

Rethinking a Global UI/UX Strategy for the Chinese User

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What does it mean to be a global brand and enter China? How do you communicate with the Chinese user?





**I work in a global
agency, on global
programs, for
global clients**

...in China.

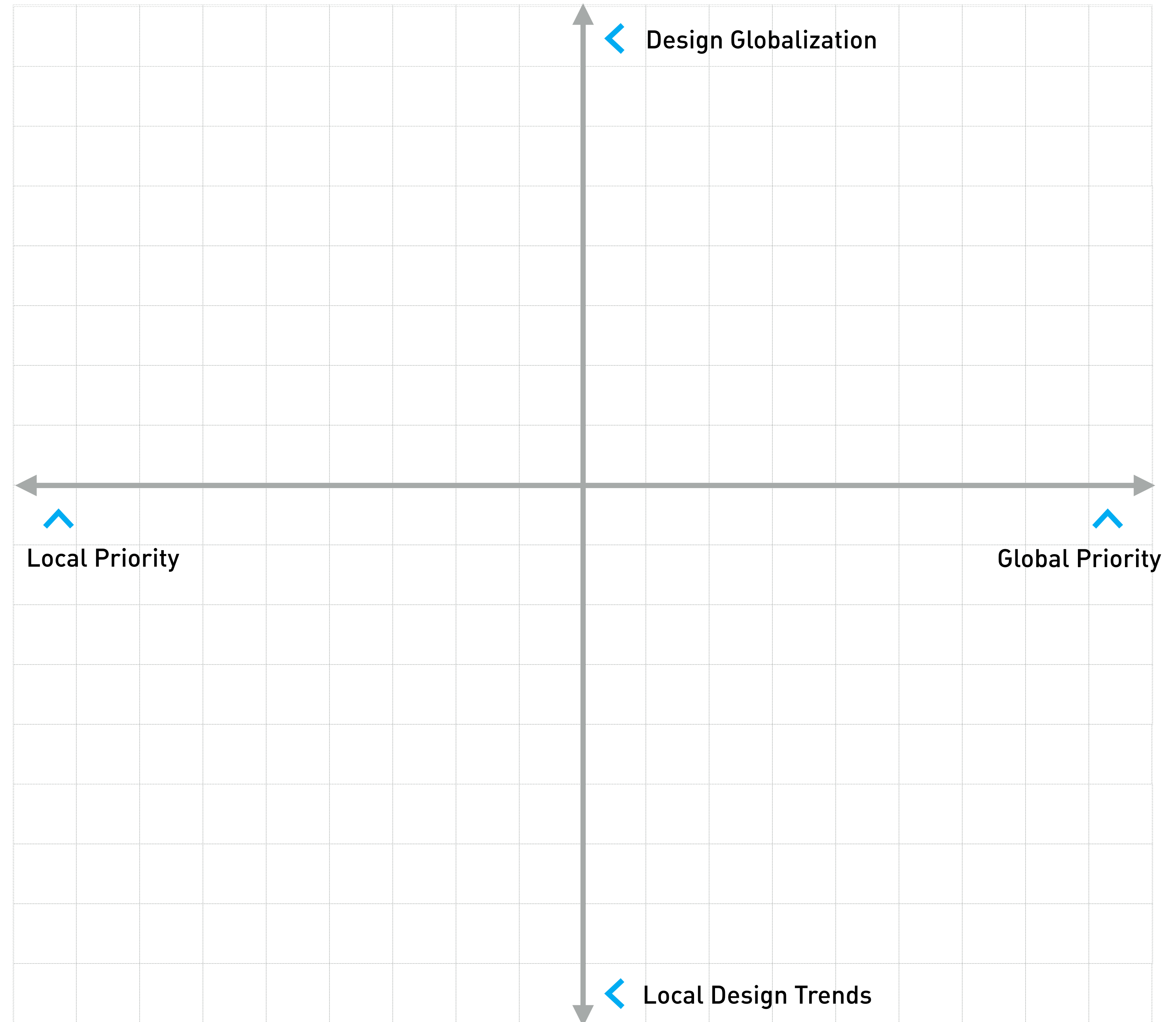
Entering China's digital landscape can be confusing...

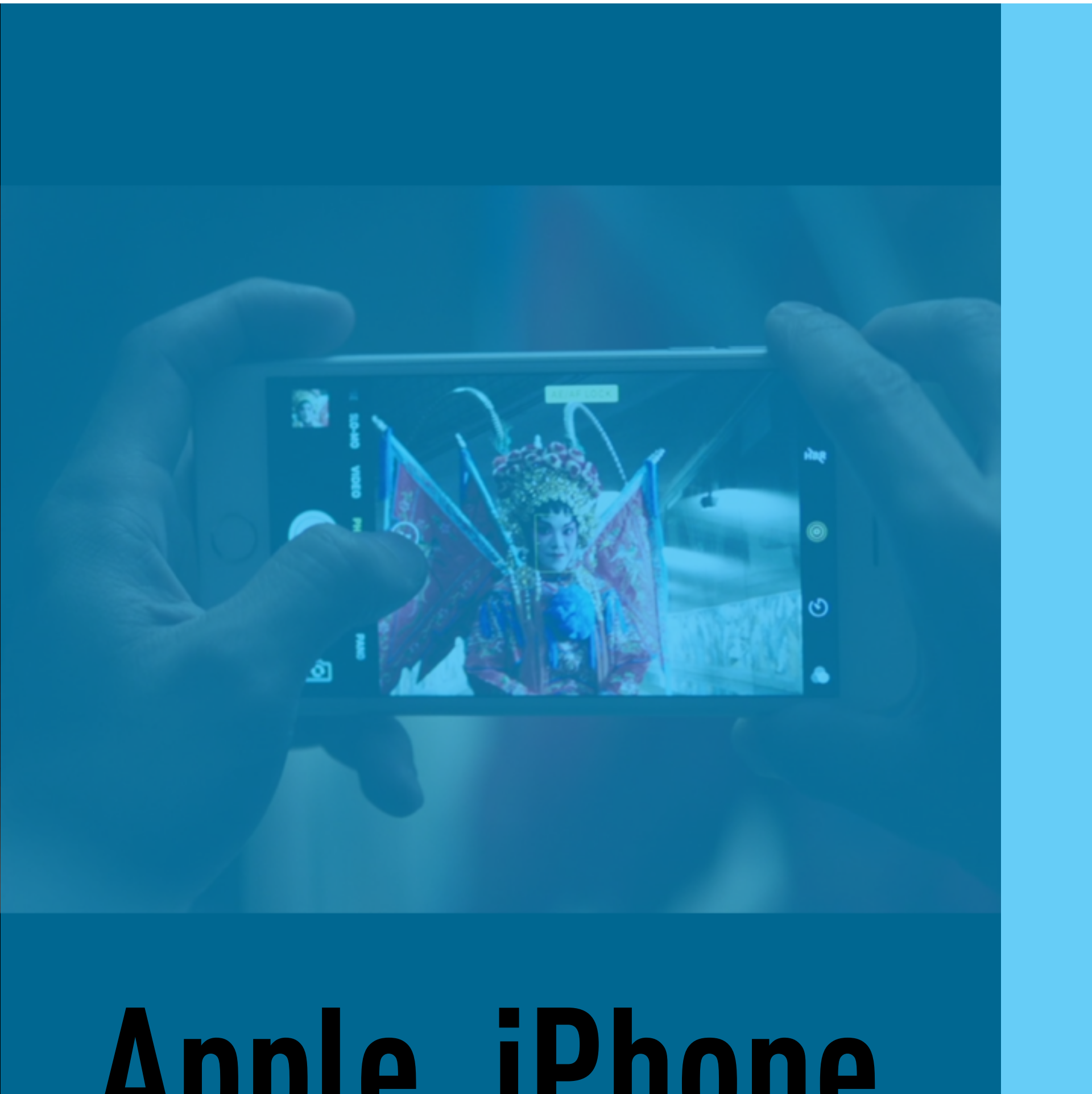


Professor Zhang Lin has spent six years shifting rocks and rubble to the roof to create this mountaintop penthouse
-Daily Mail

Disney's Frozen translated to Chinese, then retranslated back to English.

