

# UX Strategy & Best Practice Recommendations

Shiseido Ginza Tokyo

THAILAND

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**dentsu** | **SHISEIDO**  
GINZA TOKYO



# Our Approach

This document summarises recommendations for Shiseido Tokyo Ginza's website which is backed by Google Analytics, UX Audit, and Competitive analysis.

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## How?

Conducted a UX audit for the Shiseido Tokyo Ginza website by analysing user journeys, inferencing website analytics, and evaluating design consistency along with UX writing. Developed a strategy focused on enhancing the digital experience, aligning with brand aesthetics, and optimising customer engagement through data-driven insights.

# Key focus areas

An in-depth understanding of identified focus areas



## User Retention & Loyalty Conversion

With 75% of users being new and less than 0.1% converting to customers, there's a significant opportunity to improve user retention and conversion rates. Strategies could include personalized content, loyalty programs, or improved onboarding experiences.



## Mobile User Experience

Since 76.8% of users are mobile users, optimizing the mobile user experience can significantly improve engagement and conversion. This could involve improving site speed, ensuring responsive design, and optimizing for touch navigation.



## Localization and Language Support

With 70% of users using the English translated website and 98% of users from Bangkok, there's a potential mismatch in language preference and location. Improving localization and offering a better Thai language experience could increase user satisfaction and engagement.



## Product Discovery and Promotion

The least viewed item and zero clicked promotional items indicate potential improvements in product discovery and promotion. Enhancing search functionality, recommendation algorithms, and visibility of promotions could drive more engagement and sales.



## Checkout Process

With 58.3% of users abandoning the purchase journey at the start, simplifying and streamlining the checkout process could significantly improve conversion rates. This could involve reducing the number of steps, offering guest checkout options, and reassuring users about payment security.

# Callouts

Based on Site Audit and Google Analytics

# User Retention & Loyalty Conversion

Hypothesis	UX Improvement
Less than 0.1% of users are converting to customers	Improve the conversion funnel by simplifying the checkout process, offering guest checkout options, and reducing the number of steps to purchase
99.95% of purchases are from first-time users	Implement strategies to encourage repeat purchases, such as loyalty programs or personalised expert recommendations

# Mobile User Experience

## Hypothesis

Majority of users are mobile users

Majority of iOS users using mobile web

## UX Improvement

Optimize the website for mobile viewing. Ensure that the site is responsive and elements are easily clickable on a smaller screen

Ensure the website is optimized for Safari as it is the default browser for iOS users

# Localization and Language Support

## Hypothesis

Majority of users are from Bangkok and use the English translated website

58.3% of users abandon the purchase journey at the start itself  
- the website opens up in the native language

## UX Improvement

Localize the content more effectively by incorporating cultural nuances of Bangkok in English content

Improve the initial engagement with the user by offering a personalised experience or incentives

# Product Discovery and Promotion

## Hypothesis

Zero items under promotion were clicked

Power Infusing Concentrate is the most viewed item over time and also added to cart the most

## UX Improvement

Make promotional items more visible and attractive. Use banners, pop-ups, or special deal sections to highlight them

Use this data to understand what makes this product attractive and apply these insights to other products

# Checkout Process

## Hypothesis

‘Cart’ is the page where users spend the most average time

## UX Improvement

Streamline the cart page by providing clear pricing details, easy modification of the order, and a clear call to action

# Additional Suggestions

Hypothesis	UX Improvement
The average session duration is less than 4 minutes	Simplify the navigation and make information easy to find to ensure users can get what they need within this time frame
Revenue through Organic Social is higher than all other channels	Invest more in social media marketing and ensure the website is well-integrated with social media platforms for seamless user experience
Scroll is the top event over time	Implement infinite scrolling or load more button to keep the users engaged for longer
The Miscellaneous page was the most accessed page over time	Understand what users are looking for on this page and make it easier to find. Consider improving the navigation or search function, while having a view into categories under the 'miscellaneous' umbrella
Google yields the top acquisition	Optimize the website for Google search. Consider using Google Ads to increase visibility
The average engagement time per session by landing page over time is less than 1 min 10 secs	Improve the landing page design to capture user's attention quickly. Use compelling headlines and visuals

# Content Strategy

Guidelines and  
Key Recommendations



# Cultural Sensitivity and Localization

## **01**

### Respectful Messaging

Use a polite tone that aligns with Thai values, highlighting local testing authorities and avoiding stereotypes

## **02**

### Gender Sensitivity

Frame gender-specific messaging to resonate without reinforcing stereotypes

## **03**

### Language Accuracy

Ensure clear, culturally appropriate translations of technical terms

## **04**

### Thai Cultural Elements

Reference Thai festivals and customs respectfully, using culturally significant colours and symbols accurately



# Translation and Adaptation Process

## **01**

### Professional Translation and Review

Specialised Agencies: Engage translation agencies with expertise in cosmetics and beauty.

Human Review: Implement a two-step translation and editing process to ensure accuracy and cultural relevance.

## **02**

### Localise Content in English

Cultural Relevance: Adapt content to reflect Thai preferences and local beauty standards.

Imagery and Examples: Use local models and cultural references to enhance relatability.

## **03**

### Compliance and Formats

Regulations and Preferences: Ensure content meets local regulations and preferences.

Date and Currency Formats: Use Thai Baht and local date formats in content.



# Content Quality and User Engagement

## 01

### Clear and Consistent Language

Grammar and Clarity: Revise fragmented sentences and resolve ambiguities. Simplify technical jargon and ensure consistency in terminology.

Engaging Tone: Define and maintain a tone consistent with Shiseido's brand identity. Use active voice and engaging elements.

## 02

### User Experience

Testing and Feedback: Conduct usability testing and gather feedback to refine content.

