

ASUS Official Site Release Notes

Version: V3.00.000

Release Date: 2016/09/01

Digital MKT Team

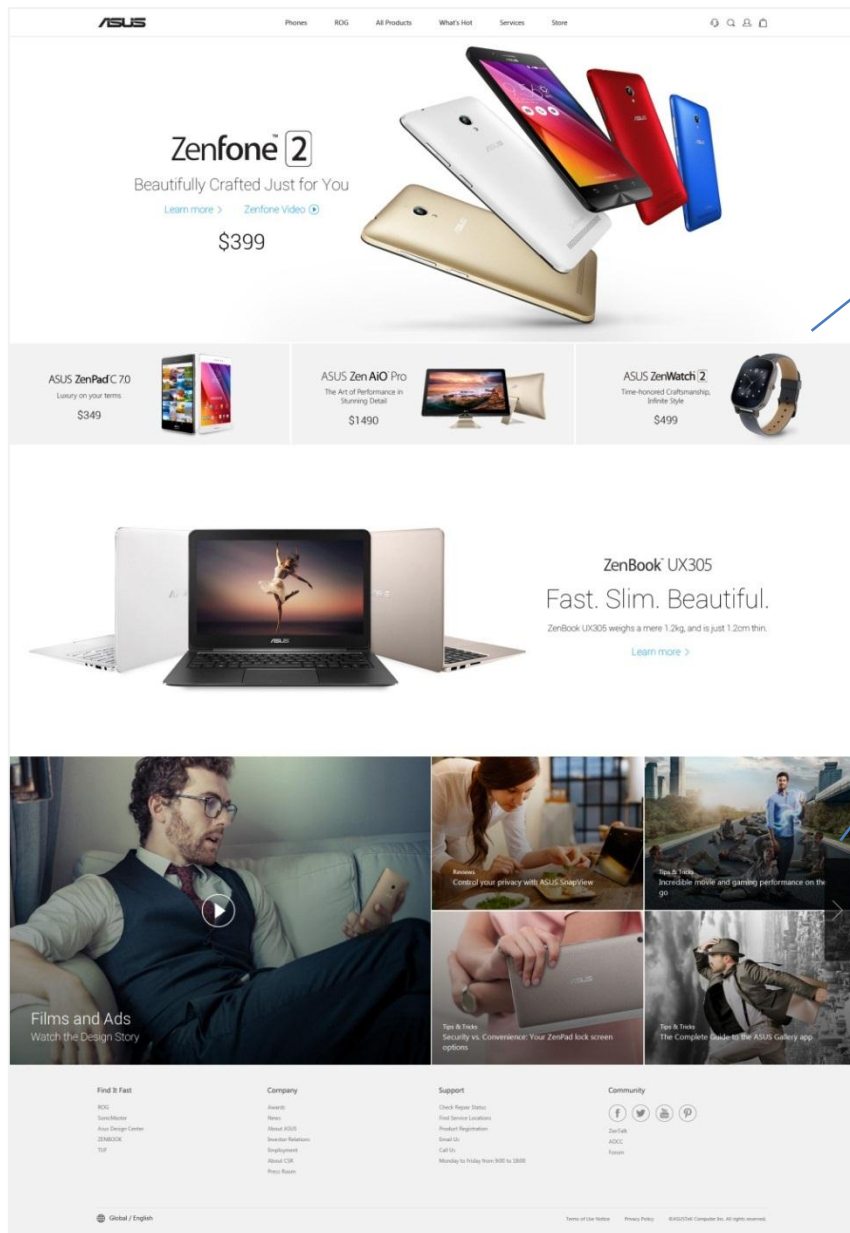
2016, Aug

Version 3.00.000 Release Detail

- New Webpage Design
 - Homepage
 - Product Line Homepage
 - Product Selection Page
 - Mobile Friendly
- Release Feature
 - Video Play Function
 - Help Me Choose

New Webpage Design

• Homepage



Product Focus Banners

- ✓ Full-width banner design let users focus on hero products
- ✓ Sub-banners for more product exposure on homepage

Lifestyle Content Exposure

- ✓ Articles or videos for soft marketing content exposure, helping user on making buying decision

Faster Webpage Loading Speed

- ✓ Pure and simplicity design, coding structure adjustment for increasing loading speed of webpages

New Webpage Design

• Product Line Homepage

Hot Product Series

- ✓ Focus on the most important series and models

Help Me Choose

- ✓ User answers few simple scenario questions, website will display the recommended products

Lifestyle Content Exposure

- ✓ Articles or videos for soft marketing content exposure, helping user on making buying decision

