

JAZ LIM

PORTFOLIO



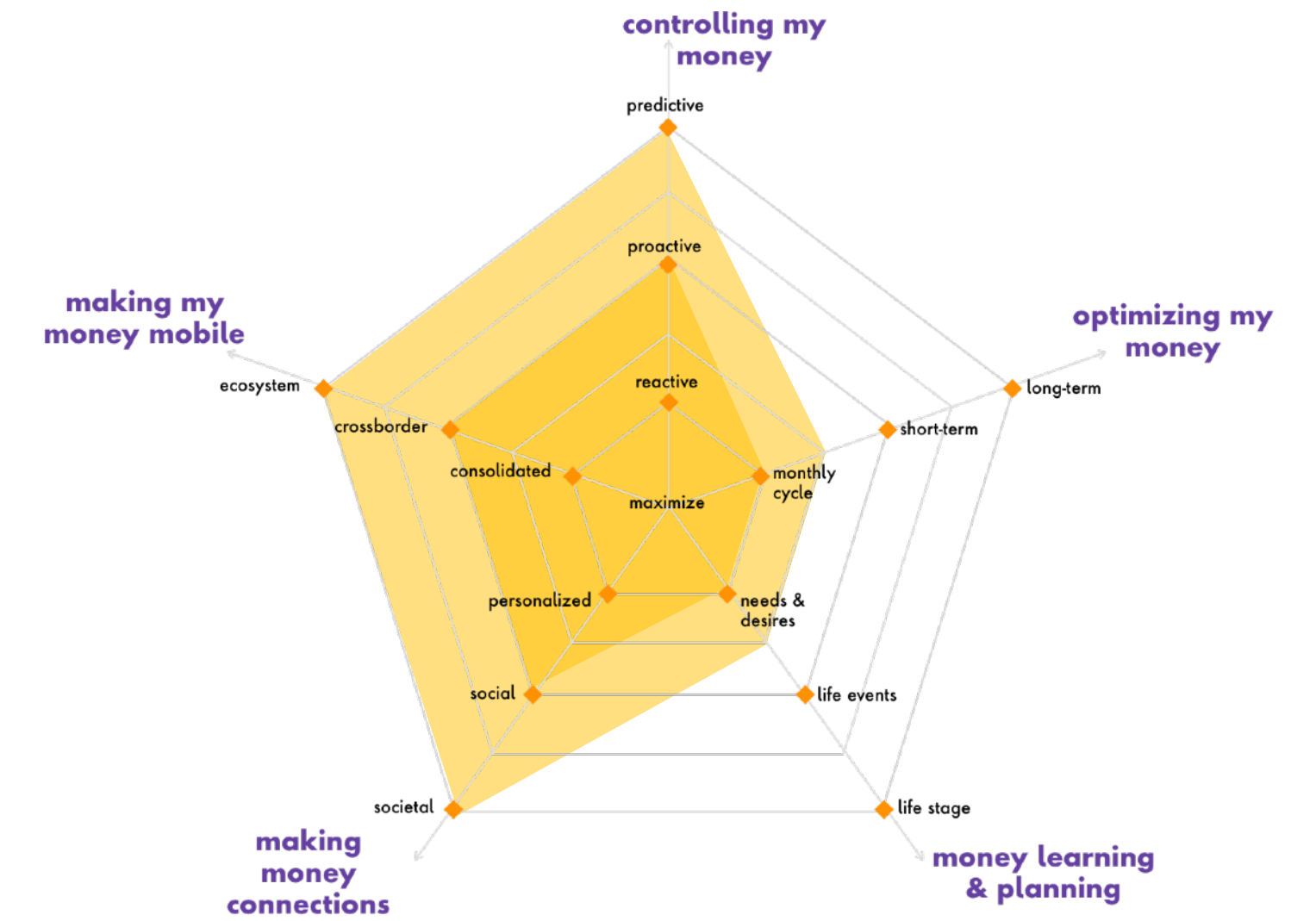
SIAM COMMERCIAL BANK THAILAND

Siam Commercial Bank (SCB), one of the 5 major banks in Thailand, partnered with Publicis Sapient in 2020 to envision their digital banking product roadmap.

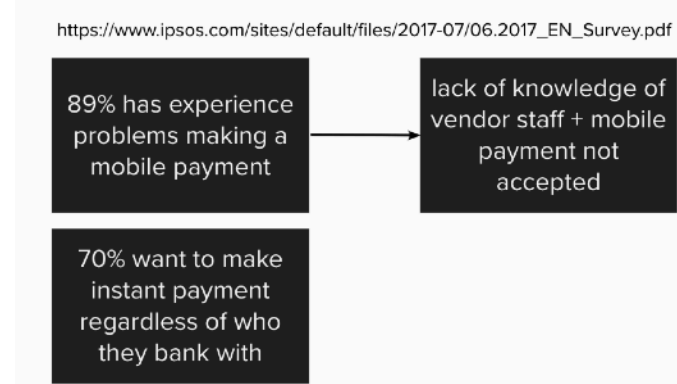
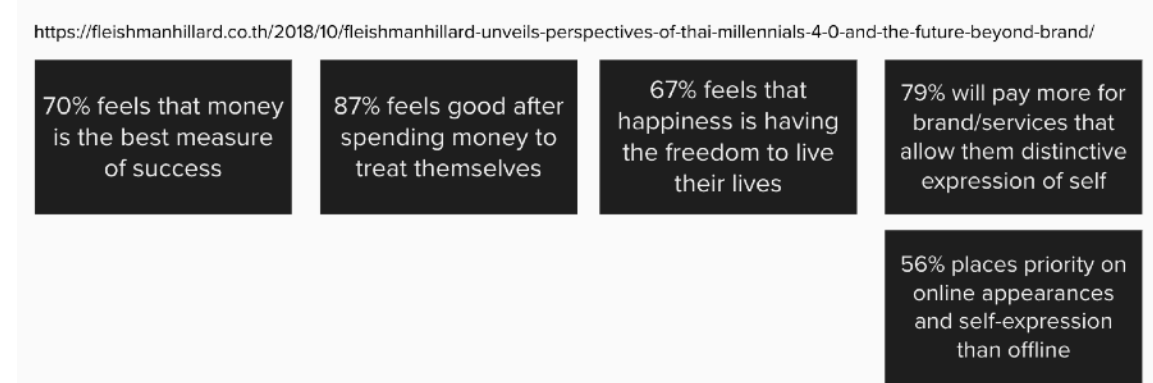
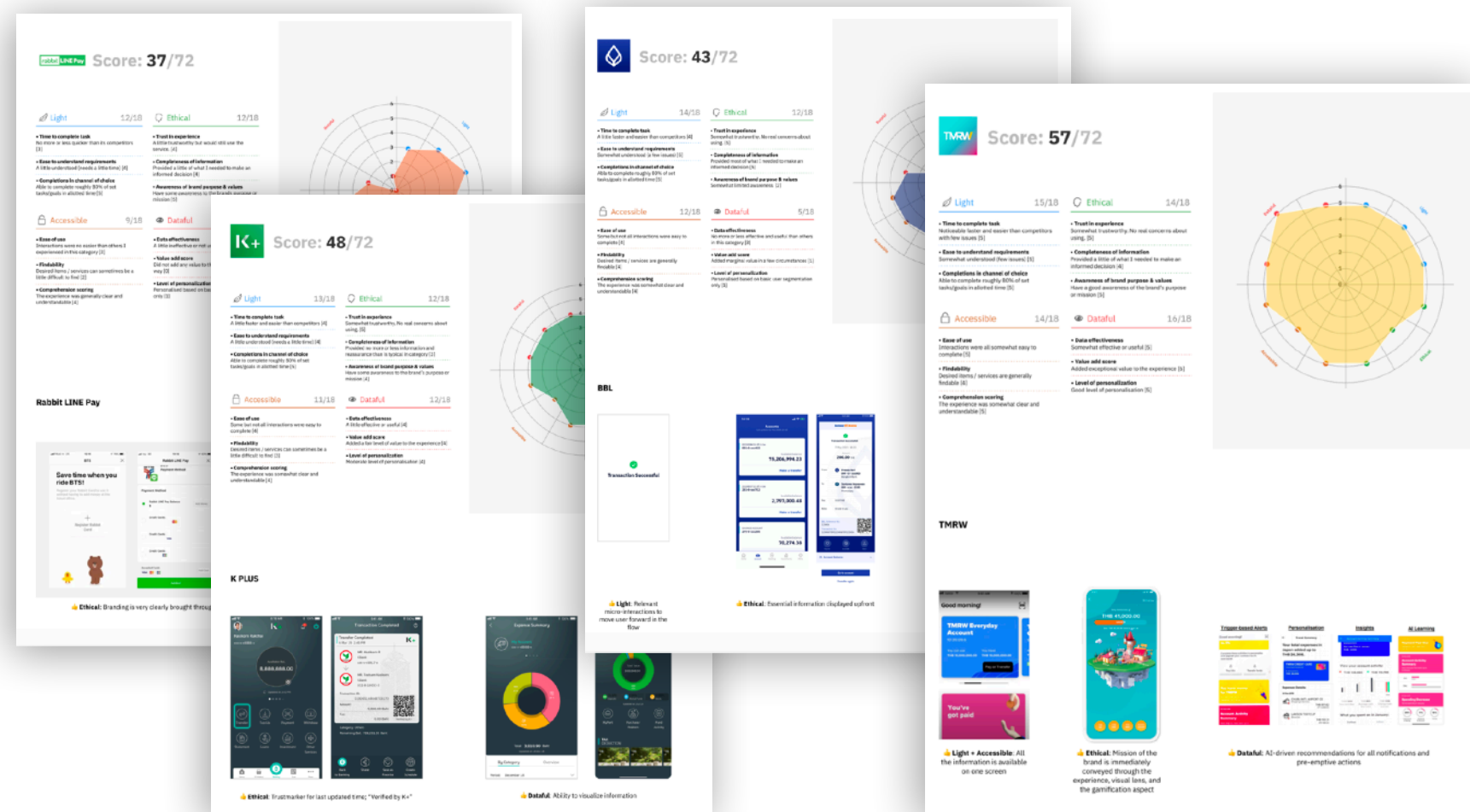
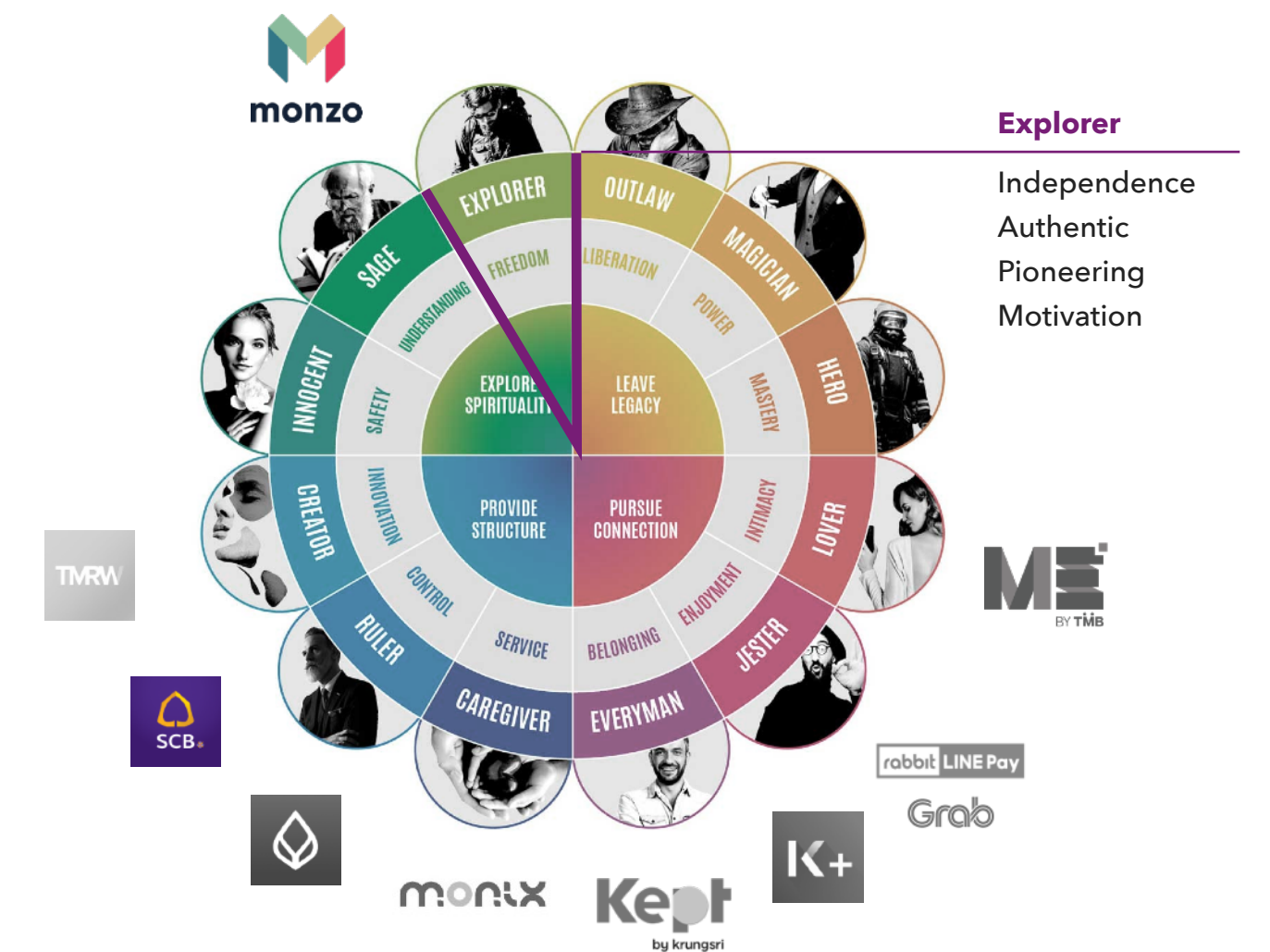
As part of the engagement, we created a Steel Thread POC in collaboration with Thought Machine, showcasing the mobile app experience for the new digital banking products and services.

