



UX Review

Shiseido Ginza Tokyo

THAILAND

JULY - AUGUST 2024

dentsu

| **SHISEIDO**
GINZA TOKYO

A clear glass jar with a black lid, partially filled with red powder, set against a red background. The jar is tilted, and the powder inside is visible. The background is a textured red surface.

Our Approach to the Thailand Site Audit

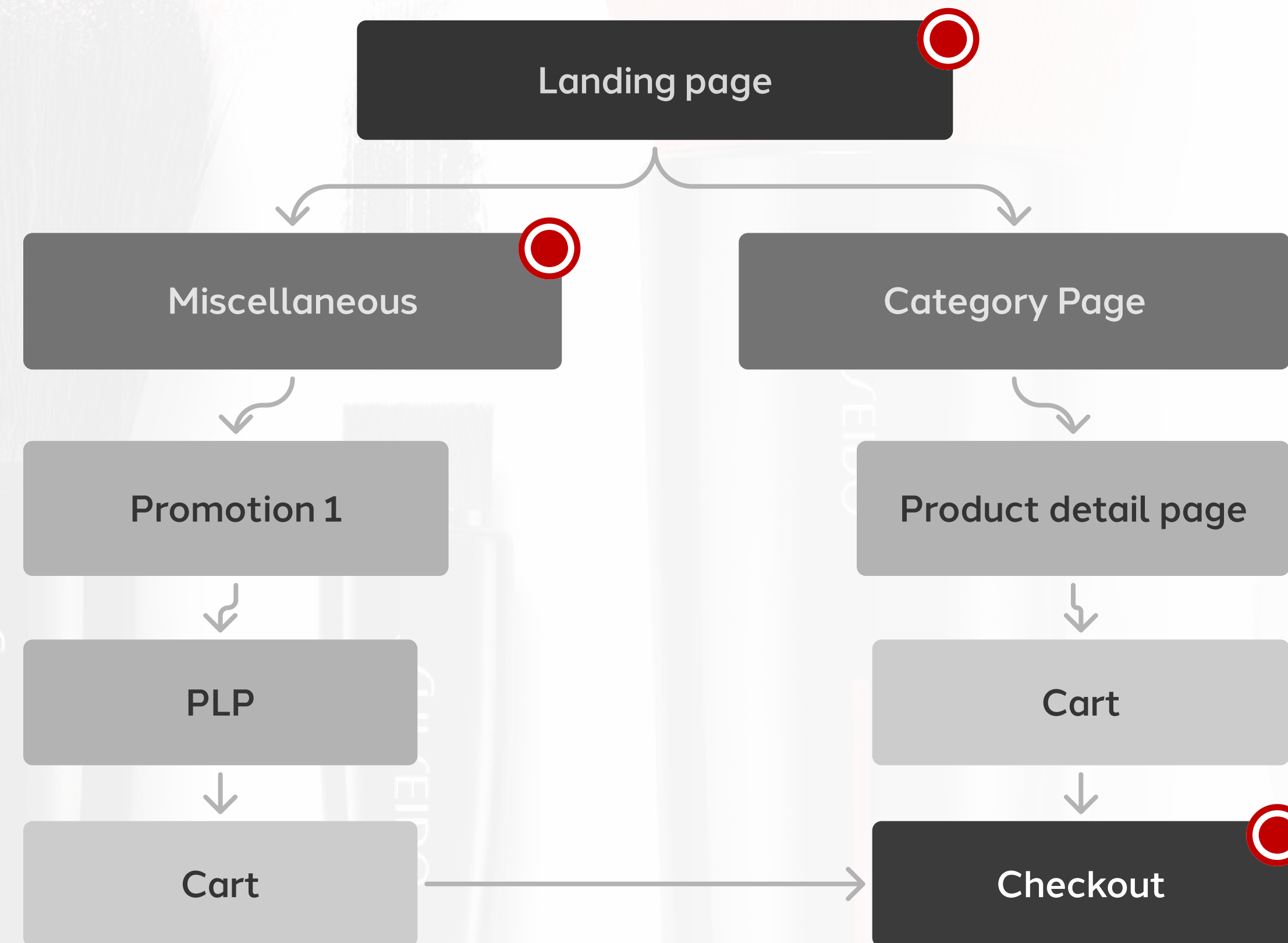
Walk through of a user flow and standalone pages

User Journey

General Flow

We went about the website through the lens of a user's journey first to identify the gaps

🎯 Problem areas

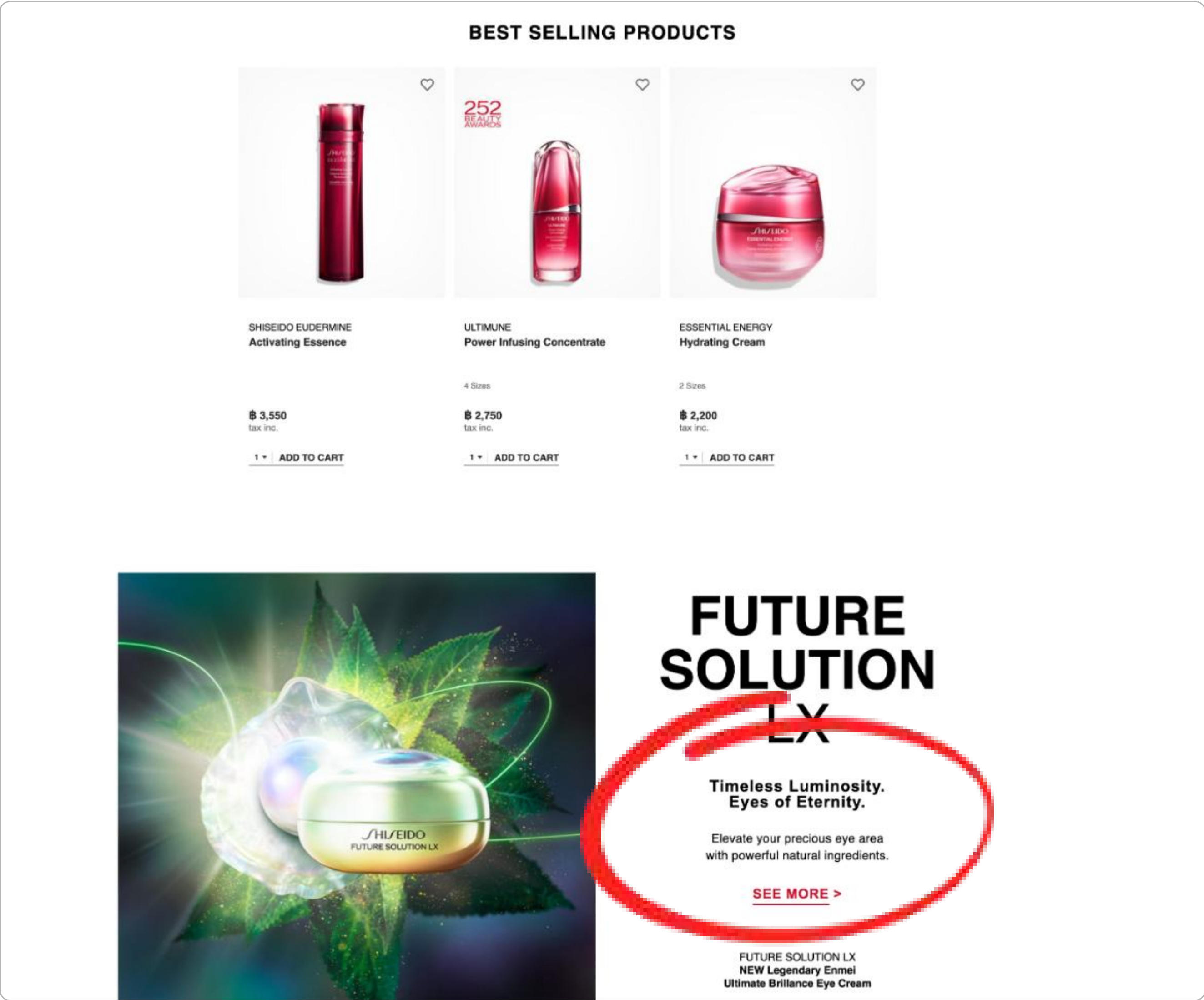


Landing Page

The first page any user encounters is typically the landing page, which plays a crucial role in their initial impression. Most users arrive via organic search, making this page pivotal in determining whether they stay engaged or leave.

Currently, the landing page lacks personalisation, effective storytelling, and brand education. Additionally, product discovery could be simplified, and UX writing improved.

There are several experience flaws that will be detailed in individual slides.



Miscellaneous Page

The online page is referred to as the miscellaneous page in Google Analytics, and data indicates it is the most accessed page on the website. This suggests a high potential for conversions, yet there are currently none.

Another data point from Google Analytics shows that the majority of users access the English-translated version of the website. However, the entire online page is designed with images containing text in Thai, resulting in a loss of conversion opportunities.

Additionally, the promotions are not personalized, which could be another factor contributing to the lack of conversions.

ONLINE EXCLUSIVE

Shiseido • Online Promotion

Happy Mother Moment รับของสมนาคุณเมื่อชำระเงินภายใน 12 ส.ค. 67 - 18 ส.ค. 67

รับคูปองลดเพิ่ม

Full Size

รับส่วนลด 15% (ไม่กำหนดขั้นต่ำในการสั่งซื้อ) Code: HELLOSHISEIDO

1 ส.ค. 67 - 31 ส.ค. 67

ULTIMUNE

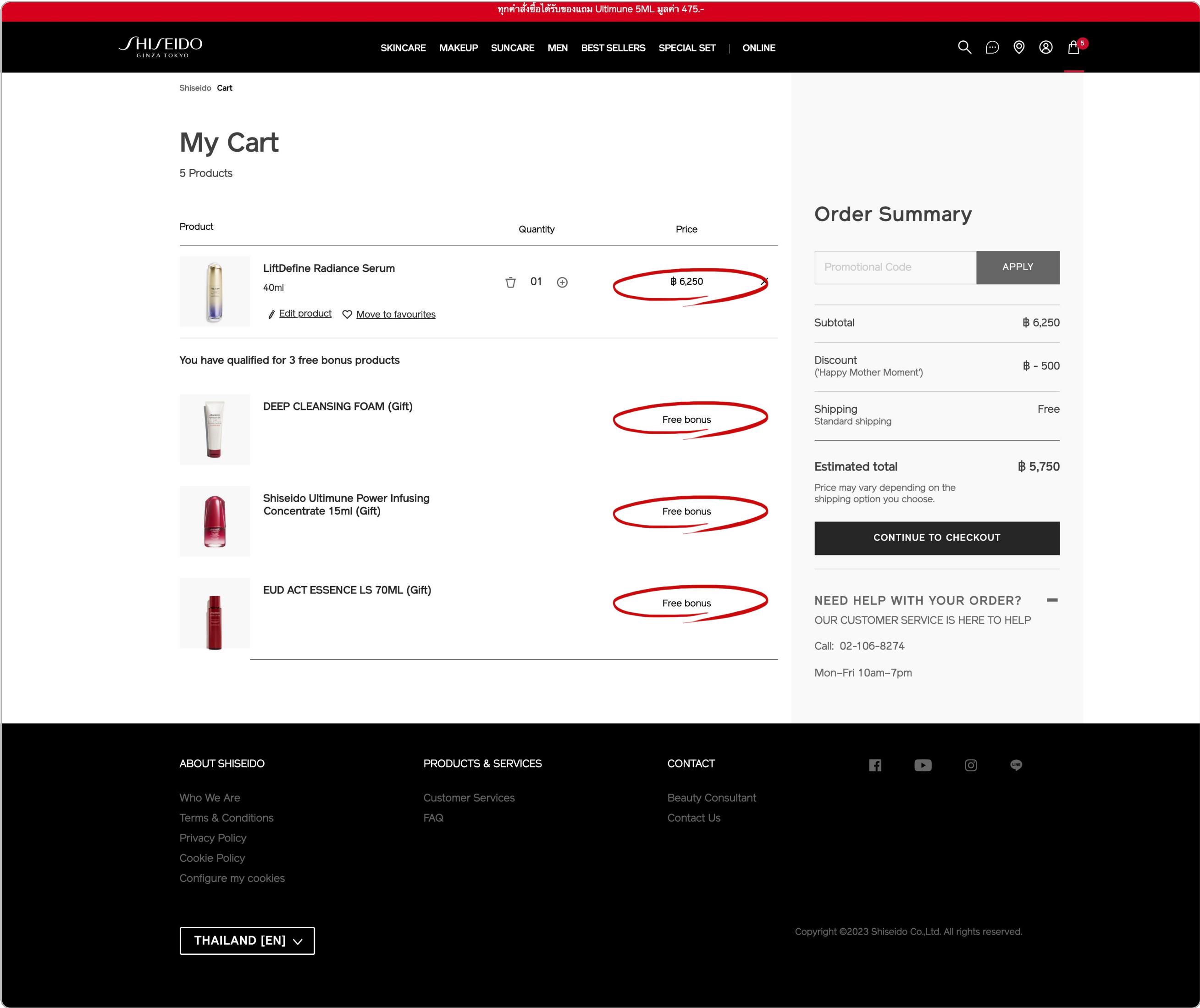
No.1 ULTIMUNE

เซรั่มเพื่อผิวแลดูสุขภาพดี

สัมผัสพลังแห่งการฟื้นบำรุงล้ำลึกอีกขั้น

Checkout

The checkout process is a crucial step in conversion. However, I encountered six different pages during checkout: Adding Address, Cart, Checkout, Payment, Order Confirmation, and Payment Gateway. This complexity is causing friction and increasing the likelihood of abandonment.



Audit of Individual pages

Landing Page

Account Page

Navigation

Product Listing Page

Product Detail Page

Collections Page

Category Listing Page

Location Finder
Page

Online Exclusive/Miscellaneous Page

Basket/Cart Page

Landing Page

Landing page can either endorse a product range or educate users about skin science and technology the brand has. Story telling needs to start with landing page visuals

It can offer skin type filters upfront to get users engaged from this space rather letting them not decided to go through this or not.

Seeing similar images multiple times can make the page feel monotonous or repetitive, which may bore the user.

Information Overload: If the section is too text-heavy, it might overwhelm the user and make it difficult for them to process the information. This could potentially lead to users skipping over important details.

