Design #WWDC17

Designing for a Global Audience

Session 819

Sarah Harling, Cartographer







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

Make a plan

Make a plan

Identify users

Make a plan

Identify users

Think about communication

Make a plan

Identify users

Think about communication

Prioritize important localization work

Language

Substitutions

Partial translation

Informal language

English Picture Photo

English	Picture	Photo
French		
German		
Italian		
Russian		
Spanish		

English	Picture	Photo
French	Image	Photo
German	Bild	Foto
Italian	Immagine	Foto
Russian	картина	Фото
Spanish	lmagen	Foto

English	Picture	Photo
French	Image	Photo
German	Bild	Foto
Italian	Immagine	Foto
Russian	картина	Фото
Spanish	lmagen	Foto

Headings, titles

Headings, titles

Critical instructions

Headings, titles

Critical instructions

Keywords

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

















Japan Post (Japan)



Japan Post (Japan)



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

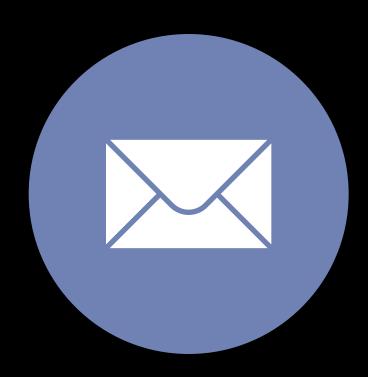




Japan Post (Japan)



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



Letter (all other countries)

Specific vs. Universal

Specific vs. Universal



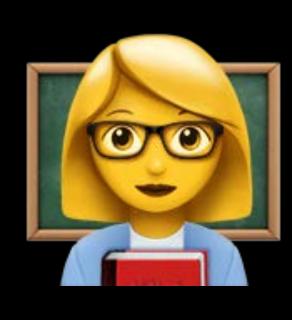
Specific vs. Universal



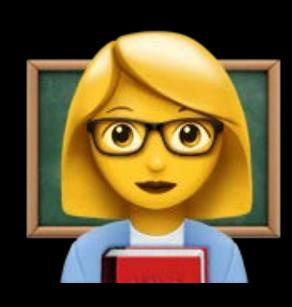














Travel

Travel

Focus groups

Travel

Focus groups

Personal and professional contacts

Travel

Focus groups

Personal and professional contacts

Language, translation, travel forums

Travel

Focus groups

Personal and professional contacts

Language, translation, travel forums

Web and image searches

Travel

Focus groups

Personal and professional contacts

Language, translation, travel forums

Web and image searches

Publications

Travel

Focus groups

Personal and professional contacts

Language, translation, travel forums

Web and image searches

Publications

Libraries

It's not all or nothing

It's not all or nothing

Use resources available

It's not all or nothing

Use resources available

Make a great user experience

It's not all or nothing

Use resources available

Make a great user experience

Plan for expansion

It's not all or nothing

Use resources available

Make a great user experience

Plan for expansion

You can do this!

SWWDC17