

Torob Smart Shopping Advisor

Case Study

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DESIGN BRIEF

ABOUT TOROB

A Shopping Search Engine ... in Iran, that helps **+30 millions** of Android, web and IOS users find the best prices from **+180 thousands shops**.

PROJECT GOAL

Enable users who get stuck during the purchase and find best seller and shop process on Torob to successfully complete their purchase through a smart, guided chatbot experience.

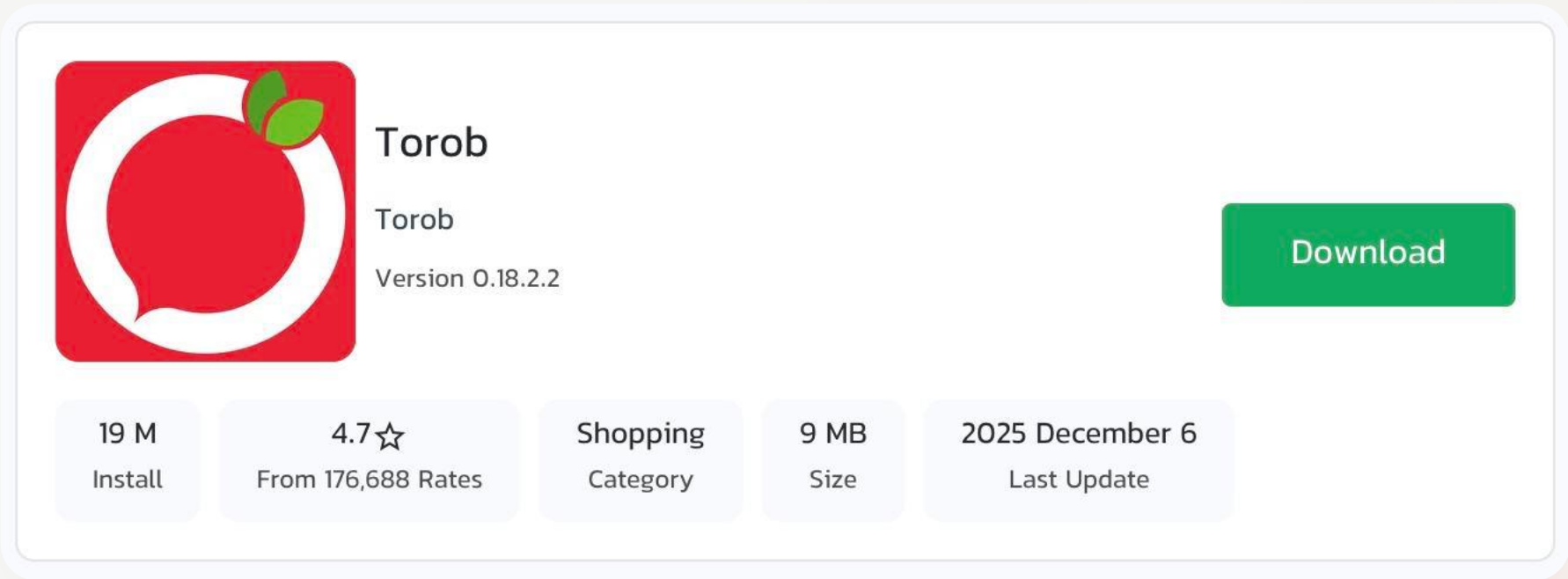
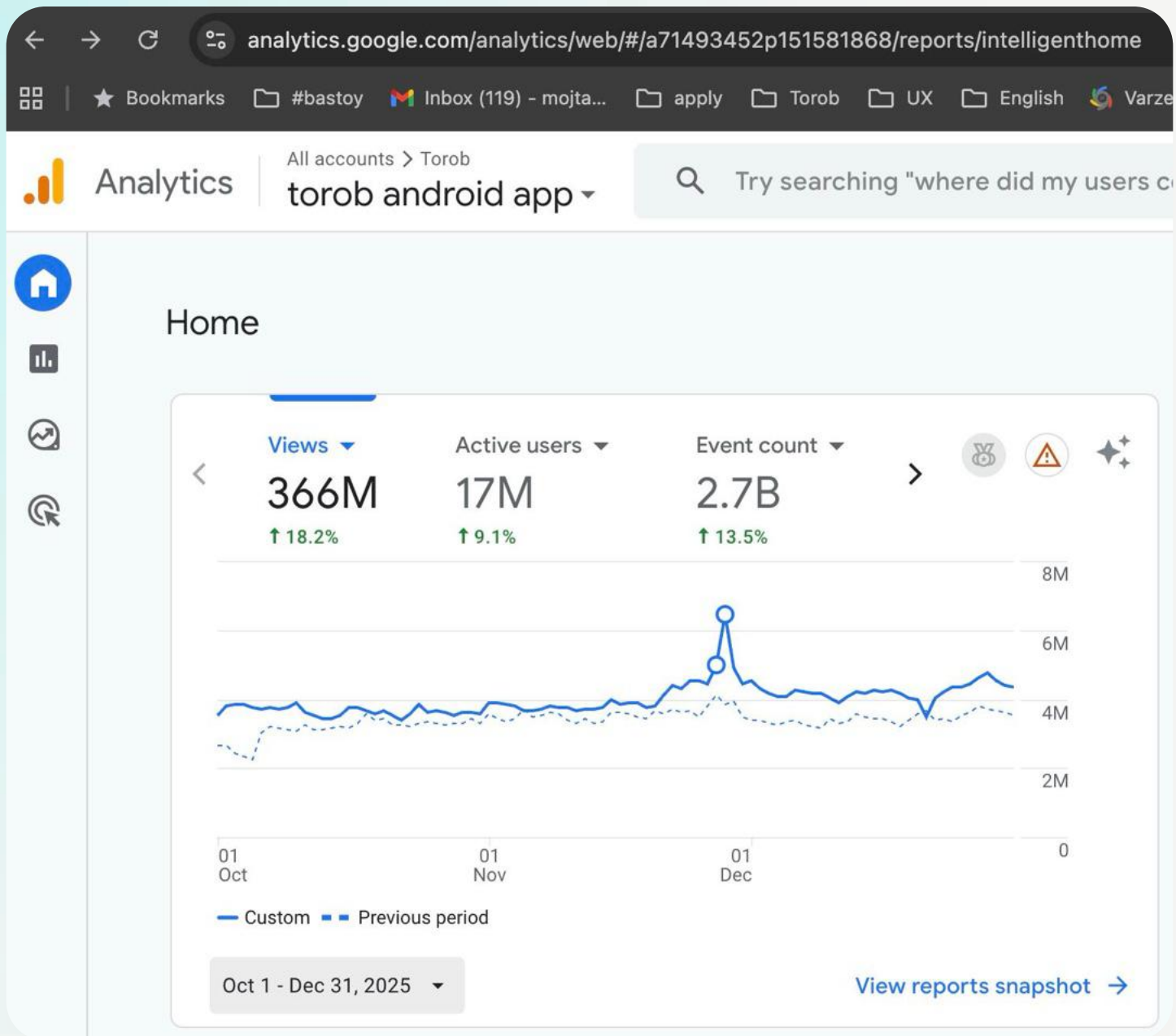
SUCCESS CRITERIA

User-level success:

- Satisfaction with chatbot responses
- CTA conversion rate for users who see chatbot recommendations
- Retention (e.g., D1), benchmarked against Torob’s baseline

Business-level success:

- Increased purchases attributed to chatbot interactions
- Monitoring cost efficiency and preventing misuse (login + rate limits)



