UT3 – Research & Development

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Content Page

RESEARCH

- Best Denki

-Design & Content.

- Pros & Cons

- Denki Vs Rival (Courts)

  – Case Study Differences

- Inspirations- Case study

- Proposed Ideas

DEVELOPMENT

- 3 Designs & the chosen one

- Final Design & Explanation

Icons
-Services Icon; Homepage.
- Articles Icon ; Lifestyle Page.

Logo
-Colors; Red, Black, White.
- Appears at the top right hand corner of the page.

Best Denki
(Design)

Treatment
-Icons; bright color, colorful. (Articles Icon)
Info graphics/ symbols/photography (Services Icon)

-Background; bokeh texture was changed to plain white background.

-Borders/lines/ used on navigation toolbar and content page; Light grey gradient, Red lines, grey strokes.

Design Identity

-Red Filled borders and boxes.
-Red lines on the navigation toolbar

Fonts & Color ; 1 type of font. Black,Blue, White, Grey, Red.
-Visual Hierarchy in font size; headlines, content etc.

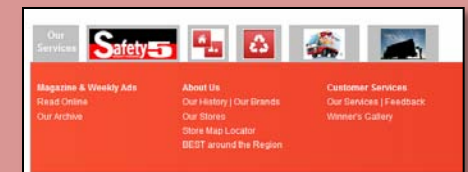# Research on Best Denki- Logo

Logo From Japan & Kuwait Website

The logo without the tagline

Logo with Tagline appears in ads and the current best Denki Website.

• Variety of logo Identification from the 3 different sites, japan, kuwait, Singapore.

•Not strong maintained identity.

• Logo appears to be placed on the right instead of the left such as e-commerse website, Courts, Ikea.

Logo appears in the actual store. Logo used for stores.

Research on Best Denki-Color

- Prominent Color

- White

- Secondary Color

- Red, Black, Grey.
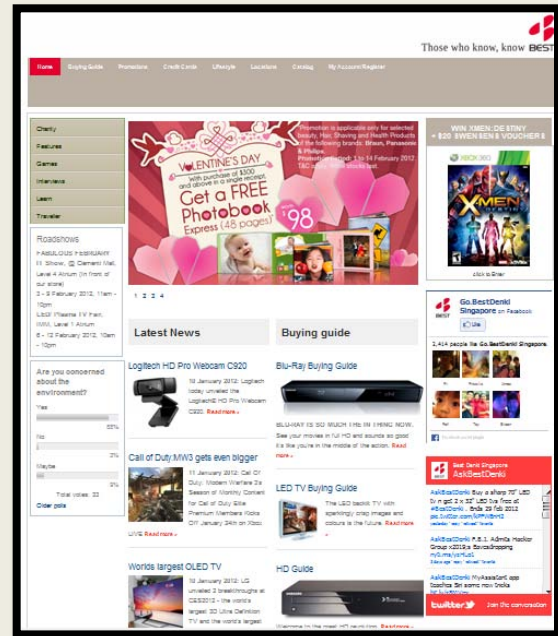
Research on Best Denki-Color

• Strong use of white as their background.
• Use of Red lines, borders and filled can be seen in places to make it stand out and also raising best denki identity.
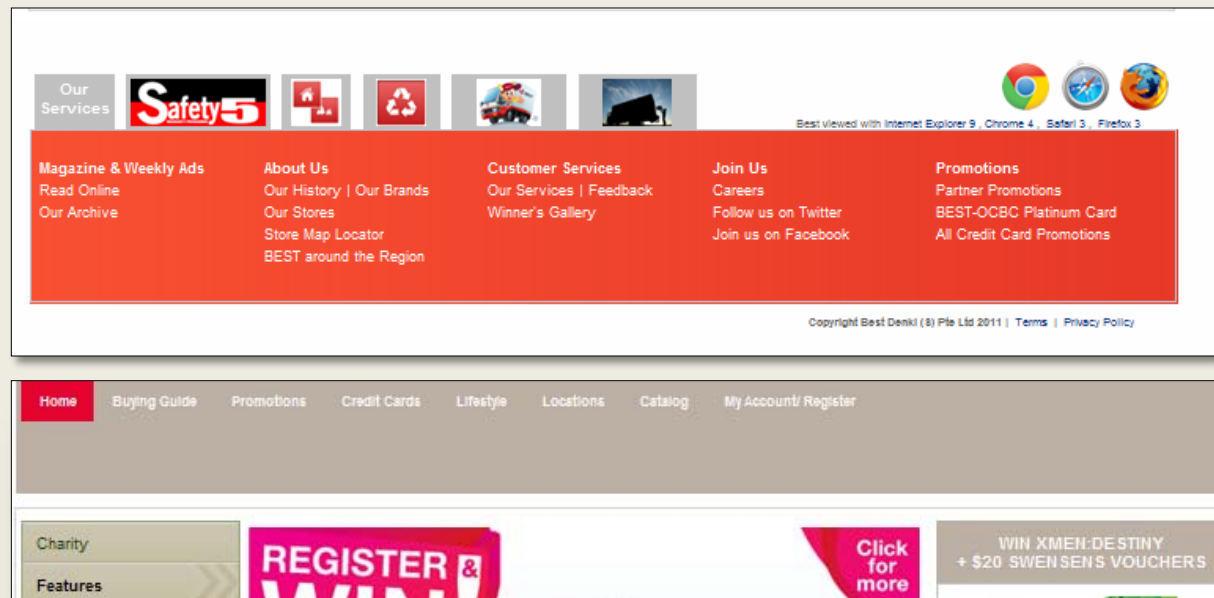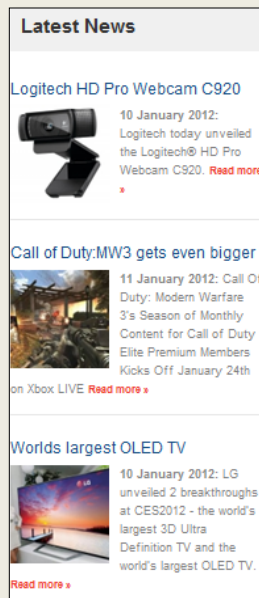
Best Denki- Design
PROS

- Contrasted color that shows legibility.

- There is visual hierarchy in the font size, headlines, content.

Visual Hierarchy In the content Page   *Red & White Contrast Well*

Best Denki-Design
PROS

- **<u>Images / Icons</u>**
  Sufficient amount of images to support content.

  The idea of Icons presented at the bottom of the page aid visuals more strongly in the website

Best Denki- Design
CONS
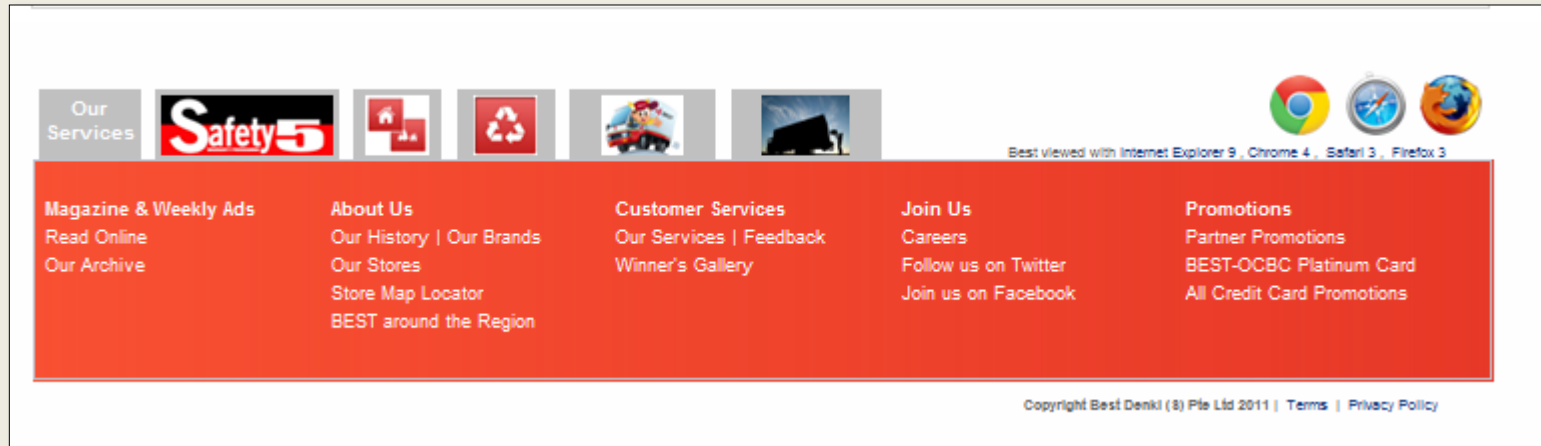
• Though the idea of icons aids visual and less time reading, as a user, the execution wasn't strong to capture the attention of the consumers.

•The use of icons is not consistent and it may confused consumers due to the choice of graphic.

