



Build bridges, not walls
Design for users across cultures

Jenny Shen





Travelled to

46

countries

Lived in

6

countries

Worked with

20+

clients

Users from

27

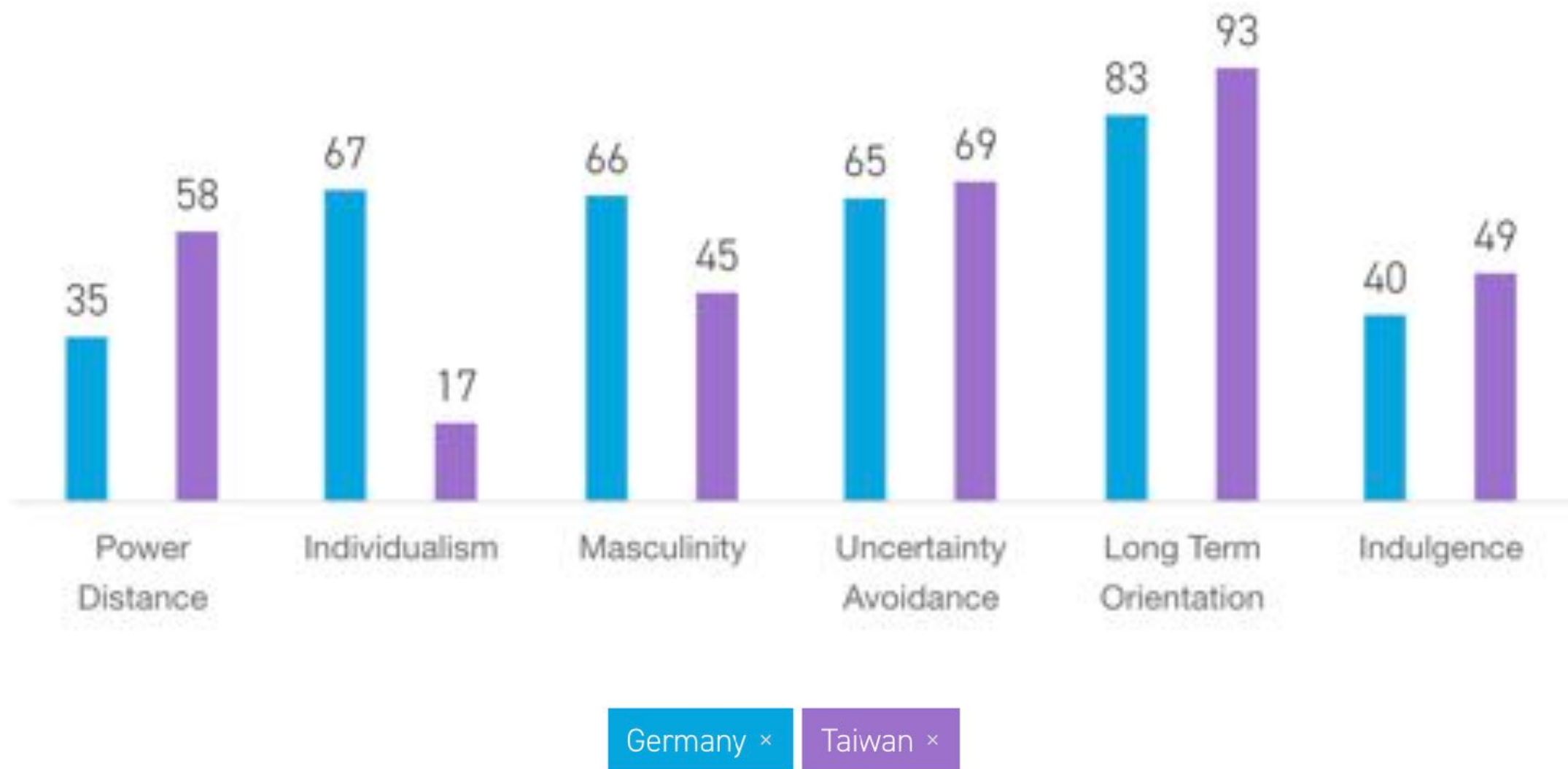
countries

- 1. *What is culture?***
- 2. *How does culture affect our work?***
- 3. *Culture differences in UX UI***
- 4. *Common mistakes in localisation***
- 5. *Secrets to world domination***

What is CULTURE?

“ *The collective programming of the mind distinguishing the members of one group or category of people from others.* ”

Cultural Dimensions



***What does it mean for
Designers & Developers?***

“ Culture affects *Internet usage, e-commerce trust, information and communication technology adoption, Internet marketing, and website development.*

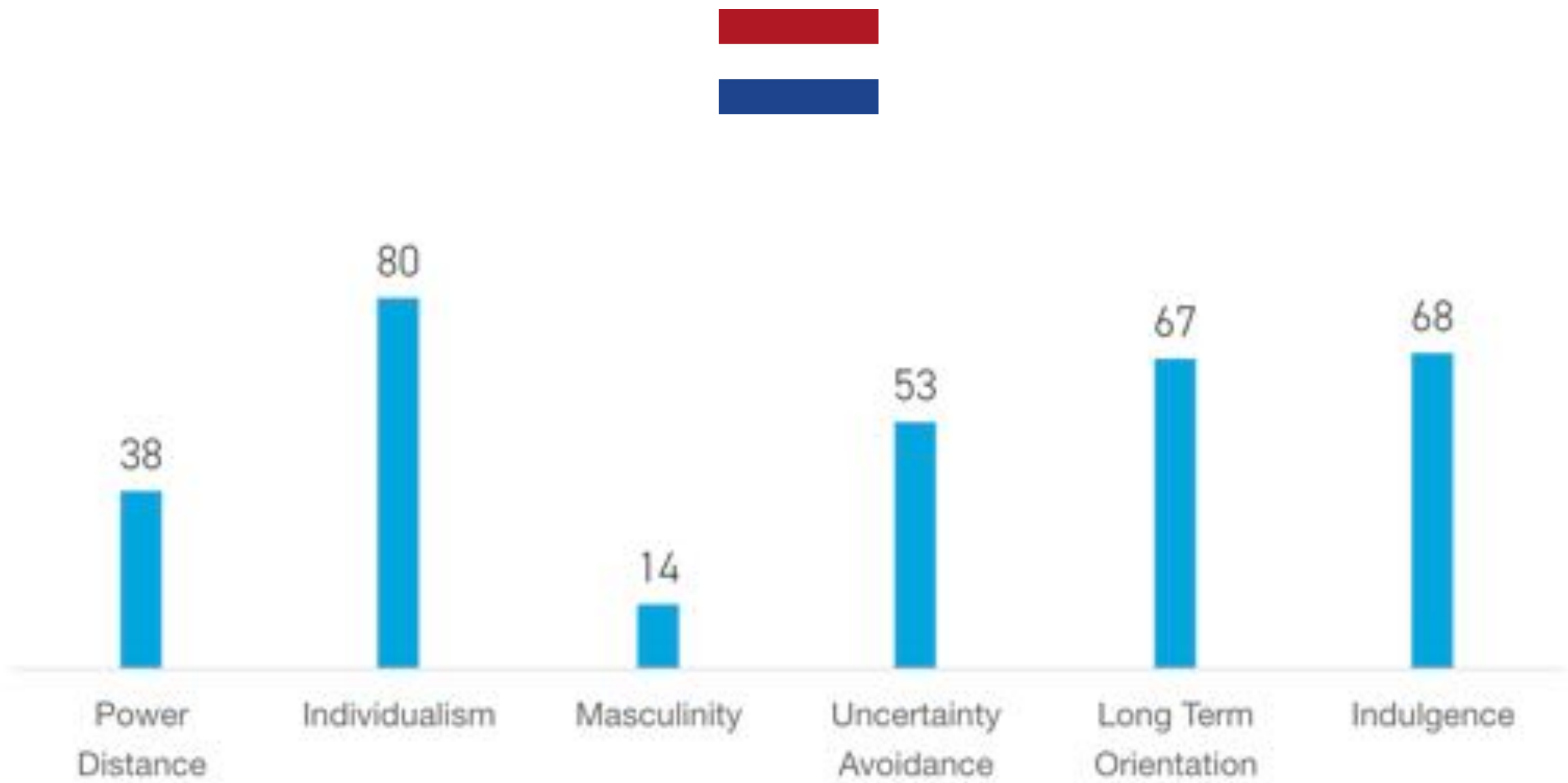
“ It is **no longer enough** to simply offer a product translated in ten to twenty different languages.

Users also want a product that acknowledges their **unique cultural characteristics** and **business practices**.

#1

Research local culture





- ***Pragmatic***
- ***Thrift is encouraged to prepare for the future***
- ***Propensity to save***

Je betaling is gelukt.

Ga verder met de bestelling in onderstaand formulier.

Eerste volwassene

Voornaam *

Achternaam *



Zorg dat je naam overeenkomt met die in je paspoort. Getrouwde vrouwen dienen hun eigen achternaam in te vullen (meisjenaam). Een foutieve naam op het vliegticket leidt tot weigering bij de gate.

Verbergen ^

Paspoort of ID kaart *

Paspoort ▼

Documentnummer *

Nationaliteit *

Nederlands ▼

Geldig tot en met *

01 ▼

januari ▼

2015 ▼

Land van uitgifte *

Nederlands ▼

Geslacht *

Mannelijk ▼

Geboortedatum *

01 ▼

januari ▼

2015 ▼

Who will be travelling?

Please fill in all passenger details as stated in passport or identity card

- ☐ Are you uncertain whether the passengers' names match the details in their passports or on their identity cards?
Pay € 4 now and change all passenger details up to 48 hours after making this booking. This way you avoid paying the € 50 change fee per person and any difference in the ticket price.

^ Passenger 1 (Adult)

- ☒ This passenger is also the contact person for this booking

Gender

☐

Male

☐

Female

First name

All first names must be entered as stated in the passport/identity card.

Last name

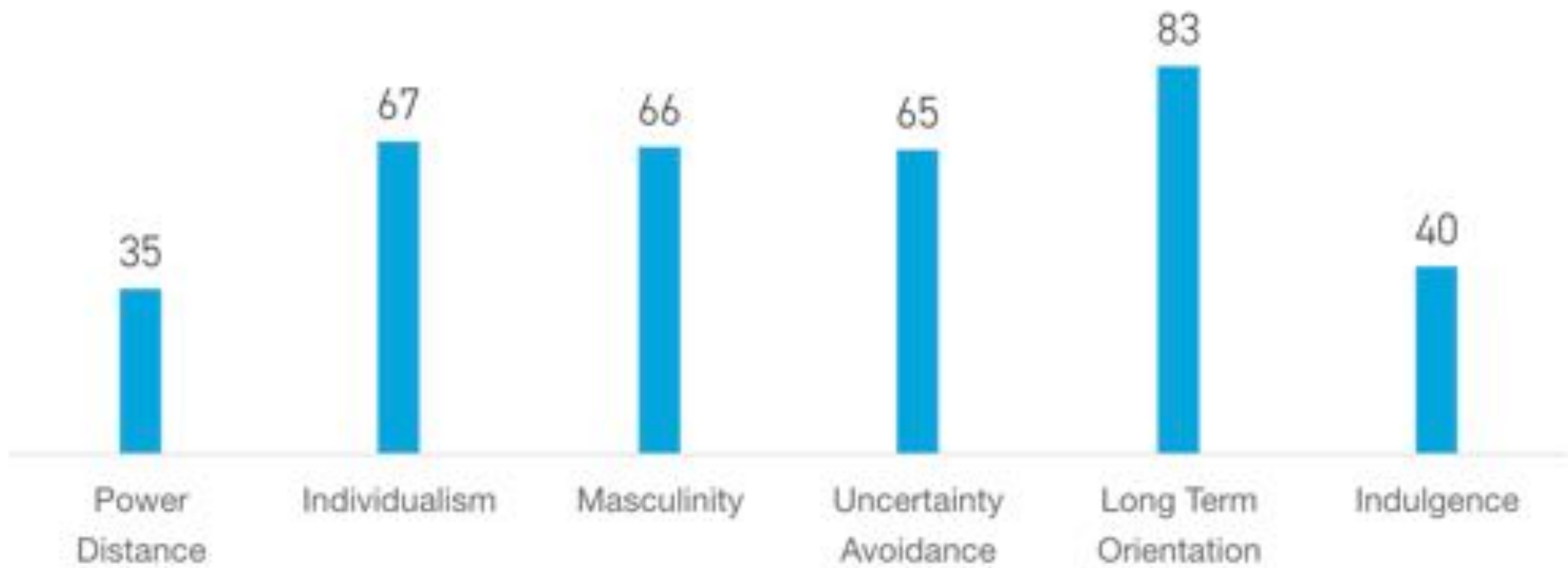
All surnames must be entered as stated in the passport/identity card.



Money motivates & de-motivates







“ The **systematic overview** has to be given in order to proceed. This is also reflected by the law system.

