

LANGUAGE, CULTURE AND DESIGN: CREATING LOVABLE INTERNATIONAL CUSTOMER EXPERIENCES

A white paper by Nimdzi Insights, brought to you by Pactera EDGE



“User experience encompasses all aspects of the end-user’s interaction with the company, its services, and its products.”

- Don Norman, cognitive scientist & user experience architect

“By showing that you understand your local audiences, you set up your brand for creating close, enduring connections with people at an emotional level. You create lovable customer experiences and earn a precious but valuable currency: trust.”

- Jonas Ryberg and Mike Edmonds, globalization UX experts

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Why does your localized user experience matter?

- Companies that localize user experience see an **increase of 100-400% in sales** in local markets. Knowing which markets are more sensitive to localized user experiences can inform how to allocate localization budget for maximum ROI.
- Users buy in English all the time out of necessity, but online storefronts in their own language can seal the deal for the **70% of customers who report they are hesitant to spend** without a localized experience.
- Localization drives user conversions: **9 out of 10 report they would be more likely to purchase** a product or service localized for their market.
- By localizing into **10 languages**, you can effectively reach **90% of online customers in the world**.

Because your customers matter.

*Your customers are complex, which means executing a multicultural user experience strategy is equally complex.
Keep reading to find out more.*

User experience (UX): language, culture, and design

Design is about creating [lovable customer experiences](#)—the better the experience, the more likely you will build engagement and brand loyalty. Taking your customer experience global can be very rewarding but challenging to implement, requiring **strategy, expertise, executional excellence and technology** to accomplish. Successful companies embrace international cultural differences and expectations as an integral part of shaping and delivering on a global strategy.

Unlocking **lovable** customer experiences

Loveable customer experiences are created through language, cultural sensitivity, design, user experience, and customer engagement. These factors work together to form an emotive experience that invites customers into a more **personal relationship with your brand**.



Many companies invest as much in globalization as they do in the products themselves. While you can't build a custom product for every market, you can tailor your content messaging, UX, and support, driving increased penetration and customer satisfaction around the world. The next success stories will be written by those who understand that **culture, language, and design** go hand in hand when localizing their customer experience.

Language

Highly specific cultural references may make for clever copy, but care must be taken to ensure they are adapted and localized in a way that can be understood by the end-users. Transcreation, the cross-cultural adaptation of messaging and content, can be an effective way to ensure global audiences receive the same experience.

Culture

Culturalization, or adapting a product to the cultural expectations of a specific locale or region, is an important part of designing for an international audience. If these expectations are not met, a product may feel unnatural and foreign to the end-users.

Design

It's important to research and understand familiar local UI patterns when designing or localizing for a specific locale or region. This allows for a much more efficient and effective user experience than asking local users to adapt to the existing patterns of the source market/culture.

Accounting for these three variables means that there is no one-size-fits-all solution for creating loveable customer experiences. Strategy will need to be adjusted for each market. In the following sections, we will use the latest global user research from Nimdzi Insights to discuss how each of these three components adds to (or detracts from) the overall experience of the intended end-users in different markets.

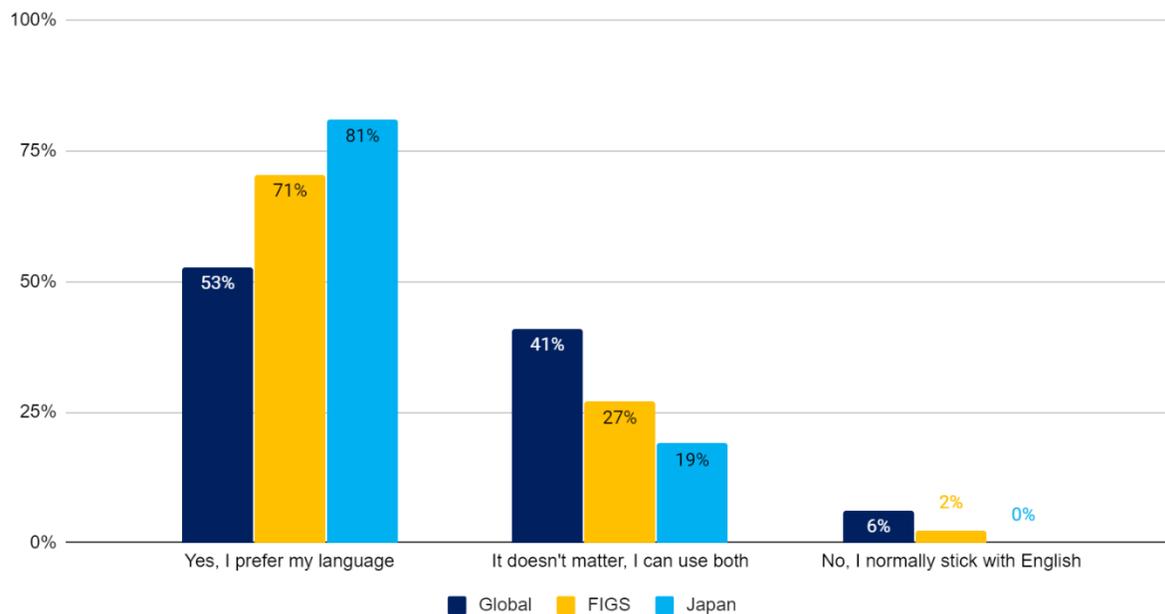
In subsequent sections, we will look at culture, language, and design separately, and then present some real-world case studies and best practices for improving market-specific user experience.

