

# Designing for a Global Audience

Session 819

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75

Countries represented in WWDC17 attendees

# Why Design for a Global Audience?

# Why Design for a Global Audience?

Better user experience

# Why Design for a Global Audience?

Better user experience

Expansion opportunities



# Getting Started

# Getting Started

Make a plan

# Getting Started

Make a plan

Identify users

# Getting Started

Make a plan

Identify users

Think about communication

# Getting Started

Make a plan

Identify users

Think about communication

Prioritize important localization work

# Language

Substitutions

Partial translation

Informal language

**English**

**Picture**

**Photo**

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**English**

**Picture**

**Photo**

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French

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German

---

Italian

---

Russian

---

Spanish

---



**English**

**Picture**

**Photo**

French

Image

Photo

German

Bild

Foto

Italian

Immagine

Foto

Russian

картина

Фото

Spanish

Imagen

Foto

<b>English</b>	<b>Picture</b>	<b>Photo</b>
French	Image	Photo
German	Bild	Foto
Italian	Immagine	Foto
Russian	картина	Фото
Spanish	Imagen	Foto

# Partial Translation

# Partial Translation

Headings, titles

# Partial Translation

Headings, titles

Critical instructions

# Partial Translation

Headings, titles

Critical instructions

Keywords

# Partial Translation

Headings, titles

Critical instructions

Keywords

Error messages

# Informal Language



# Informal Language

Slang

# Informal Language

Slang

Figures of speech















# Symbology

Gestures

Localized vs. globalized

Specific vs. universal

Associations

**Gestures**

# Gestures

Wide variation

# Gestures

Wide variation

Confirm meaning

# Gestures

Wide variation

Confirm meaning

Localize

# Localized vs. Globalized

# Localized vs. Globalized



# Localized vs. Globalized





# Localized vs. Globalized



# Localized vs. Globalized



Japan Post  
(Japan)



# Localized vs. Globalized



Japan Post  
(Japan)



Postal Horn  
(Sweden, Turkey,  
Luxembourg +28 others)



# Localized vs. Globalized



Japan Post  
(Japan)



Postal Horn  
(Sweden, Turkey,  
Luxembourg +28 others)



Letter  
(all other countries)

**Specific vs. Universal**

# Specific vs. Universal



# Specific vs. Universal



# Associations



# Associations



# Associations



# Associations



# Resources

# Resources

Travel

# Resources

Travel

Focus groups

# Resources

Travel

Focus groups

Personal and professional contacts

# Resources

Travel

Focus groups

Personal and professional contacts

Language, translation, travel forums



# Resources

Travel

Focus groups

Personal and professional contacts

Language, translation, travel forums

Web and image searches

# Resources

Travel

Focus groups

Personal and professional contacts

Language, translation, travel forums

Web and image searches

Publications

# Resources

Travel

Focus groups

Personal and professional contacts

Language, translation, travel forums

Web and image searches

Publications

Libraries

# Summary

# Summary

It's not all or nothing

# Summary

It's not all or nothing

Use resources available

# Summary

It's not all or nothing

Use resources available

Make a great user experience

# Summary

It's not all or nothing

Use resources available

Make a great user experience

Plan for expansion



# Summary

It's not all or nothing

Use resources available

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You can do this!