Details are equally important to create **certainty** that a certain topic or project is **well-thought-out**.

Reserveren / Dit is de aanbieding



Beleef het mooiste van Ierland

Tijdens deze fascinerende rondreis door Ierland vergaap je je aan machtige kliffen, eeuwenoude kastelen, prachtige natuur én aan steden als Dublin en Galway! Inclusief 7 nachten in 3*- en 4*-hotels, ontbijt, vlucht en huurauto!

[Lees meer](#)

Step 1 / Kies je vertrekdatum

📅 Laagste prijs
🟢 Nu beschikbaar
🔴 Vol

Luchthaven van vertrek ▼



Step 2 / Je betaling

Step 3 / Persoonlijke gegevens

Step 4 / Bevestiging



Reservieren / Das ist das Angebot



Strandurlaub in Lagos

Sonnige Algarve: 7 Nächte im Carl Beach Hotel direkt am Strand mit täglichem Frühstück, Hin- und Rückflug und gratis WLAN im Hotel

Mehr lesen

Inklusive

- 7 Nächte im Doppelzimmer mit Gartenblick oder Seeblick
- Tägliches Frühstück
- Gratis WLAN
- Hin- und Rückflug mit Germanwings von Hamburg (HAM und Stuttgart (STR) bzw. mit Ryanair von Bremen (BRE), Düsseldorf-Weeze (NRN) oder Frankfurt-Hahn (HHN) oder mit TUIfly von Düsseldorf (DUS) oder München (MUC) nach Faro (FAO)
- Germanwings/Eurowings: 1 Handgepäckstück pro Person bis zu 8 kg (55x40x23 cm)
- Ryanair: 1 Handgepäckstück pro Person mit bis zu 10 kg (55x40x20 cm) & 1 kleine Handtasche (35x20x20 cm)
- TUIfly: 1 Handgepäckstück pro Person mit bis zu 8 kg (55x40x20 cm)

Exklusive

- Reiseversicherungen
- Aufsorgegepäck (Optional hinzubuchbar)
- Transfers (Optional hinzubuchbar)
- (Evtl. Touristensteuer

Schritt 1 / Bitte wählen Sie ein Abreisedatum

Nach Flughafen sortieren

- ☐ Düsseldorf-Weeze (NRN)
von 329,00 €
- ☒ Memmingen (FMM)
von 299,00 € (günstigster Preis)
- ☐ Bremen (BRE)
von 489,00 €
- ☐ Frankfurt-Hahn (HHN)
von 329,00 €

Günstigster Preis Jetzt verfügbar Zurück nicht verfügbar

- ☐ Stuttgart (STR)
von 499,00 €
- ☐ München (MUC)
von 479,00 €
- ☐ Düsseldorf (DUS)
von 569,00 €
- ☐ Hamburg (HAM)
von 579,00 €



Schritt 2 / Ihre Buchung

Schritt 3 / Persönliche Daten

Schritt 4 / Bezahlung

Reservieren / Das ist das Angebot



Strandurlaub in Lagos

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Exklusive

- Reiseversicherungen
- Aufsorgegeld (Optional hinzubuchbar)
- Transfers (Optional hinzubuchbar)
- (Evtl. Touristensteuer

Schritt 1 / Bitte wählen Sie ein Abreisedatum

Nach Flughafen sortieren

- ☐ Düsseldorf-Weeze (NRN) von 329,00 €
- ☒ Merzlingen (FMM) von 299,00 € (günstigster Preis)
- ☐ Bremen (BRE) von 499,00 €
- ☐ Frankfurt-Hahn (HHN) von 329,00 €

Günstigster Preis Jetzt verfügbar Zurück nicht verfügbar

- ☐ Stuttgart (STR) von 499,00 €
- ☐ München (MUC) von 479,00 €
- ☐ Düsseldorf (DUS) von 569,00 €
- ☐ Hamburg (HAM) von 579,00 €

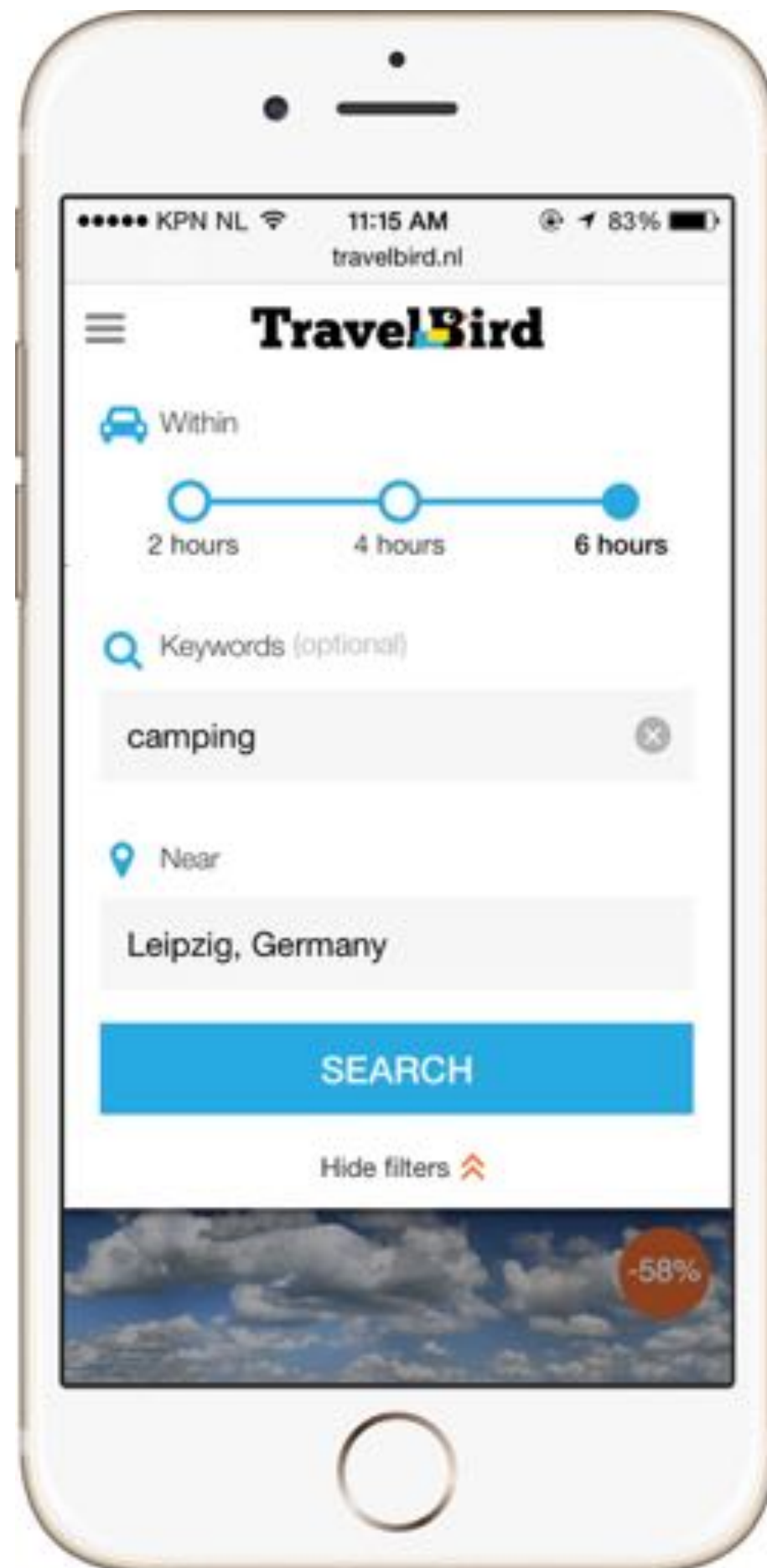
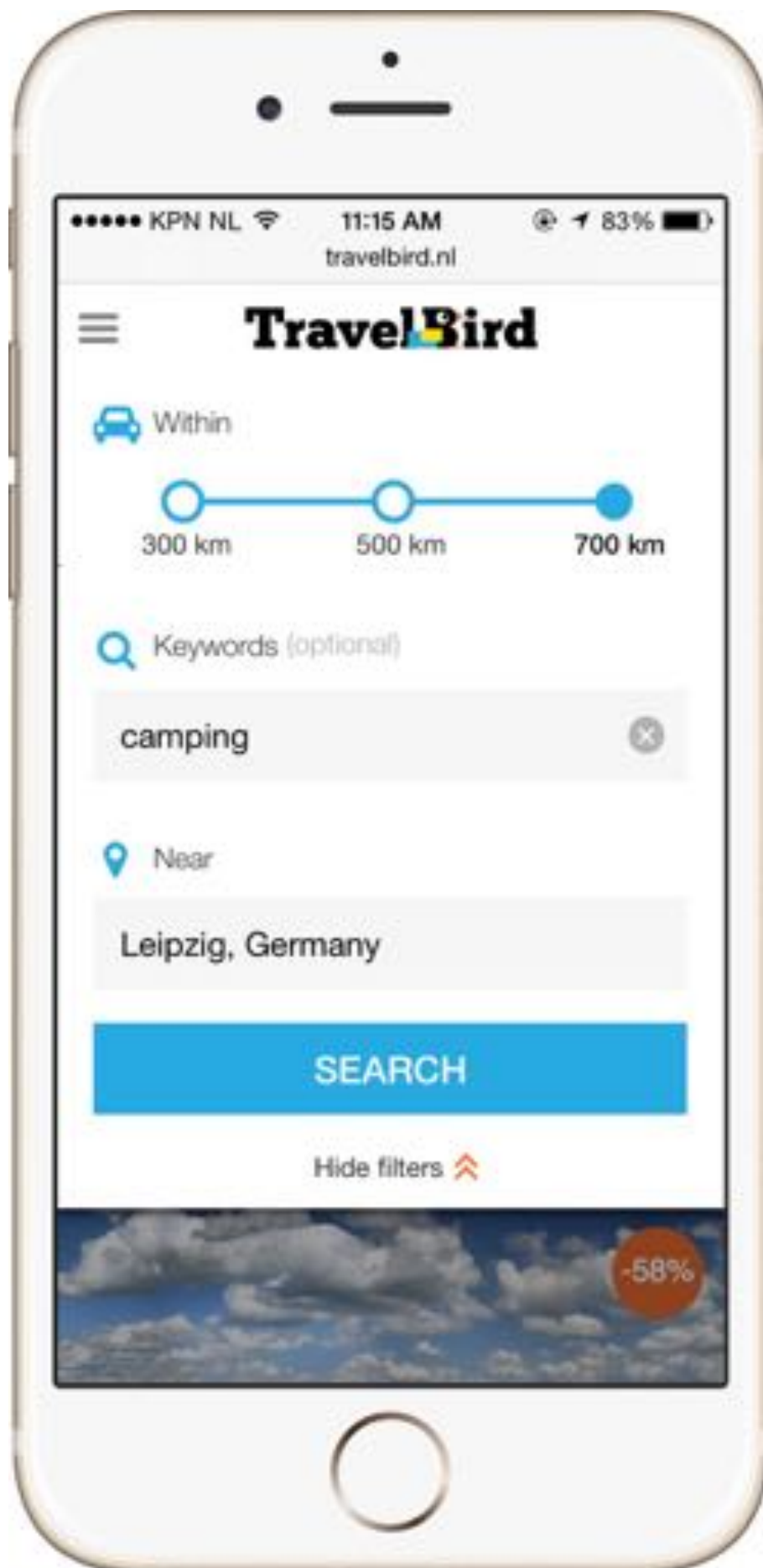


