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[Smashing UX Design: Foundations For Designing Online User Experiences](#)

SO MANY ASPECTS → REQUIRES CLOSE COLLABORATION WITH YOUR TEAM

- DATA MODELING (STORING DATA)
- CONTENT STRATEGY
- UX WRITING
- UI/VISUAL DESIGN
- COMPLIANCE
- INTERACTION DESIGN
- BUSINESS GOALS

↳ E.G. FORMS, UI PATTERNS, USER FLOWS



DESIGNING FOR INTERNATIONALIZATION & LOCALIZATION

NICE, LONG WORDS? YOU CAN USE THESE ABBREVIATIONS: I18N & L10N

KEY: FLEXIBILITY!

DESIGNING & DEVELOPING A PRODUCT OR SERVICE IN A WAY THAT IT CAN BE ADAPTED TO A SPECIFIC LANGUAGE AND CULTURE MORE EASILY, WITHOUT ADDITIONAL ENGINEERING WORK.

DESIGNING FOR

ADAPTING A PRODUCT OR A SERVICE TO THE LANGUAGE AND CULTURE (& OTHER SPECIFICS) OF A REGION OR MARKET (LOCALE).

→ SO INTERNATIONALIZATION IS PREPARING FOR LOCALIZATION.



LANGUAGE TRANSLATIONS

→ DIFFERENT USER INPUT LENGTH (E.G. FORM FIELDS)

→ AMOUNT OF SCREEN SPACE REQUIRED TO DISPLAY INFORMATION - E.G. GERMAN WORDS ARE TYPICALLY LONGER THAN ENGLISH WORDS

↳ DESIGNING NAVIGATION, BUTTONS ETC.

→ CONTEXT! E.G. JOKING ABOUT SOMETHING - OFFENSIVE? THERE ARE CULTURAL DIFFERENCES

→ WHICH COUNTRY? LANGUAGE ≠ COUNTRY
SUBTLE DIFFERENCES - E.G. BRITISH VS. AMERICAN ENGLISH SPELLING, VOCABULARY, TONE OF VOICE

→ UX WRITING: E.G. ERROR MESSAGES - IN SOME ARABIC COUNTRIES, NOT HAVING PERMISSION MAY SOUND OFFENSIVE

→ LANGUAGE DIRECTION: LEFT-TO-RIGHT VS. RIGHT-TO-LEFT (RTL)

IN RTL LANGUAGES: SENTENCES: RTL
NUMBERS: LFT
INDICATING PROGRESS
LEFT-POINTING ARROW: PROGRESS
BUT THE CLOCK RUNS CLOCKWISE!

+ LANGUAGE DIRECTION ≠ DESIGN DIRECTION
DIFFERENT READING PATTERNS (E.G. INSTEAD OF "F", ZIG-ZAG)

↳ MINDLESS MIRRORING (VERTICAL REFLECTION) OF THE WHOLE UI IS NOT SUFFICIENT!

→ DIFFERENT ALPHABETS
CHARACTER SET: UNICODE
COLLATION RULES - SO YOU CAN SORT BY ALPHABETICAL ORDER

→ INTERNATIONALIZATION FRAMEWORKS - HELP HANDLING E.G.: GENDER, PLURALITY

GOOD PRACTICE: PROVIDE ANNOTATED WIREFRAMES/PROTOTYPES TO THE TRANSLATOR → ALLOW HER TO SEE THE CONTEXT

* POINT OUT IF SOMETHING IS A "BRANDING MOMENT" THAT SHOULD BE TRANSLATED WITH SPECIAL CARE

→ UI DESIGN: TYPOGRAPHY, ESTABLISHING VISUAL HIERARCHY
↳ DIFFERENT LOOK WITH DIFFERENT CHARACTERS!



LEGAL RULES COMPLIANCE

→ IT CAN AFFECT THE USER JOURNEY, USER FLOWS, E.G. STEPS OF PAYMENT

→ PRIVACY - IN THE EU: GDPR

→ DIFFERENT RETURN POLICIES



NUMBERS UNITS OF MEASUREMENT

→ DECIMAL SEPARATOR: . OR ,

→ THOUSANDS SEPARATOR: _ OR ,

↳ FORM VALIDATION!
REQUIRED INPUT FORMATS

→ UNITS OF MEASUREMENT:

- METRIC SYSTEM
- IMPERIAL SYSTEM
- US CUSTOMARY UNITS

GOOD PRACTICE: STORE DATA IN ONE OF THESE SYSTEMS, THEN CONVERT IT BASED ON THE USER'S LOCATION



NAMES TITLES

→ HOW MANY PARTS?

→ ORDER OF THE PARTS?

→ MULTIPLE GIVEN AND/OR FAMILY NAMES

→ ALPHABETICAL ORDER IS BASED ON...?

→ TITLES & ABBREVIATIONS

E.G. DR., MR.

→ FORM DESIGN & DATA MODELING IMPLICATIONS



DATES & TIME

→ DATE FORMATS, E.G. MM/DD/YYYY OR YYYY/MM/DD

→ MULTIPLE TIME ZONES

GOOD PRACTICE: STORE UTC TIMEZONE IN THE DATABASE THEN CONVERT IT ACCORDING TO THE USER'S TIMEZONE

→ 12 HOUR / 24 HOUR CLOCK

→ CALENDARS CAN DIFFER



CURRENCY

→ DECIMAL & THOUSANDS SEPARATOR

→ NEGATIVE VALUE: PLACE OF THE MINUS (-) SIGN

→ CURRENCY SYMBOL

→ EXCHANGE RATE

SOME QUESTIONS → DOES THE APP HANDLE MULTIPLE CURRENCIES?
→ IS CONVERSION NEEDED? IF YES: WHERE 'LL IT GET THE EXCHANGE RATES FROM?



CONTACT INFORMATION

→ PHONE NUMBERS: DIFFERENT LENGTH & FORMAT

→ ADDRESS: DIFFERENT PARTS



VISUALS

→ COLOR: DIFFERENT MEANING

→ IMAGERY - OFFENSIVE?

→ SYMBOLS, ICONS, METAPHORS - MEANING DIFFERS

→ USING FLAGS (COUNTRY VS. REGION)



LOT OF ADDITIONAL CULTURAL CHARACTERISTICS
E.G. CULTURAL DIMENSIONS - GEERT HOFSTEDÉ'S G-D MODEL



ADVICE: USE LOCAL KNOWLEDGE (TALK TO EXPERTS), CONDUCT UX RESEARCH WITH LOCAL USERS
TAKE INTO ACCOUNT THE INFRASTRUCTURE! E.G. INTERNET ACCESS



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