

## The interaction of digital users with e-commerce interfaces in the post COVID-19

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### Abstract

This study intends to map the profile of the Brazilian digital user on e-commerce platforms in the post-COVID-19 period, aiming to guide potential innovations and contributions in the context of emerging demands.

The pandemic has significantly changed the behavior of digital users in online business, i.e. e-commerce. These businesses have been challenged to adjust their strategies in Service Design to meet the demands and expectations of consumers on their shopping journey across different channels. This is now a very challenging task since consumers are more aware, critics and demanding of better services. To this end, companies seek to meet both the usability criteria of their platforms and the increase of a more efficient experience, which must take into account all the touchpoints involved in the user's journey.

Brazil has consumers who are digitally active users on platforms and social media, revealing a great potential of improvement in the segment of online sales. Understanding the profile segmentation of these users, motivating aspects and habits in the online shopping process, are essential to identify and indicate a better suiting experience on online shopping platforms. What is the profile of the consumer who decides to make the purchase? How is their buying journey? How are consumer-service provider relationships established? How could Service Design practices contribute to this new scenario?

In this context, the approach of Service Design becomes an essential part in the holistic view of processes on e-commerce platforms. The relationship between the user and the systems challenges the design of more integrated and systemic product-service solutions, aiming to provide interactivity, engagement, loyalty and process mapping for service optimization. To this end, careful considerations should

be considered to design more intuitive and accessible interfaces, the omnichannel experience, clear, fast and effective communication and personalized solutions with security and privacy of data guaranteed.

Keywords: *e-commerce*, COVID-19, digital user, Service Design