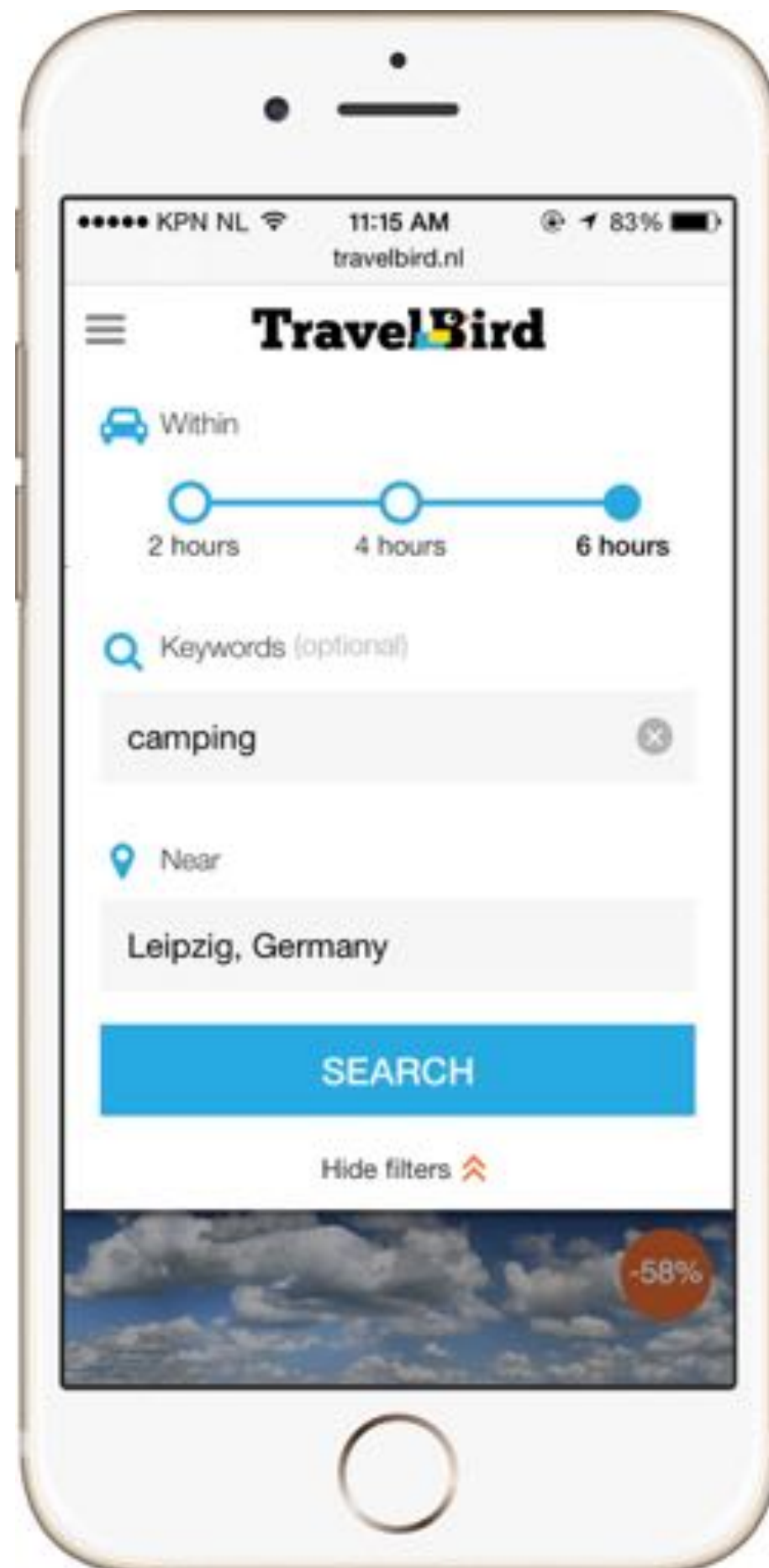
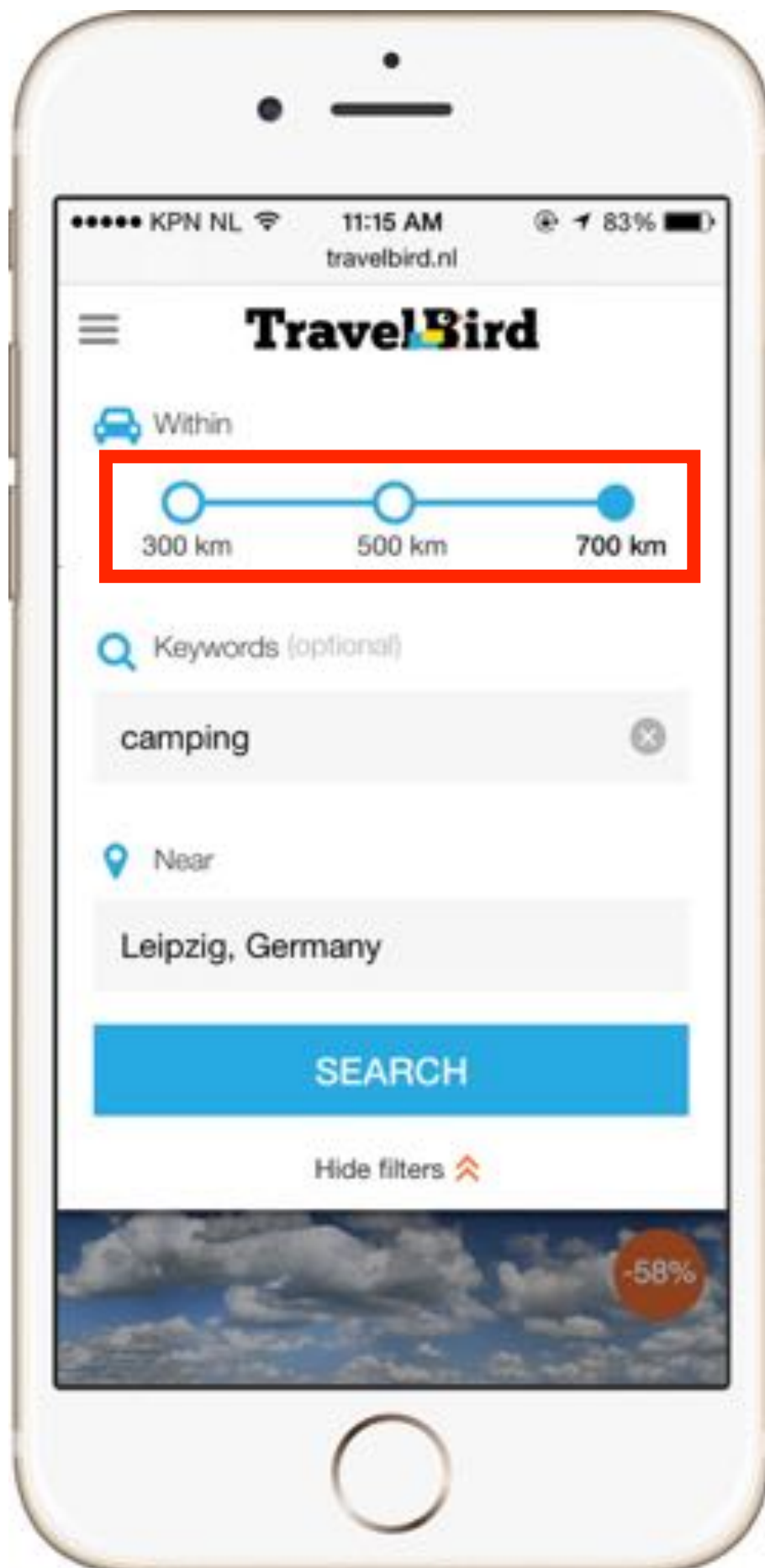
Schritt 2 / Ihre Buchung

Schritt 3 / Persönliche Daten

Schritt 4 / Bezahlung

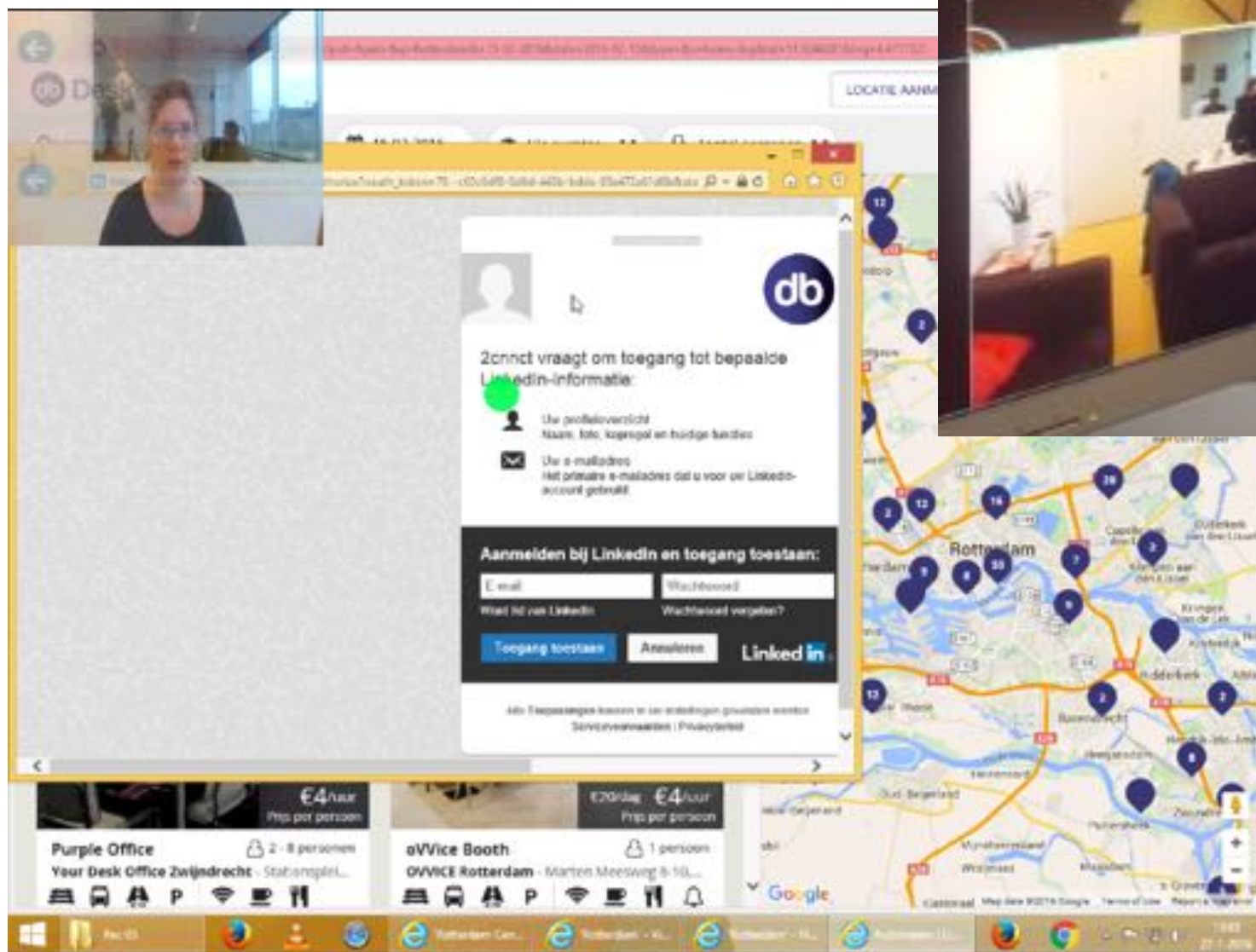






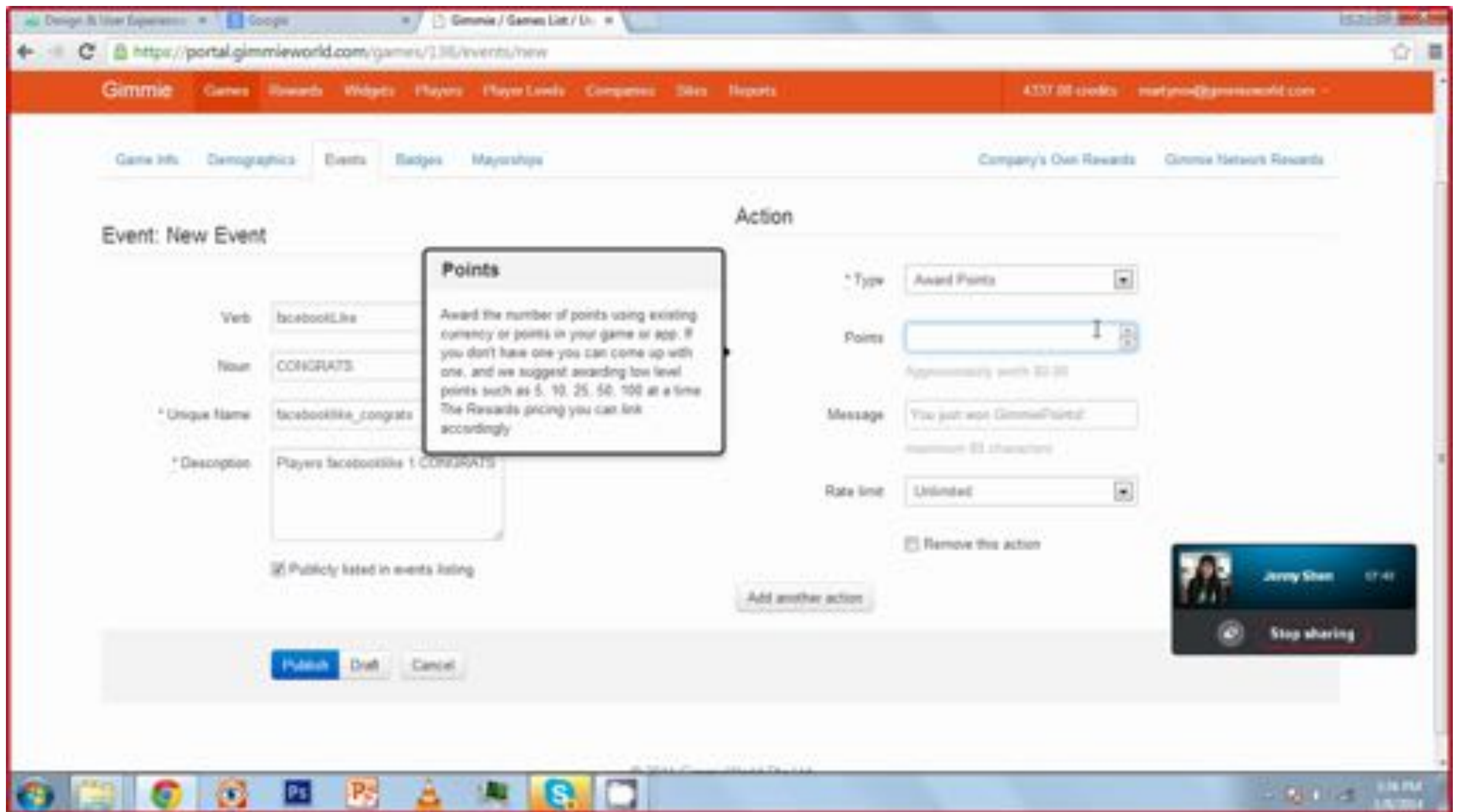
#2

Usability tests with locals



Remote User Testing







Worldwide



Germany, Spain and worldwide



Malaysia, Singapore, Indonesia,
Philippines, Thailand, Vietnam



U.S., Canada, Taiwan,
India and worldwide

#3

Measure data

10147 work and meeting spaces

Book one of these spaces

Where you want to work?

