

CLIENT: SANRIO

CURRENT SITE REVIEW FOR:

SANRIO.COM

SHOP.SANRIO.COM

HELLOKITTY.COM

METHODOLOGY

Fluid reviewed three Sanrio web properties (sanrio.com, shop.sanrio.com, and hellokitty.com) using a heuristics usability review to identify areas of improvement for the ecommerce experience and general usability.

This document contains screen shots captured on January 18-19, 2006. Due to the dynamic nature of the web sites and Sanrio's business, these screen shots may not reflect the sites' current states at the time of this reading. All efforts were taken to capture representative images of the current visitor experience.

The screen shots are highlighted and annotated to identify areas for improvement and to make recommendations. Diagrams are provided where necessary to illustrate the recommendations.

All comments and tactical recommendations are presented in the body of this report and are rated on a priority system. High Priority recommendations should be considered for immediate implementation to improve the customer experience, facilitate ecommerce interactions, and improve general usability. Moderate and Low Priority recommendations may be implemented in the re-designed sites or subsequent releases. A summary of the tactical recommendations will be provided in a separate report.

The primary focus of this report is to offer suggestions for increasing online sales and enhancing the shopping experience. The General Site Enhancements and Ecommerce Recommendations are presented in two groups:

- (1) Providing the greatest impact on ecommerce for the "Quick Fix" project, and
- (2) Guiding the information architecture and interaction design for the larger, longer term re-design and web property consolidation project.

SYMBOL KEY FOR TACTICAL RECOMMENDATIONS

-  High Priority recommendation that should be addressed soon.
-  Moderate priority recommendation that may wait until the next release.
-  Low Priority recommendation that should be addressed in the next release.
-  An interaction or design element that currently functions well.

GENERAL SITE ENHANCEMENTS

The following represent Fluid's recommendations for improving and enhancing the overall usability and user experience of the Sanrio web properties.

QUICK FIX

1. SEARCH

Search functionality should be globally available and offer flexibility to search on a variety of product information.

- Place a search box in the header area of every page on every web property.
- Increase the character limits on the keyword text field and allow more complex searches.
- If possible, include product name, product description, and product ID/SKU in the search scope.

2. NAVIGATION

Clarify the navigation structure and hierarchy. Provide a stronger "sense of place" for customers and visitors by creating a navigation system that is more consistent across the web properties, clearly messaging the current location, and setting expectations about when a link will take visitors to a different web property.

Short term changes that may be addressed include:

- Make navigation nomenclature more consistent and predictive across the web properties.
- Moving non-essential links to the footer area (e.g., Privacy Policy.)
- Implement a more effective visual design language to indicate current location.

3. WEB ANALYTICS

Activate web logs and available analytics for visitor tracking on all web properties to collect usage data during the design and development phases. These data will serve as baselines for comparison when the redesigned site and ecommerce user experience is deployed.

RE-DESIGN AND CONSOLIDATION

1. NAVIGATION

Overall information organization and site architecture issues will be addressed in the larger re-design and consolidation project.

2. VISUAL AND INTERACTION DESIGN CONSISTENCY

Create a more consistent user experience for visitors moving among the web properties by unifying the visual and interaction design styles. All pages on all web properties should share the same:

- Branding, logos, and color schemes
- Page alignment (e.g., left aligned v. center aligned pages.)
- Proportions and layout grid.

ECOMMERCE RECOMMENDATIONS

The following represent Fluid's top priority recommendations for improving the online shopping experience and boosting conversion rates.

QUICK FIX

1. GENERAL LAYOUT AND USE OF COLOR

Small changes to the current site structure and color palette can have a major impact on usability and help to increase conversion. Key suggestions as follows:

- Increase page width to 760 pixels. Yahoo.com utilizes the industry standard for 800x600 monitors (the lowest common denominator.) A wider page will reduce crowding by allowing the narrow side columns to become larger, better showcasing products and providing overall improved legibility.
- Increase whitespace or use other design elements to better delineate product information from reviews, recommended products, and side column content.
- Decrease the reliance on "Sanrio pink" for key buttons to better focus attention and guide the customer experience. Pink is an important branding element, but it is important to use color strategically to create clear visual delineations for key actions.

3. PRODUCT MERCHANDISING

Effective visual presentation of products, along with detailed product information, is one the most important areas for optimizing conversion. As bandwidth increases, consumers are demanding more and better product content. Initial recommendations include:

- Use larger images for the default product image on the product detail pages. Images for a selected product should be large enough (at least 200x200 pixels) and of sufficiently high quality to provide detail for making a purchase decision. Significantly larger images may be made available upon demand (as currently offered).
- Product thumbnails throughout site are scaled directly in the browser, creating a low quality image. All product images should be optimized using best practices in an image manipulation tool such as Adobe PhotoShop. Fluid can assist in creating batch routines to speed asset production if resource constraints are an issue.
- Every product should have a product description providing as much detail as possible.

3. LINK OPTIMIZATION

Locate and remove all expired links to the previous Yahoo! Stores service. Customers currently experience unnecessary delays and redirect messages when attempting to shop online.

4. WISHLIST, SHOPPING CART, AND CHECKOUT ADJUSTMENTS

Formatting and layout changes in the wishlist, shopping cart, and checkout process will make those pages easier to read, understand, and use. An efficient and understandable sales process is essential for successful ecommerce sites. See pages 20-25 for a detailed analysis.

RE-DESIGN AND CONSOLIDATION

1. CROSS-MERCHANDISING

Increase the number of product placements throughout the Sanrio web properties. There are numerous opportunities to channel customers into an ecommerce path without sacrificing the character content and interactivity. Also, take advantage of celebrity sightings and endorsements by including product information and providing opportunities to purchase those products.

2. ACCOUNT REGISTRATION

Do not require account registration for purchase. Allow customers to checkout without requiring registration. A "guest checkout" option often increases sales and reduces cart abandonment. Two of the most common complaints from customers about checkout processes are that registration is required and that too much personal information is collected.

SHOP.SANRIO.COM



5



SANRIO STORE HOME

1 Although the header graphics remain consistent between sanrio.com and shop.sanrio.com, the navigation options are completely different. Visitors are not able to move back and forth between the character information and product shopping. Closer integration of the character information, games, and downloads with the shopping environment may facilitate increased buying by supporting character research and interest.

Provide navigation opportunities for visitors to move between the sanrio.com and shop.sanrio.com sites with the eventual goal of creating a single URL (sanrio.com) where all information and functionality integrate seamlessly.

HIGH

2 The area for selecting shopping by category, character, or sale items is visually treated the same as all other contextual content items on the page and does not immediately appear to be a navigation option.

Create a different visual design for these options to make them appear more like navigation.

MOD

3 The shopping cart also shares the same visual design as the other contextual content items on the page and does not clearly identify itself as important functionality. Additionally, access to the shopping cart is available only from the main navigation area, while most customers will probably attempt to access the cart from the right column.

Create a different visual design for the shopping cart to draw visual attention and increase its importance on the page. Also, make the shopping cart accessible from the module in the right column.

HIGH

4 The "What's New" product area is the only product located in the left column.

Consider reserving the left column for navigation options and placing all contextual product information in the right column.

LOW

5 Studies indicate that customers most often look for search functionality in the header of a web page. The search function in the online store is labeled "Quick Find" and located in the left column, where customers may be more likely to expect to find navigation options.

Consider moving the search function to the header of the page for faster access and increase the character limit.

HIGH

6 The current page width is very narrow, approximately 700 pixels. The Sanrio web properties could be widened to increase the space available for content and imagery. Many sites optimized for 800x600 monitors are 760 pixels wide; the absolute safe width for accommodating 5.x browsers on Windows and Macs is 748 pixels.

HIGH



6



ADVANCED SEARCH

1 This option is not necessary. The default setting should be to search all available product information, then return results that are displayed in order of relevance. Most customers assume that product descriptions are being searched for the keywords they have entered.

HIGH

2 There is considerable overlap between the Category and Manufacturer options: they both contain the ability to refine a search based on character name.

"Manufacturer" is unnecessary, because a character is not a manufacturer, and the ability to search by character is already available in "Categories." Remove the manufacturer option to make the advanced search easier to use and understand, and make certain that all character options are available in a single location. (Currently, there are entries in the "manufacturer" list that are not in the "categories" list and vice versa. The discrepancies do not appear to have a discernible pattern that would be meaningful to someone outside of the Sanrio company.)

HIGH

3 Will customers know the date of introduction or availability of a product? If not, then these fields may be unnecessary.

The search interface could be improved by reducing the number of advanced fields and making search more streamlined.

HIGH

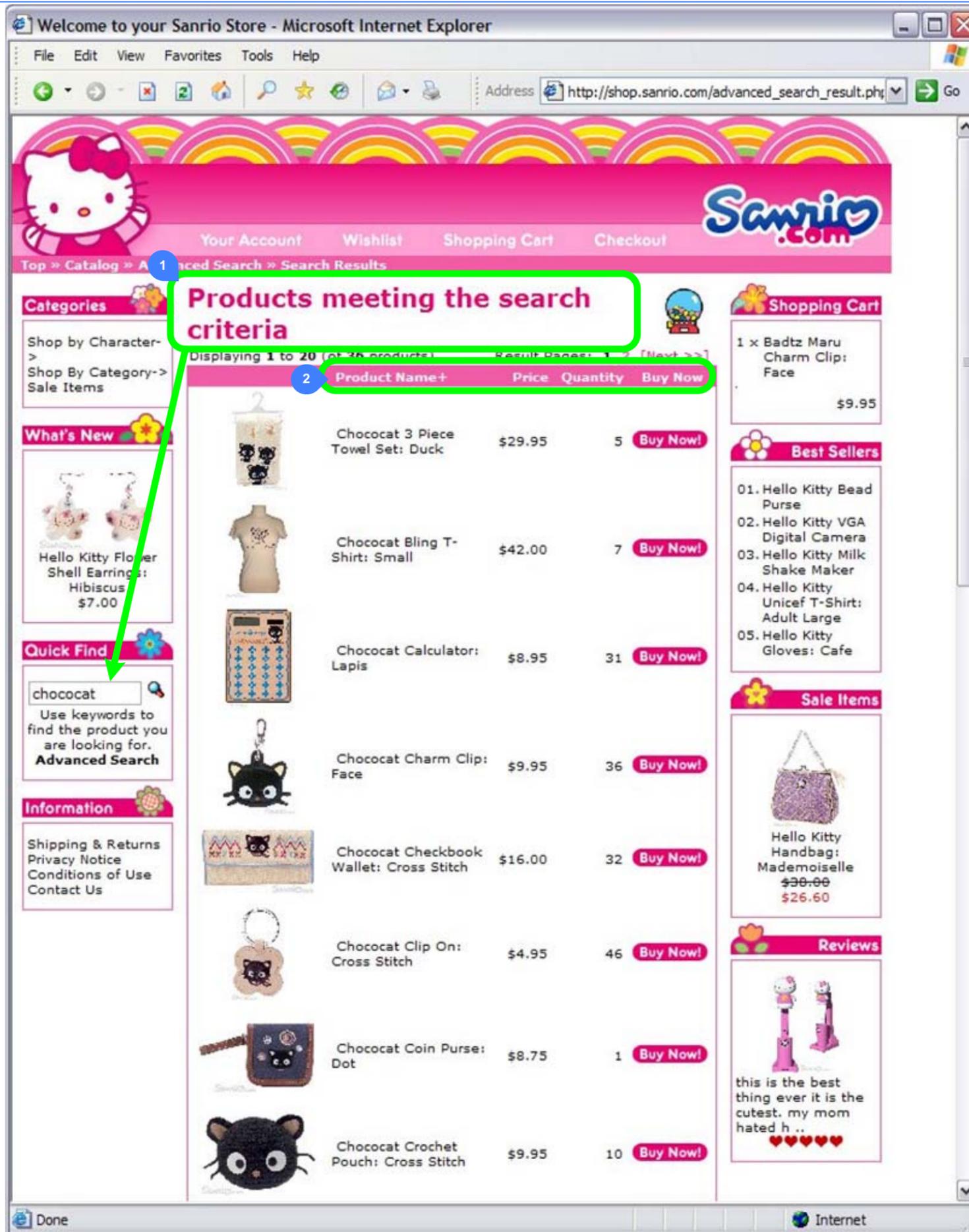
4 In general, advanced search is less successful than a normal single-field keyword search for most customers.

The ability to refine/narrow/winnow search results is more useful and more easily understood by most customers. Return search results that are displayed in relevancy order and offer the ability to sort, filter, and search within those results using additional search criteria.