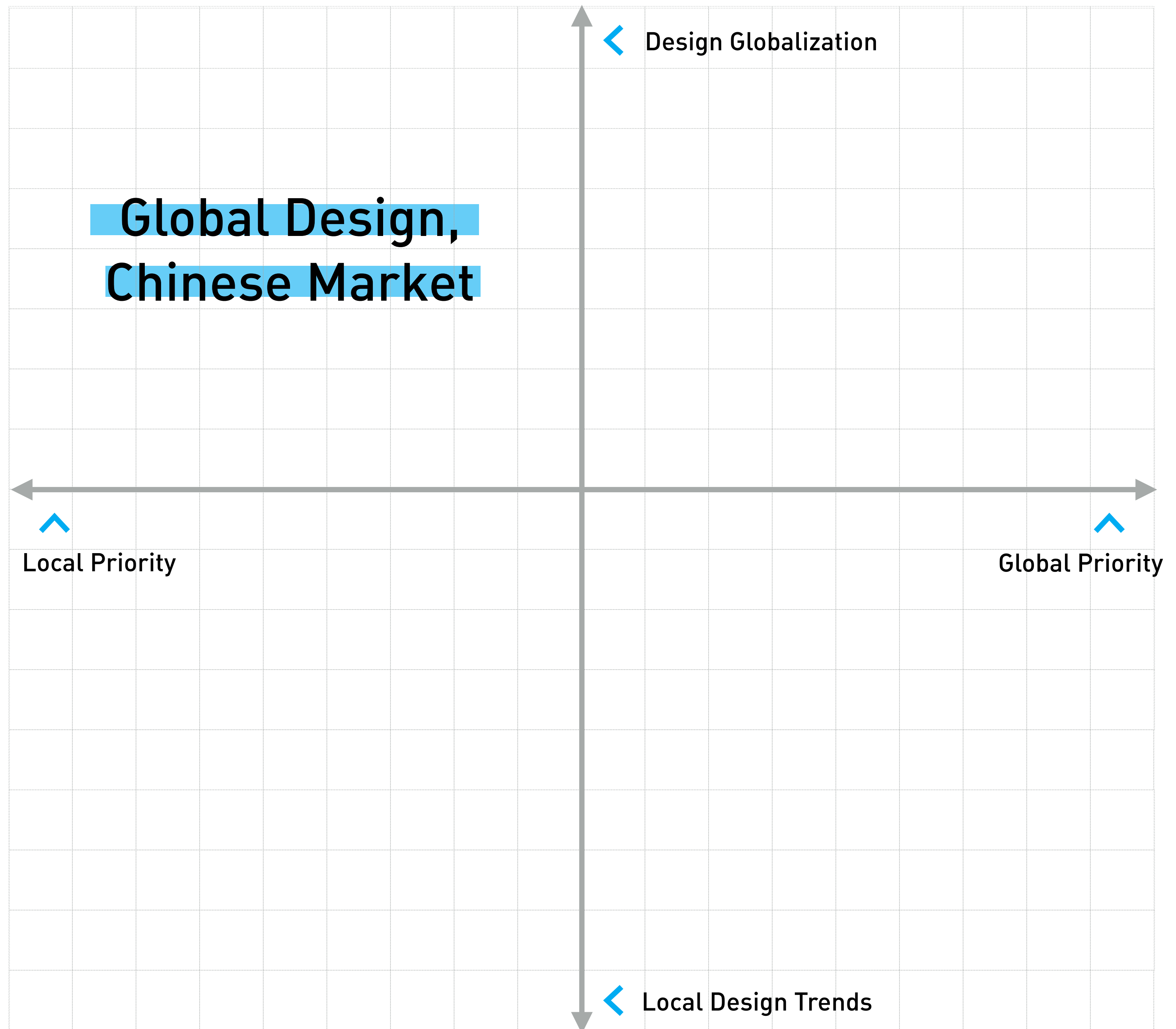
**Entering China's
digital landscape
can be confusing...**