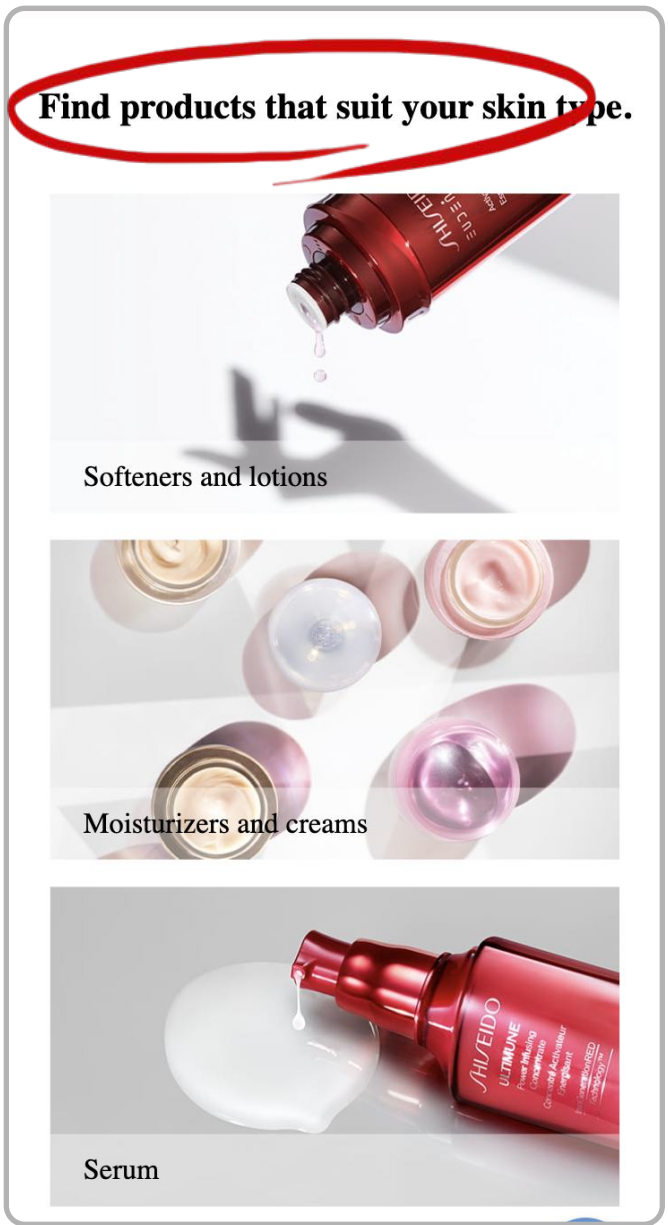
CTA Visibility: The CTA might get lost or overlooked in the midst of all the content. If users don't notice the CTA, they might not take the desired action.

User Engagement: Too much content can increase the cognitive load, which might reduce user engagement. Users typically prefer content that is easy to scan and digest.

Using too many Call to Actions (CTAs) on a landing page can have several effects:

User Confusion, Diluted Message, Reduced Effectiveness, Increased Cognitive Load.

Edge cases for errors must be defined. Users should be directed about their next steps upon encountering error states



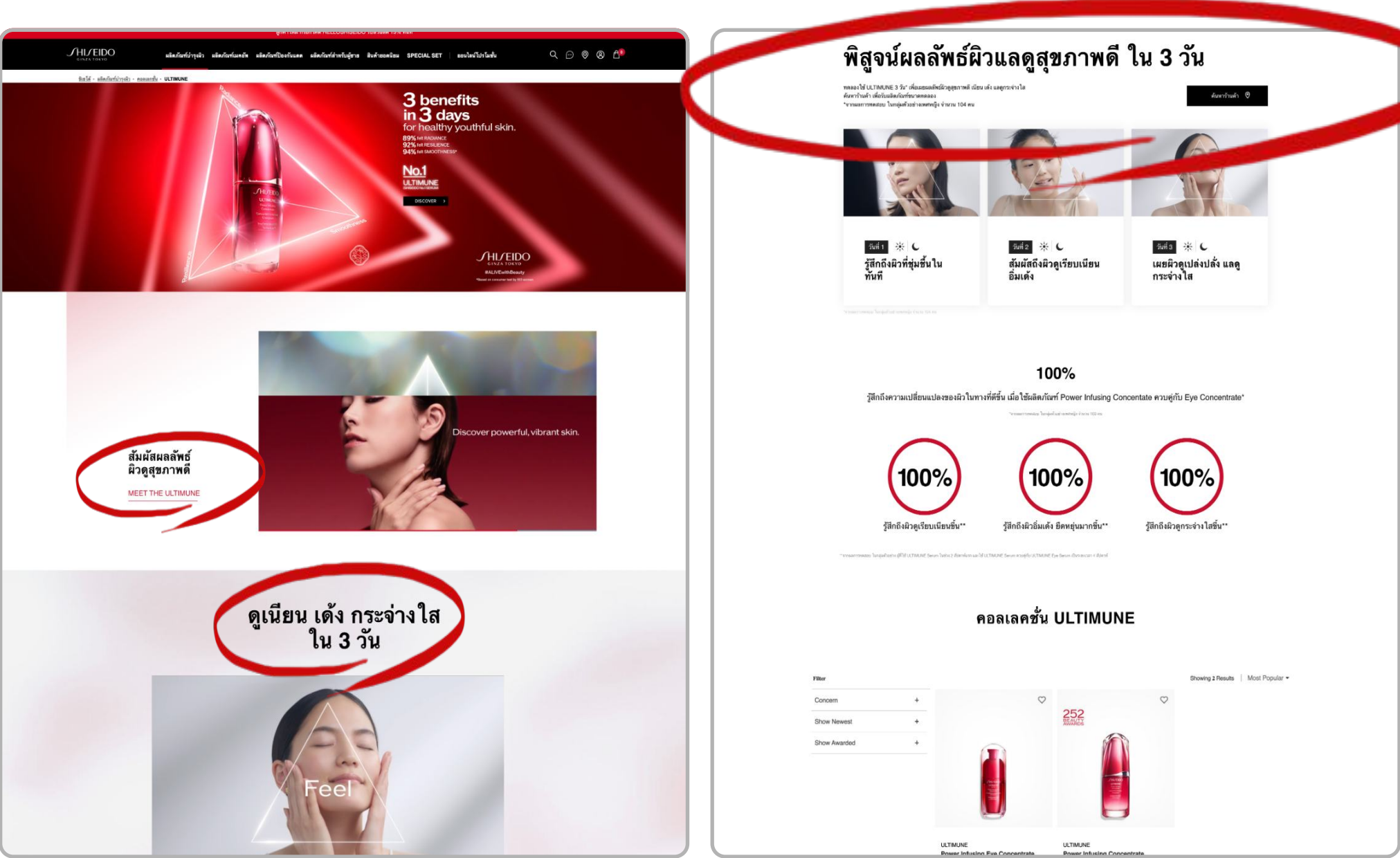
telephone number ! Required information

☒ Select as shipping address

Experience the results of firmer, more beautiful, and brighter skin, with a 35% increase in 1 week*

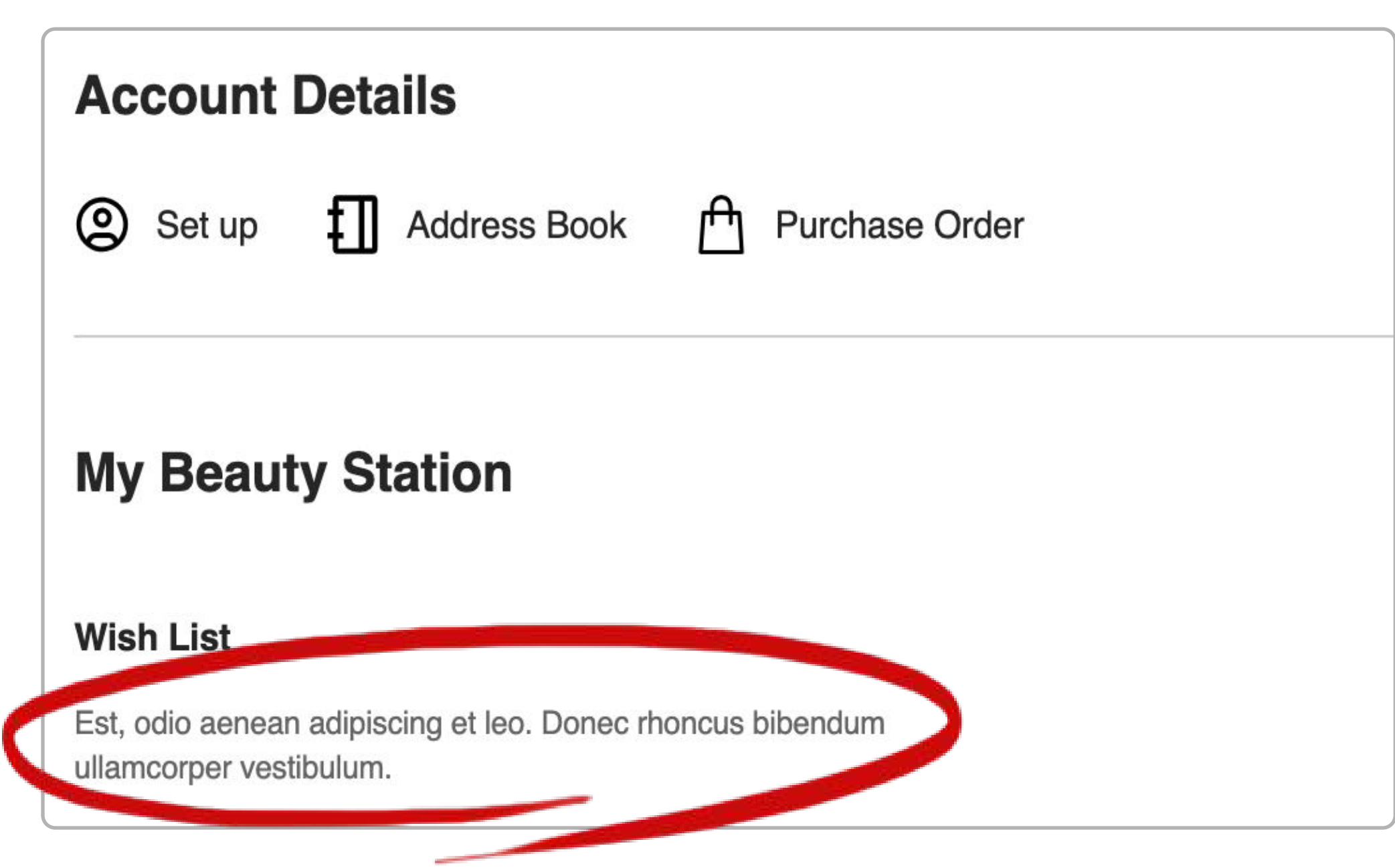
Combining scientific beauty innovation with powerful ingredients like SafflowerRED™ and ReNeuraRED Technology™, new skincare

Collections Page



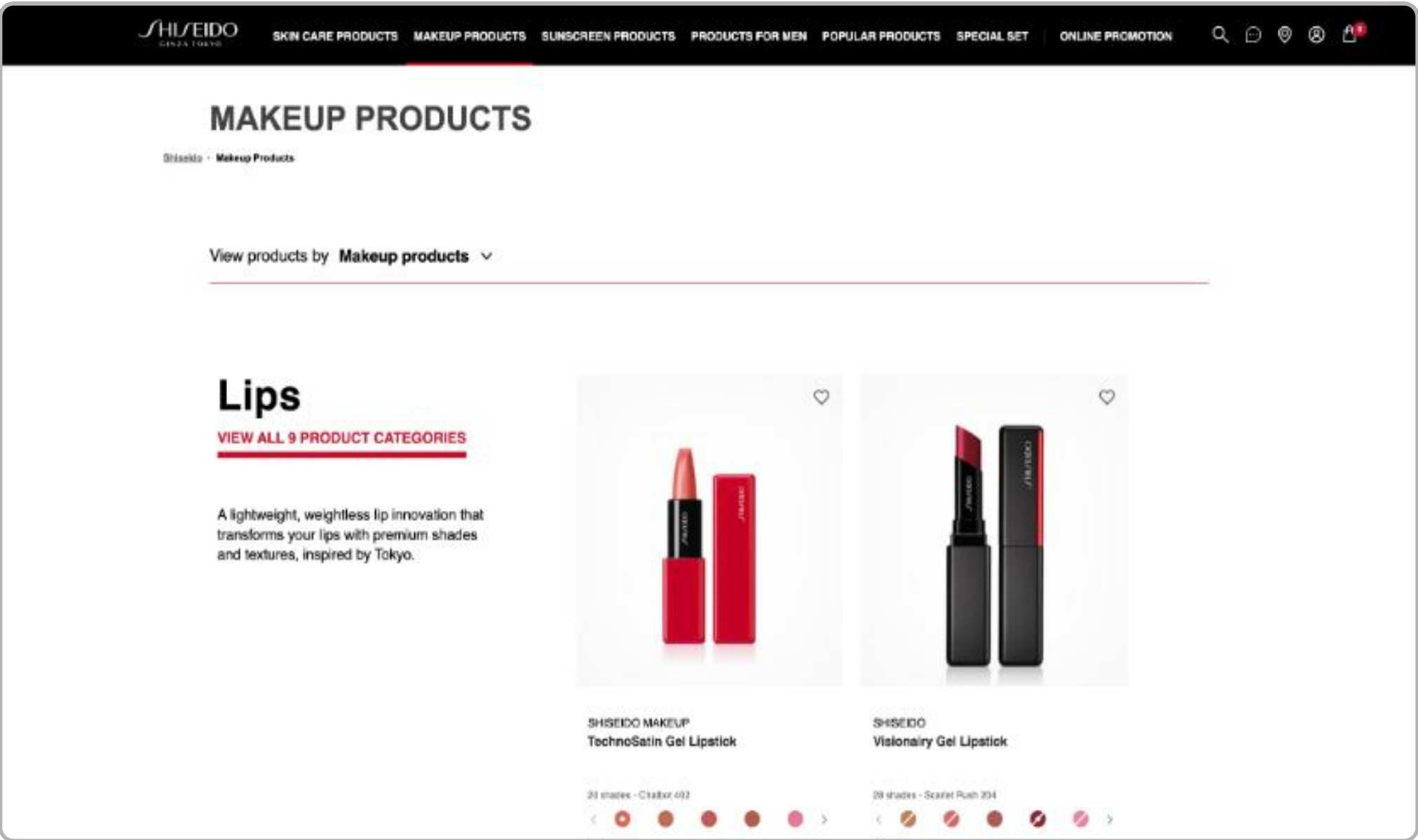
‘Collections’ pages are not translating to English. Due to the usage of images rather than text, the language is not getting translated in said images. This impacts SEO and SEM as well.

