Yanjiu Internacional

Products and services designed today have the potential to reach a large international market.

Strong usability is important, but will not guarantee success across all cultures.
There are factors that exist beyond usability, and they can be subtle.

We designed an evaluation method focused on cultural relevance. It works as a set of general design recommendations as well as an idea generator.

Content within the system should be relevant to the needs of the target culture.

Communication to the user should be understood as intended by the target culture.

Social interaction methods should match expectations of the target culture.

Interaction methods should match user expectations in the target culture.

Core features should originate from the wants and needs of users in the target culture.

Visual design elements should be familiar and reflect cultural attitudes.

Optimize the system and devices for common use cases in the target culture.

Hardware should be optimized for the comfort of users in the target environment.

Commerce systems should be perceived as trustworthy and secure to the target culture.

Privacy and identifiable information should be handled according to cultural preference.

The Process:

1. Literature review
2. Draft method
3. Peer review
4. Example database
5. Expert review
6. Final iterations

The Method (excerpt)

Acknowledgements:

Instructors: Andrew Davidson | Ruth Kikin-Gil | Justin Hamacher

Colleagues: Reem Hassan | Nick Colvin | Gina Donlin | Trudy Sardesai

Interviews: Josh Lamar | Kristen Warren | Brett Pearce

Image, far left: Beatrice Murch, 2007
Image, middle right: Dennis Jarvis, 2007
Image, far right: Peter Morgan, 2005