



FACULTY OF INFORMATION MANAGEMENT

DIPLOMA IN INFORMATION MANAGEMENT (IM 110)

INTRODUCTION TO WEB CONTENT MANAGEMENT AND DESIGN (IMD 311)

GROUP ASSIGNMENT:

CASE STUDY (WATSONS)

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Lastly we thankful to our group member and also our classmates that give a good cooperation to this assignment together until this assignment send. Thank you.

BACKGROUND WATSON WEBSITE

Watson's websites is online website for the Watson which is the Asia's largest health and beauty retail chain. This website is managed by a member of CK Hutchison Holdings. Watsons is established in Hong Kong in 1841, the U.S. Watson Group is the largest international health and beauty retailer in the world with over 15,000 watson stores in 24 markets. Among them, Watson is a leading health and beauty retailer in Asia, which now operates over 6800 stores and over 1500 pharmacies in 12 Asian and European markets. Since 2009, Watson has been the No.1 pharmacy/drugstore brand in Asia. In Europe, Watsons is also the leading health and beauty retailer in the Ukraine. Watson Malaysia currently operates more than 450 Watson' stores and growing in the country serving more than 4million customers every month.

This website is e-commerce website. E-commerce websites which is an online portal that facilitates online transactions of goods and services through the transfer of information and funds through the Internet. In the early days, e-commerce was done in part by email and phone calls. Now, with one website, anything and everything that a transaction requires, can be done online.

As we can see at Watson website, we can know the latest information from Watson store. For example the promotion that they do for their company. It is the way to promoting their products to the consumer by use the online platform. Another else is in this website we also can signed up or create Watson account. It is to make consumer easier to shopping in this website. Consumer also can give a feedback for Watson's products in this websites. It is to fix the service to maintain the quality to give a good service to consumers.

Watson continues to set standards in the health, health and beauty market. Their promise to the customer is 'look good, feel great' is something we do every day, by striving further, by putting a smile on people's faces. And by providing the best of health, wellness, beauty and personal care in their stores and online.

NATURE BUSINESS OF WATSONS

Watsons always care about their customer and they have to make their customer feel satisfied with their services. Customer always be number one for them to make sure the company stable and to make all their customer love their product and services. One of the services that they served is they always make sales for their customer to buy at the cheapest price. Customer will get more discount if they have a member card. To make their customer satisfied with their services they also have to give a health services if the customer want to buy any medicines at their company.

Besides that, Watsons carries thousands of products for inside and out of the home and they also offer a variety of services. While we in the store, they have trained consultants ready to help we design our dream space. After a purchase, they offer delivery, moving and installation services. They are also the authorized service agent for every product they sell. All services personnel are trained to services the products they sell in order to provide the highest standards of performance possible. The workmanship on all repairs is warranted for 60 days and the parts used are warranted for 90 days. This warranty does not replace the original warranty from the manufacturer on the product. Watsons has all service that we need if we have a problem, they always be there for us to help us in buying the product that have in their company.

Moreover, Watsons have all the services when they open up the store and they trained all the staff how to make sure all the customer satisfied with all their product. All services have their own work to do like cashier, they have to be friendlier with the customer and ask them if they want to buy any product that have discount or etc. When all the services needed by all the customer is when the customer want to use their services. All the staff also have to be friendly with the customer if they cannot find what product that they want to buy and they have to ask what they want to find and etc. All of their staff have to make sure all the customer find what they need.

Therefore, all services that have at the Watson customer can find it when they come to the store or when they delivery using Watson they can call customer services if their parcel still at the drop point of their country or state. They can call it to help them make sure the parcel arrived at their house. Another services customer can find it at the store to help them find what they need.

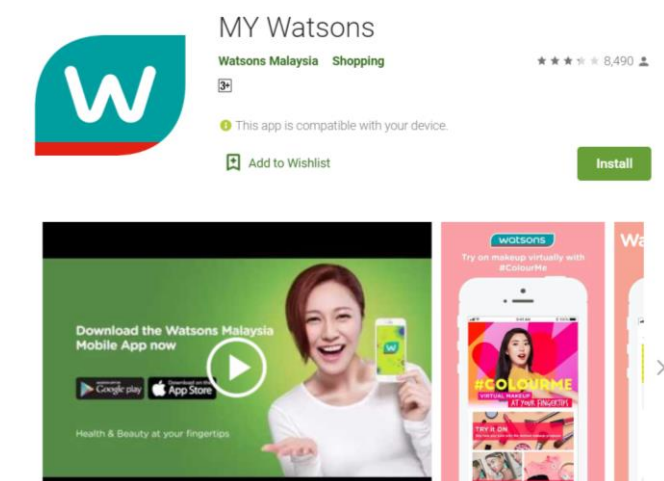
In addition, all company must have their own services to make sure customer like to buy their product and have satisfied with their services. Same like Watson they also have all the services to fulfill all the customer's needs. If they don't have all services, they will not have many customer to come to their store or to buy any of their product. Services is so important to all the company so fulfill their customers need. They have to make sure all the customer see their services and like their services. All services that the owner has been made must have their own benefit to the customer and have benefit to all the staff to make sure the customer find what they want.

