

UT3 – Research & Development

Nadrah Anuar
rp/104215

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.



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.

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

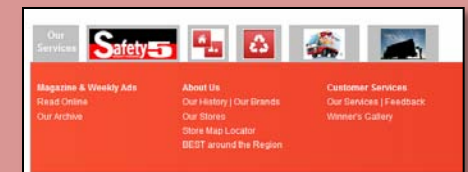


Those who know, know **BEST**

Logo

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

Design Identity



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

Research on Best Denki- Logo



The logo without the tagline



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

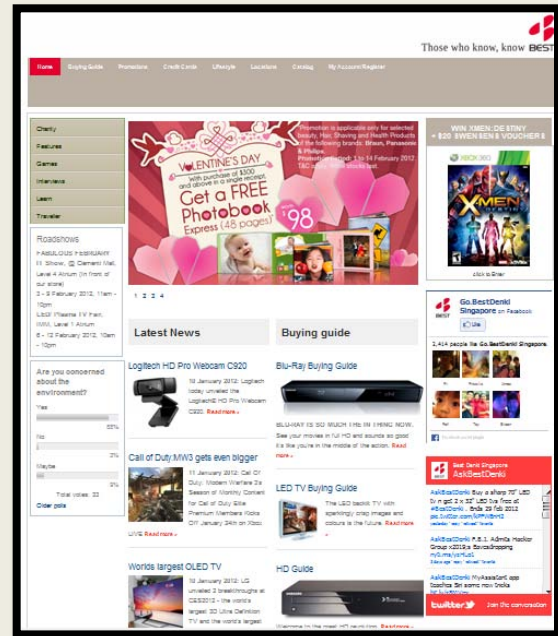


Logo appears in the actual store. Logo used for stores.

- 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-commerce website, Courts, Ikea.

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.

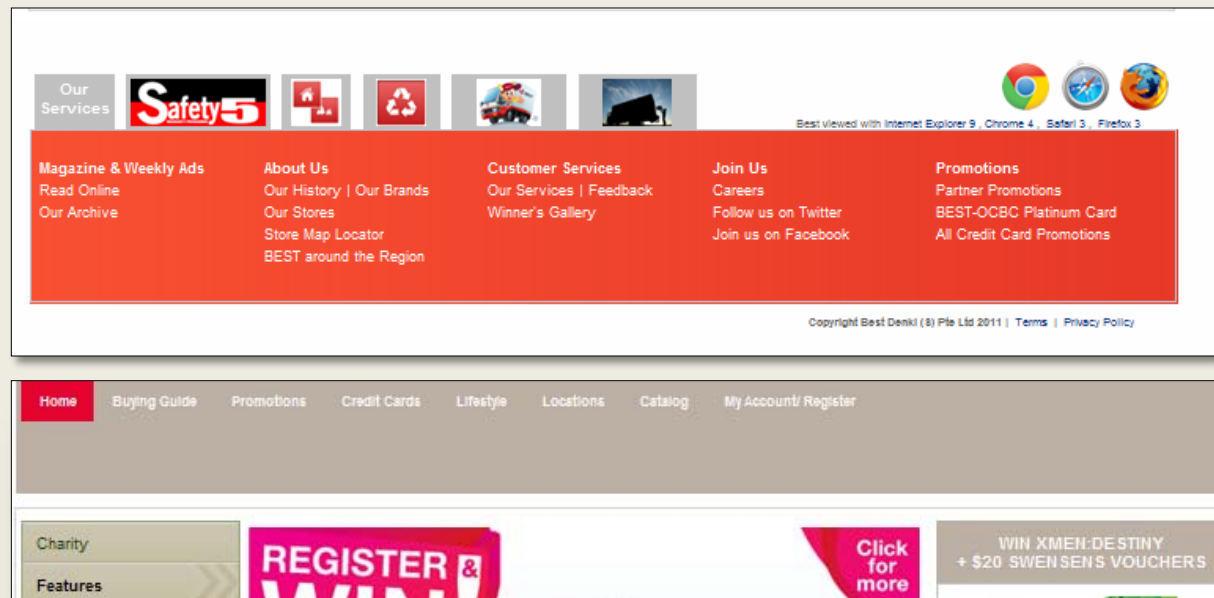
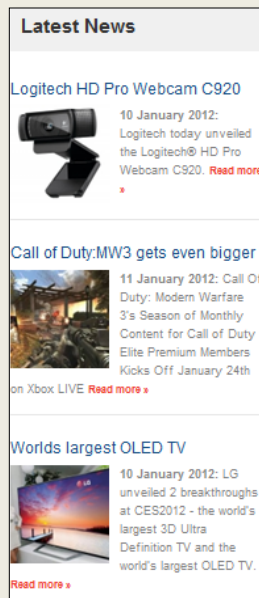
Best Denki- Design

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

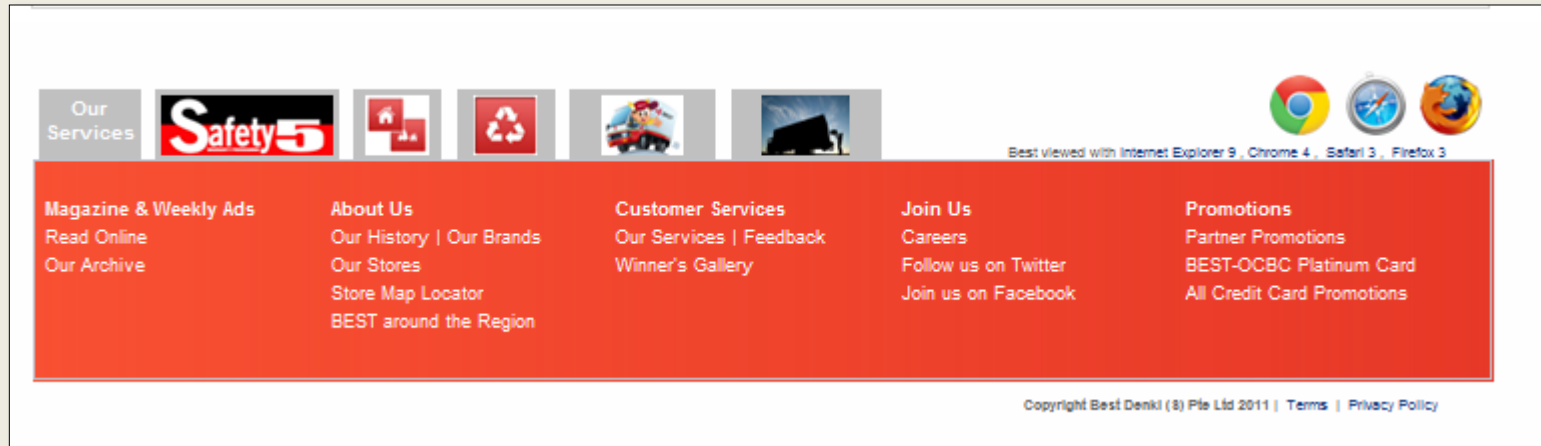
PROS

- **Images / Icons**

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

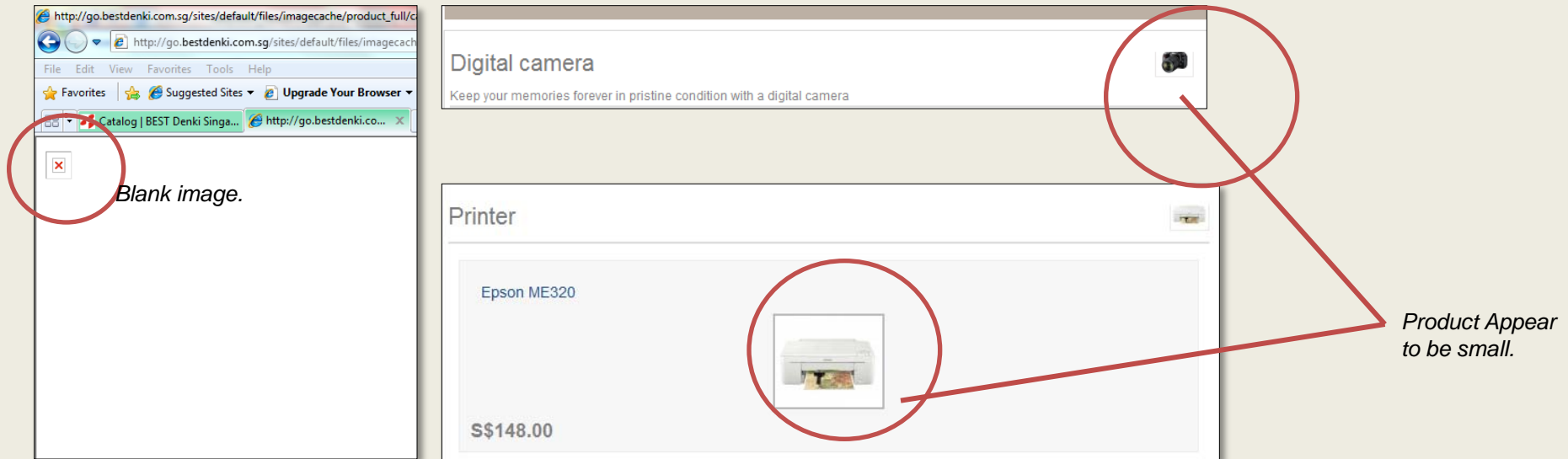
Best Denki- Design CONS



- 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 confuse 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 use 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.