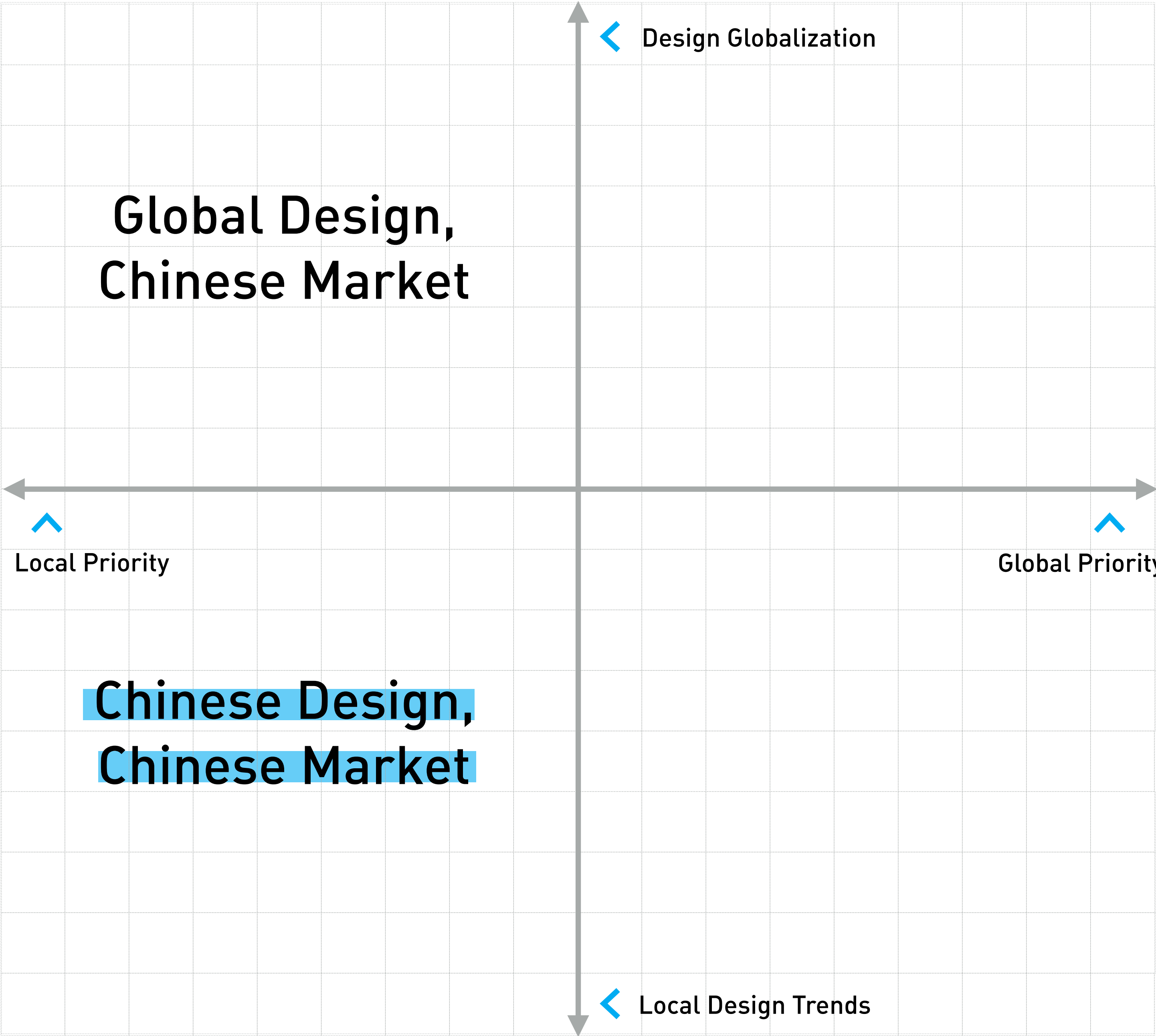
Apple, iPhone and iOS

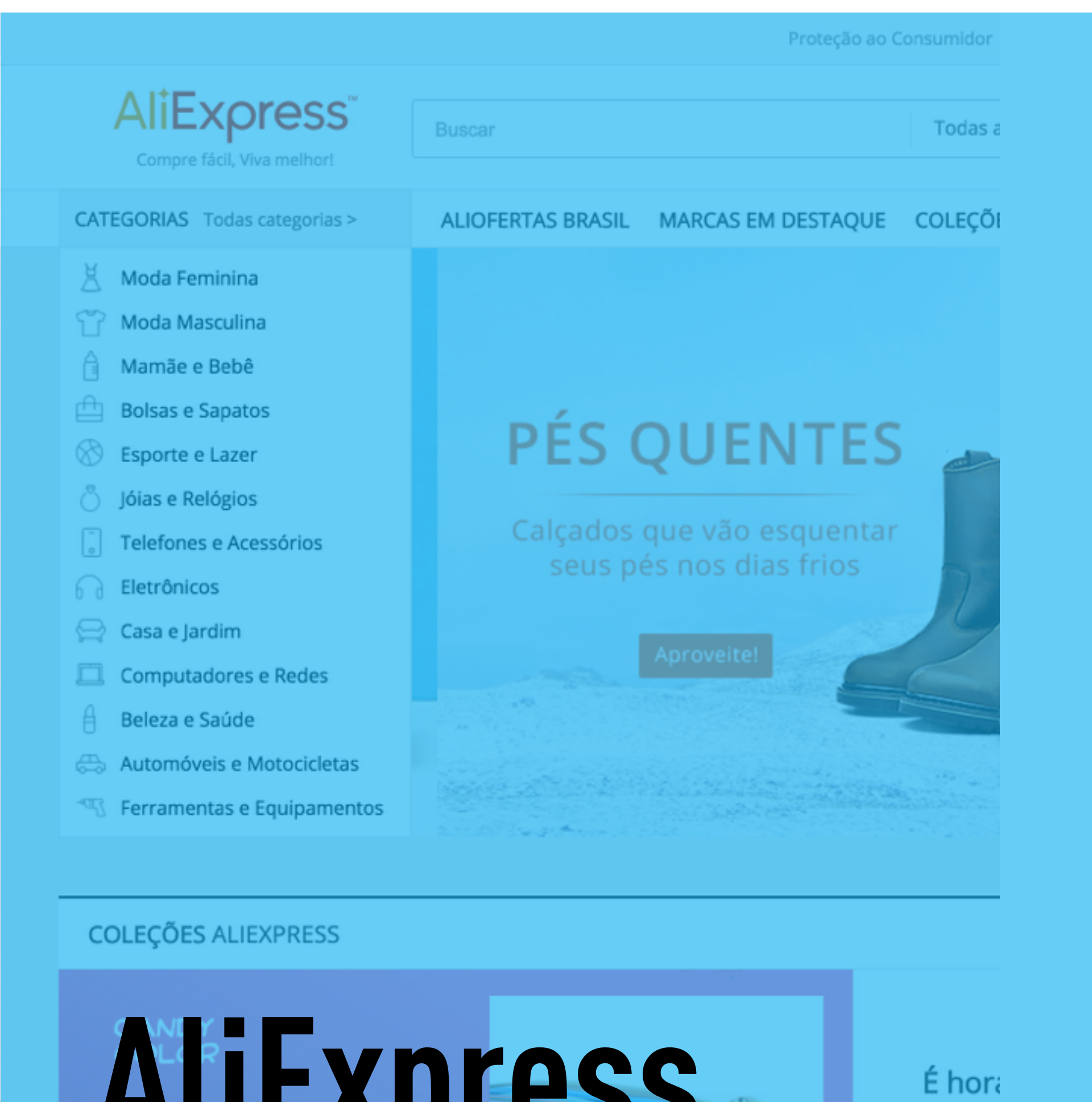
Global Design, Chinese Market





Didi Chuxing, Rides & More



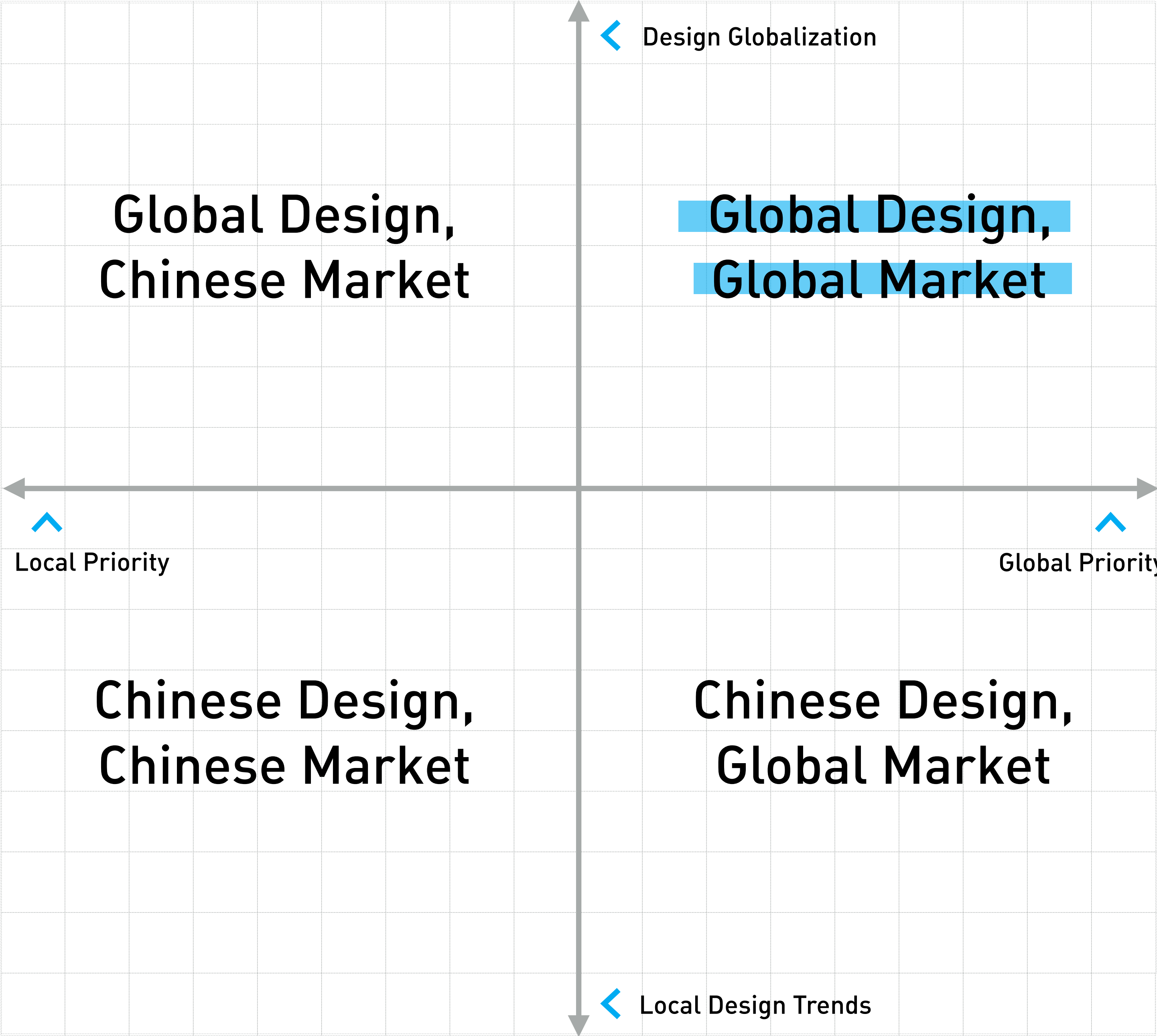


AliExpress, Alibaba in Brazil



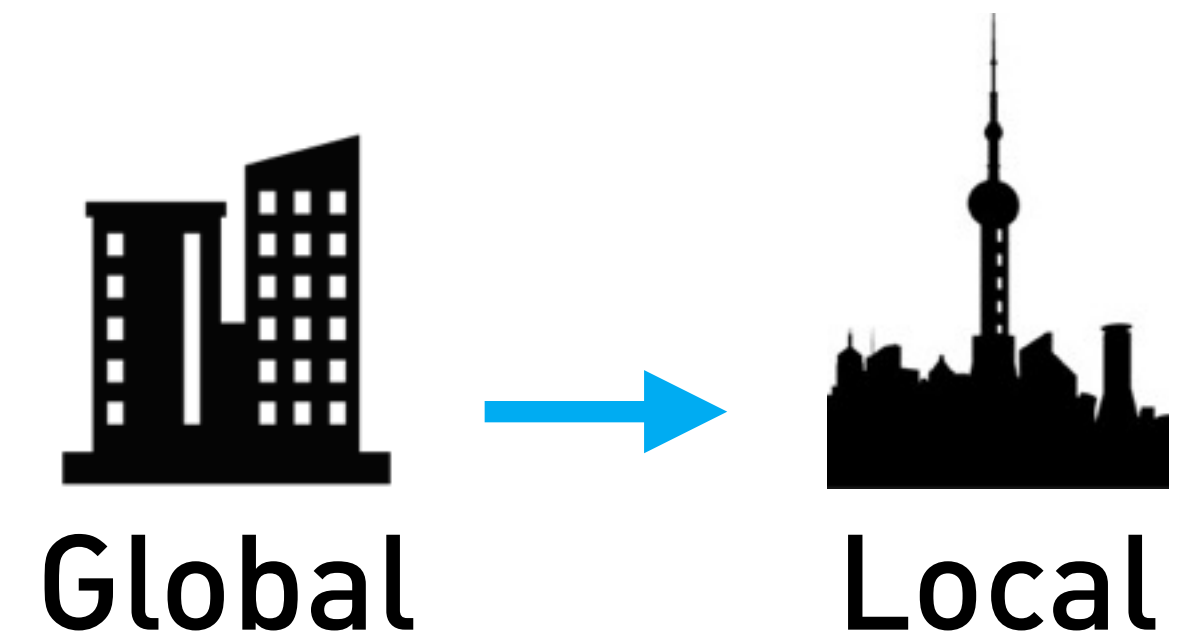


Ford, Digital



1.