Language is (still) important!

To speak to global users, you need a UX process that goes beyond design. High-quality translation and language localization is critical to great international user experience: users around the world crave content in their language!

In a global survey of internet users in 73 countries, 52.8% of all respondents said they would use a website in their native language over an English version of the same site. Combined, this number jumped to 70.5% for respondents from traditional FIGS (France, Italy, Germany, Spanish) countries. The number rises to a whopping 81% in Japan!

If you had a choice on a website, would you choose the version in your native language over the English version?



According to these data, companies that do not localize their products are missing out on half of the potential sales in most markets. In English-adverse markets such as Japan, they would be failing to reach over 80% of potential customers. **In other terms, companies who localize their user experience can expect to see an increase of 100-400% in their potential reach in local markets.**

Going further, companies that truly want to make an impact on their customers may opt for transcreation over standard translation. Transcreation is the cross-cultural adaptation of content in a way that is highly relevant to the target language and culture. Transcreation goes beyond localization and requires in-depth cross-cultural understanding to convey a message that carries the same implications in the target languages as it does in the source language in a way that is sensitive to a target audience's culture, emotions, and needs.

However, we live in the real world... Full transcreation of all languages is not usually in the budget. Organizations face hard choices of which languages to prioritize. There is only so much budget, so it is useful to know which markets have a strong localization requirement, are ambivalent to localization, or just prefer to use the English version anyways.



Strong localization requirement
Taiwan, Japan, Russia, Germany, Austria, Czech Republic, Italy, France...

Relatively ambivalent regarding language
Kazakhstan, Belarus, Malaysia, Philippines, Tunisia, Serbia, Pakistan, South Korea...

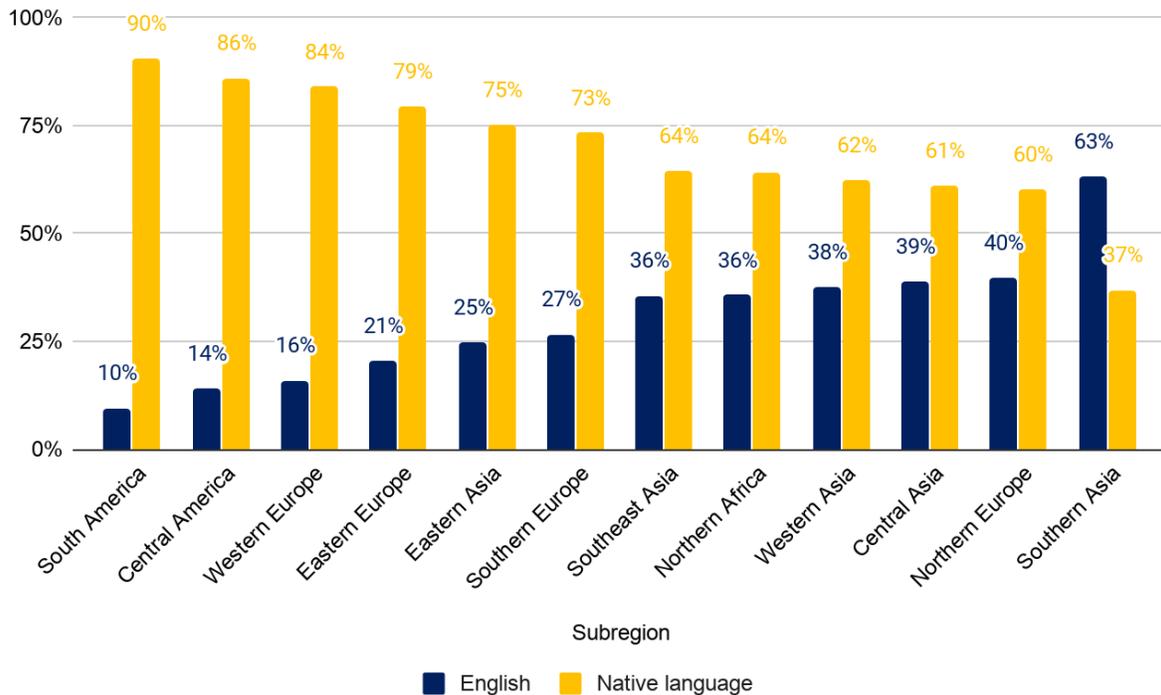
Most likely to use English
Israel, Pakistan, Bulgaria, Iran, Albania, Armenia, Bahrain, Croatia, Bosnia...

