Designing for a Global Audience

Session 819

Sarah Harling, Cartographer
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
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Partial Translation
Partial Translation

Headings, titles

Critical instructions
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

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
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

Make a great user experience

Plan for expansion

You can do this!