Last but not least, to make sure the customer trust all the service that have and to make sure the store is complete with all the services, all staff must follow the step to talk with customer about their product and about their services. They also have to give the customer who don't have any member card to get a discount price when they buying using the member card. They also have to give some information or to alert the customer about the sales that they have, so they must make some ads at the television or etc. to make sure the customer get the information that the Watson have sales or else. So in that way the customer will always come to the store and buy their product when Watsons make some sales. That is how the Watsons attract their customer to come to the store.

UX AND UI OF THE WEBSITES

UX design refers to the term “user experience design” while UI stands for “user interface design”. These both elements are major to our store and work closely together. Besides their professional relationship, the roles themselves are quite different refers to different aspects of the store development process and the design discipline. In addition, UI is a specialization of web design that deals with controlling the customers to interact with our website or our application include the button displays and gesture controls while UX is dealing with customers’ behavior and feeling when using our site or application.

Usually UX an UI of the websites is located on the customer mobile phone which they need to download an application of our store and they can visit our store through the application as they signed in as a member. Our application available at all application store such as Google Store for Android or App Store for an iPhone user. They can download our application for free and sign in as a member.



In addition, this UX and UI also give specialty to their customers who download the application such as when they have the application in their mobile phone, they will get the current sales and what sales is going on at the Watson and also until when the sales will occur. Other than that, the members who have the application also can get voucher that they can use to redeem when they purchased any products in our store. Moreover, every time they purchased from our store, they will get points for each item they buy.

Besides that, our store create this UX and UI to make our customers shop online easily and even faster than shop at our store. They also can check first at our application if the products they want still available or not in our store, and also the current price for the products. Hence, this way help so much in our current situation where we need to stay at home because of the pandemic of Covid-19 so they no need to go to our store, they can shop online in our application and enjoy the deals that we offered.

Moreover, mostly people who come to our store is our regular customer that want to find their favorite products that they always purchased from our store. But our store is open for all types of ages, races and people because they can find their daily need in our store. Therefore, the more they buy from us, the more discounts we give especially when they shop using applications.

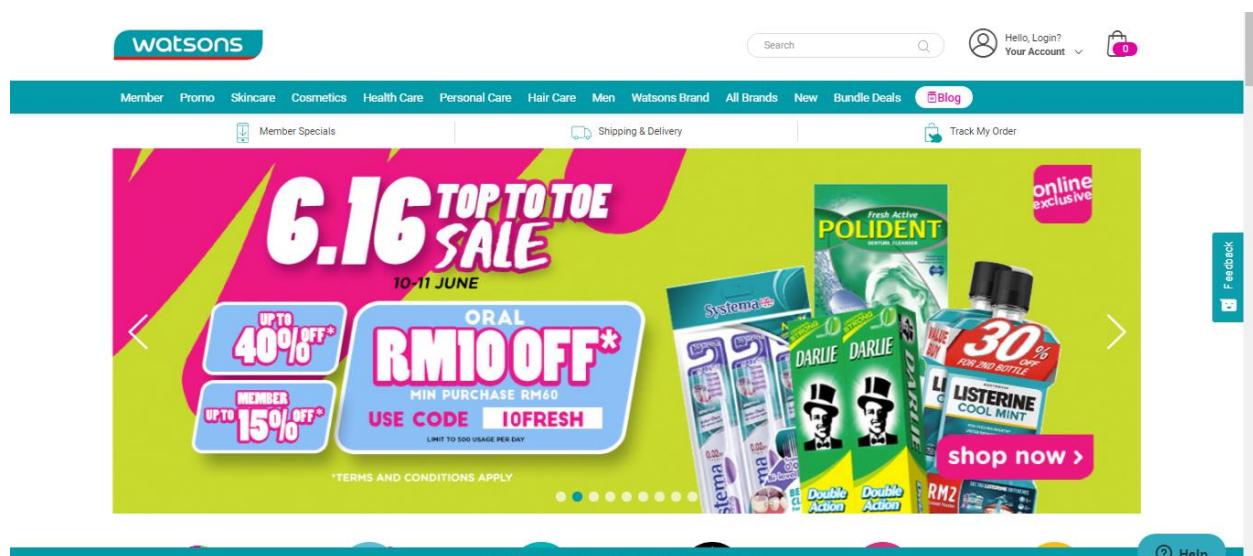
Lastly, when our customers download the application, it have instructions they can follow for the first timer user so they will know how to use the application. If only they do not understand the instructions given, they can go to our store and find our staffs to ask about the application. They will always help the customers who need help.