Social Media Content Exposure

- ✓ Posts and comments from social media for specific hashtag keyword



Module

Zenfone Zoom
A new era of mobile photography

[Learn more](#) > [Zenfone Video](#) >



Zenfone Max⁺
See your world with ultimate energy

[Learn more](#) > [Zenfone Video](#) >

Zenfone 2 Deluxe
See Thrills with Style

[Learn more](#) >



Filter By

Find the right ASUS ZenPad for you

- What are your preferences for tablet size?
 - ☒ 7.9 inch or less
 - ☐ 8.0 inch or more
 - ☐ I don't know
- Is style of the tablet important for you?
 - ☒ I don't care about style
 - ☐ I like to see style, but I don't know
 - ☐ I need something with a big screen
- How often are you on the road?
 - ☐ I don't go on the road
 - ☐ I go on the road often
 - ☐ I go on the road very often
- How powerful do you need your tablet to be?
 - ☐ I don't need it to be
 - ☐ I want it to be powerful
 - ☐ I want it to be very powerful

[View My ZenPad](#)

ZenTalk / Blog Latest Posts

[All](#) [ASUS Zenfone](#) [ASUS ZenPad](#) [ASUS ROG](#) [ASUS VivoBook](#) [ASUS Transformer](#)



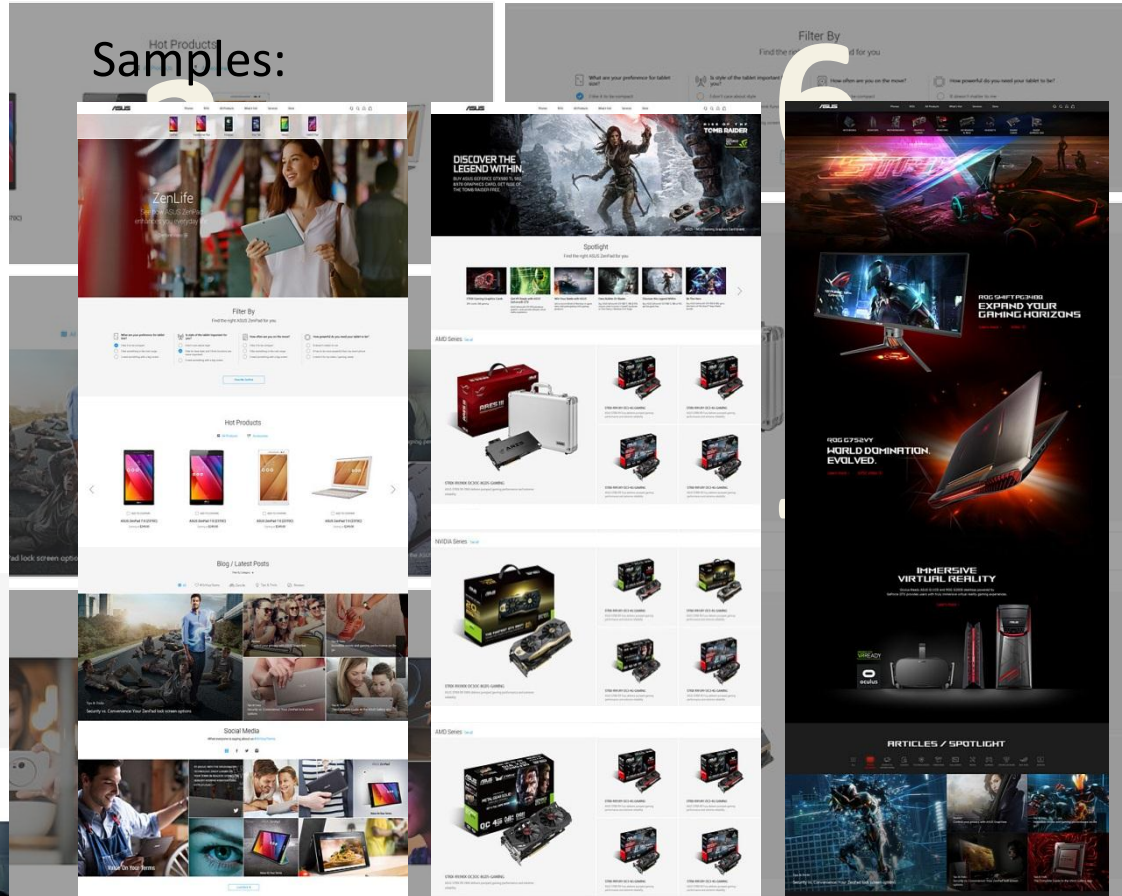
New Webpage Design

• Product Line Homepage

Function **Modularization**, more flexible for different product category. The module is selected and decided by HQ product MKT team.



