Japanese localization check — sample report

GlobeZenith OÜ ／ Sign-up flow + FAQ review ／ Delivered within 72 hours

This is a sample. "Lumora Notes" is a fictional app made up for this sample. The findings show the format and the kind of issues we report; they do not describe any real company.

Summary

Scope	Japanese landing page → sign-up (3 steps) → confirmation email, and 20 FAQs
Findings	14 items: wording 8, Japan-specific gaps 4, links and layout 2
Most important	(1) Prices shown without tax. (2) Name fields ask for first name first. (3) The error message on the email field sounds rude.

Findings (excerpt)

#	Where	Current	Corrected (ready to paste)	Why (one line)
1	Pricing	月額 ¥980	月額 1,078円（税込）	Japanese consumers expect tax-inclusive prices; show the total they will pay.
2	Sign-up step 1	名 ／ 姓	姓 ／ 名（例：山田 ／ 太郎）	Family name comes first in Japan; reversed order causes input errors.
3	Email error	メールが間違っています。	メールアドレスの形式をご確認ください。	The current text blames the user; the fix is polite and tells them what to check.
4	Main button	今すぐサインアップ！	無料で登録する	"サインアップ" is less common than "登録"; "無料" answers the first worry.
5	Step 2 heading	あなたのワークスペースを作成してください	ワークスペースを作成します	Repeated "あなたの" reads as machine translation.
6	Confirmation email subject	あなたのアカウントを確認する	【Lumora Notes】メールアドレスの確認をお願いします	Japanese subjects put the service name in brackets so the email is not mistaken for spam.
7	Footer	(none)	Point out: no page with seller name, address, contact and refund terms	Japanese buyers look for this before paying. We flag that it is missing; we do not give legal advice.
8	FAQ 12	返金はできますか？ → はい、14日以内なら。	はい。お申し込みから14日以内であれば、全額を返金します。手続きはお問い合わせフォームから受け付けています。	The short answer sounds curt and leaves out how to request it.

9	Address field	住所1 ／ 住所2 ／ 州	郵便番号 → 都道府県 → 市区町村・番地 → 建物名・部屋番号	Japanese addresses start from the postal code; "州" does not apply in Japan.
10	FAQ links	3 links open English pages	Replace with /ja/ URLs (list attached)	Users who land on English pages usually leave.

What you receive

Findings table	All items with location, screenshot, current text, corrected text and a one-line reason in English.
Ready-to-paste text	The corrected Japanese for every item, as a spreadsheet or file, so your team can replace it directly.
Optional	We apply the fixes in your CMS or repository (quoted separately).

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