

GREAT UX DESERVES GREAT LOCALIZATION

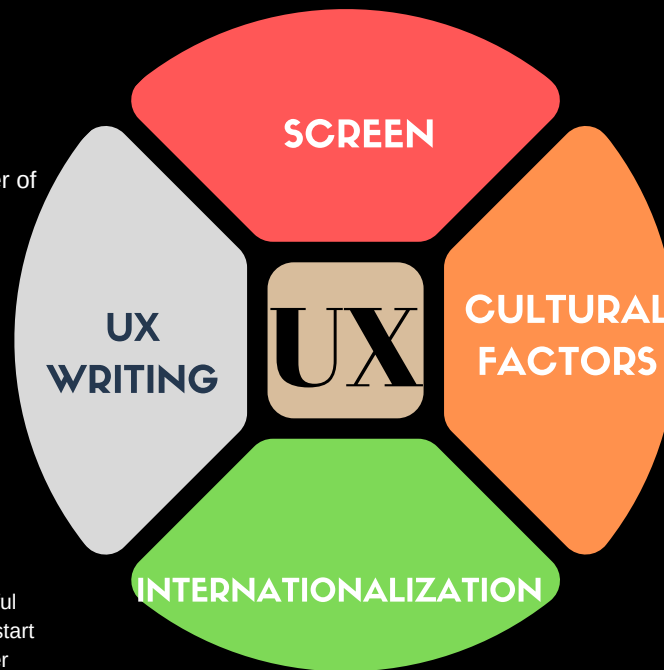
Screen (Size matters)



Cultural factors

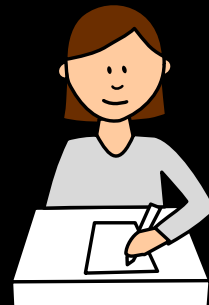
Culture impact, one size fits all does not work anymore. Factors from an UX perspective to consider when approaching cultural factors in design of our UX

- Study and apply the cultural dimensions Geef Hofstede model.
- Culture differences impact how our users interact with our content (HERE for examples)
- Understand the value that different cultures place on certain colors
- Flags sensitivity: country vs region
- Tone of voice (some cultures approach jokes, humour, formal/informal communications from different angles)
- Build credibility in your UX design (include empathetic images that are relevant to the context of the user, include widgets like trust badges, ratings, awards in a visible place and display testimonials as a social proof to visitors to increase credibility and trustworthiness)



UX Writing Words matter!

We don't have to forget that the copy is often the most human part of the entire interaction with a product. Users want more than design and colourful images. Users want to understand, the copy is therefore a crucial step to start a conversation with our users. Factors from an UX perspective to consider when approaching UX writing



Internationalization

Designing for international audiences is a complex task. Factors from an UX perspective to consider when approaching cultural factors in design of our UX

- Decimal or Thousand separator
- Measurement units
- Date format
- Name and title
- Timezone
- Calendar (weeks start on Sun or Mon)
- Currency Symbols
- Length of the phone numbers
- Address formatting

Our UX might operate in a mobile screen, a tablet, a smart watch or a computer. Factors from an UX perspective to consider when approaching different screen sizes

- It's required a different UX strategy for each screen size. Reflect on the amount of screen space required to display information
- Consider different length per language of the form fields to validate info
- Allow space for text expansion (localized languages average 30% longer than English)
- Fonts impact the amount of space used in a device
- Consider mirroring effect for RTL languages, they flip the order of your UX experience

- Small sentences/fewer words – Get to the point.
- Create scannable content with eye-catching and concise headlines. Users don't read everything they scan for specific words
- Be consistent in the use of your wording . Use terminology databases/glossaries
- Your style guide is crucial (active verbs instead of passive, use positive language, avoid double negatives)
- A/B test your UX writing
- Don't use jargon
- Strong Calls to Action