**Not only does content
and imagery need to be
vetted, but UI/UX
needs to be validated.**



Wireframe:

Header
Feature
Feature
Feature
Feature
Nav Bar

40%

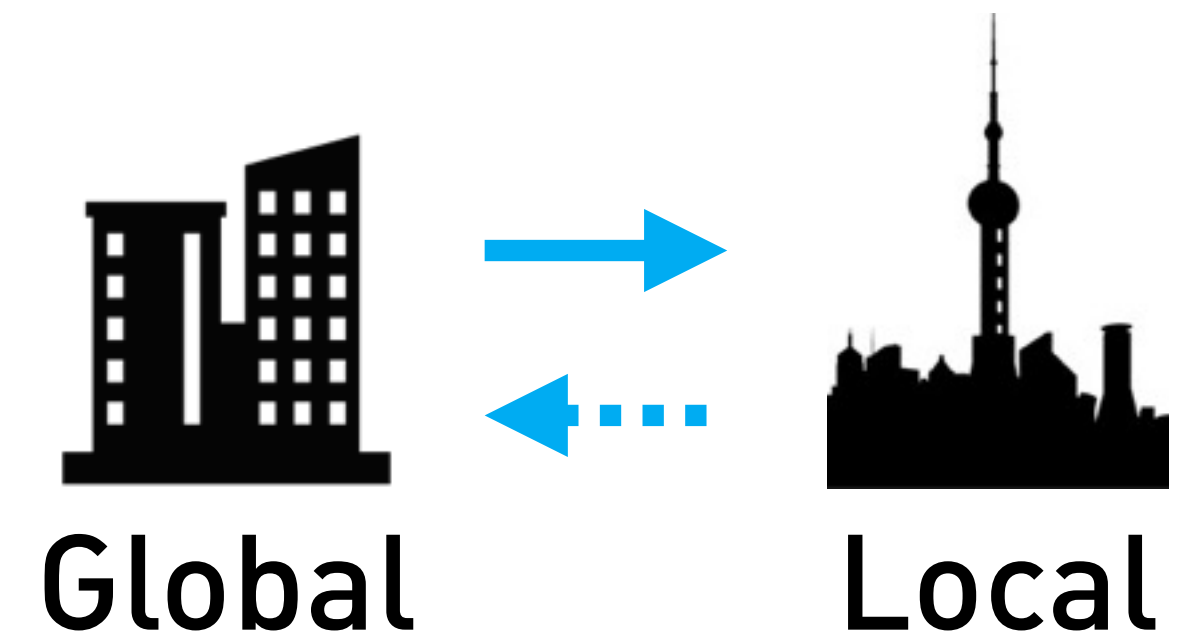
of users would be interested in the experience with the Global UI