The below table lists the **top 20 most English-adverse** markets surveyed. These data are a key factor when calculating potential ROI of localizing for each market.

Country Surveyed	Prefers Native Language	Ambivalent	Prefers English
Taiwan	90%	10%	0%
Japan	81%	19%	0%
Russia	77%	23%	0%
Germany	73%	24%	3%
Austria	72%	23%	5%
France	71%	25%	5%
Ukraine	71%	27%	2%
Czech Republic	71%	28%	1%
Colombia	70%	27%	3%
Italy	69%	31%	1%
Spain	69%	30%	1%
Chile	68%	29%	3%
Vietnam	67%	31%	2%
China	67%	33%	1%
Thailand	67%	32%	1%

Country Surveyed	Prefers Native Language	Ambivalent	Prefers English
Saudi Arabia	66%	34%	0%
Georgia	65%	26%	8%
Brazil	64%	35%	1%
Poland	63%	33%	4%
Turkey	63%	35%	2%
Azerbaijan	62%	30%	8%
Bulgaria	61%	18%	21%
Greece	59%	36%	5%
Estonia	57%	40%	3%
Indonesia	57%	41%	2%
Portugal	57%	41%	2%
Latvia	56%	39%	5%
Switzerland	56%	38%	5%
Slovakia	56%	40%	4%
Hong Kong	56%	43%	1%
Kuwait	55%	35%	10%
Oman	55%	40%	5%
Hungary	55%	41%	4%
Mexico	55%	45%	0%
Argentina	54%	46%	0%
Qatar	53%	44%	3%
Romania	53%	46%	1%
Norway	51%	39%	10%
India	51%	41%	9%
Sweden	50%	47%	3%
Morocco	50%	50%	0%

Breaking the data down by region, we can see a clear distinction between regional market tolerance for English content.



Let's look at what this data means and how it can be used for market strategy with a few real-life examples.

- **India** is the example *par excellence*. With 22 official languages, the country has 129 million English speakers (between second- and third-language speakers) out of a total population of 1.38 billion. Yet, 69% of users will still select English, even if they could select their own language. That doesn't mean the usage of native languages is not evolving. Younger generations prefer to use English. However, with hundreds of millions who don't speak English poised to join the online ecosystem, there's a tremendous opportunity for brands to reach new audiences.
- **Belarus and Kazakhstan** are two very good examples of the native language (never mind English) taking a back seat to a third language - **Russian**. Russian is recognized as the official language of both countries and its influence remains particularly strong. A third of Belarusians we surveyed will select Russian over Belarusian or English. In Kazakhstan, a surprising 56% of people will do so. Similar trends can be observed in other countries in the Caucasus region or in Central Asia.
- For some **Northern African countries** - Tunisia, Algeria, and Morocco - **Arabic is not the only official language**. Brands targeting them need to consider the large part of the population who speak **French**, too.

Culture affects user behavior and expectations

Culture affects how and when customers engage with products and services; their expectations around customer service, e-commerce trust, payment, and delivery; and technical questions such as internet and device usage and adaptation, and website design.

The Dimensions of Culture supports making informed decisions when designing an international user experience. For example, authoritative language may perform well in **high power distance cultures** (cultures that embrace hierarchy) but users in **low power distance cultures** (cultures that are more egalitarian) may respond negatively to the same message and would prefer less authoritative, more friendly, language.

Hofstede’s Dimensions of Culture (100-point scale)



More egalitarian	Power Distance	Embraces hierarchy
Collectivist	Individualism	Individualistic
Nurture more important	Feminine/Masculine	Power more important
Comfortable with ambiguity	Uncertainty Avoidance	Ambiguity creates anxiety
Put short-term goals first	Long-term Orientation	Put long-term goals first
Happiness can be bad	Restraint/Indulgence	Happiness is always good

Understanding that cultures vary from country to country is the first step towards understanding how to create personalized user experiences for global customers. The second step is to understand how this translates into consumer perception of your product, and how behavior changes according to each market.