Account Page



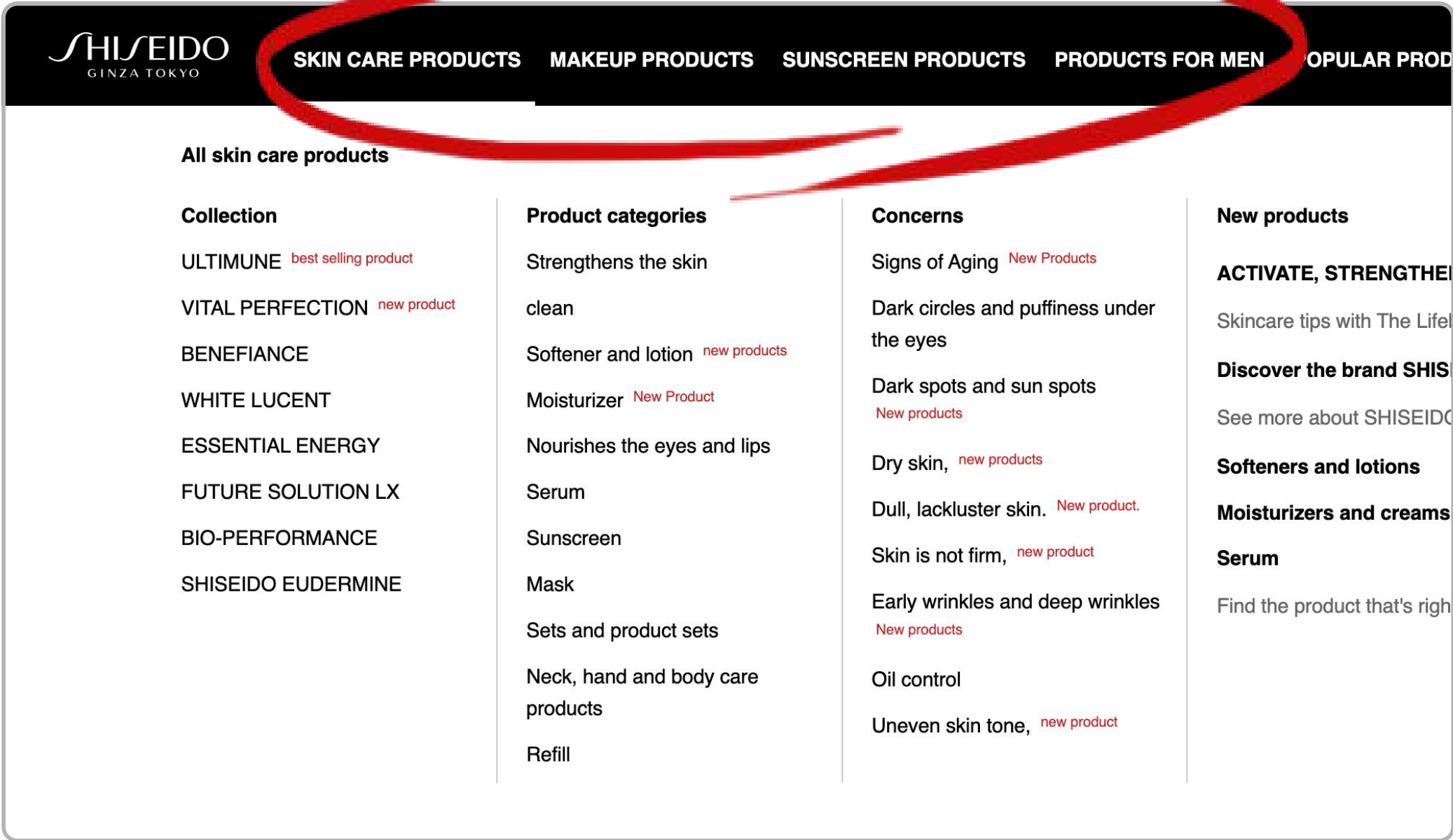
Improper UX writing
Useful features like ‘online skin consultation’ is buried under account details. This section is also not actionable, leaving the users frustrated and loose trust.

Category Listing Page



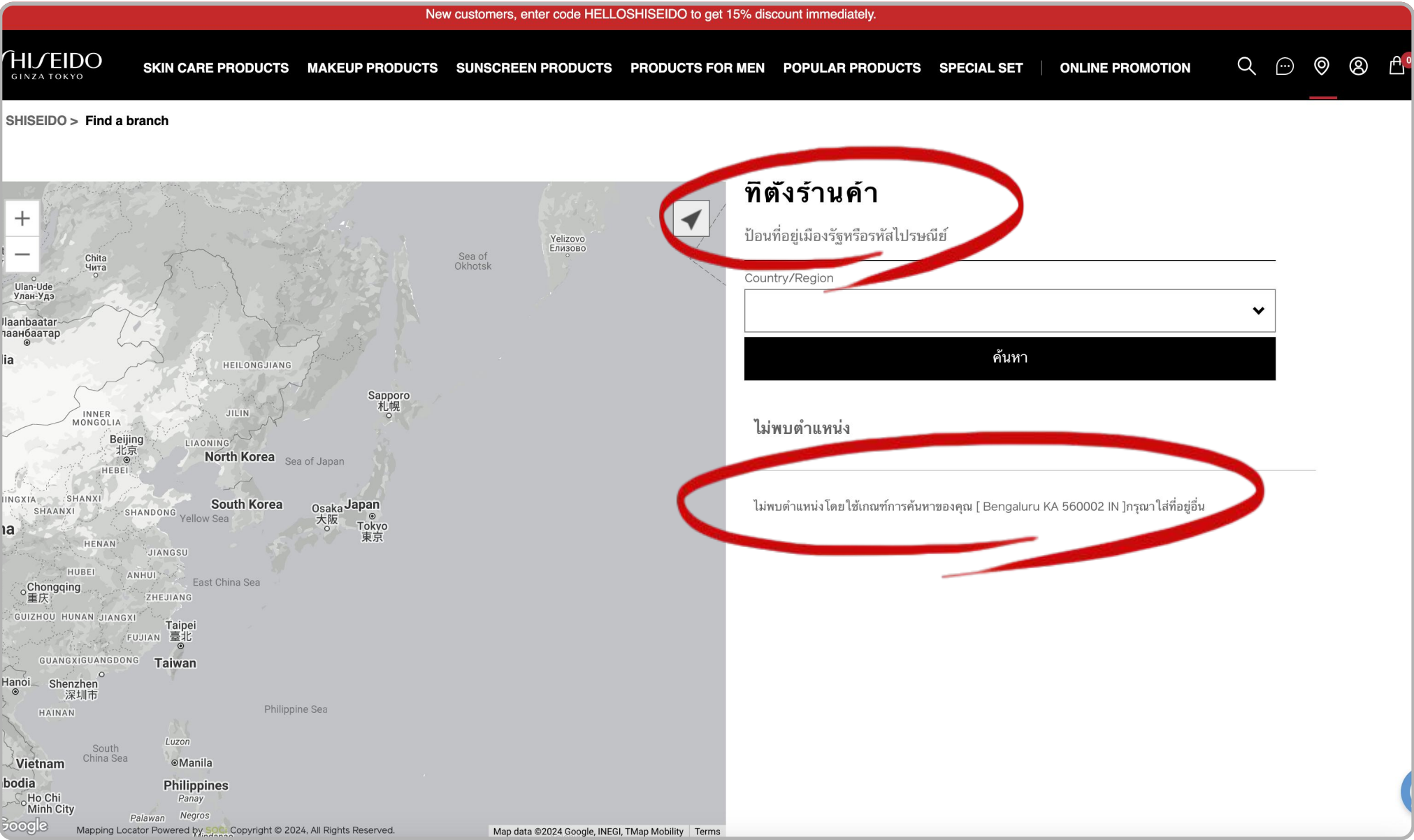
Category listing page does not have filters. It hinders products search

Navigation



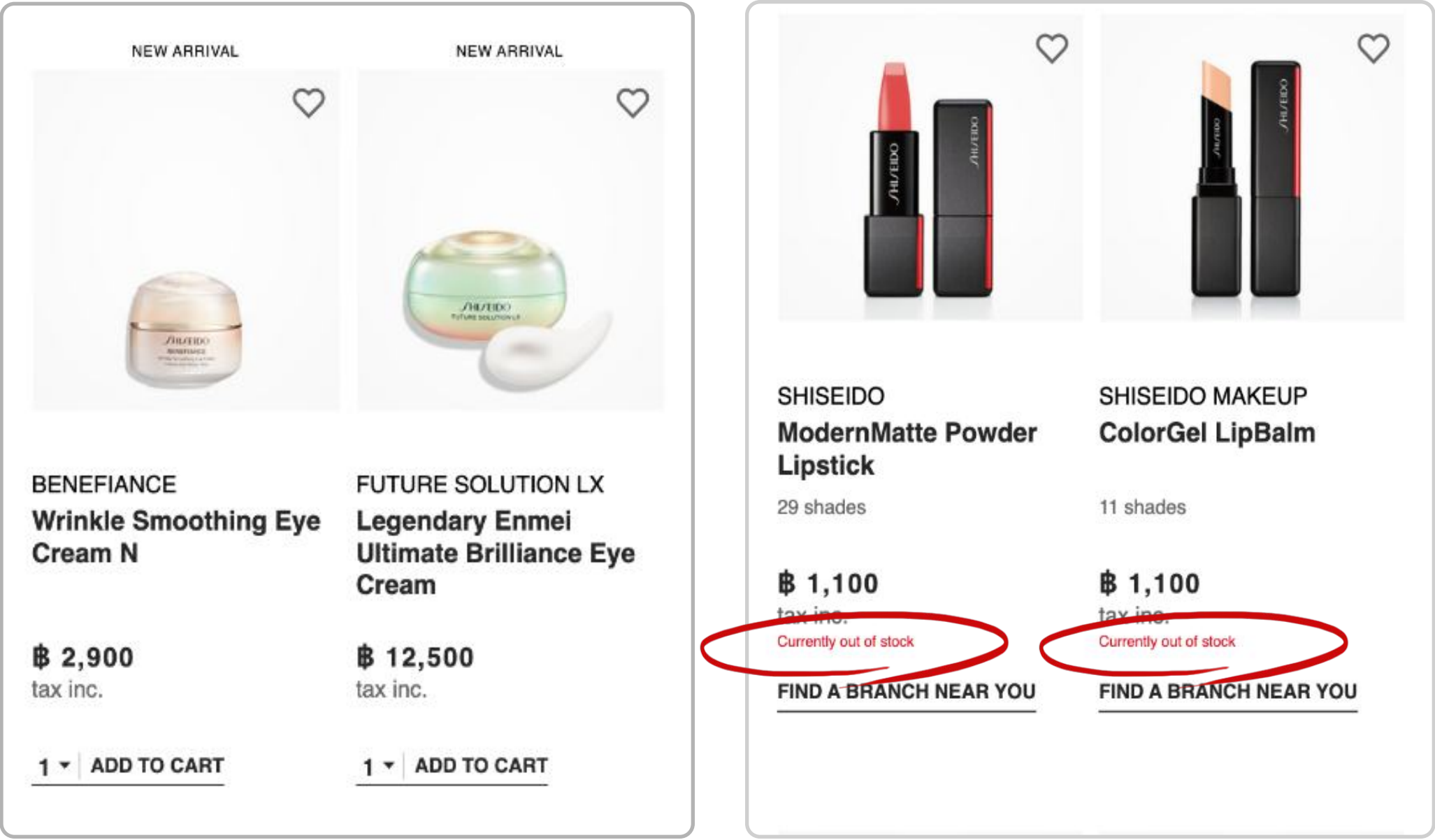
The Information architecture is heavily nested when it can be simplified to help users navigate. The menu line-list should be grouped according to the Best Practices in the industry.

Location Finder Page



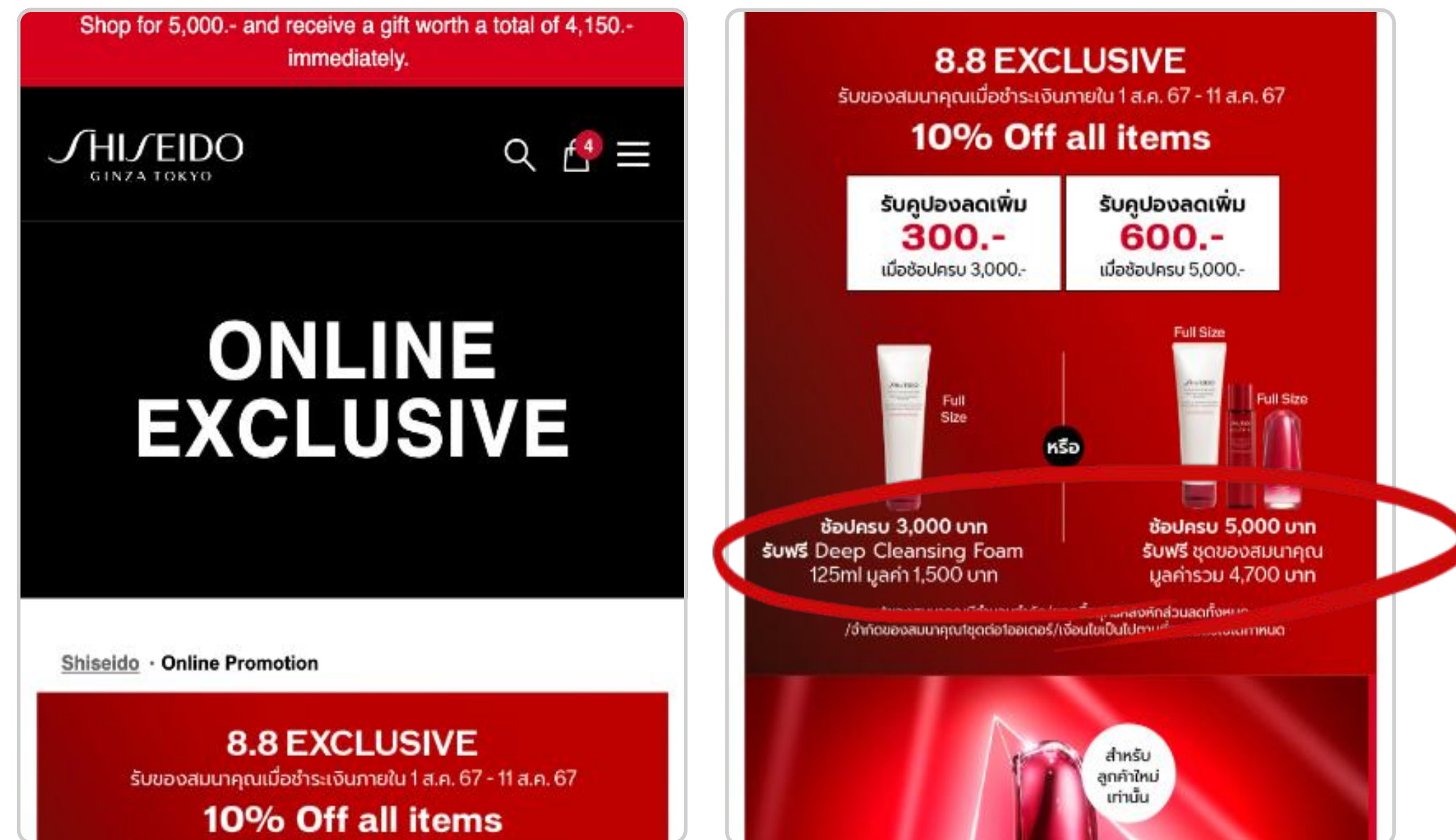
Translation is not happening on this page. Error messages or edge cases are not showing up. User will struggle to understand the context without adequate display of error messages.