We determined the target state experience by first surveying the horizon, conducting desk research and auditing the landscape, mapping the brand archetype ambition for SCB and devising the experience principles.

EXPERIENCE PRINCIPLES

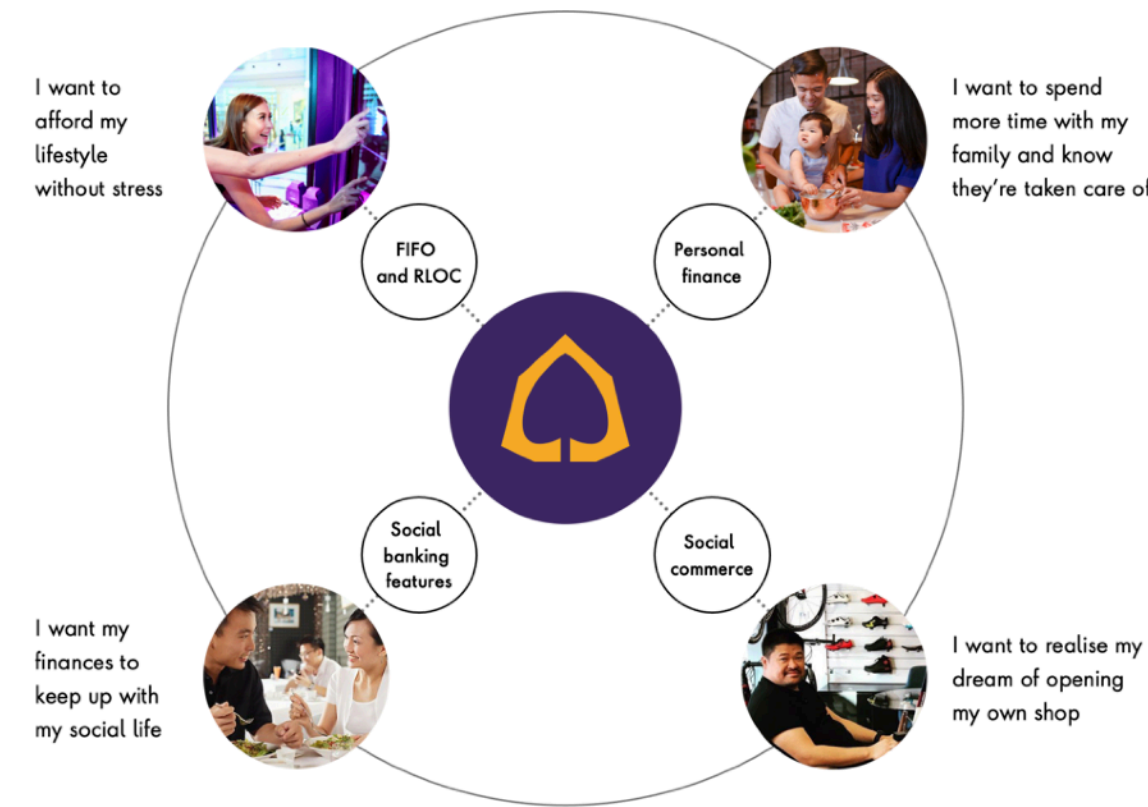


BRAND ARCHETYPE



SIAM COMMERCIAL BANK THAILAND

Looking beyond the products and capabilities identified for Steel Thread, we translated the propositions into customer-focused narratives, and reimagined an ecosystem that integrates seamlessly into customers' lives, and designed a mobile experience that is meaningful, dynamic, relevant and scalable.



Designed around their life

- Reflect that you **understand my goals**, needs and priorities
- **Make it accessible**, super simple to use and understand the language & interactions
- Bring it to my level, **make it engaging and modern**



Connected data & touchpoints

- **Seamlessly integrated customer data** in every situational needs
- **Real time** and instantaneous actions and status
- **Build-in connectivity** to those around in my financial world



Intelligent, personalised insight

- Always using context to **guide customers to choices**
- **Contextualising situations & status**, visualising and tracking progress
- Anticipating, looking forwards and **projecting to my future**

Product proposition pillars

The better you save, the more you earn.
Higher interest the longer you keep your savings

Focus on your goals
Create savings goals, get tips and track your progress

Savings

Automatic savings
We'll sweep any amount of your earnings into savings where it'll earn you more

Instant credit approval
Instant access to affordable credit when you need it most

One view of my money
Insight on where you spend, and where you can save

Credit

The best way to pay
For each transaction you can choose whether to pay by cash or credit

Combine your spending power
Use both cash and credit for any payments if you don't have enough of either.

Repay in installments
Split any purchase into an installment plan and repay it over 6 or 12 months

Finance that works for you.

Simplify your banking, with an account that gives you access to everything you need.



→ Stay on top of your finances

Life can be busy, so we have made tracking your spending, saving and credit easier.

→ Be a smarter saver

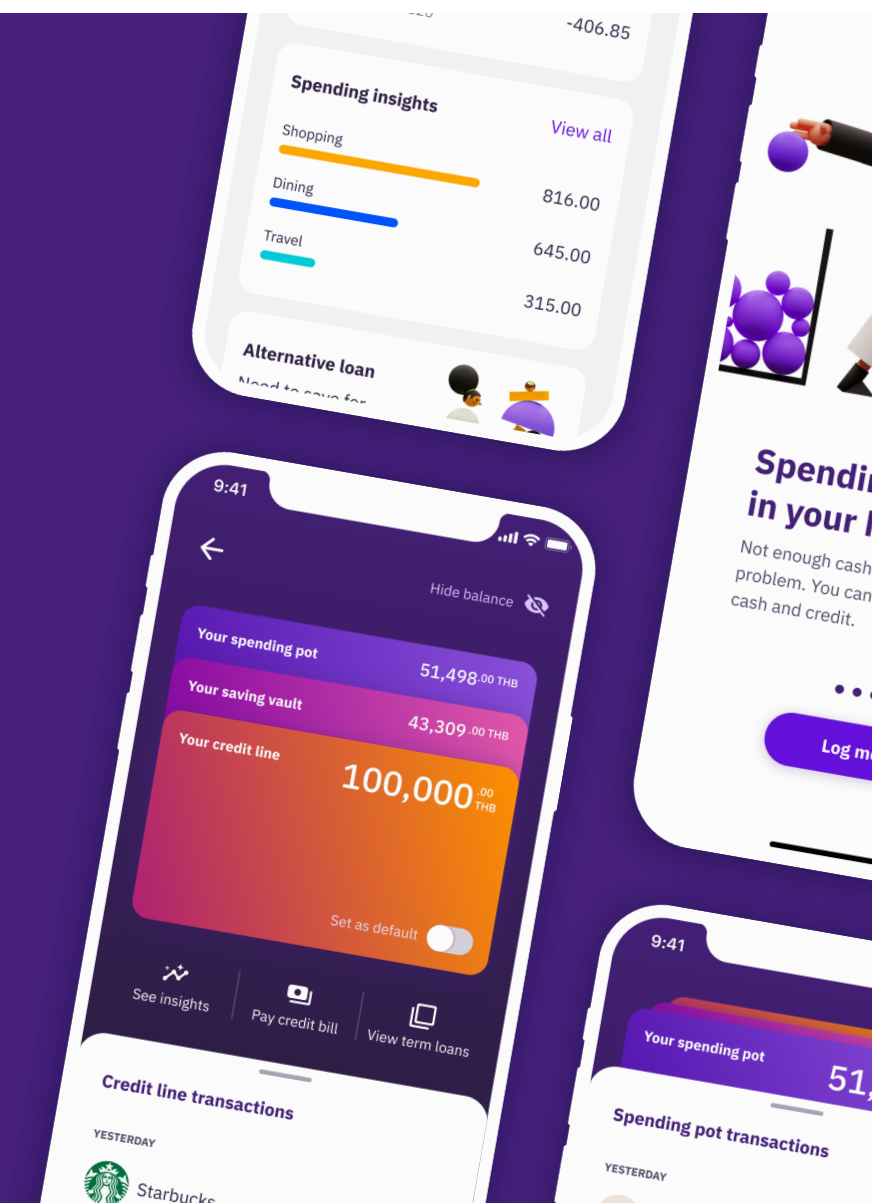
Automatically top up your savings vault to keep earning the highest interest rate.

→ Spending power in your hands

Not enough cash or credit? No problem, you can pay using both your cash and credit.

A new digital banking app, creating new value for our customers.

- ✓ Better control of my money
- ✓ Features that fit with my life
- ✓ Insight that's relevant to me
- ✓ Flexibility to spend how I want
- ✓ An app that I love to use



MOBILE APP DESIGN FOUNDATION

SCB DESIGN FOUNDATION

Design Principle

Energize me

1

Articulate

Simple and unambiguous visual language. Clear on intent and expected output.

Examples:
Big typography, great contrast, guiding motion, well-paced information.

2

Considerate

Thoughtful visual elements that are relevant and adaptable to individual moments.

Examples:
Distinguished alert, bright visual for celebrative moment.

3

Stimulate

Engaging visual elements throughout the experience. Encourage continuous exploration.

Examples:
Color gradient, element of surprise, creative data visualization.

SCB DESIGN FOUNDATION

Typography

1 Typeface

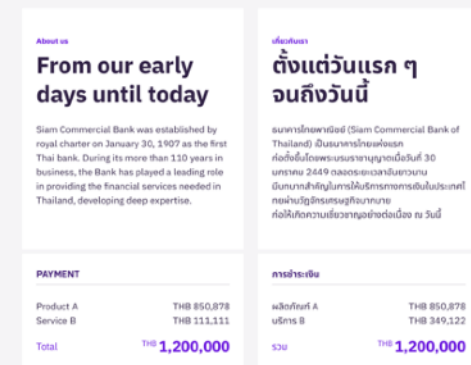
Typography system is one of the most critical elements in creating consistent experience for multilingual product. We recommend IBM Plex Sans Thai Font as it provides great consistency between English and Thai language, and at the same time offers wide range of text styles.

IBM Plex Sans Thai

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii	Jj
Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr	Ss	Tt
Uu	Vv	Ww	Xx	Yy	Zz				
1	2	3	4	5	6	7	8	9	0
ก	ข	ฃ	ค	ฅ	ช	จ	จ	ฉ	ซ
ฅ	ฉ	ซ	ฌ	ญ	ฎ	ฏ	ถ	ฏ	ด
ด	ถ	น	ธ	อ	ฮ	อ	ผ	ฝ	พ
พ	ภ	ม	ย	ร	ล	ว	ศ	ษ	ฮ
ศ	ห	ฬ	อ	ธ					

2 Type Style

IBM Plex Sans Thai
- Light
- Text (Regular)
- Bold



3 Type Scale

We measure our typography with modular scale to achieve visual harmony not found in compositions that use arbitrary numbers. A scale of 1.25 (125%) is used to define our font sizes, which provides a good variety of sizes with sufficient contrast.

...	13	16	20	25	31	39	49	...
-----	----	----	----	----	----	----	----	-----

14 The quick brown fox jumps over the lazy dog

15 The quick brown fox jumps over the lazy dog

16 The quick brown fox jumps over the lazy dog

17 The quick brown fox jumps over the lazy dog

18 The quick brown fox jumps over the lazy dog

19 The quick brown fox jumps over the lazy dog

20 The quick brown fox jumps over the lazy dog

SCB DESIGN FOUNDATION

Color

1 Color Swatch

A. Primary

Developing color theme

Color theme are generated to provide more flexibility of the primary color usage while still maintaining consistent feel. The theme is developed based on IBM Blue, Sabarwal, Brightness color modeling with an identifiable patterns to achieve great consistency.



Gradient

Good use of gradient will help to bring energy to the interfaces.



B. Secondary

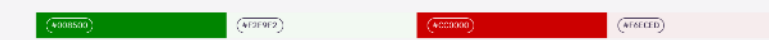


C. Neutral

The neutral shades are developed based on #333333 (the darkest primary color) to create shades that is still harmonious without primary color.



D. Alert

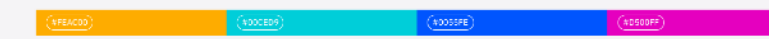


E. Data Visualization

Data visualization is one of the key elements in our product. It transforms data that are complex in nature into simple, digestible, and engaging information. Colors

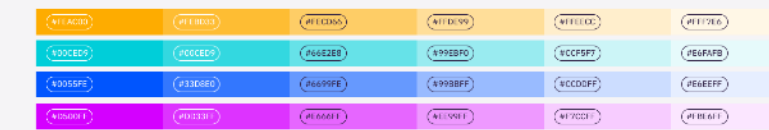
Categorical Data

Multiple label data without inherent ordered values.



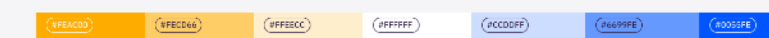
Sequential Data

Multiple label data with inherent ordered values.



Divergent Data

Two opposing data with a central value (eg. 0).



2 Contrast Ratio

It is important to ensure our color usages are accessible to wider range of different visual abilities including, but not limited to, visual limitations such as color blindness. We use AA standard of WCAG 2.0 as minimum requirement for the contrast ratio.

WCAG 2.0

3:1	4.5:1
Big text 18px regular / 14px bold and up	Normal text 14px regular or no smaller

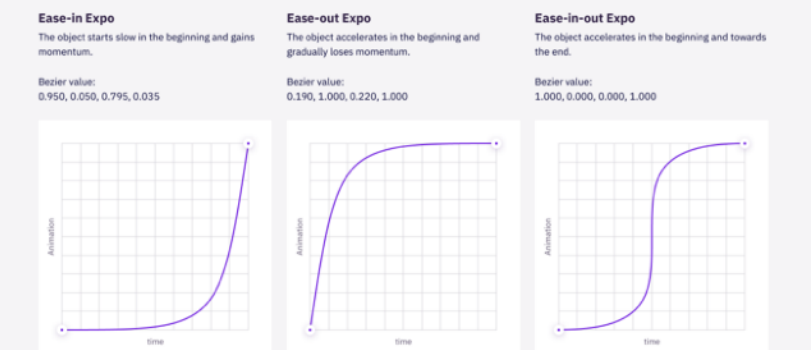
SCB DESIGN FOUNDATION

Motion

1 Easing

Objects in real life almost never move at a constant speed. Therefore, proper use of easing is crucial to create a comfortable visual experience.