Perhaps the most obvious thing that influences consumer decisions is price, but it is not all. To illustrate, let’s look at the top twenty most price-sensitive markets and see what other factors influence their buying decisions. The percentage points represent the percentage of respondents that considers each factor to be important to their buying decision making process.

Country	Price	Brand	Style/design	Superior quality	Country of origin	Function	Product safety	Personal recommendation	Packaging
Lithuania	95%	45%	68%	66%	16%	55%	20%	0%	23%
Estonia	95%	61%	71%	64%	17%	49%	28%	0%	12%
Croatia	95%	53%	59%	47%	24%	50%	35%	0%	8%
Latvia	94%	45%	68%	50%	16%	70%	28%	0%	9%
New Zealand	94%	46%	45%	44%	21%	47%	33%	23%	2%
Slovakia	93%	62%	59%	43%	16%	54%	29%	0%	9%
Australia	93%	51%	53%	52%	14%	39%	38%	16%	10%
Canada	93%	48%	48%	52%	15%	52%	36%	33%	7%
France	93%	54%	48%	41%	20%	35%	30%	21%	5%
Malaysia	92%	64%	60%	66%	10%	56%	44%	0%	18%
United States	91%	52%	50%	57%	11%	47%	37%	26%	9%
Israel	91%	47%	58%	57%	15%	39%	34%	51%	9%
United Kingdom	91%	46%	47%	44%	14%	46%	37%	23%	4%
Portugal	90%	55%	43%	43%	16%	45%	34%	23%	5%
Sweden	90%	32%	29%	53%	10%	43%	17%	21%	4%
Egypt	89%	59%	22%	73%	32%	15%	46%	21%	11%
Finland	89%	48%	41%	62%	21%	36%	39%	19%	6%
Ireland	89%	35%	44%	58%	14%	46%	30%	23%	6%
Belarus	88%	46%	65%	71%	24%	70%	38%	0%	14%
Bosnia	88%	56%	45%	49%	21%	59%	36%	0%	10%

In each of the above-listed countries, 88% or more respondents reported that price plays an important role in their decision-making. However, that is not the whole story. While the above includes limited factors and countries for the sake of space, when we look at the full dataset, we can gain additional insights. While price is still very important for the above 20 markets, there are many other factors that influence consumer behavior. It is in responding to these (and other) factors, that a company can adapt their product culturally to specific markets.

While we started by stating that culture affects customer decisions and a quick review of Hofstede’s Dimensions of Culture, this alone does not empower us to take any practical action to reach our customers more effectively. To fully understand customers, companies need to engage with them, either directly or through custom user research projects, to understand how (and why) they engage with their products across cultures.

To illustrate how this data can inform market strategies, let’s look at how different markets respond to a single metric. Included in the table is the price column, but it has been expanded to show the markets that are most and least brand sensitive. The price column has been left in the table as a reference point.

Country	Price	Brand	Strategy
Turkey	74%	74%	These countries are very brand conscious, and so marketing, sales, and design needs to prioritize building brand awareness and brand perception.
India	71%	73%	
Vietnam	76%	71%	
UAE	63%	68%	
Serbia	82%	31%	These markets are less brand-conscious and slightly more price-sensitive, so focus should be placed on demonstrating value and cost competitiveness.
Austria	80%	31%	
Denmark	66%	27%	
Lebanon	70%	22%	

Now let us look at a different metric, the country of origin, leaving price and brand as a reference point.

Country	Price	Brand	Country of origin	Strategy
Vietnam	76%	71%	45%	These countries are five times more likely than the ones below to choose a product or service based on the country of origin, which means these should be considered when deciding on which markets to set up local offices in.
Saudi Arabia	79%	66%	39%	
Iran	84%	66%	37%	
Kazakhstan	73%	55%	35%	
Algeria	82%	62%	35%	
United States	91%	52%	11%	These countries are less averse to imported goods and foreign services. Consumers in these markets are accustomed to foreign goods and therefore can be interesting low-investment market expansion candidates.
Malaysia	92%	64%	10%	
Sweden	90%	32%	10%	
Mexico	76%	54%	7%	
Lebanon	70%	22%	5%	
Bulgaria	64%	48%	5%	
Bahrain	77%	40%	2%	

By filtering these data in different ways, we can see that deciding on an appropriate market strategy is not as simple as it may seem. Depending on which factors an organization chooses to focus on (price, brand, design, quality, etc.), global market strategies can look very different.