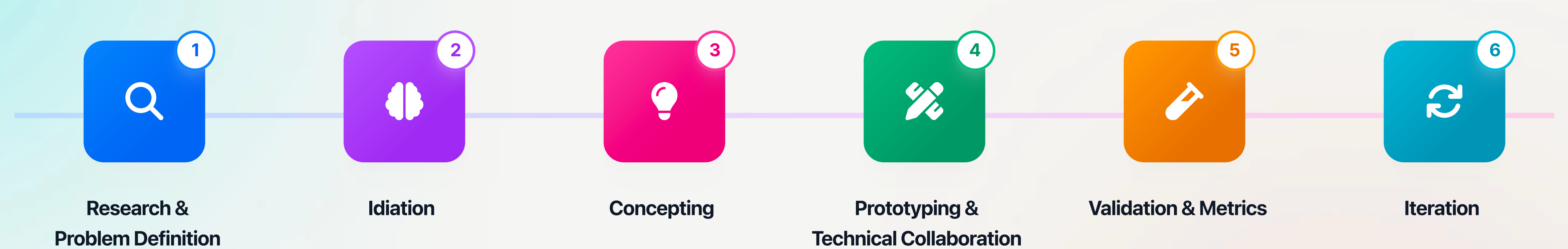
DESIGN PROCESS

MY RESPONSIBILITIES

- Planned and ran design review sessions (new sketch, prototype, or iteration each round, collect feedback, define next iteration)
- Led user research: field research, interviews, surveys, and usability testing
- Owned end to end design: UI, micro interactions, animations, user flows, and interaction design
- Found user patterns from data and improved the product after the MVP release
- Worked closely with Front end and Back end to deliver cost efficient, feasible solutions aligned with the design system
- Used AI tools like UX Pilot + Figma, and Metabase for data review with the Product Lead and Data team
- Delivered all animations as production-ready code to frontend

PROJECT TEAM

VP of Product
Me (Product Designer)
Front end Lead
Back end Developer
Data team member



