E-Commerce Product Image Design - An Example of Shopee

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ABSTRACT

Global e-commerce emergence renovates retail marketing regional limitation. It accelerated competition turning white-hot (Im et al., 2020). Epidemic enhance e-commerce output value substantially. Strong developments of related needs such as sales courses and store visual design reveals. Regardless of the size of the brand, they have invested resources in the field of e-commerce. Now it's a main generation of e-shopping. Shopee from Singapore settles into Taiwan market and occupies an important place. E-commerce develops rapidly and fiercely adapting the market. In the competition, Product price, visual design, quality and service are all important determining factors of brand loyalty from buyers. In the area of visual communication design, designer assemble and arrange texts and pictures according brand style from store owner requirement and then promote to different selling platform. Visual design refers to the design of the correct information to communicate with aesthetics. E-commerce product pages as a medium present product to consumers. It's very important how to stand out from many similar product pages to attract more buyers. The era of e-commerce, the demand of aesthetics raises continuously. Designers take the contradicting responsibility between commercial functionality and aesthetics. Online shopping has become a trend. Consumers of all ages in Taiwan have experience shopping online. This article mainly discusses the product image design of Shopee shopping. The research subjects are consumers who have used online shopping through questionnaire. The research analyzed the newly designed product images with statistical data and observed whether to increase buyers' attention and arouse positive emotions. Since this study, there are 60 snowball-type collection recipients, of which 66.7% are female and 33.3% are male. It's probably 18-20 years old, including 65% college students, 30% high school students. There are 91.7% of the subjects have used Shopee online shopping platform, and the rest are Pchome and Momo. The frequency of online shopping is about 1-3 times one month. The questionnaire processed as follows. First show buyers the store page that has been placed in the new design of this study. There are 10 products of the same brand on this page. The stimuli design strategy for this study is as follows. Because the product is skll, there is a lot of red on the image. Therefore, the design uses the complementary color green as the background color attempting to attract the attention of consumers. Green has the image of nature and youth.SK-ll lotion extracts are definitely natural products. It expresses pure and natural ingredients by green. It hopes users could keep youth and beauty forever. Research results shown, 27 out of 60 subjects were immediately attracted by the new design. Following are the results found in this study. Because the background color occupies most of the area of the image, the "outstanding background color" is chose as the design strategy, such as different as present products, contrast color or complementary colors. It can catch the buyer's attention at the first time.

Keywords: e-commerce, Visibility, Visual design, Banner, Shopee

INTRODUCTION

In order for people to have a higher quality of life, better experience and visual experience in life, design is innovation, constantly creating better products, which can optimize people's comfort. Design is included in every part of life, and design is innovation. The purpose of commercial visual design is to provide a better visual and user experience for various commodity displays that appear in buyers' lives.

"Visual design is a silent salesman." Modern sales channels are flooding the entire market, and the overall sales behavior has evolved from a traditional sales pitch to a self-sufficient DIY form. A good product visual communication design can provide consumers with a clear message when purchasing a product. The importance of commodities (brands) and corporate image is an interactive relationship. All successful brands (commodities) will also bring a superimposition effect on the company's impression. After a good corporate image, relative customers they will also be more willing to buy their products. Therefore, the quality of a product packaging design is closely related to the quality of consumers' impression of the enterprise, so the work of product packaging design is particularly important.

When an enterprise is trying its best to manage the brand image, it cannot simply start from the formal brand, and ignore the importance of product packaging, because product packaging is the front line of contact between the enterprise and consumers. On the e-commerce platform, the product map is the digital image. Version of the product packaging, consumers contact the product through a long-distance form, Gu Ben's research focuses on Shopee, the most popular e-commerce platform in Taiwan today.

LITERATURE REVIEW

Market of Shopee

In 2021, due to the epidemic, the whole world has changed a lot. In 2022, as the year of the epidemic, long-term home and remote work will become daily life. Taiwanese consumers study and coexist with the epidemic, making everyone's living habits and shopping behaviors. There has been a huge change. Shopee announced the consumption trends in 2021, integrated in-depth analysis of consumption data, keywords, and product quantities across the entire site, and shared the changes in Taiwan's consumer shopping behavior and major groups in 2021. Shopee said that the number of consumer users has increased year by year, among which "male mature age" consumers have grown by more than 60%. The rise of digital awareness of the mature age group also highlights that Taiwan's e-commerce consumption profile has become more diverse and comprehensive. The new daily routine of online shopping for all; and the consumption driven by the epidemic is also the highlight of 2021. Shopee observed that in addition to practicality, epidemic prevention-related products are also gradually becoming more "beautiful and refined". It is not difficult to see the coexistence and symbiosis with the epidemic. In daily life, Taiwanese consumers are constantly balancing the pace of epidemic prevention and refinement of their quality of life.