•The treatment of photography at the last icon, symbols and image is inconsistent thus it is an ineffective used of icons.

Post Denki- CONS

- Though there is sufficient images used to support the content, the choice of images was not strong enough.

- Some appears to be pixelated or small which can be a problematic for consumers to choose their desired products.

Blank image.

Digital camera

Keep your memories forever in pristine condition with a digital camera

Printer

Epson ME320

S$148.00

Product Appear to be small.
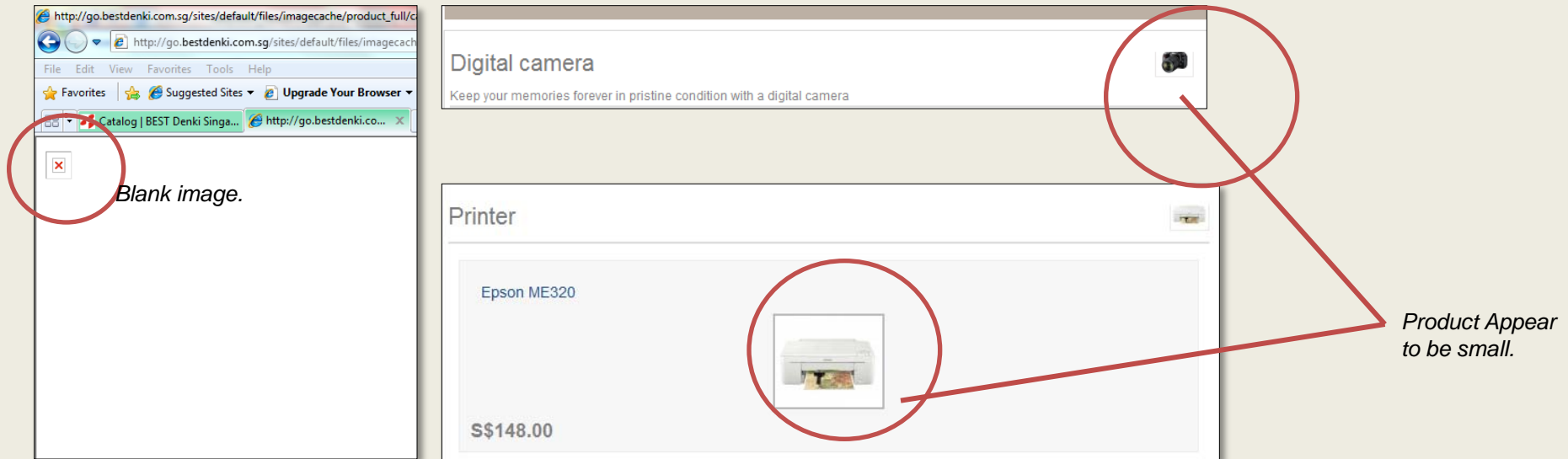
Best Denki-
CONS

- **<u>Design Identity.</u>**

- Lack of design Identity.

- Design Identity **was only strongly brought out at the bottom of the page** where the other links are.

- The **logo** is oddly placed on the right side which disrupt the flow of reading.

- The **overall website** looks more like a forum rather than a **corporate company** selling electronic devices thus may be misleading.

- **Lack of look and feel** of the design identity ; Plain, lack of excitement and dynamics.

Design Identity

Colors appears to be off

Logo appears to on the left hand page may disrupt readibility.

Design Identity is shown only if the page is being scrolled down.

No dynamism. Limited use of 'RED' as their sole identity.

Social Media & other links

-Integrate the use of facebook, twitter.

- There are Google chrome, safari, Firefox to show website Usability.

Layout

-Grid System
- Organized
- Consistent throughout the page.
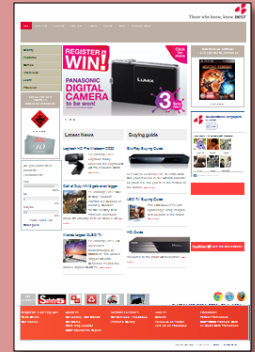
Best Denki
(Content)

Navigation Toolbar

Products/Promotion/Ads

-Main navigation Toolbar
-Side Navigation Toolbar
-Below links with copyright statement.

Lifestyle
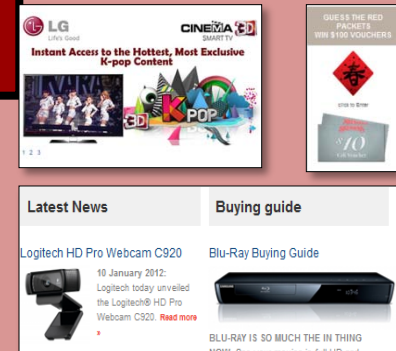
-Homepage; Sufficient promotions/ Product content along with visual images.

-Flash Animation Ads on selected Highlighted news.

Best Denki (Content)

+ point

Content:

information is direct and relevant content.

Good usage of images to support the content.

Interactivity

for flash advertisement is useful and interesting.

Social Media
Good usage of social media for viewers to get connected with more reliable information.

Good usability

to show its versatility in the number of web browsers.

Layout

looks clean looking and organized. Clear used of grid system.

Best Denki (Content)

- point

Navigation Toolbar is confusing.

Missing useful links

No shopping cart.
No search engine.

Their **advertisement** in promoting their products has cut-out information in the boxes.

Twitter page at the side of the home page not in used, not usable.

Best Denki- Content CONS

Kenwood KM330

800w, Variable speed, Dough tool, Plastic bowl

List Price: S$488.00
Price: S$399.00

S$399.00

Kenwood   Food Mixer

-Limited information in the product page.
-No liveliness from list price to the current price.

Best Denki- Content CONS

Lifestyle Page

Charity
Features
Games
Interviews
Learn
Traveller

• Repetitive links appearing on the home page. In a consumer point of view, they would not want to visit the home page at first sight but rather more informative and direct if it's the links of different products.

E.g. Electronics, home appliances etc.

Best Denki- Content CONS

Cut-off edges at the side of the ad.
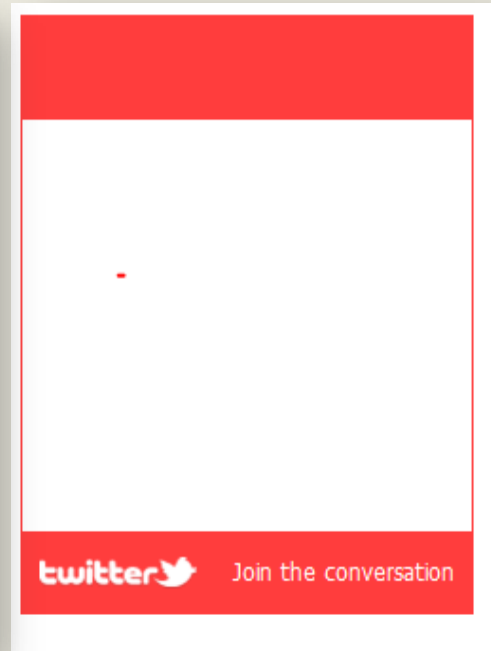
Blank twitter Page.
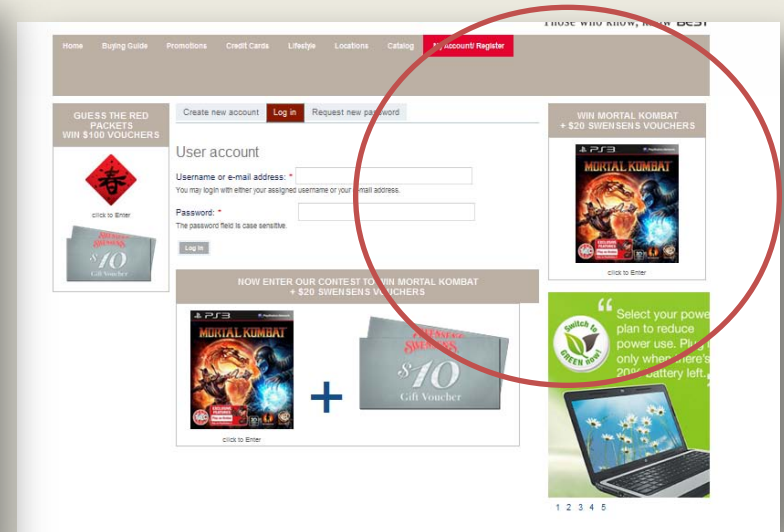
Layout appears to be off in the my account/register page.