We use three types of easing – all in **Expo** bezier curve to produce engaging motion without causing unnecessary distraction and buffer.



2 Duration

Motion of components should be carefully defined. Movement that is too slow will bore users and does not feel productive while movement that is too fast might cause confusion. Ideal duration for our mobile app should be between 200–600ms.

Few things to consider in defining motion duration:

- Travel distance
- Component sizes
- Amount of moving elements
- Device size

Enters/Opening

Transitions that open or expand an element are ideally ranged between 200–400ms.

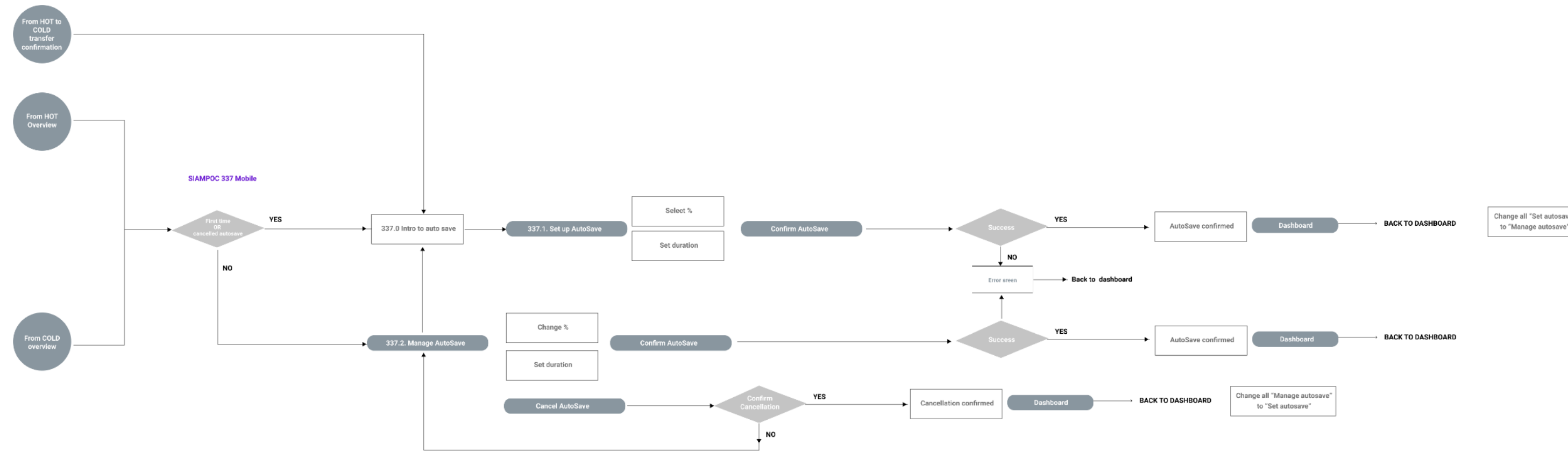
Exits/Closing

Transitions that close, dismiss, or collapse an element use shorter durations. Exit transitions may be faster because they require less attention than the user's next task. Exit duration = 60% of Enter duration.

3 Motion Behaviour

See motion behaviour list [here](#).

USER FLOW AND WIREFRAMES DESIGN



337.0 AutoSave intro

Update illustration

Be a smarter saver by setting AutoSave

How it works:

- Decide how much to save
- Earn higher interest
- Flexibility at your fingertip

Have questions?

Need to update FAQ content

337.1 Set up AutoSave

Update illustrations

Insight component?

User can enter numeric value - no decimal - value <= 100

Slide moves as user enters numeric value

User can use slider to change %

Increment of +1% (Pis check usability of slider function)

For POC only Always is tappable

Success

Your AutoSave is set

For every incoming transfer to your Spending pot, 15% will be automatically moved to your Saving vault

Show time stamp for AutoSave activation

Dashboard

Add insights - Congratulate user for setting autosave

Account overview

Change "Set autosave" to "Manage autosave"

337.2 Manage AutoSave

Update illustrations

PIs decide UI for pop-up confirmation

Change "Manage autosave" back to "Set autosave"

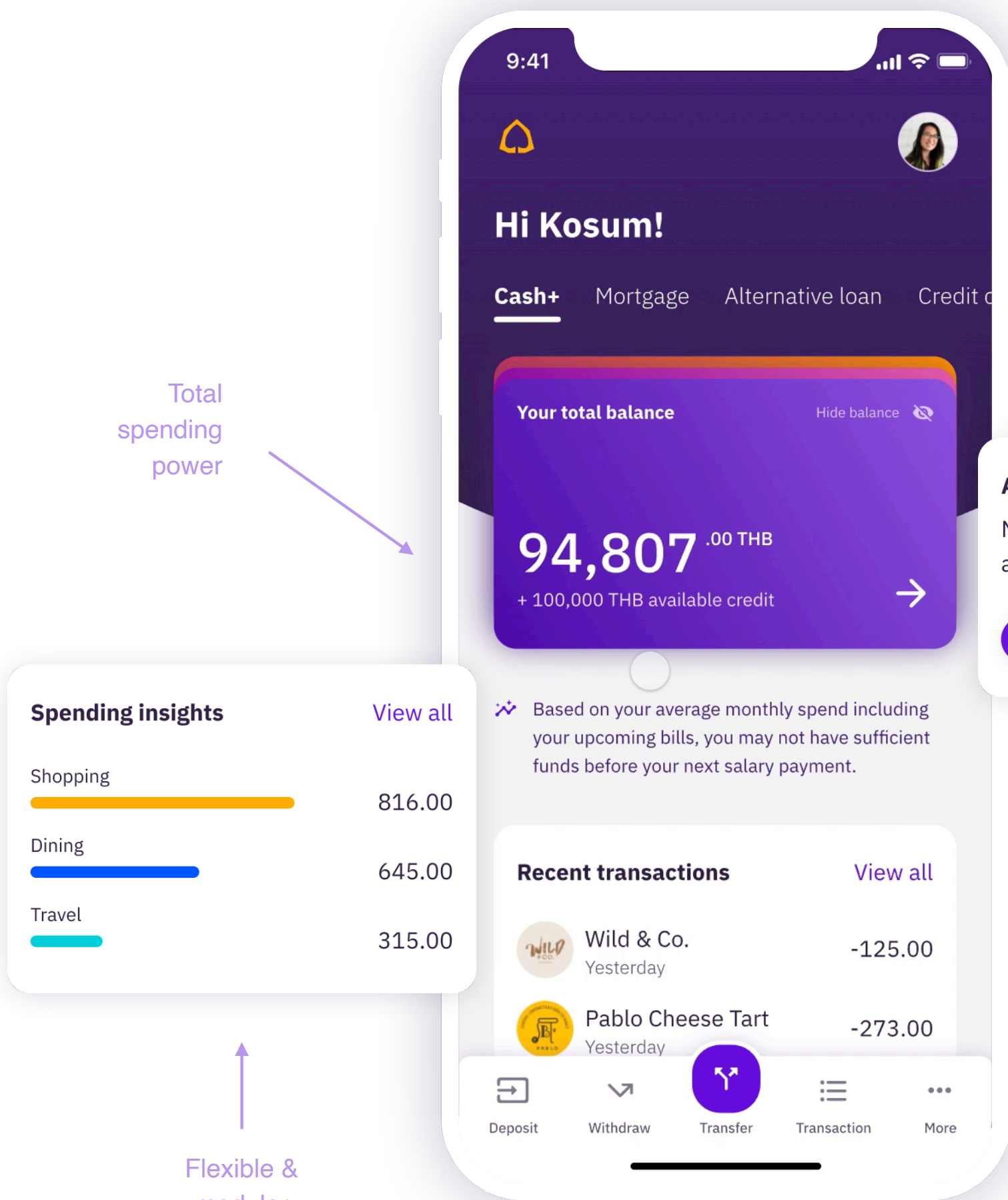
When user makes any changes to % or duration, CTA is active

Success

Your AutoSave is set

For every incoming transfer to your Spending pot 20% will be automatically moved to your Saving vault