Style and design carry different weight around the world

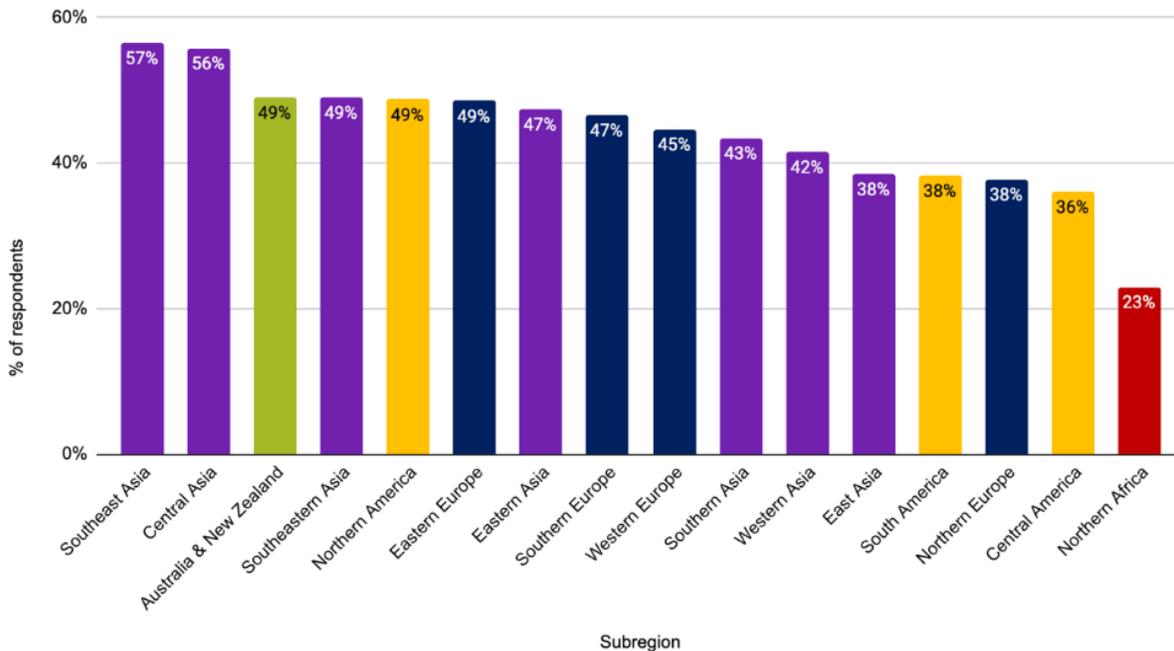
In 1993, Apple hired renowned pioneer in human-centered design theory, Don Norman, as a user-experience architect (the first ever known use of “user experience” in a job title). While the concepts of User Experience had been studied throughout the latter half of the 20th Century, this was a first for corporate America. For the first time, companies were competing not just on cost and quality, but on how their products made customers *feel*.

Apple pioneered the principle of prioritizing user experience over everything else and has seen tremendous success as a result. However, the competition has since caught on. In 2020, user experience is not radical philosophy or a wild corporate bet, but something that consumers have come to expect. Though, as we have discussed in previous sections, these consumer expectations can vary across markets.

For example, style and design are more than twice as important in Southeast and Central Asia than in Northern Africa. Over 50% of respondents in Southeast and Central Asia said that style and design were a determining factor in choosing a product, whereas this was a deciding factor for fewer than one-quarter of North African respondents.

Regional importance of style/design

Is the style/design of a product a deciding factor for buying it?