Product Listing Page



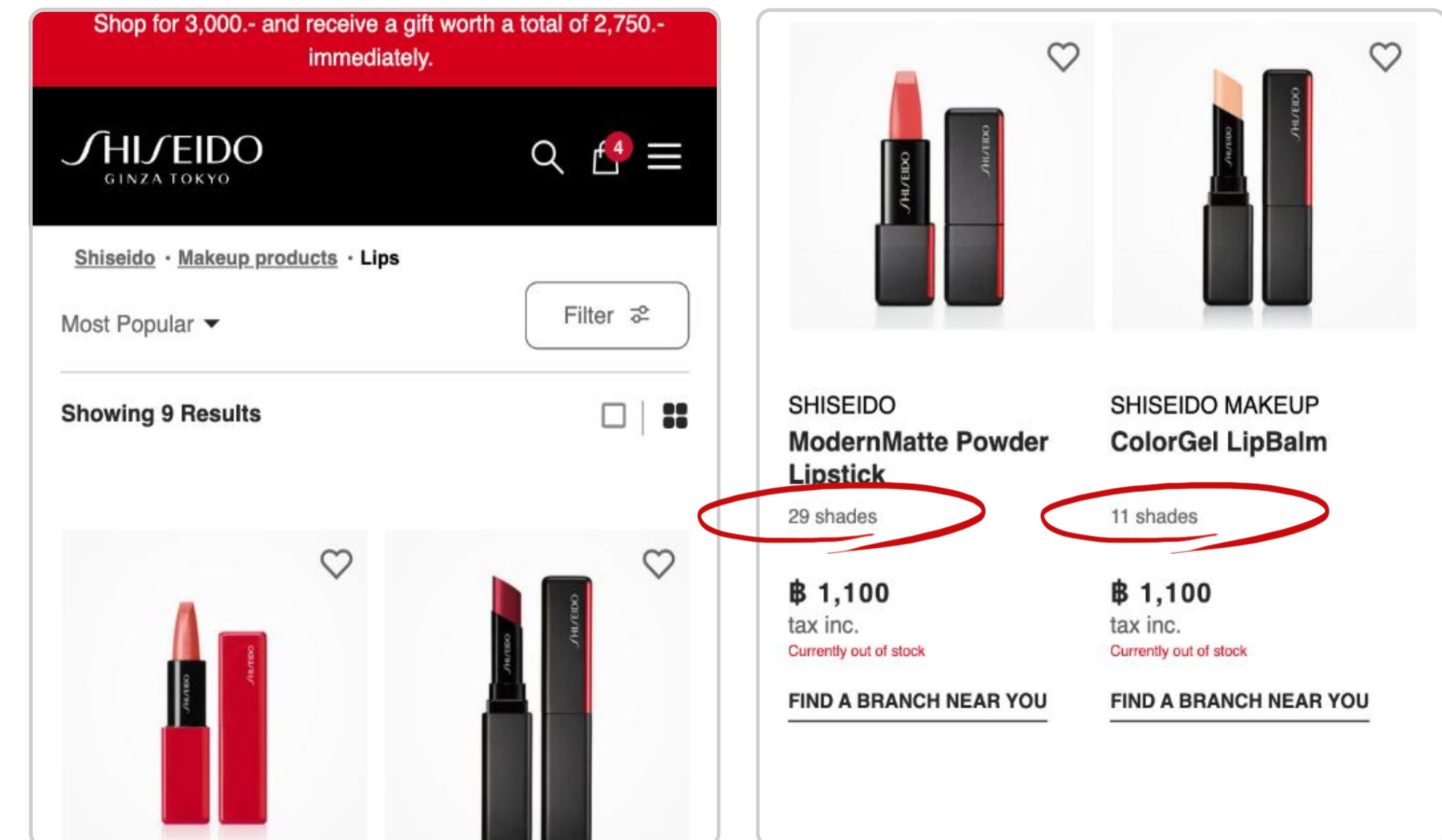
Inconsistency in fonts. ‘Out of stock’ products are displayed at the beginning with the available products

Online Exclusive/Miscellaneous



Most accessed page as per GA are 'miscellaneous pages' and 75% of users used it translated into English. This page is entirely made using images instead of HTML and the images are not in English. Also, Zero revenue is generated from promotions thereafter.

Product Detail Page



Uses of the products are not highlighted at the first glance. The interaction of 'click' is given to all the shades or variants of the products making the entire page load with every selection or change


Basket/Cart Page

The Cart offers few free products which confuses user if they have to act on it to avail said products

The experience needs to be consistent with the look of the free product


Shopping Cart

4 Products




Activating Essence

145mL



01




฿ 3,550

[Move to favorites](#)


[Remove](#)

You have qualified for 3 free bonus products




Shiseido Ultimune Power Infusing Concentrate 15ml (Gift)

Free bonus



UTM RED SMALL SAM 5ML (Gift)

Free bonus




24AW UTM BAG (Gift)

Free bonus

Your Items (4)

Edit List




Activating Essence

145mL


Qty: 1

฿ 3,550




Shiseido Ultimune Power Infusing Concentrate 15ml (Gift)

free



UTM RED SMALL SAM 5ML (Gift)

free



24AW UTM BAG (Gift)

free

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Audit-Based Findings

Summarised

Landing Page

01

Needs engaging visuals and storytelling.

02

Should offer skin-type filters upfront.

03

Avoid repetition of images to prevent monotony.

04

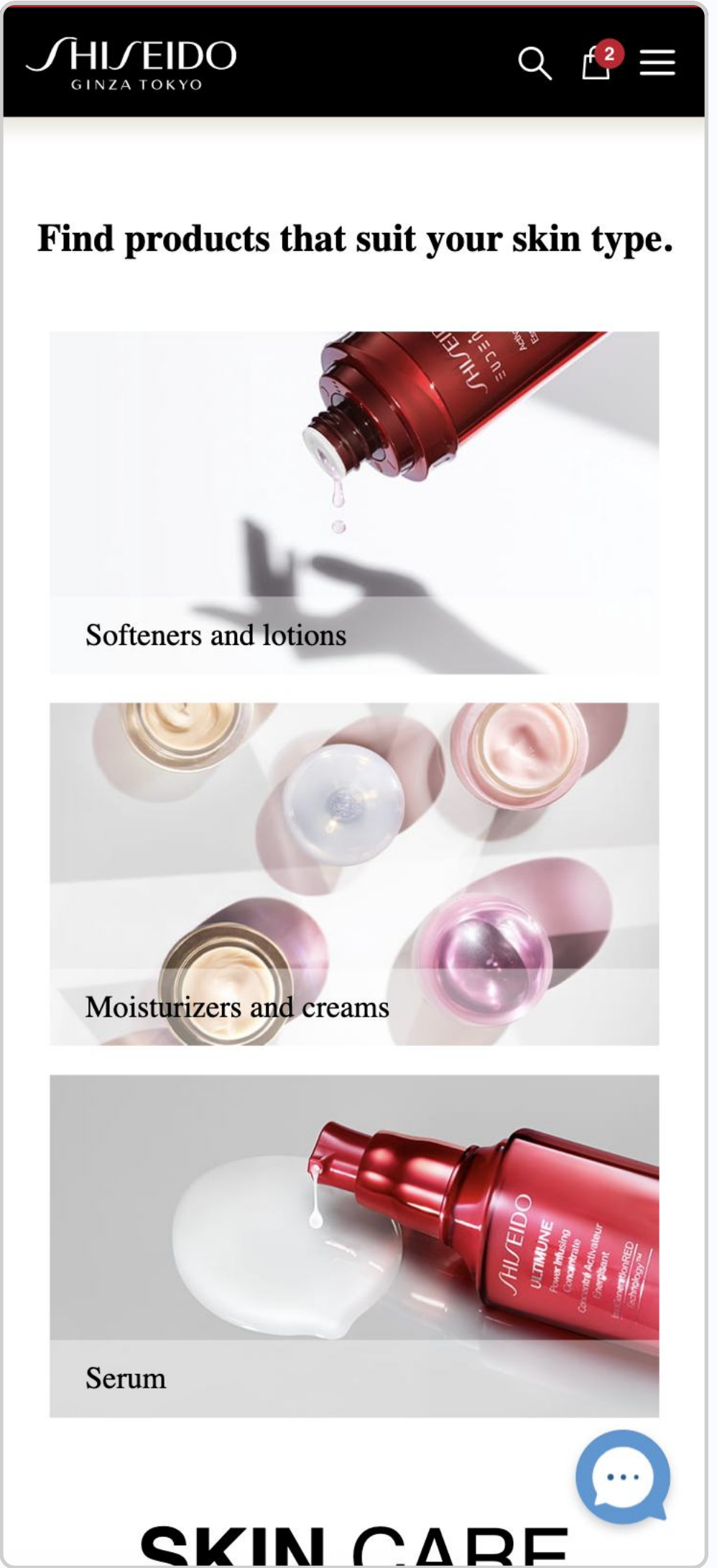
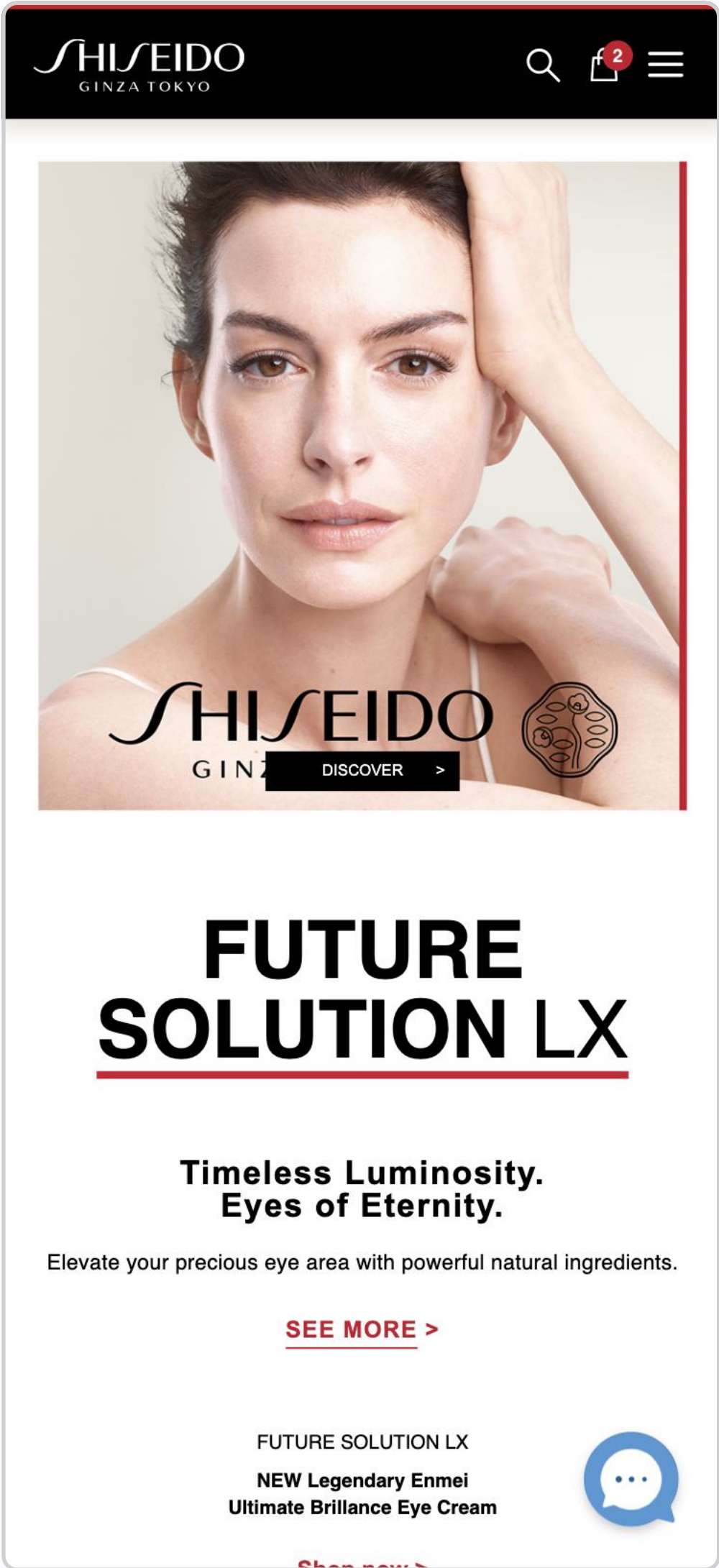
Reduce information overload to enhance readability.

05

Ensure clear and visible CTAs to guide user actions.

06

Limit the number of CTAs to avoid user confusion and cognitive load.



Collections Page

01

Ensure text translations for better accessibility and SEO.

Category Listing Page

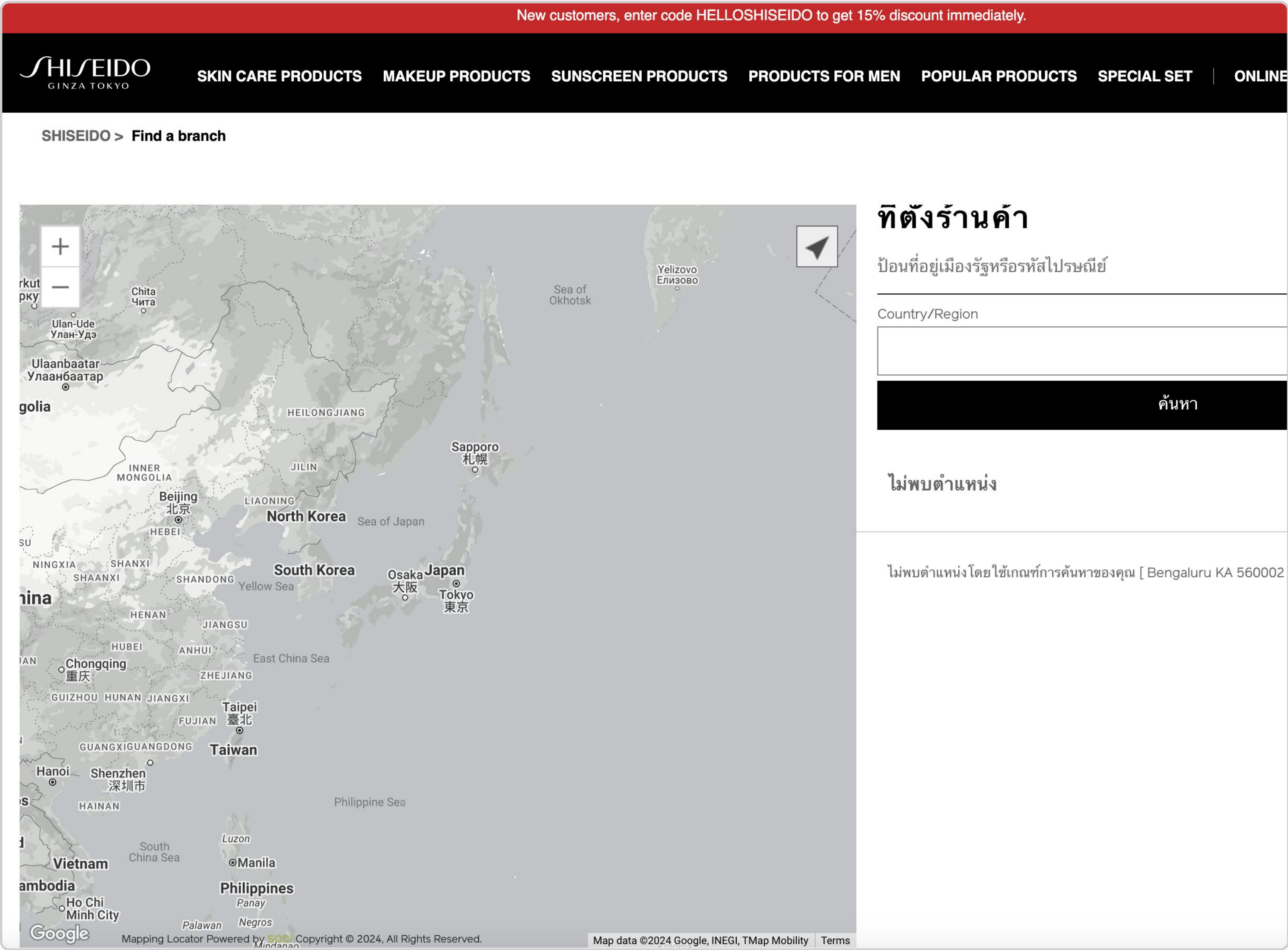
01

Add filters to enhance user experience.