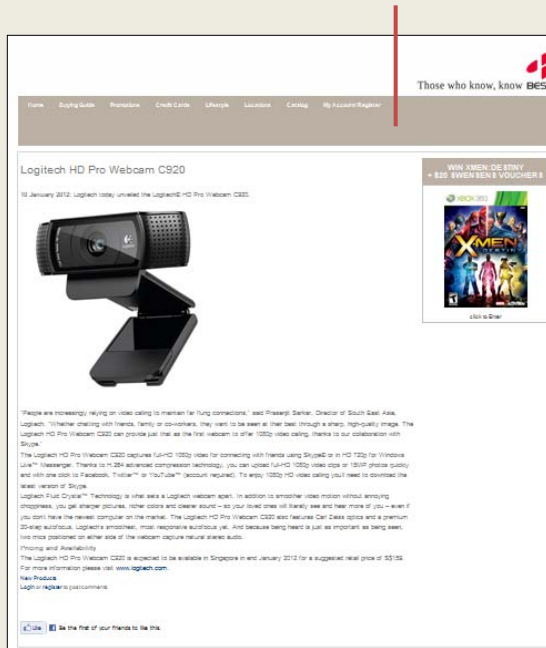
Best Denki- CONS

- **Design Identity.**

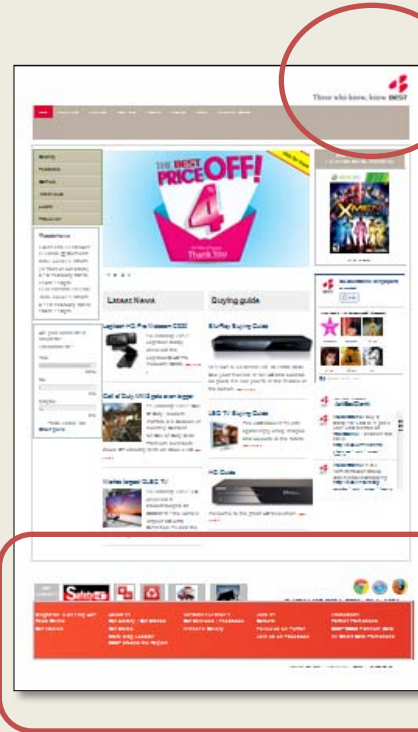
- Lack of design Identity.
- Design Identity **was only strongly brought out at the bottom of the page** where the other links are.
- The **logo** is oddly placed on the right side which disrupt the flow of reading.
- The **overall website** looks more like a forum rather than a **corporate company** 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



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



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

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

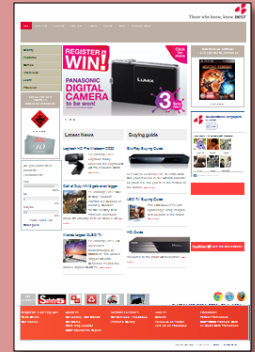


Social Media & other links

- Integrate the use of facebook, twitter.
- There are Google chrome, safari, Firefox to show website Usability.

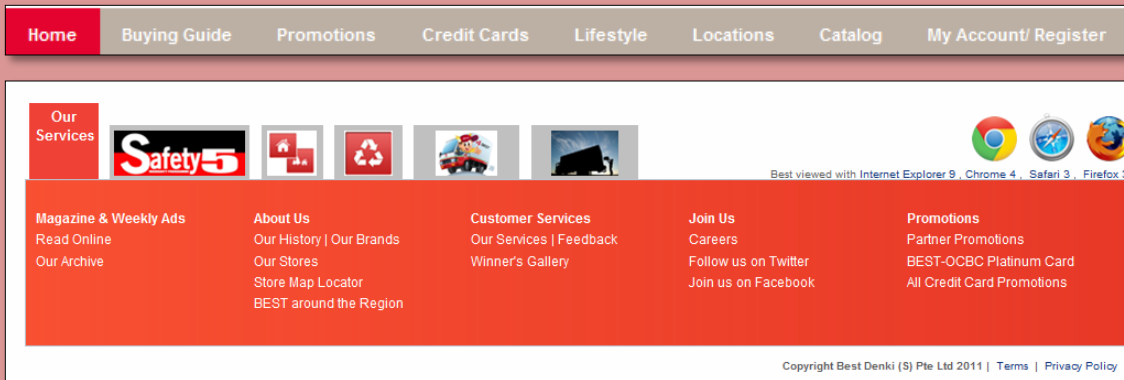
Layout

- Grid System
- Organized
- Consistent throughout the page.



Best Denki (Content)

Navigation Toolbar

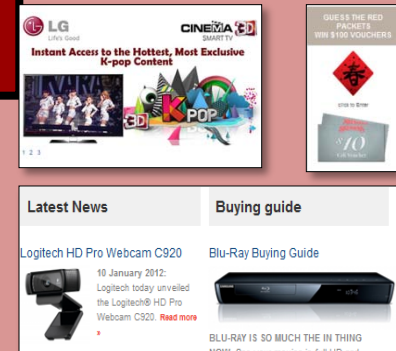


- Charity
- Features
- Games
- Interviews
- Learn
- Traveller

Lifestyle

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

Products/Promotion/Ads



-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

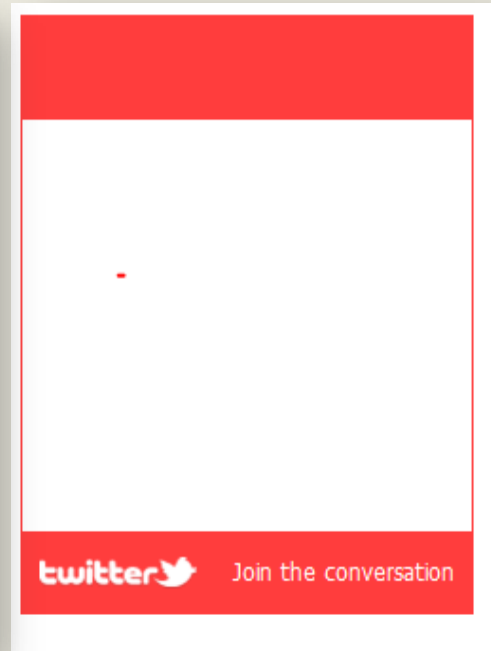
- Repetitive links appearing on the home page. In a consumer point of view, they would not want to visit the home page at first sight but rather more informative and direct if it's the links of different products.

E.g. Electronics, home appliances etc.

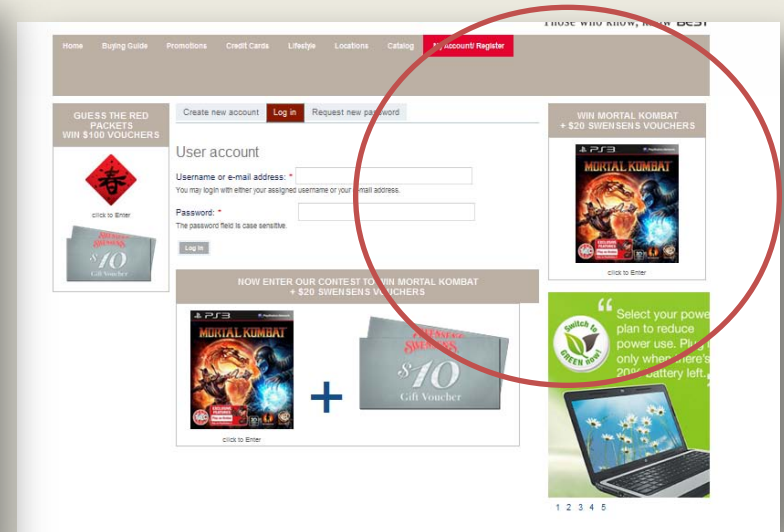
Best Denki- Content CONS



Cut-off edges at the side of the ad.