Product Images & Banner

Product images are similar to banners. Banner ads are very important to increase online traffic, but how can we design a webpage banner that everyone wants to click? The focus of web banner design is to systematically build effective banner ads by applying basic design principles. Web Banner is one of the most common forms of marketing on the Internet, and it exists in various forms. Web banners are also the most likely design method to create clicks.

Even so, based on the different locations, banners mostly appear on irrelevant web pages, while product images appear on sales pages. The size of banners is not fixed, but the thumbnail size of Shopee products is fixed, and the content is therefore the same size. The location varies. But the goals of the two are the same, and they are to try their best to attract the attention of consumers.

Here are a few suggestions for building a successful web banner design, collated and shared design principles relevant to Shopee product thumbnails for discussion.

1. Maintain Hierarchy: Banner ad design relies on the right balance between each ad, so pay attention to hierarchy. Effective banner ads are designed to increase brand awareness and increase website traffic. There are three basic components: (1) Company Logo:A company logo must build brand awareness. Make sure it's visually dominant, but not as dominant as the value proposition or CTA. (2) Value proposition: The value proposition mainly showcases the products or services you offer and attracts everyone's attention through attractive discounts and prices. Such as "high quality", "half price" or "limited time offer". These keywords should take up most of the space in the ad and are the first thing the viewer sees.

2. Keep it simple: Keep the content and visuals simple, as the banner on the page may often be just a quick glance.

3. Have a clear framework: The viewer's eye is generally drawn to the subject within the frame, and successful banner ads generally have a clear frame. If your banner background is white, it is common practice to place a 1 pixel gray border around the banner.

4. Keep the text readable: Set the title and body to different sizes; all text on the interface should be less than 4 lines. Do not use cursive/handwriting, very thin fonts, all caps, or font size smaller than 10 (unless it is a disclaimer or copyright notice).

5. Create a sense of urgency: Give the text a sense of visual urgency by using bold, contrasting colors. Banner ads don't always need to be subdued.

6. Make good use of imagery: Select relevant graphics and photos to enhance information and directly related products. Can't afford professional photography or supermodel photos? Choose a cheap photo album. If possible, try to choose original illustrations or graphics created by the designer. It is not necessary to use images in Banner ads. Top-notch copywriting and beautiful typography can create equally effective results.

7. Choose the right color: Applying different colors will bring different associations, and you need to think about which emotions you want to evoke
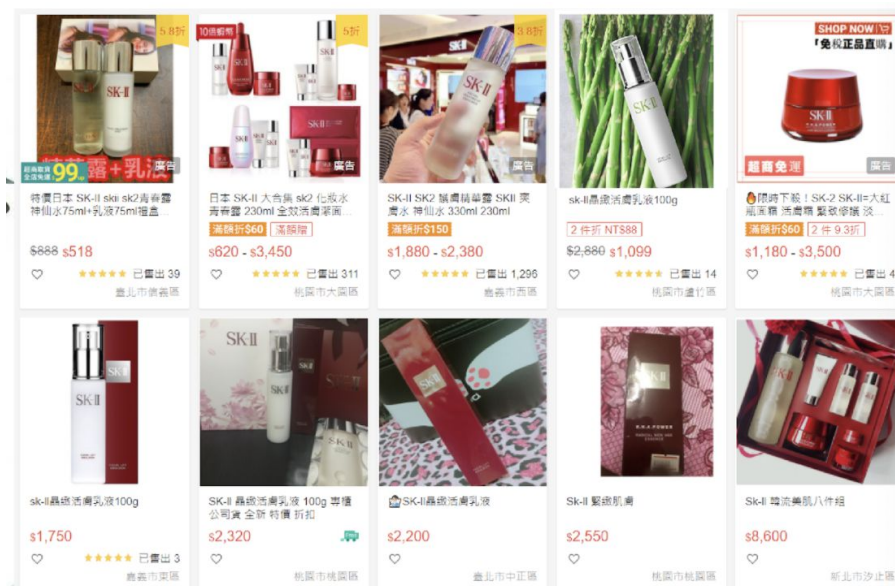
**Figure 1:** The shopping page.

in the audience. Color is the first thing users will notice in Banner. Colors are also subjective and have different associations in different cultures. When choosing colors, be sure to target your target audience (UI China, 2020).