18%

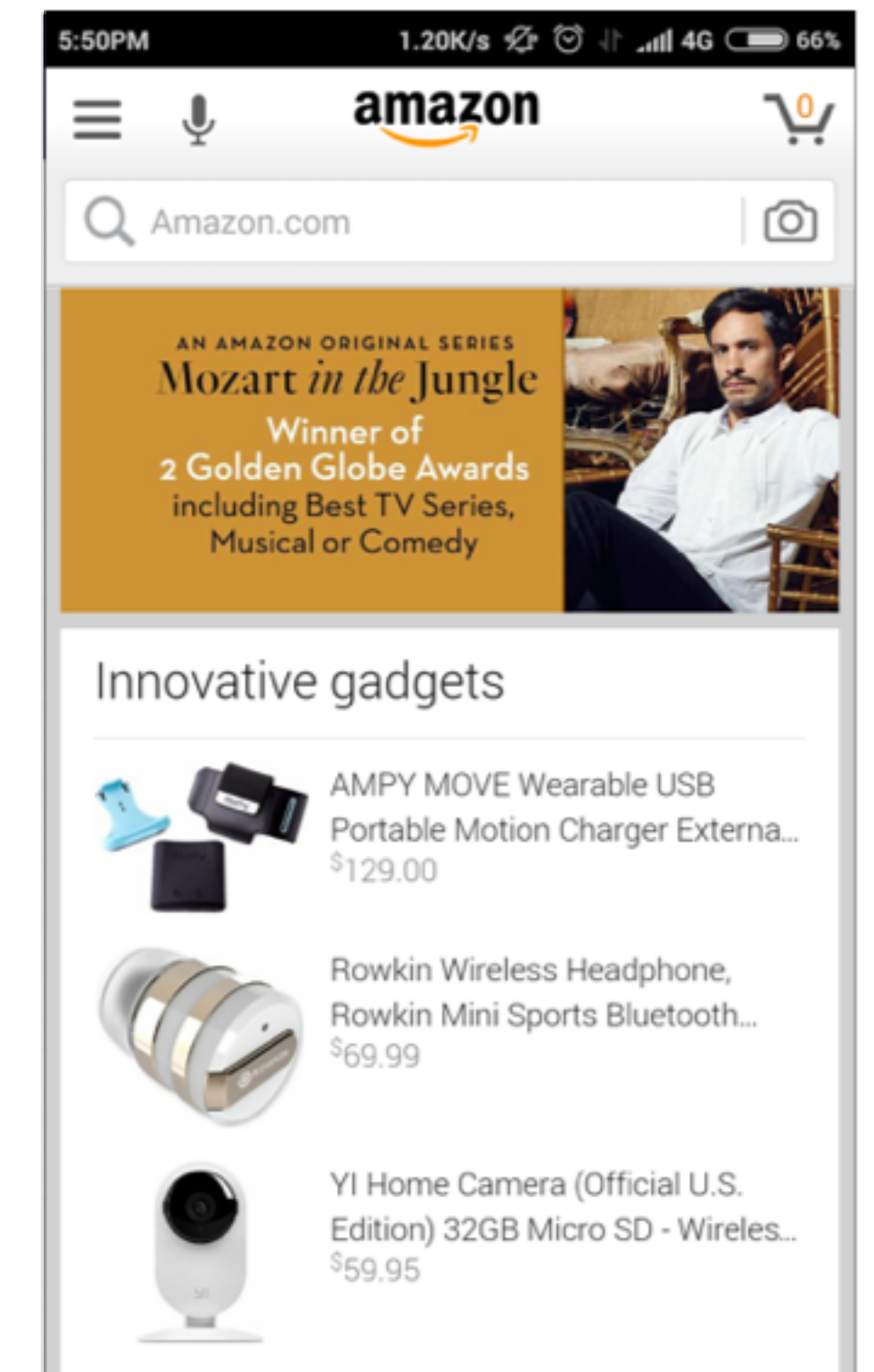
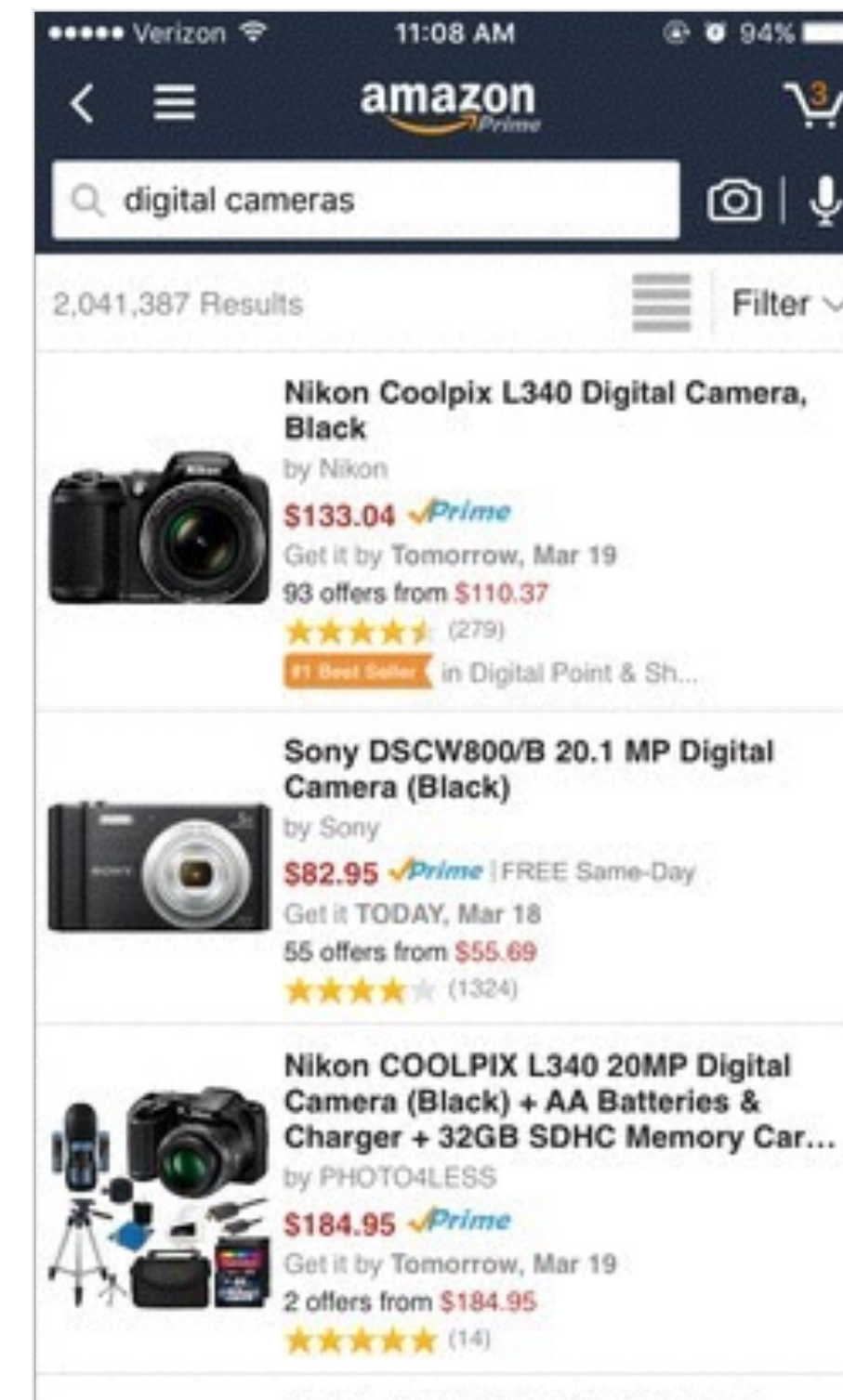
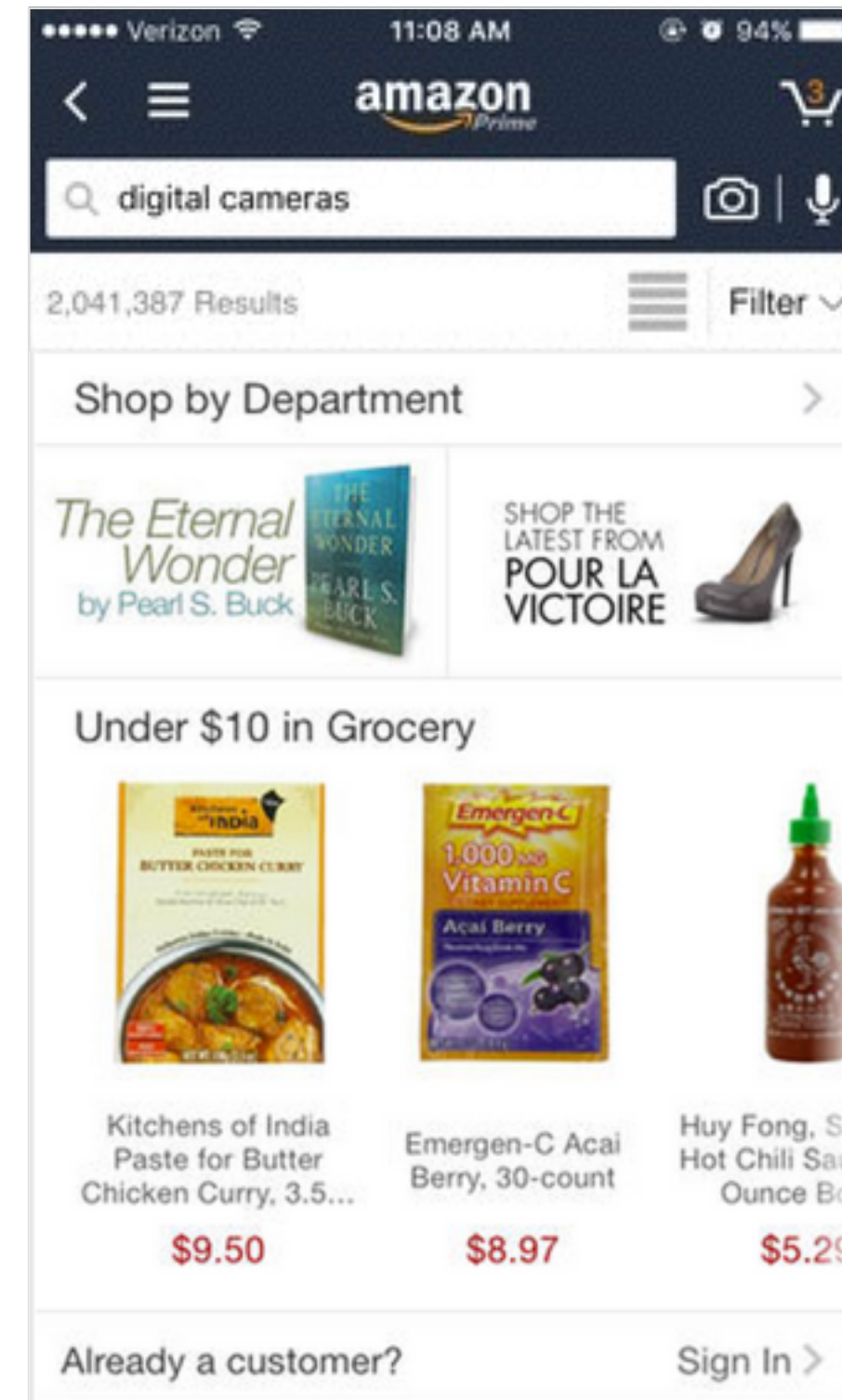
of users said that they would not even use it if the UI remained as it was designed

2.