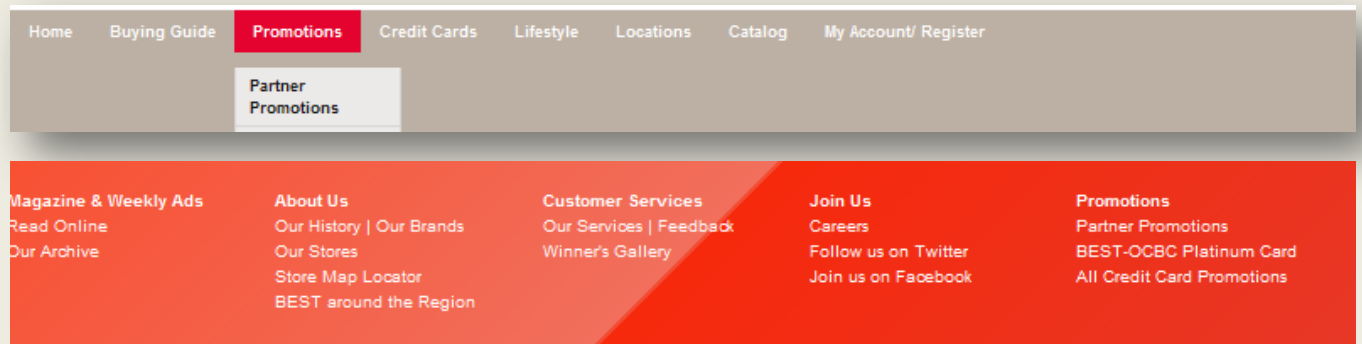


Blank twitter Page.



Layout appears to be off in the my account/register page.

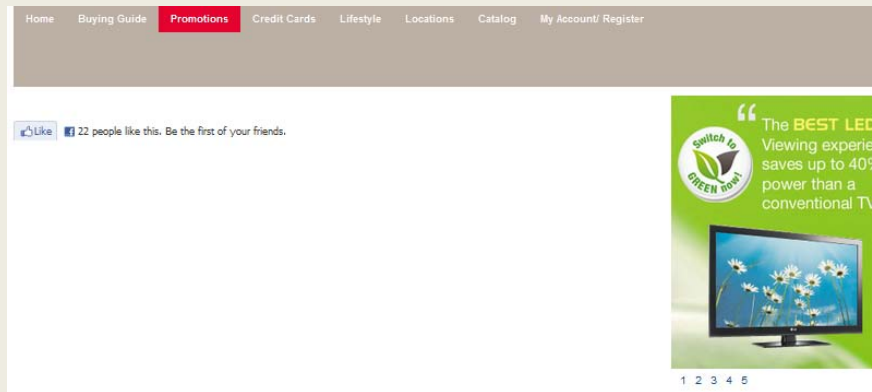
Best Denki- Content CONS



Navigation Toolbar

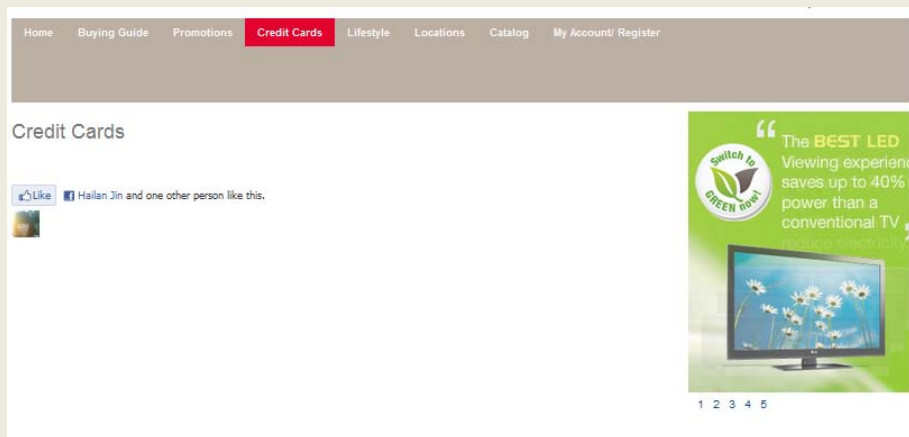
- Appears to be confusing
- Color that does not reflect the company's identity.
- Lack of careful planning.
- About us appears at the bottom of the page.

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

Logitech HD Pro Webcam C920




10 January 2012: Logitech today unveiled the Logitech® HD Pro Webcam C920. [Read more »](#)

Call of Duty:MW3 gets even bigger



11 January 2012: Call Of Duty: Modern Warfare 3's Season of Monthly Content for Call of Duty Elite Premium Members Kicks Off January 24th on Xbox LIVE [Read more »](#)


Worlds largest OLED TV



10 January 2012: LG unveiled 2 breakthroughs at CES2012 - the world's largest 3D Ultra Definition TV and the world's largest OLED TV. [Read more »](#)


Buying guide

Blu-Ray Buying Guide




BLU-RAY IS SO MUCH THE IN THING NOW. See your movies in full HD and sounds so good it's like you're in the middle of the action. [Read more »](#)

LED TV Buying Guide



The LED backlit TV with sparkingly crisp images and colours is the future. [Read more »](#)

HD Guide



Welcome to the great HD revolution. [Read more »](#)

- 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

About Us
Our History | Our Brands
Our Stores
Store Map Locator
BEST around the Region

Breaking through barriers



Best Denki
constantly
information

At the same
diversify
branches
outlet in the
that region

BEST DENKI
in Fukuoka
electrical and
business
lifestyle to

the strong understanding of its consumers' lives
the Tokyo Stock Exchange.

Breaking through barriers



Best Denki operates one of the largest networks of chain stores in Japan. We are constantly developing new retail concepts including multimedia oriented area outlets, information based exchanges and housing related specialty shops.

At the same time, we are continually upgrading our existing stores to meet the diversifying needs of our customers. In addition, we have also ventured overseas, with branches in South East Asia and have plans to converge into major new markets. Each outlet in this vast network of branches provides the high-quality service best fitted for that region.

BEST DENKI is Japan's largest electrical and electronics retailer that was first established in Fukuoka by Mr. Utsuda Hiroshi in September 1955 as a warehousing business offering electrical appliances from around the world at value for money. He developed the business with the hopes of providing the convenience needs and providing a comfortable lifestyle to all households in Japan. Working by the motto, "Customer is King" and with the strong understanding of its consumers' lifestyle, our reputation strengthened over the years and in 1959, we were listed on the Tokyo Stock Exchange.

1955 marked a breakthrough as we reached 100 billion yen in sales and extended our influence in Singapore. This significant step overseas raised the standards of service within the industry and paved the way for what would become Singapore's most extensive chain of electronic retail stores. With our venture into Singapore in 1955, we became the first electrical and electronics store to carry a huge range of household appliances and audio-visual products. We were also the first store to encourage customer-oriented services by allowing customers a hands-on experience of the displayed merchandise.

Our success in the retail industry continued to escalate steadily and in 2004, Singapore was appointed the headquarters for BEST DENKI's overseas operations, with it being the most developed and successful overseas market. Spearheading the expansion into other global markets, this division is now headed with running all of our overseas operations in Singapore, Malaysia, Hong Kong and Taiwan, thus harvesting a remarkable crop of 33 outlets.

To date, BEST DENKI has more than 500 retail stores worldwide with 400 stores in Japan, 10 stores in Singapore, 10 stores in Malaysia, another 10 stores in Taiwan, 8 stores in Indonesia, and 2 new stores in Kuwait.

We are still running our operations with the same principles and integrity that triggered our success, while providing comfort and fulfillment to our customers lifestyle.

Our Mission

For Our Customers: To offer them our services and products, and in so doing enhance their quality of life and lifestyle.

For Our Employees: To develop them to their fullest potential and lead them to a bright future.

For Our Business Partners: To develop and provide better products and services for mutual growth.

Our Vision

To be 1 Hb electrical and electronics retailer in this region - operating the largest retail network, providing the widest and latest range of products, and being the preferred electrical and electronics Megastore.

WIN X-MEN:DE STONY
+ \$20 SWEN BEN \$ VOUCHER \$



click to Buy

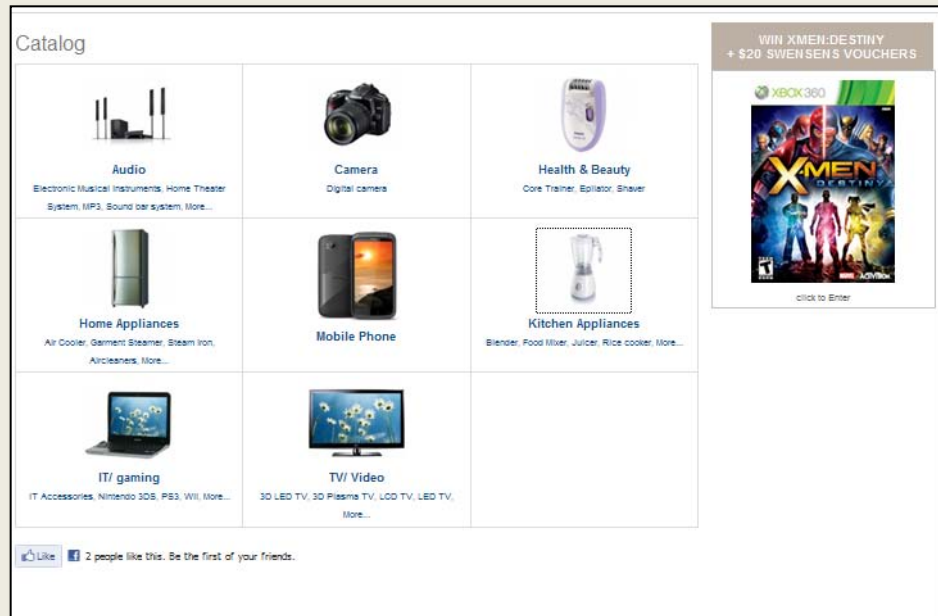
-The use of image is not clear and appears to be pixelated.