COLOUR OF SCHEME

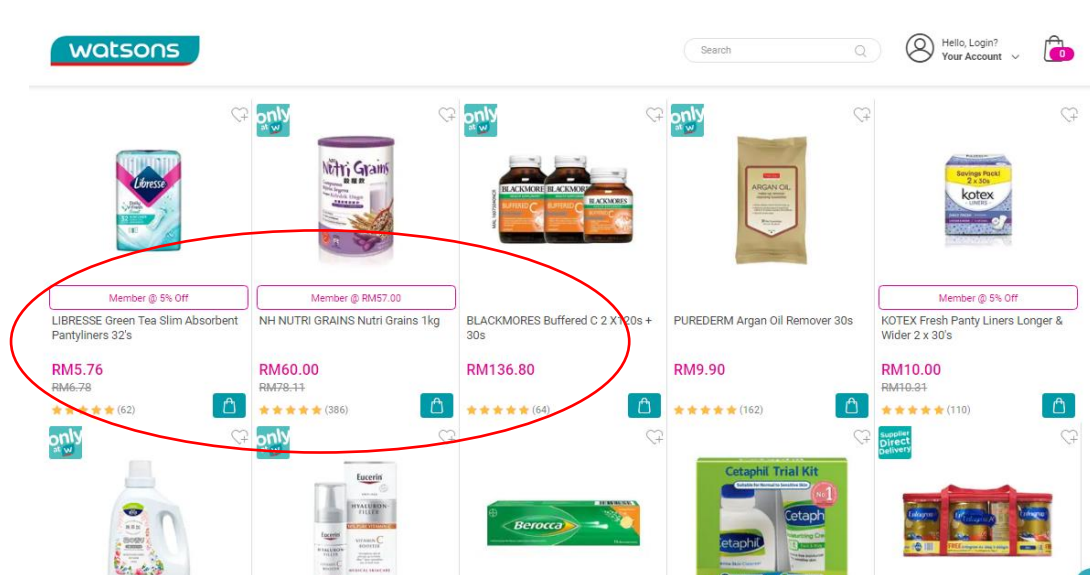
Colour is one of the most important things in design of website. Finding a good colour palette is not easy, in fact sometimes it can be a real struggle. By selecting the right colour palette, you can achieve visual balance. If you do it wrong and the colours may seem to clash. The colour for promoting brands or product most important thing because colour is closely tied to brand recognition. When company use a variation of your dominant/brand colour as their background, there are reinforcing their brand and makes it more memorable to their customer.

- Primary colour : #009aa9
- Secondary colour : #e600a0
- Background colour : #ffffff

Scheme colour that use for Watsons websites have 3 colour. Which are for the primary colour they use colour code #009aa9. Primary colour is the colour that will be associated with your brands. For Watsons's websites, they use colour code #009aa9 as a primary colour. It is because the brand of the Watsons are use that colour as their brand.



Next is the secondary colour. Secondary colour are used to highlight the less important information on the website, such as secondary buttons, subheadings, active menu items, backgrounds, or supporting content like FAQs and testimonials. For the Watsons website, they use colour code #e600a0 as a secondary colour. For example, we can see they use that colour at the price of the item. Its highlight the text that important for user know it such as the picture below this, the price of product and other information like member price, promotion, the product sold out or not, and the rebate.