30/12/2015

Meeting room

SEARCH

✓ Largest supply ✓ Guaranteed lowest price ✓ Cancel 24 hours in advance ✓ Great customer service



Language

English (GB)

Deskbookers

Amoyplein 79
1094 PW Amsterdam
T: +31 (0)24 - 30 20 016
E: info@deskbookers.com

Company

About Deskbookers
Team
Jobs

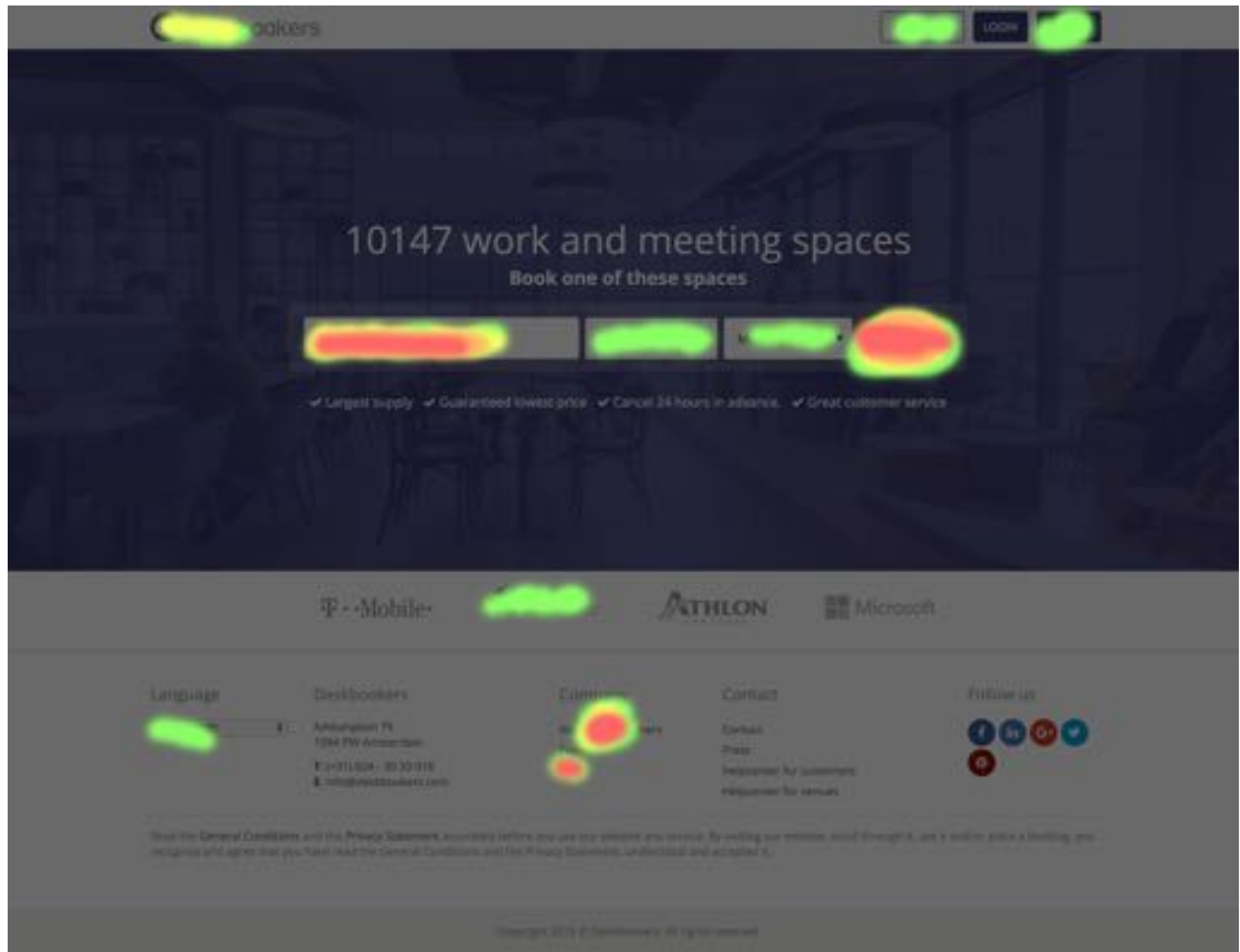
Contact

Contact
Press
Helpcenter for customers
Helpcenter for venues

Follow us



Read the General Conditions and the Privacy Statement accurately before you use our website and service. By visiting our website, scroll through it, use it online or place a booking, you recognize and agree that you have read the General Conditions and the Privacy Statement, understood and accepted it.





- ***High drop off on homepage***
- ***First clicks on help and company-related links***

1. *Lack of trust*

2. *Ambiguity*

- 1. *Trust logos from trustshops.de***
- 2. *Reviews from German customers***
- 3. *Accepted payment methods***
- 4. *German customers in roster***
- 5. *Company description in footer***

Schnell. Einfach. Unkompliziert.

Buchen Sie jetzt den idealen Raum für Ihre Konferenz.

Wo benötigen Sie einen Raum? Zeitraum Personen SUCHEN

✓ Größte Auswahl ✓ Garantiert günstigster Preis ✓ 24-Stunden-Support ohne Kosten ✓ Ausgezeichneter Kundenservice

Empfohlen durch:

BUSINESS INSIDER

tech2u

Mobile

Microsoft



Luca Tordt
Office Manager - Quality

Einfach super! Tolle, seriöse und sehr schnelle Abwicklung zu günstigen Preisen! Der Service ist einwandfrei!



Zahlungsmethoden



Unternehmen

Über Deskbookers

Team

Jobs

Impressum

Blog

Sprache

Deutsch

Kontakt

Kontakt

Preise

FAQs für Kunden

FAQs für Anbieter

Deskbookers

Die Buchungsplattform für Arbeits-Räumlichkeiten

Helmstraße 4

40472 Düsseldorf

Deutschland

☎ +49 211 3488 22000

✉ info@deskbookers.com

Montag - Freitag (08:30 - 17:30 CEST)

- ✓ Persönlicher Service
- ✓ Geld-Zurück-Garantie
- ✓ Später bezahlen



db Deskbookers

8,1 bewertet auf 146 Bewertungen

WIE SÄLGE ANBIETEN LOGIN REGISTRIEREN

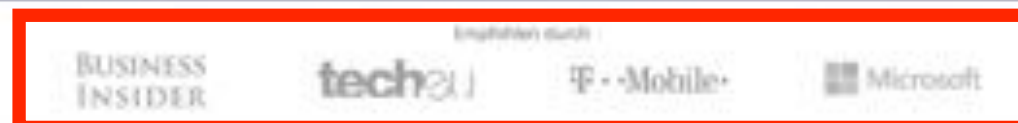
Wir freuen uns auf Ihren Anruf: +49 211 5488 22000

Schnell. Einfach. Unkompliziert.

Buchen Sie jetzt den idealen Raum für Ihre Konferenz.

Was benötigen Sie einen Raum? Zeitraum Personen SUCHEN

✓ Größte Auswahl ✓ Garantiert günstigster Preis ✓ 24-Stunden-Support ohne Kosten ✓ Ausgezeichneter Kundenservice



Alle Räumlichkeiten in Berlin

Alle Räumlichkeiten in Düsseldorf

Alle Räumlichkeiten in München

Alle Räumlichkeiten in Hamburg

Lutz Tordt
Office Manager - Gutschein

Einfach super! Tolle, seriöse und sehr schnelle Abwicklung zu günstigen Preisen! Der Service ist einwandfrei

★★★★★



Sprache
Deutsch

Kontakt
Kontakt
Preise
FAQs für Kunden
FAQs für Anbieter

Deskbookers
Die Buchungsplattform für Arbeits-
Räumlichkeiten

Helmstraße 4
40472 Düsseldorf
Deutschland

☎ +49 211 5488 22000
✉ info@deskbookers.com

Montag - Freitag (08:30 - 17:30 CET)



“ **Paragraph format is used almost *twice as much* in Germany as in the U.S.** ”







#4

Localise copy



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Housing for one month or longer