- 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

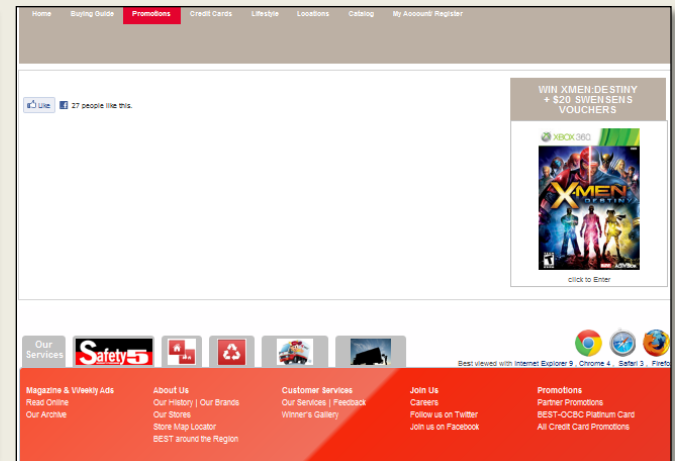
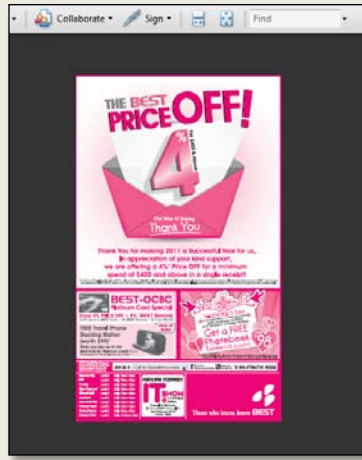
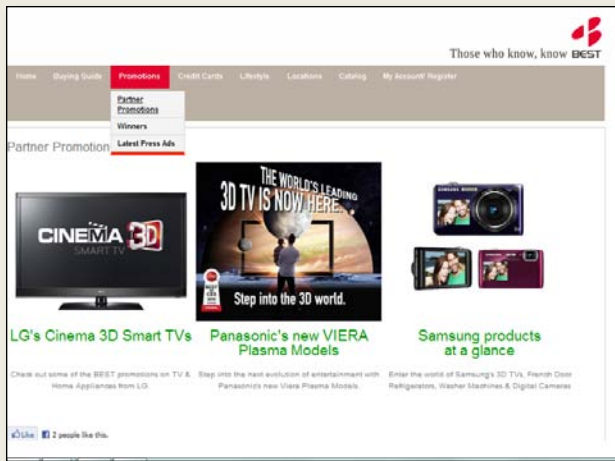
-Based on product department .
AUDIO | CAMERA |TV| etc

-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

The image shows two screenshots of the Best Denki website. The top screenshot displays the main content area with a navigation bar at the top containing links like Home, Buying Guide, Promotions, Credit Cards, Lifestyle (highlighted), Locations, Catalog, and My Account/ Register. Below the navigation bar, there's a section titled 'Articles' with a grid of icons for Features, Interviews, Learn, Games, Traveller, Reviews, and Charity. To the right of this grid is a promotional banner for 'WIN X-MEN: DESTINY + \$20 SWENSENS VOUCHERS' featuring an Xbox 360 and the X-Men: Destiny game box. The bottom of the top screenshot shows a footer with various service links and a note about browser compatibility.

The bottom screenshot shows the 'Contact' page. It includes a heading 'Contact' and instructions for users. Below the instructions are input fields for 'Your name:', 'Your e-mail address:', 'Subject:', and 'Category:' (with a dropdown menu set to 'Feedback & Suggestions'). There is also a large text area for 'Message:'. To the right of the contact form is the same promotional banner for 'WIN X-MEN: DESTINY + \$20 SWENSENS VOUCHERS'.

- 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.

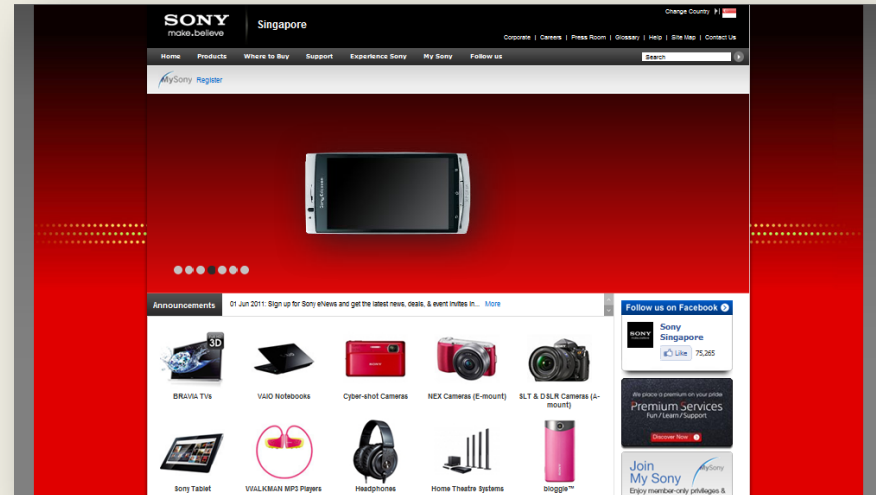
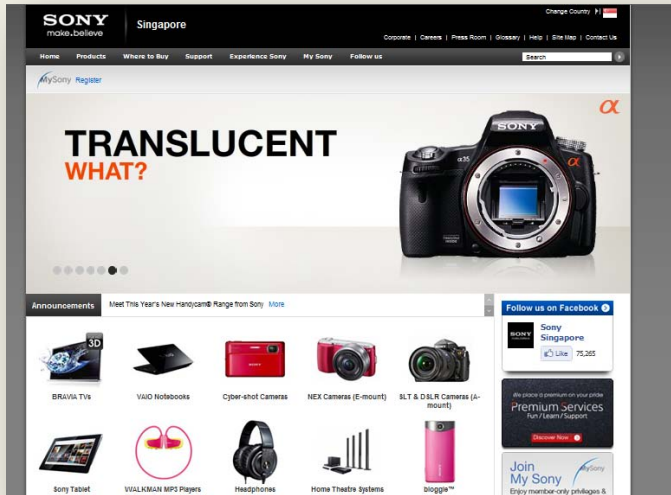
- There isn't any customer hotline number in the contact page.

Best Denki VS Courts

(Case study difference)

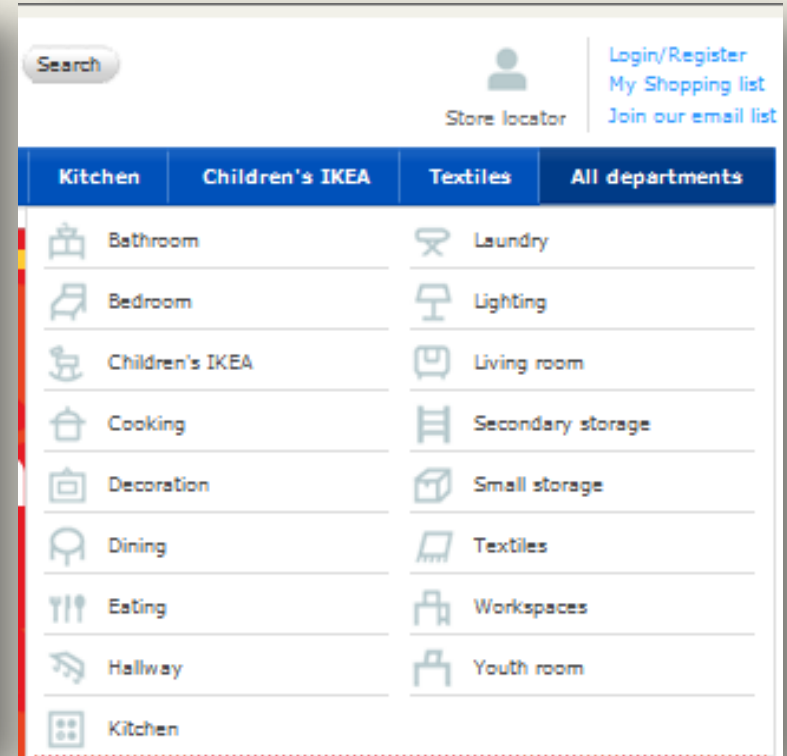
Best Denki	Courts
Navigation toolbar appears to be confusing.	Navigation Toolbar appears to be clear, direct and organized information.
Inability in putting up the site search engine	Ability in putting the site search engine.
Monotonous feel and look, lack of excitement in their design style.	Dynamic 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.	<p>Focused on product page well with additional information like 'do you know', special deals, best seller and best viewed.</p> <p>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.</p>