Best Denki- Content CONS
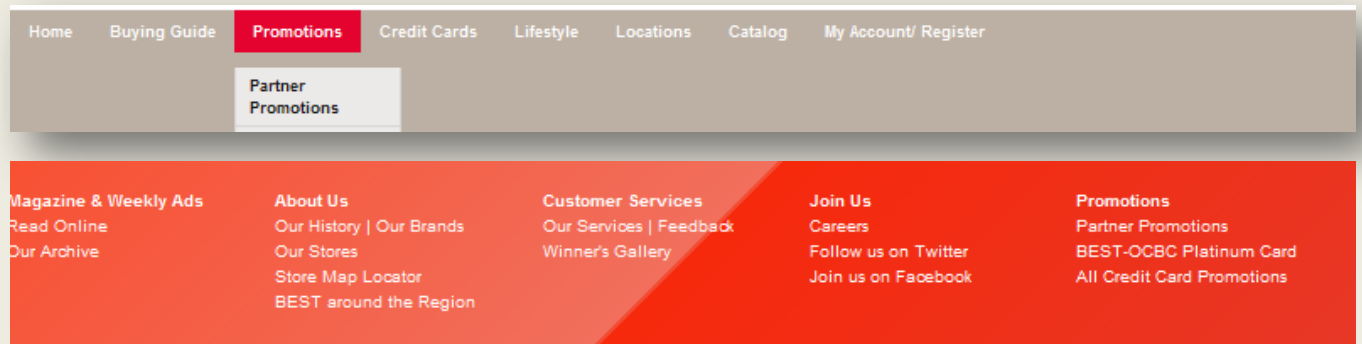
Navigation Toolbar

- Appears to be confusing
- Color that does not reflect the company's identity.
- Lack of careful planning.
- About us appears at the bottom of the page.

Best Denki- Content CONS
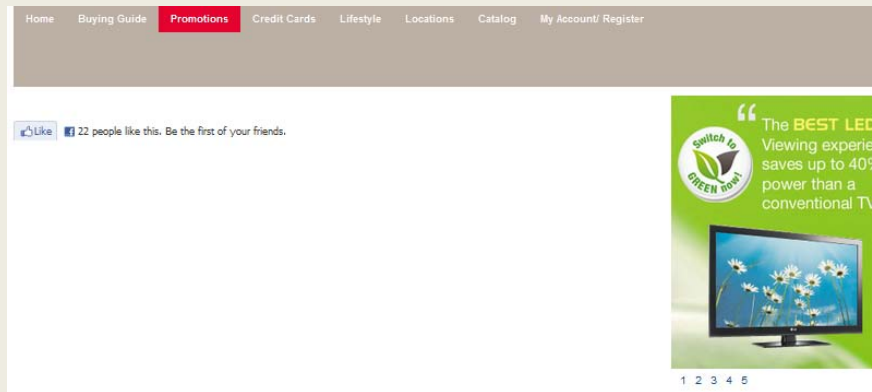
Promotion Page/Credit Card Page

- Empty spaces.
- No content.
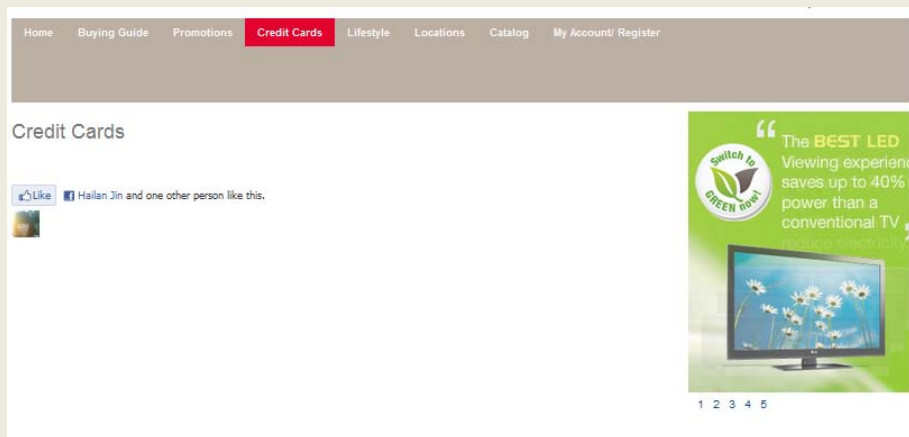
Best Denki- Content CONS

Best viewed with Internet Explorer 9 , Chrome 4 , Safari 3 , Firefox 3

- Irrelevant use of information when it is compatible with the selected Standard browsers.

- Appears to have old-fashioned look to the overall website. Doesn't give a new look.

Best Denki- Content
Home Page

- Latest News
- Keep Consumers Updated.

- Buying Guide
-Informative use of product specs.

However, the text and image alignment is slightly off.

Best Denki- Content
About Us Page

-The use of image is not clear and appears to pixelated.

- The advertisement at the side appears to be off. Does not fit the layout.

- About us Links enough to let the consumers know about their Background and its different region and stores location. Informative.

- Content in the main about page text appears to be small but the content use esp on the mission and vision reflect strongly on the company's overview.

Best Denki- Content
Product Page
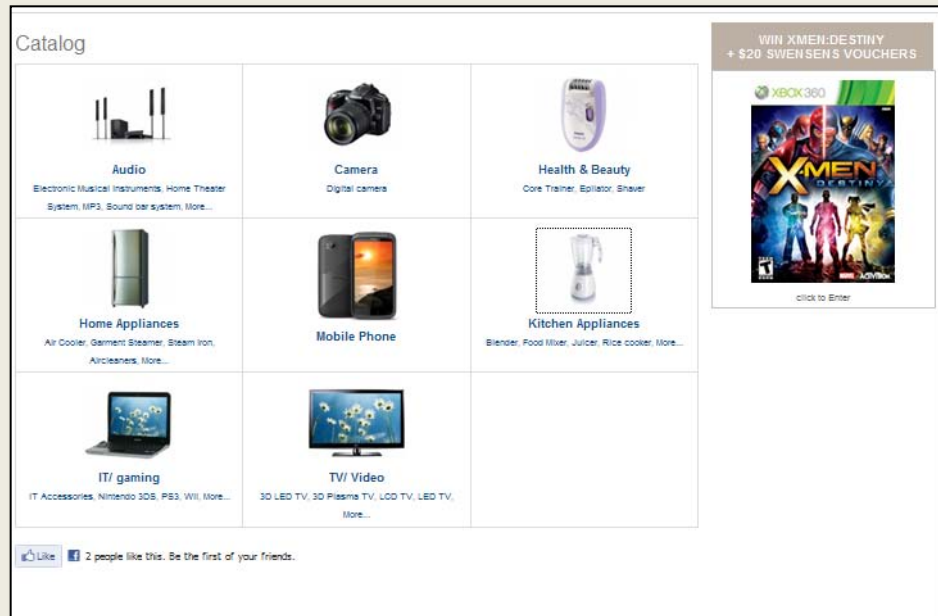
• Missing Useful Links
-No shopping Cart
-No Search Engine

Catalog page arrange
-Based on product department .
AUDIO | CAMERA |TV| etc

-No options for consumers to view it according To brand, functions, A-Z or sort by price high to low, low to high.

• Within the products itself, best denki does not filter their products, product well.

Eg: Home Entertainment >Audio> Home Theatre Systems
From home theatre Sytmes, they are able to break down into speakers, karaoke sets.

Best Denki- Content Promotion Page
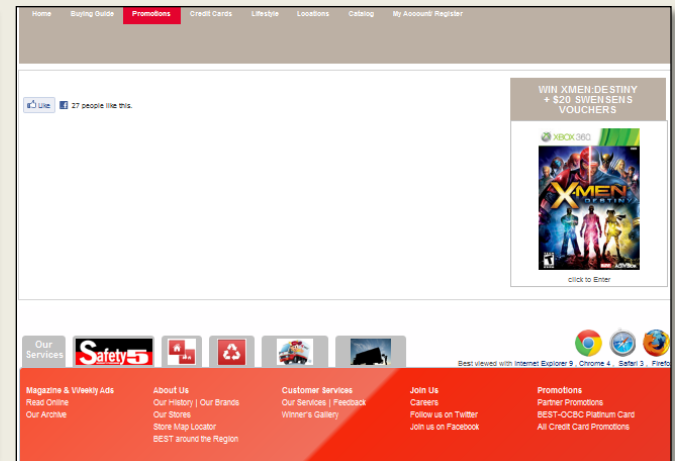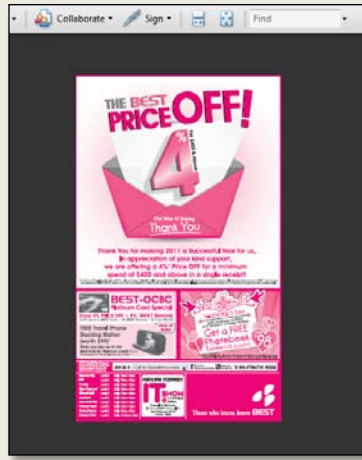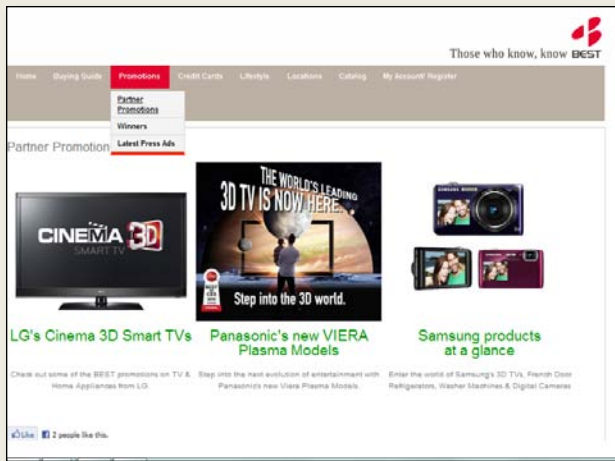
- Promotion does not relate to product sales

- Promotion page appears to be empty

- However, the cons on the winner links connects to online consumers and latest press ads allows consumers to browse the great deals in a scanned advertisement brochure.