furnished apartments serviced apartments

corporate housing

extended stays

temporary housing

monthly rentals

apart hotels

short-term rentals

vacation rentals

sublets

Housing for one month or longer

 furnished apartments serviced apartments  

corporate housing

extended stays 

 temporary housing

monthly rentals

   apart hotels

short-term rentals 

  vacation rentals

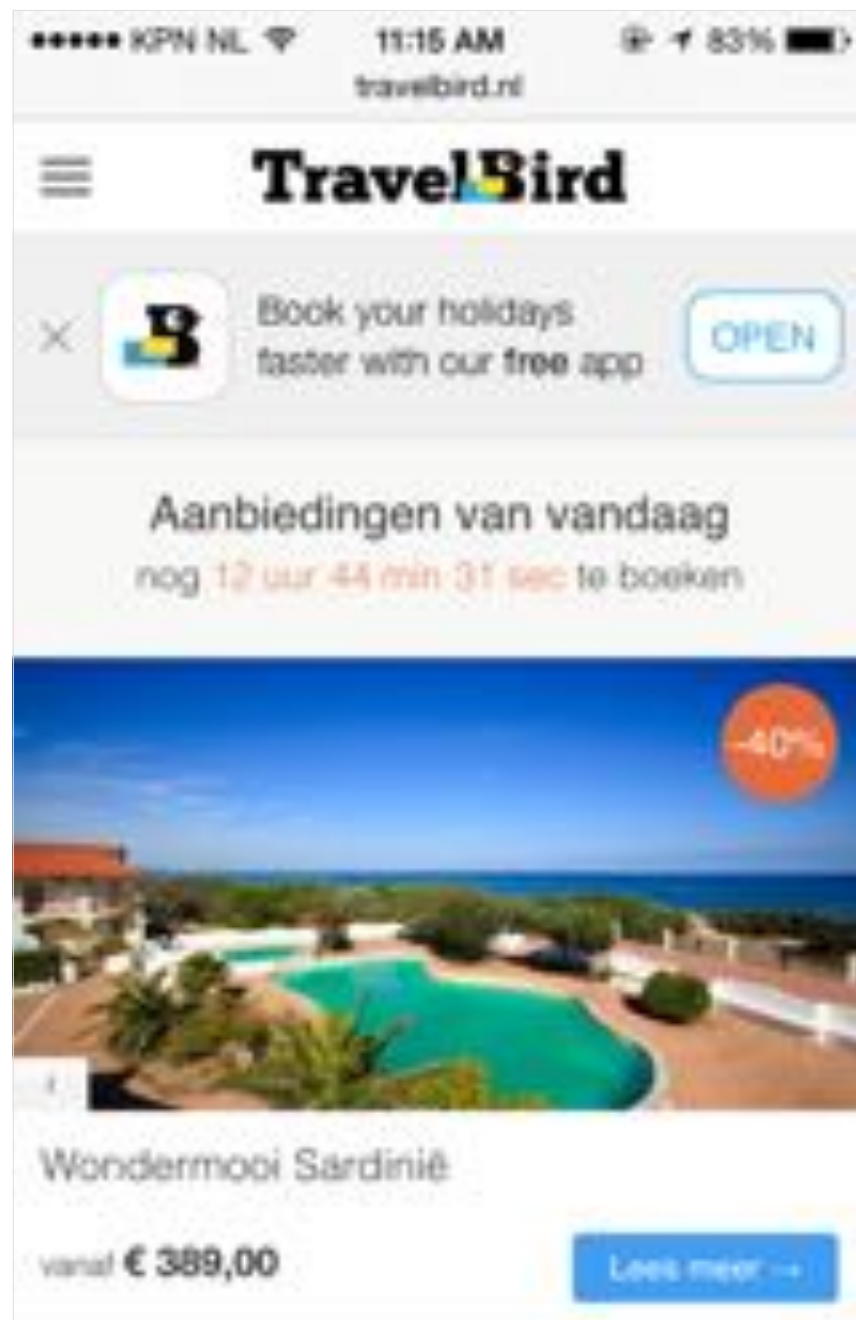
sublets 

American v.s. Filipino v.s. Dutch



#5

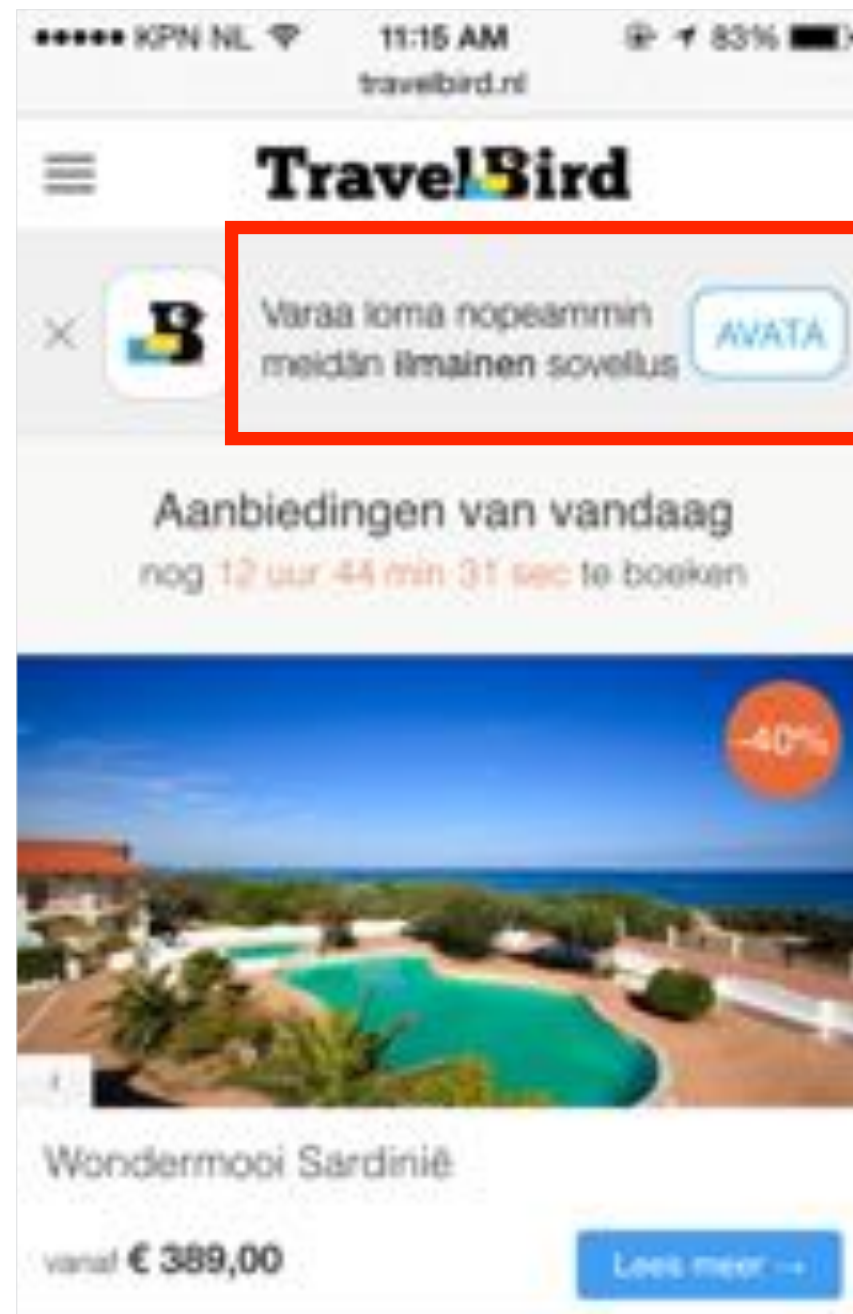
Longest translation first



English









Dutch



Finnish



Increase vertical space to 3 lines

<p>×</p>  <p>Book your holidays quickly with our free app</p> <p>OPEN</p>	<p>×</p>  <p>Varaa unelmien lomasi maksuttomalla TravelBird-sovelluksella</p> <p>AVAA</p>
<p>Our favorite deals</p> <p>Still 8 hours 23 minutes 16 seconds until the next selection</p>  <p>Marrakech and Sahara</p> <p>From € 259.00 ⓘ</p> <p>Read on!</p> 	<p>Suosikkitarjouksemme tällä hetkellä</p> <p>7 tuntia 55 minuuttia 15 sekuntia seuraaviin tarjouksiin</p>  <p>Monipuolinen Malta</p> <p>hinta alkaen € 499,00 ⓘ</p> <p>Lue lisää</p> 

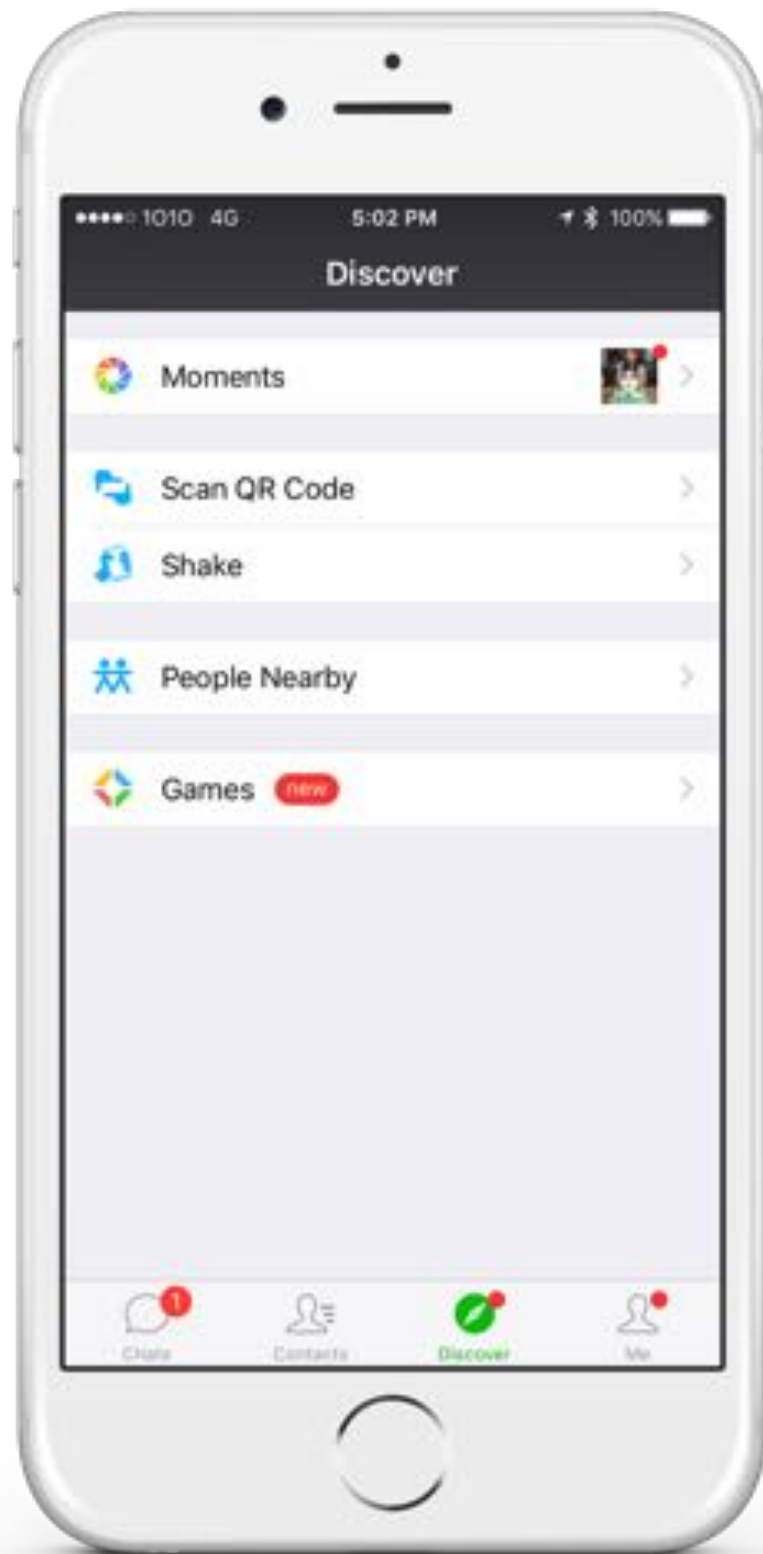
English

Finnish

WOMEN 新作 一部店舗商品	WOMEN 新作	WOMEN 新作 一部店舗商品	WOMEN 新作 一部店舗商品
			
S-XXL	XXL	XS-3XL	XS-3XL
オーバーサイズクルーネックT (半袖) + E	スウェットプルオーバー (長袖)	ドライEXプリントクルーネックT (カモフラージュ・半袖) +E	ドライEXウォームクルーネックT (長袖) +E
¥1,500	¥2,990	¥1,500	¥1,990

#6

Research local UI patterns



DISCOVER
*is the new
hamburger
menu* 🇨🇳

WeChat



Chats
Contacts
Discover
Me

Friend Circle / Moments
QR Code Scanner
Shake (find random people)
People Nearby
Message in a Bottle
Games

Momo



Nearby
Messages
Discover
Me

Message Board
Groups
Events
Another groups feature
Game Center
Some games
UFO: Land in a random place, talk to people there

iQIYI TV/movies



Home
Categories
Discover
Me

Popular List
Featured
Recommended for you
Watched By Nearby People
Full Movies/TV Shows
Movie tickets
Friend Circle Discussions
Activities
Recommended apps

Duomii music



Me
Music Racks
Search
Discover

Live Chats
Music friend feed
Premium service
Buy headphones
Games
Sleep timer
Song recognition
Settings

Tencent Maps



Map
Directions
Discover
Me

Nearby stuff
Hail taxi
Group buying
Discounts
World maps
Street view
Postcard

Sina Weibo



Home
Messages
Post
Discover
Me

Hot Celebrities
Game Center
Nearby
Movies (more available via menu)



mozilla

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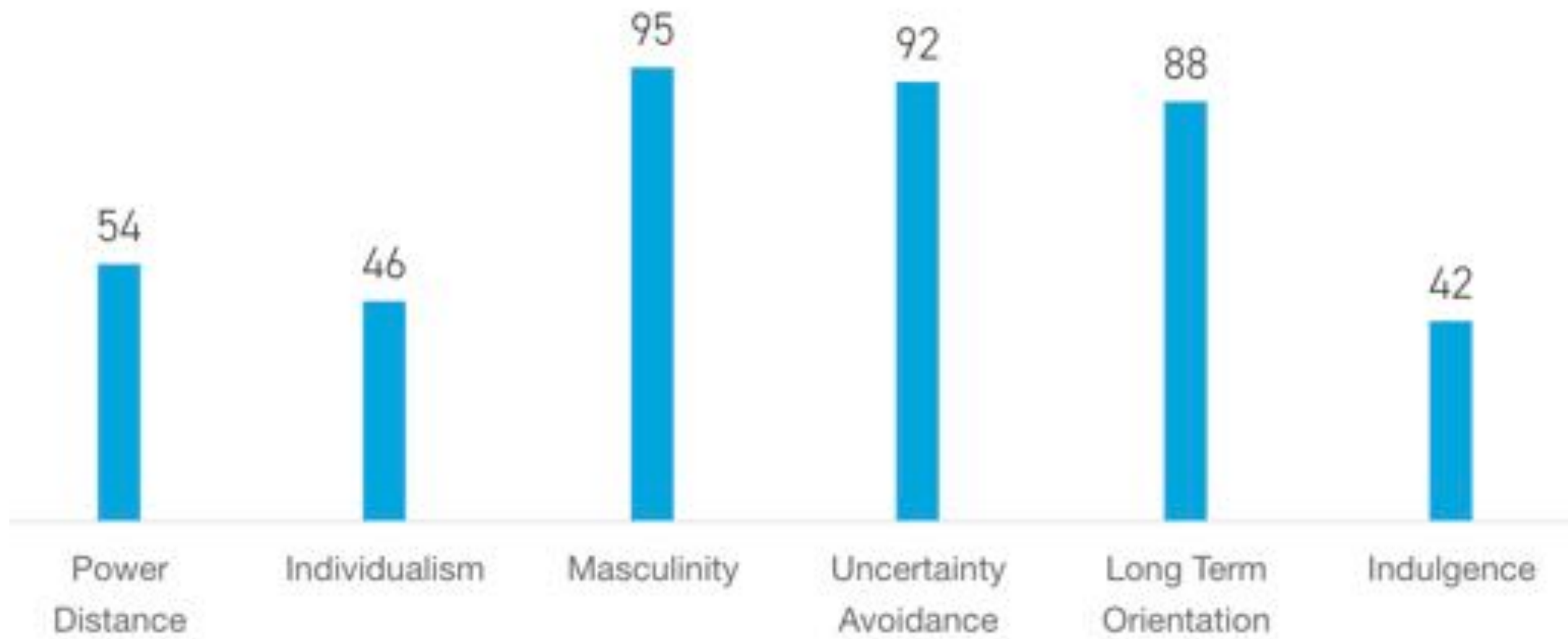
1	google.com	Enables users to search the world's information, including web pages, images, videos, and more.
2	facebook.com	A social utility that connects people, to keep up with friends and family.
3	youtube.com	YouTube is a way to get your videos to the people who want to see them.
4	yahoo.com	A major internet portal and service provider offering search, email, and more.
5	amazon.com	Amazon.com seeks to be Earth's most customer-centric online marketplace.
6	linkedin.com	A networking tool to find connections to recommended people and companies.
7	wikipedia.org	A free encyclopedia built collaboratively using wiki software.
8	ebay.com	International person to person auction site, with products from all over the world.
9	twitter.com	Social networking and microblogging service utilizing instant messaging.
10	craigslist.org	A classified advertising website with sections for jobs, housing, and more.
11	bing.com	Search engine developed by Microsoft. Features web, images, and more.
12	blogspot.com	A free blogging platform owned and operated by Google.
13	pinterest.com	Pinterest is an online pinboard: a place where you can discover and save creative ideas.
14	go.com	A searchable directory, news, stocks, sports and free email.
15	live.com	A free email and internet service provider.