HIGH



7



SEARCH RESULTS

1 The search criteria are not repeated in a clearly visible location on the search results page. The previously entered keyword does remain visible in the original text field in the left column, but it is best practice to repeat the search keywords and any advanced search criteria in a clearly visible location to accompany the search results.

HIGH

2 The columns are not sortable (e.g., there is no way to sort based on price), and they do not match the advanced search criteria available (e.g., customers can search on "Category" or "Manufacturer", but that information does not appear in the results.)

The real-time integration with inventory makes the search results more valuable, because the quantity available may influence a customer's purchasing decision.

If possible, allow customers to sort based on product name and price. Retain the real-time inventory data.

HIGH



8



NO SEARCH RESULTS

- 1 Repeat the search criteria that produced no results and offer suggestions based on a keyword thesaurus, common misspellings, and common search terms to help the customer conduct a more effective search.

Additionally, there is no need to force customers to go back to a previous page to conduct a new search. If no search results were returned, place a search keyword field on this page to encourage customers to try again immediately.

HIGH



9



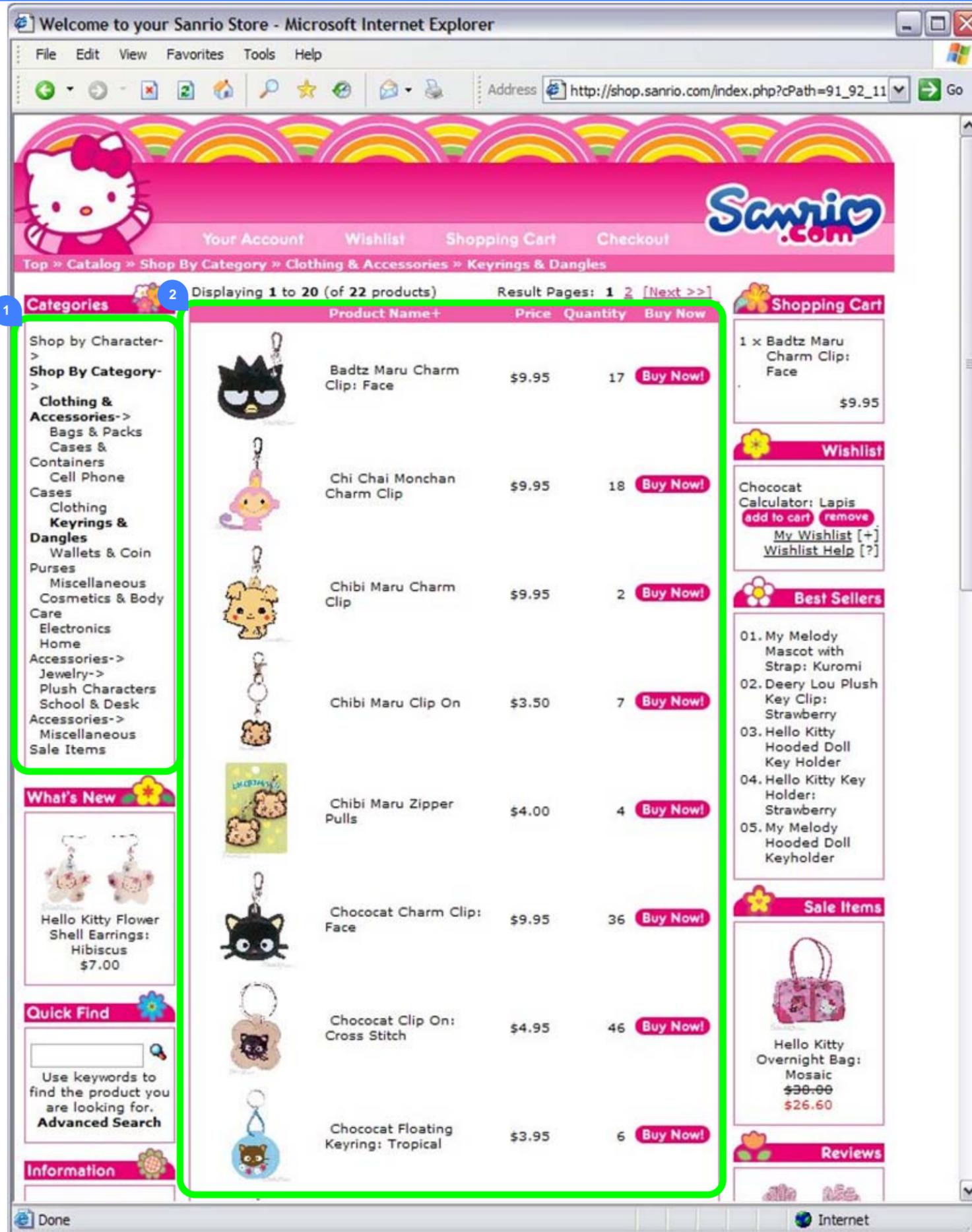
BROWSE BY CATEGORY

- 1 Text formatting in the navigation area makes it difficult to read and understand. Text wraps at inappropriate points and the use of short, single line spacing makes the hierarchical relationships difficult to discern.

Improve the text formatting in the navigation area to improve legibility and usability.

HIGH





PRODUCT LIST PAGE 1

- 1 The use of bold text to identify the current category filter for listing products may not be visually distinct enough to quickly communicate to customers what they are seeing.

Use a different text color or background color to more prominently indicate the current category selection.

HIGH

- 2 Shopping by category appears to conduct a pre-configured search (using the category field.) The search result format may surprise some customers who expect to see a more common product grid.

The product list also lacks a clear and informative header. Although the breadcrumb and navigation area provide information about current content and location, a page header would be more immediately visible and useful.

Add a page header to indicate the current category and consider using an alternate product list layout to differentiate shopping by character, category, or sale from searching.

HIGH



PRODUCT LIST PAGE 2

1 As the shopping cart and wishlist grow in length, the "best sellers" and "sale items" get pushed further down the page and out of view.

Consider eliminating the wishlist display on all pages, and make it visible only on demand from the navigation area. Many ecommerce sites that offer a wishlist give customers easy access to their list from the main navigation or header area but do not offer persistent views of the list content on all pages.

MOD

Consider using a more abbreviated form of the shopping cart showing only the number of items in the cart; eliminate the quantity and price to save space.

2 It is good to have pagination controls at both the top and bottom of long lists. If it is possible to have many pages of results listed, consider adding "first page" and "last page" links.

LOW

Additionally, consider adding options to control the number of items that displayed per page (e.g., "List All" or a selector control offering 10,15, 25, 50, or ALL results per page.)



SALE ITEMS

1 The table header formatting changes when sale products are listed. There may be column width differences that force the "product name" text to wrap.

LOW

2 Sale items are grouped into a single large list. If customers are interested in specific types of products, they must look through the entire set to find potential purchases.

Consider offering categories within sale items (e.g., Clothing, Accessories, Electronics, etc.) to facilitate finding products.

LOW

3 It is good to show both the original price and sale price to educate the customer about the potential savings.

GOOD

Consider adding a "% Savings" column to increase the appeal of the price reduction and create the perception of substantial savings.

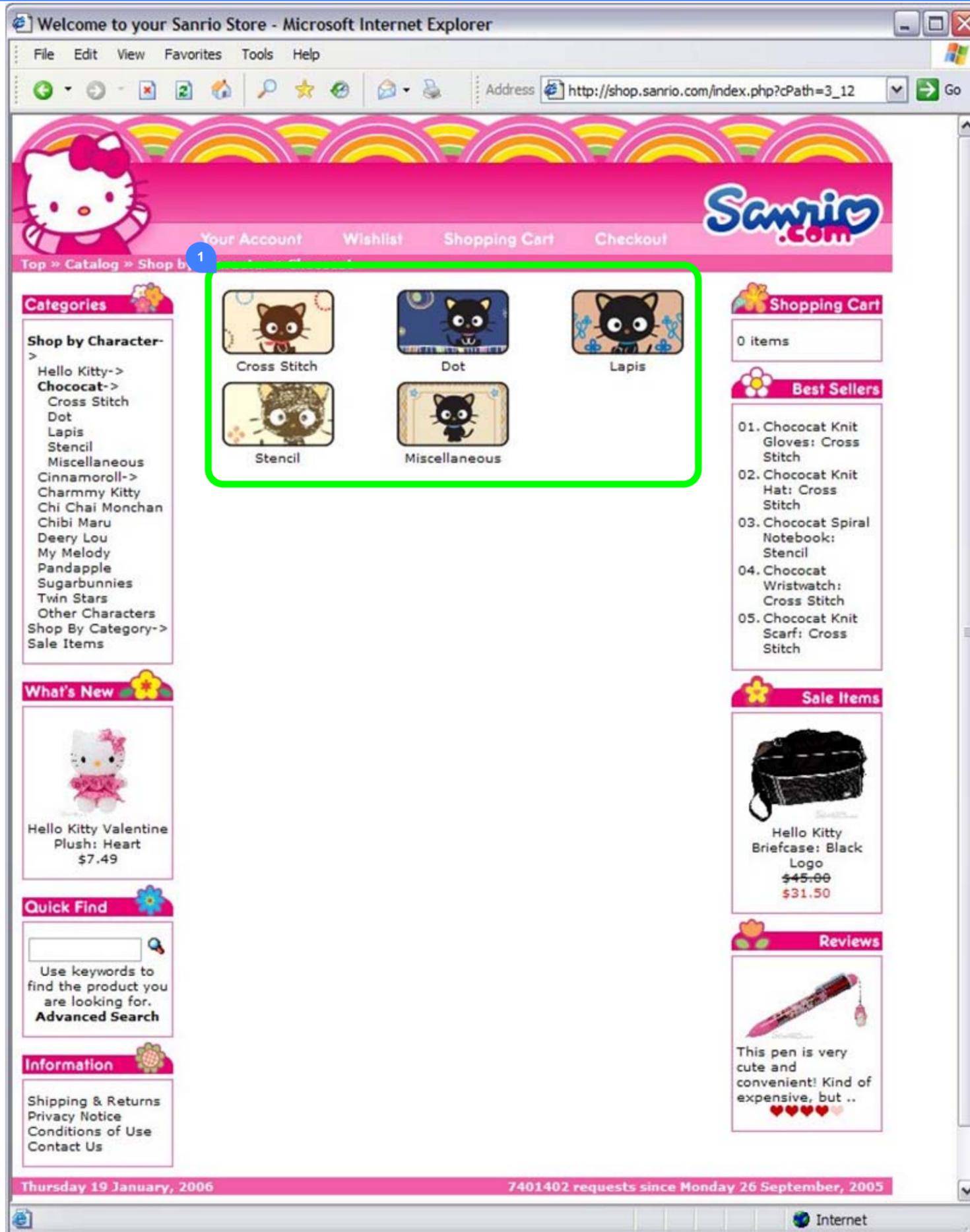
LOW



BROWSE BY CHARACTER

1 Consider using more distinct imagery for each character to better differentiate among the options. The close similarity of the graphics (e.g., they are all based on a large rainbow of the same colors) makes it more difficult to scan the options quickly to find the desired character. Using the character face only, as is done in the character sets at sanrio.com, may make it easier to find the desired products more quickly.

MOD



BROWSE BY CHOCOCAT

- 1 The imagery at this level repeats the selected character, but it does not inform the customer about the types of products in each category. It is difficult to determine from either the label or the image what products will be listed in each category (i.e., "what are dot products? Lapis products?")

Use imagery and labels that more directly correspond to the actual products that exist in each category. Customers become frustrated when they know a product exists but they cannot find it, because they do not know how to label or identify it. Similarly, customers may be less inclined to browse through categories that create no expectancies about what products they may find. When possible, show customers what they may buy rather than giving them labels that may not be adequately descriptive.

HIGH





PRODUCT DETAIL

1 Product image size on the product detail page should be larger than the thumbnail image used in product lists and search results. Product images should be at least 200x200 pixels to provide sufficient detail when browsing. Larger images may be made available upon demand.

Additionally, image quality should be high. Highly compressed images and photographs in GIF format exhibit graininess and loss of detail.

HIGH

2 The extensive use of pink on the site makes it difficult for customers to quickly identify key functionality from other page elements. The "Reviews" and "Add to Cart" buttons are so similar in color, shape, and size to the contextual content item headers (e.g., "Shopping Cart" and "Tell a Friend") that some customers may actually overlook the buttons when attempting to research or purchase a product.

Consider using the yellow or orange color from the current palette for important buttons. Yellow and orange draw attention more quickly, and the buttons will more obviously stand out on the page. There is little yellow or orange used in the main content area of the page now, so there will be little visual competition with the buttons.