Samples:



IN SEARCH OF INCREDIBLE

New Webpage Design

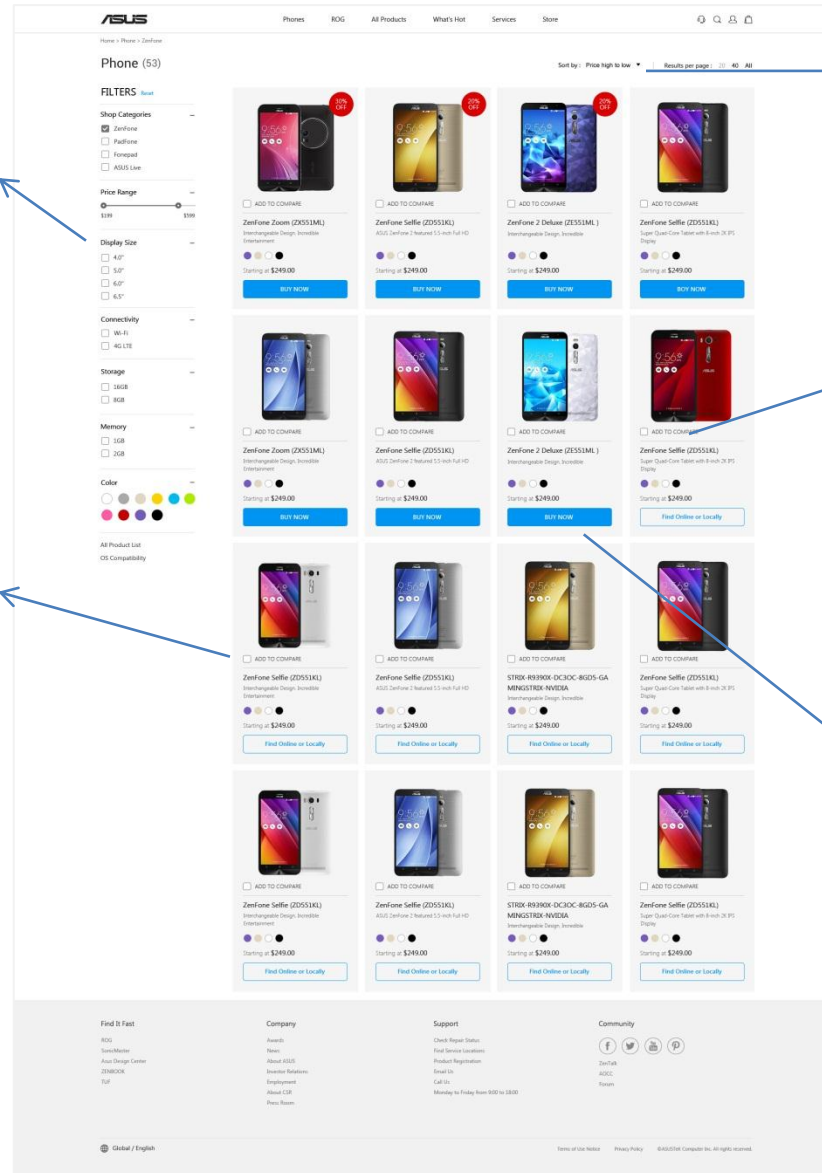
• Product Selection Page

Advanced Spec Filter

- ✓ Filter for product specs, user can use this function to narrow down the choices for models

Compare Function

- ✓ Straightforward design for better user experience on product comparison, it can help user to know the difference between each model and make purchase decision more easily



Sort By Function

- ✓ User can change the product sorting priority
**by time, by name, by price*

Grid Product Display

- ✓ Sophisticated layout structures offer more flexibility and enhance the visual experience of visitors

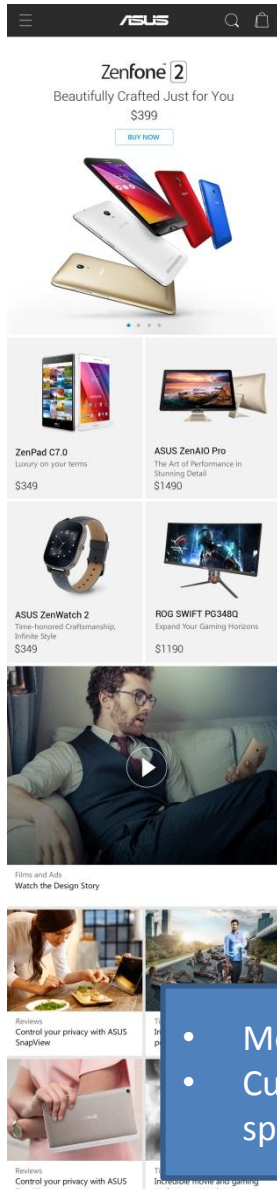
One-click to BUY

- ✓ **Buy Now** and **Where to Buy** function, guide user to purchase from ASUS store, retailer or physical stores
**Function for local site only*