Language Unification: Implement geo-targeting, URL parameters, and offer easy language switching options.



To love beauty is to see light  
- Victor Hugo



# APPENDIX

Supporting Content Strategy



# Key Cultural Considerations

## Cultural Respect and Sensitivity

- Respect for Royalty and Religion: Thais hold great respect for their monarchy and Buddhism. Content should avoid any disrespect or offence towards these institutions.
- Politeness and Formality: Thai language emphasises politeness and respect, especially towards elders and authority figures. Translated content should reflect this through polite language and forms of address.
- Saving Face: Thai culture values "saving face," avoiding public embarrassment or causing others to lose face. Content should be diplomatically worded to avoid direct criticism or confrontation.
- Festivals and Traditions: Incorporating references to Thai festivals and traditions, such as Songkran and Loy Krathong, respectfully and accurately enhances cultural relevance.
- Colours and Symbols: Certain colours and symbols in Thai culture have specific meanings. Understanding and appropriately using these colours and symbols in content can convey cultural sensitivity.

# Key Cultural Considerations

## Social and Communication Norms

- **Hierarchy and Social Status:** Thai society values hierarchy and respects social status. Adjusting the level of formality and using appropriate honourifics in communication is important based on the relationship between speaker/writer and audience.
- **Collectivism and Community:** Thais prioritise harmony within their community and value collective well-being. Content that emphasises cooperation and social responsibility can resonate well.
- **Food and Dining Etiquette:** Food holds cultural significance in Thailand. Content should portray food positively, avoid stereotypes, and consider local tastes and dining customs.
- **Non-verbal Communication:** Non-verbal cues such as gestures and facial expressions play a significant role in Thai communication. Considering these cues in localised content ensures the message is accurately interpreted.

# Translation and Localization

Recommendation: Transition to Professional Human Translation Services

Steps to follow:

- Engage Specialized Translation Agencies: Partner with translation agencies or freelancers who have expertise in the cosmetics and beauty industry. This ensures that industry-specific terminology and nuances are accurately translated.
- Human Review and Editing: Implement a two-step process where initial translations are done by professionals followed by a review and editing phase to catch any remaining issues.

# Localization and Cultural Adaptation

Recommendation: Localize Content to Align with Thai Cultural Nuances and Preferences, Even in English

Steps to follow:

- Cultural Relevance: Ensure that all content reflects Thai cultural values and preferences. For example, product descriptions should align with local beauty standards and consumer expectations.
- Localized Imagery and Examples: Use images, examples, and references that resonate with Thai users. This could include local models, traditional practices, or familiar cultural references.
- Date and Currency Formats: Adapt all date formats, units of measure, and currency symbols to match local conventions. For instance, if there are product prices, they should be presented in Thai Baht with a conversion option if needed.
- Local Regulations and Preferences: Ensure that content complies with local regulations and preferences, such as privacy policies or specific claims related to product efficacy and safety.
- Localized Marketing Messages: Tailor marketing messages to reflect local trends and consumer behavior. This could involve adjusting promotional offers, using local idioms, and crafting messages that align with Thai holidays and events.

# Writing Improvements (Grammar, Linguistics & Semantics)

- Revise fragmented sentences, misplaced modifiers, and ambiguous phrases.
- Ensure accurate translation and resolve inconsistencies, particularly in technical terms and jargon.
- Maintain parallel structure by using consistent grammatical structures in bullet points (e.g., "Reawaken your skin," "Respond to hydration needs").
- Complete sentences by ensuring all bullet points and descriptions include a main verb.
- Reduce ambiguity by simplifying technical jargon (e.g., replace "β noise" with "noise reduction technology" and provide explanations as needed).
- Enhance connection by clearly connecting descriptions of technology (like ReNeura Technology+™) to their benefits.

# Writing Improvements (Tone of Voice & Engagement)

- Define tone and style by choosing a tone that aligns with Shiseido's brand identity (e.g., more casual or formal) and apply it consistently.
- Increase engagement by add engaging elements such as calls to action, benefits-focused language, and interactive content.
- Build customer focus by using language that directly addresses the customer and highlights personal benefits (e.g., "Discover how our products can enhance your skin").

# Writing Improvements (Style & Structure)

- Use active voice for more engaging and direct communication (e.g., “Our serum revitalizes your skin”).
- Personalize user interactions (e.g., change “added to the cart” to “added to your cart”).
- Add clear titles for filter selections and sorting options.
- Use consistent and standard terminology for filters and options (e.g., change “Relevant” to “Relevance”).

# Consistency & Clarity

- Develop a comprehensive style guide that outlines terminology, tone, and formatting rules. Ensure consistency across all translated content.
- Maintain a glossary of key terms and phrases specific to the industry or brand. This helps in maintaining consistency and accuracy in translations.

# Testing

- Test the translated and localized content with native speakers to identify any issues or areas for improvement.
- Perform usability testing with users who are redirected from social media ads to identify any issues with language consistency and content relevance.
- Collect feedback from users to understand their experience and make necessary adjustments.

# Language Unification (UX & Content)

- Implement dynamic content features that automatically detect the user's preferred language or the language of the referring ad and display the landing page in that language.
- Incorporate a prominent language switcher on landing pages, allowing users to easily switch between languages if needed.
- Ensure that the design and messaging of social media ads are consistent with the landing pages, not just in language but also in tone, visuals, and offers.

# Language Unification (Technology Solutions)

- Implement geo-targeting or IP detection to automatically present the landing page in the language relevant to the user's location or ad origin.
- Utilize URL parameters or UTM tags to capture the language preference from the ad click and ensure the landing page displays in the correct language.
- Display a brief message or notification if a language mismatch occurs, informing users they can switch to their preferred language.
- Offer easy access to customer support for users who may need assistance with language issues or have questions about the site.