HIGH

3 The content of the "Best Sellers" contextual content apparently change from page to page.

Is the list of best selling products somehow related to the content of the current page? If yes, that relationship is not always obvious. Consider more descriptive labeling of this contextual content, such as "Badtz Maru Best Sellers."

Is the list sufficiently extensive that it may be presented in multiple fragments? If yes, then the numbering system should reflect that and not always be #1 through #5, because it is not possible to have several #1 best sellers.

LOW





PRODUCT REVIEW

1 The product information is not presented on the product reviews page, and this may reduce context and usefulness for some customers. Consider including the product information on this page, also.

MOD

Product reviews require customer login. Consider allowing anonymous reviews for customers who may not want to register before sharing information.

MOD

2 More than one review would be displayed in a single column and the "back" and "write review" buttons would be pushed lower on the page as the number of reviews increases. Consider duplicating the "back" and "write review" buttons at the top and bottom of the reviews column if there are multiple reviews.

LOW

Welcome to your Sanrio Store - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://shop.sanrio.com/tell_a_friend.php?to_email_z Go

Sanrio.com

Your Account Wishlist Shopping Cart Checkout

Top » Catalog » Shop by Character » Other Characters » Batz Maru Charm Clip: Face » Tell A Friend

Tell A Friend About 'Batz Maru Charm Clip: Face'

Your Details * Required information

Your Name:

Your E-Mail Address:

Your Friends Details

Your Friends Name: *

Your Friends E-Mail Address: *

Your Message

Categories

Shop by Character

- Hello Kitty->
- Chococat->
- Cinnamoroll->
- Charmmy Kitty
- Chi Chai Monchan
- Chibi Maru
- Deery Lou
- My Melody
- Pandapple
- Sugarbunnies
- Twin Stars

Other Characters

Shop By Category->

Sale Items

What's New

Hello Kitty Pink Shell Bangle: Hibiscus \$3.95

Quick Find

Use keywords to find the product you are looking for.

Advanced Search

Information

- Shipping & Returns
- Privacy Notice
- Conditions of Use
- Contact Us

Shopping Cart

1 x Batz Maru Charm Clip: Face \$9.95

Wishlist

Chococat Calculator: Lapis

[My Wishlist \[+\]](#)

[Wishlist Help \[?\]](#)

Best Sellers

01. Frooliemew Playful Stickers
02. Usahana Memo Pad: Cell Phone
03. Frooliemew Mini Drawstring Bag
04. Usahana Mascot Eraser
05. Shinkansen Hologram Sponge Stickers

Reviews

Write a review on this product!

Thursday 19 January, 2006 7403586 requests since Monday 26 September, 2005

Copyright © 2005 Sanrio, Inc.

TELL A FRIEND

- The "back" button merely returns the customer to their previous page and cancels the share request. The "continue" button submits the form for validation and sends the email; there is no second step in the process.

Consider renaming the buttons to more accurately represent their actions. "Back" could be "Cancel" and "Continue" could be "Send" or "Share Now."

MOD

Also, consider using the yellow or orange color from the current palette for the buttons. Yellow and orange draw attention more quickly, and the buttons will more obviously stand out on the page.



OPEN NEW ACCOUNT

1 Form field alignment varies among the different information areas. Readability and scanability would be improved if the form fields has consistent alignment throughout the entire form.

MOD

2 Use more descriptive text and labels for the newsletter option (e.g., "Yes, I would like to receive the Sanrio email newsletter once a month.") Consider providing links to view sample newsletters for customers who may unsure, and include a link to the Sanrio privacy policy for customers concerned about unsolicited email communications.

HIGH

3 Consider using the yellow or orange color from the current palette for the buttons. Yellow and orange draw attention more quickly, and the buttons will more obviously stand out on the page.

Also, consider placing the "continue" button in a right aligned position to be more consistent with buttons with similar functionality elsewhere on the site.

MOD





SIGN IN / LOGIN

- 1 Requiring registration for purchase can reduce online sales. Customers who wish to make a purchase but who do not foresee being a repeat customer are more likely to abandon the transaction when registration is required. They often cite concerns about unsolicited email and the security of personal information, regardless of the site's security and privacy policies.

Offer customers a guest checkout process that allows purchases without registration.

HIGH



MY ACCOUNT INFORMATION

1 The URL shifts from shop.sanrio.com to secure.concentric.com. Although many customers do not notice URL changes, some customers may be concerned or suspicious about URLs that change or are unrecognizable. Customers with reduced trust are less likely to purchase and more likely to make a customer service contact.

Consider implementing URL masking to have consistent addresses throughout the site.

LOW

2 Consider making the account management functions more obvious by adding underlines to indicate links and possibly using representative icons (e.g., an address book icon for address book management.)

LOW

3 Online order status checking, package tracking, and order histories are useful and valuable to most customers. Retain this functionality.

GOOD



MY WISHLIST 1

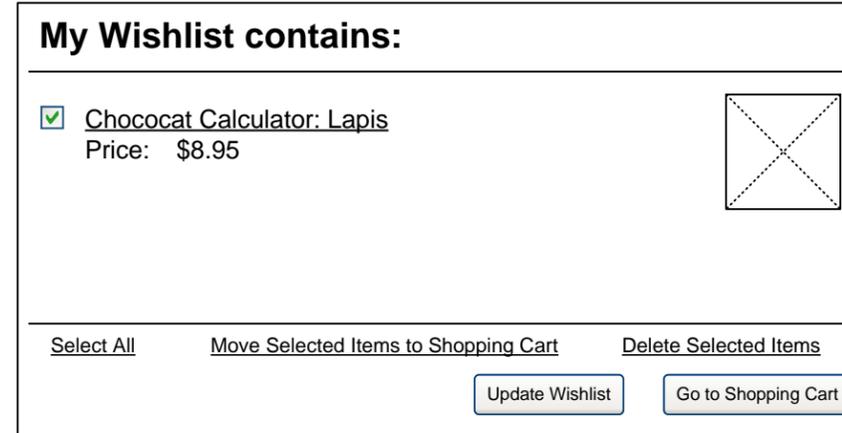
1 The organization and layout of the wishlist page does not support easy understanding or interaction.

The “floating checkbox” is meant to be available for customers to select which items may be moved to the shopping cart of purchase or deleted from the wishlist, but the connection between the checkbox and the “Select Products” functionality is not immediately obvious.

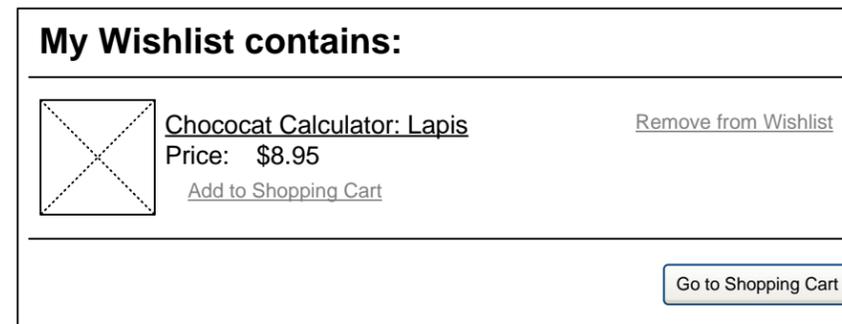
Consider re-structuring this page:

HIGH

Option 1



Option 2



2 Consider using the yellow or orange color from the current palette for the buttons. Yellow and orange draw attention more quickly, and the buttons will more obviously stand out on the page.

MOD

Consider placing the “continue” button in a right aligned position to be more consistent with buttons with similar functionality elsewhere on the site.

Also, consider increasing the amount of whitespace between the “continue” button and the “send your wishlist” section beneath it to improve readability and scanability.



MY WISHLIST 2

- 1 The Wishlist module becomes cluttered and difficult to read with both products and buttons to “add to cart” and “remove.” (When there are four or more products in the wishlist, the format changes and only states the number of items in the wishlist – the product names and functional buttons are removed, and all wishlist functions must occur on the wishlist page.)

Consider deleting the “remove” buttons and using simple text links for “add to cart.” The product name could link to the product detail page.

Alternately, the wishlist module could contain only a list of products, and all list management functions could occur on the wishlist page (as it does now when there are four or more items.)

MOD

Option 1

Wishlist	
Chococat Calculator: Lapis	Add to Cart
Hello Kitty Bead Purse	Add to Cart
Hello Kitty Café Gloves	Add to Cart
View My Wishlist	
Wishlist Help	

Option 2

Wishlist	
Chococat Calculator: Lapis	
Hello Kitty Bead Purse	
Hello Kitty Café Gloves	
View My Wishlist	
Wishlist Help	





SHOPPING CART

1 The "remove product" process requires two steps. Eliminating the checkbox and including a simple text link ("remove") for each item in the shopping cart creates a simpler, more streamlined process. The cart should automatically update whenever a change is made, eliminating the need for an "update" button.

HIGH



2 Consider using the yellow or orange color from the current palette for the buttons. Yellow and orange draw attention more quickly, and the buttons will more obviously stand out on the page.

MOD



CHECKOUT 1

1 The narrow column allocated for the shipping address forces the text to wrap in awkward ways. Slight re-structuring of this information can improve readability and functionality.

MOD

Shipping Address

Your order will be shipped to:

Note: We cannot ship to PO boxes.

First Name Last Name
 Street Address 1
 Street Address 2
 City, State Postal Code
 Country

Select a Different Address

2 Either do not display shipping methods that are not available or deactivate (grey out) them. It is not necessary to state that the displayed shipping methods are the only options available.

Radio buttons should precede the options to which they refer.

MOD

Shipping Method

FedEx Options:

Express Saver (5 business days) \$ 7.75
 Regular (3 business days) \$ 12.75

3 Consider using the yellow or orange color from the current palette for the buttons. Yellow and orange draw attention more quickly, and the buttons will more obviously stand out on the page.

MOD

4 Place the process status indicator at the top of the page where it will be more easily seen.

MOD

Customers should be able to return to an earlier step in the process to change information and then move forward without losing data previously entered.





CHECKOUT 2

1 The narrow column allocated for the billing address forces the text to wrap in awkward ways. Slight re-structuring of this information can improve readability and functionality. MOD

Billing Address

Your order will be billed to:

	First Name Last Name
	Street Address 1
	Street Address 2
	City, State Postal Code
	Country

2 It is not necessary to state that there may be other forms of payment not currently available. Display only the available options. MOD

3 Slight changes to the text and alignment of the gift card and coupon section can improve readability and usability. LOW

Gift Vouchers and Discount Coupons

Enter gift card number or coupon code:

<input type="text"/>	<input type="button" value="Adjust Merchandise Total"/>
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4 What type of comments are customers being invited to submit? How will this information be used?

Customers may believe that they can request special orders or special handling if the instructions about the types of comments that may be submitted are not clear. LOW

Clarify the purpose of and instructions for the "Comments" field. LOW

5 Consider using the yellow or orange color from the current palette for the buttons. Yellow and orange draw attention more quickly, and the buttons will more obviously stand out on the page. MOD



CHECKOUT 3

- 1 The narrow column allocated for the billing address forces the text to wrap in awkward ways.

Also, the shipping method information is unclear and appears incomplete. There are no options from which to select; this should be a summary of the choices already made. There is no product shipping weight information provided, so the "lbs" text appears broken or incomplete.

Small information design and formatting inconsistencies that may seem easy to ignore often reduce the trustworthiness and credibility of a site and communicate to customers that details are "not worth attention."

Widen the column and force the text to wrap at appropriate points to improve readability. Remove references to options and information that are not available on this page.

MOD

- 2 The narrow column allocated for the billing address forces the text to wrap in awkward ways. Slight re-structuring of this information can improve readability and functionality.

The Payment Method section may be removed from this section, because it is not informative (i.e., it only states that a credit card is being used), and the actual payment information appears immediately below. Move the "Edit Payment Method" option into the Payment Information section.

MOD

- 3 The wider column format makes this section much easier to read. The instructions for where to locate the CVV may be removed from this summary, because customers cannot change the payment information from this page. See the note above about moving the "Edit Payment Method" functionality into this section.