ITERATION 1: EARLY PILOT & FIRST CONCEPT

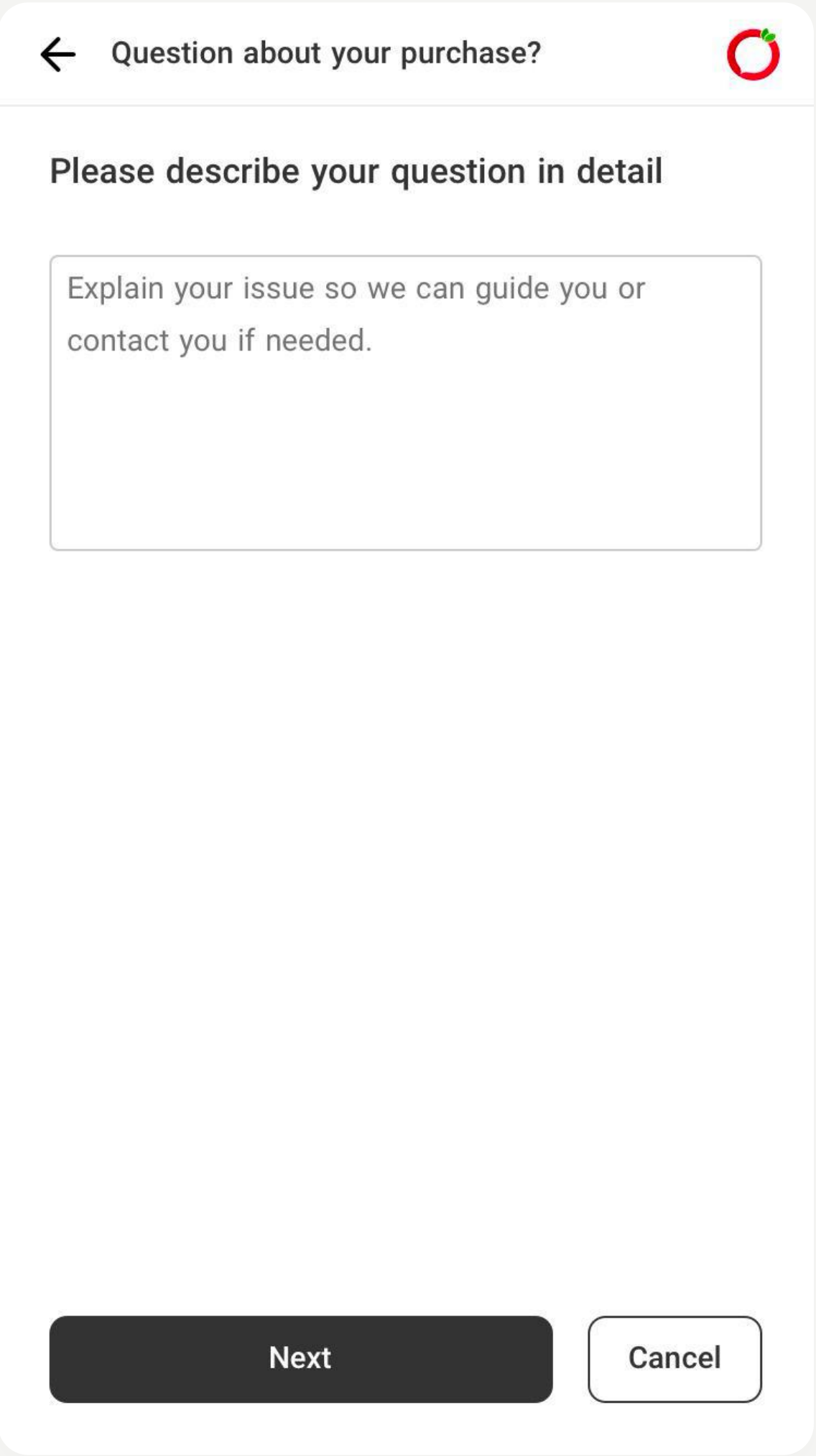
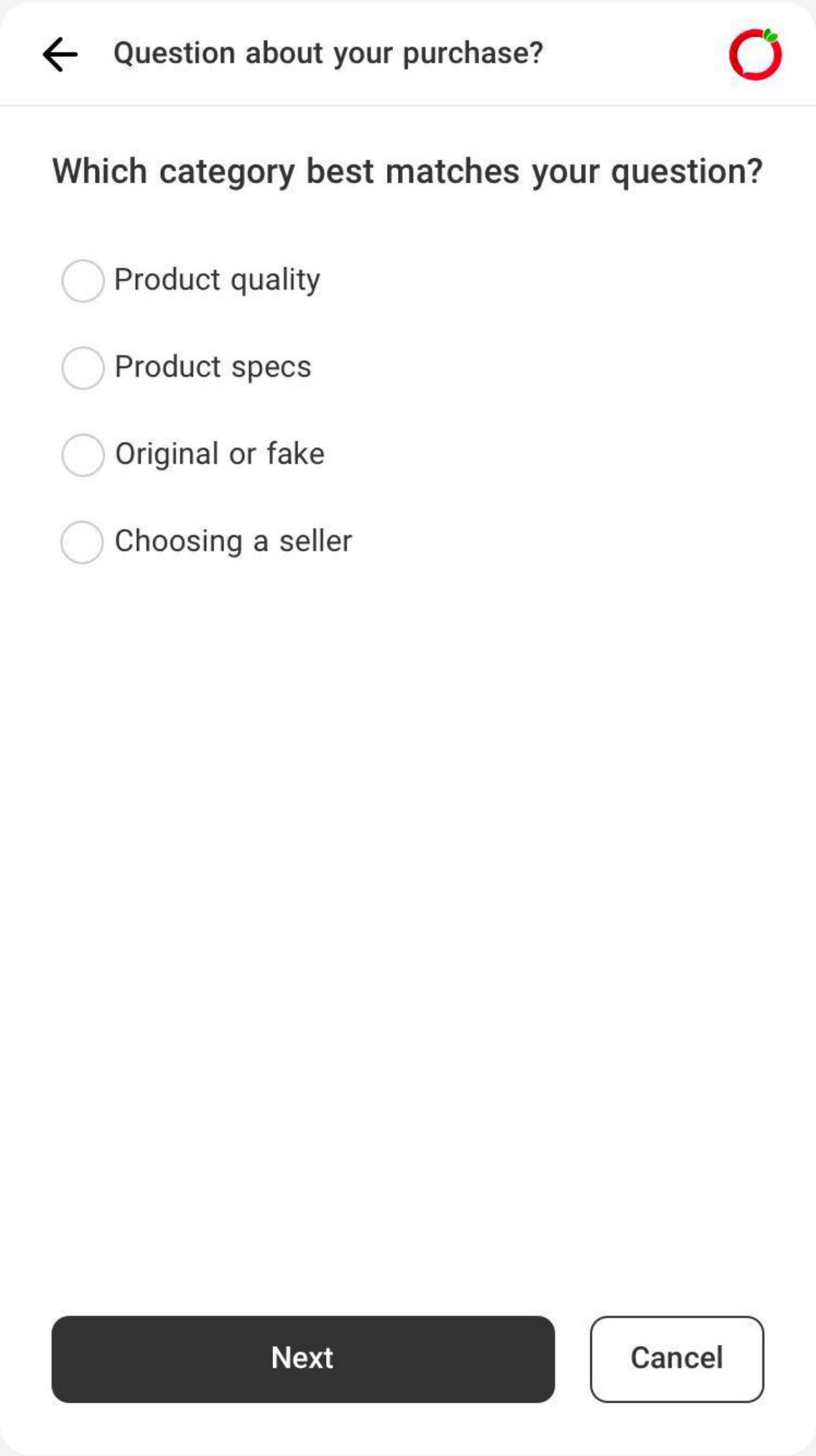
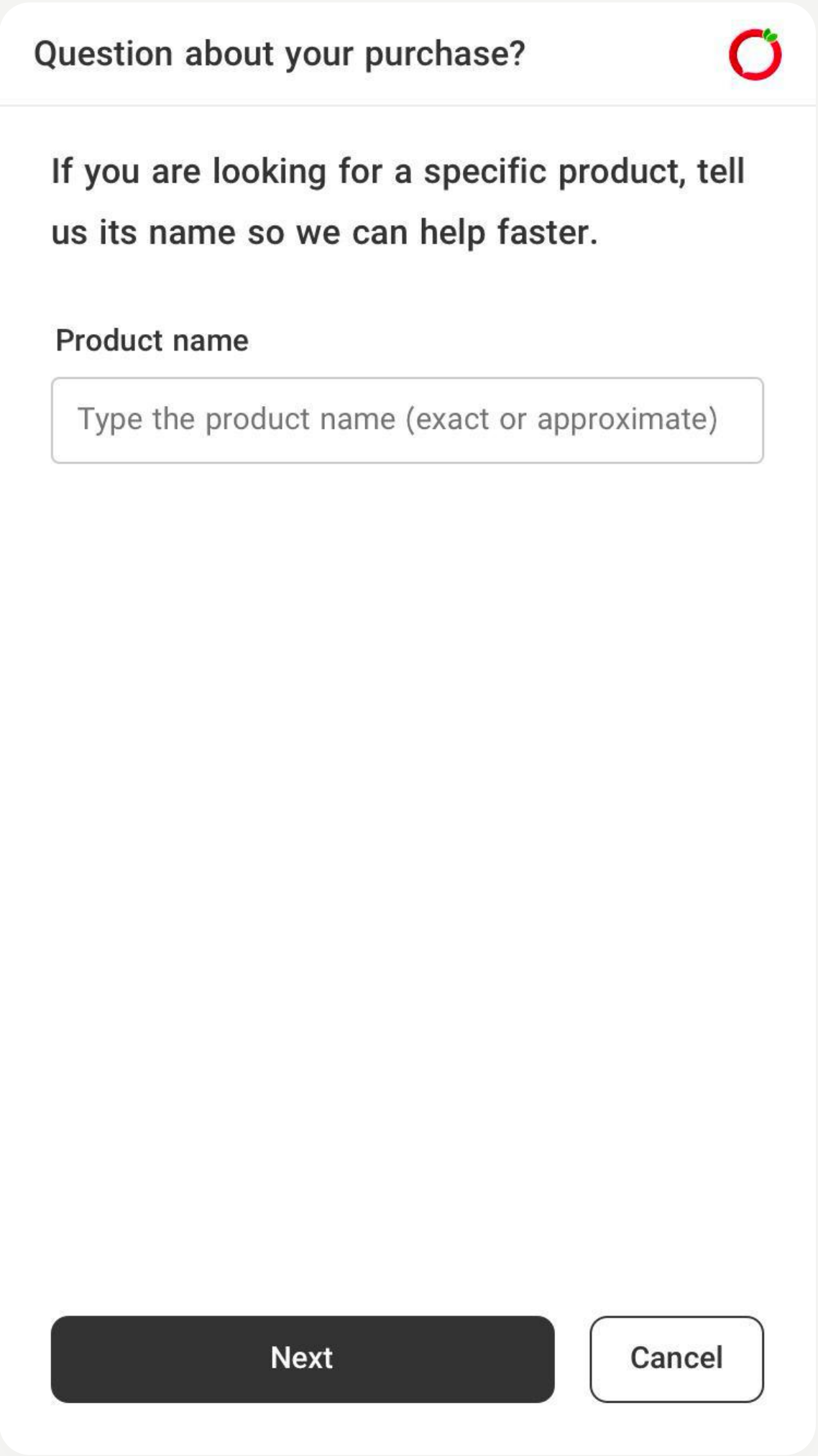
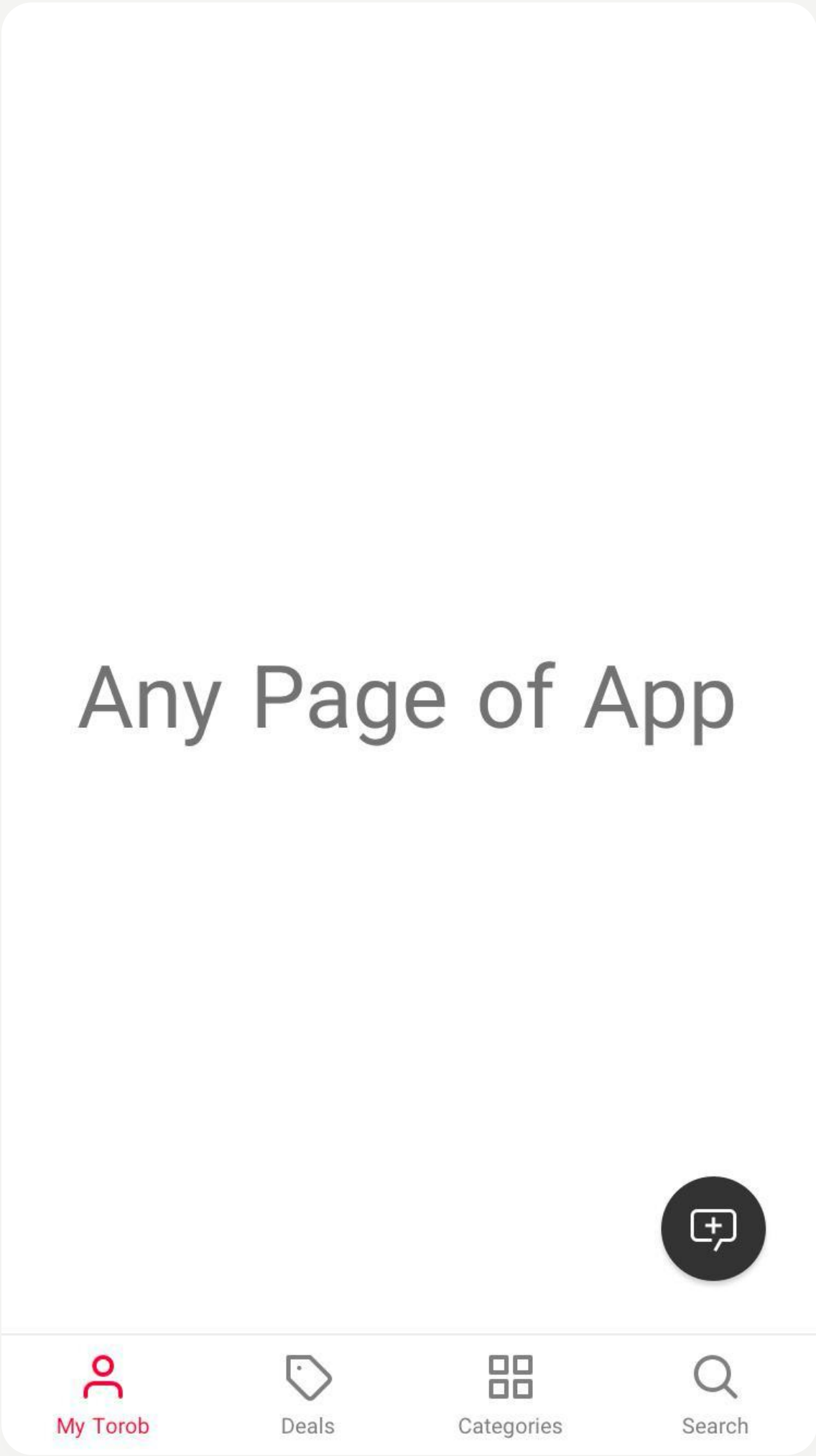
WHAT WE BUILT