- No promotion items that can be browse and based on a website itself.

Best Denki- Content
Contact Page

- Searching for contact page was not easy.

- It appears to be the customer service > our services.

- Hence, contact us page is not direct and clear for consumers to find.

- There isn't any customer hotline number in the contact page.

Best Denki VS Courts

(Case study difference)

Best Denki	Courts
Navigation toolbar appears to be confusing.	Navigation Toolbar appears to be clear, direct and organized information.
Inability in putting up the site search engine	Ability in putting the site search engine.
Monotonous feel and look, lack of excitement in their design style.	Dynamic tone and feel, strong use of design identity.
Icons appears to be small and treatment used is inconsistent.	Strong use of icons and consistency in the treatment.
Hard to find 'Contact us' page	Easy to find 'Contact us'Page.
Missing of shopping cart button highly inconvenient for customers who wish to buy the products instantly.	Used of shopping cart of button.
Product page is clear but not as focus as courts.	Focused on product page well with additional information like 'do you know', special deals, best seller and best viewed. There is also recommended links that says, 'you might like this too' and an option for customers to put in their review about the product.

Inspiration-Sony Case Study 1
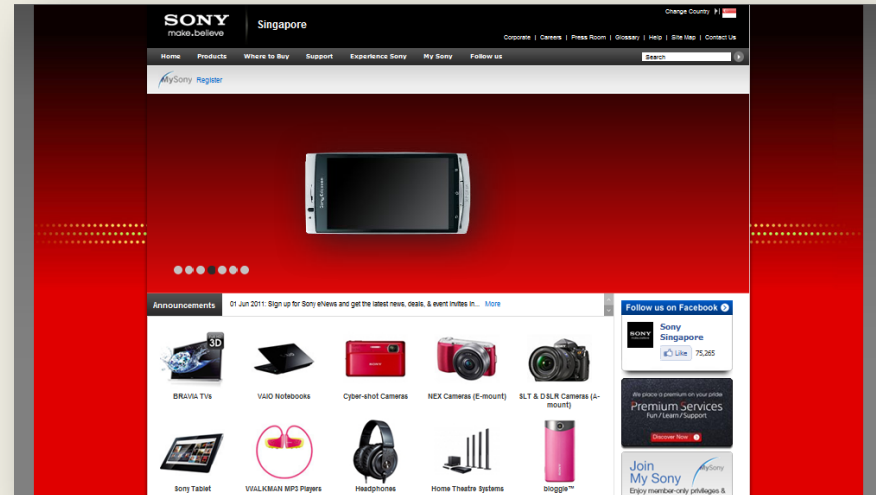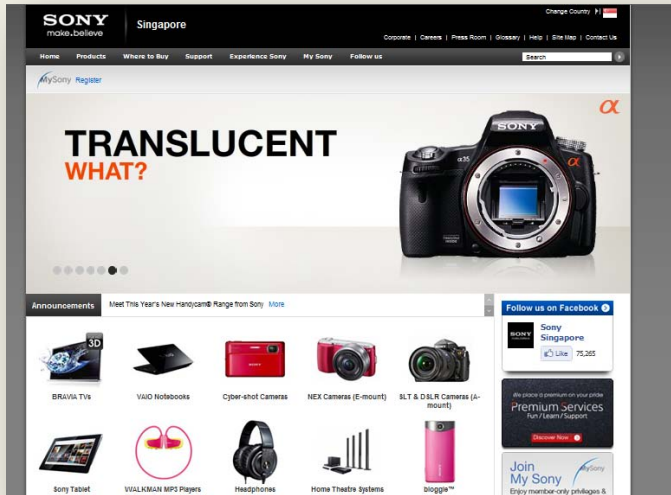
- Interchangeable background that follows the flash advertisement.
- Overall website is communicative and has a dynamic tone and feel.
- Colors that reflect their identity well.
- Navigation toolbar appears to be simple looking.
- Strong usage of images as the selling point and choice of font type.

Inspiration-Ikea Case Study 2
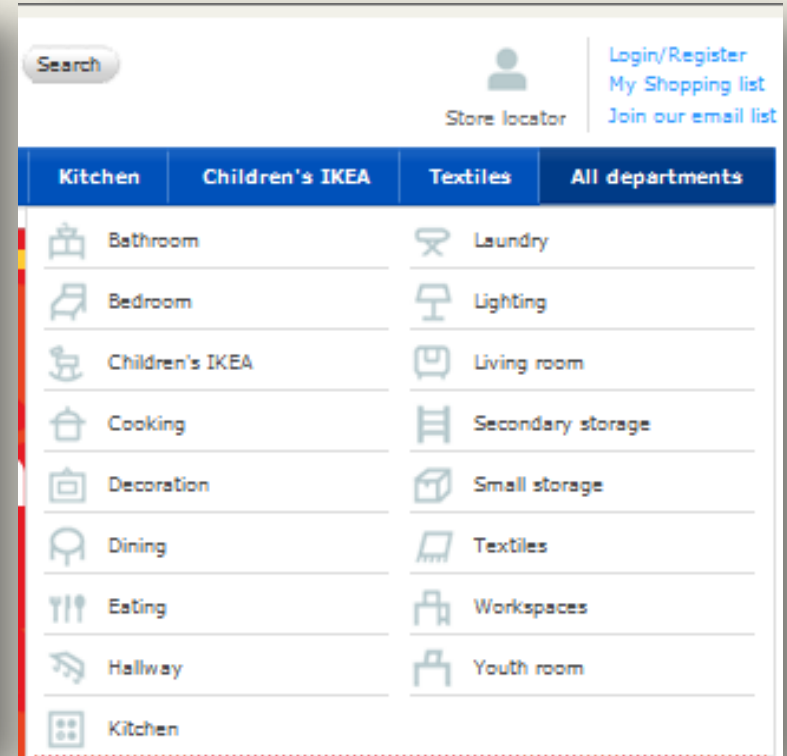
- Well focused on product.
- The design element ensures the products are placed in the most flattering light
- Easy payment and clear information about the products.
- Availability to filter and breakdown of information aid consumers to search their desired items.
- The use of symbols works well to identify their selling products.

