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

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	Imagen	Foto

English	Picture	Photo
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

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Symbology

Gestures

Localized vs. globalized

Specific vs. universal

Associations

Gestures

Gestures

Wide variation

Gestures

Wide variation

Confirm meaning

Gestures

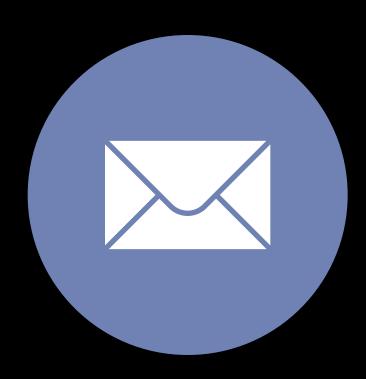Wide variation

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)
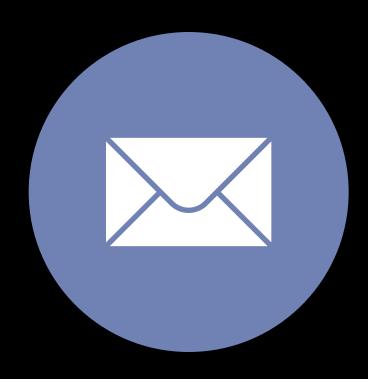
Localized vs. Globalized

Japan Post
(Japan)

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

Letter
(all other countries)
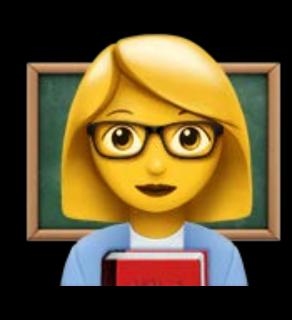
Specific vs. Universal

Specific vs. Universal

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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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Plan for expansion

You can do this!

WWDC17