- A simple FAB button on PDP
- Users entered a survey, then were redirected to ask their question
- Goal: extract real user questions and understand intent patterns

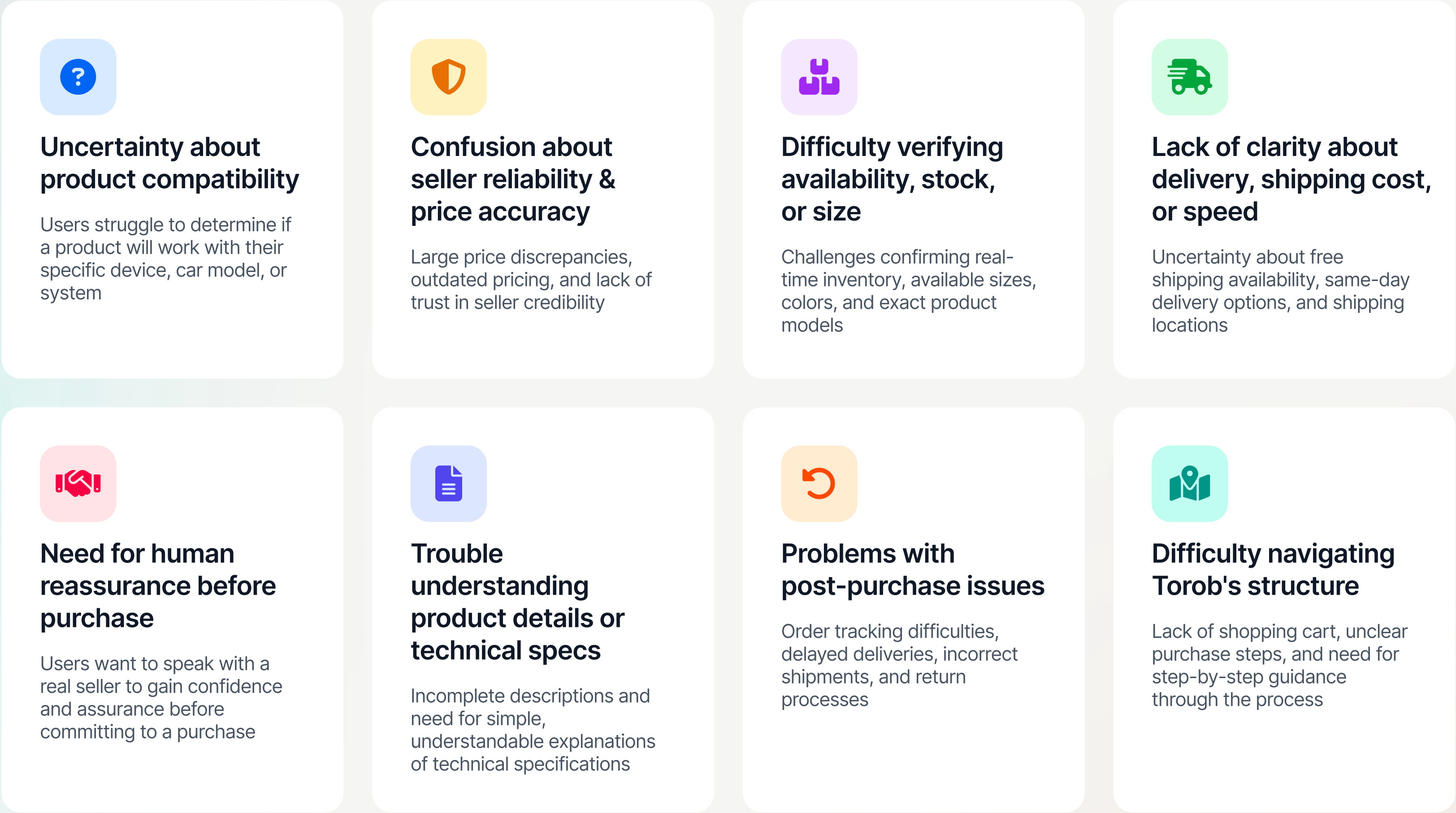
WHAT WE LEARNED

- Users rarely choose FAQs
- They perform 3 fast clicks just to reach the question box