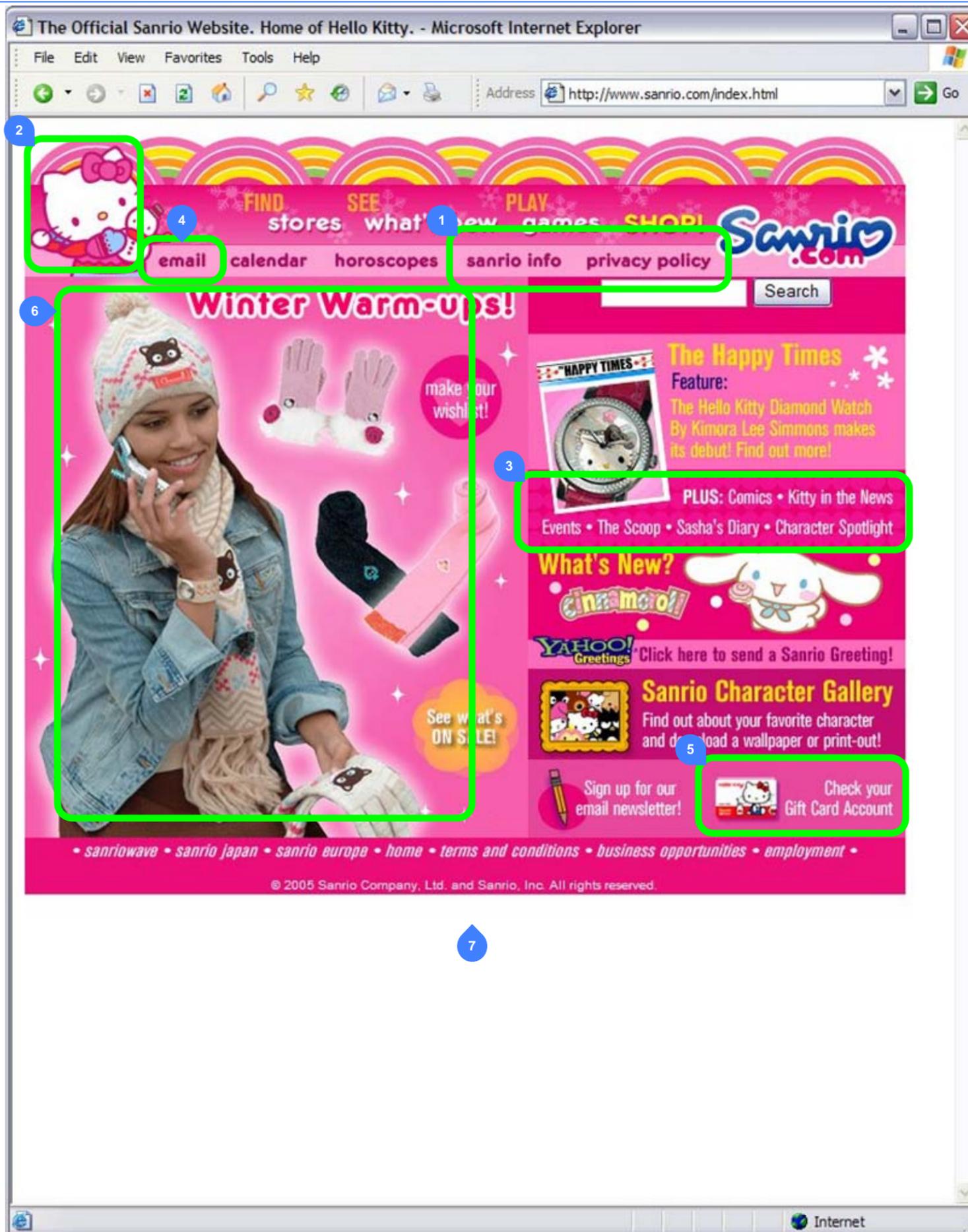
MOD

- 4 Consider using the yellow or orange color from the current palette for the buttons. Yellow and orange draw attention more quickly, and the buttons will more obviously stand out on the page.

MOD

SANRIO.COM





HOMEPAGE

- 1 Move Sanrio Info and Privacy Policy to footer and focus the primary navigation on products, shopping, and community. MOD
- 2 Consider making the Hello Kitty image a link to the homepage on all interior pages. This would be in addition to the current Sanrio.com image link. Many site visitors may be accustomed to selecting logos at the top right of the screen to return to the homepage. Keep the text link to the homepage in the footer. LOW
- 3 There are links in this list that do not exist in the navigation options once the visitor arrives in the Happy Times section (e.g., Sasha's Diary, Character Spotlight.) LOW
- 4 Both the email and gift card links unexpectedly take the visitor to pages at different URLs, and both pages have different visual designs and proportions. This creates a disruptive and discontinuous experience. LOW
- 5 The gift card URL is numeric (<http://216.207.44.4>) and not secure (encrypted.) This may cause some visitors to be suspicious or concerned about the security of their gift card information. HIGH

Further investigation uncovered the possibility of hacking at the site of the gift card service provider. References to a hacker (ISKORPITX) appear on a page at <http://216.207.44.4/>. HIGH

Sanrio was notified (via email to Shannon Rosenberg) of this possible security breach by Fluid at 3.40p on Thursday, 19 January 2006.
- 6 The links in this image map would be more easily discovered, particularly the links to products on the model, if there were mouseover states or more explicit calls to action inviting the visitors to interact with the image and explore the products. MOD

The number of links to products is far outnumbered by the number of community and interactive experience links. Visitors have many opportunities to learn about the characters, and although they are eventually given the opportunity to shop for products related to those characters, these opportunities do not typically link to specific products, but they take visitors to a search results page at the Sanrio Store featuring many products with that character (or some predefined characteristic, such as "on sale.") Presenting customers with a large number of choices in a search results format at the start of shopping often inhibits browsing and purchasing (due to "choice paralysis.") Links to specific products interspersed throughout the community and interactive content may be more effective.
- 7 The current page width is very narrow, approximately 700 pixels. The Sanrio web properties could be widened to increase the space available for content and imagery. Many sites optimized for 800x600 monitors are 760 pixels wide; the absolute safe width for accommodating 5.x browsers on Windows and Macs is 748 pixels. HIGH



EMAIL

THIS WEB PROPERTY IS NOT WITHIN THE SCOPE OF THIS REVIEW AND RE-DESIGN PROJECT

1 The "email" link from sanrio.com brings the user a much larger community experience than the link label implies. Visitors may think that the "email" link is a method for contacting Sanrio via email (similar to a "Send Us a Comment" link.)

Using the label "email" for the link on sanrio.com does not adequately inform the visitor of the extent of community experiences available to them. Consider changing the "email" link label at sanrio.com to set more accurate expectations in the visitor, such as "Community." It is likely that most visitors with a Sanrio community account will bookmark this page and arrive here directly rather than from the sanrio.com homepage.

LOW

There are multiple web properties that comprise the Sanrio user experience, including sanrio.com, shop.sanrio.com, hellokitty.com, mymelody.com, kuririnmail.com, sanrio.know-where.com, and Sanriotown.com. Visitors are often moved among these properties with no advance notice, and the different visual designs, page layouts, and URLs may create a disruptive experience.

Visitors who arrive at this page are given no opportunity to return to sanrio.com; the link direction is one-way. Further web log analyses and usage data collection will inform the recommendations around the best way to direct sanrio.com visitors to this web property.



CALENDAR

- 1 Although this appears to be a direct product link, it actually takes the visitor to the Happy Times newsletter.

There are no direct product placements in this section. There are opportunities to steer visitors toward products, such as featuring a set of characters for each month and encouraging visitors to purchase that month's features.

LOW

- 2 It is a best practice to indicate links that will open or download documents rather than connect to a new browser page. There is no indication that this link will cause the visitor's computer to download and open a PDF document. If the visitor does not have the Adobe Reader program, they will receive a browser dialog asking them how to act on an unknown filetype.

Simple labeling changes can improve the user experience, such as "January 2006 (PDF, 17 KB)"

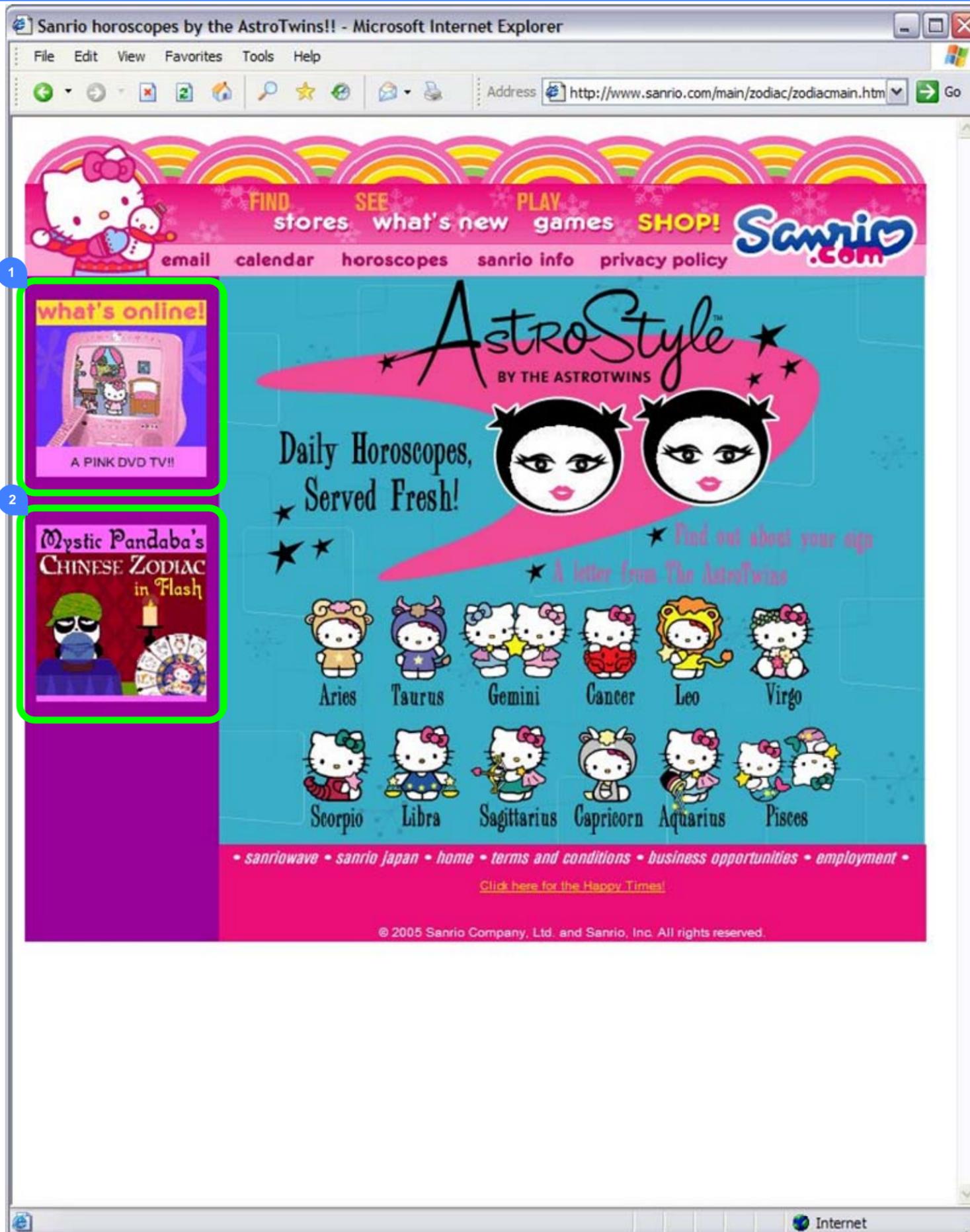
LOW

- 3 Search is not globally available. If visitors find a new or unfamiliar character they must remember the name and either return to the homepage or go to the online store to conduct a keyword search.

It is not always easy to remember the Sanrio character names due to fanciful spelling. The cognitive load of remembering names makes it difficult to conduct effective keyword searches when the character name is not visible on-screen.

Make it easier for visitors to find information and products by offering the search functionality on every page.

HIGH



HOROSCOPES

- 1 There are many instances of links to the old Yahoo! Stores URL that open a new browser window and display a redirect message with a 5 second delay before the browser refreshes and loads the new shop.sanrio.com site.

Eliminate all links to the old Yahoo! Stores URL and link directly to the new shop.sanrio.com site.

HIGH

- 2 Mystic Pandaba's Chinese Zodiac is located in the Games section of the site and is one of many games available. There are no indications to visitors that this is a game and that additional games are available. If a visitor is not interested in this game (or even understand that this is a game), they may not realize that there are other game and interaction options available to them.

Better messaging around the type and extent of games available may increase visitor interaction on the site and lead to additional interest and opportunities in purchasing products.

MOD



SANRIO INFO

1 “What’s New” banners and links feature a specific character by both image and name, but the link takes the visitor to a character index page rather than the page of the depicted character. Visitors may expect (in this case) to be taken to a page about Cinnamoroll. Instead, they arrive at the index page for all characters and must then remember which character had been featured and that interested them.