1	baidu.com	The leading Chinese language search engine, provides search results for Chinese websites.
2	qq.com	China's largest and most used internet service portal on the web.
3	taobao.com	Launched in 2003, Taobao Marketplace (www.taobao.com) is a leading online shopping landmark in China.
4	sina.com.cn	包括即日的国内外不同类型的新闻与评论、人物专题、博客、音乐、视频等。
5	163.com	中国最大的网络社区和门户网站
6	hao123.com	Baidu
7	weibo.com	新浪微博是全中国最主流、最具人气、当前最火爆的微博客，迅速获取最热最火最快最新鲜最新的资讯。... More
8	tmall.com	Tmall.com is the leading online shopping landmark in China.
9	360.cn	
10	sohu.com	资源导航为主要业务的门户网站，经营综合性业务，社区、论坛、博客、视频、音乐、游戏等。
11	google.com.hk	谷歌搜索在中国的官方网站。
12	soso.com	提供论坛、网页、图片、音乐等类型搜索服务。
13	youku.com	优酷网 (www.youku.com) 是中国第一视频网站。优酷网提供视频发布、最快速的视频搜索服务。... More
14	ku6.com	中国第一视频门户 Leading online video portal in China



“ *Typing Chinese **takes a long time** and finding the **precise word** isn't easy.*

*Search sucks, so optimize for **browsing**.*



ランキング

お客様から高い評価を受けている今イチ押しのランキング

WOMEN

MEN

KIDS / BABY

1	2	3	4	5
				
WOMEN XS - 3XL ハイウエストギャザーワイドパンツ (丈標準68~70cm) ¥2,990 + 消費税 ★★★★★	WOMEN XS - XL メリノブレンドベルスリーブセーター (長袖) ¥2,990 + 消費税 ★★★★★	WOMEN XS - 3XL ウルトラライトダウンコンパクトベスト ¥3,990 + 消費税 ★★★★★	WOMEN XS - 3XL コットンカシミアリブセーター (長袖) ¥2,990 + 消費税 ★★★★★	WOMEN XS - 3XL メリノブレンドリブスカート ¥2,990 + 消費税 ★★★★★

ランキング

すべて見る >

				
1 TATRAS アウター/ジャケット ¥138,240	2 J&M Davidson バッグ ¥162,000	3 CANADA GOOSE アウター/ジャケット ¥99,360	4 J&M Davidson シューズ ¥42,120	5 UNITED ARROWS アウター/ジャケット ¥34,560

< ● ○ ○ ○ >

人気ヘアスタイルランキング
毎週木曜日更新

👑 1位



Licca Aya秋冬
シリーズ ミディ
アム うざパン
グ ウェットヘア
♪
Licca (リッカ)

👑 2位



《eTONE》愛さ
れナチュラルスト
レート
eTONE (エトネ)
hair salon 仙台
駅前

👑 3位



「紫」感じる
「秋」レイヤー＊
Heartism (ハー
ティズム)

👑 4位



「Licca」吉見
秋冬もミディア
ムネオウルフ☆ち
よこっとパンク
Licca (リッカ)

In collectivistic societies, what other people are buying, doing, saying are well-regarded.

#7

Personas of local users



"I won't pay an agency to find me a person that will work for a few days, and I still have to train them!"

Values



Personal
Pieter van Dijk
36 years old

Single and engaged
Lives in Utrecht, Netherlands

*The hospitality industry
that emphasizes on
speed and flexibility*

Career Context

Assistant Hotel Manager at Hotel Milland Utrecht Industry: Hospitality Size: 46 employees

Motivations

For the coming busy season, which is March, we should start hiring now. When I hire people, I need locals, and fast. Sometimes I look for extra hands when it's a good sunny day.

Pains

I receive too many resumes for the lowly skilled positions. I'd also like to send a personalized rejection letter so they can re-apply when the time is right. Otherwise it is damaging our company image.

Current Behavior

Online general and niche job boards. Hire students from hospitality school. I go through resumes the old-fashioned way and it's not fun to read 200 resumes.

Hiring Criteria

Flexible people who can start right when we need them. Young and fast learner. Self-starter.

Anxieties

Candidates who needs a lot of training to start working. Agencies are too expensive. The longer people stay, the faster they become. Change in law make hiring temporary workers even harder.



Hwei-Shan Hsu
Experienced Security Officer

Facts & Demographics

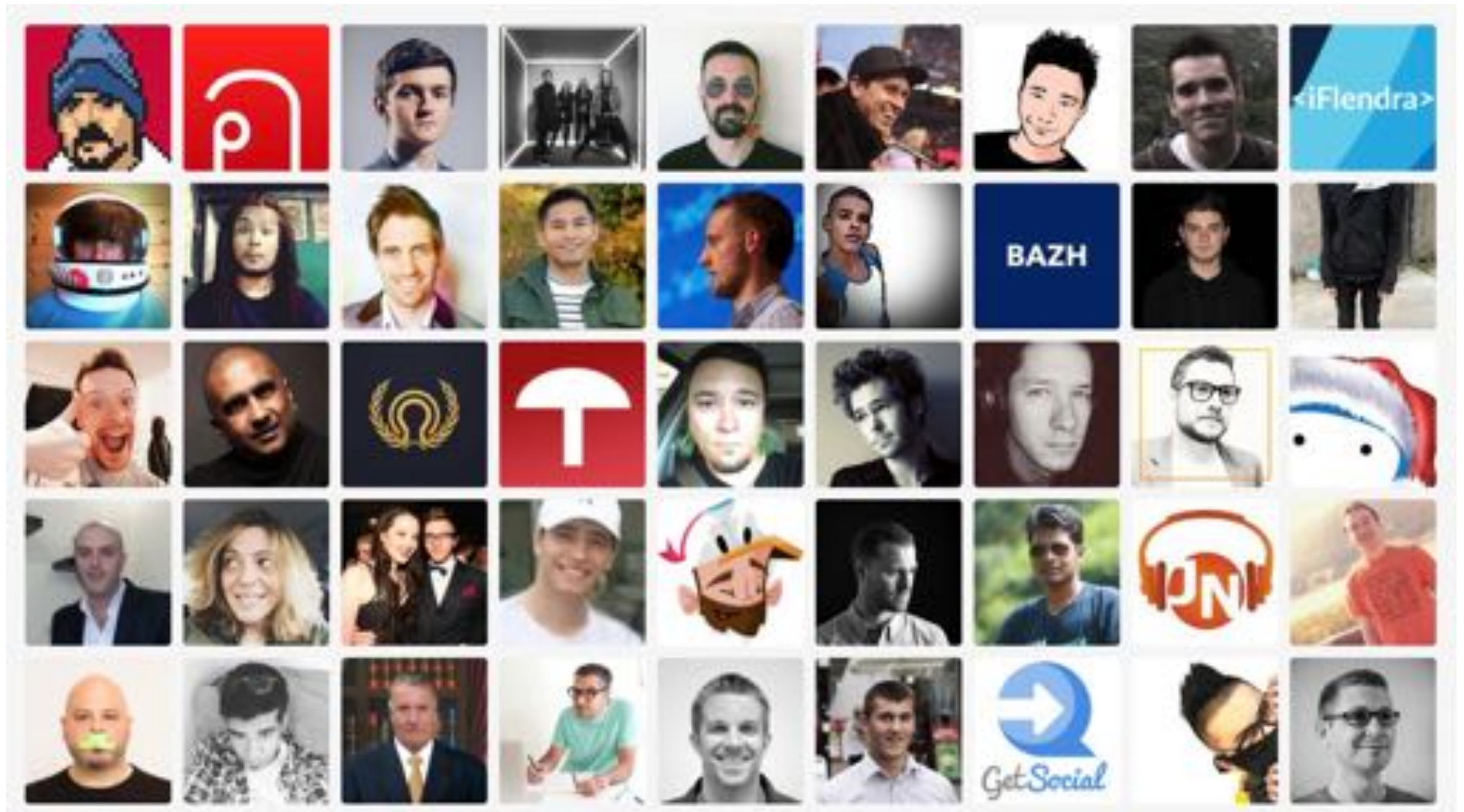
- Working mom, married with 1 kid
- 34 years old
- Commutes to work by car
- Work experience in office, low-maintenance buildings for 10 years
- Favorite pastimes is reading books and spending time with kids
- Family-oriented and work towards stability

Needs & Goals

- Frustrated when she does something wrong on technology.
- Takes time to learn and remember new things
- Don't often raise questions. Prefer to understand all information beforehand
- Need to see system feedback to make sure she's doing things right
- Identify situations and make sure they are well-documented

Behaviours

- Likes to see details
- Owns a low-end Android phone
- Does not use advanced features
- Focuses on one thing at a time. Dislikes multitasking
- Careful on security. Rules are not flexible
- Experienced with traditional software
- Low experience with mobile and new technology



Size

78px

Sex
Neutral

Download
All
Selected



Common Mistakes

#1

Google Translate

De zuigers zijn buiten werking.

De directie

The suckers are out working.