Inspiration-Sony Case Study 1



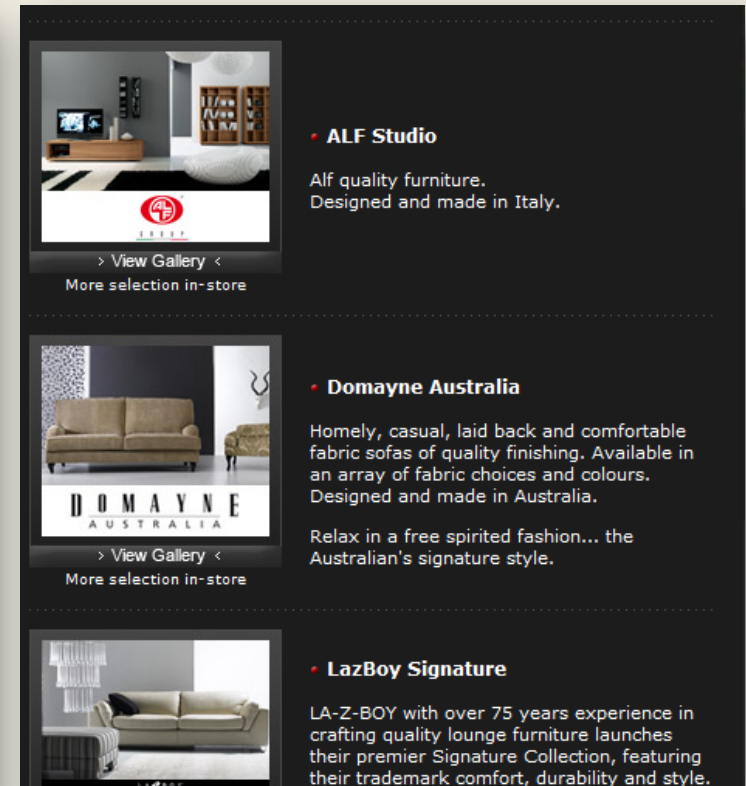
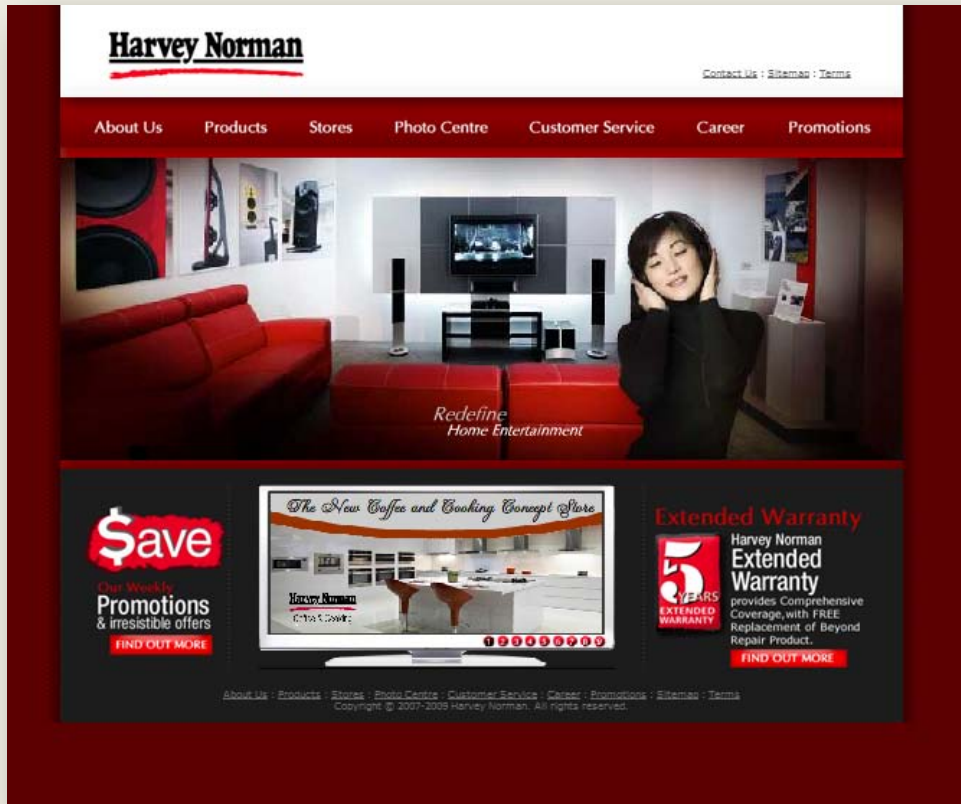
- Interchangeable background that follows the flash advertisement.
- Overall website is communicative and has a dynamic tone and feel.
- Colors that reflect their identity well.
- Navigation toolbar appears to be simple looking.
- Strong usage of images as the selling point and choice of font type.

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

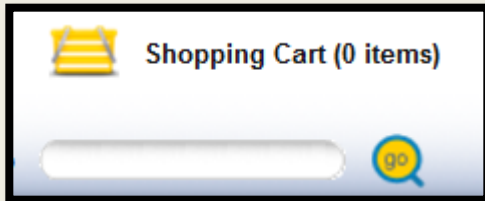


- Courts as Best Denki closest rival design is effective in the choice of colors.
- The choice of colors particularly Yellow adds on the feel and identity of Courts.
- Layout is clean looking.
- Relevant information that is easily digested.

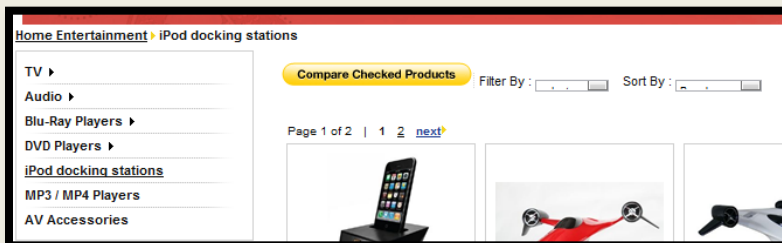
Courts- Case Study 4



- 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

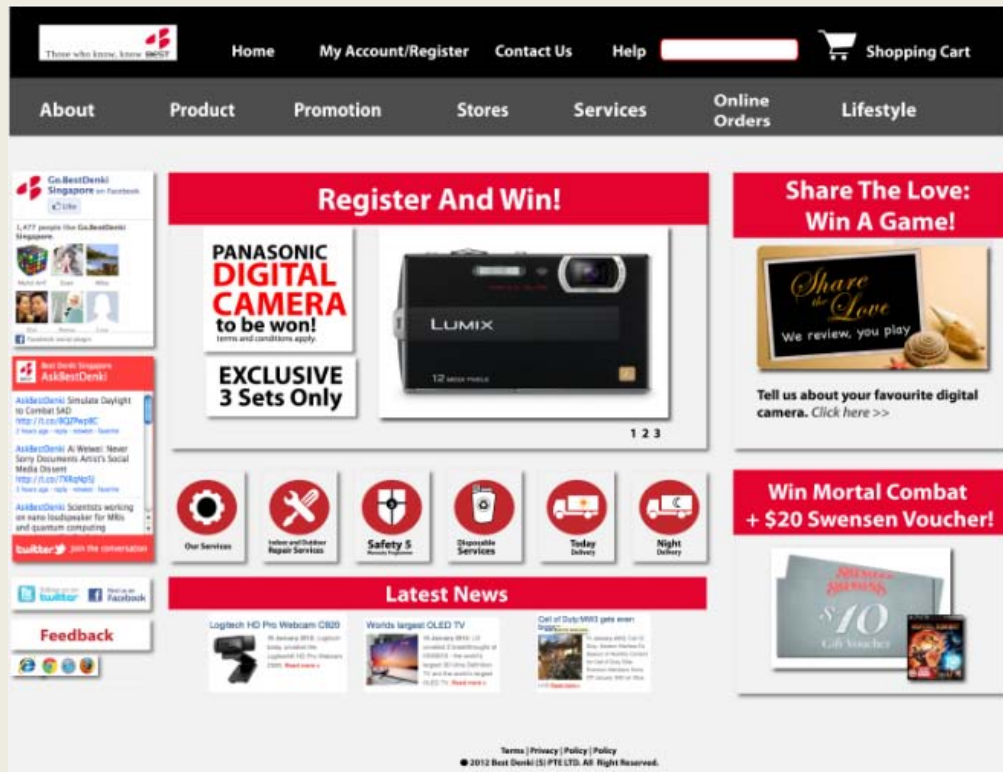
- **Easy and direct navigation toolbar** and less confusing to ensure clear, strong and direct /maximized site usability.
- More focus and directive approach to the **product page** where it maximized site usability in **filtering it with different options** for consumers to choose their preferences 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”