Reduce the cognitive load on visitors by linking directly to specific character pages when a particular character is featured in a link, otherwise links should indicate that visitors will be shown all of the current Sanrio characters.

MOD

2 This page is basically a large FAQ with a broad range of content areas that are not always closely related. The links at the top of the page connect to anchor tags farther down on the page – they do not open the individual question-and-answer pages for the selected topic area.

3

It may be more useful to visitors if the content is arranged in higher-level categories with each category having its own question-and-answer page. For example:

- Shopping for Sanrio Products (Product, Retail Stores, Catalog)
- Sanrio Characters (Characters)
- Our Company (Business Opportunities, Press Releases, Employment, History)
- (the Website section may be eliminated, its questions added to other existing groups.)

LOW



Privacy Practices - Microsoft Internet Explorer

Address <http://www.sanrio.com/main/privacy/privacy.html> Go

FIND stores SEE what's new PLAY games SHOP! Sanrio.com

email calendar horoscopes sanrio info **privacy policy**

privacy policy

what you need to know about sanrio.com!

[Click here to read Sanrio.com's Privacy Practices Concerning Children Under Age 13.](#)

About Sanrio

Sanrio's mission is to encourage the sharing of respect, love and friendship - something we refer to as "social communication." First and foremost, Sanrio is a designer and distributor of character merchandise. Our retail philosophy is perhaps best described by our company credo - "small gift, big smile" and we think of every purchaser of a Sanrio product as either the giver or receiver of a gift. Interactivity is an important part of this social communication philosophy, from the traditional stationery products sold by Sanrio retailers to electronic greetings sent on-line from sanrio.com.

About sanrio.com

Sanrio.com is the on-line destination where Sanrio collectors, fans and shoppers can learn about Sanrio characters, check out the latest Sanrio products and events, enjoy games, locate stores, share artwork and send greetings. We respect the privacy of all guests at our site and understand our particular responsibilities for maintaining the privacy of our younger visitors. Thus, we strive to maintain a web site that requires collecting only a minimum amount of information from our guests.

Children's participation

Sanrio requests that children consult with their parents before sending materials to sanrio.com. We encourage parents to monitor their children's online use, and to help us protect their privacy by instructing them never to provide their full name, address and other personal information without their parents' permission. [Click here to read Sanrio.com's Privacy Practices Concerning Children Under Age 13.](#)

What information do we collect?

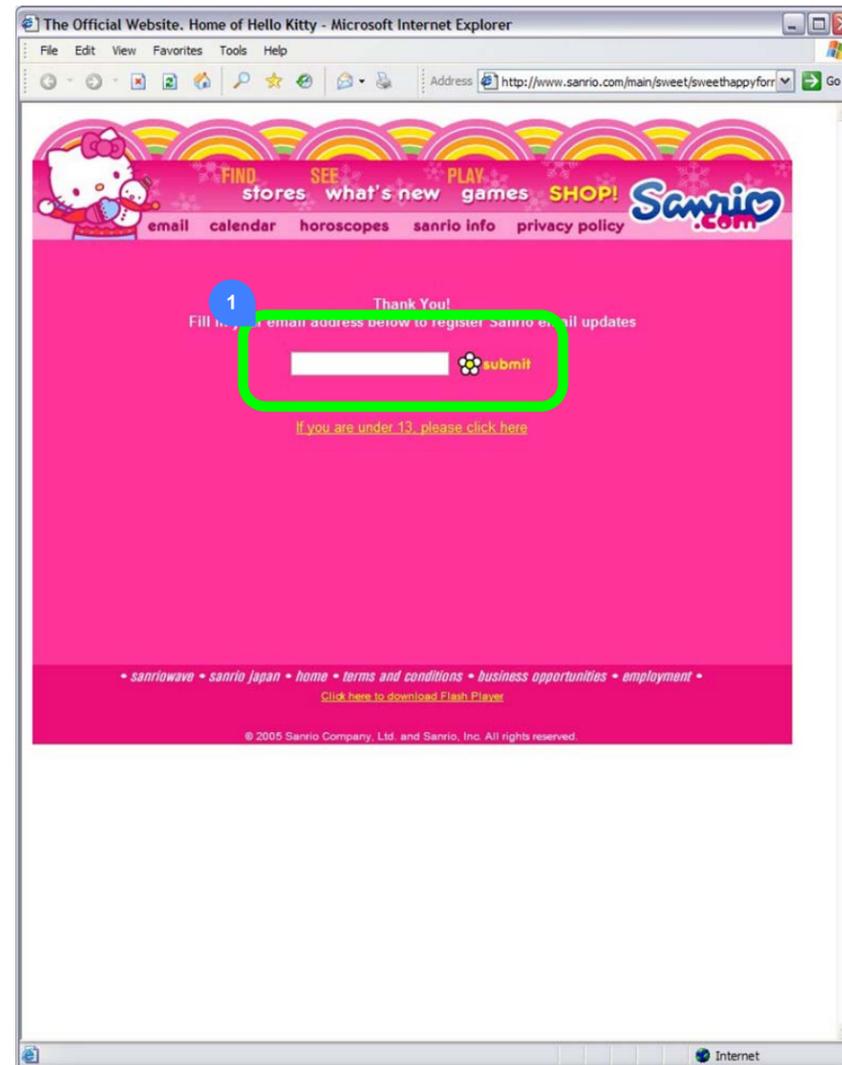
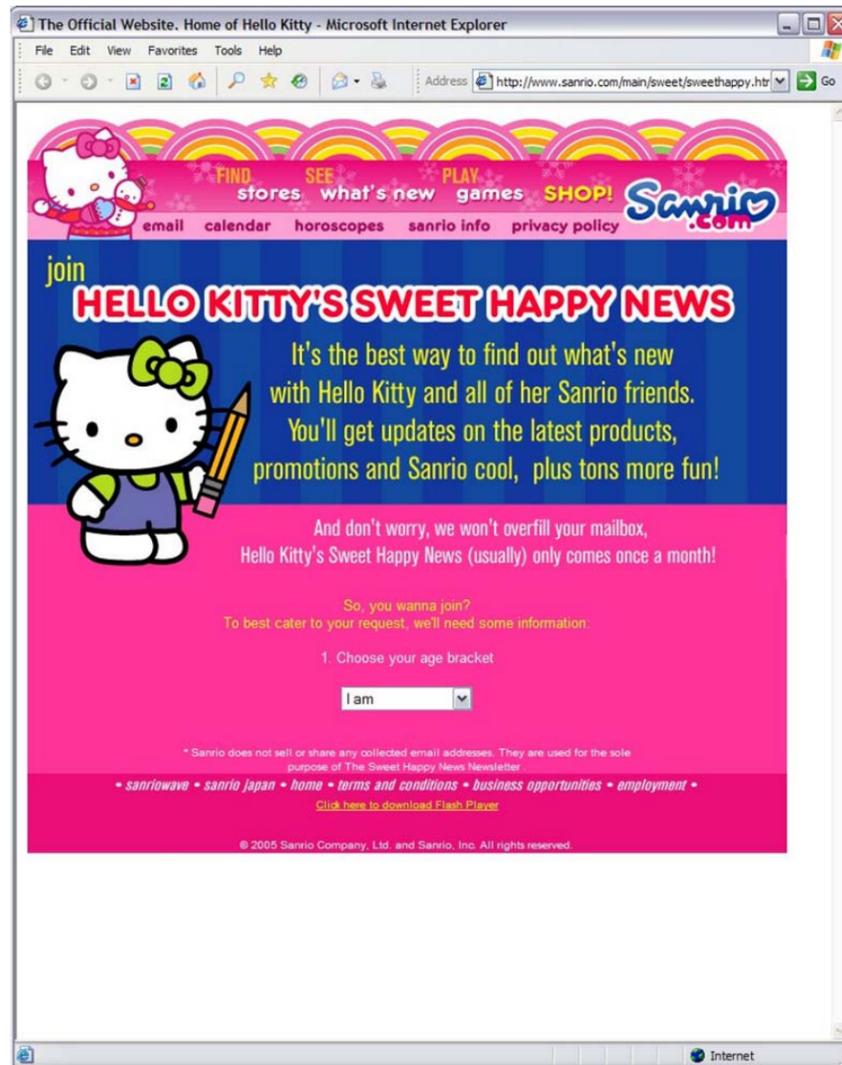
In all cases except where clearly stated, information we collect is limited to non-personally identifiable information. If we do ask for personally identifiable information, we will always let our guests know the reason we are collecting this information and what we plan to do with it. For example, we may at a future date conduct an on-line sweepstakes in which adults and children participate. Prior to that sweepstakes being announced, we will update this privacy policy to explain what information will be collected and how we will communicate with the child's parent or guardian with regard to it. Sanrio.com may collect email addresses and other personally identifiable data about visitors when such data is voluntarily submitted to sanrio.com - for example, when visitors send us email. Sanrio does not sell or otherwise disclose such information outside the company. We use such information to better understand visitors' use of sanrio.com and to support the transactions made on sanrio.com. We may provide this data, in aggregate form only, to other parties for marketing, advertising or other uses. We generally use email addresses and other personally-identifiable information to contact visitors who

PRIVACY POLICY

- 1 Privacy Policy information may be removed from the main navigation area and moved to the footer.

MOD

Focus the main navigation area at the top of the page on products, shopping, and community.



NEWSLETTER SUBSCRIPTION

- 1 The email address form field could appear on the first page of the newsletter sign-up process for a more familiar user experience. The second page in the process should be a confirmation message if registration was successful, an error message if the email address is malformed, or a printable form with instructions if the visitor's age is too young and requires parental consent. If the visitor is too young, the electronically submitted information may be discarded for compliance and security purposes.

LOW



STORE LOCATOR

- 1 The USA store locator link opens a new browser window to a different URL (sanrio.know-where.com) and a page with a completely different visual design. This is a disruptive user experience, and the lack of Sanrio branded design in a new browser window detracts from the user experience.

Disruptive experiences (such as multiple browser windows, disparate designs, and inconsistent interactions) dilute the brand, reduce the credibility the company, and decrease the visitor's trust and belief that the company can successfully fulfill their needs and respect their privacy.

Note: The international store locator link takes the visitor to a new page within the current domain, and although the visual design differs from the main site, it is a smoother and more continuous experience.

Explore the possibility of applying brand-consistent visual design to the USA store locator functionality, and consider hosting the functionality within a frame or iframe on the current page rather than opening a new browser window.

MOD

Sanrio

Sanrio Locations

Click on the map to find the Sanrio locations nearest that point.
You may also [select a state or enter a specific location](#) below.

© 2006 Know-Where Systems

select a state ▼

Select a state or enter a location in the United States in any *one* of these formats:

Sample Input	Description
95128	ZIP Code
Chicago	City Name
408	U.S. Area Code
408-293	U.S. Area & Exchange
San Jose, CA	City, State
TX or Texas	State

[Locator service by Know-Where Systems](#)

No reproduction or republication without written permission.
Copyright 2004 SANRIO CO., LTD.