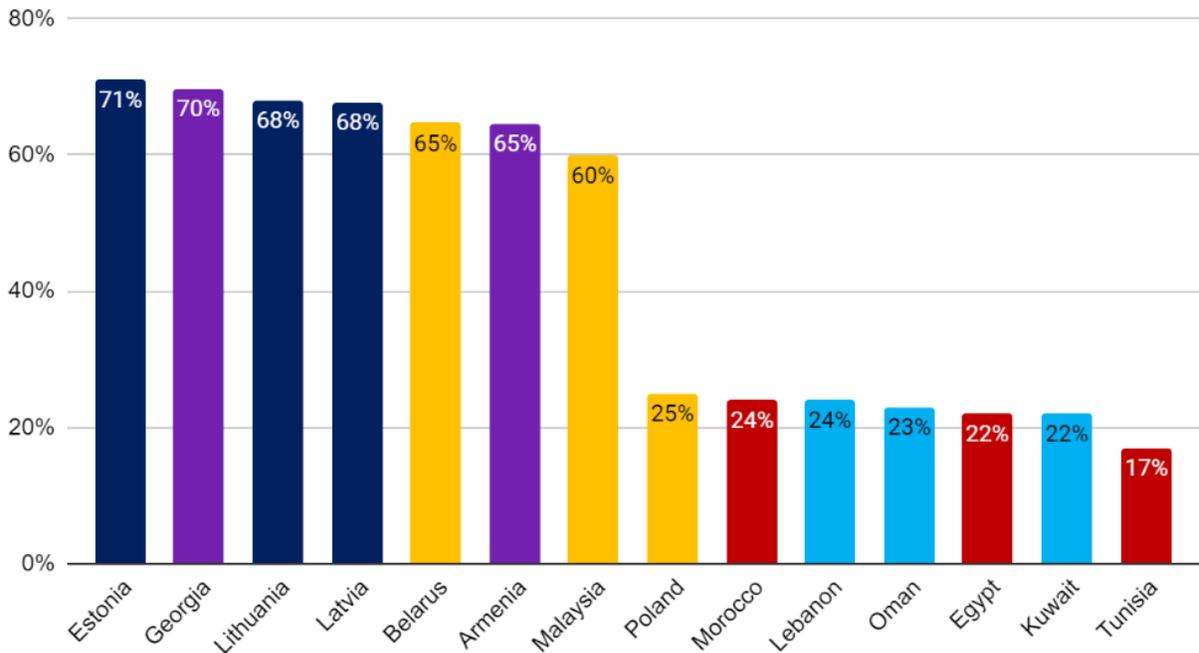


At an individual country level, users in the Baltics, Caucuses, Belarus and Malaysia are three times as likely to be swayed by the style and design of a product than users in countries of North Africa or the Middle East. In the latter, the safety of a product is twice as important as its style.

Countries in which style/design carry the most and least importance

Not all countries place the same level of importance on the design of a product. In the below graph, we see that in some countries, 60-70% of consumers highly value design, whereas in other countries, fewer than one in four consumers care about design.

Is the style/design of a product a deciding factor for buying it?