Location Finder Page

01

Ensure proper translation and display of error messages.



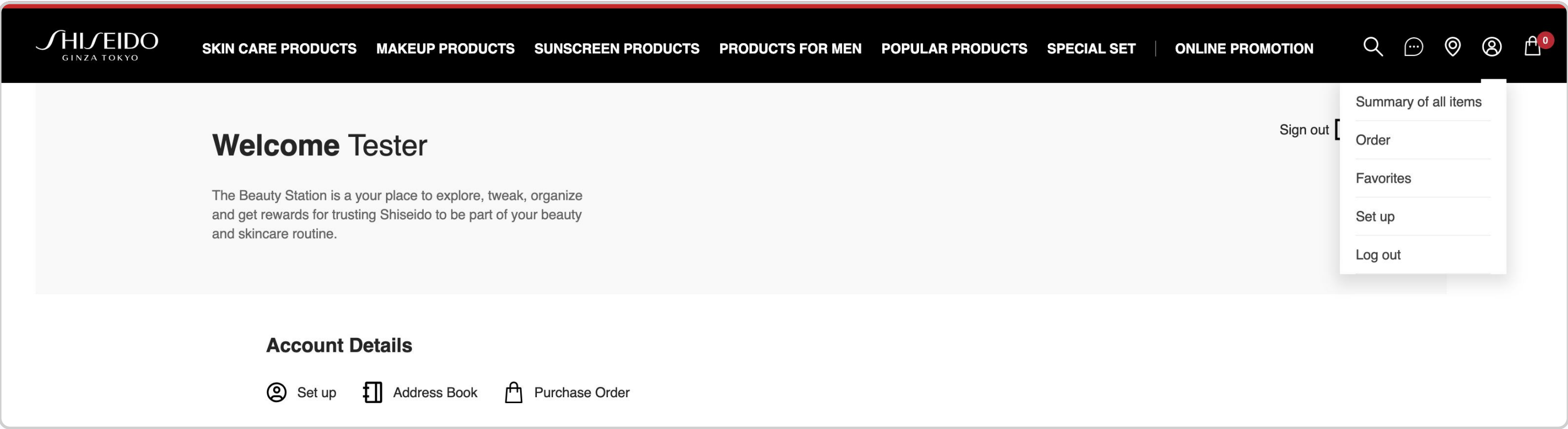
Account Page

01

Improve UX writing for clarity (e.g., “Summary of all items” vs. “Account details”).

02

Highlight valuable features like online skin consultation more prominently.



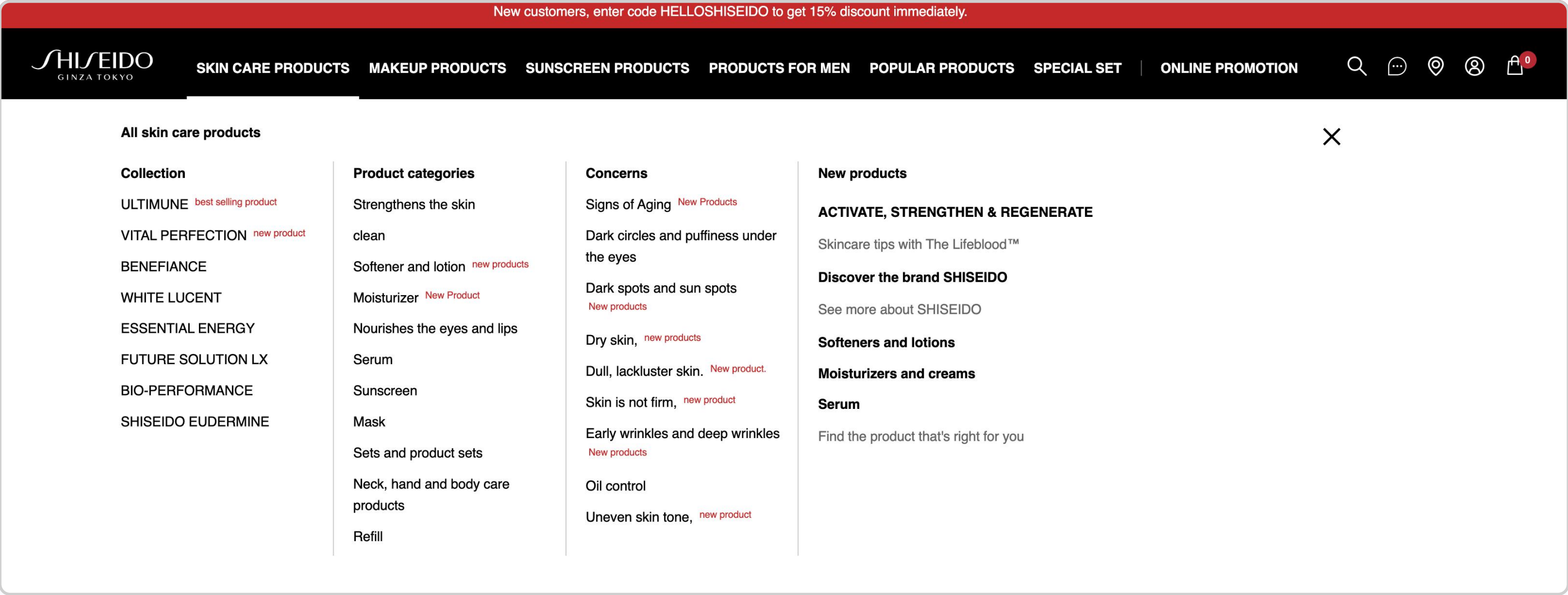
Navigation

01

Simplify heavy information architecture for easier navigation.

02

Group related menu items following market best practices.



Product Listing Page

01

Maintain font consistency.

02

Avoid displaying out-of-stock products prominently.

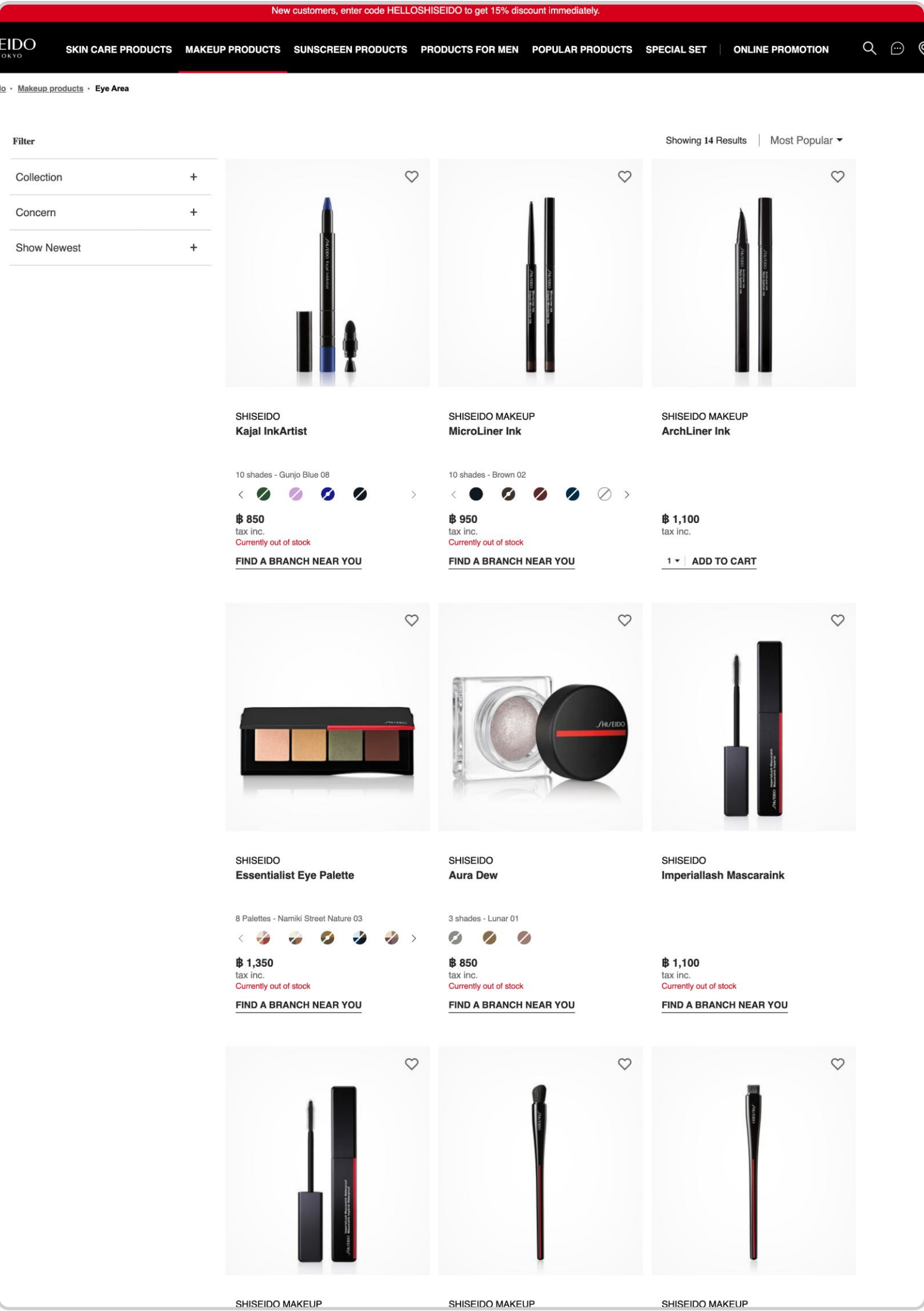
Online Exclusive/Miscellaneous Page

01

Use HTML instead of images for better translation and SEO.

02

Address zero revenue generation from promotions.



Product Detail Page

01

Highlight product uses at first glance.

02

Optimize click interactions to prevent unnecessary page reloads.

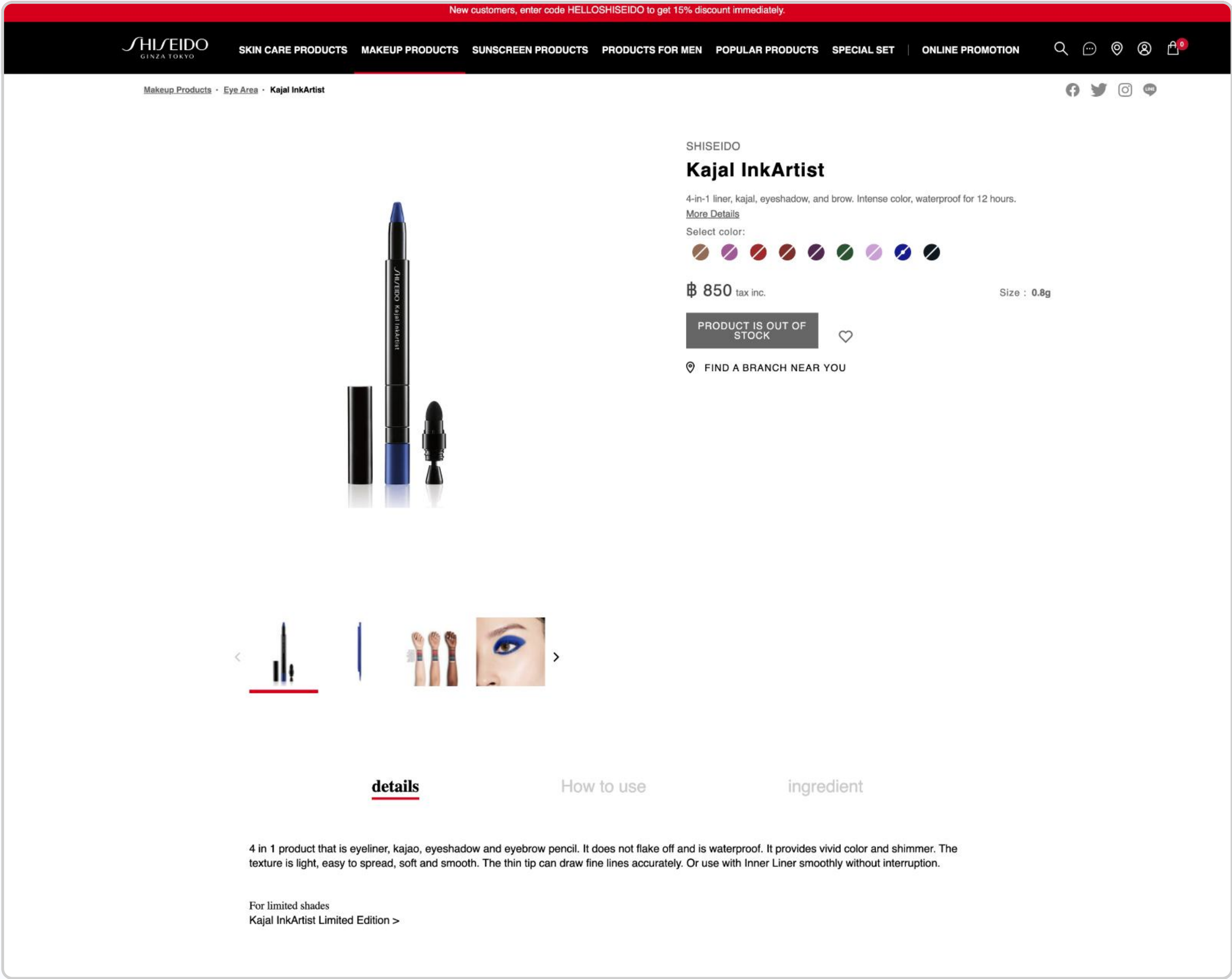
Basket/Cart Page

01

Clarify actions required to avail free products.

02

Ensure consistent user experience with free product offers.



Comprehensive UX Overview

A complete view of the user experience, identifying key strengths and areas for improvement

01

Language Settings

Landing page defaults to the local language, causing high drop-off rates. 70% of users prefer English.