RESULTS

There are 60 snowball-type collection recipients, of which 66.7% are female and 33.3% are male. It's probably 18-20 years old, including 65% college students, 30% high school students. There are 91.7% of the subjects have used Shopee online shopping platform, and the rest are famous ecommerce platform in Taiwan - Pchome and Momo. The frequency of online shopping is about 1-3 times one month. The questionnaire processed as follows. First show buyers the shopping page that has been placed in the new design of this study as shown in Figure 1.

The design strategy of this product is as follows. SK-ll lotion extract uses natural products, so the main color is green to express its pure natural ingredients and the original intention that users can keep their youth and beauty forever. Therefore, the overall visual communication design theme revolves around the three elements of nature, nature and youth. The background uses the large green areas of asparagus because the ingredients of the lotion contain niacinamide, which is also an ingredient in asparagus.

Research results shown, 27 out of 60 subjects were immediately attracted by the new design. Following are the results found in this study. Because The colors are different ×3, the product is highlighted ×4, the color is the most special, very green and conspicuous ×7, the photos are exquisite and textured, and there are plants. It can catch the buyer's attention at the first time.
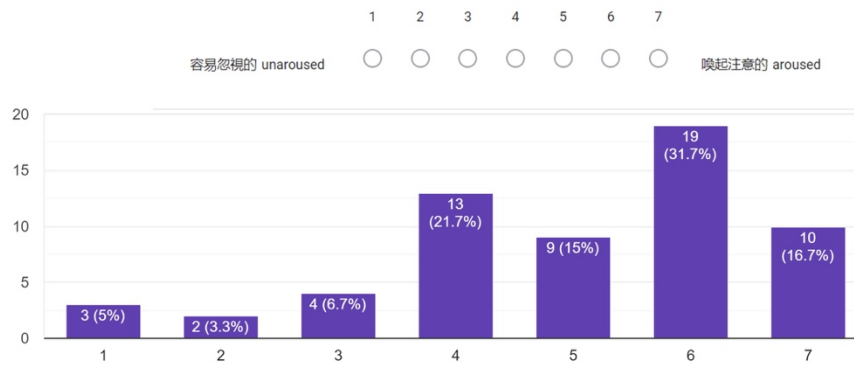
Figure 2: Does this product map make you feel unaroused or aroused?
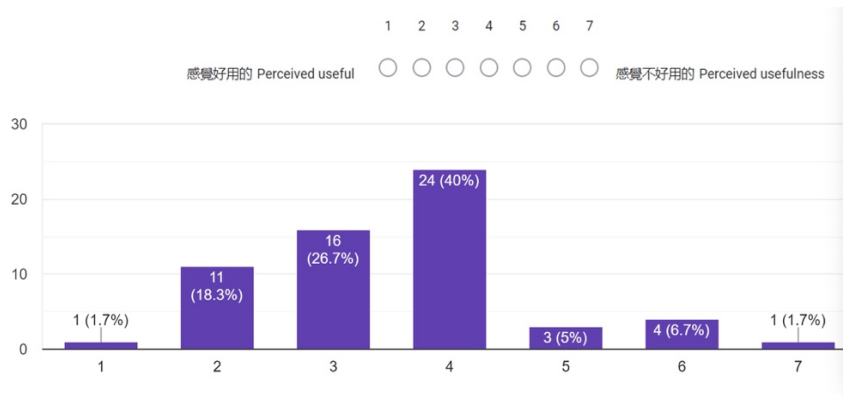
Figure 3: Does this product picture make you feel useful (Perceived useful) or feel bad (Perceived usefulness)?

This study goes one step further and asks consumers about the new product map, the following questions: 1. Does this product map make you feel unaroused or aroused? (As shown in Figure 2 below) 2. Does this product picture make you feel useful (Perceived useful) or feel bad (Perceived usefulness)? (As shown in Figure 3 below).

CONCLUSION

The e-commerce market is the trend of the times, and it is also a battleground for business military strategists. Before the physical goods cannot be touched, the visual effect is the first influencing factor. It is good to make every effort to make consumers feel attractive. strategy. There are also differentiated design strategies for the sake of differentiation, but it is better to be able to meet the differentiation of the nature and attributes of commodities.

Although in addition to visual design, consumers' decision to buy an item can be influenced by many factors, such as price, prime placement, high page-views, high sales volume, giveaways, cash back, fast shipping, preferred seller badges, item quantity, free shipping, actual photos of items, etc.

However, product thumbnails cannot ignore the opportunity to grab the attention of consumers in the first place.

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