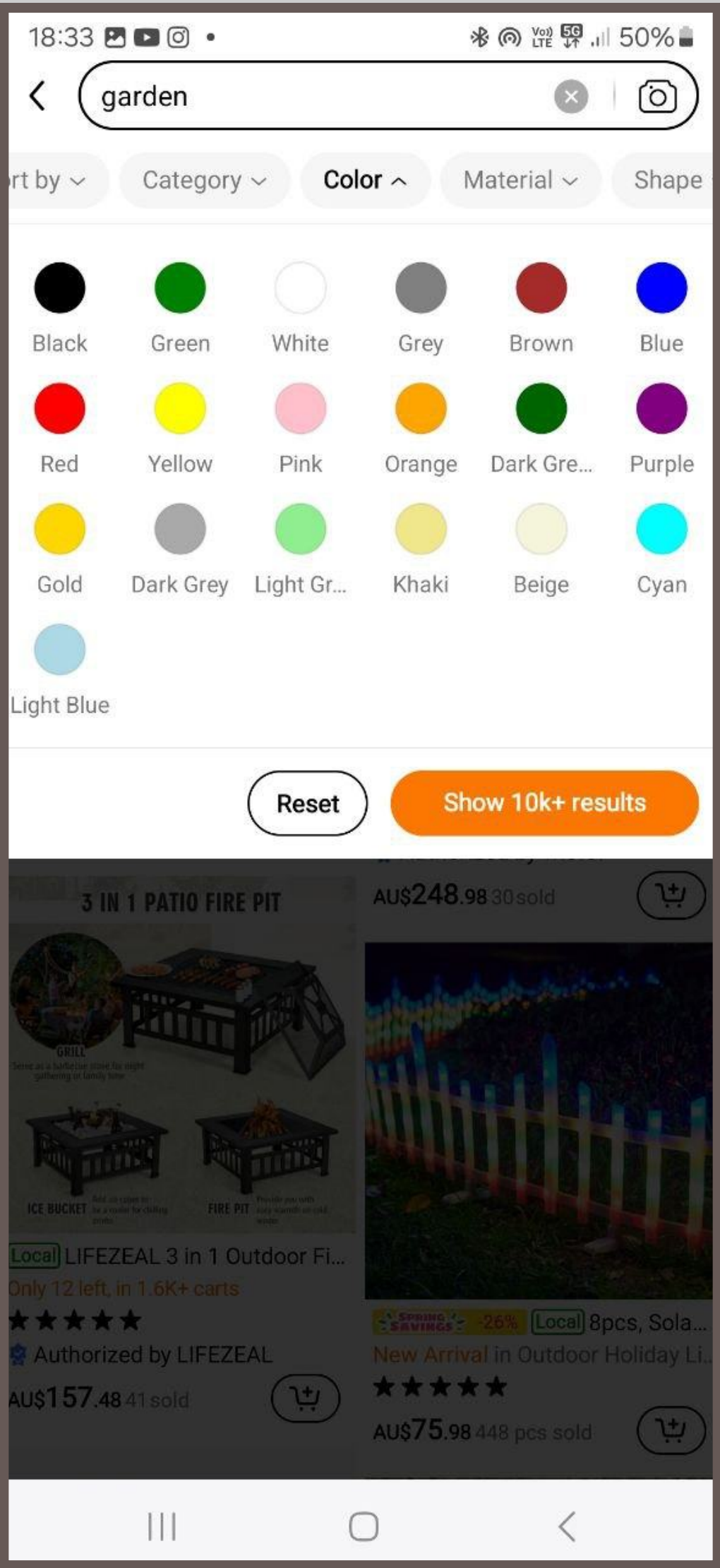
UI elements

UI Patterns

Search Filterers



Category

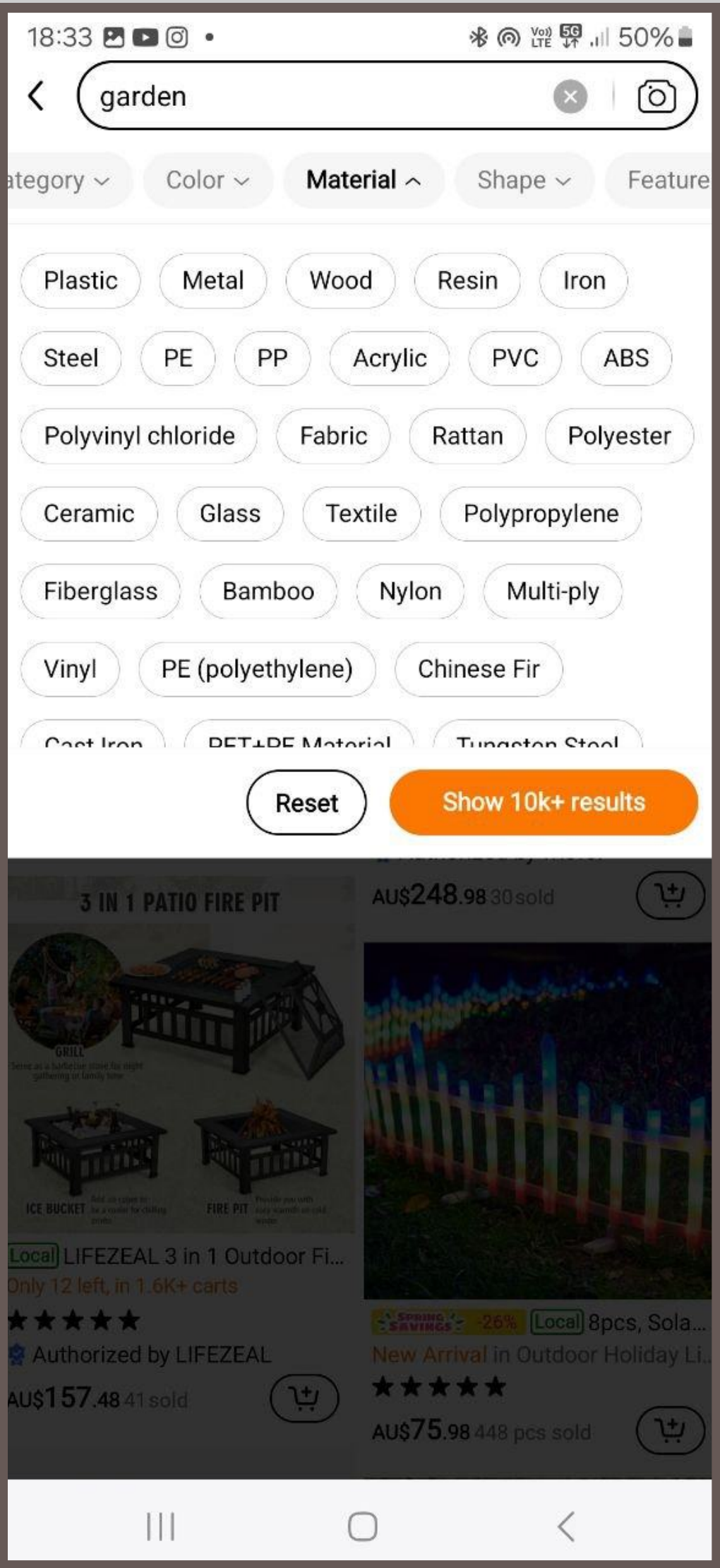


Color

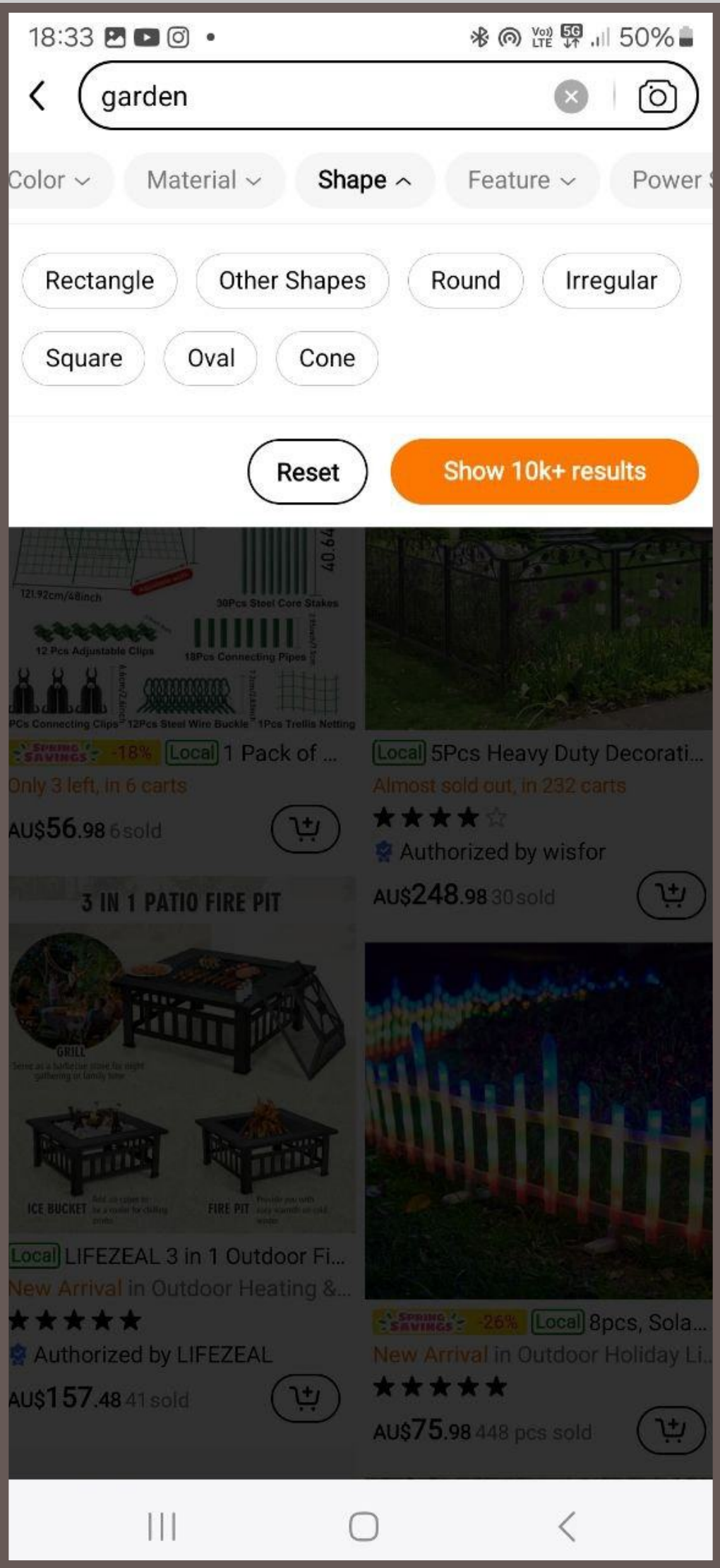
UI elements

UI Patterns

Search Filterers



Material

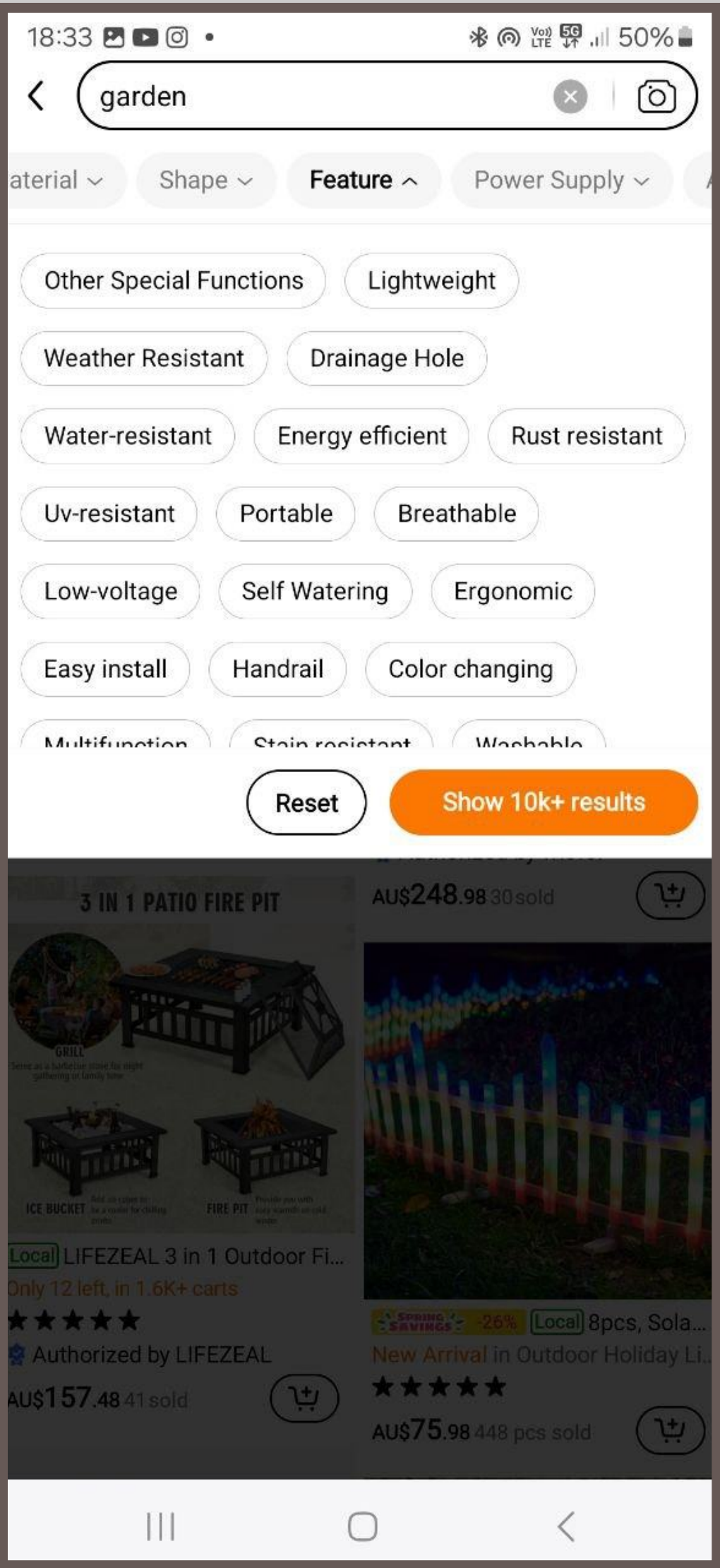


Shape

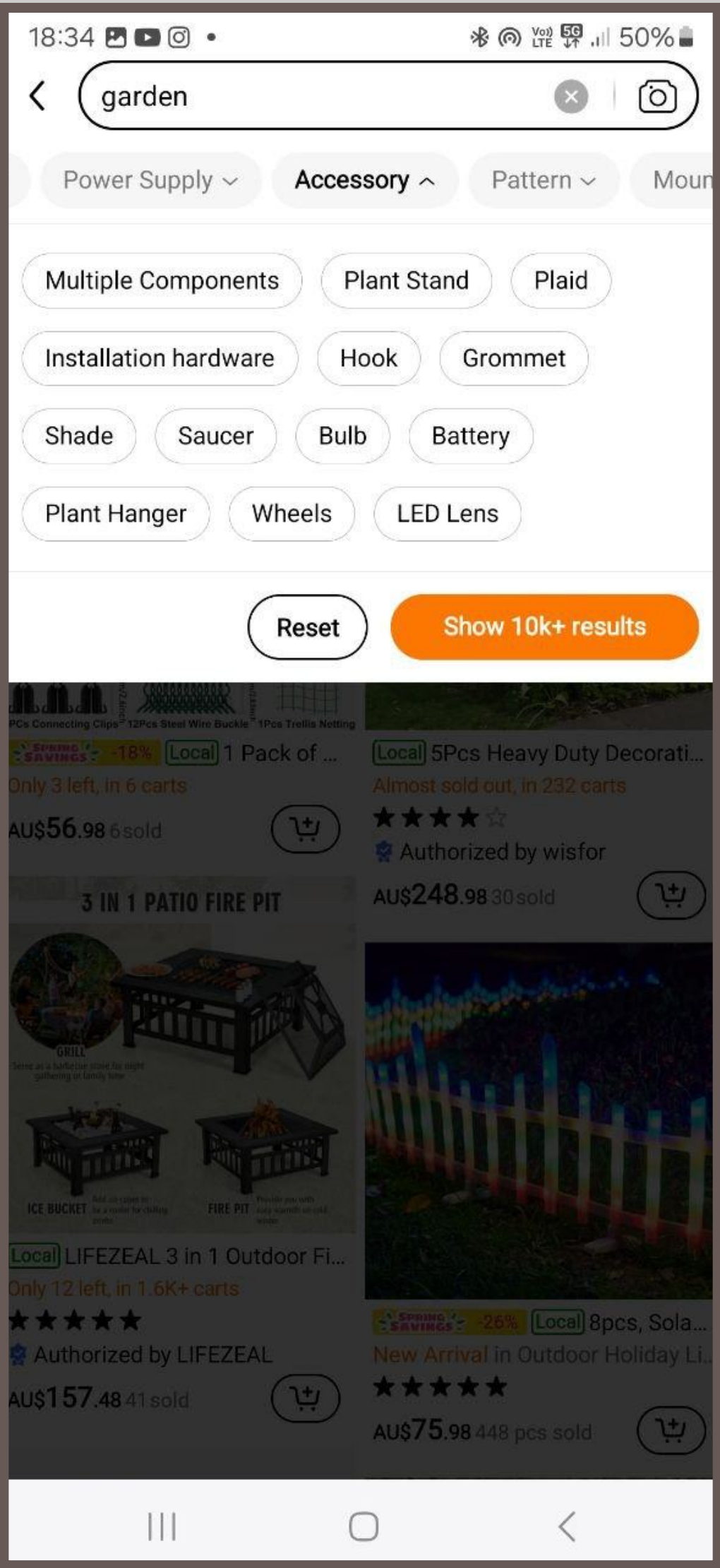
