

mitate

JAPAN EDITORIAL REVIEW

FLOWLY / ILLUSTRATIVE SAMPLE

**Before you translate your website,
find out what should change for Japan.**

A strategic editorial review of how a global SaaS product may be understood, compared and trusted in the Japanese market.

Prepared by mitate | Japanese-market editorial partner

Executive summary

PRIMARY EDITORIAL DECISION

Flowly should not enter Japan as “another AI productivity tool.” It should enter as a clear, governable workflow-automation product with AI as an enabling layer.

The current English proposition is simple and energetic: “Automate busywork. Move faster.” That is a strength. But in Japan, the same level of abstraction risks leaving a B2B buyer with three unanswered questions: What exactly does this replace? Can we control it? Why should we trust this company?

Our recommended shift is not a full rebrand. It is a change in emphasis: from technology-first to job-first, from speed to operational clarity, and from “start now” to “understand, trust, then convert.”

Three decisions before launch

- Define the category before translating the copy: workflow automation first; AI second.
- Rewrite the homepage around concrete work - approvals, handoffs, repetitive input and follow-up - rather than generic “busywork.”
- Move trust signals earlier: security, admin controls, integrations, support and recognizable proof should sit closer to the core proposition.

MITATE PRINCIPLE

The goal is not to make Flowly feel Japanese. The goal is to make its value immediately legible in Japan.

Product snapshot & review scope

Company	Flowly (fictional)
Product	AI-assisted B2B workflow automation SaaS
Current core message	“Automate busywork. Move faster.”
Primary buyer hypothesis	Operations / IT / business-function leaders
Market stage	Established in English-speaking markets; evaluating Japan
Review scope	Homepage, product, pricing, trust, CTA, category language and search intent

What this review is designed to answer

- How will a Japanese B2B buyer categorize Flowly within the first 10-20 seconds?
- Which parts of the global message can stay, and which need a different order or explanation?
- What information is currently missing for a credible first evaluation in Japan?
- Which Japanese category terms and search intents should guide localization?
- What should Flowly change before investing in a full Japanese website?

What this review does not claim

This is an illustrative editorial sample, not commissioned market research for a real company. The product, traffic, buyer interviews and conversion data are fictional. Real engagements validate these hypotheses through the client’s product data, customer context, Japanese SERPs, competitor evidence and stakeholder interviews.

Why the Japan story should start with the job

Japan is not a market that needs to be convinced that digital transformation matters. JETRO describes continued growth in Japan's digital-transformation market and notes that foreign-affiliated ICT companies rate Japan's market size and infrastructure as major attractions. IPA's 2026 DX survey likewise reports broader AI adoption, with realized benefits still concentrated heavily in operational efficiency and speed.

EDITORIAL IMPLICATION

For Flowly, this suggests a useful messaging discipline: lead with the operational outcome the buyer already recognizes, then explain the AI advantage.

What current category messaging reveals

- kickflow foregrounds approval workflows, integrations, controls and concrete operational outcomes; AI appears as part of the product, not the only reason to buy.
- Kintone emphasizes no-code workflow customization, visibility, permissions and recognizable customer proof.
- Both make the work itself easy to picture. That reduces the buyer's need to infer what the product actually does.

Our working hypothesis

If Flowly enters with only "AI + save time," it risks being evaluated as a broad productivity tool. If it enters through concrete workflow use cases and enterprise reassurance, it gives the Japanese buyer a clearer comparison set - and a clearer reason to continue reading.

04 / CATEGORY DECISION

Category & competitive frame

The most important pre-localization decision is not wording. It is category placement.

Frame	Immediate upside	Risk in Japan	Recommendation
AI productivity tool	Modern, broad appeal	Too broad; weak comparison set	Do not lead
AI agent platform	High current interest	May create autonomy / control questions	Use selectively
Workflow automation	Clear business job	Can sound generic without differentiation	Recommended lead
No-code automation	Signals ease of setup	Crowded; may understate enterprise capability	Supporting frame

WORKING DIRECTION

Recommended category line: “AI-assisted workflow automation for repetitive operational work.”