Design needs empathy,
from **global to local** and
from **local to global**

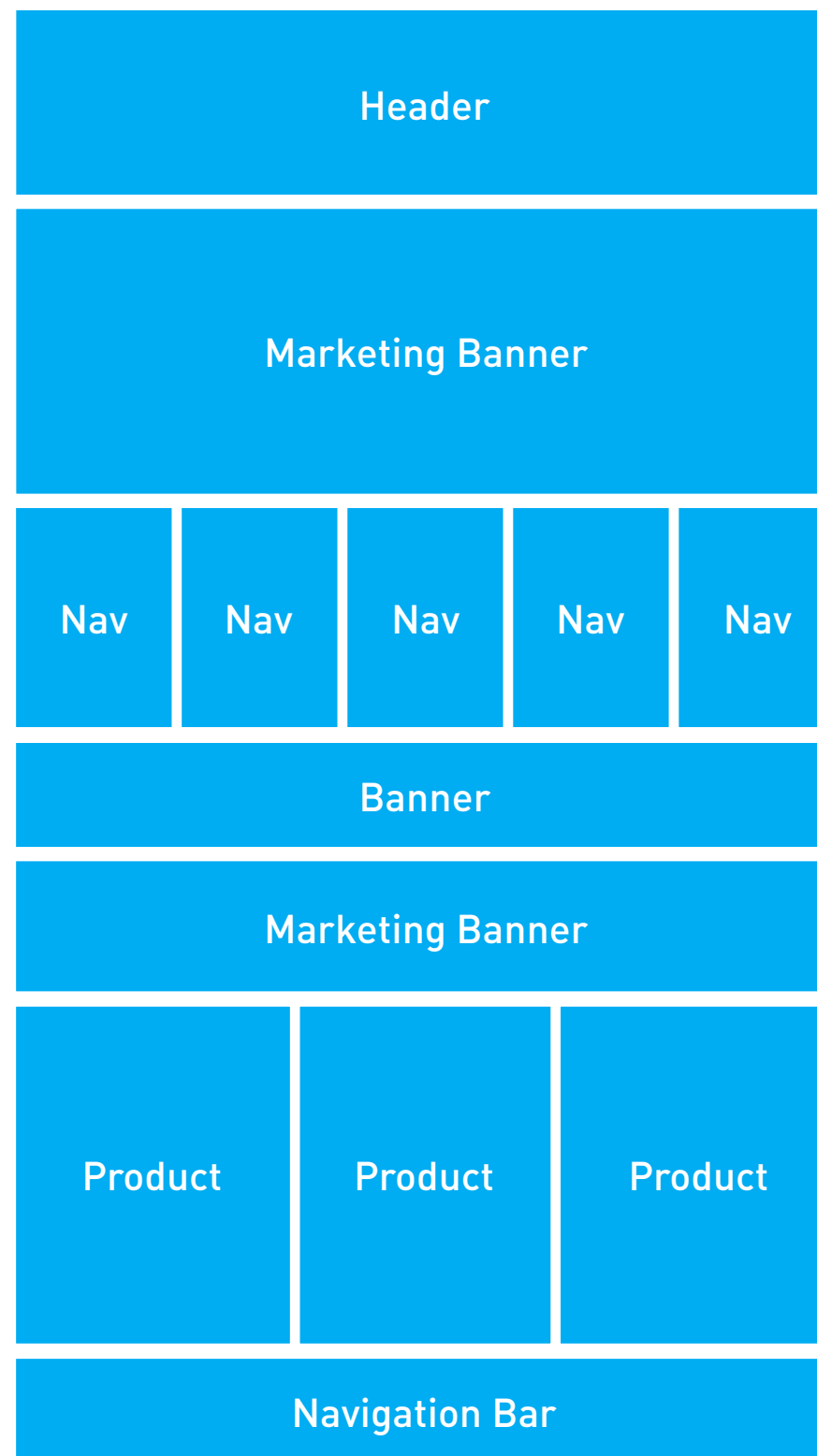


Wireframe: Interface:



^ America's Amazon keeps a consistent and streamlined experience

Wireframe: Interface:



References:

China Taobao



China Dianping

China's Amazon adopts features from local competitor, Taobao

Communication is key...