UI elements

UI Patterns

Search Filterers



Feature

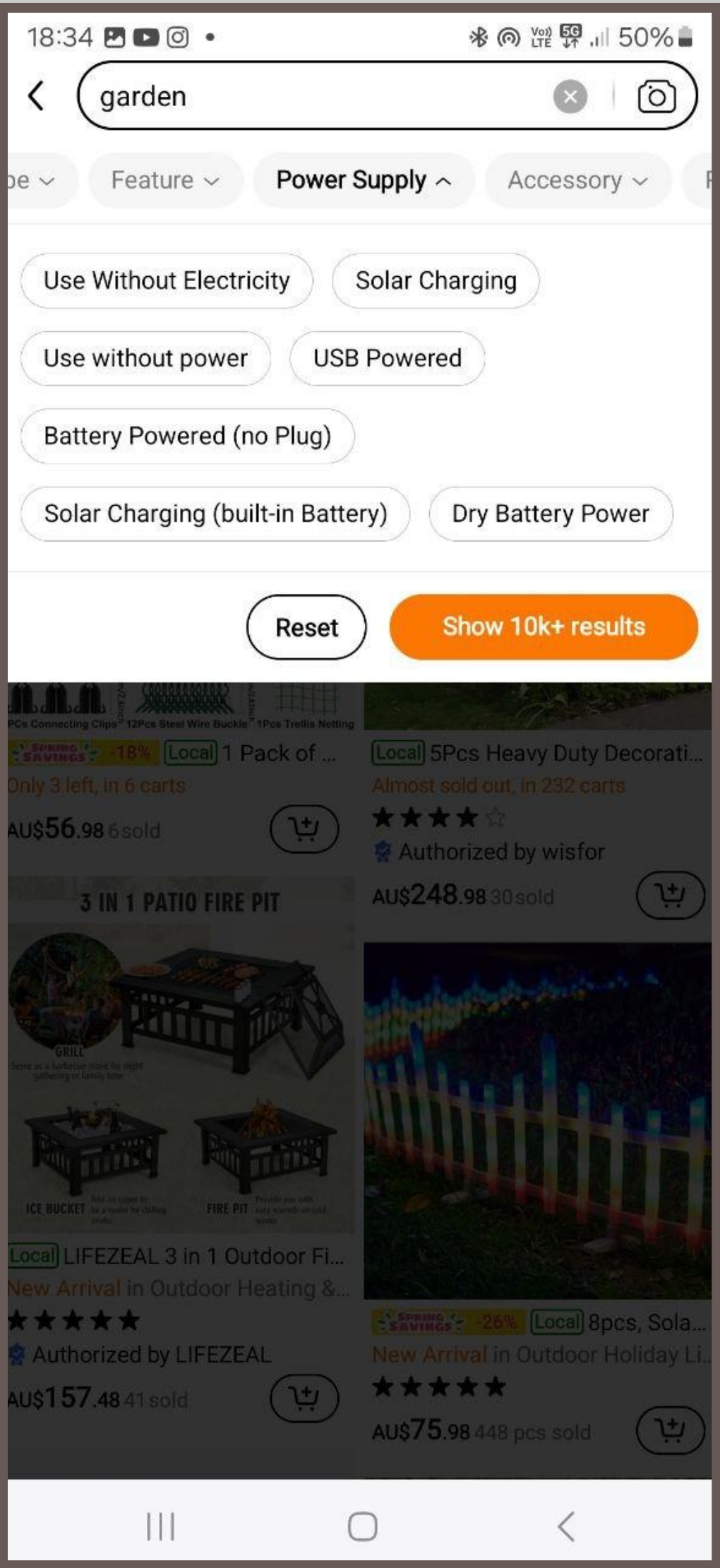


Accessory

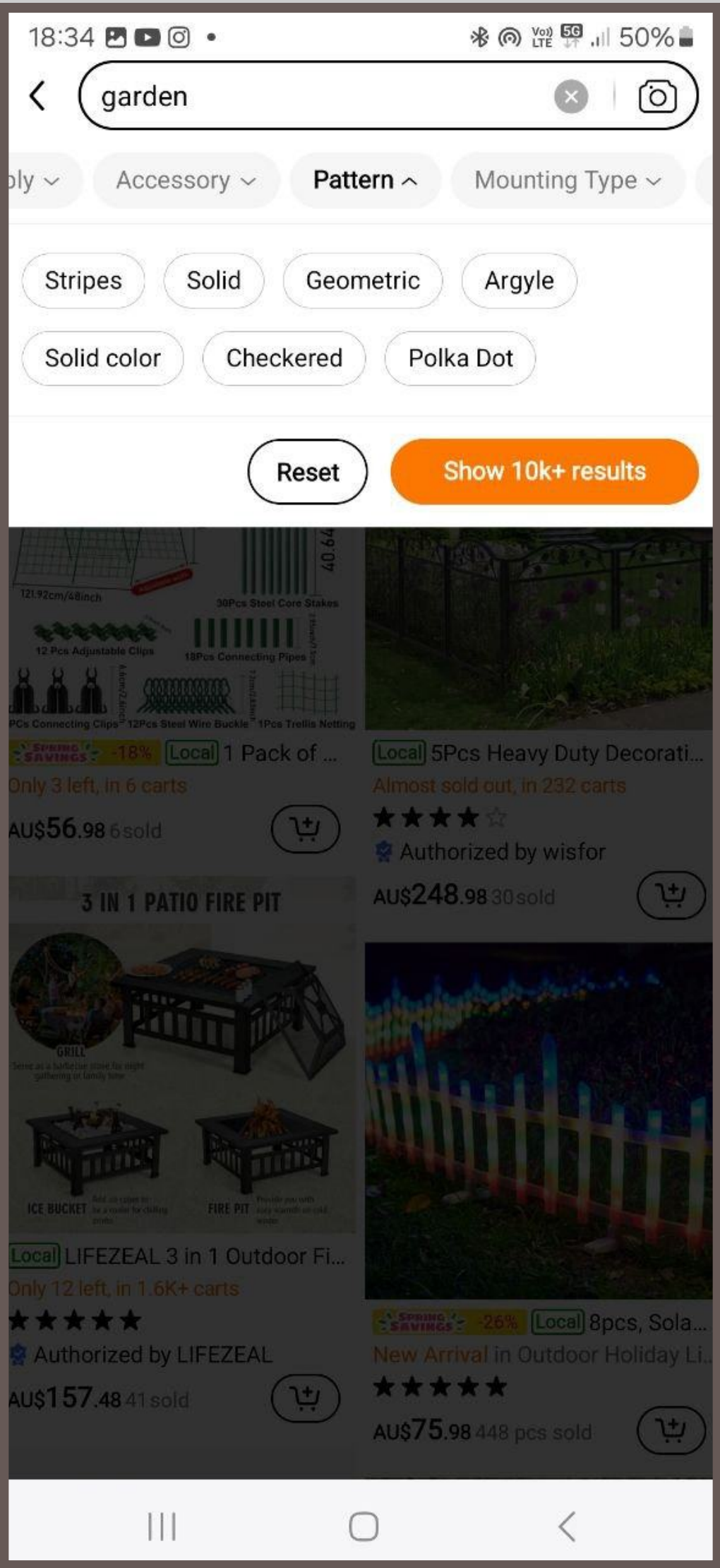
UI elements

UI Patterns

Search Filterers



Power supply

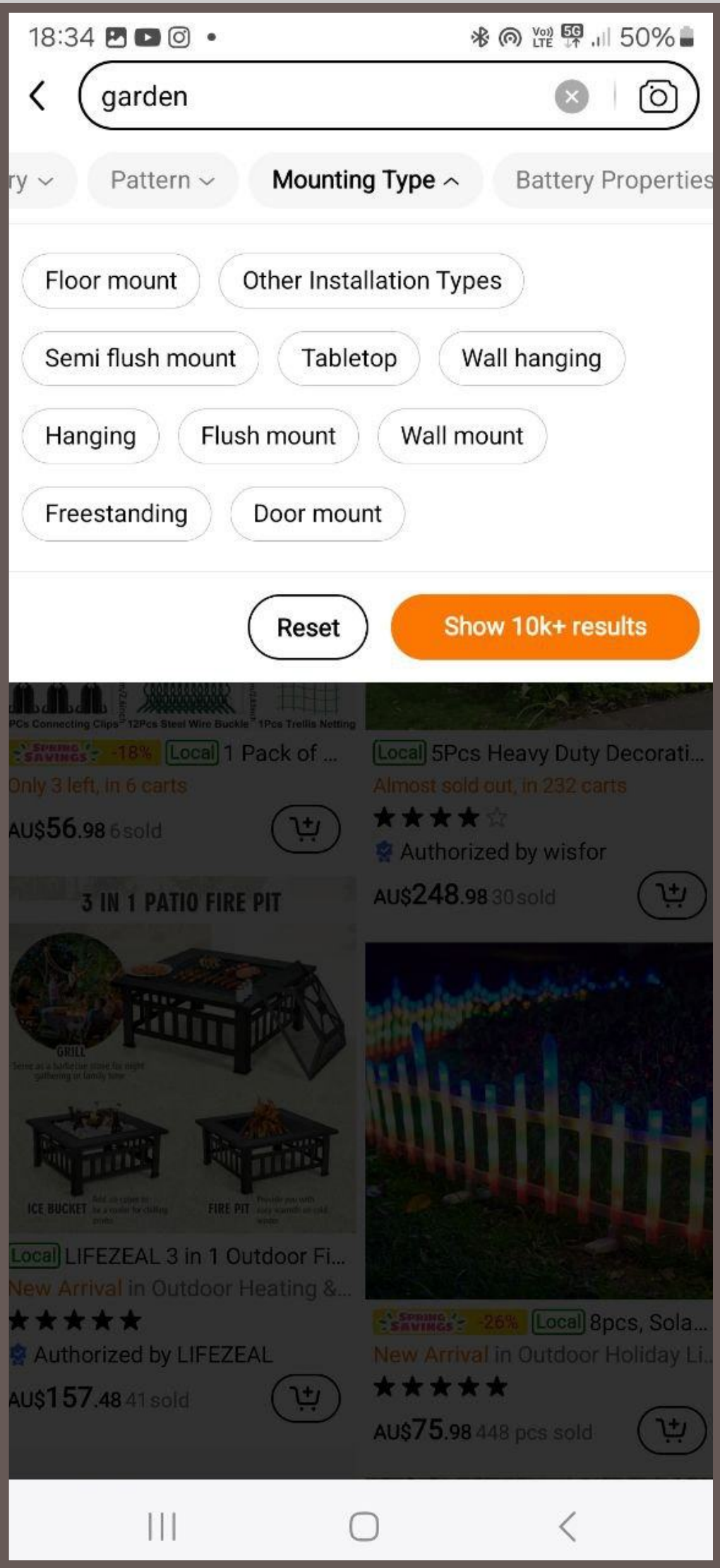


Pattern

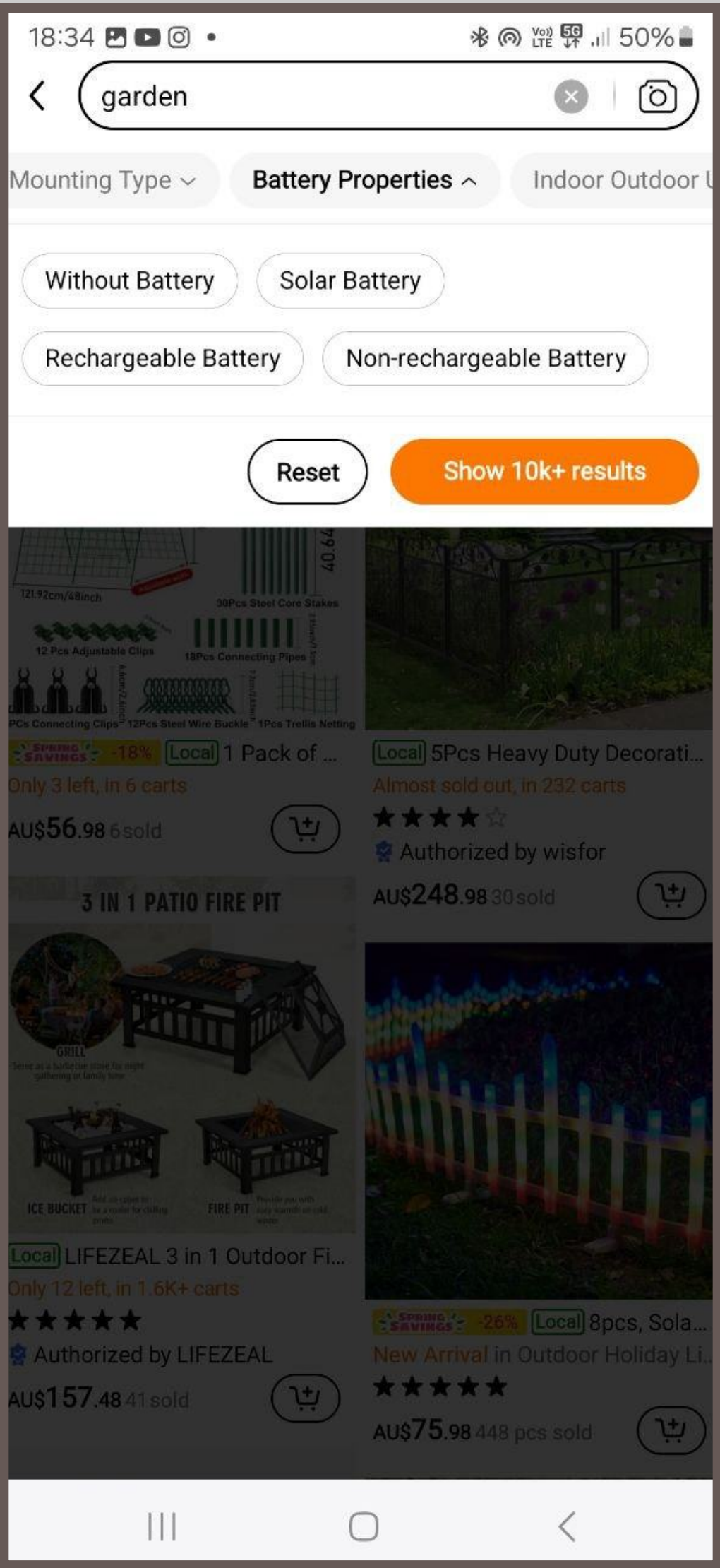