This preserves the AI advantage while giving the buyer a familiar job-to-be-done. The Japanese copy can then become more concrete around approvals, routing, input, reminders, handoffs and system-to-system follow-up.

Homepage diagnosis

CURRENT GLOBAL HERO

AUTOMATE BUSYWORK. MOVE FASTER.

Save 10+ hours every week by automating repetitive tasks with AI.
START FREE

Element	Decision	Editorial note
“Automate busywork”	CHANGE	Memorable in English, but too vague to establish the business category in Japanese.
“Move faster”	CHANGE	Generic benefit. Replace with a job-specific outcome.
10+ hours saved	KEEP	Strong proof structure. Add the type of work being reduced and source the claim.
“with AI”	REORDER	Keep AI visible, but let it explain how the outcome is achieved rather than define the whole product.
Start free	REVIEW	May be appropriate later, but a first-time Japan visitor may need product understanding and trust first.

Recommended message architecture

The Japanese page should answer a different sequence of questions. Not more copy for its own sake - more certainty, in the right order.

Order	Buyer question	Message job
01	What is this?	Name the category in familiar business language.
02	What work does it remove?	Show concrete recurring tasks and handoffs.
03	Why is it better?	Introduce AI, speed and adaptability as mechanisms.
04	Will it fit our systems?	Show integrations, setup and admin controls.
05	Can we trust it?	Security, governance, support and company proof.
06	What should I do next?	Offer the right CTA for the buyer's confidence level.

EDITING RULE

Technology can remain part of the story. It should not be asked to carry the whole story.

Trust before conversion

For an unfamiliar foreign SaaS, “Is this useful?” and “Can we adopt this safely?” are separate questions. The global site currently answers the first more strongly than the second.

Trust signals to move closer to the decision

- Security and data handling: hosting region, encryption, access controls, certifications where applicable.
- Administrative control: roles, permissions, auditability and what AI can or cannot do autonomously.
- Integrations: recognizable tools used by Japanese teams, plus API / webhook capability.
- Support: Japanese-language availability, response expectations and implementation help.
- Company proof: customer logos, use cases, measurable outcomes and clear corporate information.

CTA recommendation

CTA	Role	Use
See how it works	Primary early-stage CTA	For first-time evaluation
Book a demo	Primary sales CTA	For higher-intent enterprise buyers
Start free	Secondary / product-led CTA	Keep if onboarding truly supports self-serve

EVIDENCE RULE

Do not remove “Start free” by default. Change the hierarchy only if Japanese visitor behavior and sales motion support it.

08 / SEARCH PERSPECTIVE

Search & language direction

Localization should not begin from an English keyword list. It should begin from the words Japanese buyers already use to describe the problem and the category.

English concept	Japanese direction to validate	Editorial use
workflow automation	ワークフロー / 業務自動化	Core category language
approvals	申請・承認 / 稟議	High-concreteness use case
repetitive tasks	定型業務 / 繰り返し業務	Problem language
AI agent	AI エージェント	Use only where product behavior supports the term
integrations	外部サービス連携 / システム連携	Trust and fit

Validation required before launch

- Japanese SERP review: which pages rank for each term, and what category expectations they create.
- Search-volume and intent comparison across category, use-case and problem terms.
- Language review with actual buyer roles; “natural Japanese” is not enough if the term points to the wrong category.

09 / RECOMMENDED DIRECTION

Japan homepage concept

Illustrative copy direction - not final production copy

HERO DIRECTION

繰り返し業務を減らし、チームが本来の仕事に集中できる環境へ。

Flowly は、申請・入力・転記・フォローアップなどの日常業務を自動化するワークフロープラットフォームです。AI が設定や処理を支援し、チームの業務をより速く、わかりやすく整えます。

Why this direction

- Starts with the work being reduced, not a broad AI claim.
- Names the category and gives examples inside the first screen.
- Keeps AI as a meaningful differentiator without requiring the buyer to understand the product through AI terminology alone.
- Leaves room immediately below the hero for integrations, security and proof.