DIGITAL BANK MOBILE APPLICATION



Total spending power

Scalable to all products

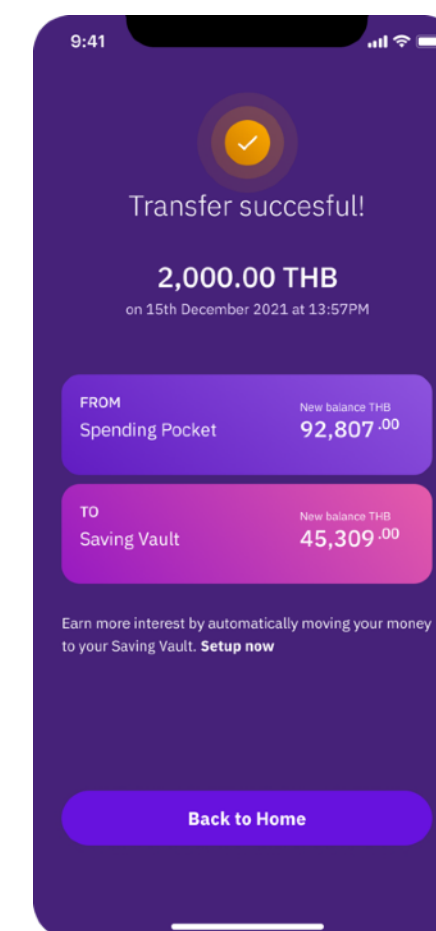
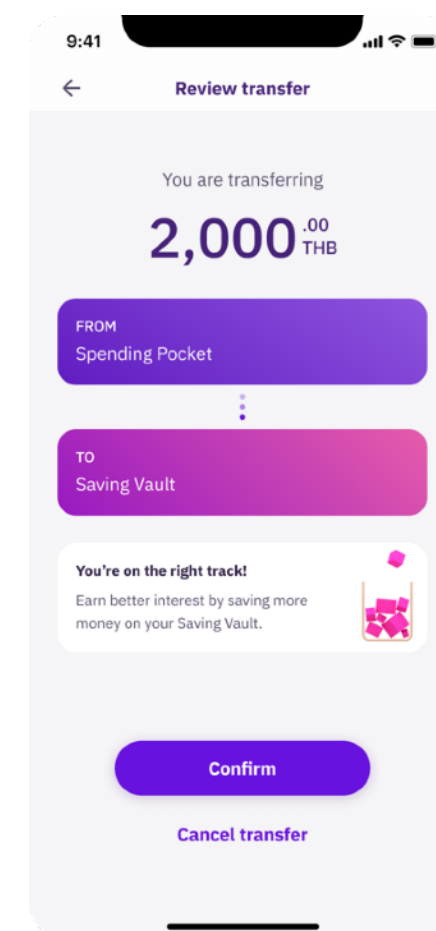
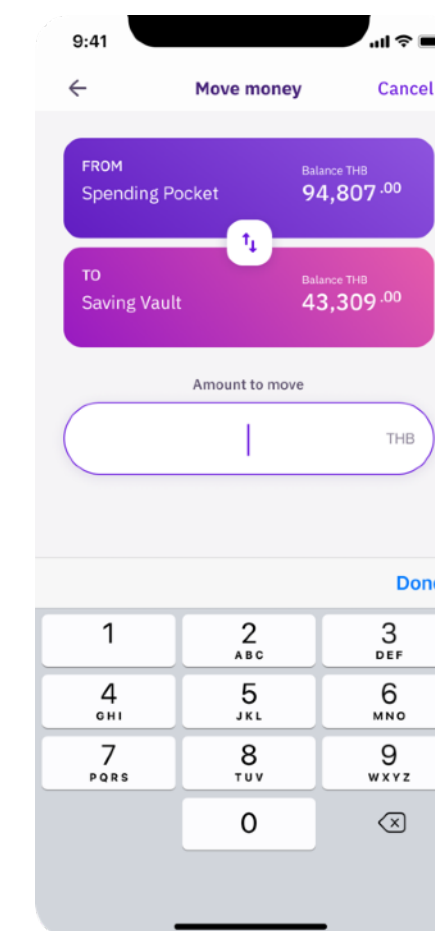
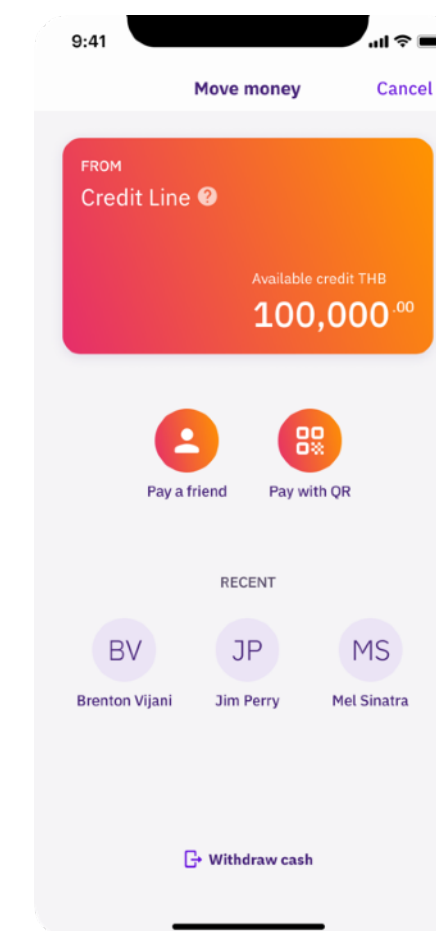
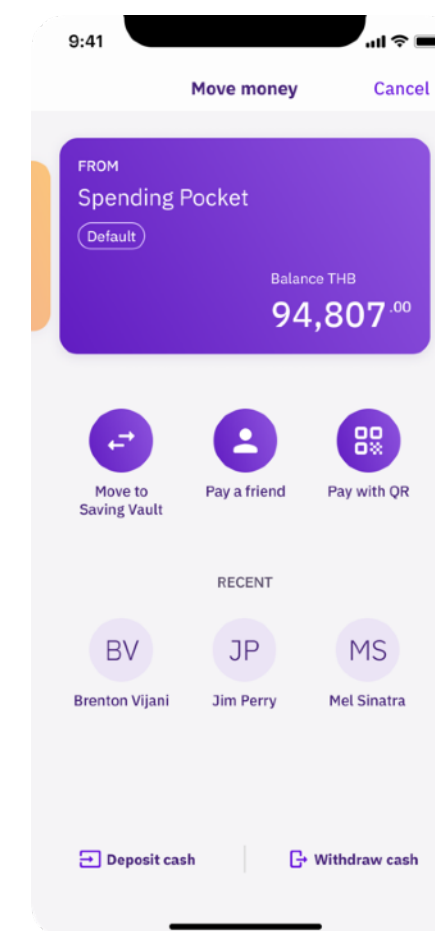
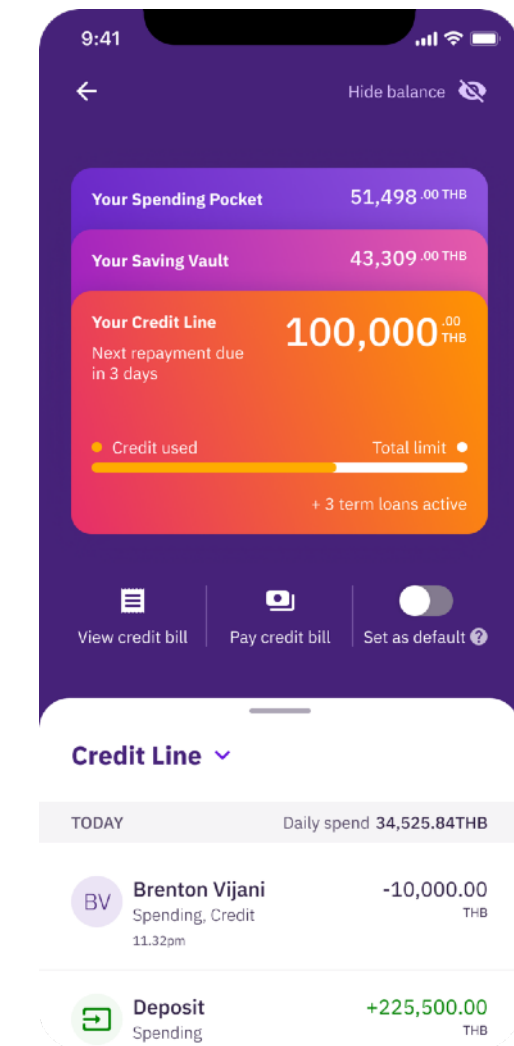
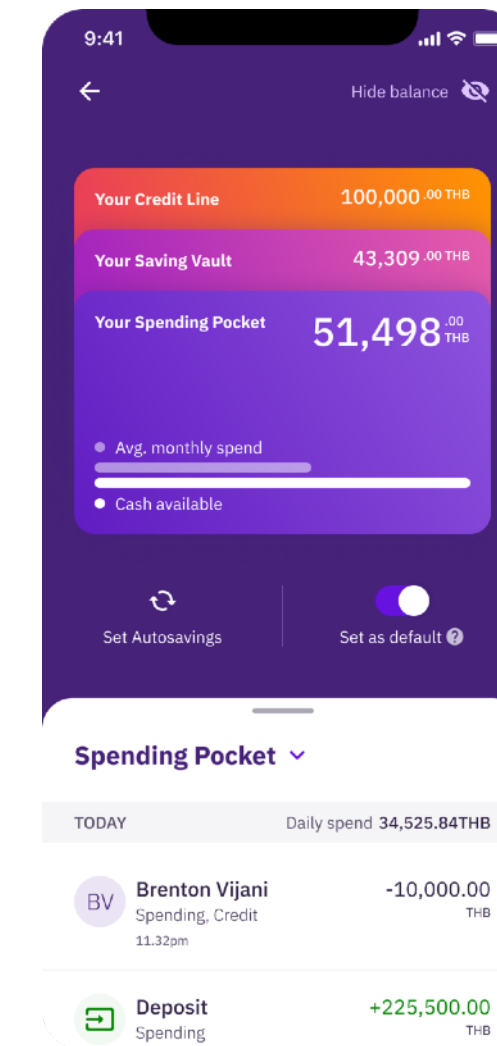
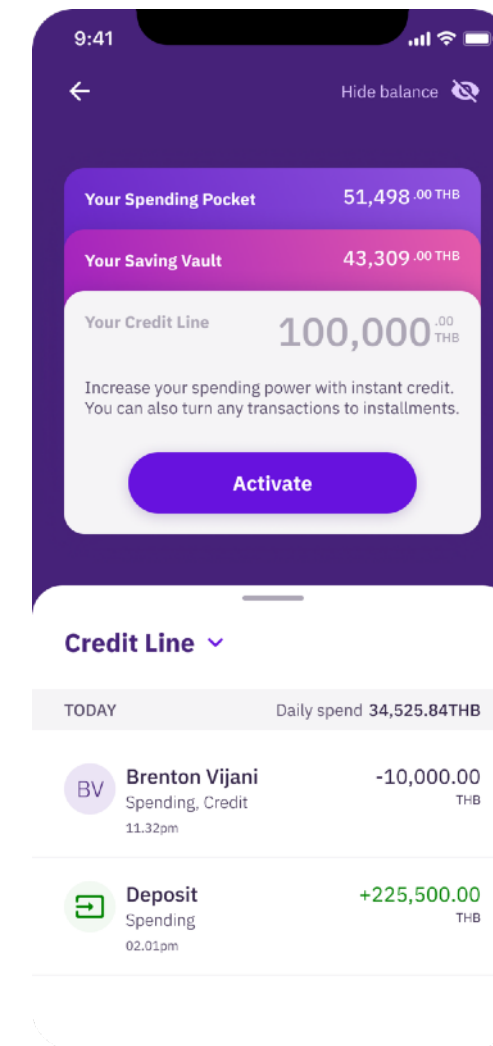
Spending insights [View all](#)

- Shopping 816.00
- Dining 645.00
- Travel 315.00

Alternative loan
Need to save for a new car?
[Find out more](#)

Driving engagement

Flexible & modular



FUTURE STATE AI-ENHANCED EXPERIENCE / BEYOND STEEL THREAD

9:41

← Your Credit Line bill

A view of what you owe now, and a look into the future with what you will owe.

January 2021

Outstanding balance 60,000.00 THB Available credit 40,000.00 THB

You are getting charged 28% Interest (APR) on this outstanding credit

Outstanding credit

Credit used 1,400.00 THB

Accrued interest 32.67 THB

Total credit amount 1,432.67 THB

Minimum payment: 172.67 THB

Make a payment

You have 5 Term Loans

Monthly repayment 500.00 THB

Next payment date 28 Feb. 2021 Total loan amount 10,000.00 THB

You have paid 60% from total 60%

+ Show loan breakdown

TIME TRAVEL

Your future repayments

Understand your future repayments and see how interest can effect your outstanding credit line balance.

Look into the future

Help me create a budget

Explore more Reports & Bills

TIME TRAVEL

Your future repayments

Based on your credit spend and terms loans, this is how your repayments and credit balance will look like.

Today +3 months +6 months

January 2021

Outstanding balance 60,000.00 THB Available credit 40,000.00 THB

Outstanding credit

Credit used 1,400.00 THB

Accrued interest 32.67 THB

Total credit amount 1,432.67 THB

Minimum payment: 172.67 THB

Make a payment

You have 5 Term Loans

Monthly repayment 500.00 THB

Next payment date 28 Feb. 2021 Total loan amount 10,000.00 THB

You have paid 60% from total 60%

+ Show loan breakdown

TIME TRAVEL

Your future repayments

Below is a simulation of your credit line balance and the term loan repayments, including the interest accrued over time.

+3 months +6 months +1 year

July 2021

Outstanding balance 40,000.00 THB Available credit 60,000.00 THB

Outstanding credit

Credit used 1,400.00 THB

Accrued interest 128.67 THB

Total credit amount 1,528.67 THB

You have 4 Term Loans

Monthly repayment 300.00 THB

Next payment date 31 Aug. 2021 Total loan amount 6,000.00 THB

You have paid 80% from total 80%

+ Show loan breakdown

9:41

A guide to your financial wellbeing

Insights Financial tools

Avg. monthly spend 21,580.00 THB

Spent this month 22,580.00 THB

Safe to spend 3,890.00 THB

Spent this month 22,580.00 THB

You spent 1,230.00 THB this month more than average. Let's get you back on track.

View your financial report

TIME TRAVEL

Your future savings

Review your financial well-being based on your priorities and goals.

Look into the future

SPENDING INSIGHTS

Your financial journey so far

Review your financial wellbeing based on your priorities and goals you have shared with us

Start

Investing

Learn and setup how investments can make your money go further

Complete your onboarding

9:41

A guide to your financial wellbeing

Insights **Financial tools**

All Get started Lifestyle Invest

Recommended for you

Autosavings

You can increase your Autosavings to 22% to optimize your savings.

Manage Autosavings

Help me save

Set and forget

Set up recurring deposits to make automatic saving.

IFTTT rules

Create 'If This Then That' rules for your savings based on your lifestyle choices.

Goal savings

You have goals or milestones, so create a plan to save for it.

Spend smarter

Switch providers

We can help you get the best deal possible on your phone and utilities bills.

Investment pots

Be reactive to your lifestyle and create a budget which still allows you to be you.

+ Load more

Ask Robo Advisor

Insightful advice at your fingertips

Start chat

Home Move money Insights

TIME TRAVEL

Your future savings

Saving Vault

Based on your current savings, this is how your savings can grow.

Today +6 months +1 year

January 2021

Balance 43,309.00 THB

Total interest earned 500.80 THB

A total of 3,000.00 THB has been deducted for withholding tax

Saving amount (THB)

0.00 20,000.00 15,159.00 8,500.00

Interest rate

1.0% 1.2% 1.4% 1.6% (Empty)

Autosave 200 THB each month

Boost your Autosavings this month and be on your way to reach your goals quicker

Swipe to boost

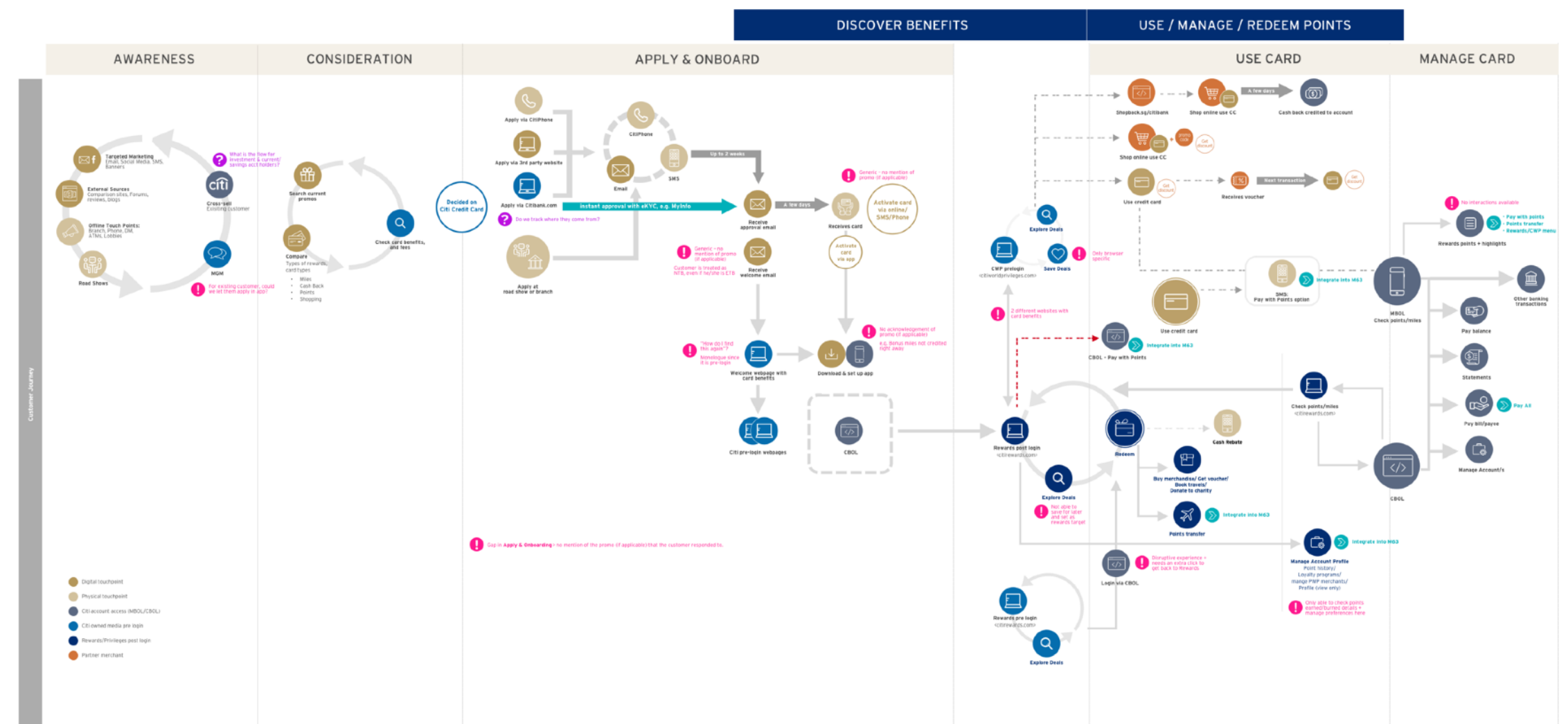


CITI CREDIT CARD REWARDS & LOYALTY PROGRAM

Most Citi customers (outside North and South America) holds a single-product relationship with the bank - the Citi credit card. The Citi Rewards Program is considered one of the best in multiple markets, with Citi credit cards ranking among the top 3 by independent aggregators.