UI elements

UI Patterns

Search Filterers



Mounting Type

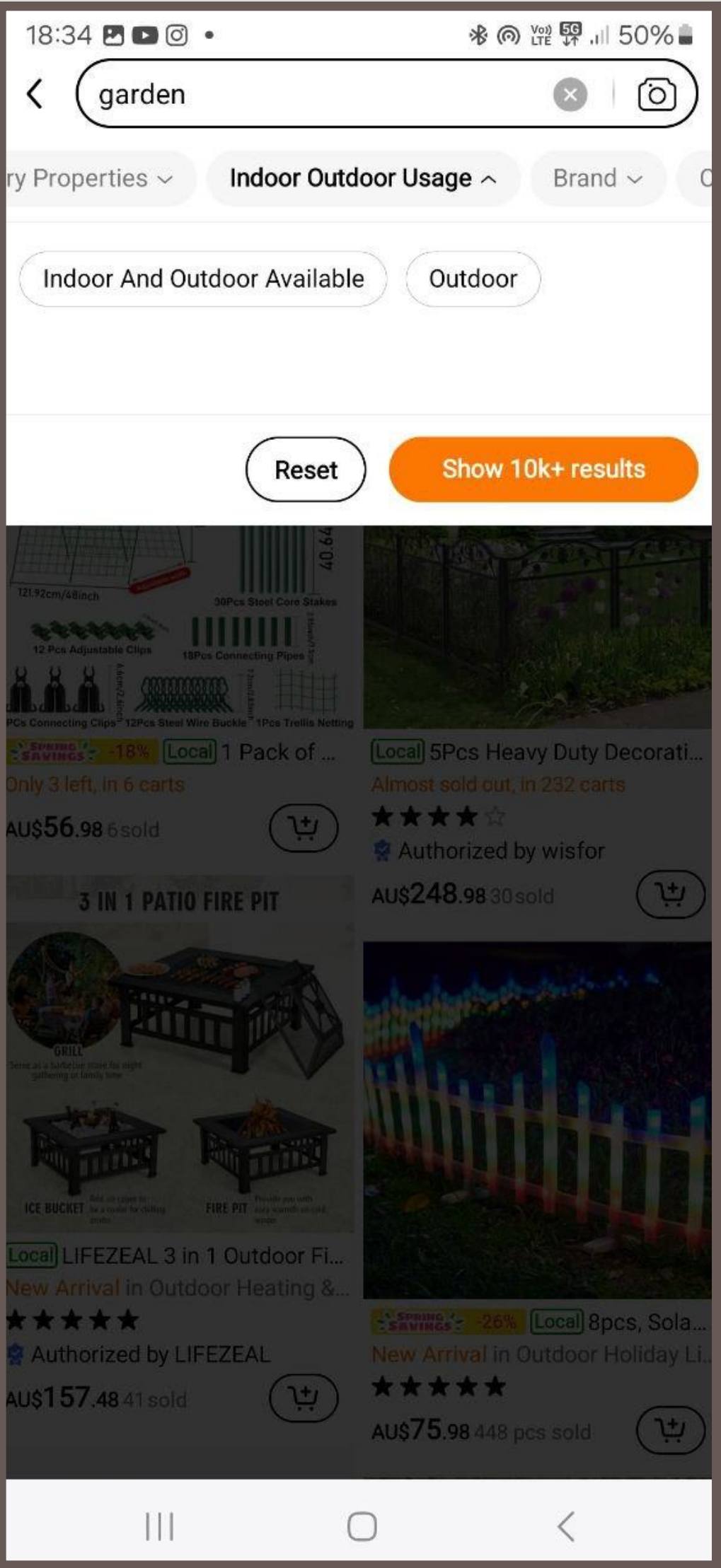


Battery Properties

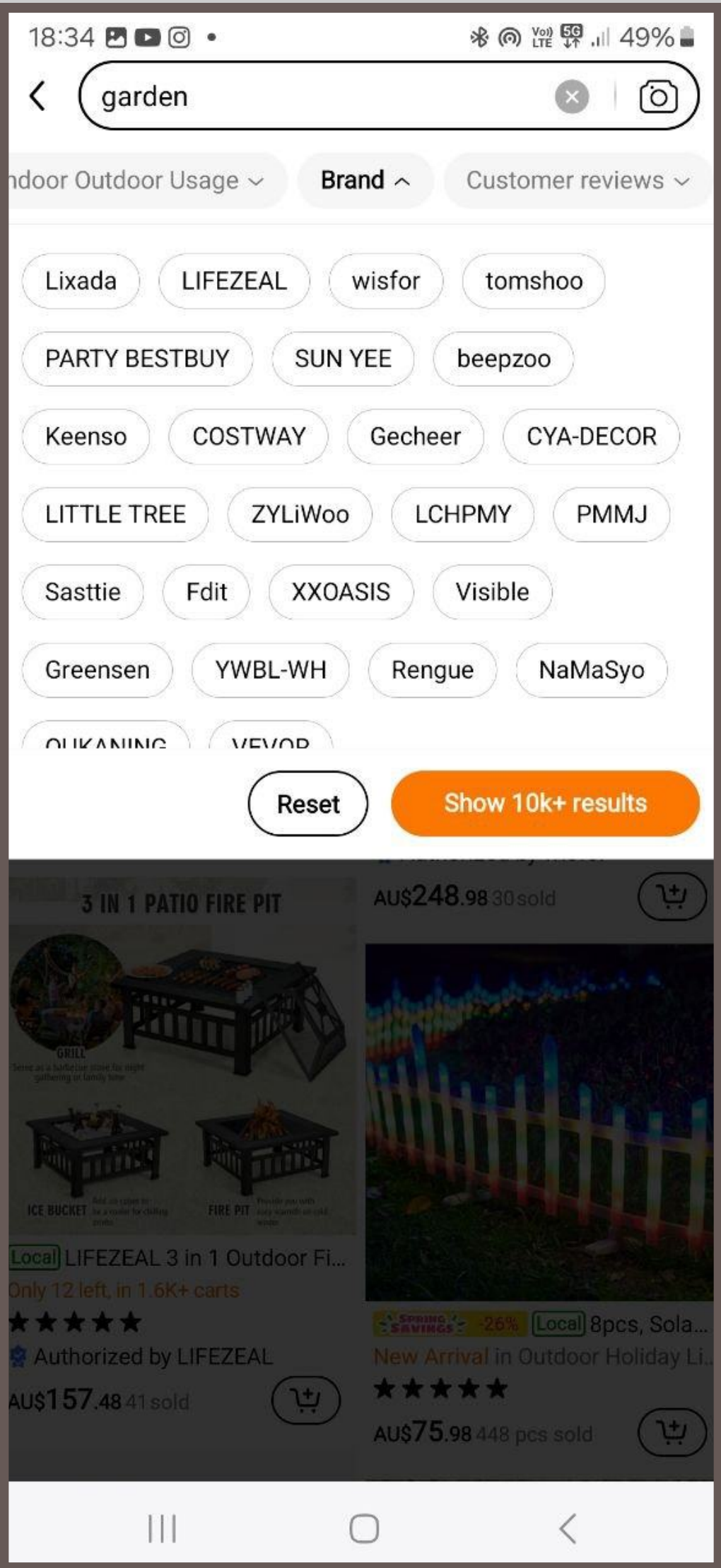
UI elements

UI Patterns

Search Filterers



Indoor Outdoor Usage

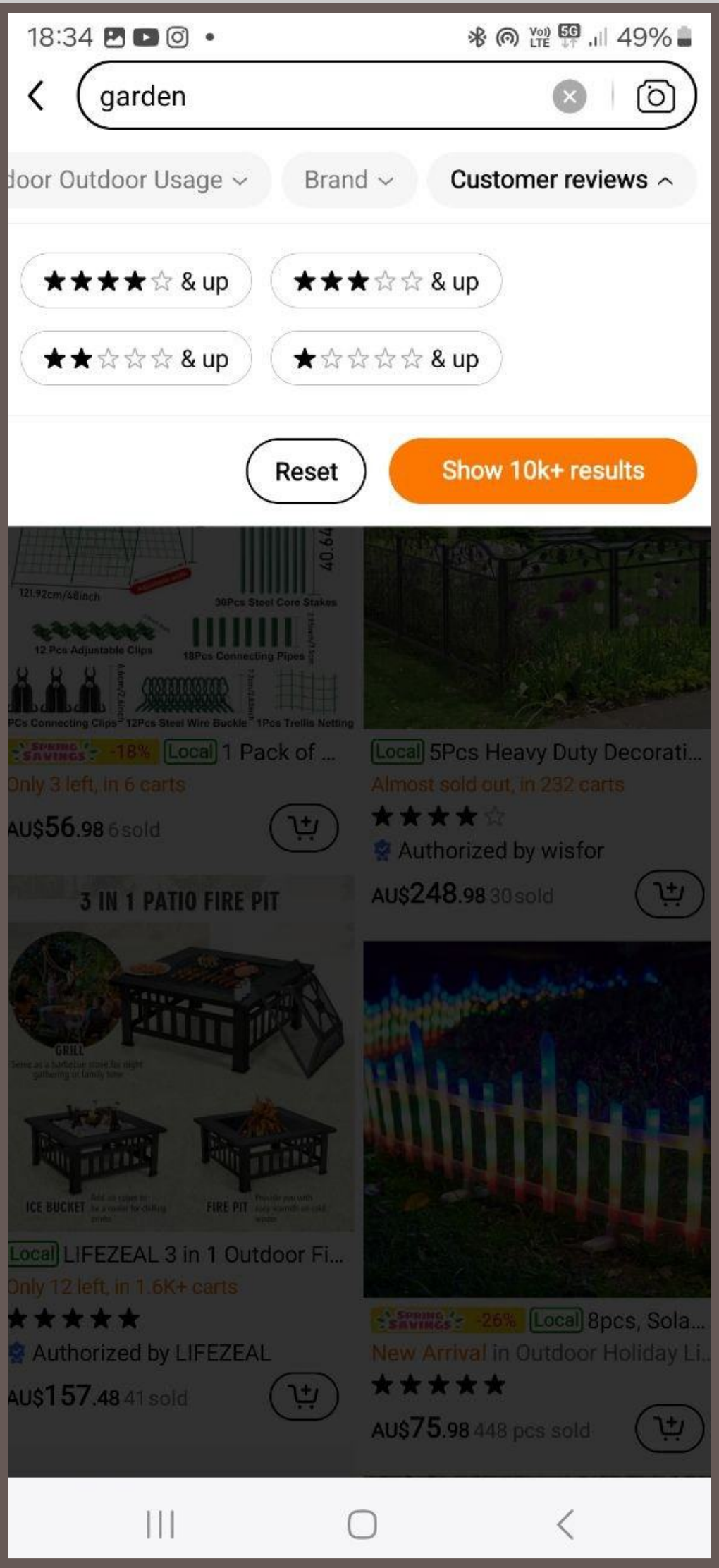


Brand

UI elements

UI Patterns

Search Filterers