Suggested first-screen structure

- 01** Outcome headline
- 02** Category + concrete work examples
- 03** “See how it works” + “Book a demo”
- 04** Customer / security / integration proof strip

10 / ACTION PLAN

Priority actions before Japan launch

Priority	Action	Why now	Owner
P0	Lock the Japan category frame	Everything else depends on what buyers think they are comparing	Product + Marketing
P0	Validate buyer / use-case language	Prevents fluent but strategically wrong localization	Japan editor
P0	Rewrite homepage architecture	Sets the narrative before page-by-page translation	Marketing
P1	Build trust block	Reduces adoption uncertainty	Security + Marketing
P1	Review CTA hierarchy	Aligns conversion ask with buyer confidence	Growth / Sales
P1	Localize 3-5 core pages	Prioritize decision pages before content volume	Japan editor
P2	Create SEO/content plan	Build discovery after positioning is stable	Content / SEO

SEQUENCE

First three moves: category -> homepage narrative -> trust. Do not translate the full site before these are settled.

11 / FROM REVIEW TO LAUNCH

A practical 30-day editorial path

Timing	Work	Output
Week 1	Stakeholder interview + category / SERP review	Japan positioning decisions
Week 2	Homepage + product-page message architecture	Approved messaging framework
Week 3	Japanese copy + trust / CTA modules	Core launch pages
Week 4	Editorial QA + search language + handoff	Launch-ready core experience

What mitate would own

- Japanese-market editorial decisions
- Message architecture and copy direction
- Localization / rewriting of agreed core pages
- Search-language and competitor-message review
- Editorial QA across the launch experience

What the client retains

- Product strategy, pricing and commercial decisions
- Legal / regulatory advice and formal compliance sign-off
- Sales operations, partnerships and full Japan GTM execution unless separately scoped

What a real Japan Editorial Review includes

Inputs	Global website / LPs, product deck, existing Japan plan, target customer and stakeholder interview
Market lens	Category language, 3-5 relevant competitors, Japanese search intent and local trust expectations
Editorial diagnosis	Positioning, value proposition, message order, tone, CTA, proof, gaps and friction
Page review	Keep / Change / Explain / Remove decisions across priority pages
Recommended direction	Japan messaging architecture plus illustrative copy direction
Priorities	What to change before launch, what can wait, and what should be tested
Format	English report + review call; Japanese working copy where relevant
Typical scope	5-8 core pages; deeper research or customer interviews scoped separately

MITATE

We do not just translate what you say. We edit how your business is understood in Japan.

Illustrative sample notice

Flowly is fictional. All Flowly-specific findings, claims and recommendations in this document are illustrative hypotheses created to demonstrate the format and depth of a mitate Japan Editorial Review. A real engagement would replace these hypotheses with evidence from the client's product, market, competitors, search landscape and stakeholders.

APPENDIX / SOURCES

Reference notes

The market-context examples in this illustrative sample were grounded against current public materials available as of October 7, 2026. These sources support context only; they do not validate the fictional Flowly-specific claims.

JETRO - Digital Technology / Investing in Japan

JETRO describes continued growth in Japan's digital-transformation market and notes market size, infrastructure and business foundations as attractions for foreign-affiliated ICT companies.

IPA - DX Trend 2026

IPA reports broadening AI adoption in Japanese companies, with benefits still concentrated heavily in operational efficiency and speed.

kickflow - product and approval/workflow pages

Current Japanese category messaging foregrounds approval work, operational outcomes, integrations, administration and enterprise control.

Kintone - workflow / application platform pages

Current messaging emphasizes no-code workflow customization, visibility, permissions, customer proof and practical business use cases.

METHOD

**Editorial judgment should be evidence-led, but not evidence-dumped.
The client needs a decision, not a pile of research.**