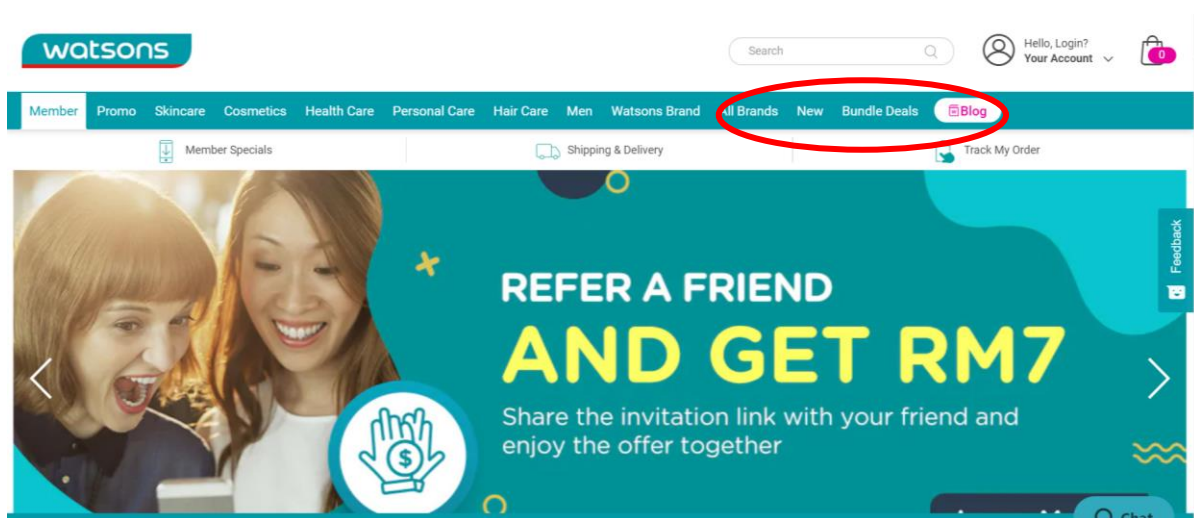


The last is background colour. Background colour we have to use the neutral colour. Neutral colours is for text, to create contrast for important elements, or as background colours. The function of neutral colour in modern web design is much like that of white space is to give users a break and allow them time to better digest and prioritize information on the page.

NAVIGATION OF THE WEBSITES

Navigation of our websites which facilitates the movement from one Web page to another Web page. This navigation is often taken for granted but it plays an important role in getting site visitors to view more than just the home page. If the navigation choices are not clear, visitors may select to hit the “Back” button on their first visit to a website.

Moreover, this navigation button have two place which is main navigation and another one is secondary navigation. For the main navigation, it is located above the fold or left side of the column while for the secondary navigation, it is located below the fold or right side of the column.



In addition, this navigation button is used when the visitors when to open another Web page with just using a button, they do not have to type anything or copy a link to open another Web page. This is so much easier and faster way for the visitors when they visit our websites.

Other than that, this navigation of the websites also are always operates by someone in administrative department because they need to know all about the company. The visitors who browse our websites are all type of ages such as teenager, youngster, adult and also veterans.

Hence, the use of this website navigation tools allow for a website's visitors to experience the site with the most efficiency and the least incompetence. If the website do not offer a clear website navigation menu, breadcrumbs, and other way to explore the website, the visitors will not continue visit the website.

For the conclusion, this navigation of the website range in styles between different websites as well as within a certain site. The availability of different navigational styles allows for the information in the websites to be delivered easily and directly to the visitors. This also differentiates between the categories and the sites itself to show what the essential information is and to allow the visitors access to more information and facts about our websites.

CONTENT OF WEBSITE

The content is really important for the website because its make the website can attract the user for visit it and can be top 3 in search engine. In order for your website to show up in the search results and search engines have to know what that website is about.

In this Watsons website, the content provide what they to sell, promotion, membership, and a site name blog that give some information about skincare and many more. When users come to visit this website, they're most likely looking for something such as a product, and the information about their product. One of the ways to provide this information and details concerning products and services is through content. Providing users with the information that they find for in a clear and easy way can help keep users on this site and increase conversions.

The content that I can see clearly are available for Watson's membership. The various terms and conditions that users must follow if they want to become as good as Watsons. When they become members of the Watson, they will get one card and they will earn points with each purchase of their product. Secondly, the barrels of the menu are followed by the promos they make. For example buy 1 free 1, less 50% and many more. That is one of the marketing they do to get customers interested in buying and coming to Watsons outlets.

In addition, Watson sells locally and overseas cosmetics products widely used by women consumers, personal care products from the hair to the ends, as well as women's and men's health products. A variety of offshore products are available in Watsons. Customers can choose any product they want at a reasonable price.

The website also offers mobile apps and delivery for customers to make it easy for them to buy without going to the Watsons branch. They can buy through the mobile apps they need to download or order to visit the Watsons website and the Watsons and make delivery to their home perfectly.

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