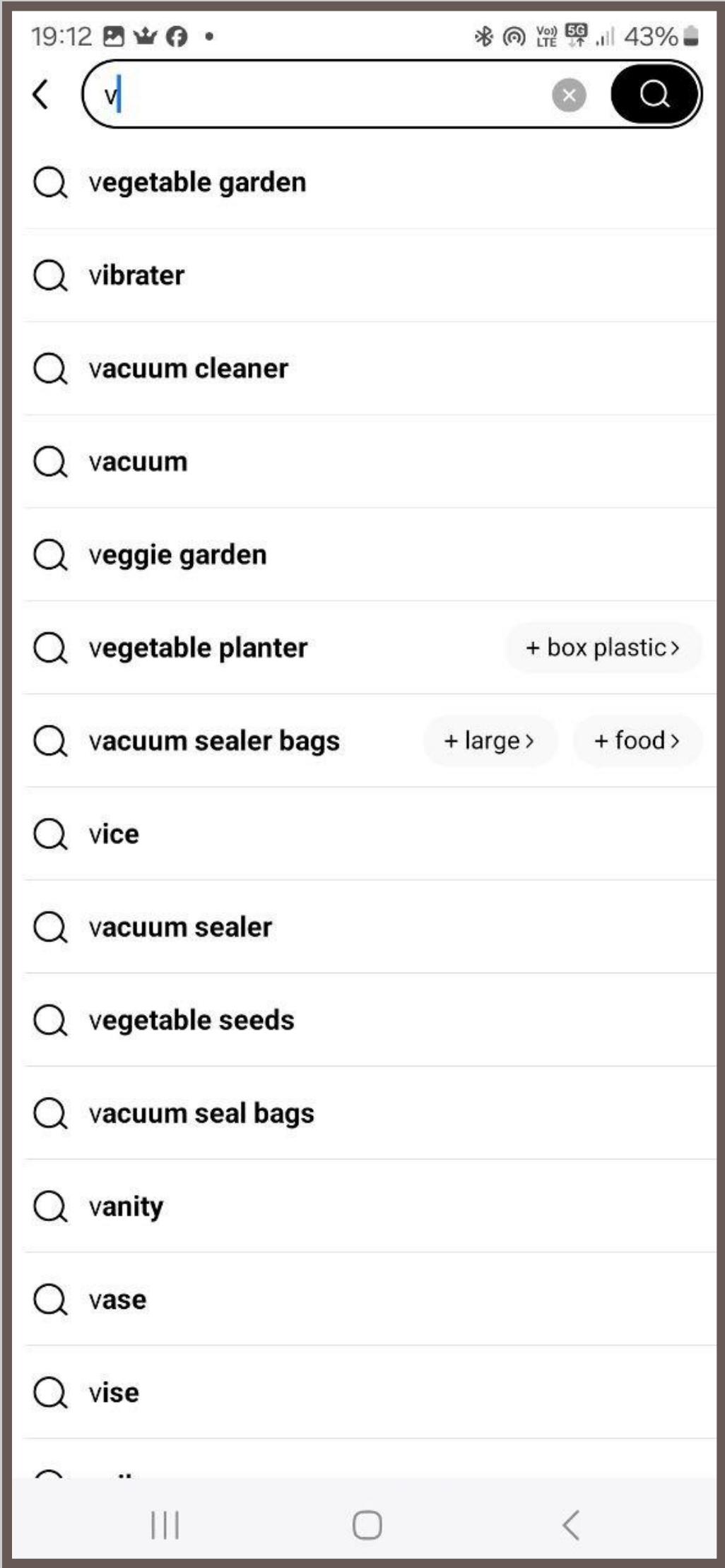
Customer reviews

UI elements

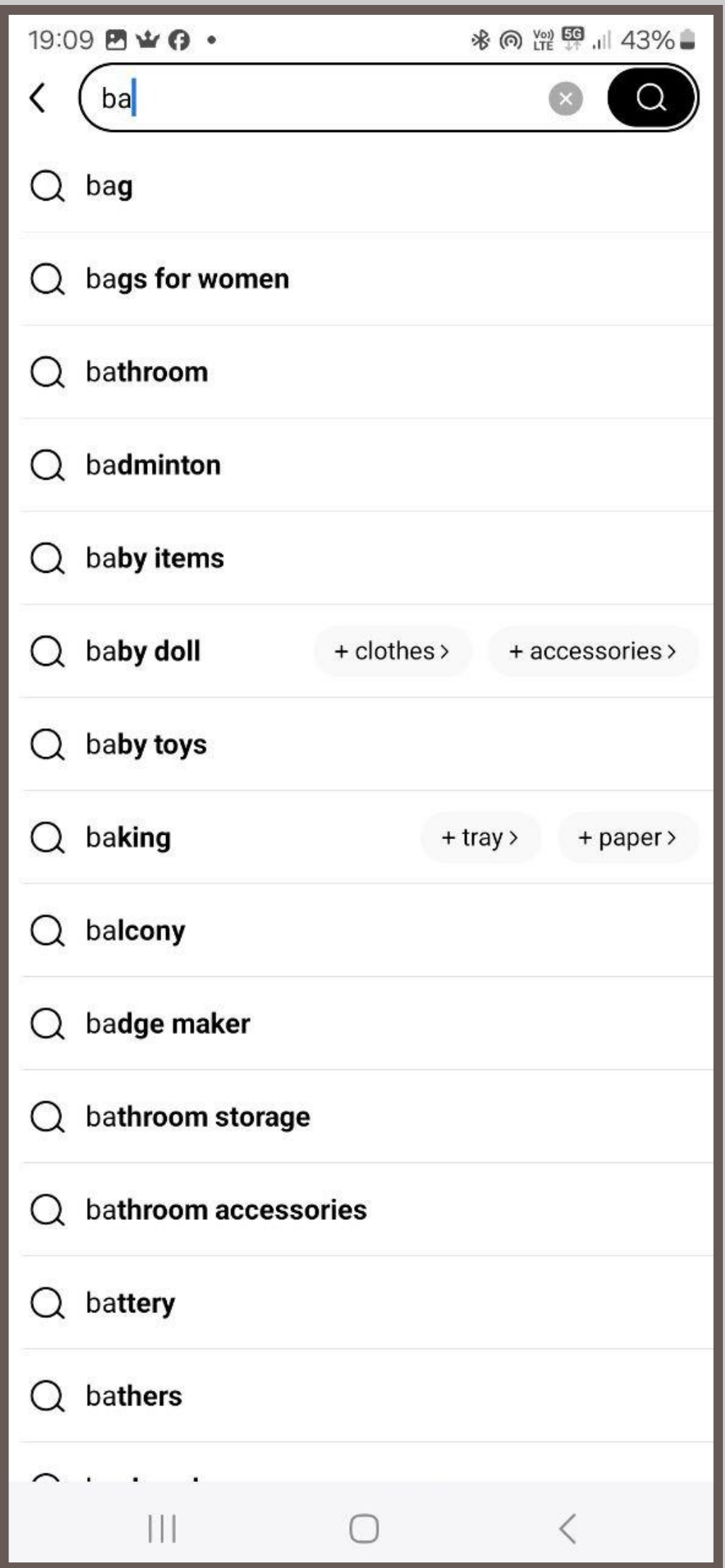
UI Patterns

Auto-complete

This app also has got auto-complete feature. it does not matter if you type a full word or just one or two characters, it suggests you all related categories and products.