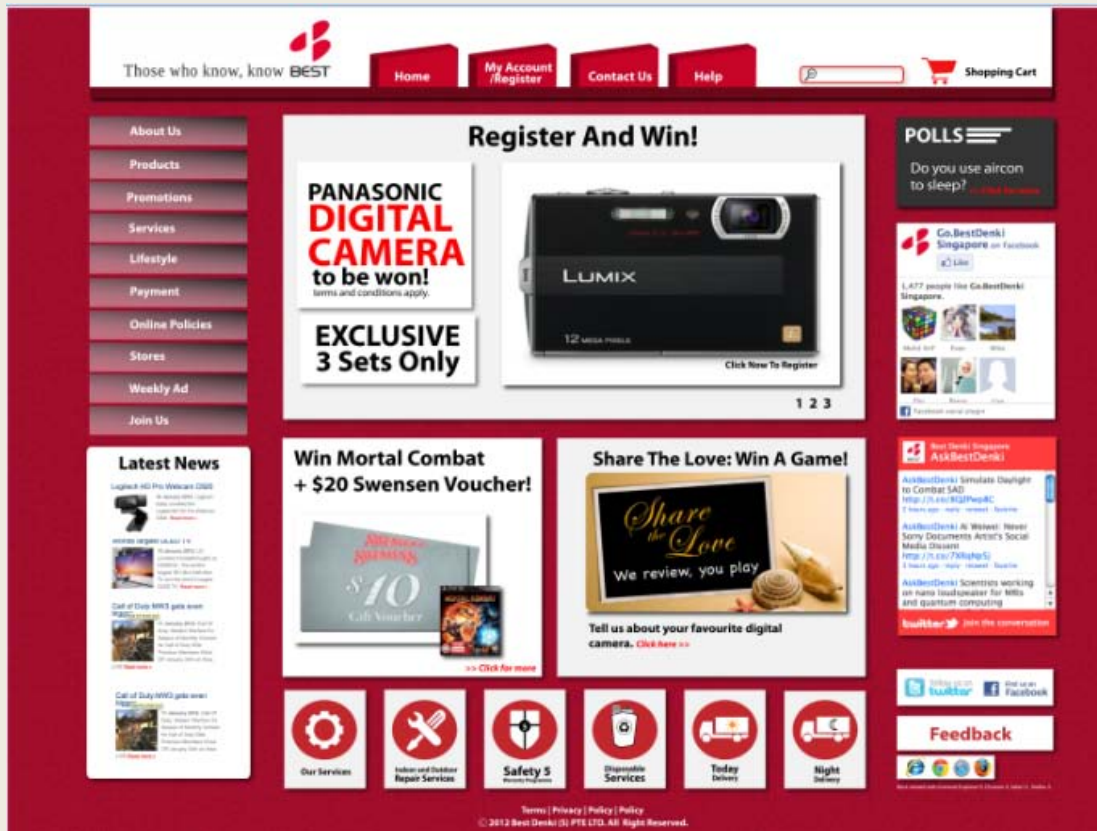
Content is still heavy.
Visual Identity is not used strongly.

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.

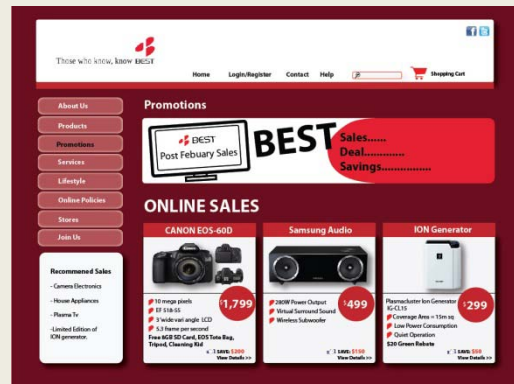
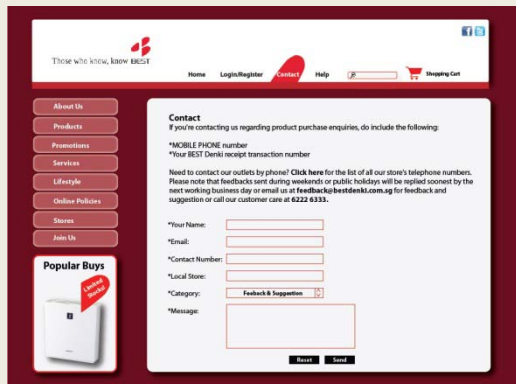
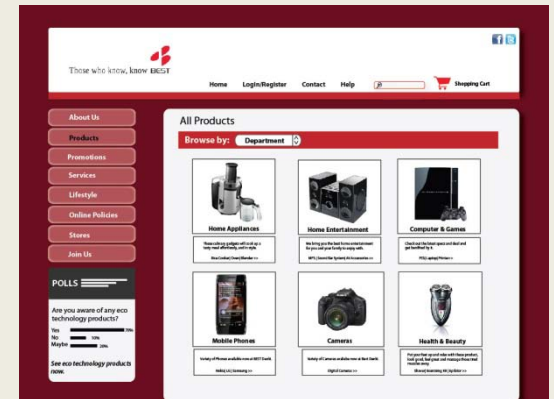
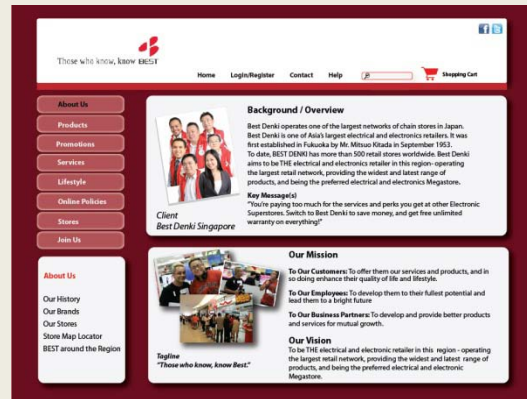
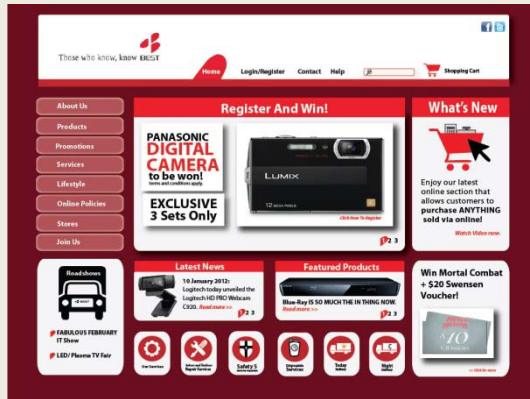
- The use of icons is strong.

-Content looks heavy

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

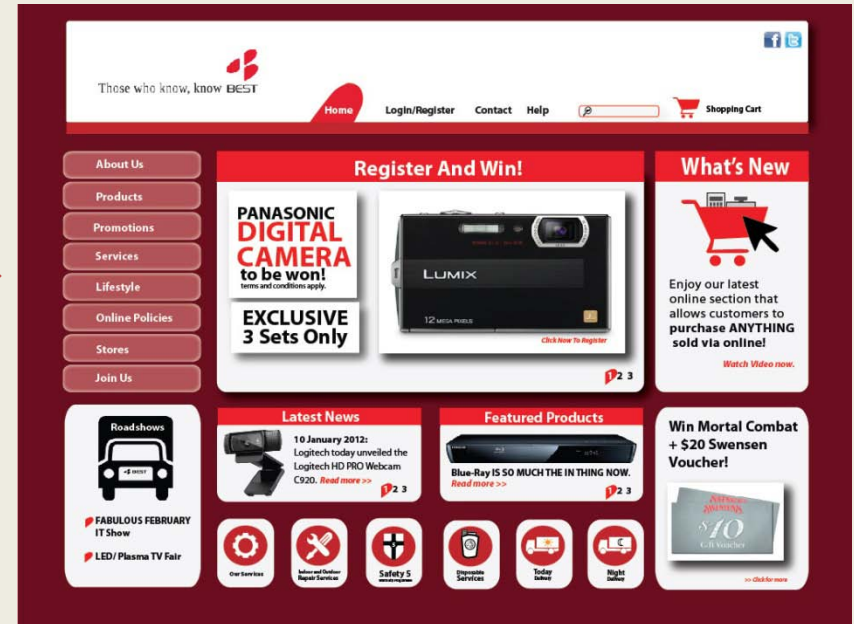
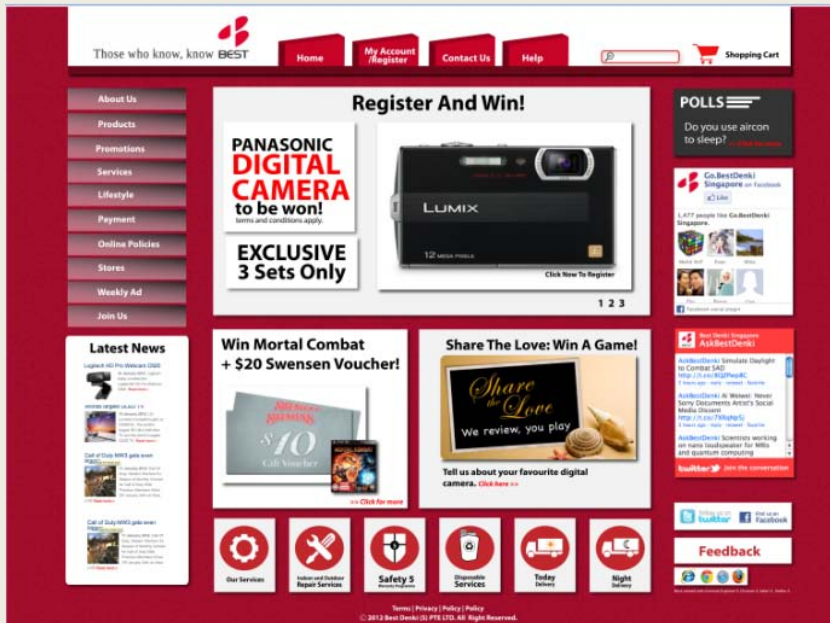
- DEVELOPMENT