ITERATION 1: SHOTS TRANSLATED FROM FARSI TO ENGLISH



PAIN POINTS



ITERATION 2: CONTENT APPROACH FAILS, REAL NEED EMERGES

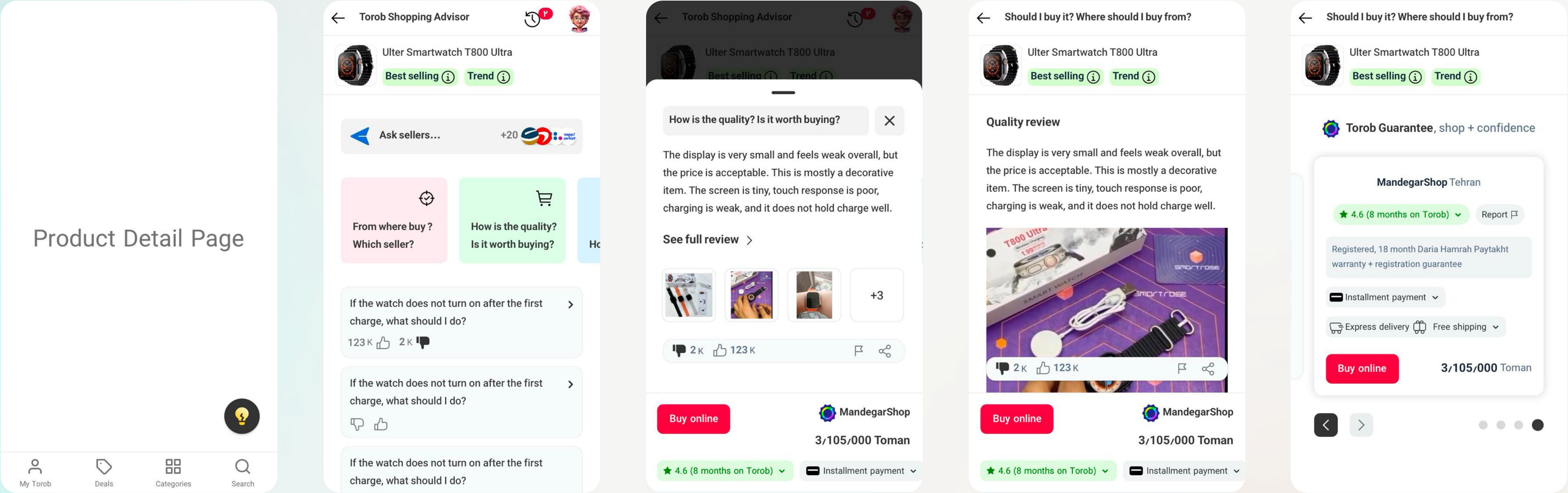
USER BEHAVIOR INSIGHTS

- Users strongly prefer to ask their own unique questions
- Users don't read articles
- Most shops (especially small/medium) cannot produce articles
- Offline sellers (traditional shops) have even less motivation
- They want direct access to a specialist, not long content
- Many products are non-standard (special parts, technical items)
 - Users need expert confirmation, not only generic text

B2B SIDE IMPROVEMENTS

- Introduced "Consultant Seller" mode in seller panel
- Qualified sellers can opt-in to be recommended as advisors
- Ensures fair visibility to all sellers
- Trusted shops would write articles and act as consultants

ITERATION 2: SHOTS TRANSLATED FROM FARSI TO ENGLISH



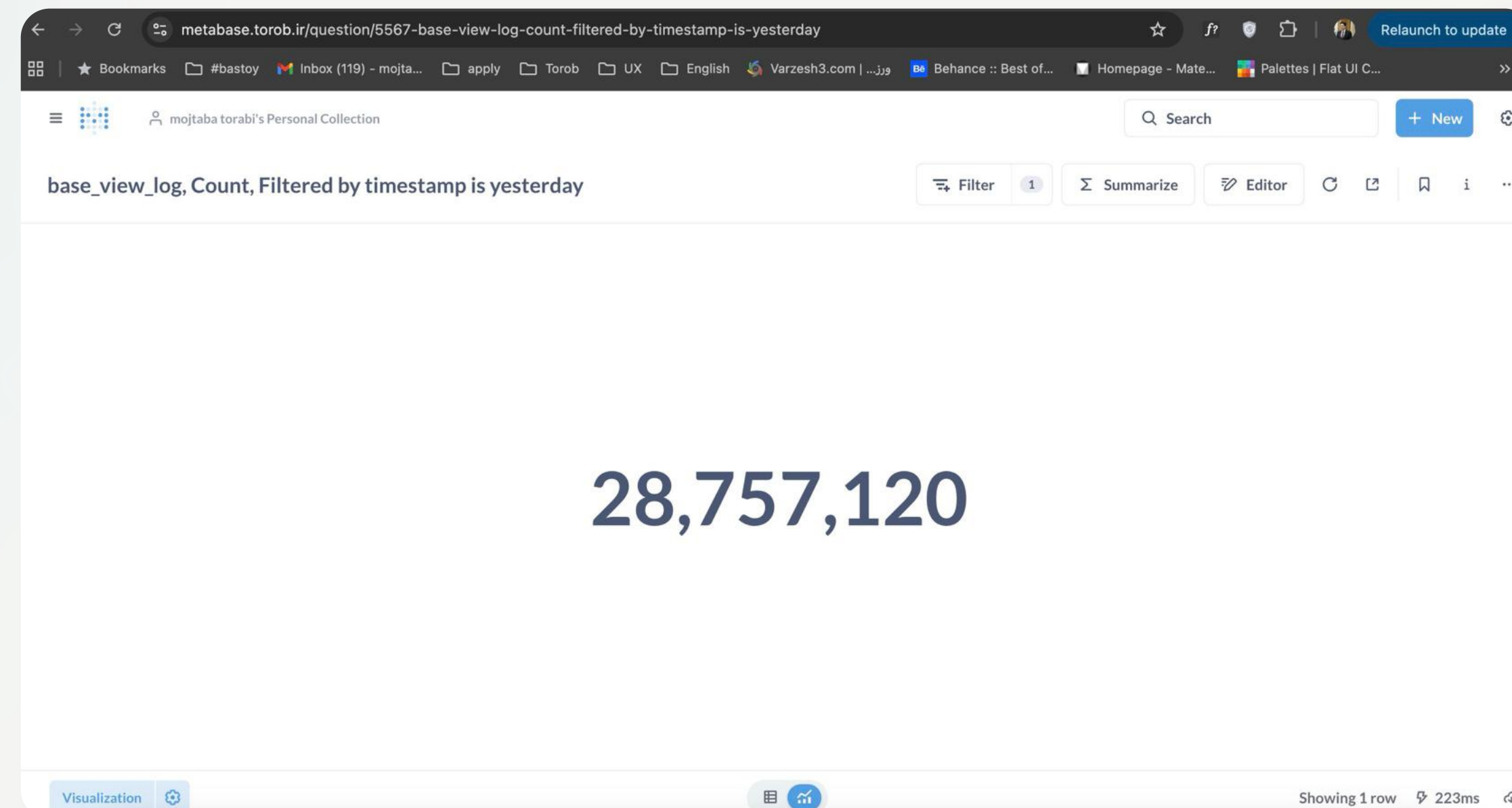
MVP: THE MAIN CHALLENGE SOLVED

THE CORE PROBLEM

- Users needed a zero-friction way to:
 - a. Ask their question immediately
 - b. Get a reliable answer
 - c. Reach a trusted seller without searching
- Few sellers were willing or able to write articles
- Content-based approach was not scalable

WHY IT WORKS

- Based on **28 million** views of PDP(Product Detailed page), moved the question text box directly into the PDP
- Eliminates friction
- Connects users to specialist sellers immediately
- Supports both B2C needs (quick answers) and B2B needs (fair exposure)
- Scalable, simple, and aligned with real user behavior