One Character

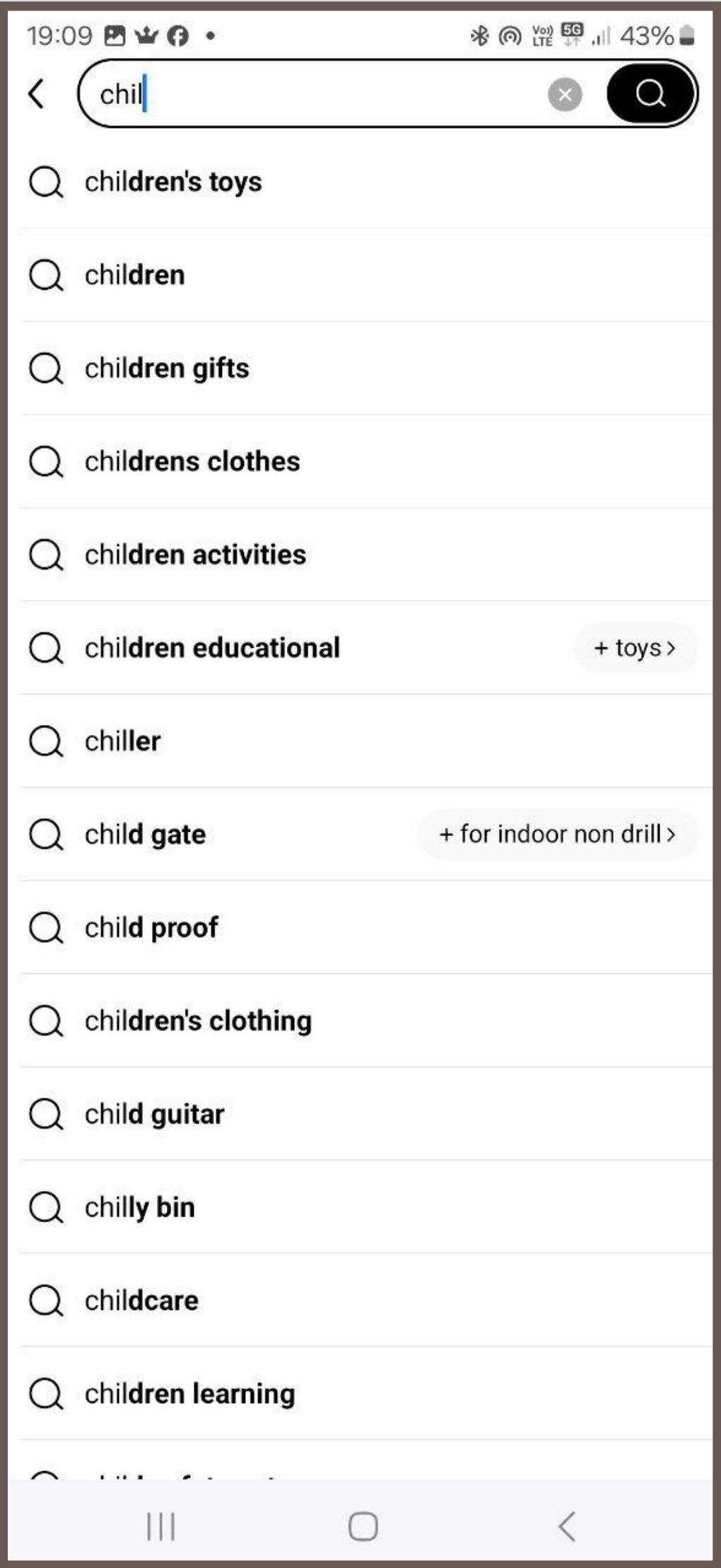


Two Characters

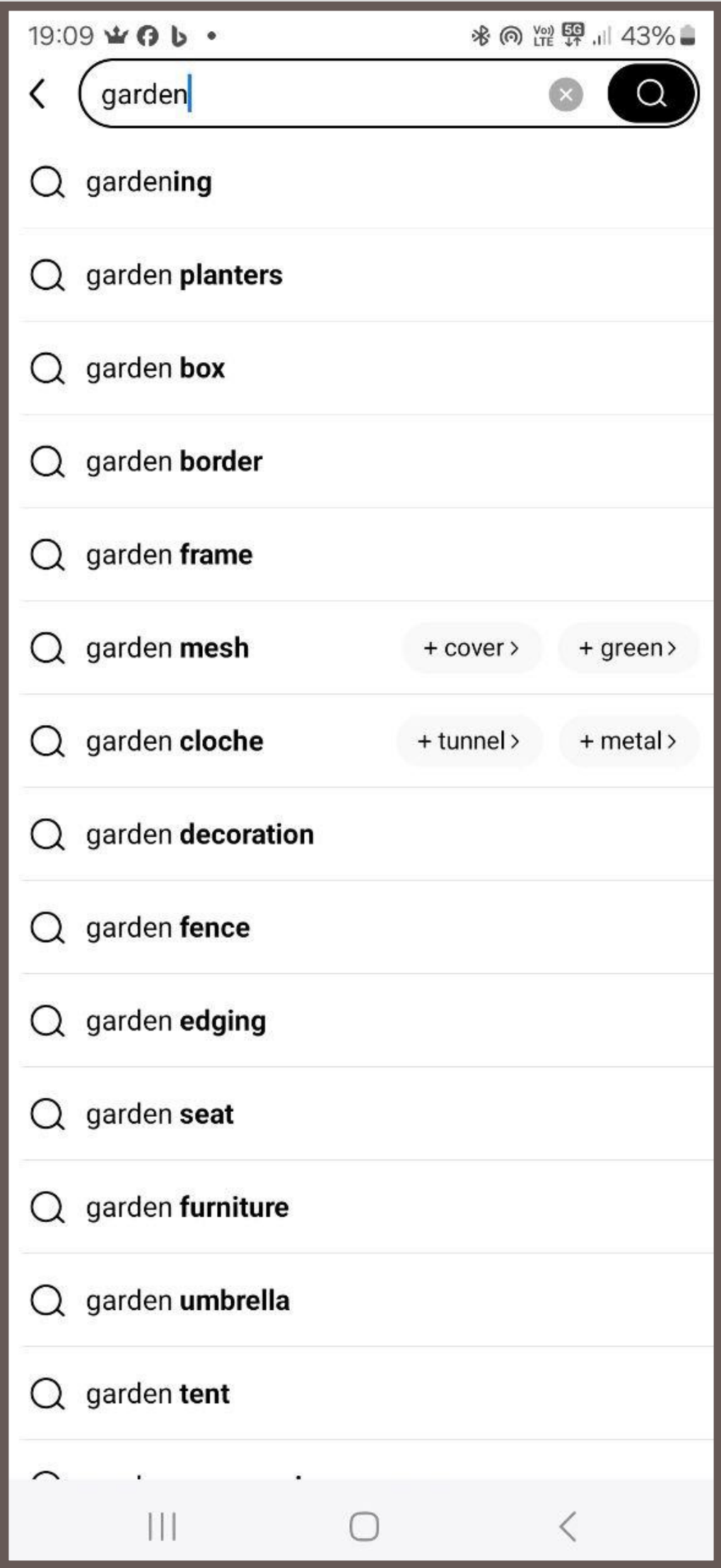
UI elements

UI Patterns

Auto-complete



Four Characters

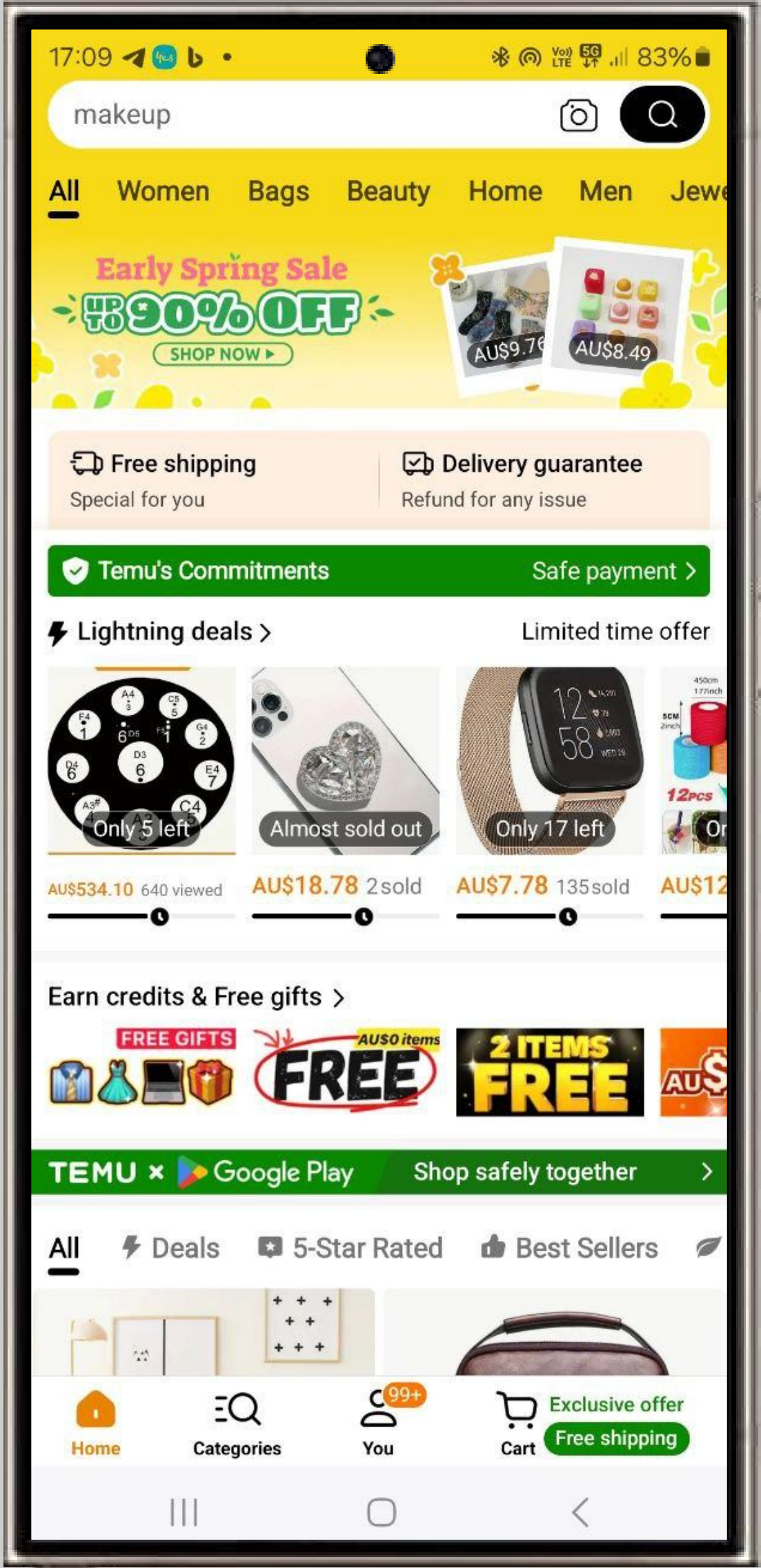


one Word

UI elements

UI Patterns

After analyzing UI pattern, ended up that I could not find some features in this app like Breadcrumbs, Tags, and ...



Feature proposal

PROPOSAL

Feature proposal

Proposal

I designed new interface with new approaches for almost all pages and add some attractive features(redesign the app). Firstly, I removed content which is not very important. In the main page you can see all categories with different pictures, but in my design, I organized them by using local navigation and continuity. I put the **logo** at the top of the page, and **dedicate more space** into search bar. I also add **search by picture** and **google speech** in this area.

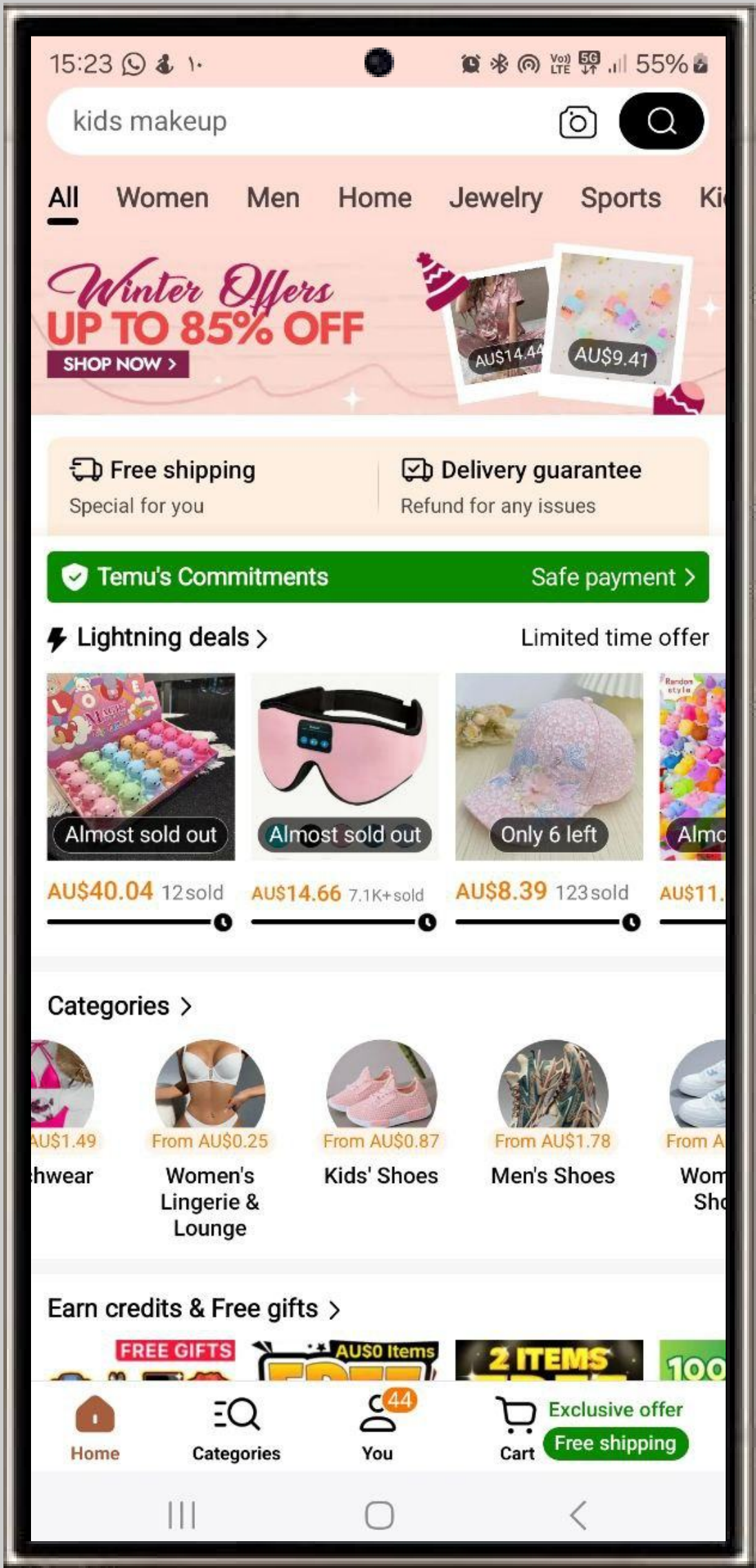