FINAL CHOSEN DESIGN



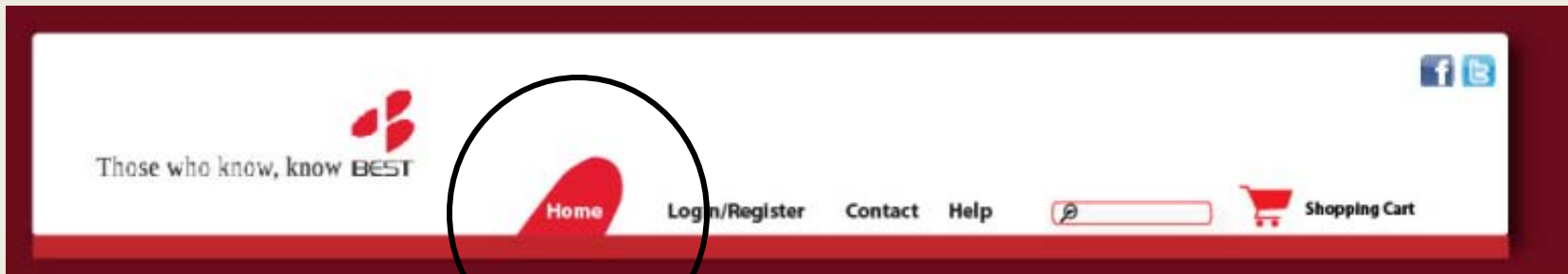
- Simple grid system
- Looks like a whole

HOME PAGE- Best Denki



Development of home page

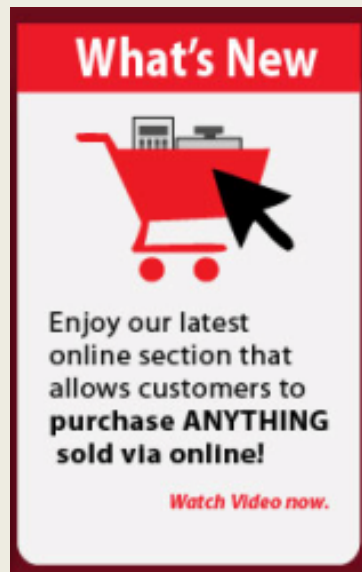
New Navigation Toolbar



- 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



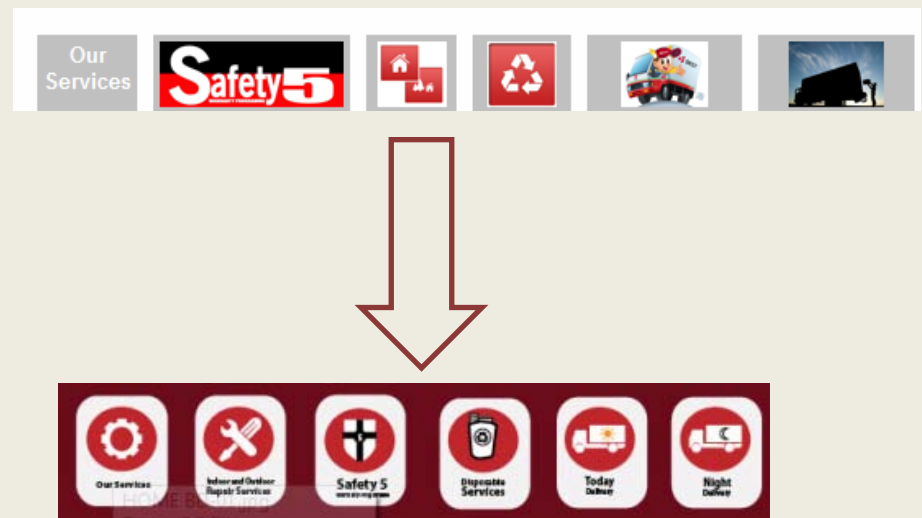
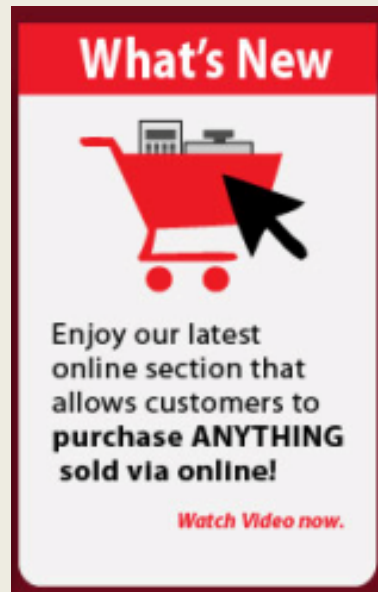
Home Page-Content



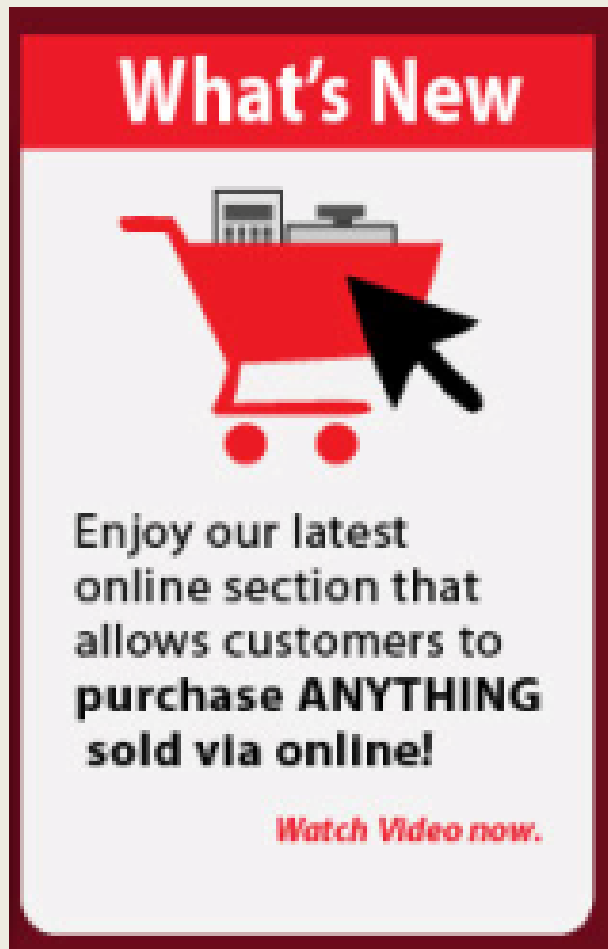
The borders used are rounded rectangles to maintain the identity from the logo where the shape appears to be rounded .