The large customer base of credit cards in the business and the highly competitive market space made it critical we constantly look at improving and reimagining the experience. From the first 90-day engagement model, to personalised offers and rewards targeting, to integrated spend-and-earn digital services, the Experience Team collaborated closely with the regional cards business unit to identify gaps and opportunities to co-create the evolution of Citi credit card loyalty program.

CURRENT STATE CUSTOMER EXPERIENCE JOURNEY



#Fact 01

Whilst Payments Are Getting Easier, Redemptions And Usage Of Rewards Are Pretty Much Still Manual And Restrictive.

#Fact 02

Competitive Service Landscape Across Industries - There Is No Loyalty Nor Strong Emotional Connection With Brands Today.

Rewards. Offers. Promotions. Privileges. Benefits.

Do Customers Know The Difference? Yes, Of Course. It's Been Around For Decades.

- Reward Points Are Used To Redeem For Something.
- There Is A Time Period And/Or Exclusivity To Offers And Promotions
- Privileges Are Like Entitlements That Comes With Status Or Card
- Benefits Are Like The Set Of Things You Can Enjoy Based On A Specific Product Or Memberships

Do Customers Care? Yes... And No.

- They Do Care About Their Reward Points Earned, Offers And Promotions That Matter
- Privileges And Benefits That They Can Use One Time Or Long-Term
- But They Really Don't Care About "What" Category That Is
- As Long As I Get Value And Use When I Want.

All They Want...

- How To Use Them
- Hard To Keep Track - They Want To Be Nudged So They Don't Miss A Deal
- Vouchers/Coupons Are All Too Analogue. - Copy And Paste Codes
- To See The Value Of Savings
- There Are No Elements Of Surprises - Largely They Are All The Same
- The Flexibility To Use Points

Transactional To Emotional



Make Friends

Start Of True Personalisation

Monologue To Conversational



Making Things Simple And Straight-Forward

Deepen And Learn From Every Interaction

Quick Burn // Quick Earn



Focus On Service And The Evolving Individual Not Spend

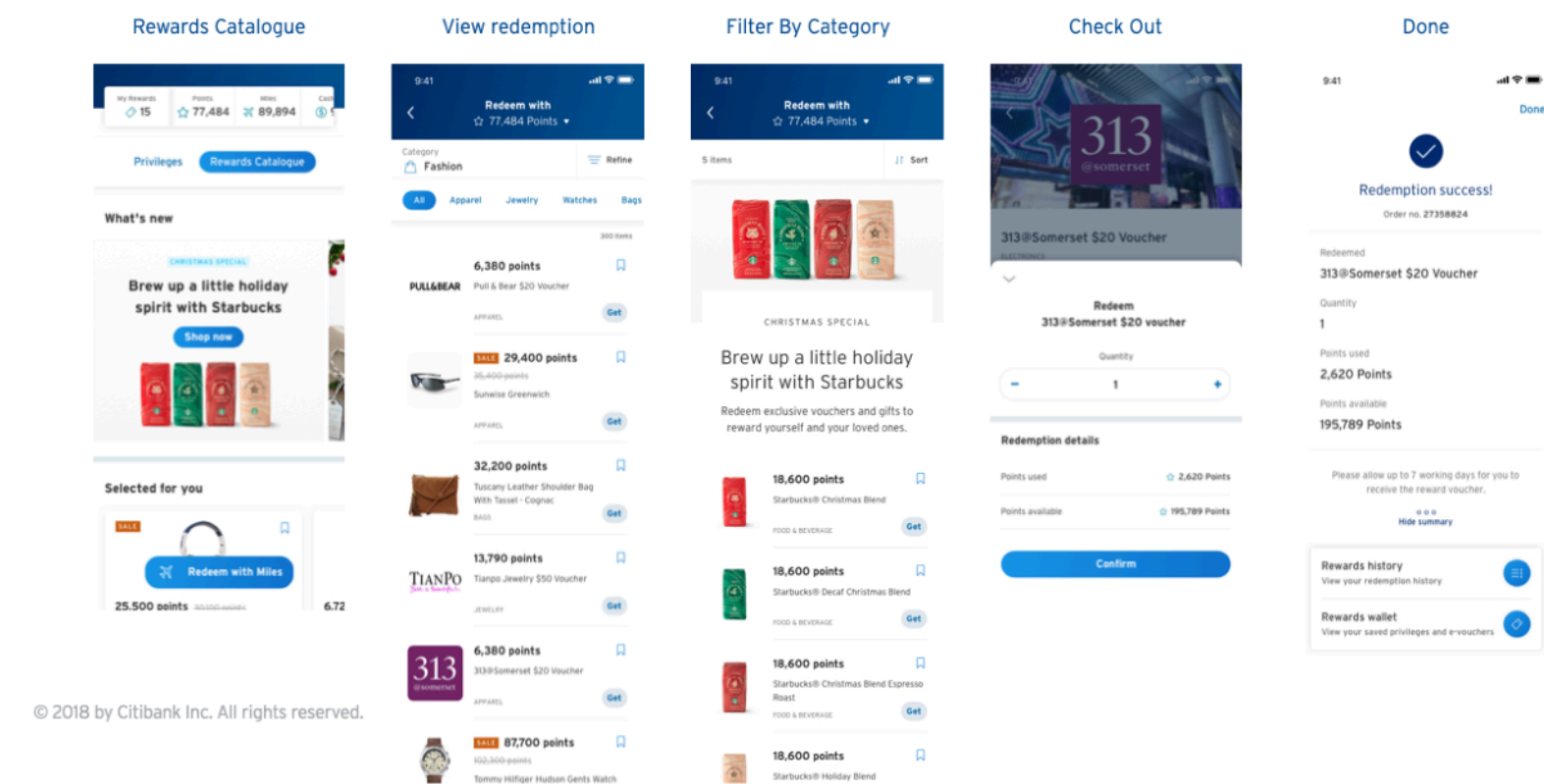
The Engagement/Habitual Cycle

CITI CREDIT CARD REWARDS & LOYALTY PROGRAM

One of the prioritised initiatives was to unlock a more seamless digital experience. From our research, we understand that customers crave simplicity, from viewing and managing their credit card transactions, to discovering offers, to utilising their Rewards points or miles - without having to log into different portals.

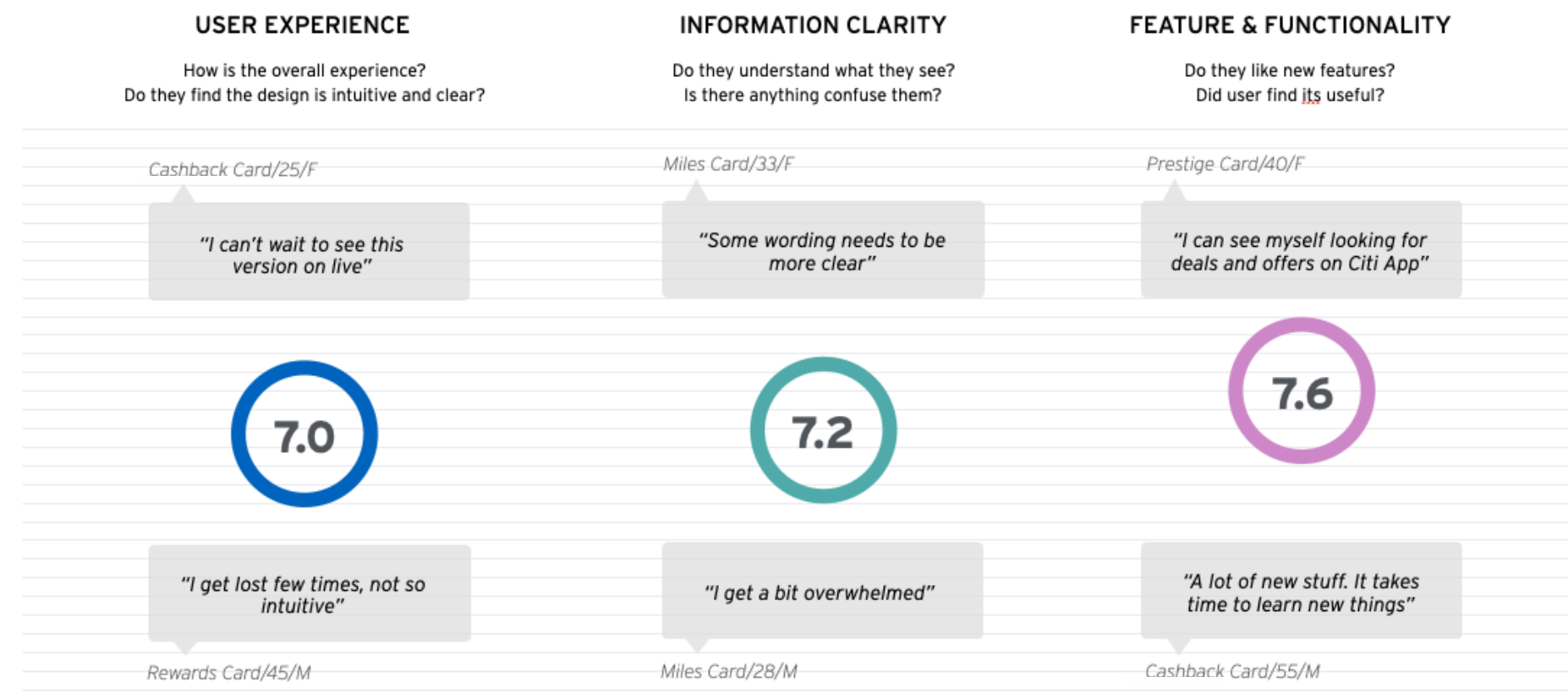
Testing the initial designs uncovered additional insights into customer's attitude towards points and miles redemption, helping us prioritise features and services. The need to further simplify the terminology, copy and content was also critical.

INITIAL CONCEPT & DESIGN EXPLORATIONS



Overall Sentiment

Users were exciting about new features to empower their engagement with Rewards on Mobile



Terminology

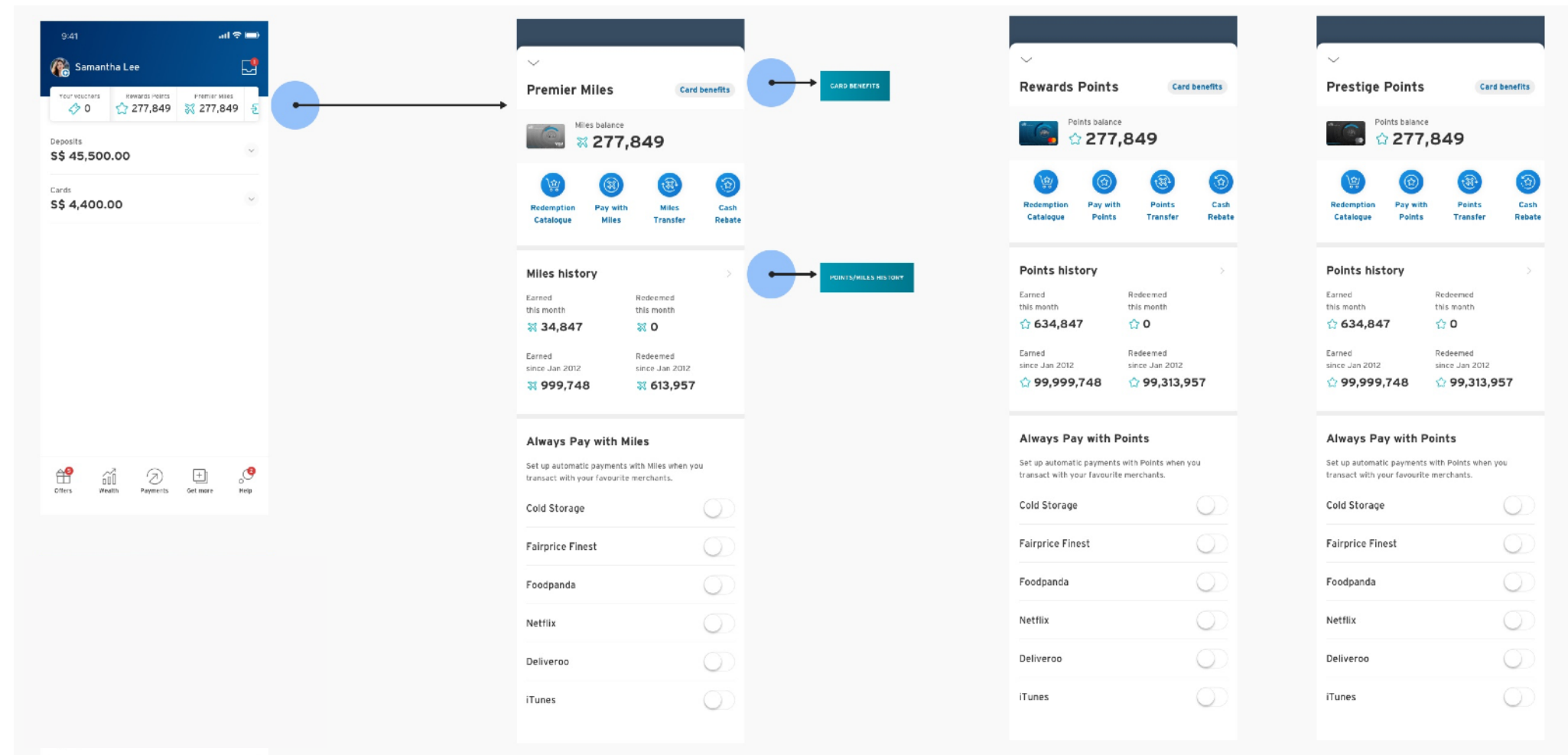
Rewards. Offers. Deals. Privileges. Benefits. Vouchers. Coupons. Promotions.