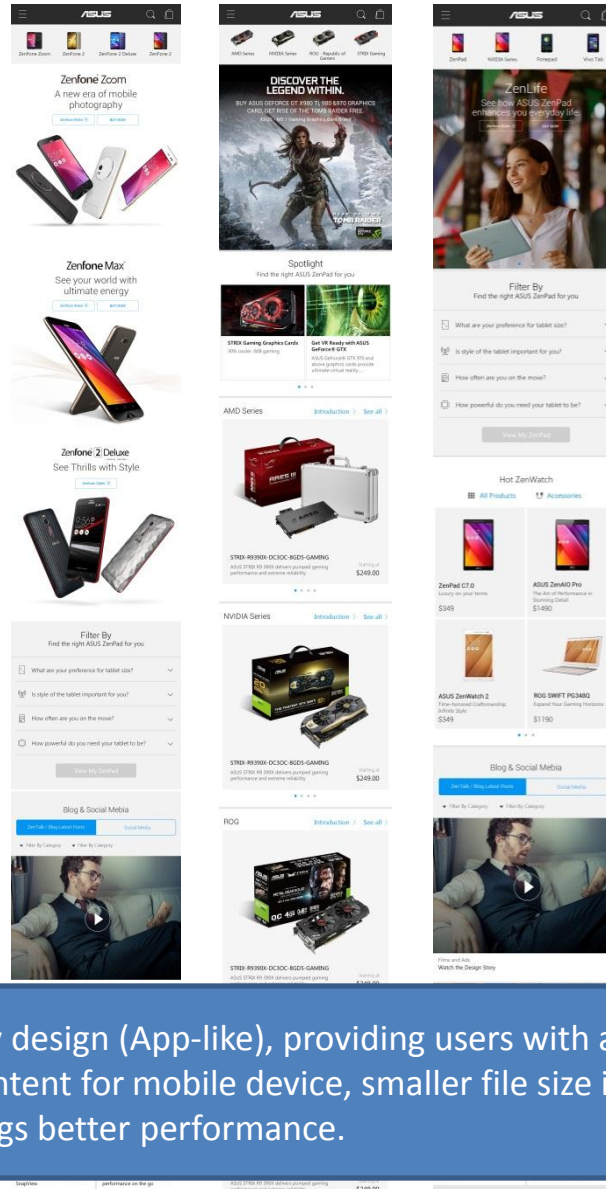
New Webpage Design

• Mobile Friendly (Mobile Version)

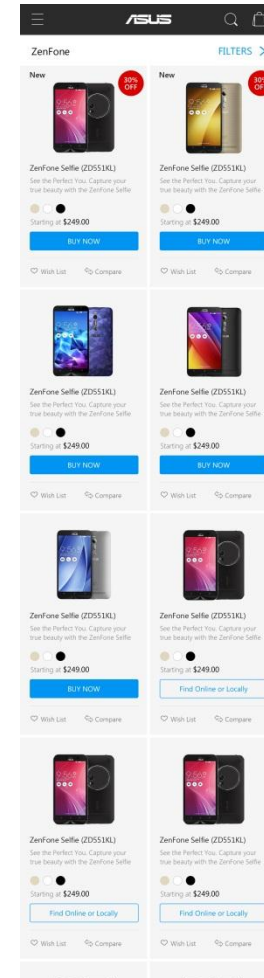
Homepage



Product Line Homepage (with different module)