- User Testing
- Market Research
- Learnings

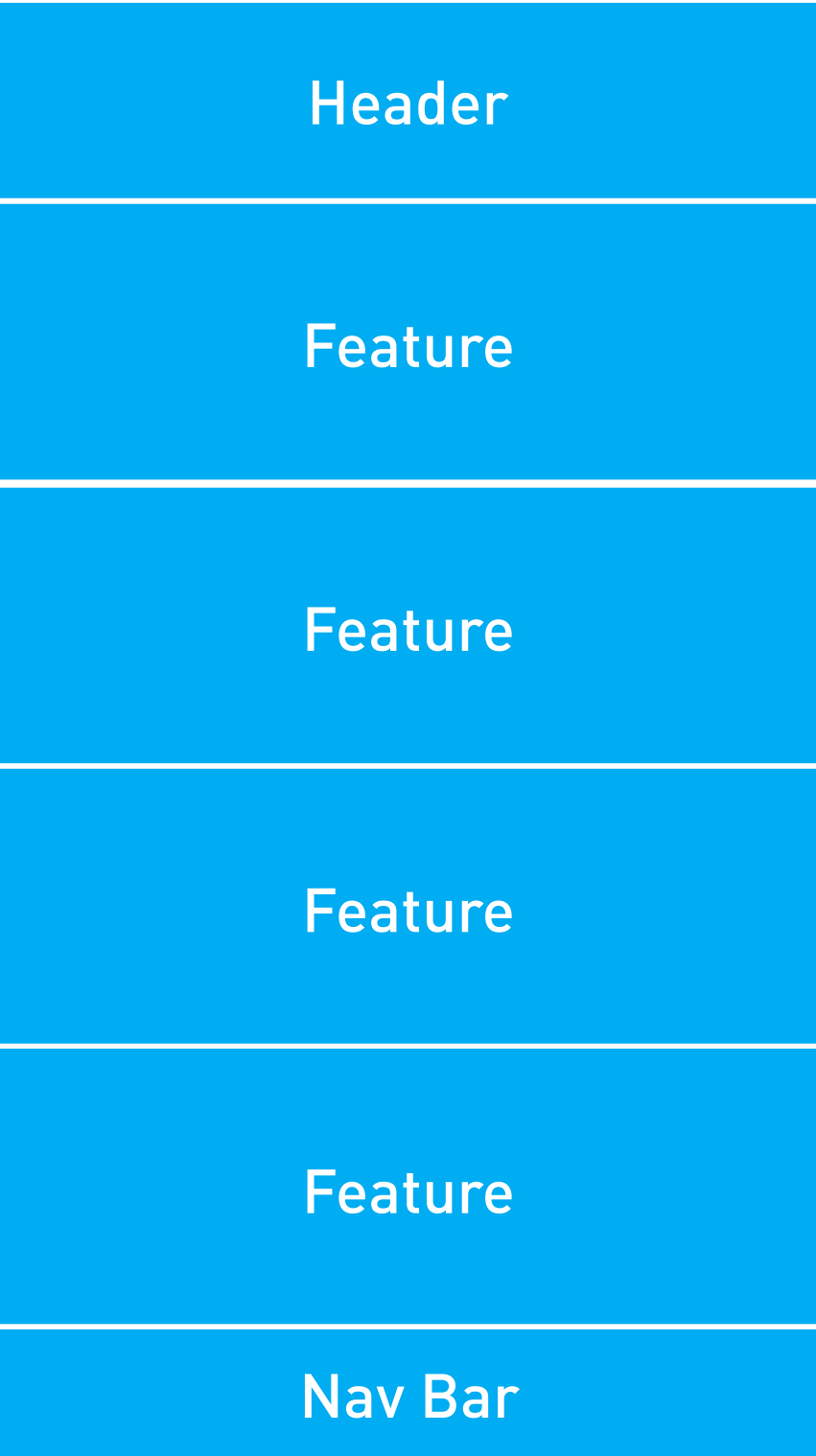


Global



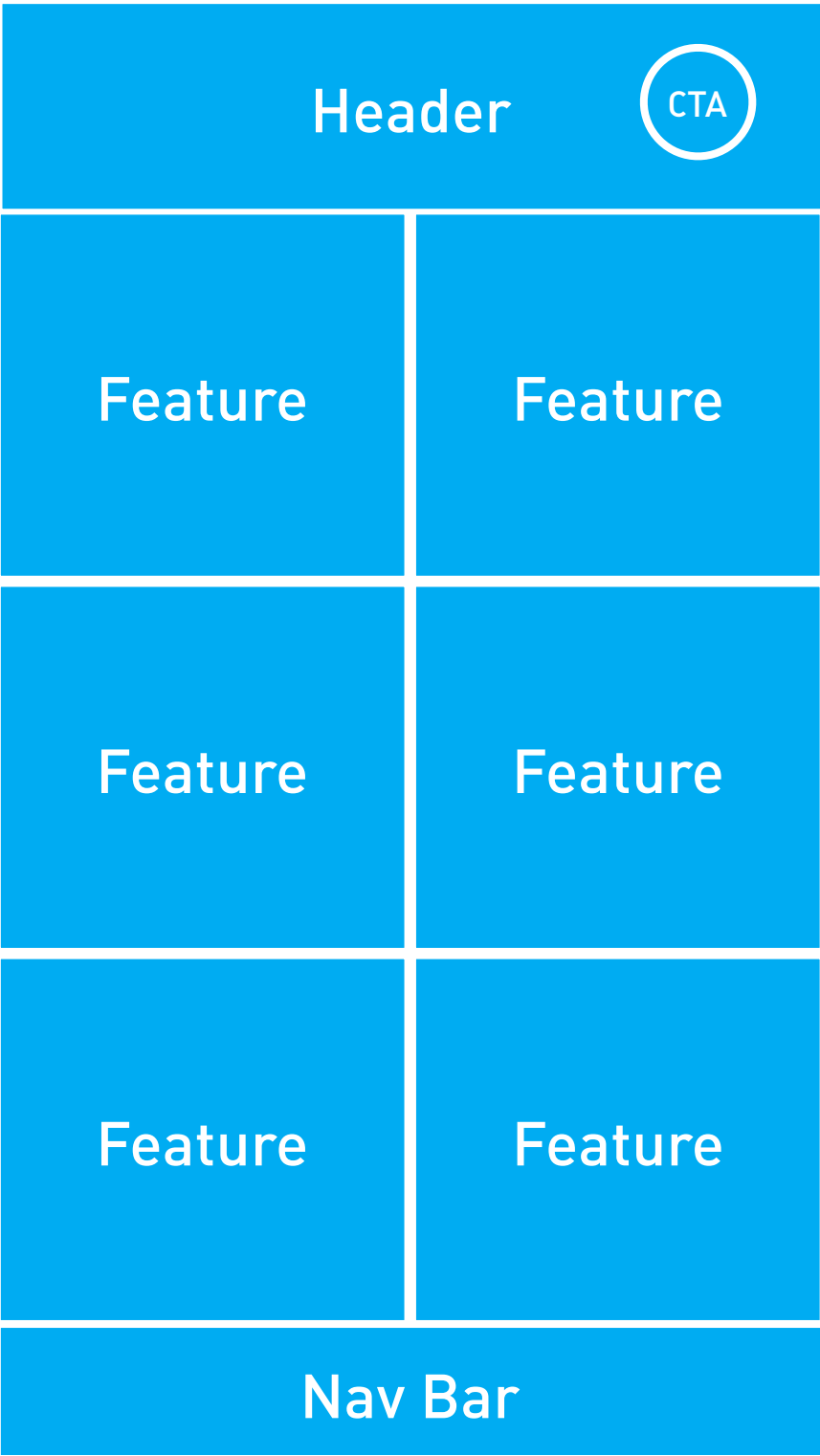
It is important to be clear in communication to global teams and management processes from an overseas perspective.

Global:



Global UI, Wireframe of Home Page

Local:



Locally Developed UI, Wireframe of Home Page

References:

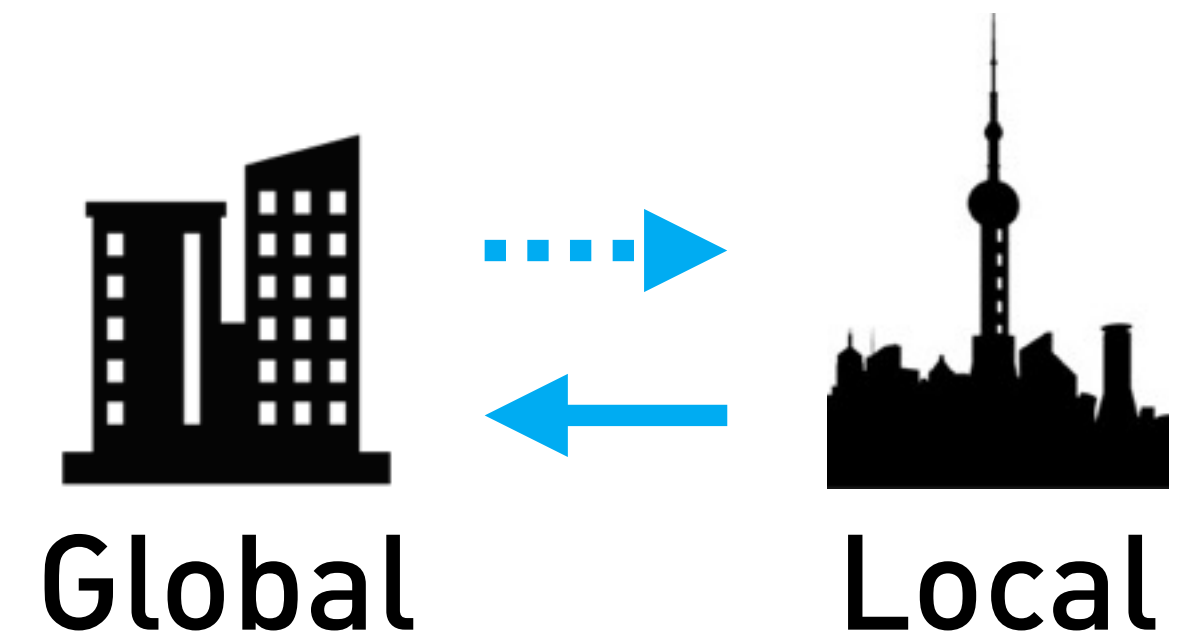
China WeChat



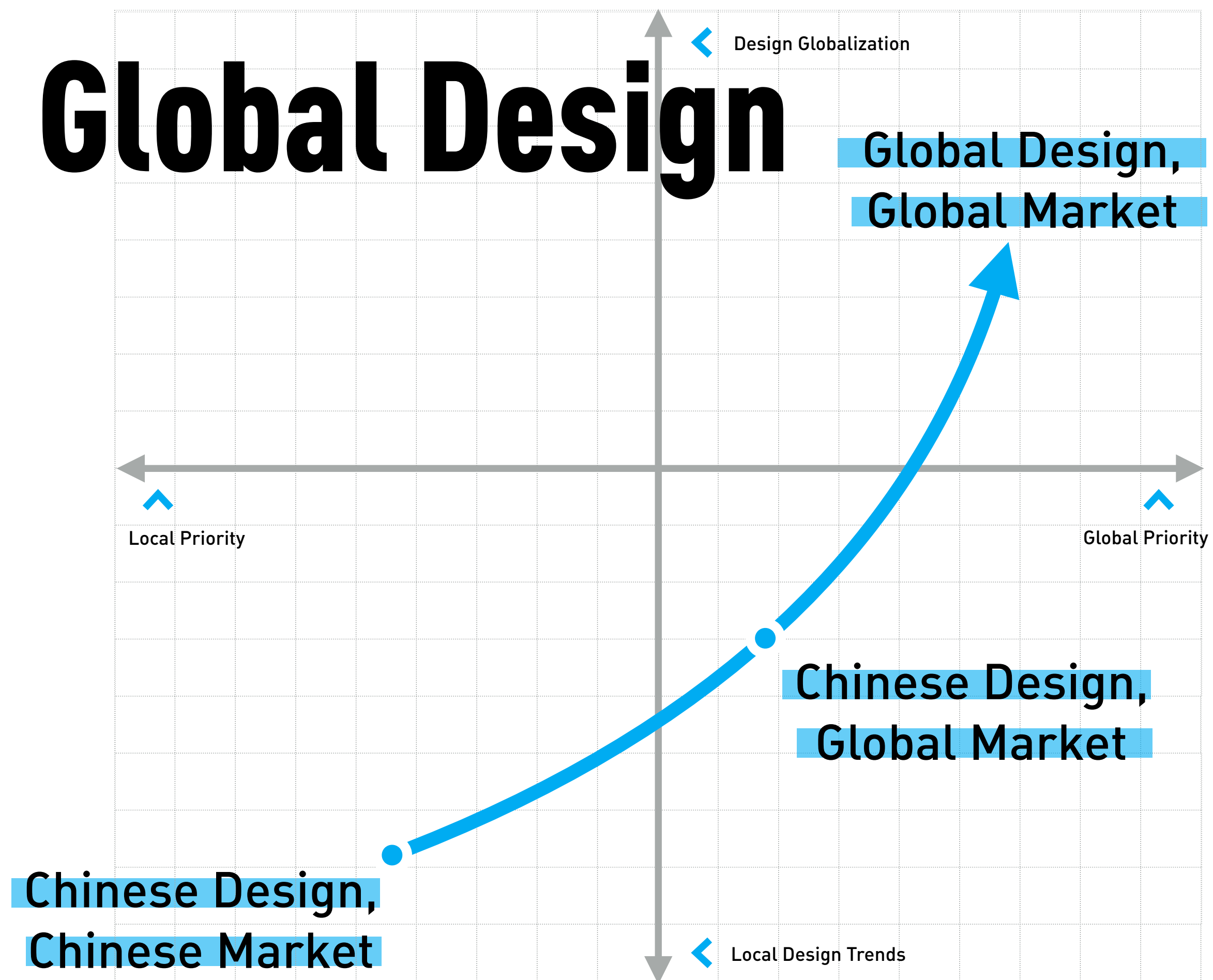
China Baidu

3.