There is a uniform understanding about rewards however users were having their own interpretations of each term, the discrepancies influenced by their experience with other banks; Users confused by the action of redeem

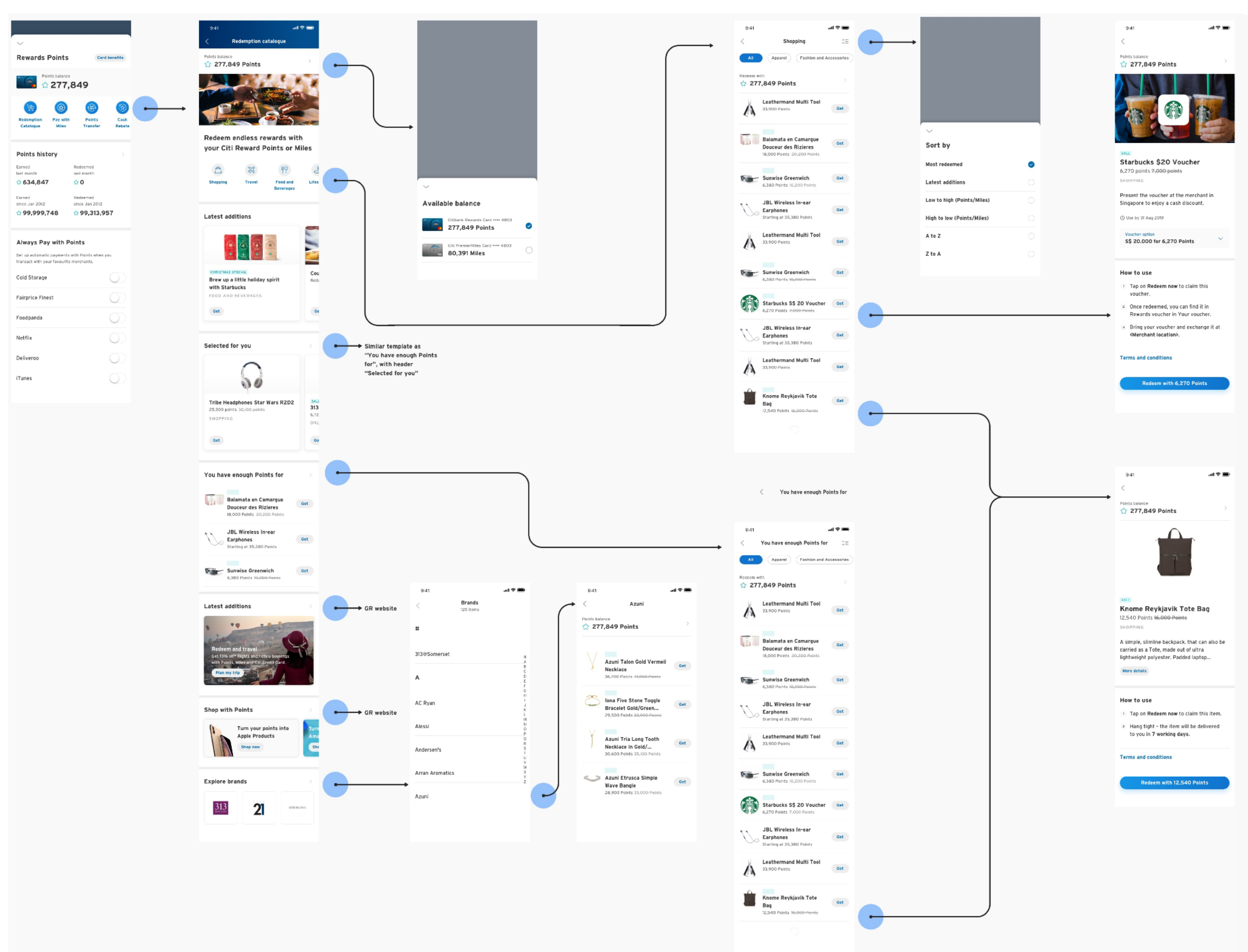
Rewards	My Rewards	Vouchers	Privileges	Rewards Catalogue
Get rewarded from spending "I earn points/miles to redeem something" "I get Cashback from spending on certain category"	No clear indication "I am not sure what is it" "What does the 14 means?" "My personalised offers?"	"Rewards Catalogue" "It seems like a catalogue" "What kind of vouchers am I entitled to?"	Not familiar with the term "Deals and offers are more straightforward" "Its more nature to see offers" "Stuff comes with your card"	Is about Redemption "Exchange my points and miles for something" "Generic rewards like cash voucher"
"Deals" is part of card benefits "I will look for merchant deals at card benefits" "In XXX bank app, I redeemed my points at rewards and get coupons at deals"	Call to action "This is all the vouchers available to me?" "How can I get those vouchers?"	What is voucher "Voucher is with time limitation, card benefit is life time" "All my redeemed vouchers and items" "Do I need points to redeem?" "Save money on merchant" "Voucher is tagged to me, I don't need points to redeem"	Mixed up with card benefits "Like the card benefits based on the card I have"	

REFINED AND PRIORITISED FLOWS

MOBILE BANKING DASHBOARD QUICK ACCESS

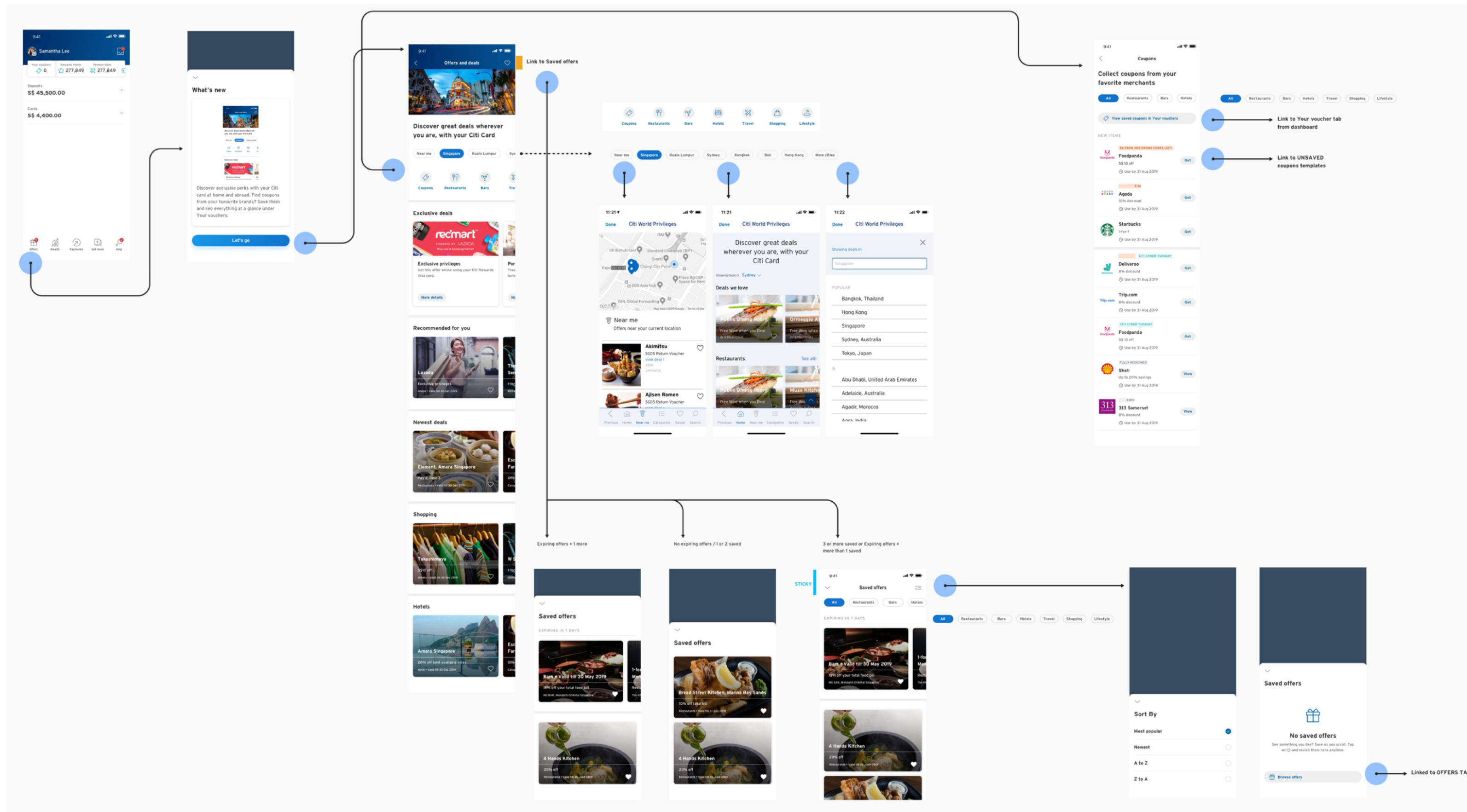


REWARDS POINTS/MILES MANAGEMENT AND REDEMPTION

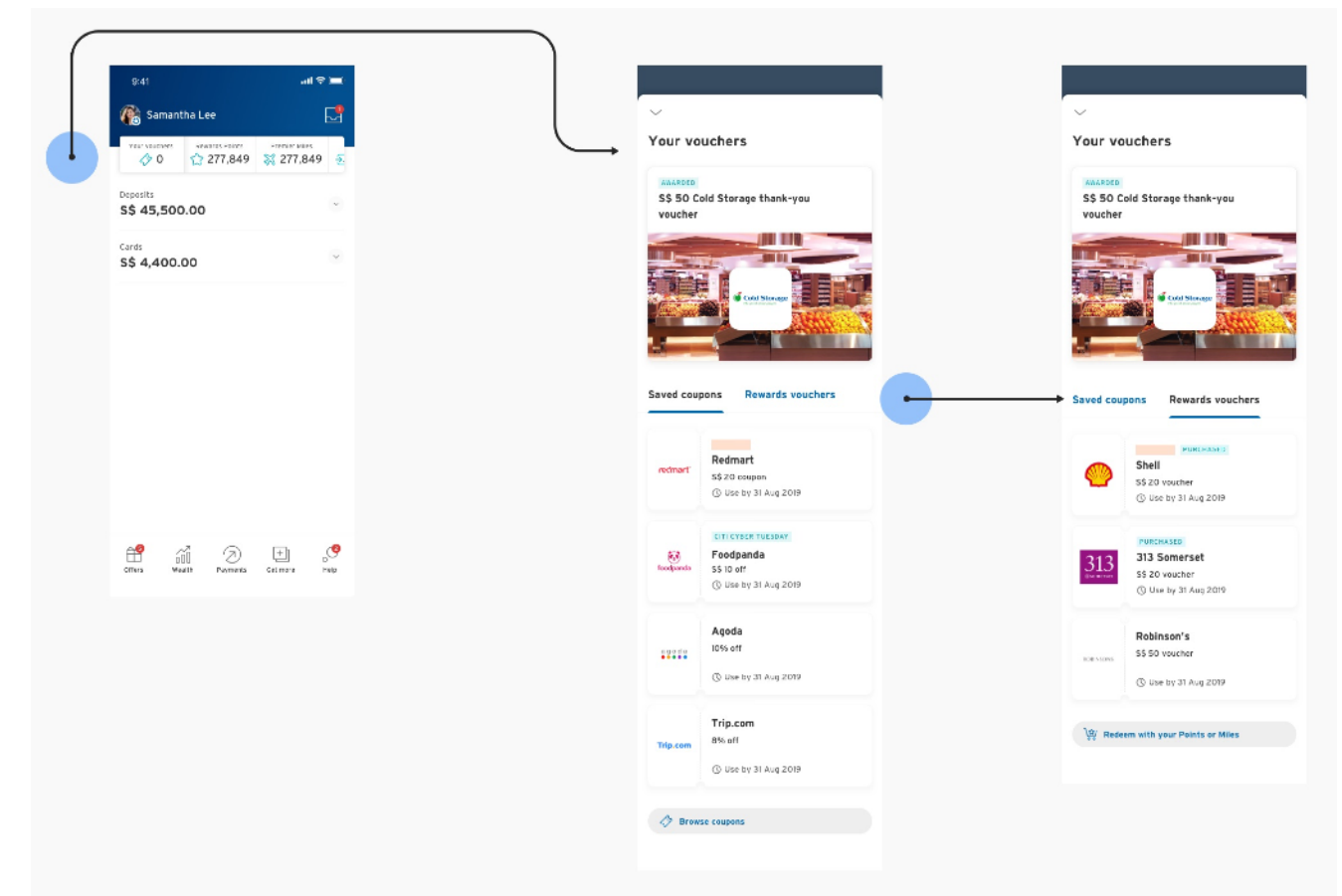


REFINED AND PRIORITISED FLOWS

PERSONALISED OFFERS AND DEALS USING MRE (MERCHANT RECOMMENDATION ENGINE)