The direction



Robert Vis
CEO

M +31 (0) 6 12 34 56 78
robert@[REDACTED].com

BEST FROM AMSTERDAM



伯特·可
首席执行官

M +31 (0) 6 12 34 56 78
robert@[REDACTED].com

最好从阿姆斯特丹

Robert Vis
CEO

M +31 (0) 6 12 34 56 78
robert@.com

BEST FROM AMSTERDAM

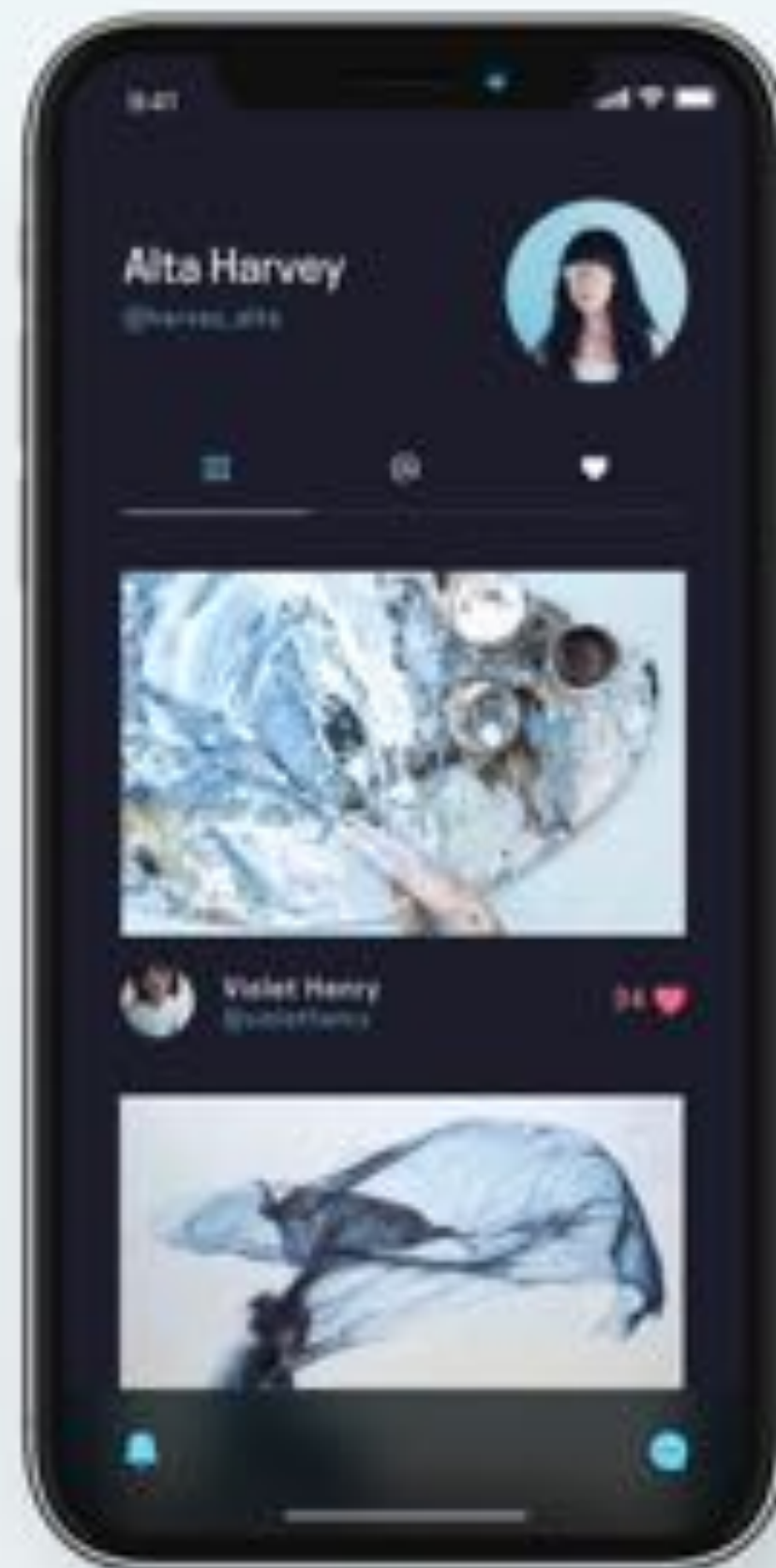
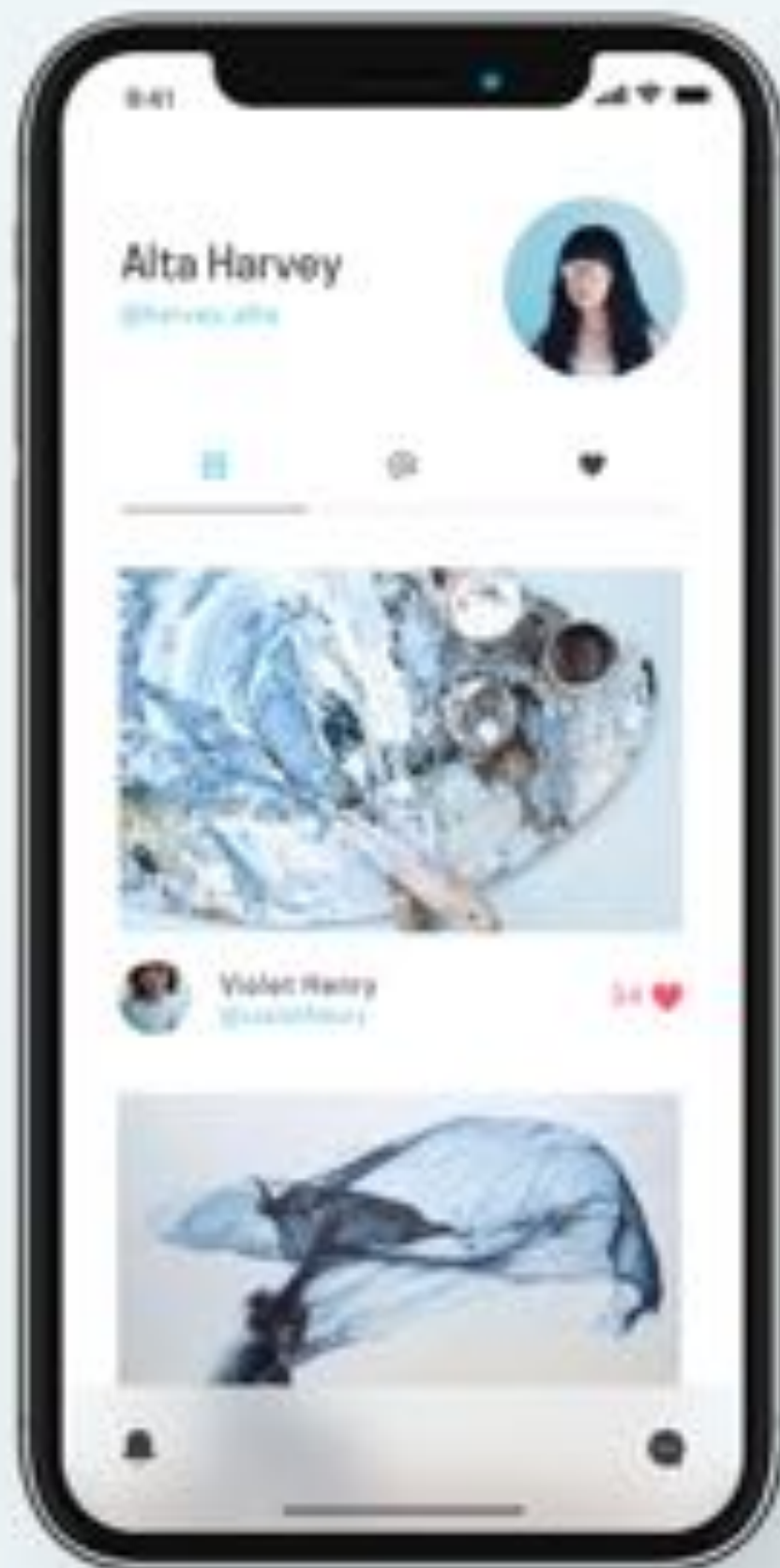
伯特·可
首席执行官

M +31 (0) 6 12 34 56 78
robert@.com

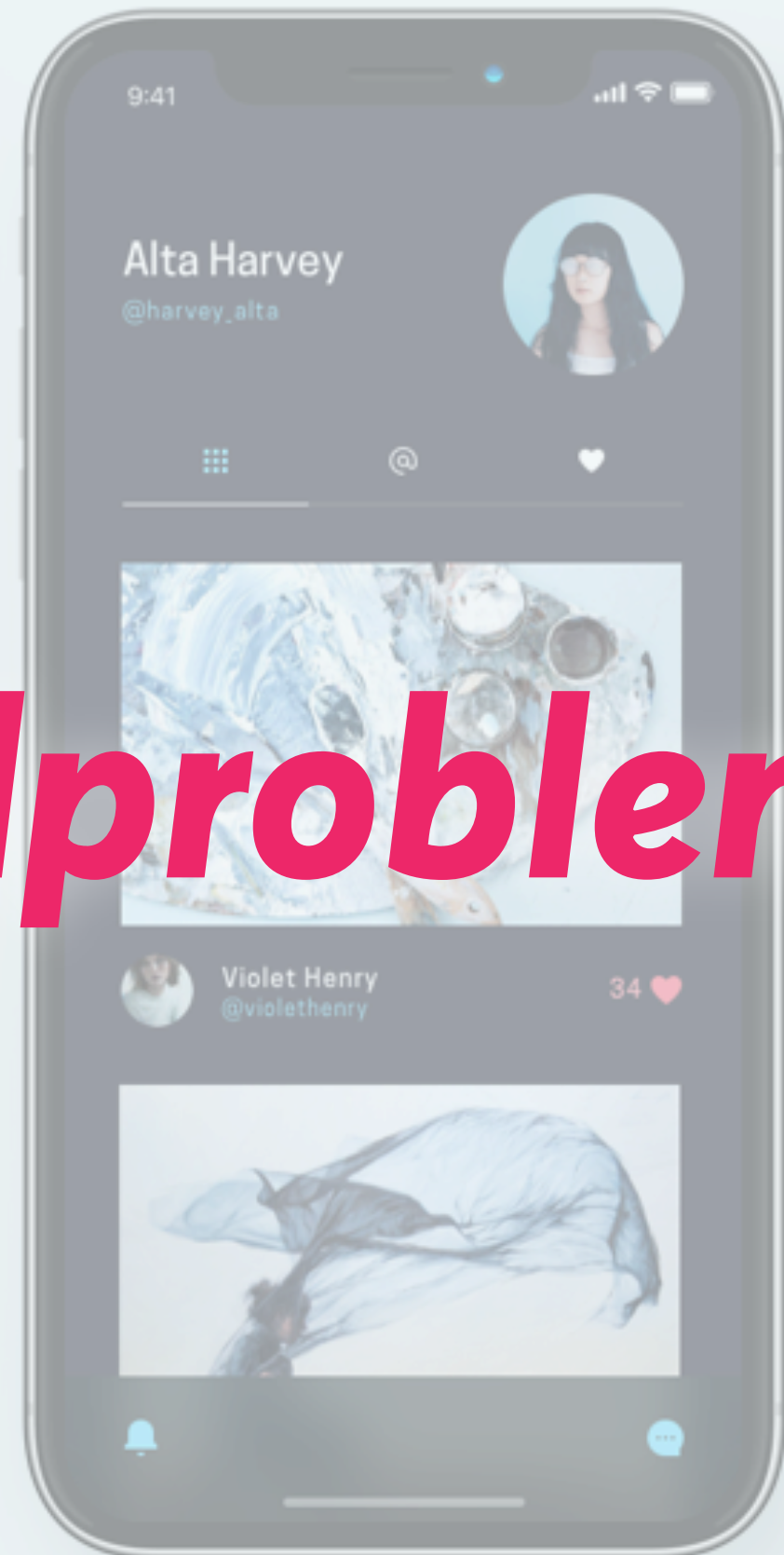
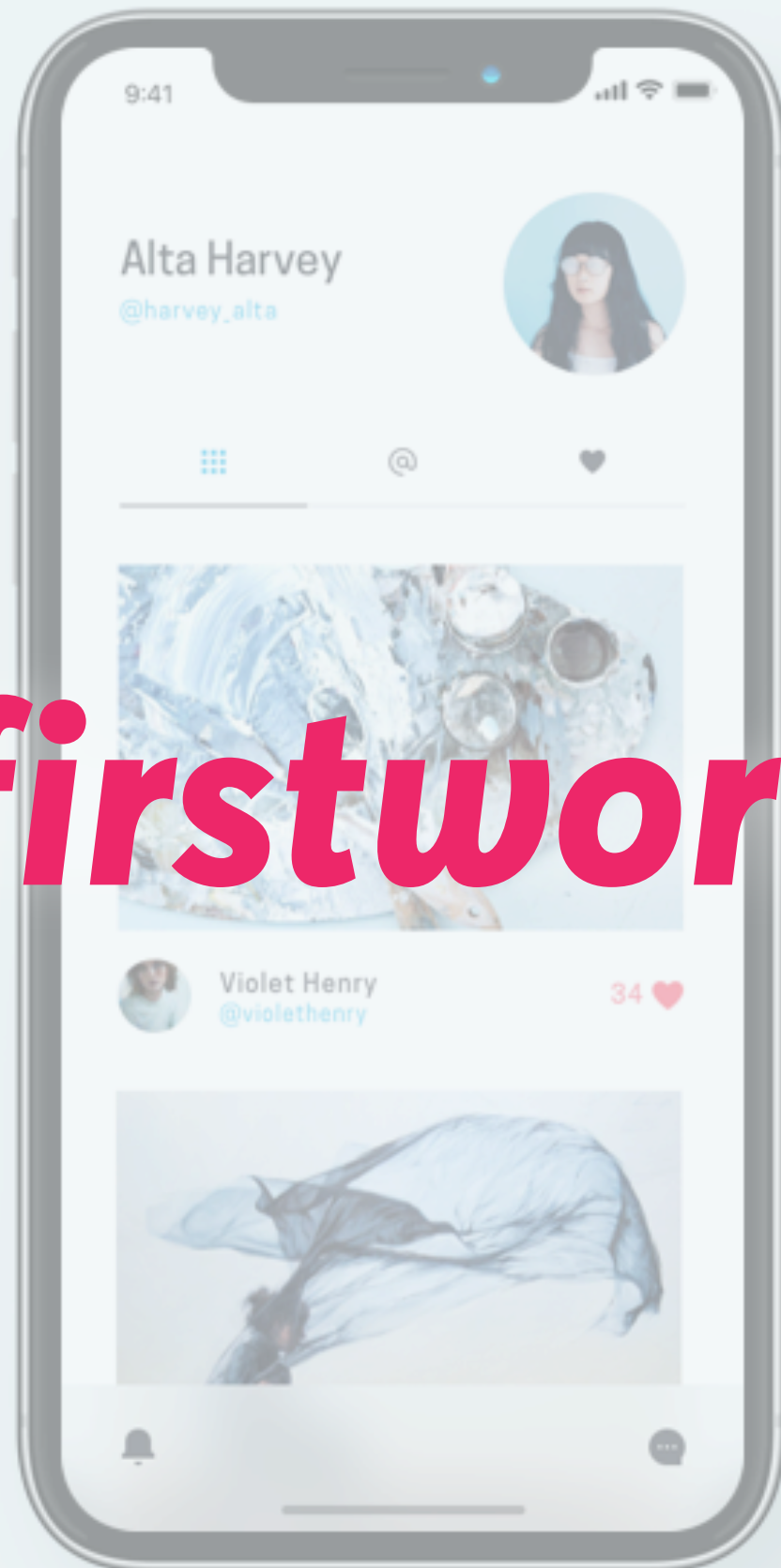
最好从阿姆斯特丹