USA STORES

1 See the previous page.

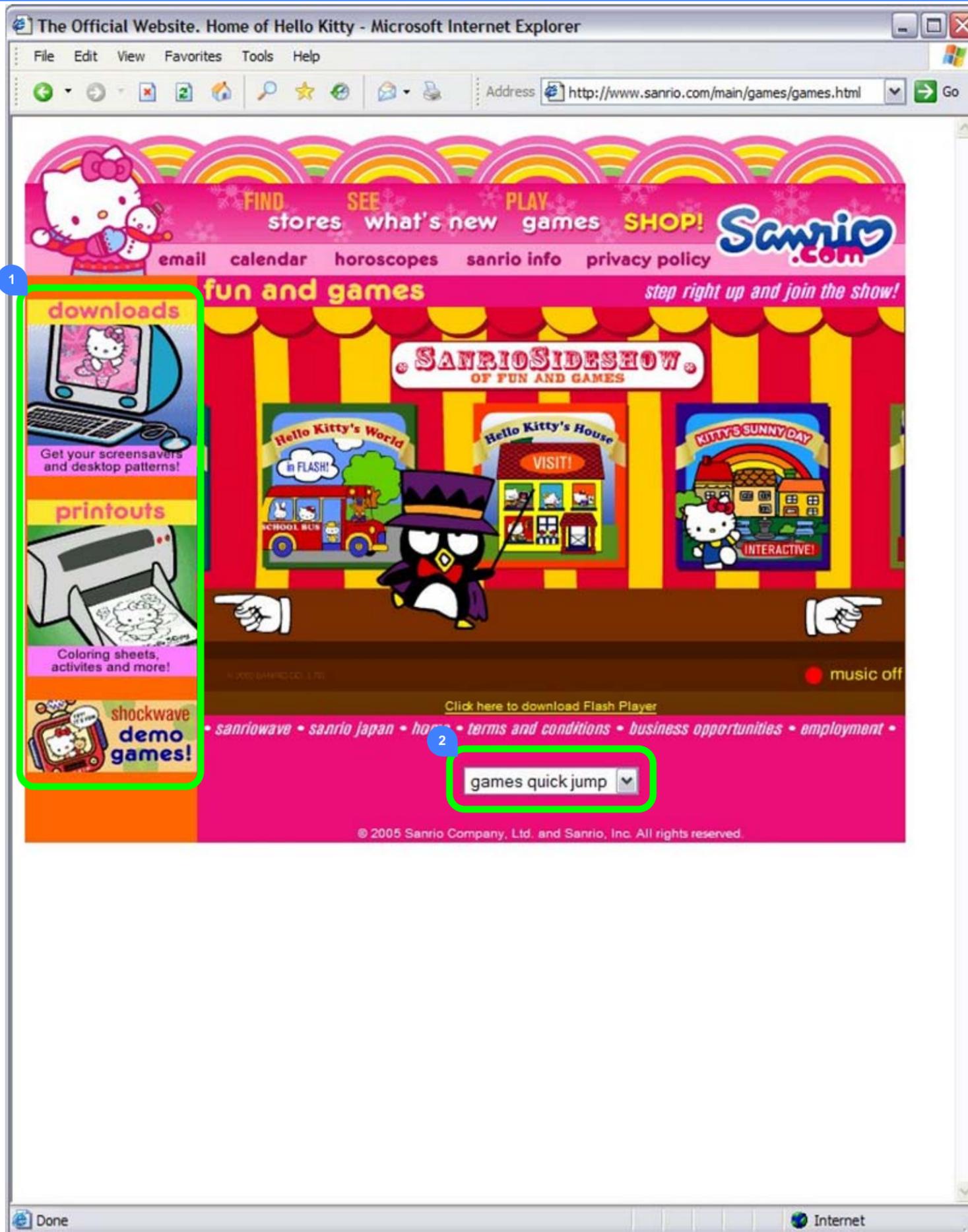
The USA store locator link opens a new browser window to a different URL (sanrio.know-where.com) and a page with a completely different visual design. This is a disruptive user experience, and the lack of Sanrio branded design in a new browser window detracts from the user experience.

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Note: The international store locator link takes the visitor to a new page within the current domain, and although the visual design differs from the main site, it is a smoother and more continuous experience.

Explore the possibility of applying brand-consistent visual design to the USA store locator functionality, and consider hosting the functionality within a frame or iframe on the current page rather than opening a new browser window.

MOD



GAMES

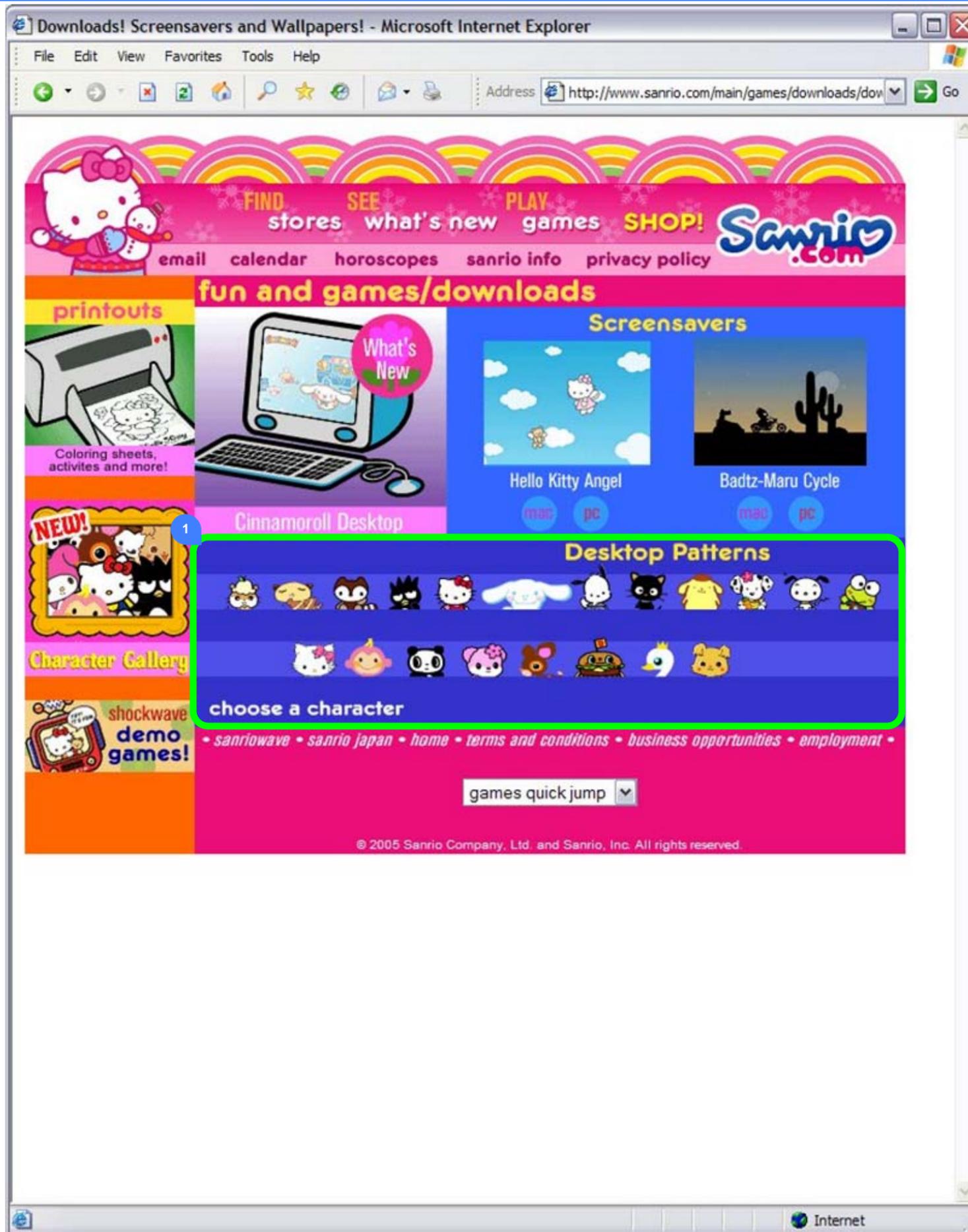
- 1 There are few or no links to products within the games section, even though each game is identified with one or more characters.

The links at the left of the screen offer the visitor access to other content and interactivity, but they could also offer links to products featuring the character(s) in the active game, puzzle, printout, or download.

MOD

- 2 Additional labeling around the "Quick Jump" functionality would attract more attention and better communicate the purpose of the interface device. For example, adding a text label and small graphic such as "Try playing our other fun games!" is more immediately meaningful than "games quick jump". The current format lacks a clear call to action and simple, direct language.

LOW



DOWNLOADS

- 1 The individual download pages for each character lack direct links to products featuring those characters.

Consider creating an additional section on each character page to highlight products featuring that character and/or products upon which available downloads may have been based.

MOD





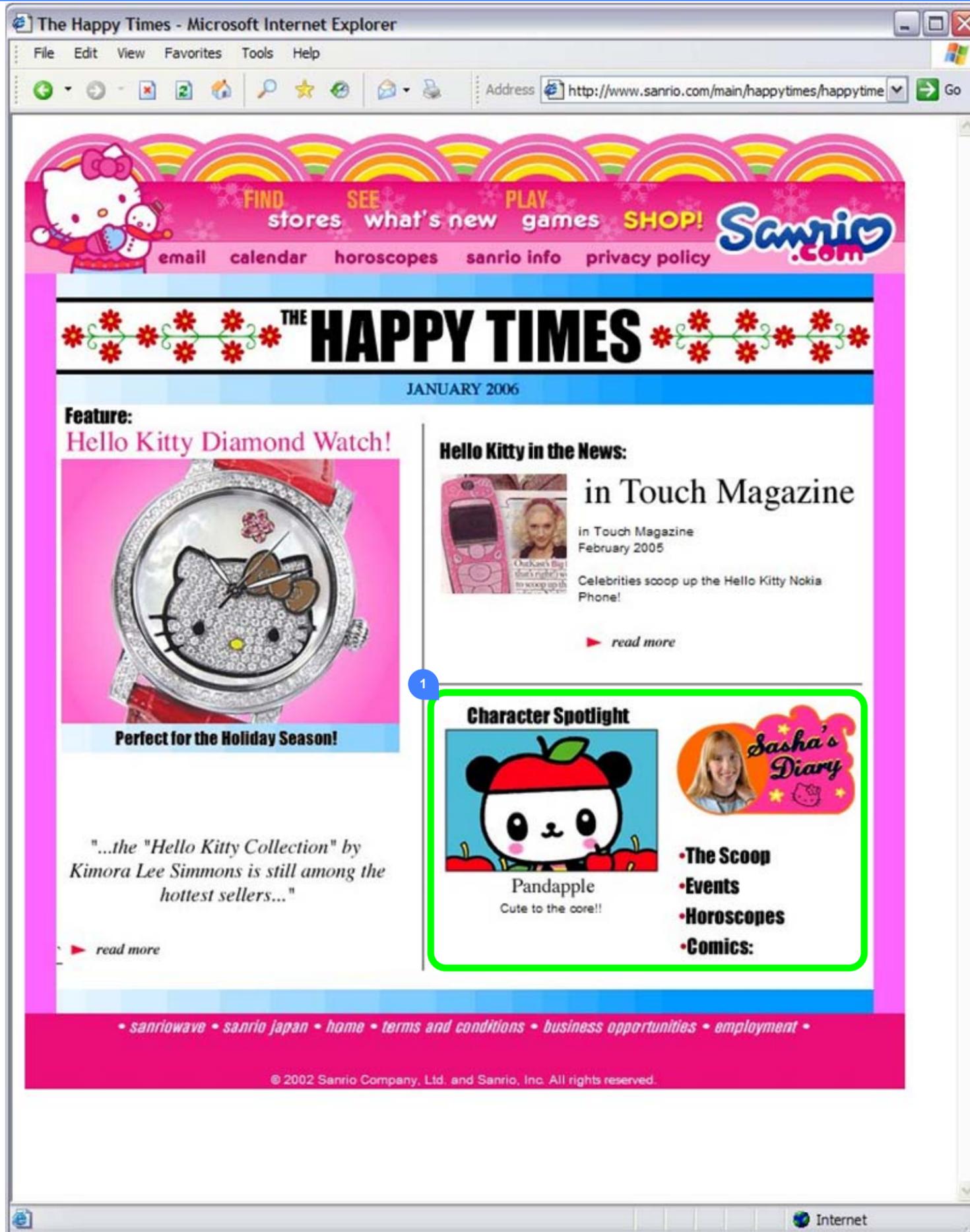
PRINTOUTS

- 1 The individual printouts pages for each character lack direct links to products featuring those characters.

Consider creating an additional section on each character page to highlight products featuring that character and/or products upon which available printouts may have been based.

MOD





HAPPY TIMES

- 1 The "table of contents" is inconsistent throughout the Happy Times newsletter. The location on screen moves, the entries listed vary, and there are content items in the newsletter that lack table of content entries on some pages.

The "table of contents" should:

- be treated as a contextual navigation item
- have the same (or very similar location) on every page
- have a complete set of entries on every page
- provide information to the visitor about their current location within the newsletter (for example, the "Feature" link is disabled and in a different color on the Feature page.)

MOD

- 2 There are very few product placements in the newsletter, and in most cases they are references without links to the actual product at shop.sanrio.com.

When a product is featured in the newsletter and if it is available for sale online, there should be a link to that product at shop.sanrio.com. If the product is available only in stores, then purchasing information should be provided (with links where possible.)

HIGH



HAPPY TIMES FEATURE

- 1 Product images invite interaction. Whenever possible, product images should link to either more information (if the product is being referenced rather than featured) or link to a purchase opportunity, such as the product detail page at shop.sanrio.com.

In this example, the diamond jewelry is carried by a different vendor, so the image could link to either the list of stores carrying it or to the Nieman-Marcus web site directly. Ideally, a link to the Nieman-Marcus web site would either connect to the actual product detail page or submit a search query so that all similar Sanrio products carried by Nieman-Marcus are listed.

MOD

- 2 The "table of contents" is inconsistent throughout the Happy Times newsletter. The location on screen moves, the entries listed vary, and there are content items in the newsletter that lack table of content entries on some pages.