02

Translation Issues

Inconsistent translation parameters lead to visual discrepancies and user frustration, especially during navigation.

03

Checkout Process

Encountered six different pages during checkout, adding complexity.

04

Global Search

Lacks features like recent search results, auto-complete, recommended products, and matched term functionality.

05

Typography Mismatch

Inconsistent typography styles across the website.

06

Content Structure

Product details are not user-friendly; content needs to be bucketed and nested progressively.

07

PDP Story

Not intuitive; lengthy discovery process for product value. Quick snippets needed to reduce cognitive load.

08

Chatbot Design

Opens in a new window with a different design language and reads bottom-to-top, reducing usability.

09

Newsletter Language

Received in Thai despite registering on the English-translated website since there is no internal language-change integration

10

Edge Case Errors

Unclear error messages like “CSRF Token mismatch”

11

Shopping Cart Bonuses

Bonuses are not clearly directed; design inconsistency between added products and free products.

12

Payment Options

Limited to credit payments, raising questions about country-specific restrictions.

Detailed Analysis of Writing

Review website copy to enhance clarity, engagement, and cultural inclusivity

01

Language and Tone

Thai culture values politeness and indirect communication; adjust the tone to be more respectful and culturally aware.

02

Claims and Testing References

Thai consumers might prefer references to local testing authorities over foreign ones for better relevance and assurance.

03

Messaging

Align product benefits with Thai beauty standards, focusing on qualities like hydration and UV protection.

04

Cultural Symbols

Avoid stereotypes and focus on universally appealing product benefits

SKIN CARE

Experience the results of firmer, more beautiful skin that looks brighter, with a 35% increase in 1 week*

Combining scientific beauty innovation with powerful ingredients like SafflowerRED™ and ReNeuraRED Technology™, new skincare formulas enhance the Invisible Nutrient Network to nourish deeper than ever before** to help you discover your skin – revealing your skin's full potential.

*Based on satisfaction test results in a sample group of 110 people by the National Quality Inspection & Testing Centre Of Fragrance Flavor & Cosmetics, People's Republic of China, June 2022 - August 2022.

**Refer to the outer skin layer compared to the original formula.

[EXPLORE >](#)



Cultural Nuances Missing from the Original Text

01

Language Appropriateness

Translate technical terms like "antioxidant power" clearly and accurately for Thai audiences.

02

Benefits and Claims

Highlight relevant benefits like hydration, ensuring claims are substantiated and culturally relevant.

03

Cultural Understanding

Frame confidence-boosting skincare in a way that aligns with Thai ideals of self-care and well-being.

Strengthens Male Skin In 3 Ways For A Healthy, Energized Look.

SHISEIDO MEN Ultimune focuses on skin's inner defenses, antioxidant power and damage resistance, utilizing expert Shiseido research.

It visibly improves fine lines, roughness and dryness, providing 32 hours of hydration (clinically tested on 20 subjects).

SHISEIDO MEN Ultimune nurtures male skin and seeks to boost confidence. By boosting your skin you can own your future.



Strategies to Resonate with Native Consumers

01

Cultural Context

Provide context for the Enmei herb and Japanese beetle silk to resonate with Thai consumers by highlighting their traditional uses and significance

02

Translation and Clarity

Ensure technical terms like "Legendary Enmei Ultimate Renewing Cream" and "Green Treasured Silk" are accurately translated and clear

03

Respectful Representation

Use respectful language when referencing sacred elements like Mount Koya and Tensha Ishi, avoiding over-commercialisation

04

Educational Approach

Educate Thai consumers on the benefits and properties of natural ingredients to enhance engagement and trust

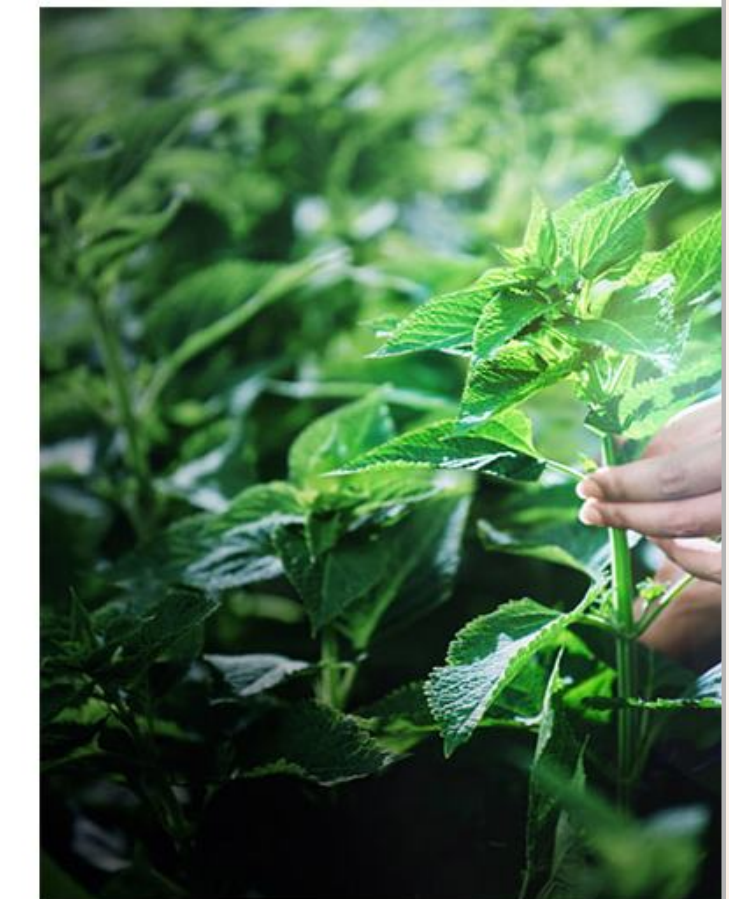
The Legendary Power Of Nature

Legendary Enmei herb

From the sacred Mount Koya, where legend has it that this herb is believed to have the ability to prolong the life of the skin and heal wounds, a priest named Daishi used it to help restore health and heal wounds for travelers. The Enmei Herb in Legendary Enmei Ultimate Renewing Cream is harvested on Tensha Ishi, which is considered the most auspicious and sacred time in Japan.

Green Treasured Silk

Japanese beetle silk, from the mountains of the sacred forest, which is found in only one in a million silks in the world, has a light green color and a beautiful sheen. This special silk can produce silk that is extremely soft and lightweight, with exceptional elasticity and strength.



Incorporating Thai Cultural Sensitivities

UX Writing issues summarized

General

- **Grammatical Issues:** Fragmented sentences, misplaced modifiers, comma splices, ambiguity, and wordiness.
- **Translation Problems:** Errors and inconsistencies due to automated translation from Thai to English without human intervention.

Linguistics and Semantics

- **Lack of Parallel Structure:** Bullet points (“Reawaken”, “Respond”, “Reconnect”) should follow a consistent grammatical structure.
- **Incomplete Sentences:** Descriptions under bullet points lack a main verb.
- **Ambiguity and Lack of Clarity:** Phrases like “stimulates the skin’s sensory nerves to respond to skin care” are unclear.
- **Technical Jargon:** Terms like “ β noise” need further explanation or simplification.
- **Lack of Connection:** Introduction about ReNeura Technology+™ does not connect clearly to subsequent bullet points.

Tone of Voice

- **Tone:** Unclear whether the text should be formal or informal; a more casual tone may be appropriate.
- **Engagement:** Text is purely informational and lacks elements to encourage interaction or excitement.
- **Customer Focus:** Descriptions do not directly engage with the customer or convey a sense of benefit or value.

Writing Style

- **Passive Voice:** Use of passive voice (“has been added”) is impersonal; active voice is more engaging.
- **Lack of Personalization:** Phrases like ‘added to the cart’ should be personalized to ‘your cart’.

Writing Structure

- **Lack of Explicit Title:** Filter selections/sorting lack an explicit title or heading.
- **Nomenclature Issues:** Some filter names are not aligned with standard terminologies (e.g., “Relevant” should be “Relevance”).

Competitive Analysis

Assess competitor websites to refine user perception and enhance experience

Competitive Analysis

Market Perception

Aspect	Shiseido	L'Oréal	Estée Lauder	La Mer
Market Position	Leading skincare brand in Thailand	Strong presence in skincare and cosmetics	High-end luxury brand with significant market share	Ultra-luxury skincare brand with a niche market
Product Range	Skincare, makeup, fragrance, hair care	Skincare, makeup, hair care, men's grooming	Skincare, makeup, fragrance	High-performance skincare
Pricing	Premium pricing strategy	Wide range from affordable to premium	Premium to luxury pricing	Luxury pricing
Distribution Channels	Department stores, specialty stores, online platforms, own stores	Department stores, drugstores, online platforms	Department stores, specialty stores, online platforms	High-end department stores, exclusive boutiques, online platforms
Marketing Strategies	Focus on quality, heritage, and innovation; celebrity endorsement	Extensive advertising, influencer partnerships, diverse campaign	Luxury branding, high-profile endorsements, exclusive event	Emphasis on luxury and exclusivity, high-profile endorsements

Competitive Analysis

Experience

Aspect	Shiseido	L'Oréal	Estée Lauder	La Mer
User Acquisition and Retention	Despite being a leading brand in Thailand, Shiseido is unable to leave its mark online for user acquisition and retention	They have been able to maintain its strong performance and close ties with consumers in the Thai market	They always produce local content that resonates with Thai audiences, getting social proof with review stars, and discovering FAQs	Their retention strategies often involve data-driven insights, technical SEO, user-focused product design, and localized content
Mobile User Experience	Mobile first approach was not followed. Not complaint as per Accessibility standards. Slow loading due to lack of image optimisation	Semi complaint for accessibility and used Mobile first approach. Even though images do not load fast the due to HTML designs content loads with placeholders for images.	Accessible complaint with mobile first approach. also used content live paint approach to make the required information load faster.	It's accessible complaint. But due to usage of high resolution assets page load is slow.
Localization and Language Support	Even though it supports Web level translation this feature is hidden under footer which is not the place any user would look for	Supports website level translations and follows best practices for findability of this feature.	Doesn't support website level translation	Doesn't support website level translation
Product Discovery and Promotion	With confused navigation and hidden features the discovery of products and promotions is difficult.	With simplified grouping and personalised labelling for menus product discovery and promotions is easy	Inspite of grouping the categories they are heavy on navigation and lead to user fatigue	With simplified grouping and personalised labelling for category menus product discovery and promotions is easy and search is very efficient as well
Checkout Experience	Checkout involved multiple steps	No direct check out available. We have to do third part websites.	No Guest checkout available. But involved very few steps to checkout. Also integrated with signing up with facebook api.	Involved few or little steps. Guest checkout not available but simple singup through email or facebook api is available.

Beauty is about enhancing what you have.
Let yourself shine through.

- Janelle Monae





APPENDIX

Supporting the UX Writing audit

Benefiance Collection

Information and Details

Grammar:

Fragmented Sentence:

- The phrase "Developed from over 140 years of research and expertise in wrinkle reduction, which has been developed into innovative skin rejuvenation ReNeura Technology+™," is a run-on sentence. It should be split into two or more sentences for clarity.

Misplaced Modifier:

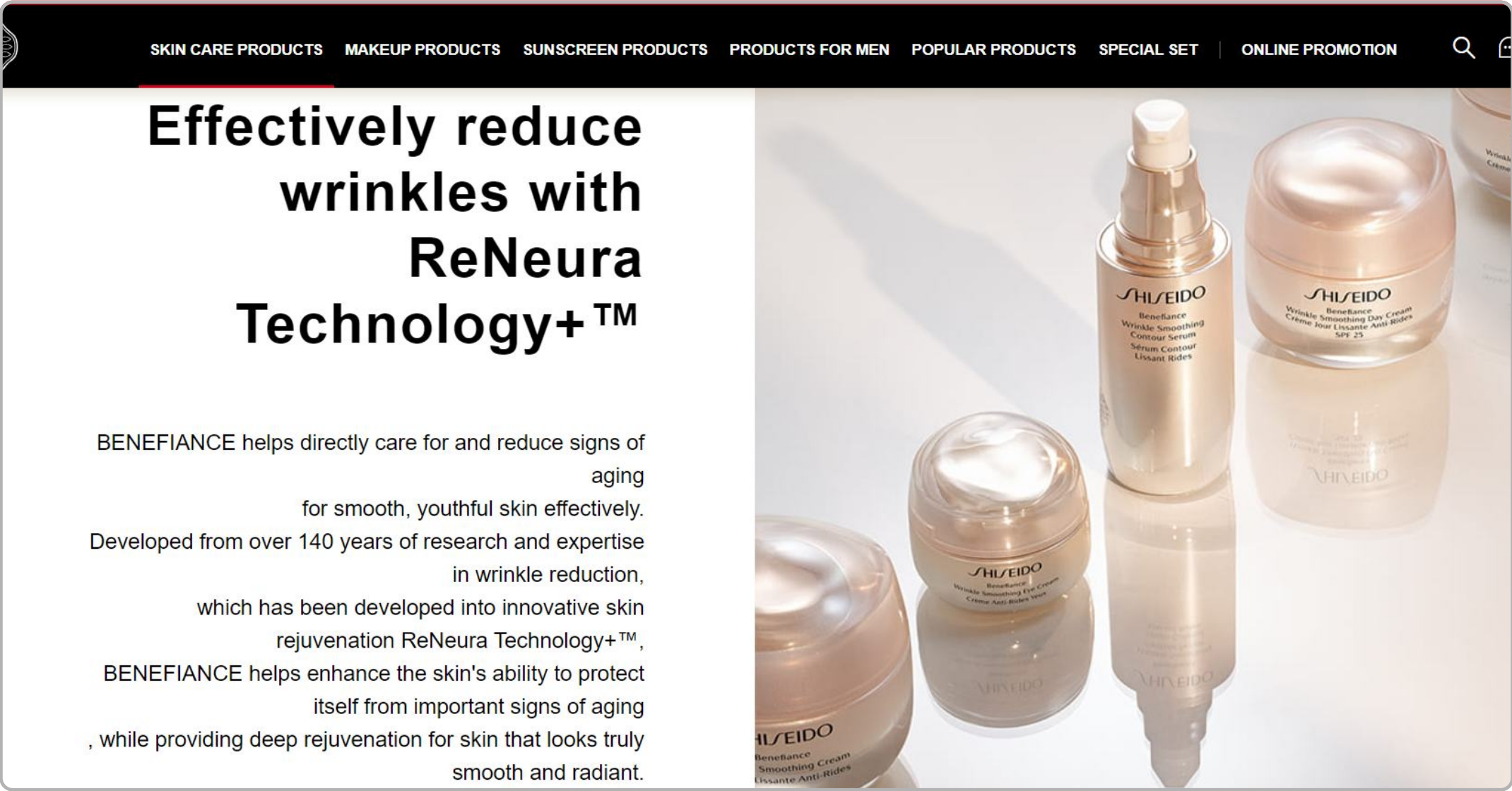
- The phrase "which has been developed into innovative skin rejuvenation ReNeura Technology+™" is intended to modify "140 years of research and expertise," but it is not placed correctly in the sentence. This creates confusion about what exactly has been developed into ReNeura Technology+™.