I just put **two main** different sections, called “ categories and lightening deals ” which indicate some products with discount. Additionally, I just use some simple colors besides neutral colors to bring simplicity into home page. My semantic color is just **orange**. As can be seen in my mockups, I put all different contents in **hamburger menu**. *I try to help customers to not be confused by too much amount of information at the first sight, and helped them to find what they seek easily.*

It is bearing in mind that I followed the same grid system and typography as well.

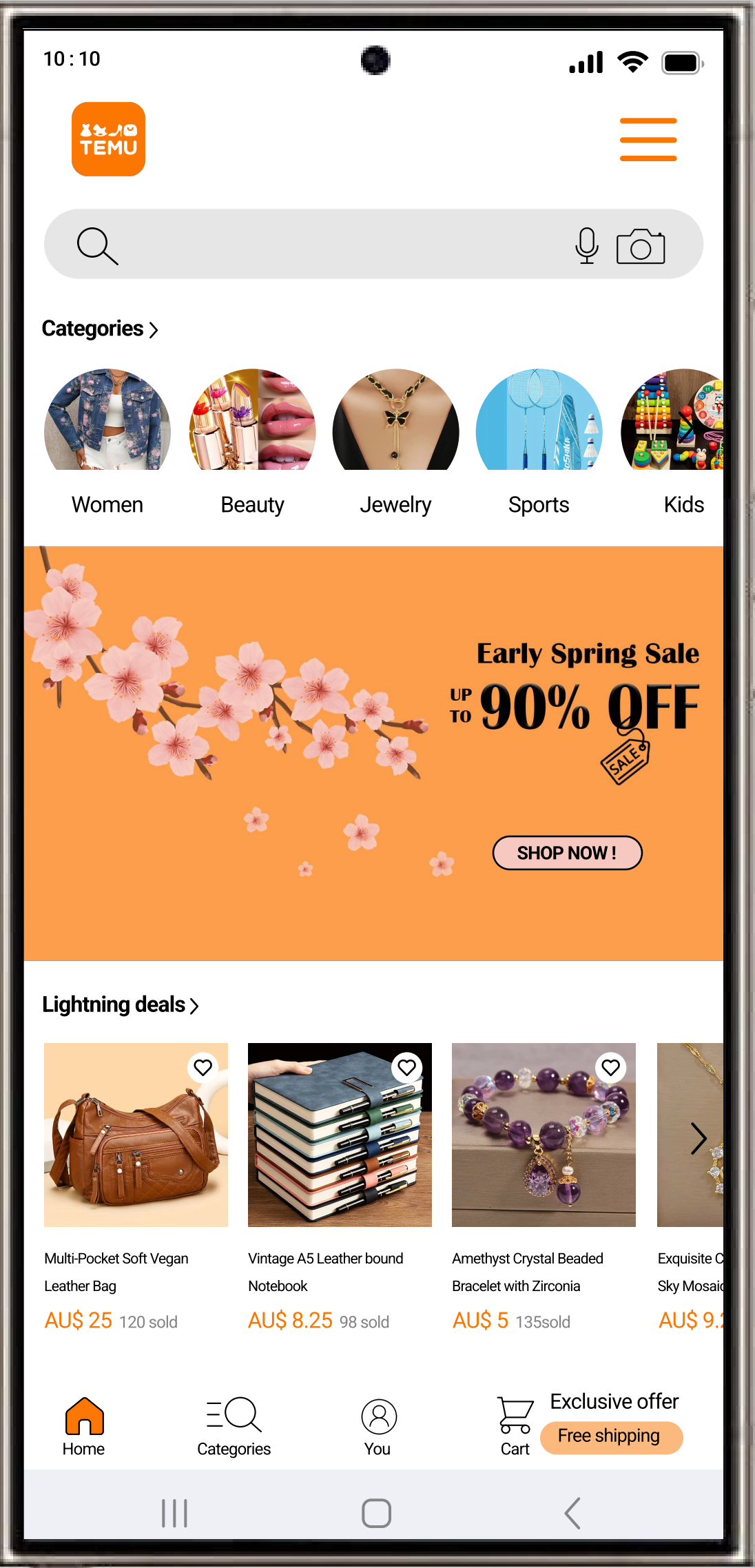
I included the “**add to favorite**” part on the products”,cause the app dose not this feature and you just can add product into your card. I add customer service in main menu(**hamburger menu**), as the main version does not have this feature,it just have customer support records.