Inspiration-Harvey Norman Case Study 3
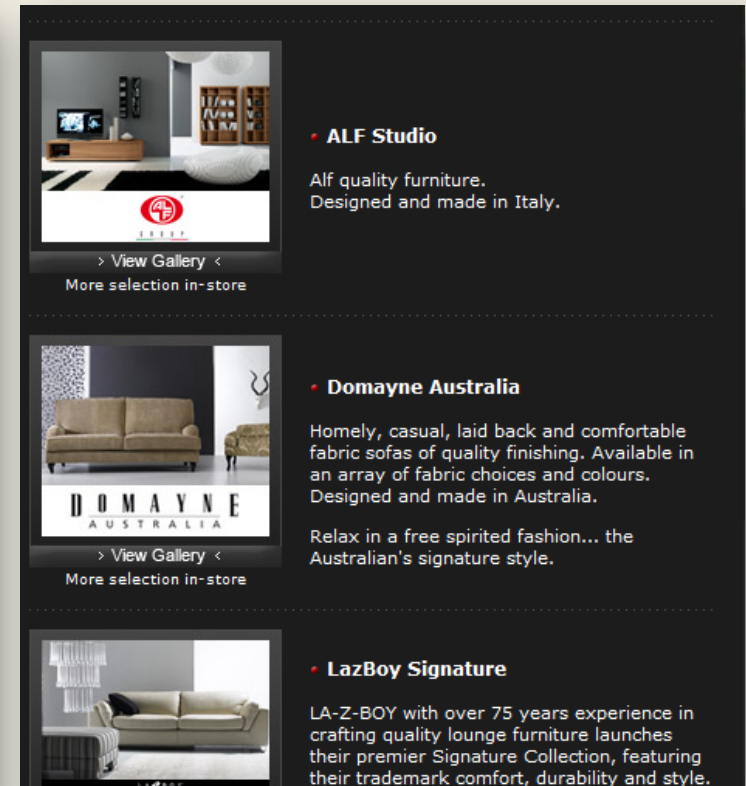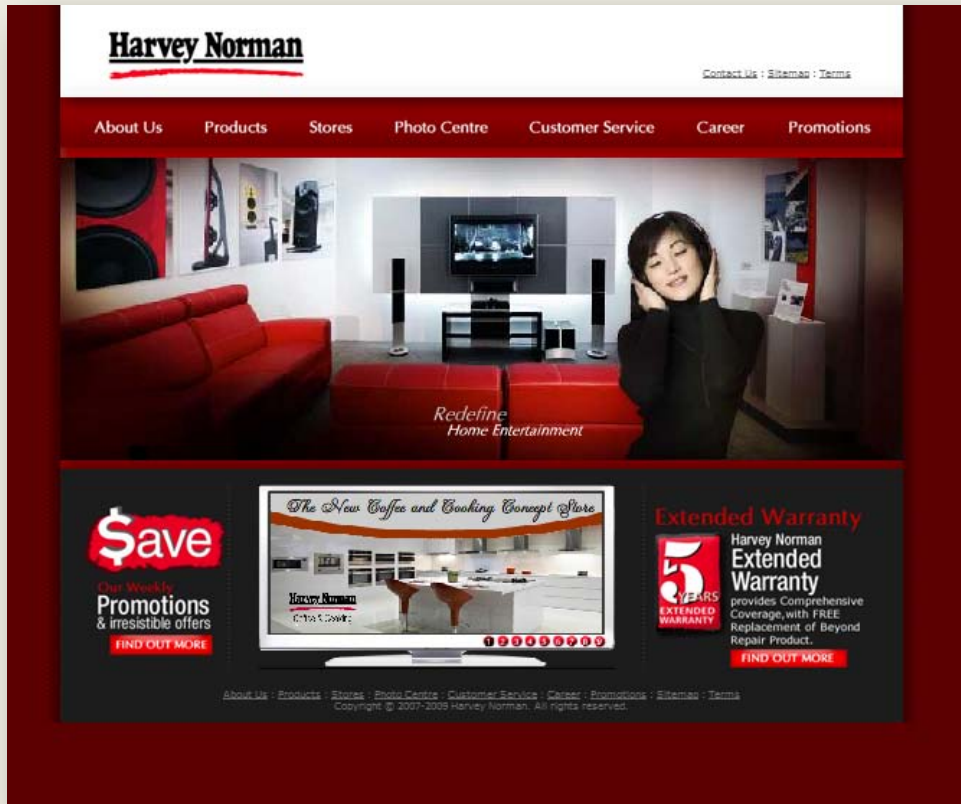
• Elegant looking product page.
• Home Page is clear and direct.
• The feel of their design style from the company's identity is presented Effectively.
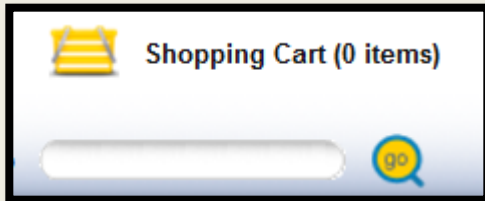
Courts- Case Study 4

- Courts as Best Denki closest rival design is effective in the choice of colors.

- The choice of colors particularly Yellow adds on the feel and identity of Courts.

- Layout is clean looking.

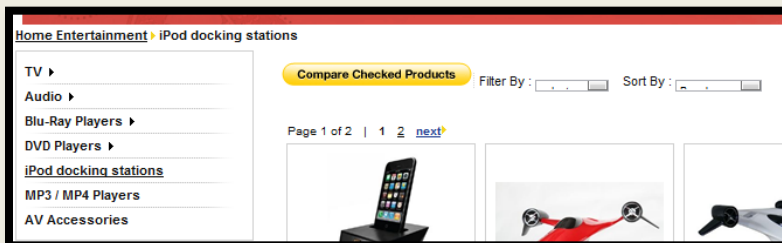- Relevant information that is easily digested.

Courts- Case Study 4

• Same design treatment on courts services.
• Shows consistency.

• Useful links such as shopping cart and search button.

• Focused product page with filtered information that ease the search for consumers.

• Good categorization of, 'Special deals', 'best seller, best viewed'

• Strong use of social media, 'fb-like' icons.

Proposed Ideas

- To add on **search engine** in ensuring effectiveness for customers convenience in finding their desired product.

- **Home page** to appear more direct, clean, self-explanatory structure with a simple layout to convert visitors to customers.

  - Sufficient use of flash ads Use of simple Icons rather than heavy text.

- Highlighting on key Information such as **'featured page'** or **'latest news'** or **'what's new'** etc

- Availability of **shopping cart** with effective design is highly inconvenient for customers who wish to buy the products instantly.

Proposed Ideas

- **Easy and direct navigation toolbar** and less confusing to ensure clear, strong and direct /maximized site usability.

- More focus and directive approach to the **product page** where it maximized
site usability in **filtering it with different options** for consumers to choose their preferences in browsing the product.

- Use of **1-2 fonts, and colors such red, white, black.**

- Design Identity from the logo where the **shapes appears to be rounded.**

- Strong and selected use of **red fonts/borders.**

- **Design icons and ads** that is more effective in promoting Best Denki.

- To give Best Denki a **whole new dynamic look** by maintaining the identity and strongly use colors.
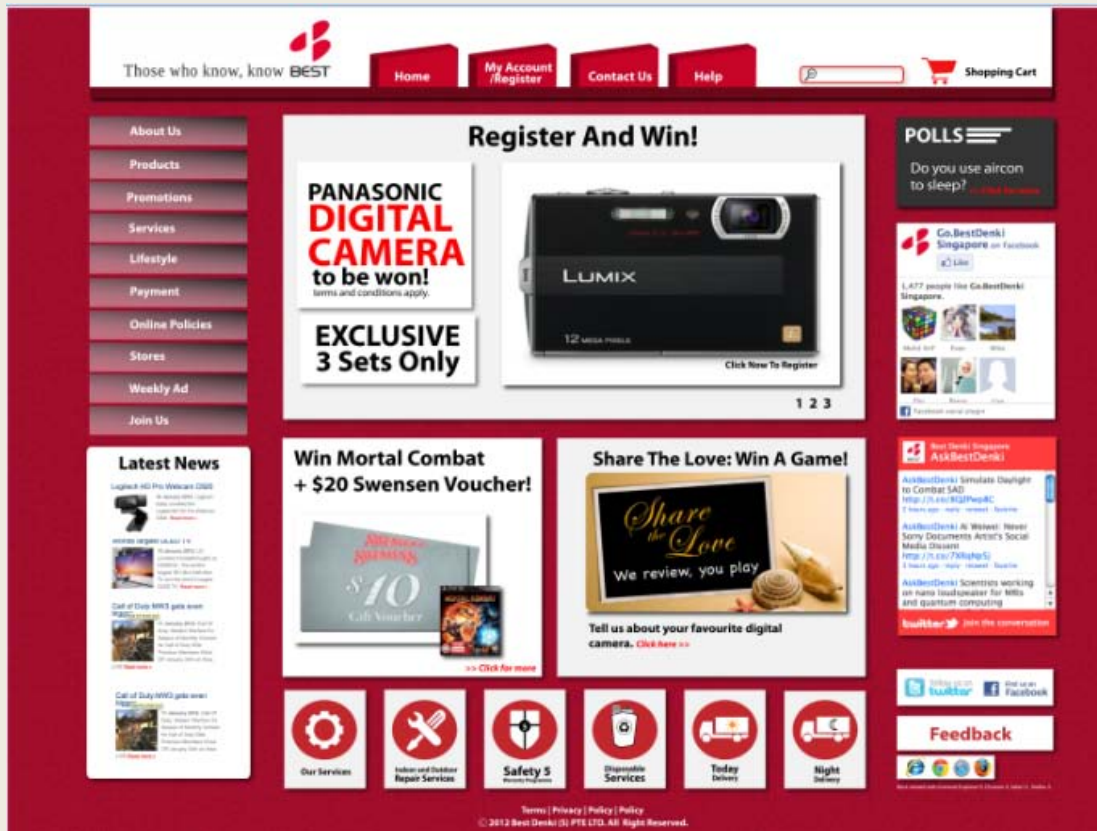
Design 1- "REJECTED"

Content is still heavy.
Visual Identity is not used strongly.