QUICK ACCESS TO SAVED VOUCHERS

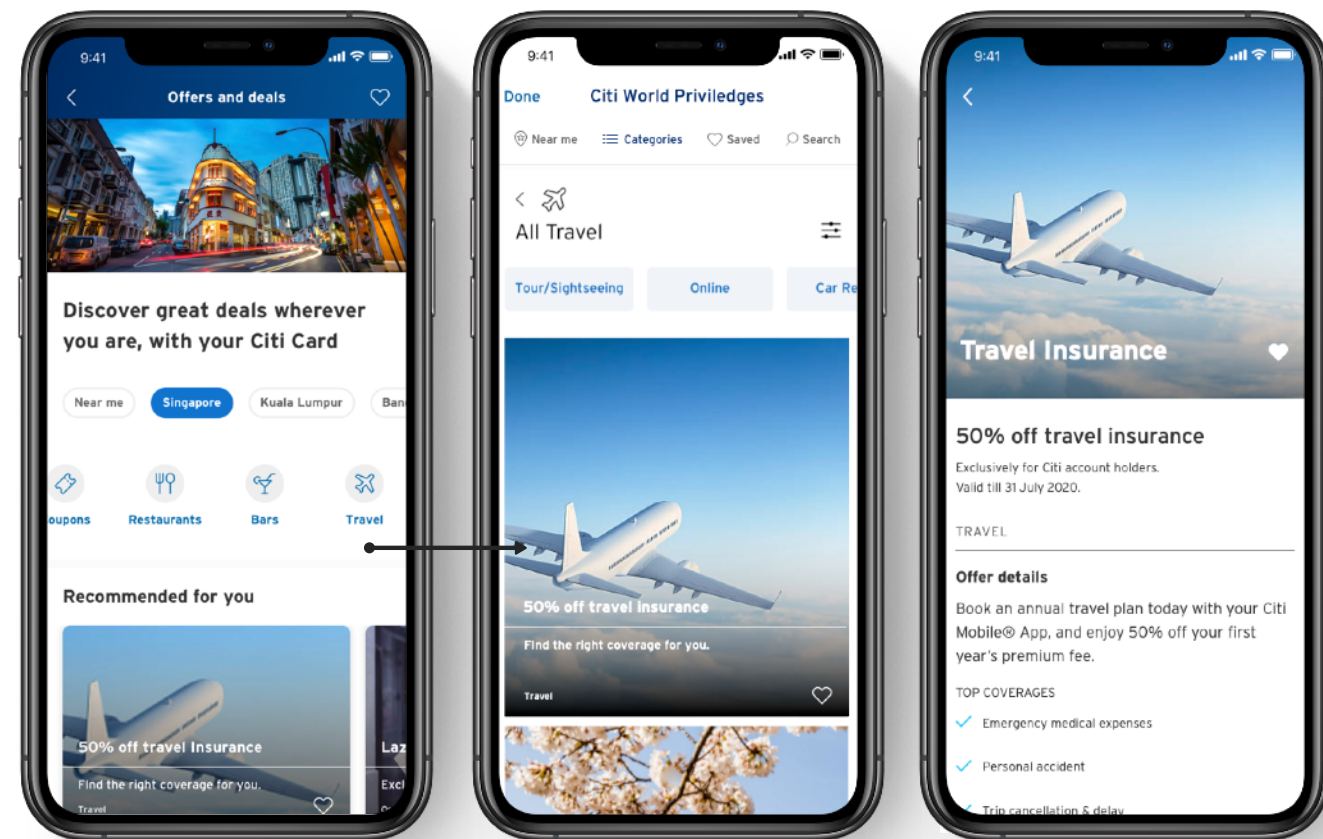


View prototype at jazlim.com

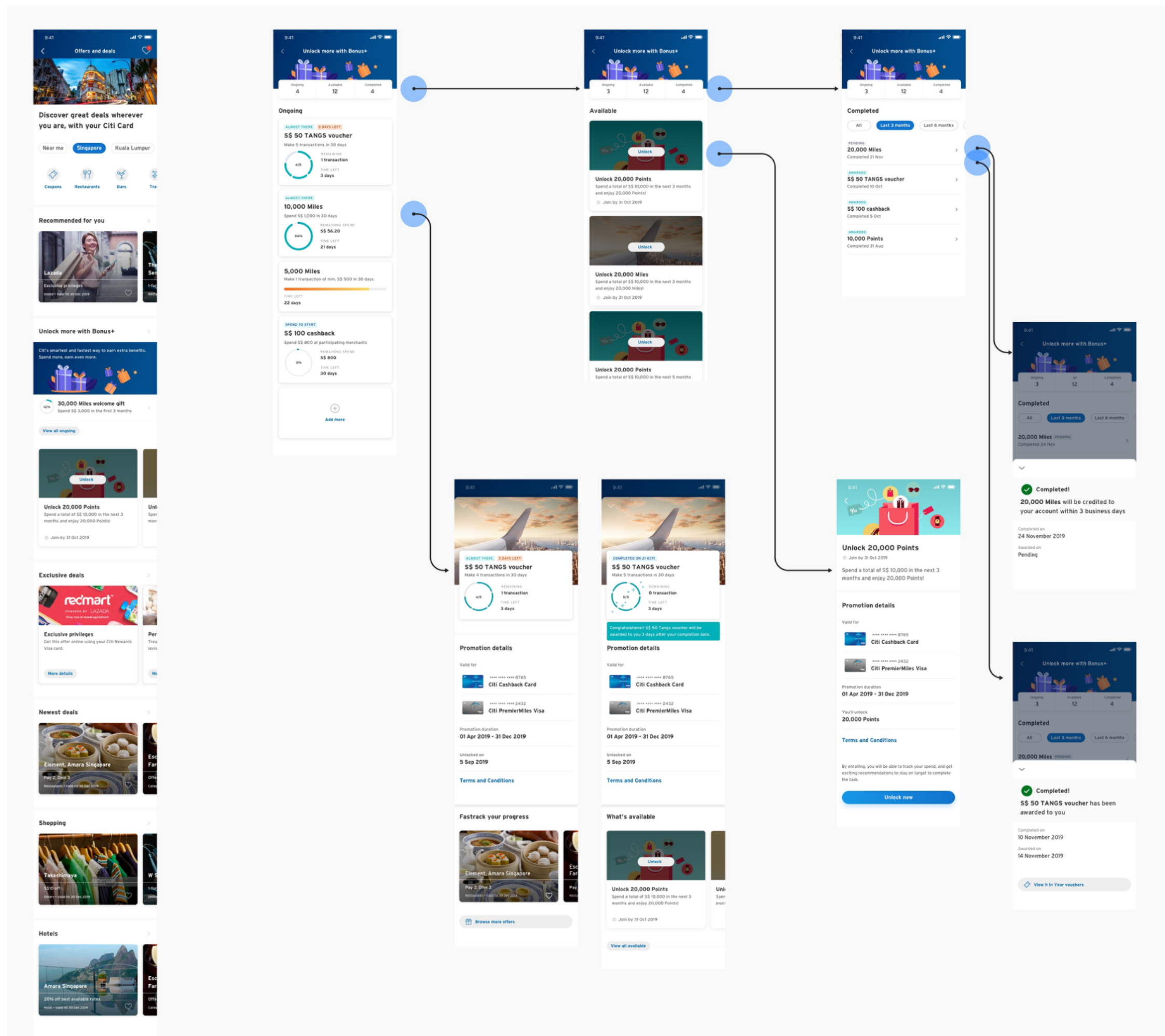
FUTURE CONCEPTS

The roadmap also included a merchant portal to enabled quick onboarding and management of offers and assets across multiple markets, digitalisation of in-store coupon redemption, gamification, and contextual cross-selling of insurance products.

TRAVEL INSURANCE OFFERS FOR CREDIT CARD CUSTOMER



GAMIFIED SPEND-AND-GET PROGRAM



MetLife[®]

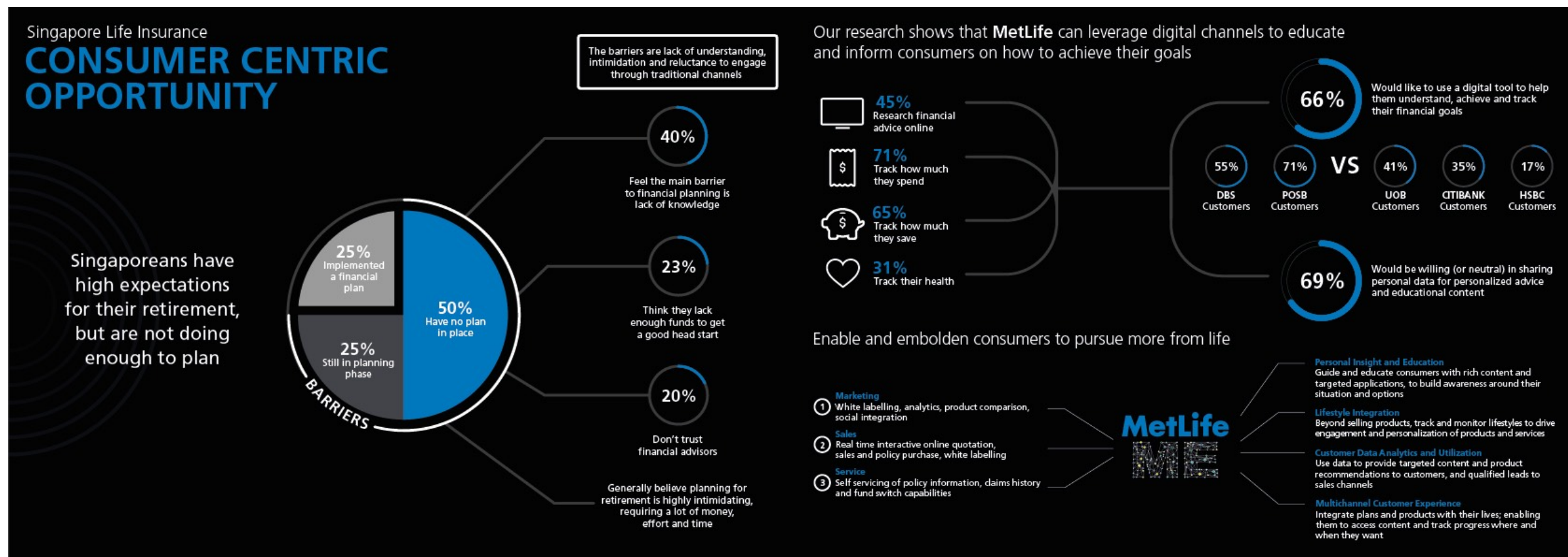
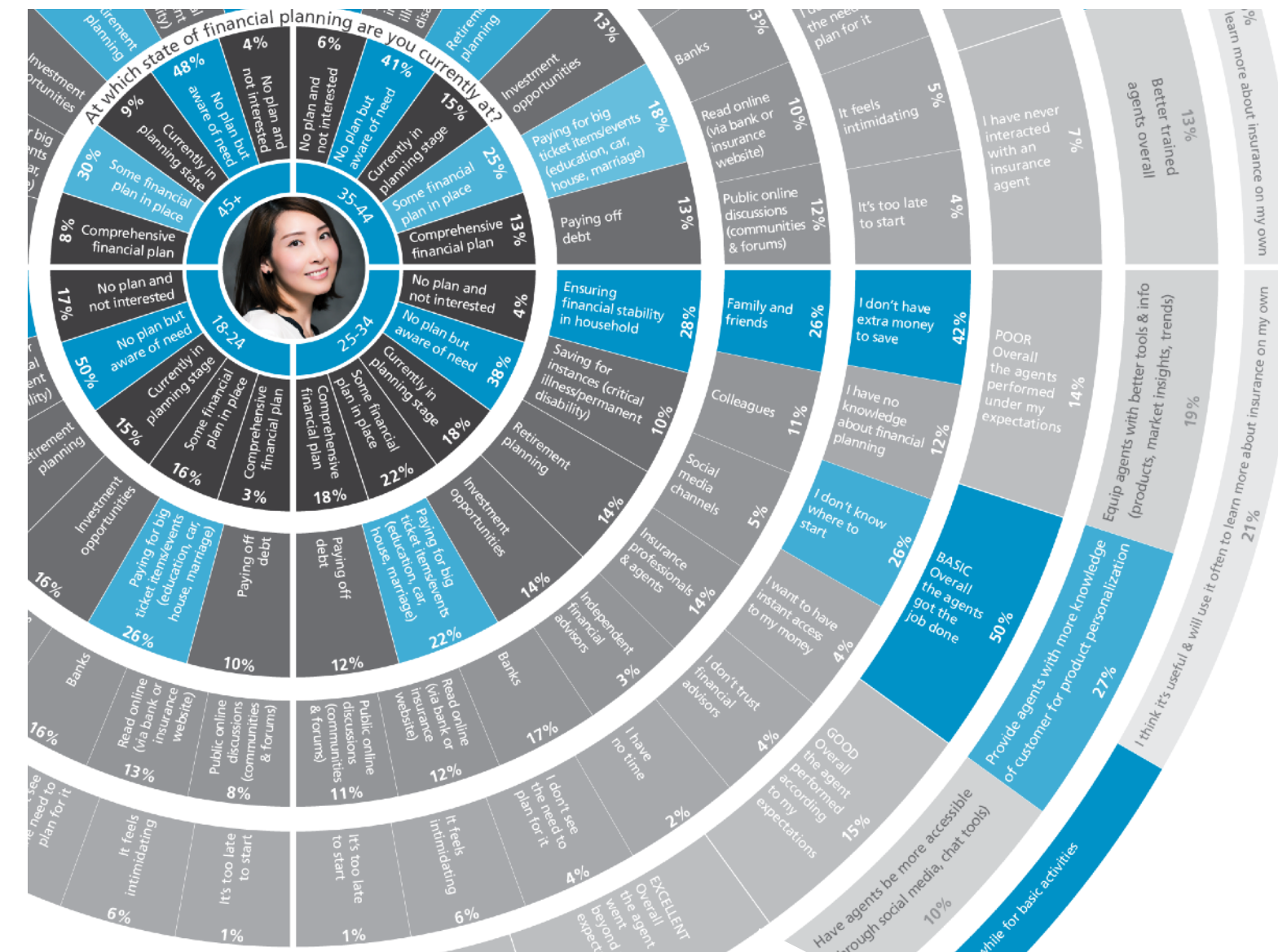
METLIFE DIGITAL TRANSFORMATION

Ranked number one on Fortune magazine's 2015 list of World's Most Admired Companies in Life and Health Insurance, MetLife is also the largest health and retirement solutions provider in Asia.