Comma Splice:

- The comma after "aging" in "BENEFIANCE helps enhance the skin's ability to protect itself from important signs of aging, while providing deep rejuvenation..." creates a comma splice. It should be replaced with a semicolon or split into two separate sentences.

Ambiguity and Wordiness:

- The phrase "important signs of aging" could be more specific, and there are instances of wordiness that could be streamlined for better clarity.



Benefiance Collection

Information and Details

The experience is marred by grammatical errors, semantic issues, and linguistic inconsistencies due to automated Thai-to-English translation without human intervention or proper localisation (NLP)

Linguistics & Semantics

Title and Body Mismatch:

- The title promises details on ReNeura Technology+™'s wrinkle reduction, but the body focuses more on BENEFIANCE's benefits without explaining ReNeura Technology+™.

Lack of Clarity:

- The text mentions ReNeura Technology+™ but doesn't explain how it works or its benefits in reducing wrinkles.

Redundancy:

- Phrases like "developed into innovative skin rejuvenation ReNeura Technology+™" are wordy and could be simplified.

Incomplete Sentences:

- The phrase "BENEFIANCE helps enhance the skin's ability to protect itself from important signs of aging" lacks clarity and needs rephrasing.

Lack of Specificity:

- The text should include specific examples of how BENEFIANCE and ReNeura Technology+™ reduce wrinkles and improve skin appearance.

Benefiance Collection

Information and Details

Linguistics & Semantics

Lack of Parallel Structure

- Bullet points ("Reawaken", "Respond", "Reconnect") should follow a consistent grammatical structure, either all verbs or noun phrases.

Incomplete Sentences

- Descriptions under each bullet point lack main verbs, making them grammatically incorrect.

Ambiguity

- The phrase "stimulates the skin's sensory nerves to respond to skin care" is unclear and needs better explanation of ReNeura Technology+™.

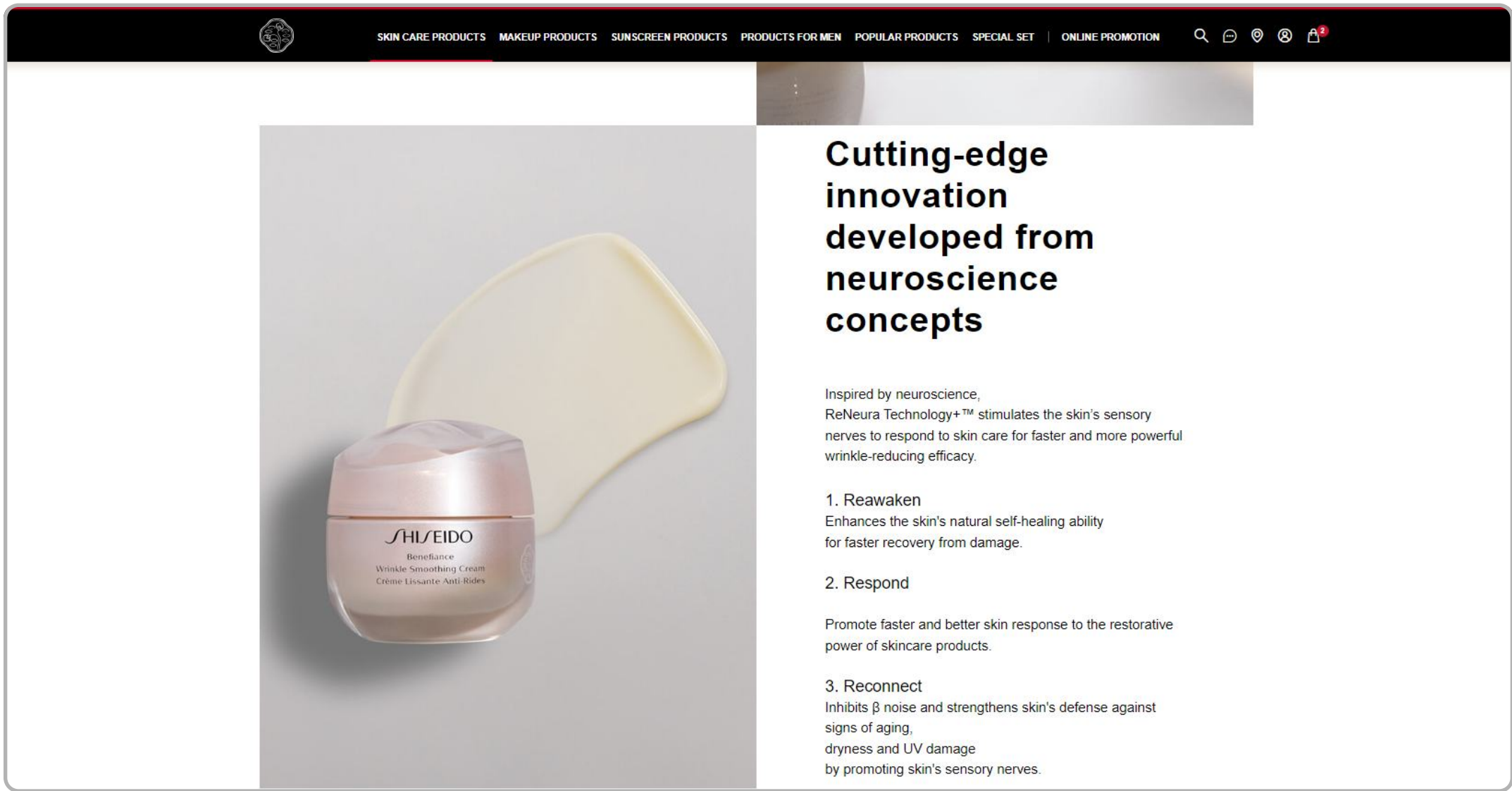
Technical Jargon

- The term " β noise" is unclear and may need simplification for general readers.

Lack of Connection

- The introduction about ReNeura Technology+™ does not clearly link to the bullet points.

ReNeura Technology+™, inspired by neuroscience, enhances skin's sensory nerves for faster, more effective wrinkle reduction: Skin Reawakening: Boosts natural self-healing and recovery from damage. Enhanced Response: Improves skin's reaction to skincare for quicker results. Skin Reconnection: Strengthens defenses against aging, dryness, and UV damage.



Cart and Checkout process

Content and Tone

Here are the tonality issues identified

Tone

- The text does not establish whether it should adopt a formal or informal tone. Considering the brand and audience, a more casual tone could be more appropriate.

Engagement

- The text could benefit from being more engaging. It currently reads as purely informational, lacking any elements that might encourage interaction or excitement.

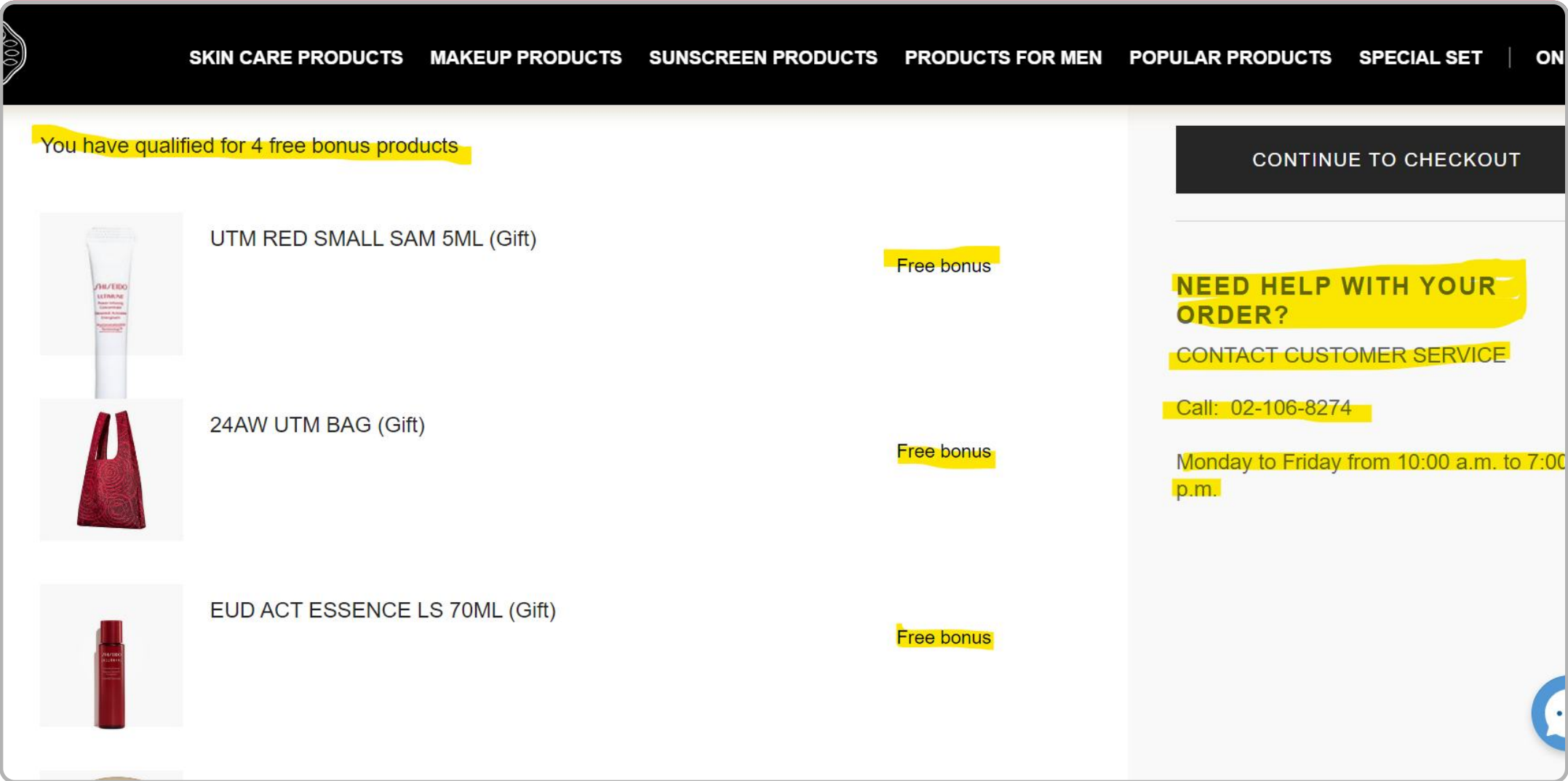
Customer Focus

- While it describes the bonus products, it doesn't directly engage with the customer or convey a sense of customer benefit or value.

Lack of Warmth or Empathy

The text is straightforward but lacks warmth or empathy that could make customers feel supported. Adding a friendly or reassuring tone can enhance customer experience.

The text provided appears to lack a clear tone, which is crucial for conveying a consistent and engaging message to users. The text lacks a clear and engaging tonality that can effectively connect with customers.



Cart and Checkout process

Content and Tone

Directive Tone

- The text is somewhat directive without being inviting. It could benefit from being more inviting or encouraging to prompt customers to reach out for help.

Engagement

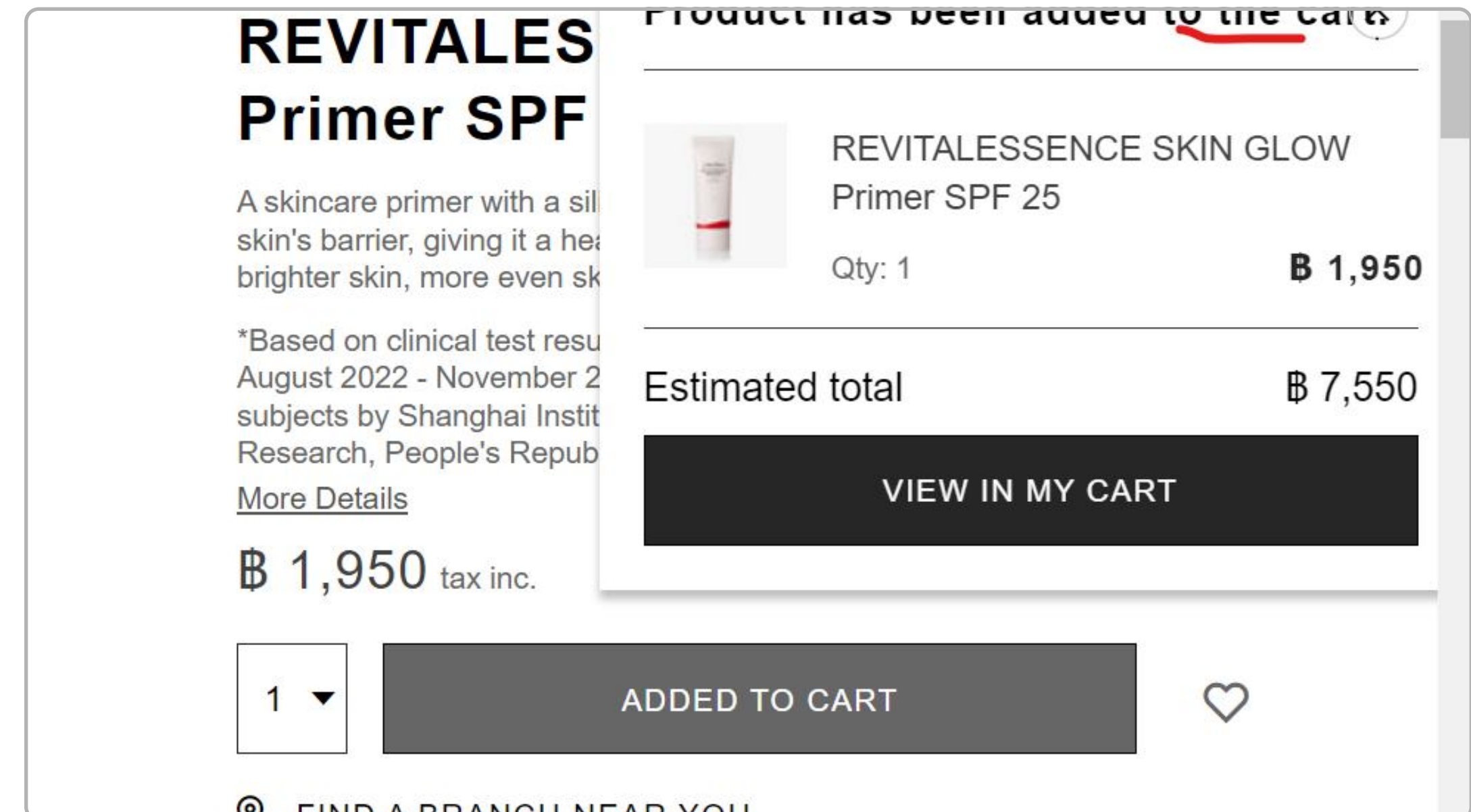
- It doesn't actively engage the customer. Adding a phrase that encourages interaction or acknowledges potential customer concerns can make the text more engaging.

Passive Voice

- The use of passive voice ("has been added") is impersonal and lacks directness. Using active voice can make the message more engaging.