Feature proposal

Proposal



Original version



Proposal

Feature proposal

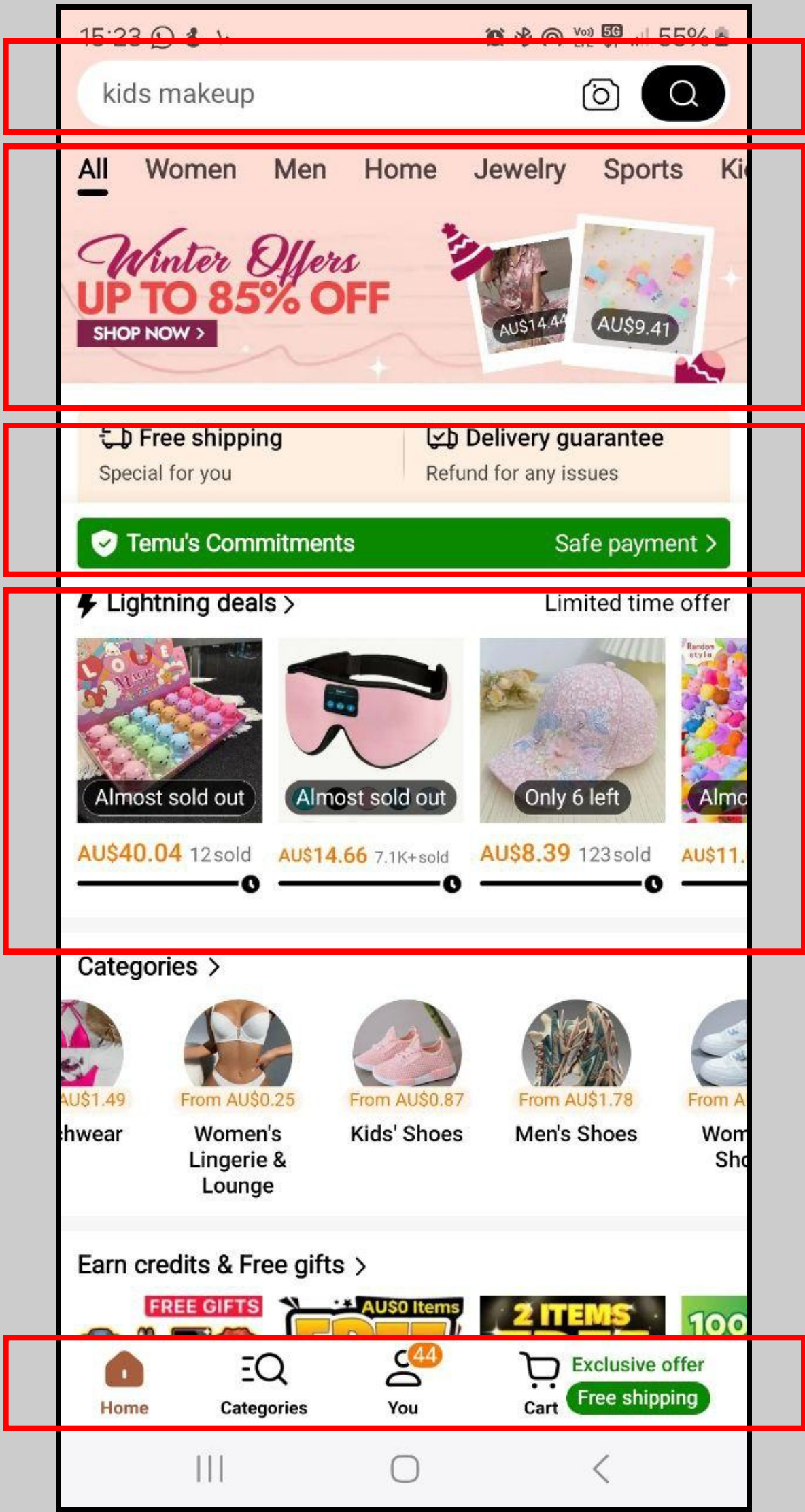
Mockups

Feature proposal

Mockups

Home page

As I mentioned earlier , I removed all unnecessary content and put them all in hamburger menu. I add logo in the main page. I just put two main groups in this page : Categories, Lightning deals. Moreover, I used very limited colors to prevent the page seems cluttered. Additionally, I changed completely the design of sales section. I add up “add to favorite” section on each product. I add more features into search bar.



More features into search bar.
Adding logo and hamburger menu

Changing the design of Sale section

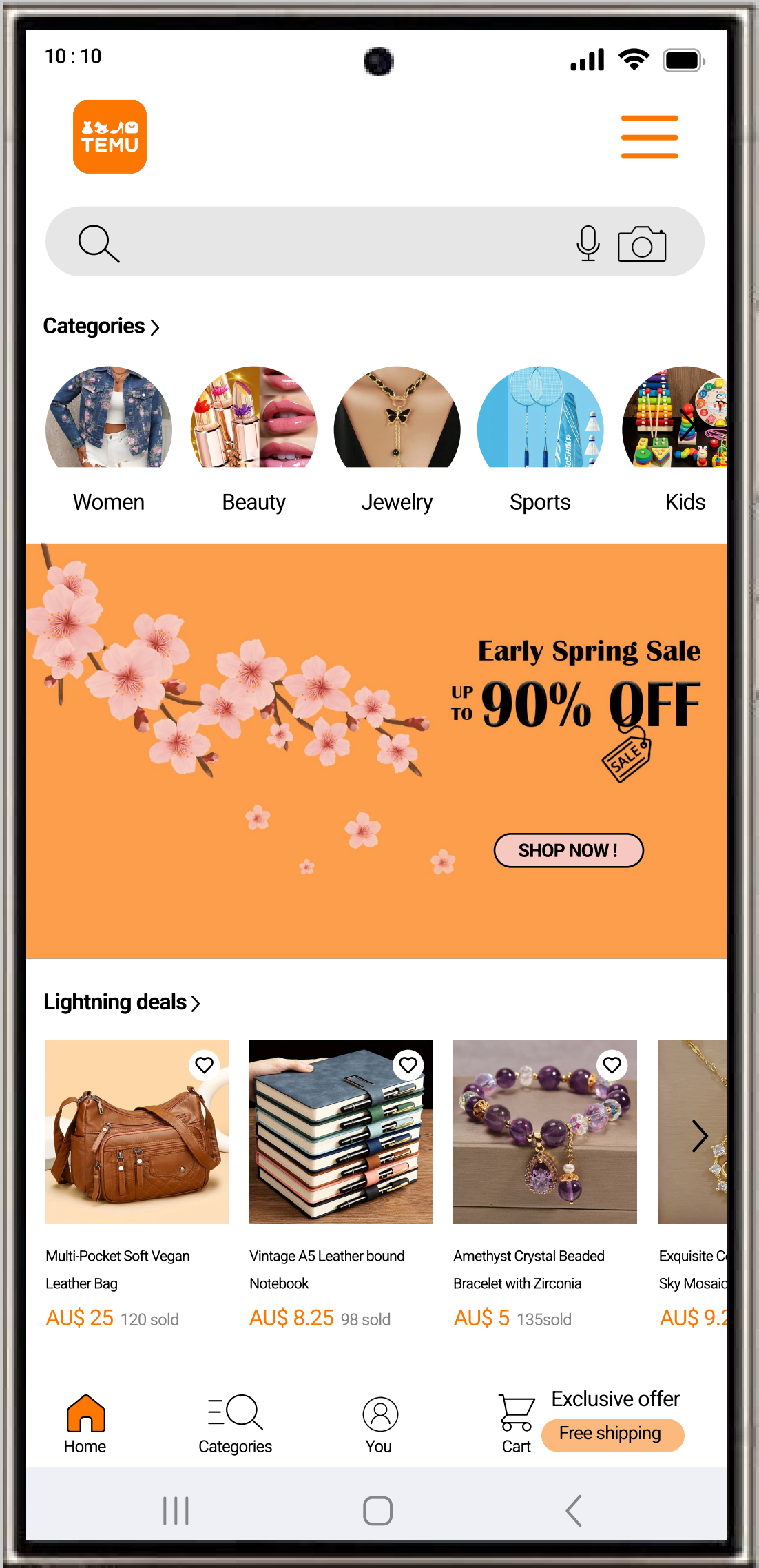
Moving this part into hamburger menu

Moving this part into hamburger bottom of the page and adding “ADD TO FAVORITE” button

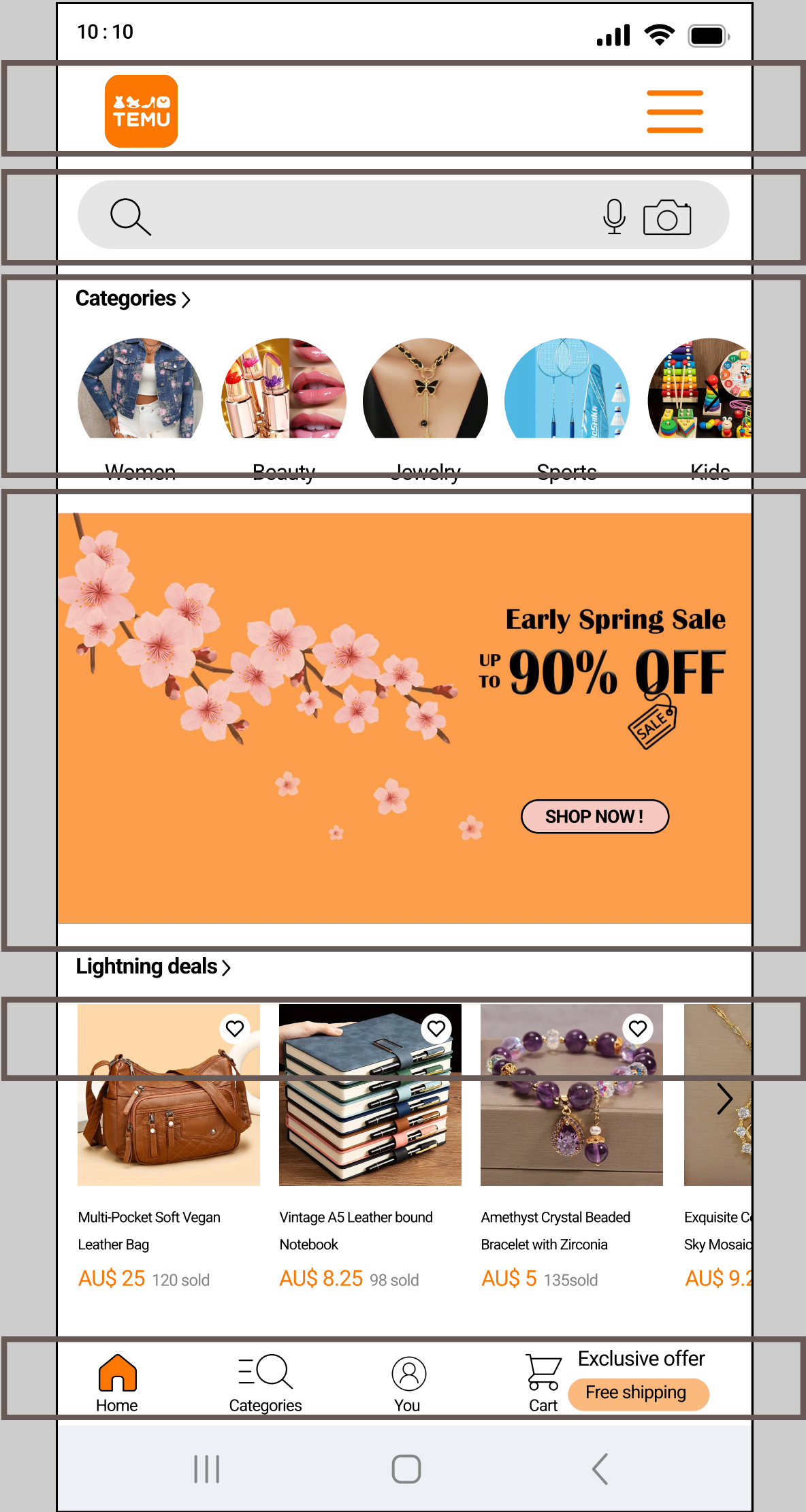
Changing colors colors

Feature proposal

Mockups



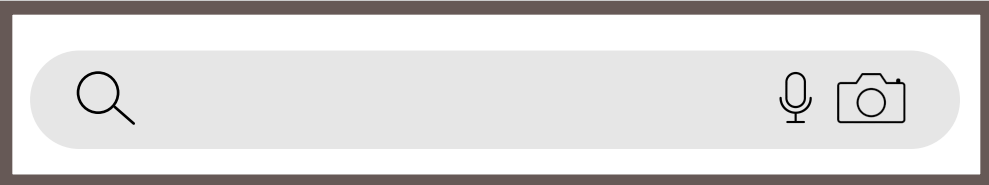
Screen 1



Feature proposal

Mockups

Home page



More features into search bar.