The "table of contents" should:

- be treated as a contextual navigation item
- have the same (or very similar location) on every page
- have a complete set of entries on every page
- provide information to the visitor about their current location within the newsletter.

MOD

The "Feature Archive" link here is not the visitor's current location, as the color difference may imply, rather it is a link to another section of the newsletter. Visitors may see this link and not realize that it is an available link, because the use of different colors in links conventionally represents active or visited links.

Use color differences in text links only to indicate available, hover, active, and visited status.

MOD



HAPPY TIMES COMICS

- 1 Although the comics all appear to be character driven, there are no links to products featuring the characters in the comics. Visitors who see a new or unfamiliar character in a comic strip must remember the character name and return to the homepage or go to the online store to conduct a keyword search.

Offer visitors links to products featuring the characters that appear in the comics.

MOD



HAPPY TIMES HELLO KITTY IN THE NEWS

- 1 The newsletter table of contents appears at the bottom of the left column and requires the visitor to scroll the page extensively before gaining access to it.

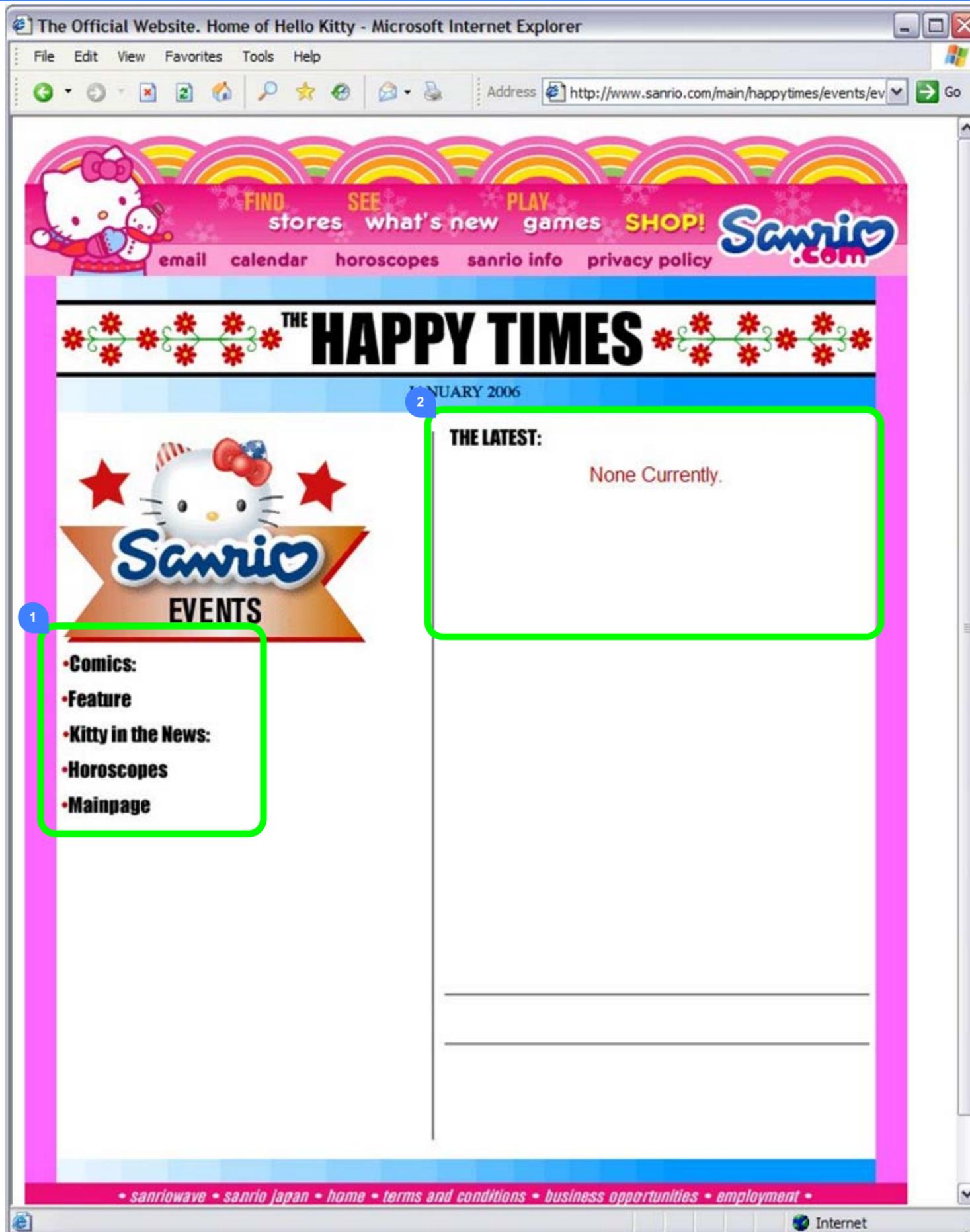
Move the newsletter table of contents to a more prominent and consistent location through the newsletter to facilitate access to the content.

LOW

- 2 None of the celebrity sightings entries include a link to the products seen. If a visitor wishes to purchase a product seen with a favorite celebrity, they must look for that product themselves.

Take advantage of the celebrity influence and provide links to available products to make purchasing easier.

HIGH



HAPPY TIMES EVENTS

1 Each entry in the table of contents is actually a graphic image and not HTML text. This may introduce accessibility problems for some visitors (e.g., blind visitors using screen reader software will not hear the label, they will hear the name of the image file; in this case, the file names are somewhat meaningful, but they lack TITLE and ALT tags, which would improve accessibility.)

Additionally, search engines cannot process text contained in graphics; search engines process only plain text and filenames. Sites using graphics for text are often incompletely or inaccurately indexed.

All content images (e.g., products, characters, celebrities, etc., and not spacer graphics or borders) should have TITLE and ALT tag information to facilitate accessibility and search engine indexing. Graphics should not be used in place of HTML text whenever possible, especially for navigation elements.

HIGH

2 An empty events page creates the appearance of inactivity, and if the calendar is typically empty, regular visitors will wonder (1) if anything ever happens, and (2) if the site is updated often. An event calendar implies that events occur regularly and that content is updated often. Stale, old, or missing content can create the impression of a neglected web site.

If events happen rarely, consider removing the Events page and treating the infrequent events as Features in the newsletter.

MOD



HAPPY TIMES SCOOP

1 This is a very long page with no indicators that additional content resides below the top story / press release. The press release index lists only the topmost entry, but in this instance there is a second press release and multiple downloads available from a Sanrio – Yahoo! partnership (for IM and email themes.)

When there are multiple content items on a long page, visitors should be informed of the additional content to encourage exploration. Alternately, the additional content items could be separate entries and would appear in the index list.

When specific products are referenced, links and information about purchase should be included.

MOD



Sasha's Diary - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.sanrio.com/main/happytimes/sasha/sas Go

FIND SEE PLAY
stores what's new games SHOP! Sanrio.com

email calendar horoscopes sanrio info privacy policy

THE HAPPY TIMES

DECEMBER 2005

1



Rainy Days

December 26, 2005

Rainy days are here again (sing to the tune of the older song, 'Happy Days are here again')...

Well we are finally having our traditional NorCal winter deluge which is a nice change. I wish the weather could get itself together and actually cooperate to make snow here. This is what happens: first it's totally freezing, freezing, freezing, but we have nothing but clear skies, then these scary looking storm clouds come in and it POURS for days, but it's nice and warm and everyone goes puddle stomping in shorts. But what if the two weather phenomena could team up to actually make some snow and I could snowboard down our local hill? How cool would that be instead of having to drive 200 miles to the closest place? Maybe I should move to Vermont or something :)

I discovered a small indoor skate/bmx park about 20 miles south from here in Petaluma called Ramp Rats. The guy who runs it is cool and it's giving me somewhere to skate while it's raining. It's mainly a bmx place, but there's some stuff I can skate without getting run over, so I'm happy. I've got to get some practice in as I'm heading to Las Vegas on Friday for a Saturday demo as part of the Last Days Tour. I guess there's gonna be bands as well as skaters, bikers, and more. I'll let you know how it goes.

Wrapping Paper Wars!

Badtz Bass!

Internet

HAPPY TIMES SASHA'S DIARY

- 1 Consider adding a brief biographical statement about Sasha to tell new visitors who she is and why she writes a diary for Sanrio.

LOW

It is assumed that Sasha's Diary is designed to support the Sanrio brand through community identification more than to publicize specific products or Sanrio-sponsored events. Although occasional specific product references in the diary entries may be interesting and useful to readers, too many product references could give the diary a commercial style and may inhibit customer identification with Sasha.

Sugar Bunnies - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.sanrio.com/main/happytimes/character> Go

FIND SEE PLAY
stores what's new games SHOP!

Sanrio.com

email calendar horoscopes sanrio info privacy policy

THE HAPPY TIMES

JANUARY 2006

shirousa kurousa

Sugarbunnies

The Sugarbunnies Story

Shirousa and Kurousa are master confectioners with a magical touch. Their sweet shop is the most popular in Bunnyland because, no matter who you are, once you bite into a Shirousa-Kurousa creation, you are filled with happiness. At night, they use a secret portal in the back of their oven to visit our world and spread happiness here, too! While the rest of us are sleeping, they are busy visiting neighborhood sweet shops, where they make sweets until the sun comes up. So if you find yourself smiling after eating a candy or pastry, it may well have been made by the sugarbunnies!

Shirousa
 Real name: Unknown. Everyone calls him Shirousa (which means white bunny)
 Lives in: Bunniesfield, in Bunnyland. But when night falls, you'll find him in sweet shops on our world.
 Character traits: Stylish and full of fun. He tends to be the leader of the two.
 Family: There's just him and his twin brother, Kurousa.
 Distinguishing features: Fluffy, white fur and a big, pink ribbon.
 Most delicious creations: Cakes made with fruit and cream.

Kurousa
 Real name: Unknown. Everyone calls him Kurousa (which means black bunny)

HAPPY TIMES CHARACTER SPOTLIGHT

- 1 The character spotlight lacks links to products featuring the character or to additional character information.

If a character is being featured, visitors may be interested in more than brief biographical data. Links to products, related characters, additional information, or games and downloads featuring that character can promote interest and increase time on the web site.

MOD



CHARACTER GALLERY

1 Consider adding mouseover states to selectable characters to make it more clear to visitors what they are selecting.

LOW





CHARACTER BIOGRAPHY

- 1 The link to shop for products falls below the fold, forcing visitors to scroll down the page for access. Additionally, the shopping link takes visitors to the shop.sanrio.com main page and does not present products related to the character whose biography was being viewed.

The shopping link should take visitors to products featuring the character whose biography was being viewed. More prominent placement of the shopping link (e.g., not below the fold) may increase sales.

HIGH



GIFT CARDS

1 [These comments repeated from page 28 of this document.]

The gift card URL is numeric (http://216.207.44.4) and not secure (encrypted.) This may cause some visitors to be suspicious or concerned about the security of their gift card information.

HIGH

Further investigation uncovered the possibility of hacking at the site of the gift card service provider. References to a hacker (ISKORPITX) appear on a page at http://216.207.44.4/.

HIGH

Sanrio was notified (via email to Shannon Rosenberg) of this possible security breach by Fluid at 3.40p on Thursday, 19 January 2006.

2 The gift card link opens a new browser window to a different URL and a page with a completely different visual design. This is disruptive, and the change from the Sanrio branded design detracts from the user experience.

Disruptive experiences (such as multiple browser windows, disparate designs, and inconsistent interactions) dilute the brand, reduce the credibility the company, and decrease the visitor's trust and belief that the company can successfully fulfill their needs and respect their privacy.

Explore the possibility of applying brand-consistent visual design to the gift card functionality, and consider hosting the functionality within a frame or iframe on the current page rather than opening a new browser window.

MOD



WHAT'S NEW

- 1 It is not clear if the "What's New" page is focused on new characters, new products, or both. When visitors arrive at the page, the strong grid layout does not facilitate easy scanning, and the one large content item (e.g., Cinnamoroll) does not indicate if this is a new character or if this character has new products.

Consider re-structuring the page to make it easier to identify new characters versus existing characters with new products. There might be three main sections on the page, each with its own header: feature, new character(s), and characters with new product(s).

MOD

- 2 Even though the sequence of images in the grid implies a date structure where top-of-page equals most recent, the availability date is vague (e.g., Which holiday? What year?)

Also, there are entries almost ten months old. Does the page structure dictate the number of entries? Is there a policy to keep entries for a specific time period? Do entries remain listed as long as products are available?