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

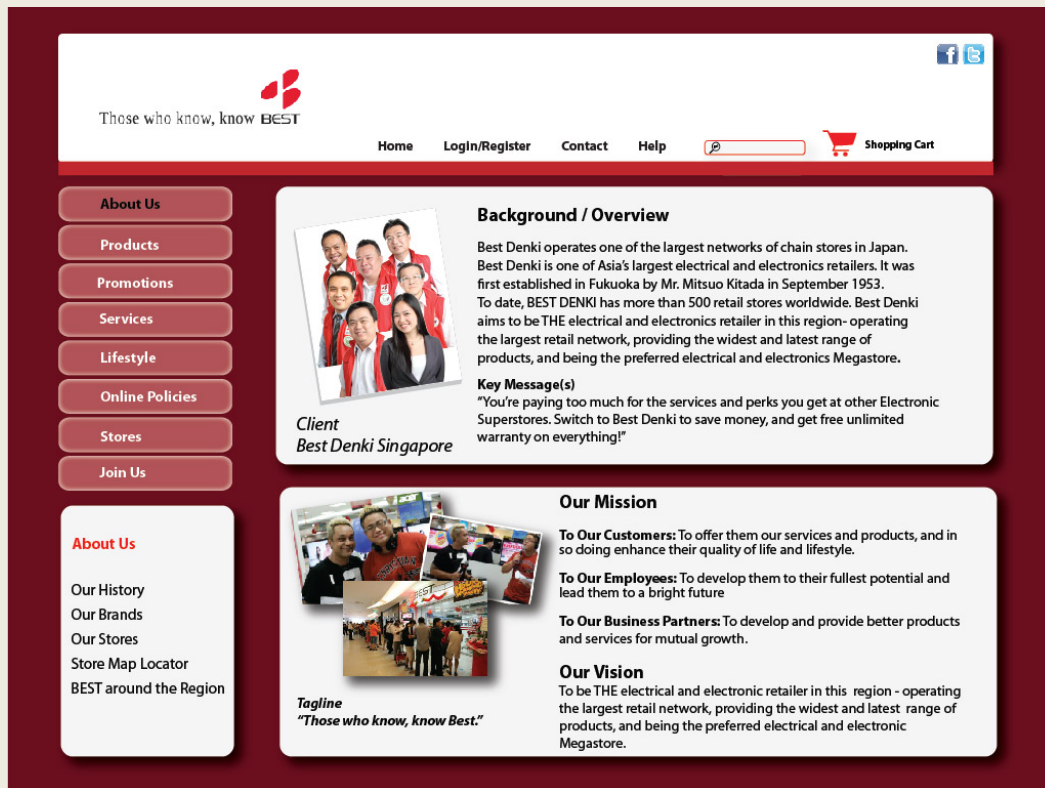


- “Resister and Win” acts as flash animation where it showcase ads that is attractive and new.
- “Latest News” and “featured Products” are placed in the home page as a consumer point of view I would want to see the featured products or browse the latest news on my first visit to best denki website and 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



Company's Information-Best Denki

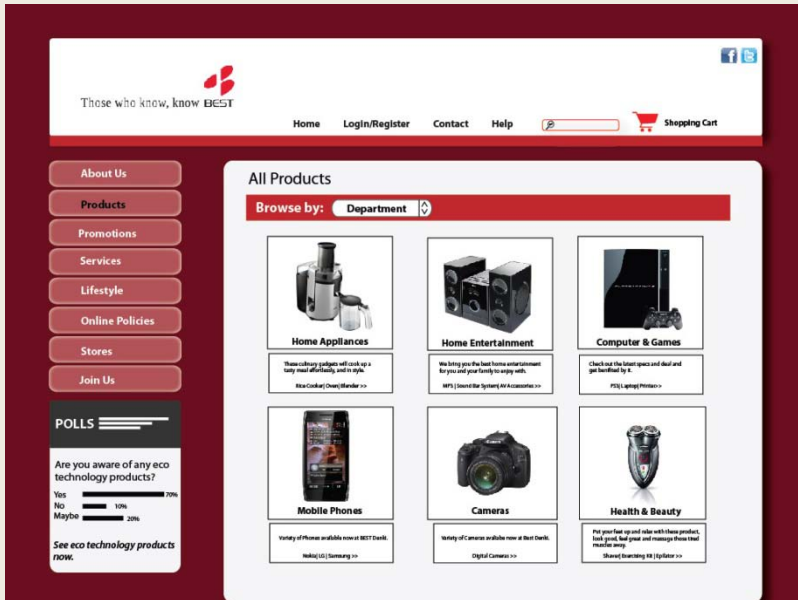


-More dynamic in the use of Image represented in company's information.

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

-Content represented
-supports and covers relevant Company's information.

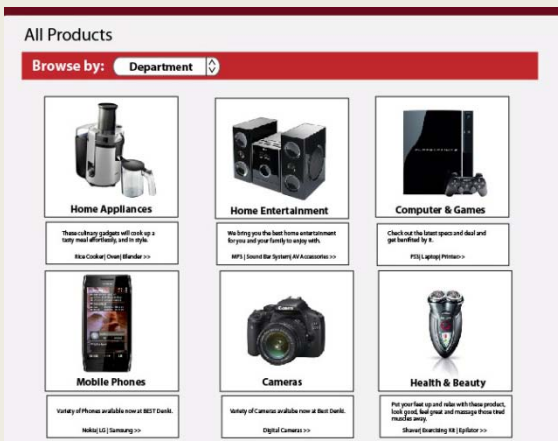
Product Page- Best Denki



-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

Those who know, know BEST

Home Login/Register Contact Help Shopping Cart

About Us
Products
Promotions
Services
Lifestyle
Online Policies
Stores
Join Us

Promotions

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

ONLINE SALES

CANON EOS-60D

10 mega pixels
EF S18-55
3' wide vari angle LCD
5.3 frame per second
Free 8GB SD Card, EOS Tote Bag, Tripod, Cleaning Kit
\$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 >>

Recommended Sales

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

- 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 Kit

\$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 >>

- 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)



BEST

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

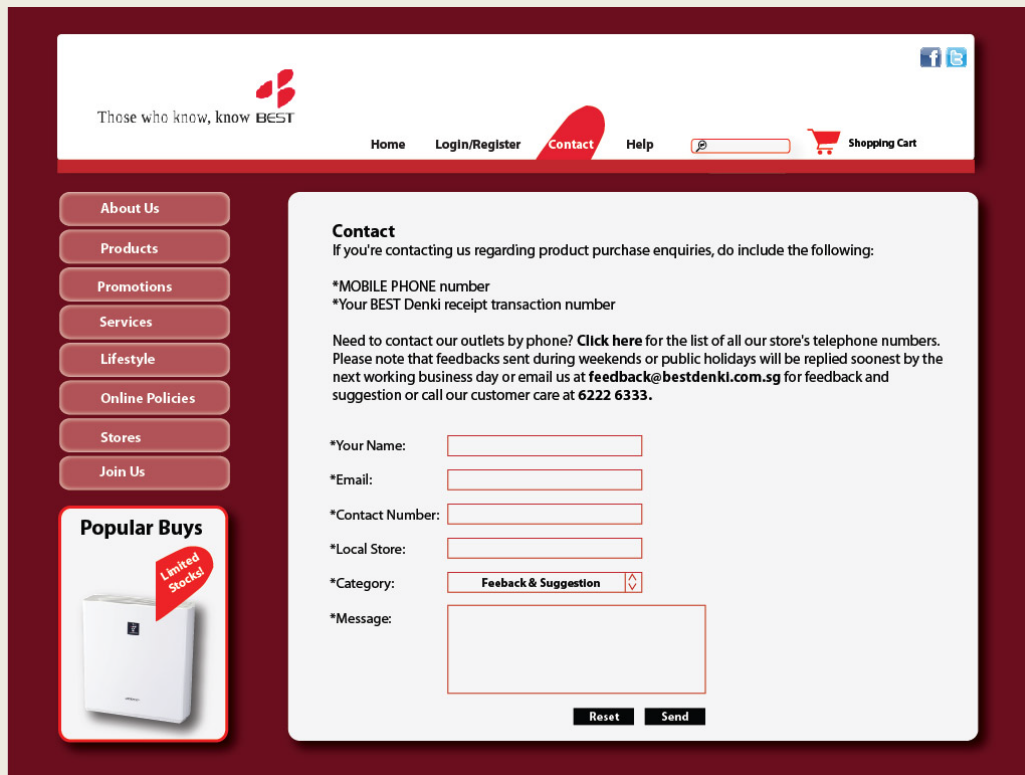
Recommended Sales

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

SAVE: \$200
View Details >>

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

Customer Support Page-Best Denki



The screenshot shows the Best Denki website's customer support page. The header features the Best Denki logo with the tagline 'Those who know, know BEST' and navigation links for Home, Login/Register, Contact (highlighted), Help, a search bar, and a Shopping Cart. A left sidebar contains buttons for About Us, Products, Promotions, Services, Lifestyle, Online Policies, Stores, and Join Us. Below the sidebar is a 'Popular Buys' section featuring a white air purifier with a 'Limited Stock!' badge. The main content area is titled 'Contact' and includes instructions for providing contact information. It contains form fields for Name, Email, Contact Number, Local Store, and Category (set to 'Feedback & Suggestion'), along with a large text area for the message. 'Reset' and 'Send' buttons are at the bottom of the form.

Those who know, know BEST

Home Login/Register **Contact** Help Shopping Cart

About Us
Products
Promotions
Services
Lifestyle
Online Policies
Stores
Join Us

Popular Buys

Limited Stock!

Contact
If you're contacting us regarding product purchase enquiries, do include the following:

*MOBILE PHONE number
*Your BEST Denki receipt transaction number

Need to contact our outlets by phone? [Click here](#) for the list of all our store's telephone numbers.
Please note that feedbacks sent during weekends or public holidays will be replied soonest by the next working business day or email us at feedback@bestdenki.com.sg for feedback and suggestion or call our customer care at 6222 6333.

*Your Name:
*Email:
*Contact Number:
*Local Store:
*Category:
*Message:

Reset Send

- 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.