Adding logo and hamburger menu



Categories



Sale section



Add to favorite section



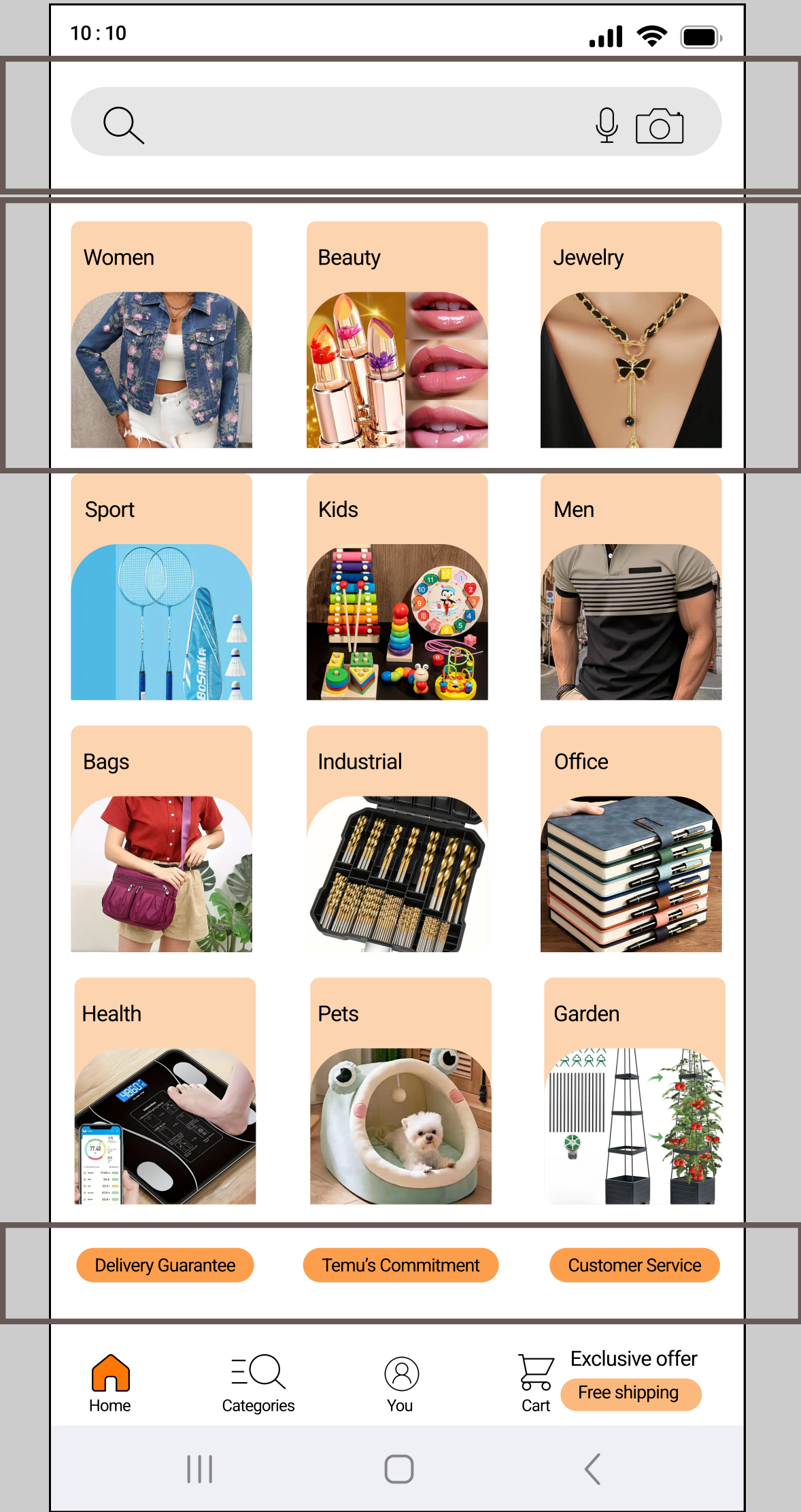
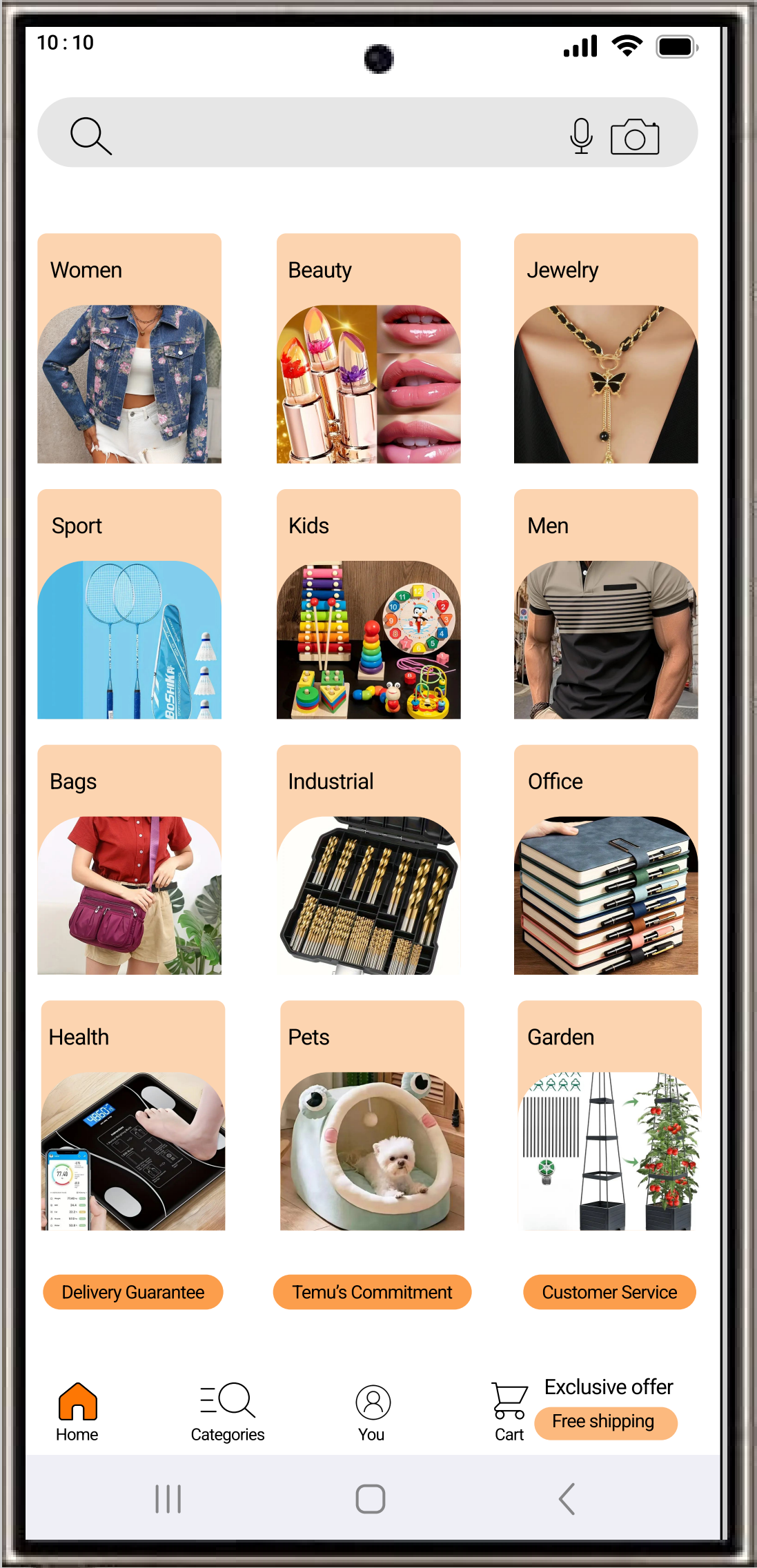
Limited colors

Feature proposal

Mockups

Hamburger Menu

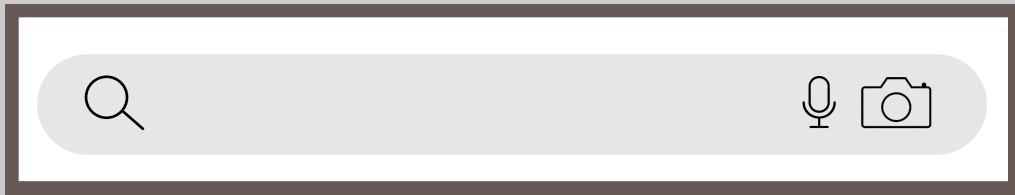
I add all categories, with all the content ,which was in the home page in the main version, into this menu. I also prefer to keep search bar in this page. Actually this app dose not have hamburger menu so i do not have any existing image of this menu in current app, and this is a new feature.



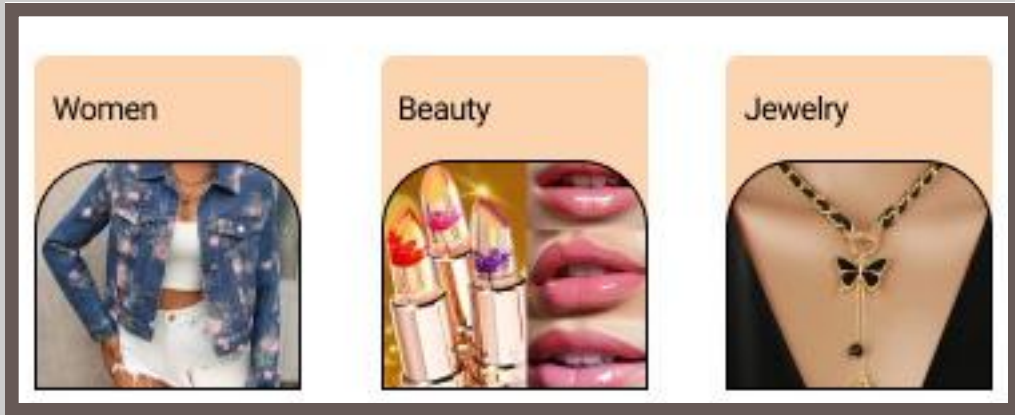
Screen 2

Feature proposal

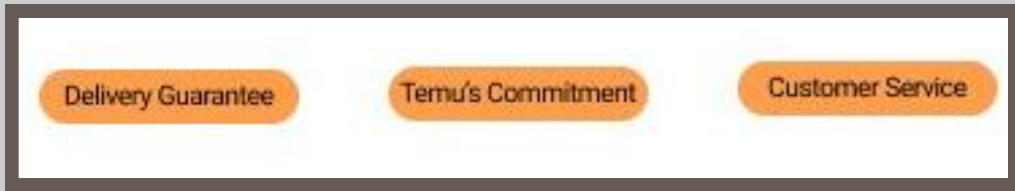
Mockups



Search bar



Different categories and products



Moving all features on the main page,into hamburger menu

Final thoughts

Conclusion/ Reference

Conclusion

Final thoughts

I have learned so much important and useful subjects in the past 7 weeks. Now I know how to analyze an app in terms of various features, like color, grid, typography, visual structure, and ...and it was really helpful and useful. Additionally, I have learned how to improve an app which is really interesting to me. Moreover, I have learned how to work on visual structure on my projects.



References

Works cited/ sources

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[https://www.flaticon.com/
free-icon](https://www.flaticon.com/free-icon)



Final thoughts

THE END

THANK YOU