Design 2- "REJECTED"
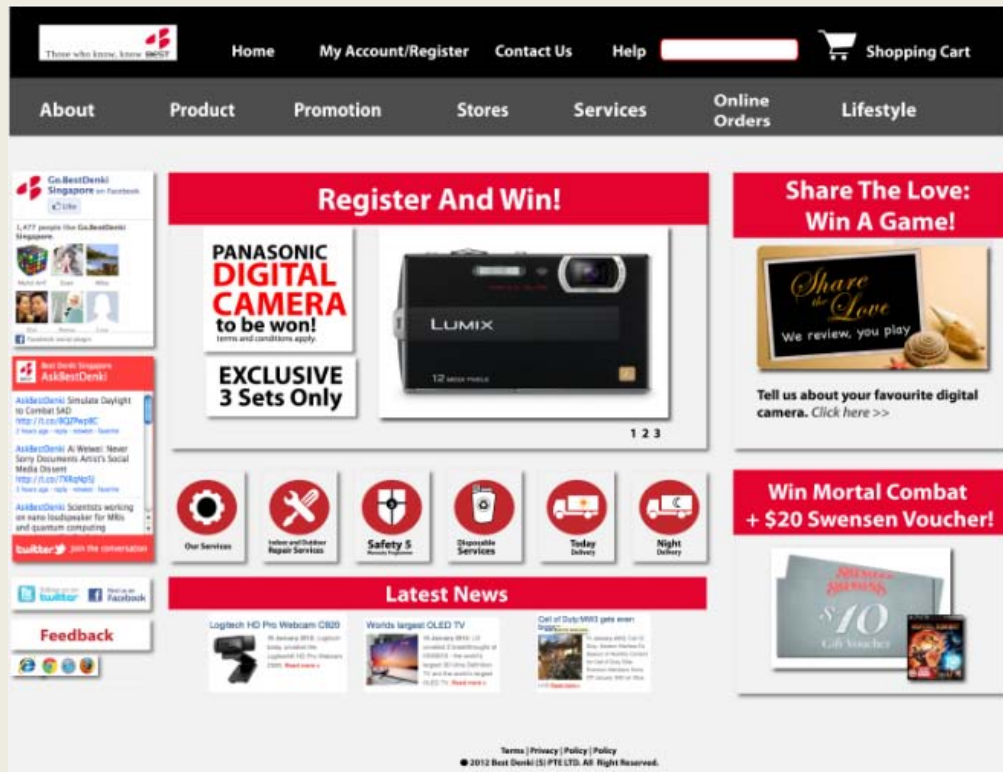
-Didn't bring justice to the logo with the white background.

- Design does not match with the white background and the black navigation toolbar.

- Not as strong as the first one.

Design 3-Accepted

-There is content and dynamism with The choice of red as background.
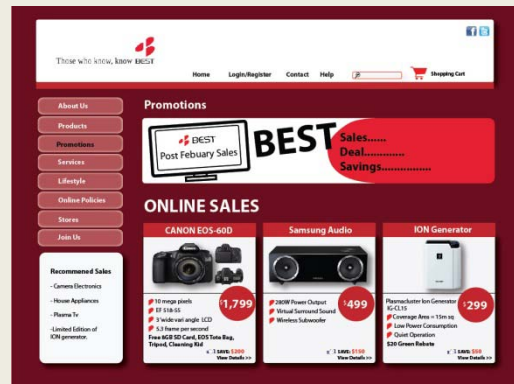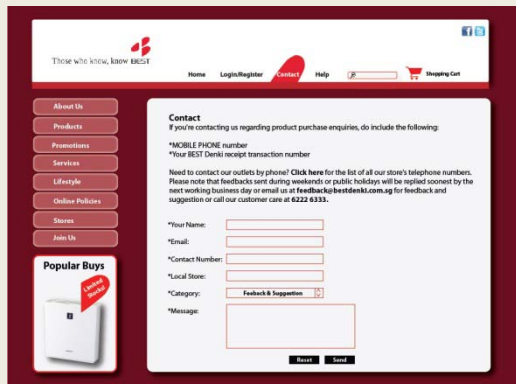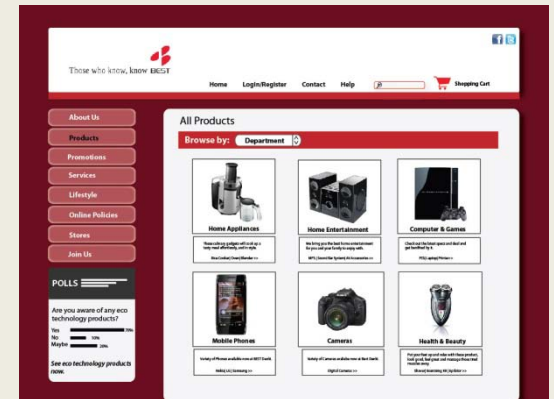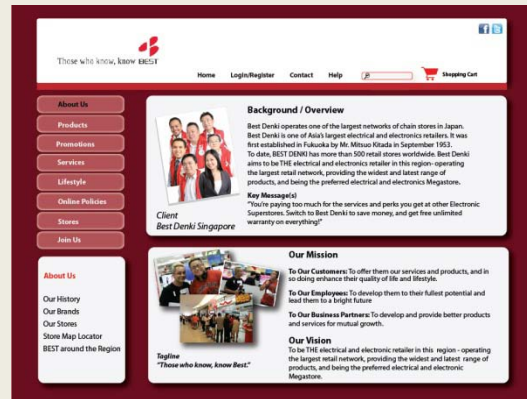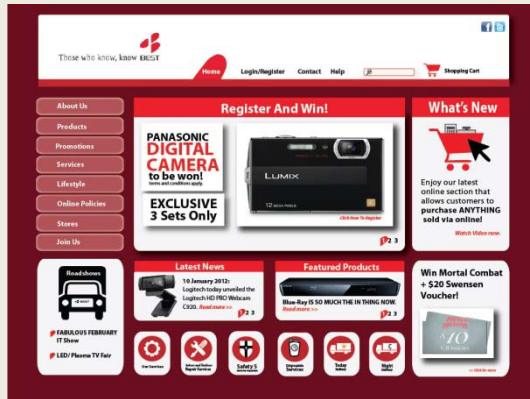
- The use of icons is strong.

-Content looks heavy

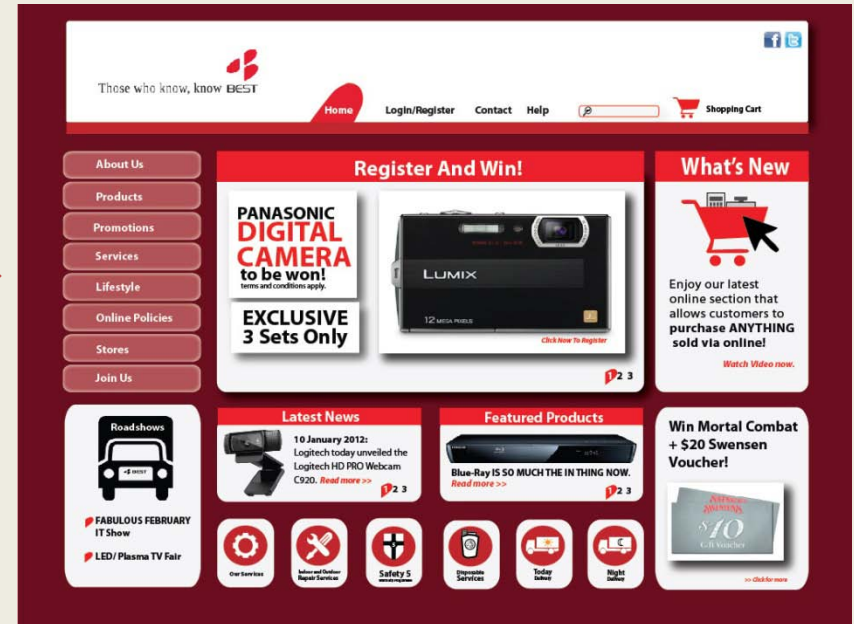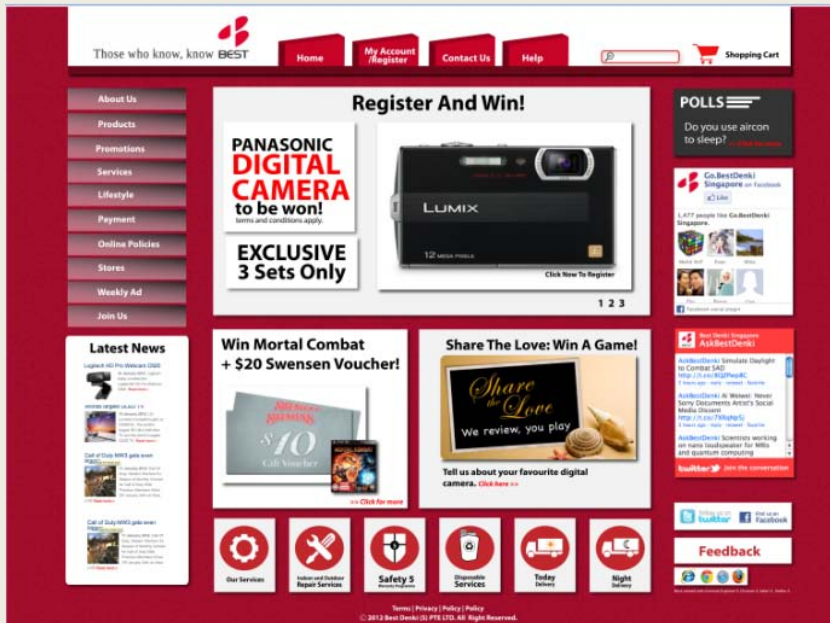-Visual identity is misleading at the top of the navigation toolbar page.
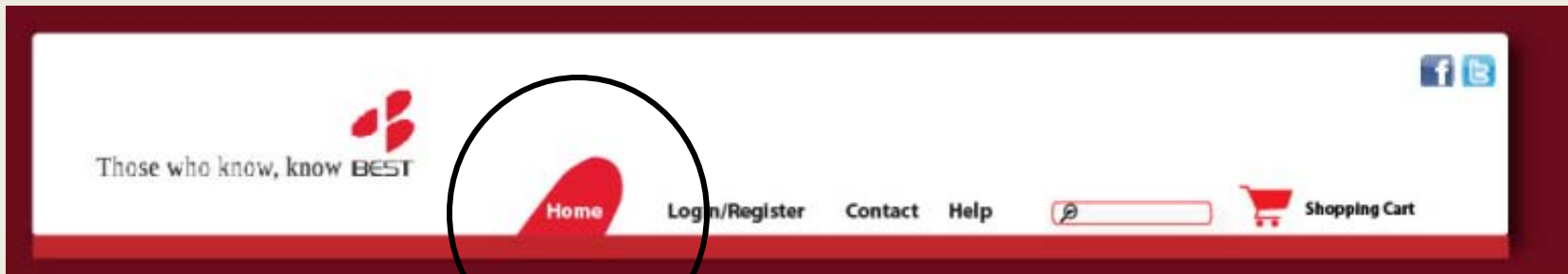
- DEVELOPMENT