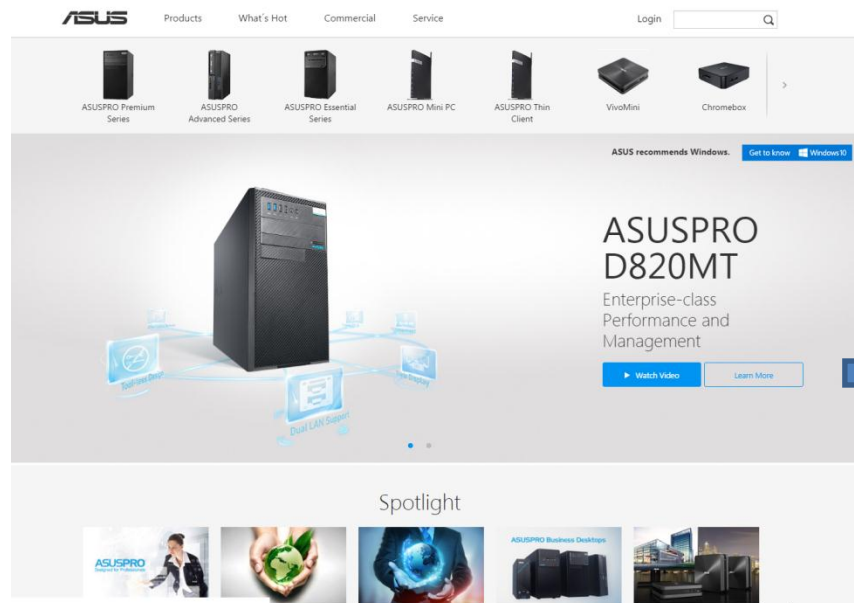
Product Selection Page



- Mobile friendly design (App-like), providing users with a gratifying user experience.
- Customized content for mobile device, smaller file size increases the page loading speed and brings better performance.

Release Features – Website

- **Video Play Function**



Video Play Function

- New content exposure tool for MKT team. Once user clicks on the Watch Video button on hero banner, the video will play in a light box window directly.

Benefit

- More interesting and interactive content can be used on promoting the product on official site.

Please contact with HQ webmaster team (Corp_Webmaster@asus.com) for setup details.

Release Features – Website

• Help Me Choose

Help Me Choose

What do you expect of your phone's performance?

☒ For working and multitasking

☐ For entertainment and gaming

☐ For connecting to the Internet and communication with others

Is style of the phone important for you?

☐ I like colorful options to fit my young & fun personality

☒ I like to have style and I think functions are also important

☐ I like the premium design such as metal and leather. It's important for my phone to reflect my style

What is your intended usage for camera?

☒ I like to record every moment of my life with a snap

☐ I want to achieve the standard of professional photography

☐ I like to take selfie with friends

What do you intend to use your phone primarily for?

☐ Seamless transition between apps on the phone for multitasking

☐ Fully immersive entertainment experience on my phone

☐ Long lasting battery life and fast changing technology

[View My Products](#)

[All Recommend Products >](#)



Help Me Choose

What do you expect of your phone's performance?

☒ For working and multitasking

☐ For entertainment and gaming

☐ For connecting to the Internet and communication with others

Is style of the phone important for you?

☐ I like colorful options to fit my young & fun personality

☒ I like to have style and I think functions are also important

☐ I like the premium design such as metal and leather. It's important for my phone to reflect my style

What is your intended usage for camera?

☒ I like to record every moment of my life with a snap

☐ I want to achieve the standard of professional photography

☐ I like to take selfie with friends

What do you intend to use your phone primarily for?


☒ Seamless transition between apps on the phone for multitasking


☐ Fully immersive entertainment experience on my phone


☐ Long lasting battery life and fast changing technology


[View My Products](#)

[All Recommend Products >](#)


ZenFone 3 (ZE552KL)


ZenFone 3 Deluxe (ZS570KL)


ZenFone 3 Laser (ZC551KL)


ZenFone 3 Max (ZC520TL)

Help Me Choose

- Simple scenario questions for users to answer, website will provide recommended models according to the answers.
- Once submit the answers, the recommended models will display directly.


























Benefit

- Utilize scenario questions to guide users to choose the suitable products, which is helpful for them to make buying decision.

Please contact with HQ webmaster team (Corp_Webmaster@asus.com) for setup details.

2016 Brand Web Design Trend

Competitor Benchmark

Design Trend / Brand	ASUS	APPLE	LENOVO	SAMSUNG	XIAOMI
	RWD+M site	RWD	RWD	RWD	M site
響應式網頁設計 RWD					
大背景(全幅背景) Full-width Background					
固定式選單 Fixed Menu					
扁平化設計 Flat Design					
磚牆式設計 Grid Design					
頁尾區塊Big Footer					

Thank You

Methodology & Participation team

Internal Consultants

- eCommerce and Digital MKT
- MKT (OP , SYS , Content)
- Asus Design Center
- WCD
- Data Analysis
- Webmaster
- 創新服務專案室

資料探勘：華碩核心價值與品牌形象

External Consultants

- 台科大工商業設計系教授 唐玄輝老師
DITLDESIGN設計資訊與思考研究工作室團隊
- Covario
(Global Digital Performance Marketing Agency)
- Iprospect
(Global Digital Performance Marketing Agency)