Lack of personalization

- The phrase 'added to the cart' lacks personalization. Using 'your cart' instead of 'the cart' enhances personalization in the shopping experience, contributing to a positive overall user experience.



The phrase "Product has been added to the cart" is technically correct and serves its purpose of informing the user about the action that has taken place. However, there are a couple of potential issues with it:

Product results

Title and Nomenclature

Lack of Explicit Title

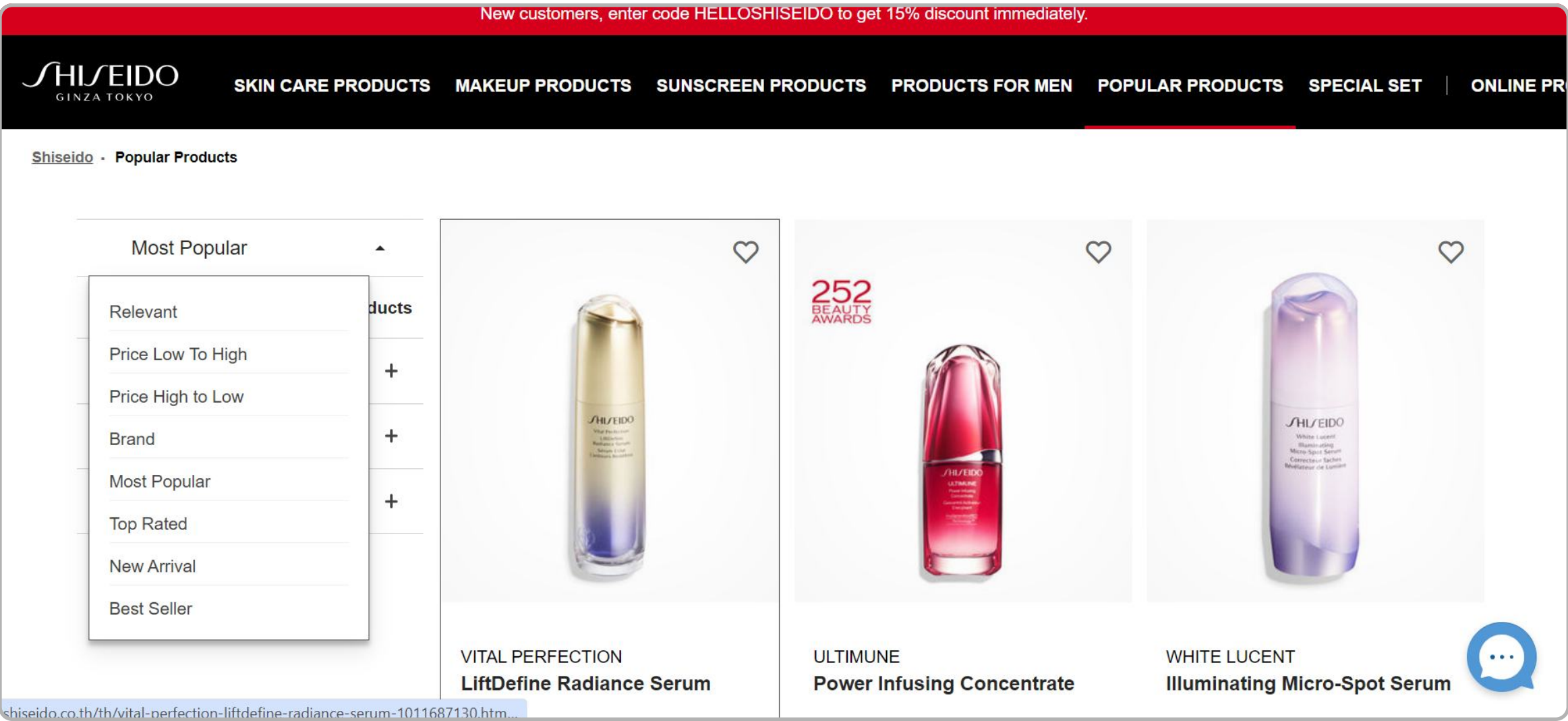
- The filter selections/sorting, lacks an explicit title or heading that clearly identifies them as filter options.

Nomenclature

Some filter names are not aligned with standard terminologies

For example,

- Relevant --> Relevance.
- Most Popular --> Popularity.
- Best Seller --> Best Sellers.
- New Arrival --> New Arrivals.



Navigation

Title and Nomenclature

The product category overview section lacks consistent capitalization guidelines, resulting in an inconsistent experience. Products within the same section adhere to varying capitalization rules

Incorrect (Sentence Case)

Highlighted in blue are elements incorrectly written in sentence case, such as "new product(s)". This does not follow proper capitalization rules for titles or headings.

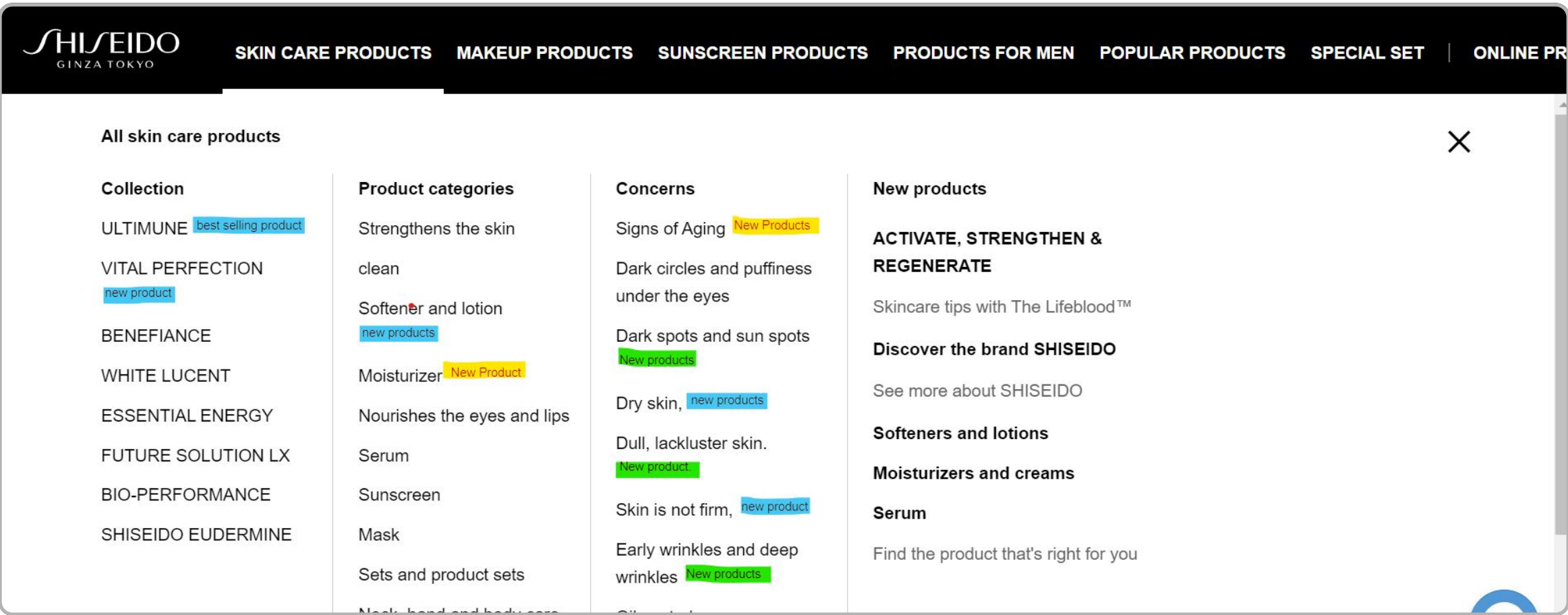
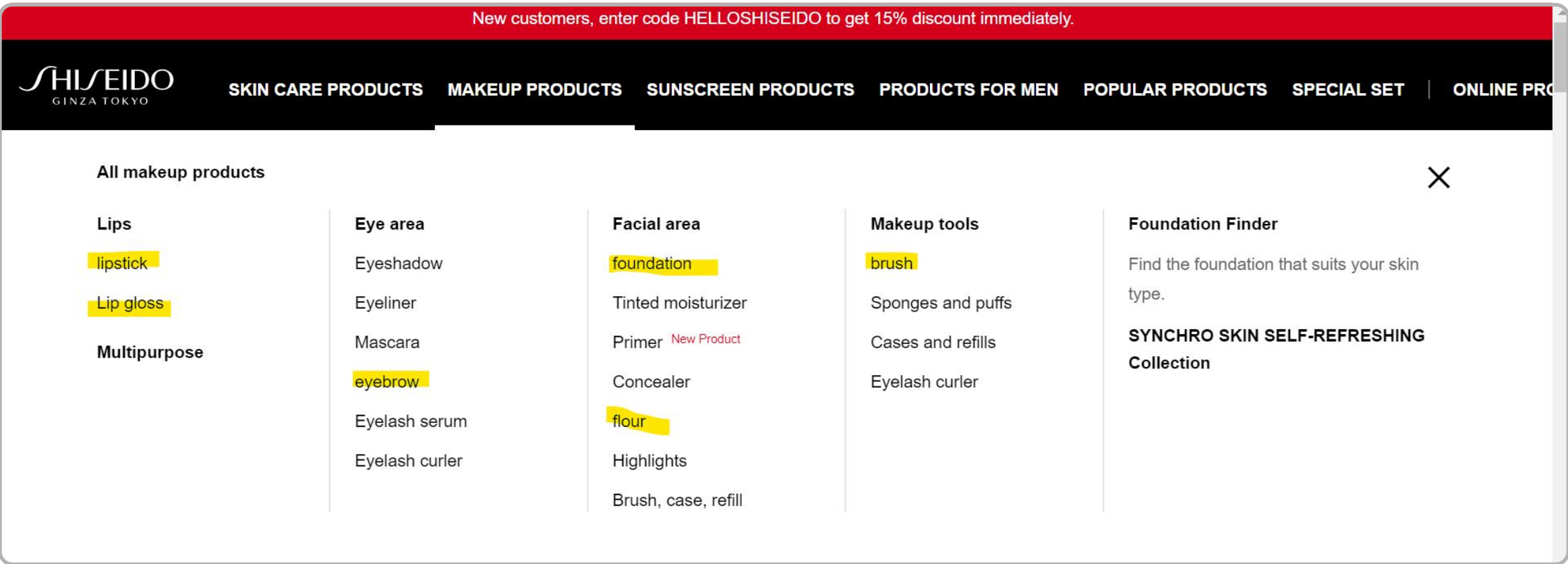
Correct (Title Case)

Highlighted in yellow are elements correctly written in title case, like "New Product(s)". Title case should be used consistently for clarity and professionalism.

Incorrect (Partial Sentence/Title Case)

Highlighted in green are elements that inconsistently mix sentence and title case, such as "New product(s)". This inconsistency can confuse readers and should be avoided.

Capitalization issues in the product section



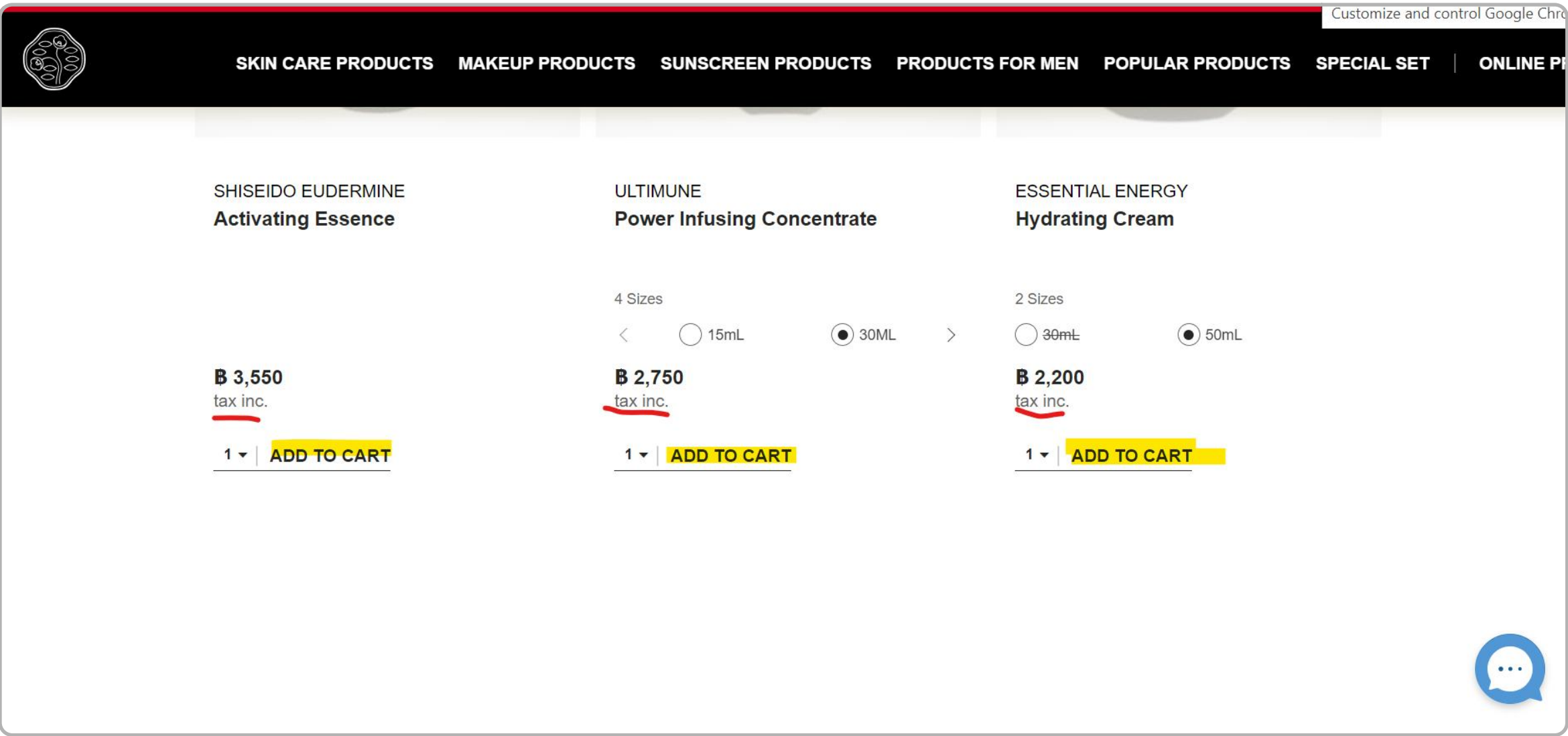
Micro-copy

Title and Nomenclature

In e-commerce or retail contexts where pricing information is crucial, the following options can be considered:

- Tax Included
- Inclusive of Tax
- All Taxes Included
- Including Tax

“Tax inc.” is not a standard abbreviation or phrase in English



Page titles

Title and Nomenclature

Titles are ending with full stop/period at multiple places

Ending titles with full stops is incorrect because titles and headings are typically considered as fragments rather than complete sentences.