MVP SHOTS

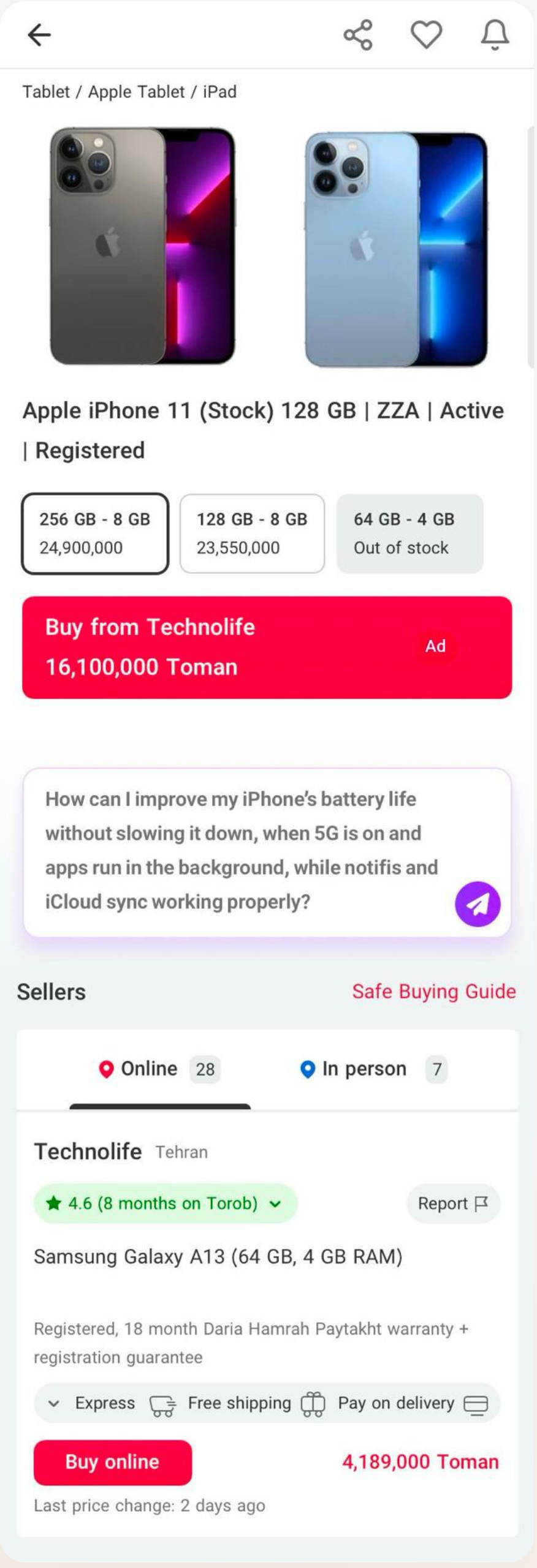
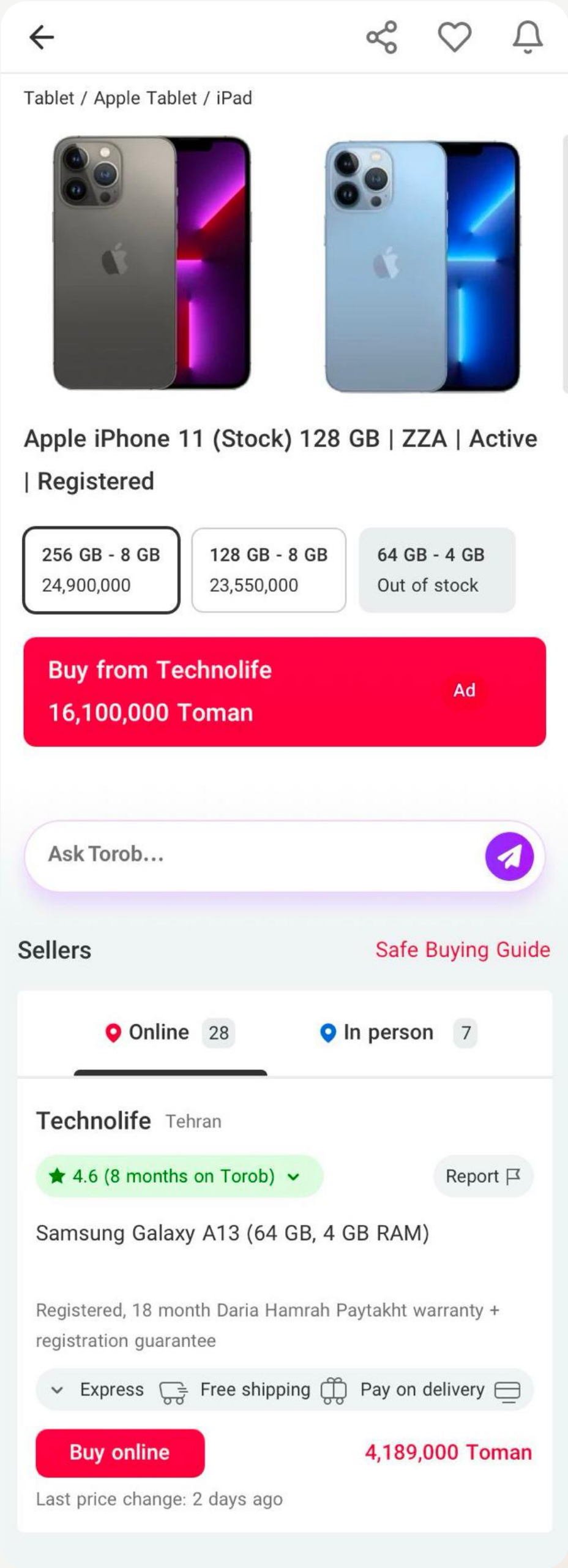
TRANSLATED FROM FARSI TO ENGLISH