FINAL CHOSEN DESIGN

-Simple grid system
- Looks like a whole
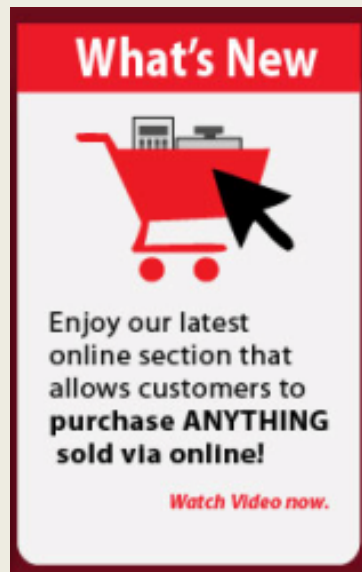
HOME PAGE- Best Denki

Development of home page

New Navigation Toolbar

-Visual identity in the choice of shape.
-The shapes comes from the logo.
-There is the overall look and feel with the choice
of colors.
- The new navigation toolbar is less confusing and more
prioritizing to the important details.
-Information is filtered more directly
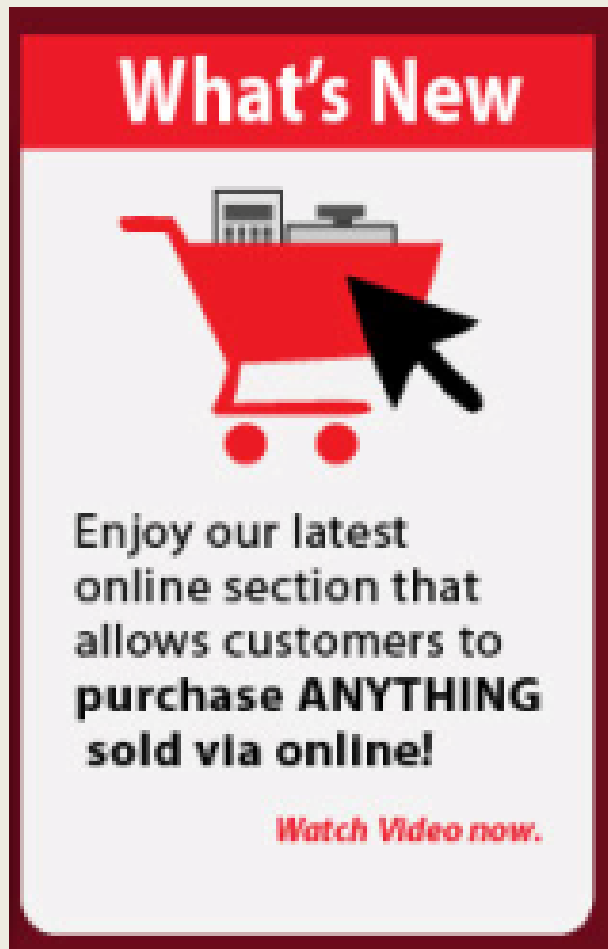
Home Page-Content

The borders used are rounded rectangles to maintain the identity from the logo where the shape appears to be rounded .

Home Page- Icons

- The use of icon with the same treatment were made to improve on the current best denki website.

- Icons used are more easy to understand and it has.
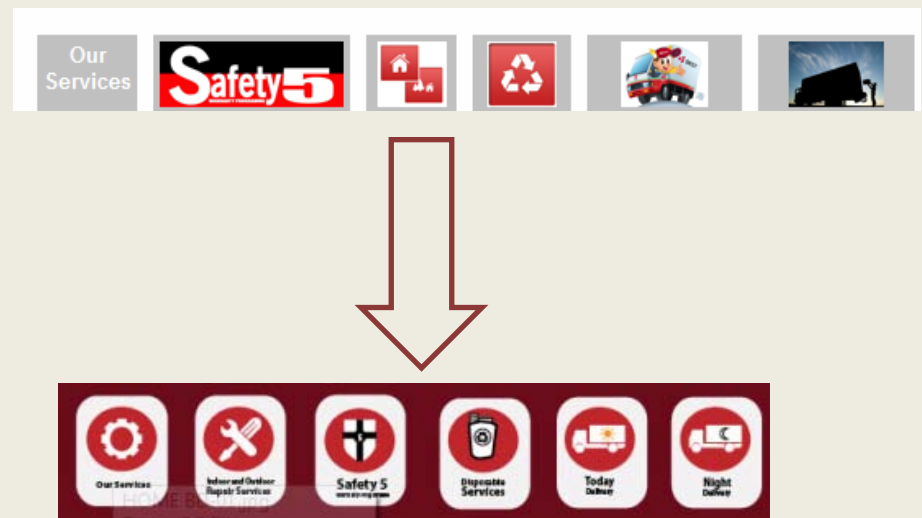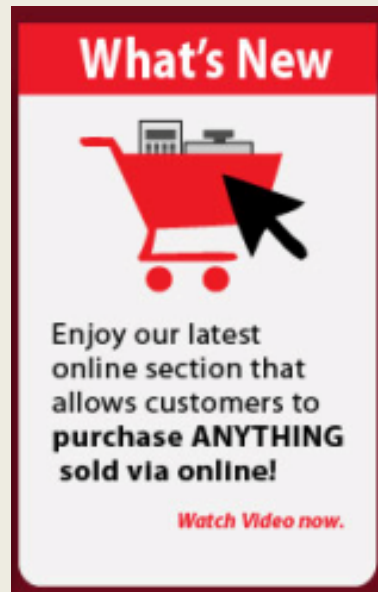
Home Page-What's new

- To highlight the new offerings that Best Denki is introducing.
- "A new website that allows customers to purchase anything sold via the internet"
- To promote the new section in the website and see how they can benefit.
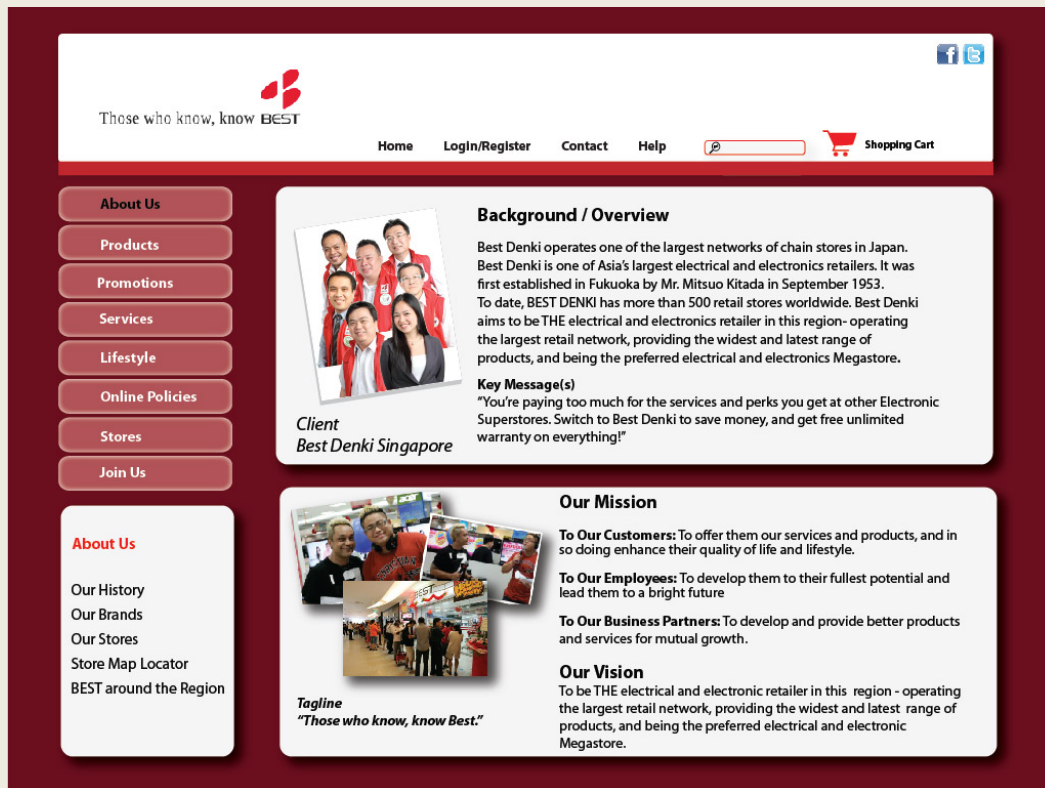
Home Page- Highlights

• "Resister and Win" acts as flash animation where it showcase ads that is attractive and new.