#2

Idealise designs



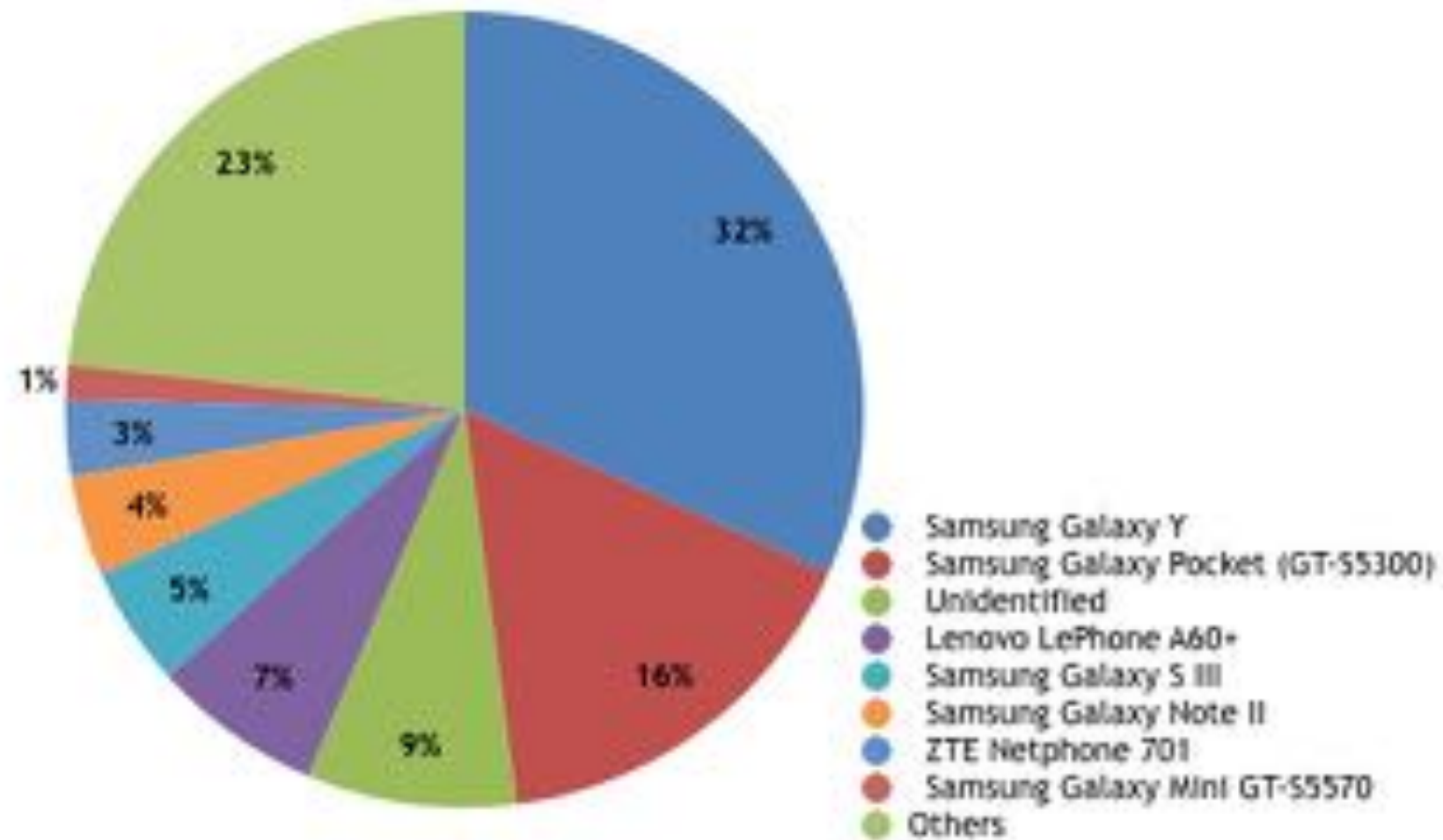
#firstworldproblems



Usage by Devices



Top Android Devices



*data based on sessions

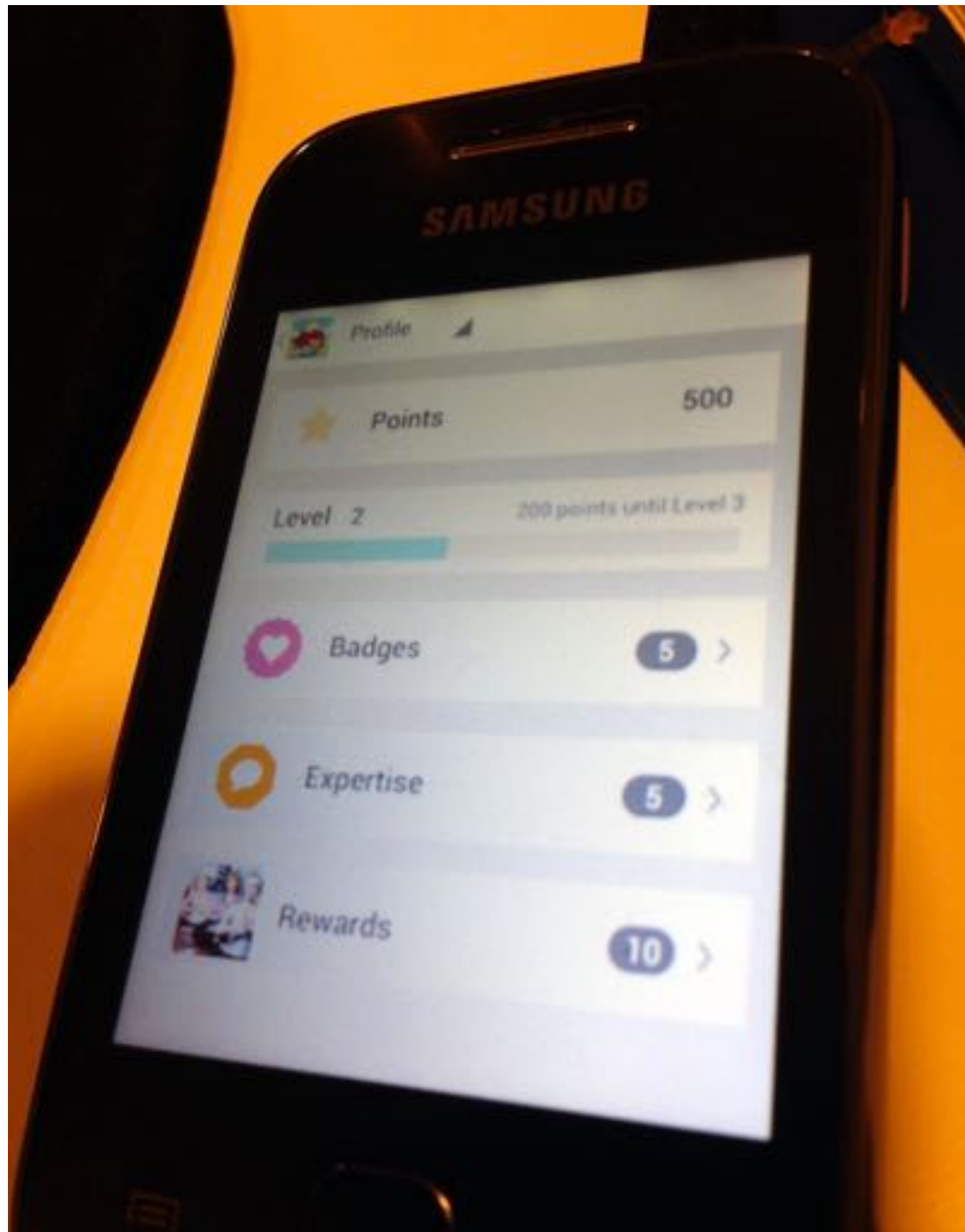


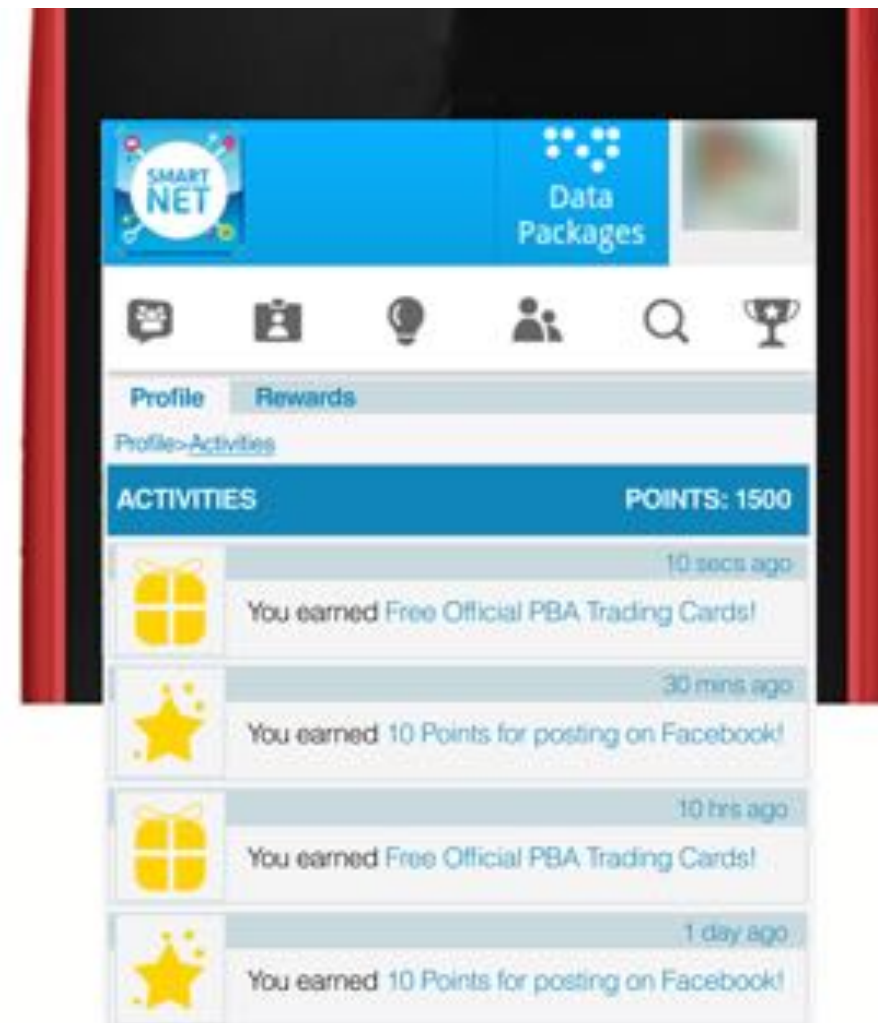
Usage by Devices

Mobile web	
Not Set	48%
Samsung Galaxy Y	8%
Nokia C3-00	4%
Apple iPhone	4%
Samsung Galaxy Pocket	3%
Samsung Corby	3%
Nokia X2-01	2%
Nokia 6120	2%
Nokia N73	2%
Nokia 5230	1%
Others	23%









Research mobile device usage in emerging markets

#3

Cultural stereotypes

why are asians



why are asians **short**

why are asians **so smart**

why are asians **yellow**

why are asians **so thin**

Google Search

I'm Feeling Lucky

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why are latinas so



why are latinas so **pretty**

why are latinas so **loyal**

why are latinas so **stuck up**

why are latinas so **emotional**

Google Search

I'm Feeling Lucky

***The secret to
world
domination***



#1

Diverse teams

“ *Having mixed backgrounds is a real asset when you work in a team: **ideas bounce back differently, and you end up making interesting connections.***



#2 ***Travel & Ethnographic Research***

75%

More positive view
on people of
countries visited

76%

More positive view
on other cultures
in general

76%

More positive view
on differences and
diversity

obrigado

Dank U

Merci

mahalo

Köszí

спасибо

Grazie

Thank
you

mauruuru

Takk

Gracias

Dziękuję

Děkuju

danke

Kiitos

Please rate my talk 🙏

<https://goo.gl/4uYSNi>

Jenny Shen

 @jennyshen

 @jennyshen

 jenny@jennyshen.com

 jennyshen.com