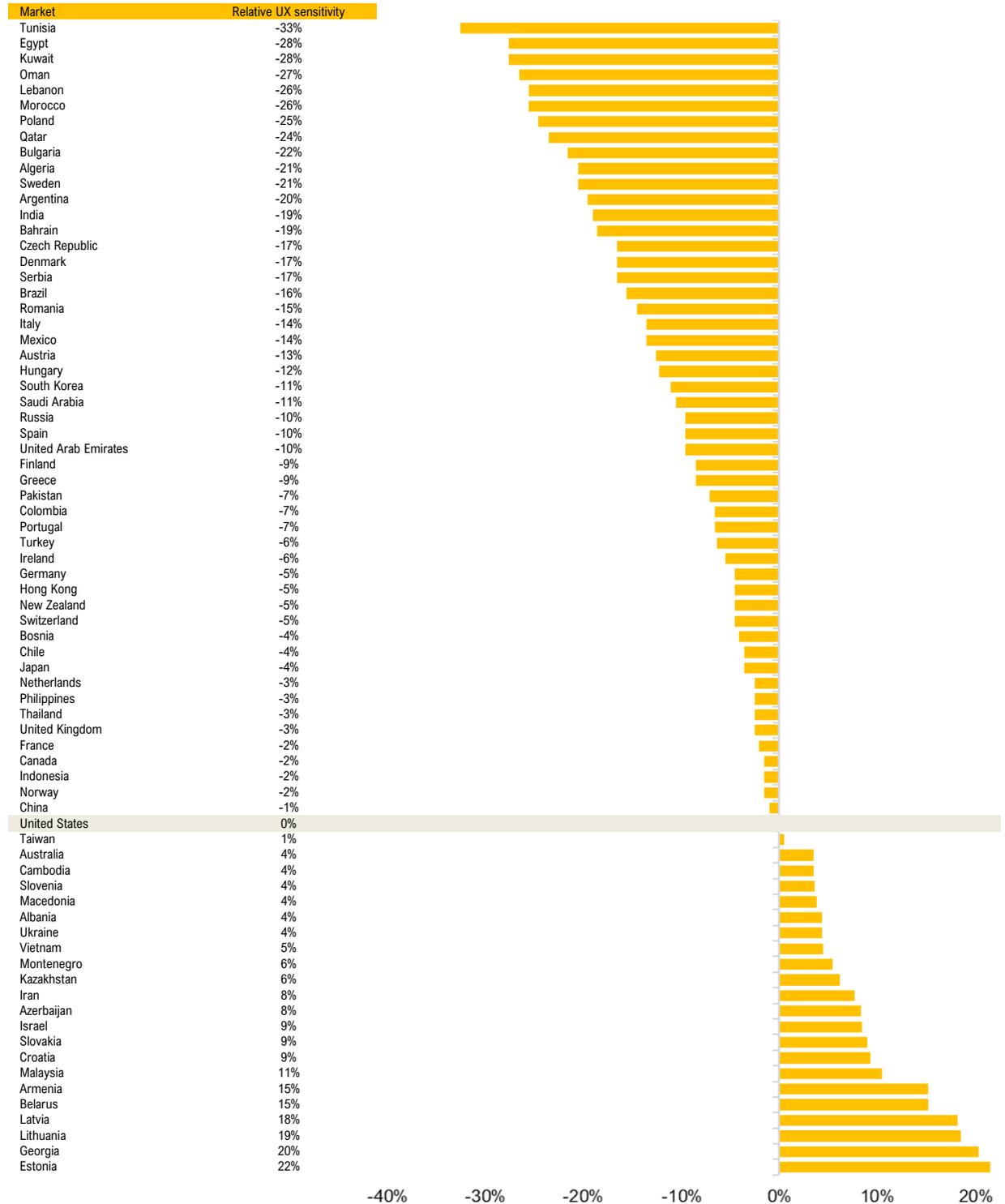


Knowing how design is perceived in global markets allows companies to understand how to prioritize their investment into research and development, product management, and marketing. In this area, a little bit of insight can go a long way towards increasing the return on international investment. Below are a few high-level examples of insights gleaned from high-level user research:

- Half of users in **France** care **deeply** about the style/design of a product.
- In **China** and the **United States**, users would rather buy a high-quality product than one that stands out for its looks.
- In **India**, users are brand conscious – they are twice as likely to buy a product from a recognized brand than a stylish product from an unknown company.
- Users in **Poland** would prefer buying a product that is functional over one that is stylish.
- **Koreans** are three times as likely to buy a stylish product than one that is purely functional.

Design in perspective (relative to the United States)

To put these market data into perspective, it is useful to compare to a standard benchmark that most are familiar with. The below graph compares the importance of UX and design against the benchmark of the United States.



Practical Tip #1: Internationalization and technical design

Don't just design in English. Design with localization in mind. Different languages can take up hugely different amount of space on the screen. Consider how much white space will be in localized versions.

Account for varied string lengths. Estimate localized copy length. Look at the interface in shortest and longest languages. Factors such as localized content being longer than the original text might cause your localized versions to have truncated text or unnatural and confusing abbreviations, which will not help deliver a great user experience.

Consider the directionality of language. Right-to-left language (such as Arabic and Hebrew) will require mirrored designs to make sense to users. The size and type of fonts might also dramatically impact the usability of an app or website—Asian fonts take more space than Western language fonts, and this should be considered as part of UX design.



Avoid using text in images. Text cannot be translated or discovered by searched engines or locally in the browser and is not accessible to users who use screen-readers.

Ensure formatting is flexible. Designs should not hinge on specific formats that don't accommodate international differences. Consider things like decimal or thousand separators, measurement units, date formats, time zones, calendar weeks, currency symbols, name lengths and order, honorifics and forms of address, phone number and address formatting for different locations.

Protip:

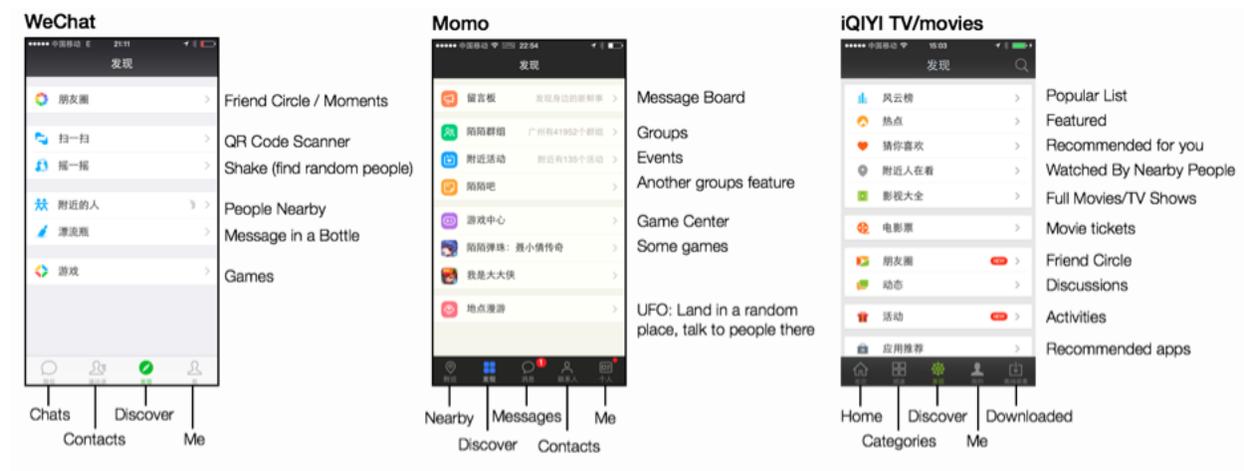
Not everyone has the latest smartphones! Research what devices are used by most people in the relevant markets. Are they using android or iPhone devices? Test text legibility and tapping area sizes on commonly used devices. Make an effort to optimize your application for different screens and densities.