• "Latest News" and "featured Products" are placed in the home page as a consumer point of view
I would want to see the featured products or browse the latest news on my first visit to best denki website and by not clicking layers of links.

• There pages 1-3 or consumers could just click and it will enter to a full page of information.

HOME PAGE- Best Denki

Use of social media.

Design Identity

Use of engine and the shopping cart

Use of Icons with similar treatment.
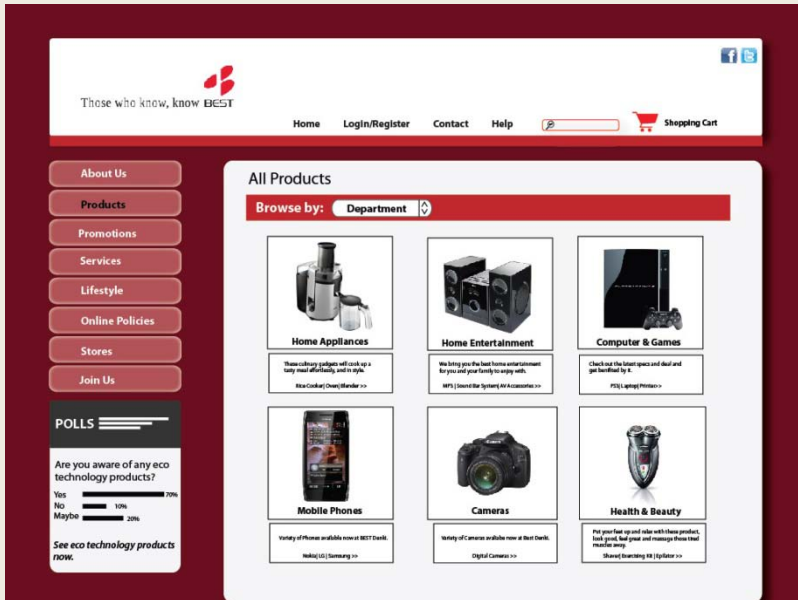
Company's Information-Best Denki

-More dynamic in the use of Image represented in company's information.

-Easy to understand and easy navigation on about us and other links. (side link)

-Content represented -supports and covers relevant Company's information.
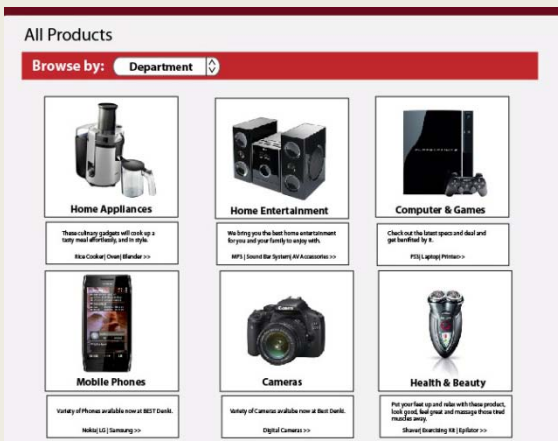
Product Page- Best Denki

-All products page are filtered to 'browse by' section where consumers can choose to view the products according to department or A-Z or brands etc

-Image use is strong and not small.

-Added the polls section at the side bar to promote relevant content such as eco technology product. Links are placed at the bottom of the poll so consumers could look into it and purchase it.

-Icons are used to aid quick understanding and visualization.

Promotion Page-Best Denki

- Use of ads to add on to the excitement of the sales items.

-The use of ads with the color and the shape as its design identity, tv icons help to promote the best sales, deal and saving effectively.

- The sidebar links helps consumers In getting their desired items. Informative Quick links.

Promotion Page-Best Denki

ONLINE SALES

CANON EOS-60D
- 10 mega pixels
- EF 518-55
- 3'wide vari angle LCD
- 5.3 frame per second

Free 8GB SD Card, EOS Tote Bag, Tripod, Cleaning Kid

$1,799
SAVE: $200
View Details >>

Samsung Audio
- 280W Power Output
- Virtual Surround Sound
- Wireless Subwoofer

$499
SAVE: $150
View Details >>

ION Generator
Plasmacluster Ion Generator IG-CL15
- Coverage Area = 15m sq
- Low Power Consumption
- Quiet Operation

$20 Green Rebate

$299
SAVE: $50
View Details >>

BEST
Post Febuary Sales

BEST
Sales......
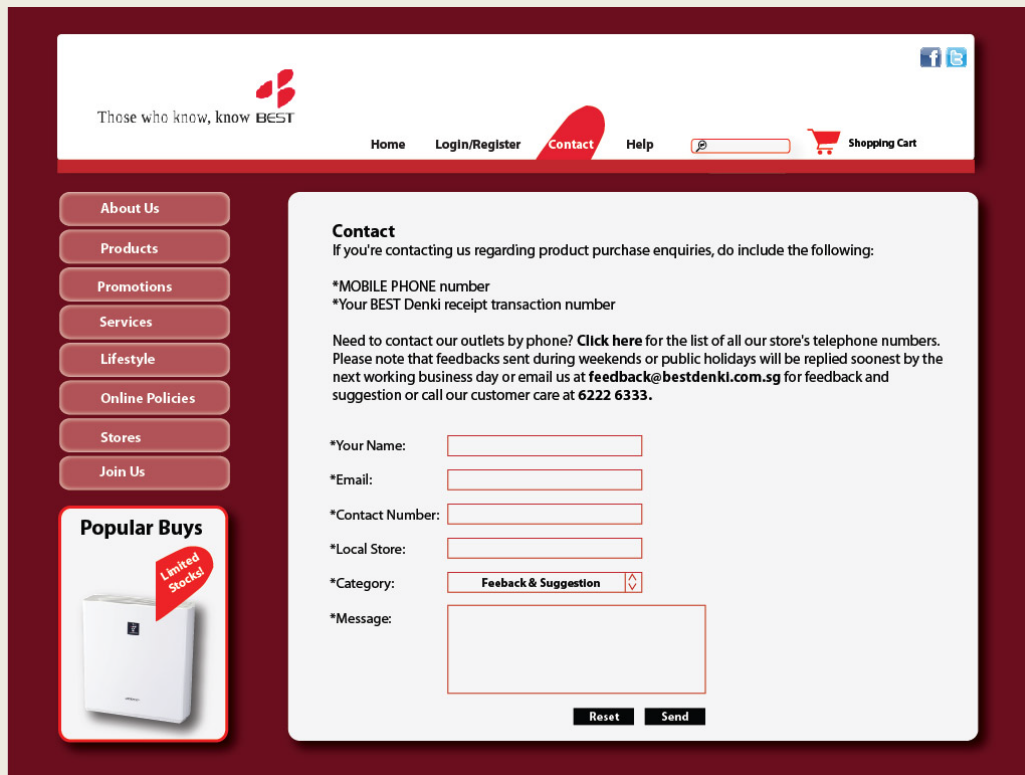Deal.............
Savings...............

Recommened Sales
- Camera Electronics
- House Appliances
- Plasma Tv
- Limited Edition of ION generator.

SAVE: $200
View Details >>

- 280W Power Output
- Virtual Surround Sound
- Wireless Subwoofer

- The use of images appearance does not seemed to be big nor small.

-Clear and not pixelated.

-Different angels of photographs at selected products to have a better view for consumers.

-Design identity as the 'bullet point'

-Emphasis on the price.

-Make use of social media (fb like)

Customer Support Page-Best Denki

- Information is filtered in the 'category' option.

-Use of form is simple and direct

-Include the use of customer Service hotline and email address.

-Side bar ads on the popular buys to spur people to get one.

Design identity is maintained on the ads too.

- Thank you.