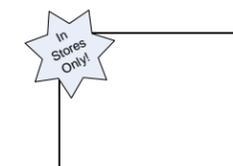
Additional information, such as labels indicating "Still Available!" and more specific dates may increase a "sense of urgency" for customers who know that products are often limited release.

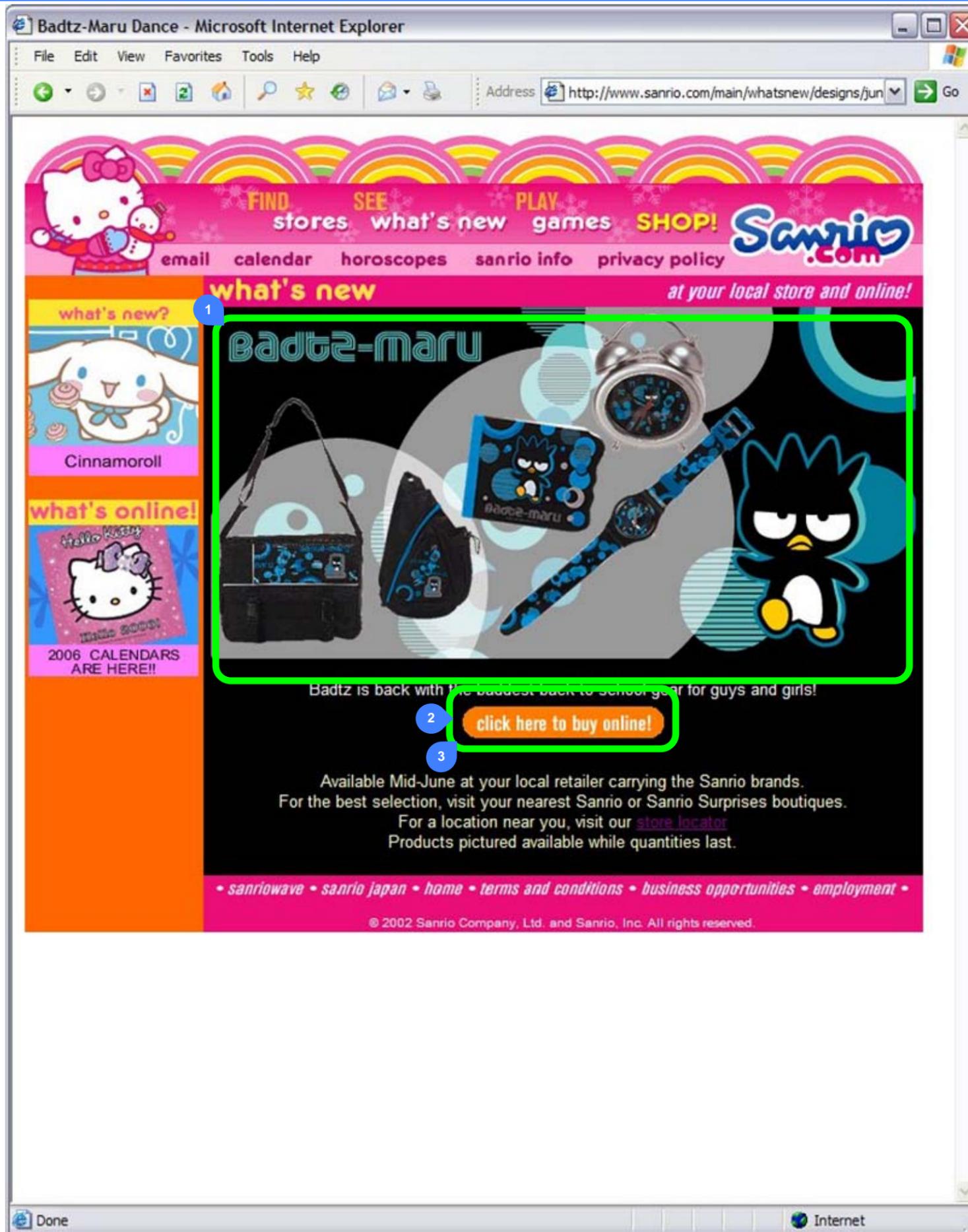
LOW

- 3 The "buy online" labels are closely integrated into the character image and do not draw sufficient attention. Additionally, most of the entries on the page contain this label, so it does not contribute as much information about product availability, because most of the products are available online.

Consider using a different label to identify items *not* available online, such as "In-store Exclusive!" When browsing online, most visitors will assume that the products they see will be available online, so it may be more informative and valuable to identify products that must be purchased in stores. For example:

MOD





WHAT'S NEW BADTZ MARU

- 1 The product images are static, unlabeled, and not available for interaction. If a visitor is interested in a product depicted, they must try to discern what it is, go to the online store, and conduct a search using likely keywords or browse by character.

Consider adding product name labels to the images and implementing image maps to make each product a link to that product's detail page in the online store.

HIGH

- 2 The "buy online" link takes visitors to the online store main page, but it does not take them to products featuring the selected character nor it does not take them to information about the products appearing in the imagery above.

A "Buy Badtz Maru Online" link should take visitors to the featured products or at least to a listing of available Badtz Maru products.

HIGH

- 3 [These comments repeated from page 31 of this document.]

There are many instances of links to the old Yahoo! Stores URL that open a new browser window and display a redirect message with a 5 second delay before the browser refreshes and loads the new shop.sanrio.com site.

Eliminate all links to the old Yahoo! Stores URL and link directly to the new shop.sanrio.com site.

HIGH

HELLOKITTY.COM



HELLO KITTY HOMEPAGE

- 1 The product ad should link directly to the product page. It appears to be an expired Yahoo! Stores link, and the customer is taken to the new shop.sanrio.com site rather than a product detail page. A subsequent search for DVD did not locate this product.

Update the product featured if it is no longer available, and correct the link so that it leads directly to the corresponding product detail page.

HIGH

- 2 The visual design of the navigation system on hellokitty.com is very different from the navigation systems of the sanrio.com and shop.sanrio.com sites. This creates a disruptive and inconsistent experience as the visitor is moved among the web properties with no warning. Additionally, the varying designs and styles dilute the Sanrio brand.

The "horoscopes" link takes visitors to the sanrio.com site; "special items" takes visitors to the shop.sanrio.com homepage, because the actual link is to an expired Yahoo! Stores page for 30th anniversary items; and "community" takes visitors to a forum and message board page with yet another visual design style.

The Sanrio web properties should be much more consistent in terms of visual and interaction design to create a more coherent and positive user experience. This will increase the trustworthiness and credibility of the sites and improve customer confidence.

MOD

- 3 The apples are navigation controls that allow the customer to change the product displayed, but the text labels indicating "back" and "next" do not appear until mouseover. The small yellow arrows in the graphics may initially appear to be highlights in the image rather than interaction indicators.

Persistent text labels such as "previous" and "next" would more clearly indicate to the customer that multiple products are available for review.

HIGH

Consider moving the product name and price closer to the product image or beneath it (which will also strengthen the association between the image and the information), and add additional instructional text to invite browsing (e.g., "See more Hello Kitty items!") where the product name is currently located.

HIGH

- 4 This "buy now" works properly and takes the customer directly to the product detail page at shop.sanrio.com.

GOOD



HELLO KITTY DESIGN HISTORY

- 1 The design history reveals a few small images of past products, but does not offer additional information or links to more. Although the products are no longer available, some customers may seek historical information about their favorite characters and products.

Links to the character gallery, character bios, and character spotlight where relevant can increase the exposure of the characters and increase customer fondness.

Consider providing links to currently available products when possible.

LOW



HELLO KITTY NEWS & EVENTS

- 1 Both of these links take the customer to a different web site with no warning. The diamond watch link leads to a featured article in the newsletter, and the Tarina Tarantino collection link leads to a static "What's New" page. Customers may expect to be taken to product detail pages and the opportunity to purchase.

Neither of these products are available online through shop.sanrio.com, and only the Tarina Tarantino collection is available through Sanrio stores.

Consider featuring products (or at least one product) that can be purchased online to drive more customer traffic to the online store.

MOD





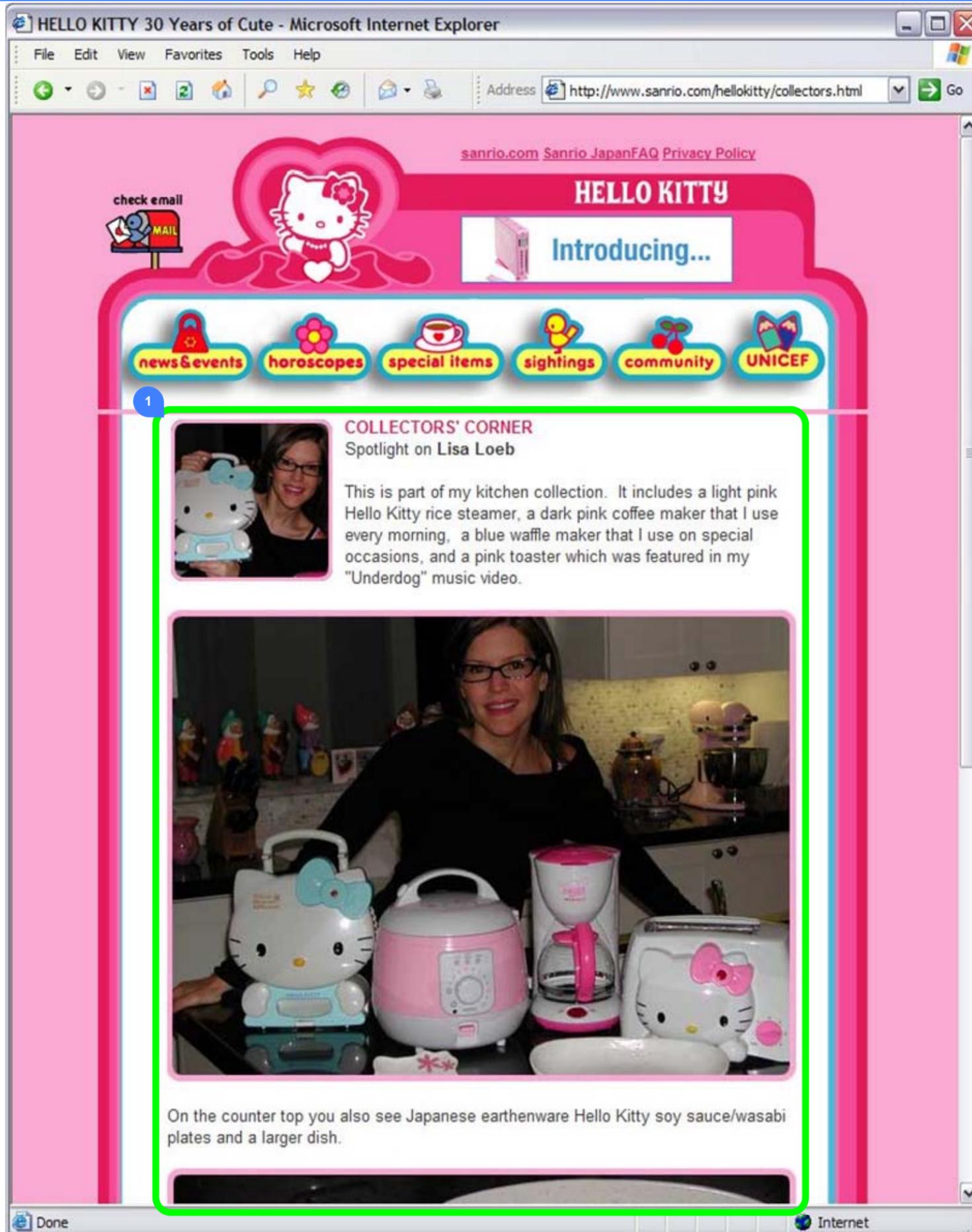
HELLO KITTY SIGHTINGS

- 1 Celebrity sightings are an important form of publicity for Sanrio, and many customers will be influenced by images of their favorite celebrities with Sanrio products. These sightings provide images of products with people, but they lack information about the products and direct links to purchase them.

Include both the celebrity name and the product name(s) for each sighting.

When a product is available for purchase online, include a link to that product's detail page at shop.sanrio.com.

HIGH



HELLO KITTY COLLECTORS' CORNER

- 1 As with celebrity sightings, featured collectors, particularly celebrity collectors, are an important form of publicity for Sanrio, and many customers will be influenced by images of their favorite Sanrio products in collections held by admired and recognized people. These collections provide images of products with people, but they lack information about the products and direct links to purchase them.

Include the collector's name, their personal statement (e.g., "why I love Chococat"), and an inventory of the the products in their collection.

HIGH

When a product is available for purchase online, include a link to that product's detail page at shop.sanrio.com.