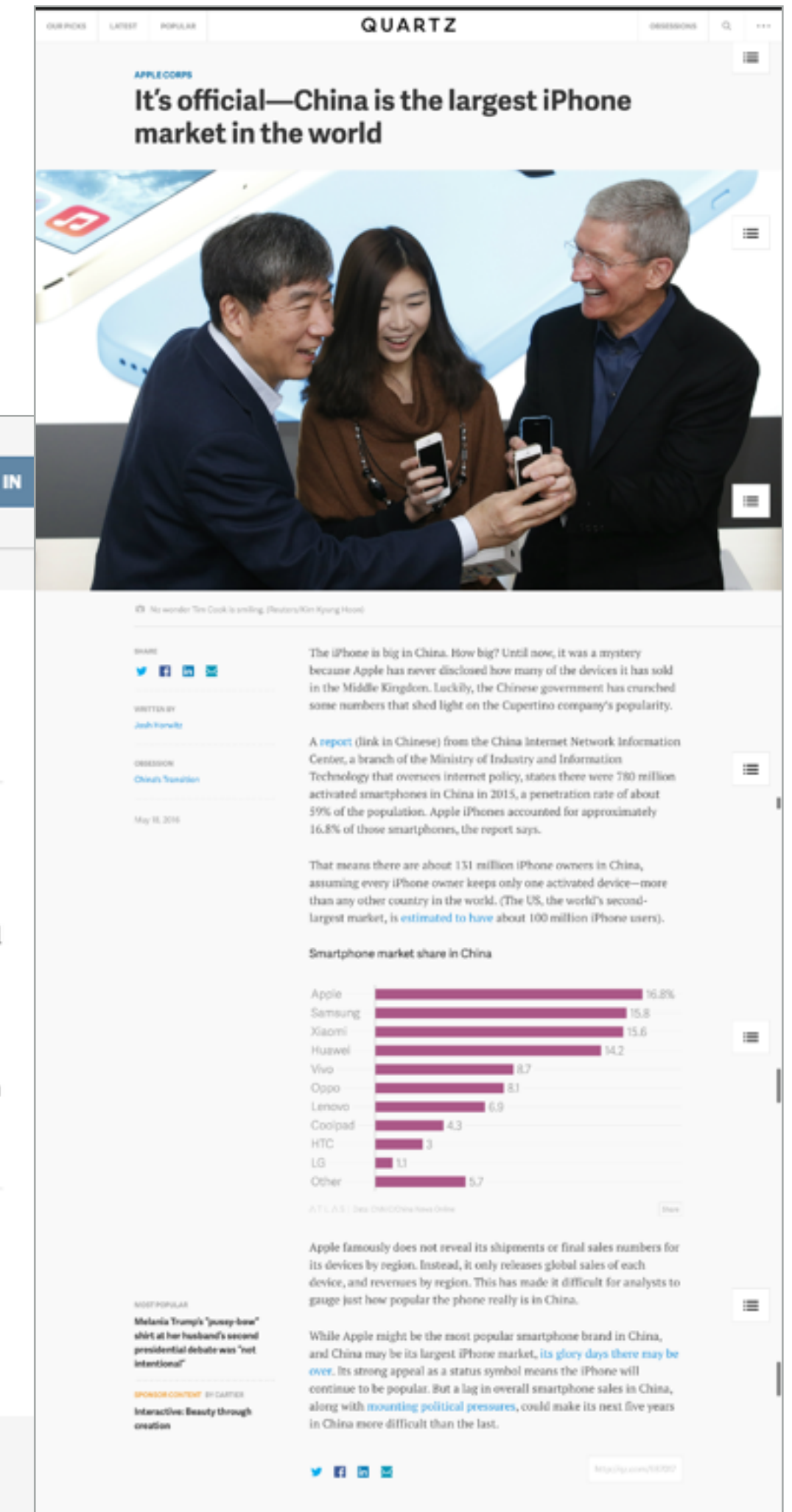
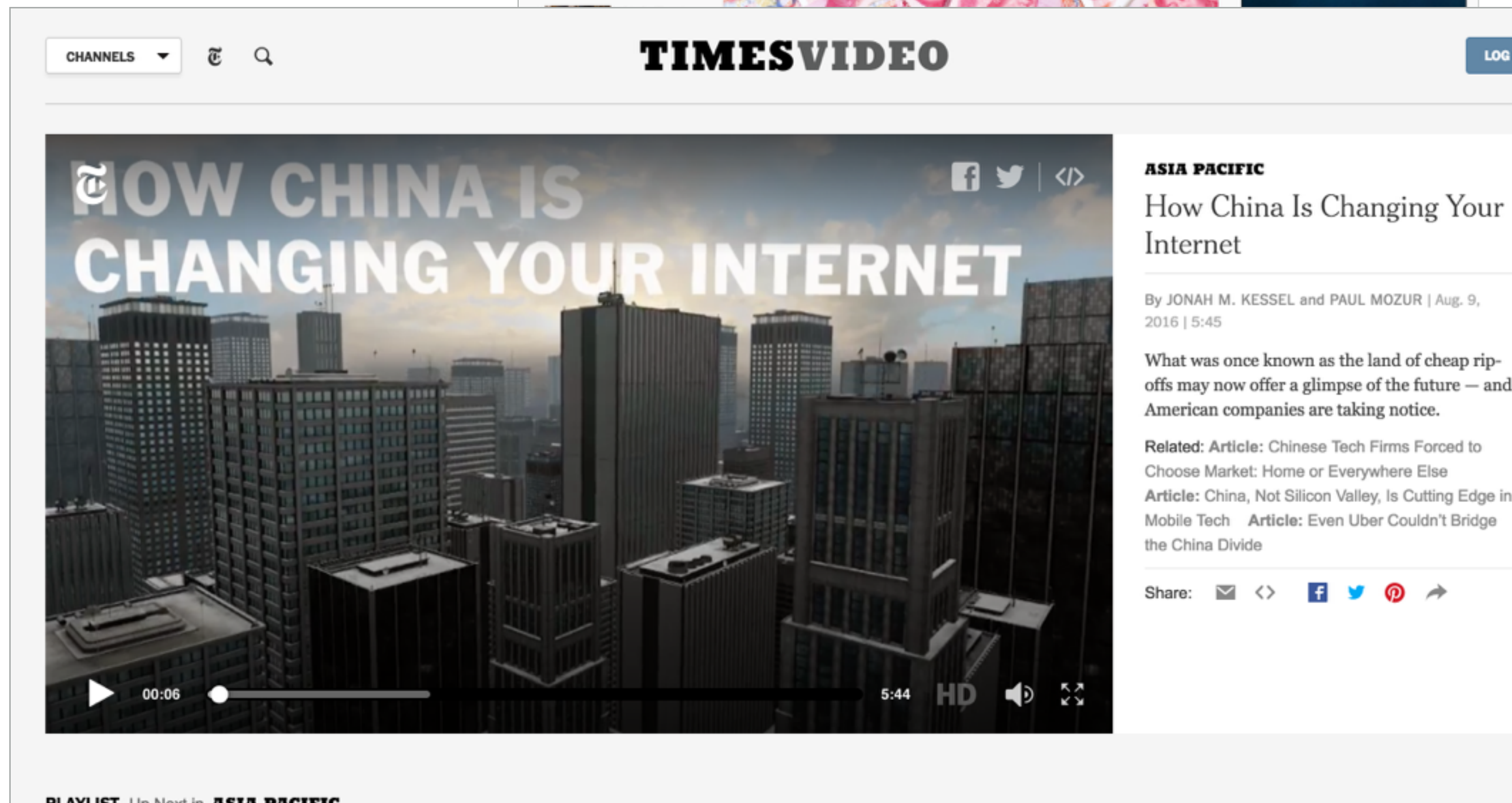
**Local now has the
opportunity to change
Global**



Chinese Design will become Global Design



Chinese Design will become Global Design



Unique Chinese UI/UX highlighted for localization



Icons



Feature Packs



Coupons



Banners



Notifications



Maps/Location Services

Learnings that are now being fed back to Global



Icons



Feature Packs



Coupons



Banners



Notifications



Maps/Location Services

How will we change China and the world?



Thank You!

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