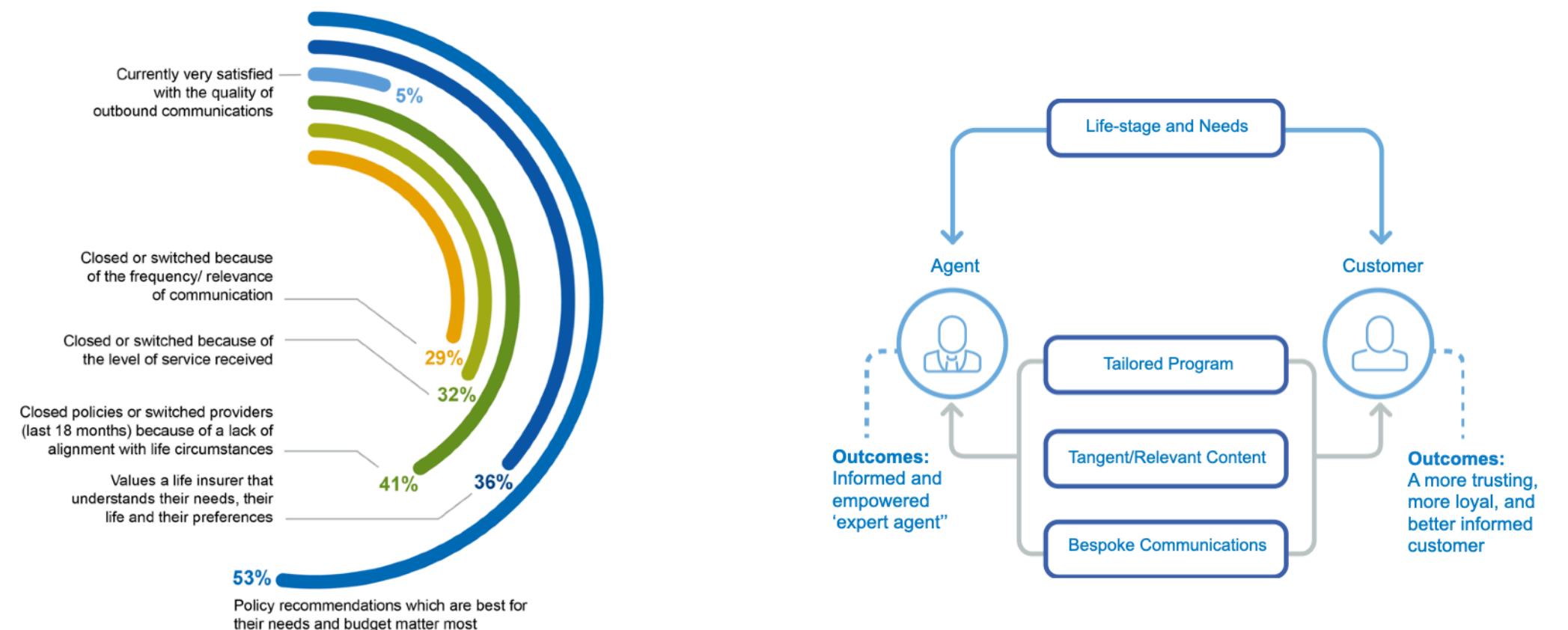
Among the various projects Sapien was involved in with MetLife, the primary task was to activate a consumer-centric digitized business transformation model in APAC.

With a diverse portfolio of partnerships and different levels of maturity in each APAC market, we needed an approach that was replicable and adaptable. Collaborating closely with the clients, we developed a framework which included consumer research, content strategy, workshop process, MVP of digital capabilities and assets, experience design principles and agile test-and-learn methodologies.

QUANTITATIVE RESEARCH OUTPUTS



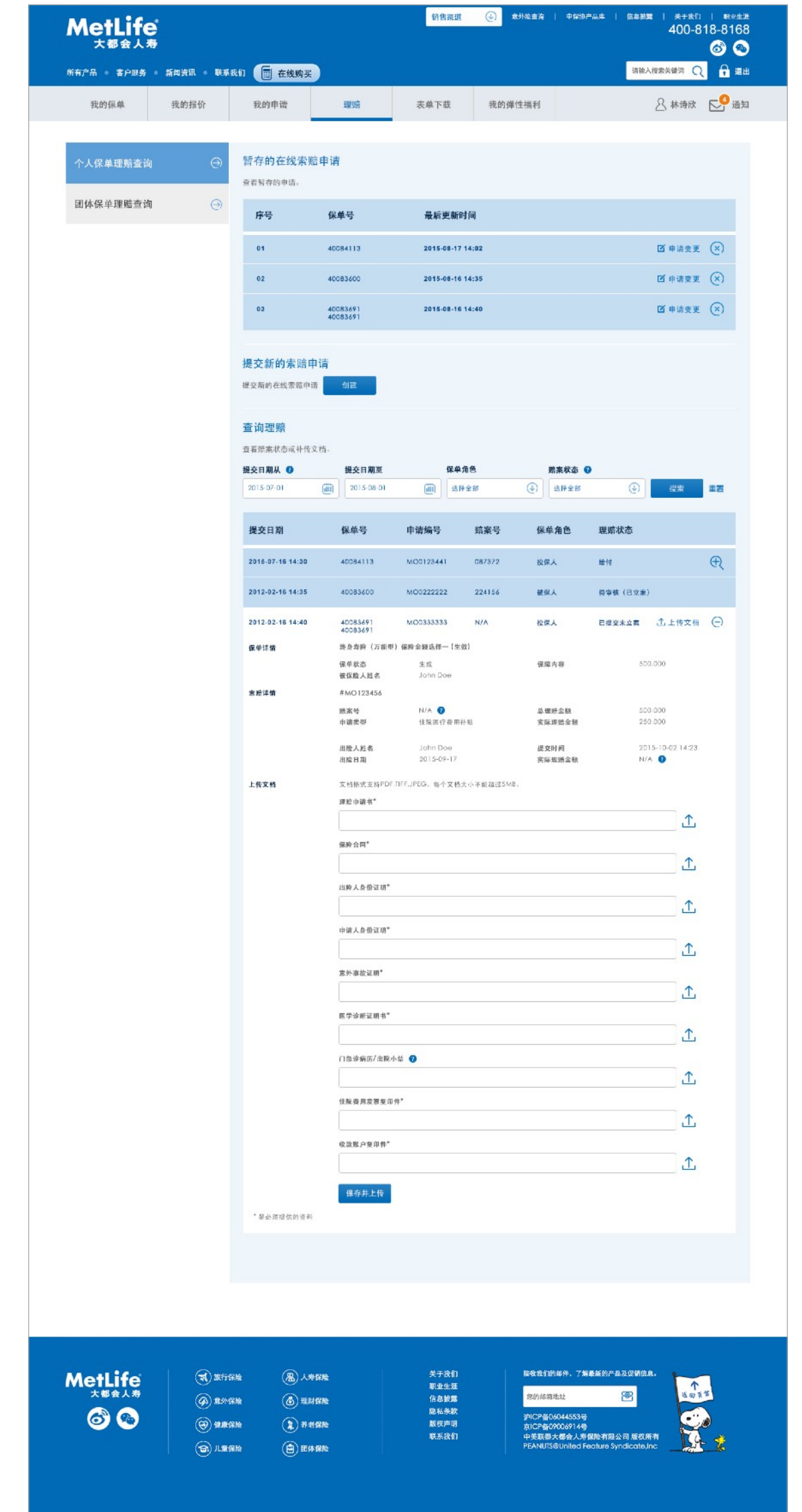
Convenience and personalized interactions are high priorities for Korean customers¹:



METLIFE DIGITAL TRANSFORMATION

For the China market, the team designed and launched the digital platform that integrated marketing, sales and servicing capabilities. For the second release, we optimized the user experience and expanded the digital style guide for the self-servicing platform for Individual and Group policies owners.

CHINA SELF-SERVICE PLATFORM





EU YAN SENG ECOMMERCE STRATEGY AND WEBSITE DESIGN

Eu Yan Sang (EYS) is one of the leading brands in TCM (Traditional Chinese Medicine) in Asia and Australia, with a holistic approach to total health and well-being. Despite having a strong heritage and popular among the matured Chinese population, the primarily brick-and-mortar company recognized that the current state was not sustainable.

To future-proof the business, Sapient was approached with two tasks - to upgrade the ecommerce capabilities, including migrating to the Demandware, and to broaden the consumer based by appealing to the younger generation.

Through social listening and one-on-one interviews, we uncovered that TCM was viewed as curative, slow, and "not for me", particularly among the younger audience. To grow the business, we needed to be relevant to the upcoming and affluent generation, but not to distance itself from the current customer base.



Health that supports my active life



It is old world, curative, complex and has slow results.



EU YAN SENG ECOMMERCE STRATEGY AND WEBSITE DESIGN

We examined the values and need states four key customer segments - Life Enthusiasts, Multi-tasking Working Mums, Health-conscious New or Soon-to-be Mums, and Gifters. With these insights, we designed the experience, not just focusing on the purchase path, but from education to content categorisation, to drive lifelong customer loyalty and value.

TITLE	LIFE ENTHUSIASTS	ON-THE-GO MULTI-TASKERS	HEALTH-CONSCIOUS NEW MUMS	GIFTERS
DEMOGRAPHICS	20-35 years Working, no kids	30-40 years Working mums	20-35 years To-be mums and new mums	20-35 years Looking for gifting solutions
LIFE MANTRA	Life is to be enjoyed - so work hard, party harder	I want the best things in life for me and my family	I rely on trusted sources for nature's goodness	What others perceive of me is important so my gifts should make a good impression
QUOTE	"I need to give my best at work. Fast food is part of my diet as it's the only option sometimes. I believe in enjoying life which is why I socialise and travel a lot."	"As a working mother with 2 kids, I can't afford to fall sick. I need health solutions that support my active lifestyle."	"I am anxious about this new role I am taking on. What I do and eat defines the health and state of mind of my baby."	"Gifts are an extension of who I am... and how others might perceive me."
	<p>A healthy lifestyle is about Absence of illness To get more out of life</p> <p>I need information that is Detailed To the point</p> <p>I like Convenience Rigor</p> <p>The product price is Very important Not so important</p> <p>Eu Yan Sang products are effective Believer Skeptic</p> <p>I see Eu Yan Sang as Curative Preventive</p>	<p>A healthy lifestyle is about Absence of illness To get more out of life</p> <p>I need information that is Detailed To the point</p> <p>I like Convenience Rigor</p> <p>The product price is Very important Not so important</p> <p>Eu Yan Sang products are effective Believer Skeptic</p> <p>I see Eu Yan Sang as Curative Preventive</p>	<p>A healthy lifestyle is about Absence of illness To get more out of life</p> <p>I need information that is Detailed To the point</p> <p>I like Convenience Rigor</p> <p>The product price is Very important Not so important</p> <p>Eu Yan Sang products are effective Believer Skeptic</p> <p>I see Eu Yan Sang as Curative Preventive</p>	<p>A healthy lifestyle is about Absence of illness To get more out of life</p> <p>I need information that is Detailed To the point</p> <p>I like Convenience Rigor</p> <p>The product price is Very important Not so important</p> <p>Eu Yan Sang products are effective Believer Skeptic</p> <p>I see Eu Yan Sang as Curative Preventive</p>


LIFE ENTHUSIASTS

SNAPSHOT

- 25-35 years
- Working, no kids
- Lifestyle: Long working hours, Pressure to perform at work, Fast food as part of diet, Has an active social life, Travels a lot

LIFE MANTRA
Life is to be enjoyed - so work hard, party harder

SOCIAL MORE OUT OF LIFE
ACTIVE LIFESTYLE
CONVENIENCE
PERFORMANCE
EVERY DAY



"I need to give my best at work. Fast food is part of my diet as it's sometimes the only option. I believe in enjoying life which is why I socialise and travel a lot."

A LITTLE BIT ABOUT ME
I am ambitious so my career is important to me. I am constantly under the pressure to perform at work. I know my lifestyle is not very healthy so I try to compensate by exercising and taking supplements - to enjoy my life and achieve what I want.

VIEWS ON EU YAN SANG
Sometimes when I fall sick, my mother gives me EYS medicine. But I don't understand these herbs and don't know what they can do. To me, EYS is very old and traditional. Not for someone like me who wants fast and convenient solutions.

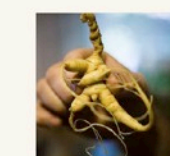


LIKES SHOPPING ONLINE BECAUSE
I can find great deals online and browse a wide product range.

EYS MOODBOARD





TECHNICAL & LIGHTING

DO THIS




-  Look for images with a strong shallow depth of field, ie. foreground is in focus and the background is out of focus. This technique helps busy subjects look calming.
-  Do prefer images with natural soft, outdoor lighting. This style is more real and promotes health and wellness.
-  Ensure images have the correct exposure. Images with good exposure have the foreground and background always visible. This style is more warm and modern.

AVOID THIS




-  Avoid busy images where everything is in focus. This is too busy and haphazard.
-  Avoid images photographed under strong, bright studio lighting. This is too artificial.
-  Avoid overexposed images. Overexposure causes detail in the image to be lost to white pixels. This photographic style is too causal and makes the subject look detached.

PHOTOGRAPHIC STYLING

DO THIS

-  Look for candid models with natural smiles in calming, zen-like locations. This is aspirational to the busy lifestyle of the target audience.
-  Find images that have been photographed in natural, creative and delightful ways. The love and care taken to create these images promotes quality, intrigue and sophistication.
-  Do use images with ingredients photographed on earthy or textured backgrounds. This direction is more inviting and natural.

AVOID THIS

-  Avoid images with models who over-pose. This is awkward and comes across as flippant.
-  Avoid images who's compositions have not been creatively considered. This shows lack of care.
-  Avoid isolated product photography on stark white. This looks too detached and cold.

WEBSITE DESIGNS

Eu Yan Sang website home page design. The header includes navigation links for EVERYDAY WELLNESS, ENERGY & FOCUS, BEAUTY CARE, PREGNANCY & INFANT CARE, GIFTS, and PROMOTION. A main banner for Lunar New Year offers 20% off on Lingzhi products. Below the banner are sections for 'OUR BEST PICKS' (featuring products like Lingzhi Raibanc, Bottled Bird's Nest, and Manjia Honey) and 'THIS MONTH'S FEATURES' (highlighting 10 Energy-Boosting Foods, American Wild Ginseng, Stress-Free Gifting, and EU Rewards).

Eu Yan Sang website product category page for 'TEA'. The page features a filter sidebar on the left with options for 'Type', 'Packaging', and 'Flavor'. The main content area displays a grid of tea products, including Imperial Golden Concentrated Bird's Nest with Rock Sugar and Imperial Golden Concentrated Bird's Nest with Rock Sugar. Each product listing includes an image, name, and price.

Eu Yan Sang website article page titled 'WORK'. The article discusses the benefits of ginseng for work-related stress and energy. It includes a featured image of a person working at a desk and several text columns with sub-headers like '1. Jumpstart your metabolism in the morning' and '7. Take extra benefits and sip on some wild Ginseng tea'.

Eu Yan Sang website article page titled 'BEAUTY'. The article is titled '4 Expert Tips on Choosing Beauty Products' and provides advice on selecting quality beauty products. It features a featured image of various beauty products and includes a 'RELATED PRODUCTS' section at the bottom.

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