THE MVP SOLUTION

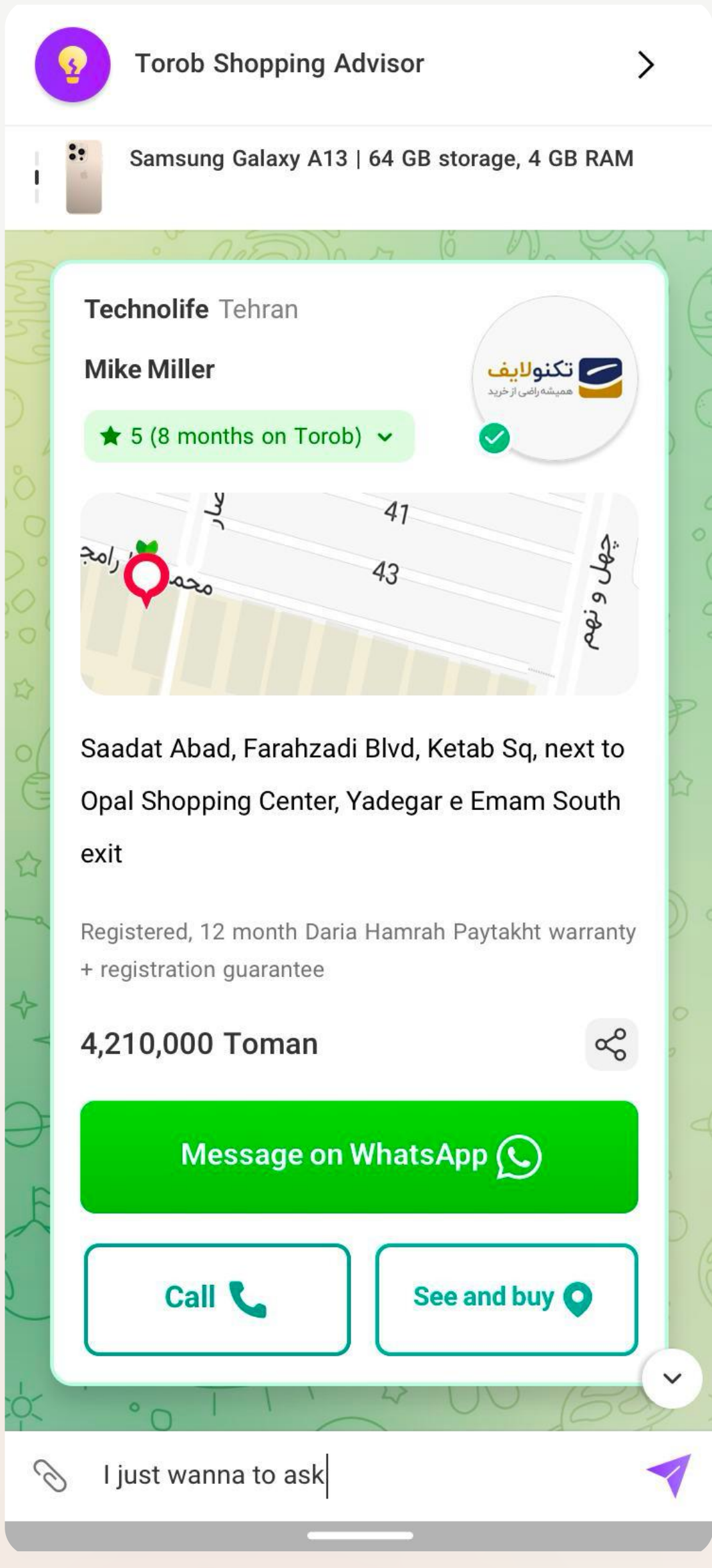
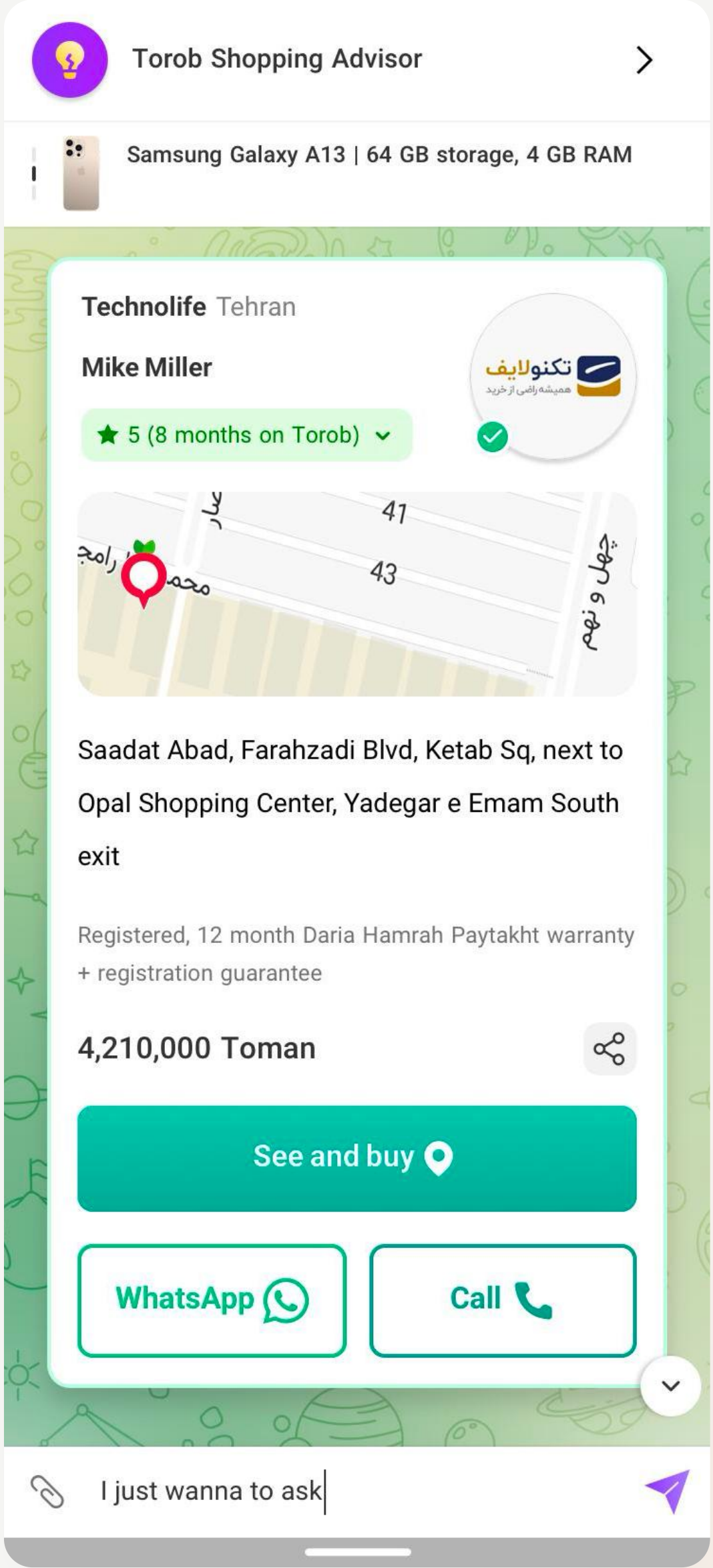
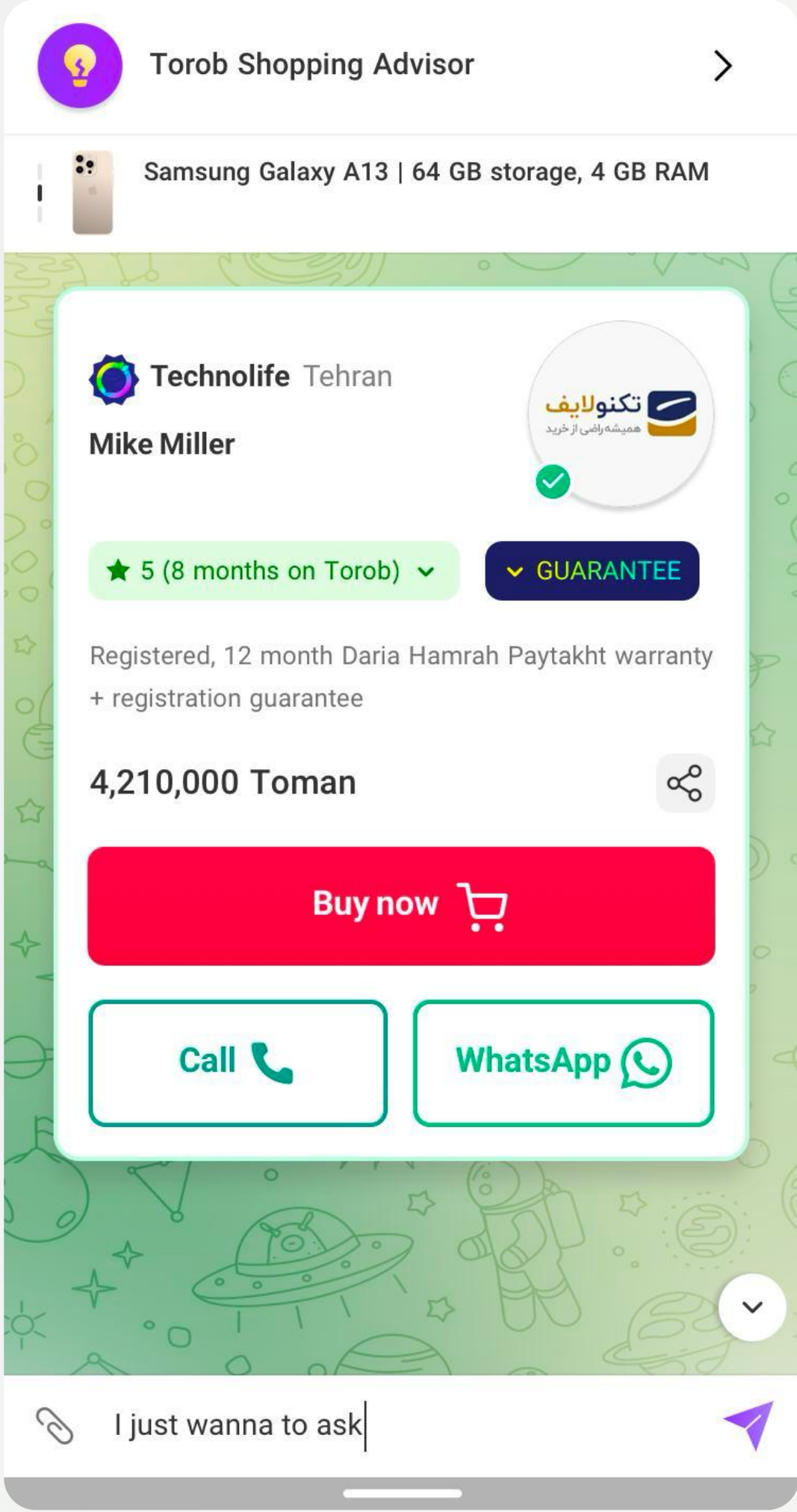
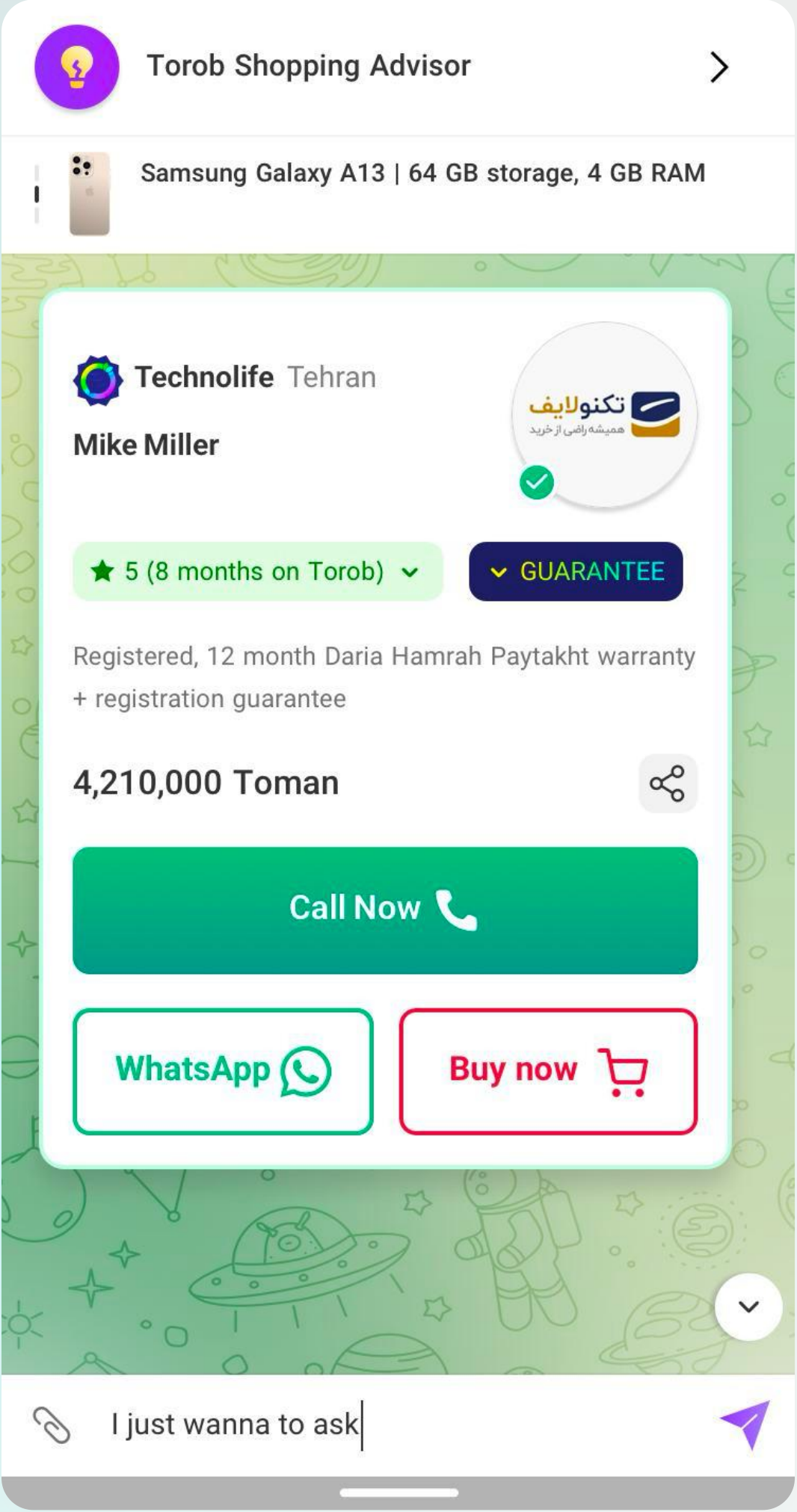
- Removed all extra steps → ask instantly, no clicks
- After sending the question:
 - User receives a short AI-generated expert answer
 - Then gets the best matched seller for consultation
 - Finally sees a direct purchase option for fast checkout

If the Torob website is accessible outside Iran, view the “Shopping Advisor” by [visiting a product link like this](#)

Please note that using the Shopping Advisor itself requires an Iranian mobile number for the verification code.



MVP: SHOTS TRANSLATED FROM FARSI TO ENGLISH



MVP: CONVERSION OPTIMIZATIONS AFTER 3RD ITERATION

IMPACT

- **5%** Higher CTR by showing the right CTA at the right time
- **10%** Increased General Conversion rate
- Higher interaction rates
- More questions submitted
- Overall smoother, more intuitive user experience

DYNAMIC CTA PRIORITIZATION (TIME-BASED LOGIC)

- Button order automatically adapted to day of week and time of day
- Online Purchase
 - Normal hours: Call (primary)
 - Nights & holidays: Buy (primary)
- In-Store Purchase
 - Normal hours: Call (primary)
 - Nights & holidays: WhatsApp (primary)
- Marketplaces
 - Same behavior as nights & holidays for online shops

ACCESSIBILITY & ENGAGEMENT

- Added a animated and FAB on desktop & mobile for quick access while scrolling
- Created micro-interactions for buttons to boost engagement

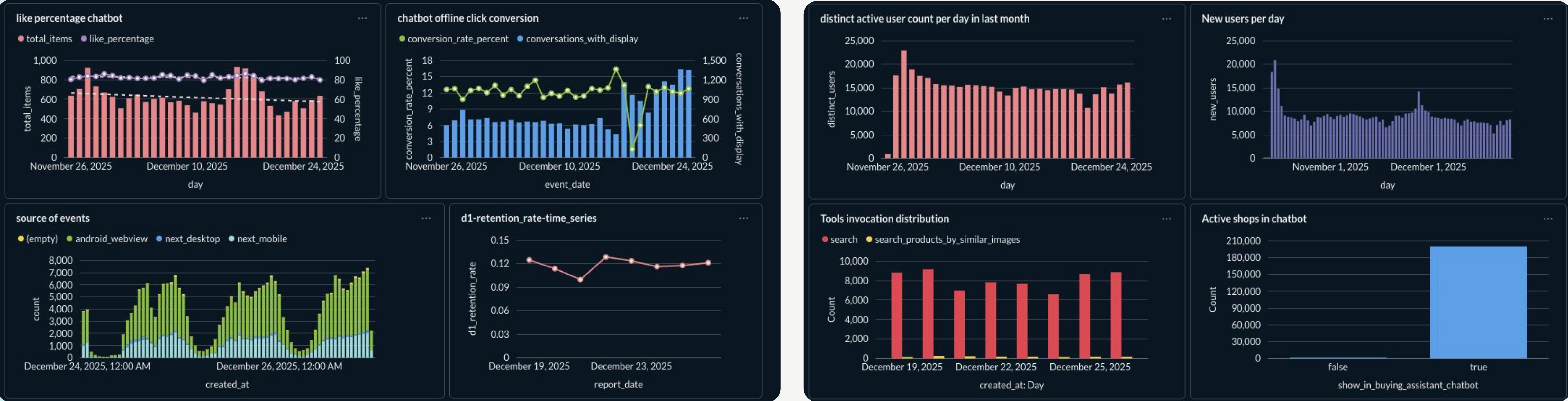
MVP: STATS

QUICK STATS

- 661,000 users in the first 6 weeks
- 32% conversion rate
- 10% retention rate



MVP: STATS



THANKS

ANY QUESTIONS?

I'm excited to use my background in hands on UX design, user research, and design systems to support the team by turning user needs into clear user flows, wireframes, and prototypes, then validating solutions through interviews and usability tests and iterating fast with product and engineering to deliver simple, consistent improvements.