Practical Tip #2: Design features vary by region

To deliver great UX it is important to research local user expectations such as what their expected UI patterns and features are and which channels are best used to reach and engage with customers.

In China, users view apps as an ecosystem rather than as a single functioning product. A “Discover” button (most commonly with a compass icon) is used for not-quite-essential extras. To Chinese users, the “discover” action intrigues curiosity and creates additional value.



(Image source: [Dan Grover](#))

In order to [expand their international footprint in new markets](#), companies need to reach customers on new channels and in more engaging ways. Customers want to hear from brands! Social apps are giving brands more timely ways to reach their audience. WeChat provides an opportunity to reach over 900 million people worldwide, including 90% of smartphone users in China. This helps maintain business and brand relevance in China.

Capitalizing on opportunities in foreign markets can challenge any organization. One main challenge and competitive disadvantage of companies coming from overseas is personalized user-friendly customer experience. Through UX personalization, brands can increase market share globally by developing personalized, region-specific user experiences in expanding markets.

Through strategic UX research and testing, brands can learn what products, features and services to include in order to create the best personalized user experience while they expand globally.

Custom UX in Practice: Google, Uber, Amazon, Mozilla

Here are just a few examples of how global companies have adapted their UX for more culturally relevant and engaging international customer experiences.



Google Fit app adapts to local sports culture

The Google Fit app that helps users track their fitness activity demonstrates the importance of showing high local sensitivities in order to create a great user experience. Depending on the market they are targeting, the app uses different sports icons and references. For example, the app uses a baseball icon in the US, but replaces it with an ice hockey icon in Russia, where hockey is a very popular sport and baseball is virtually unknown.



Uber Lite in India

Not everyone in the world has the latest and greatest smartphone devices! Uber Lite recognizes this problem with a simpler version of the Uber app “built in India, designed for the world.” Uber Lite saves space, works on any network, on any Android phone, and is less than 5MB to download. The standard Uber Android app is 40 MB in size and the iOS version of the app stands at a hefty 182 MB. Uber Lite even accepts cash payments.



Amazon India adds search field with Hindi text

When Amazon launched its mobile site in India in 2018, their team did not initially understand why users were not using the search function from the home page. It turned out that the magnifying glass icon was not something people associate with search in India. Many users thought the icon represented a ping-pong paddle! Amazon came up with a simple but very smart solution to overcome this problem. They kept the magnifying glass but added a search field with Hindi text to inform users that it was the right place for them to initiate a search.



Mozilla Firefox China optimized for browsing

The landing page is one divide between East and West. While the US homepage has one clear call to action, most sites in China adopt a portal design optimized for browsing, which contains more information than a search field and button. According to Bram Pitoyo, Design Strategist at Mozilla: “Typing Chinese takes a long time and finding the precise word isn’t easy. Search sucks, so optimize for browsing.”

The future is now: AI is already enhancing user experience

Ironically, artificial intelligence has proven the ability to create deeper human connections, enhancing user experience in ways that no other technology or marketing strategy can. As the world embraces machine learning and artificial intelligence, companies can offer better personalization, which humanizes brands with a relatable face and voice that resonates with their audiences around the globe.

However, AI still lacks certain traits and capabilities that only a human can offer. Customer service may be improved with chatbots, but people are still needed to manage them. AI can create small optimizations that can free up designers' time to let them think about more strategic decisions, set context for design, and create empathy for users. AI excels at learning, as machines learn more from experience and data, but without humans to make sense of the data, it can't be put to good use.



Multilingual Chatbots

Chatbots are arguably the most popular way businesses can improve user experience with artificial intelligence. Counter-intuitively, rather than losing the human touch, 75% of companies that use AI chatbots note a boost of at least 10% in customer satisfaction.

Opportunity: There are technologies like Language I/O and Iconic Translation Machines, that already provide multilingual solutions for chatbots integrated into CRM systems using AI.



Multilingual sentiment analysis

Reviews, social media and other forms of user-generated content drive buyer decisions more than marketing collateral. Social media platforms are a treasure trove for marketers, offering up tons of information about consumer interests and preferences. With this information, companies can improve UX with AI.



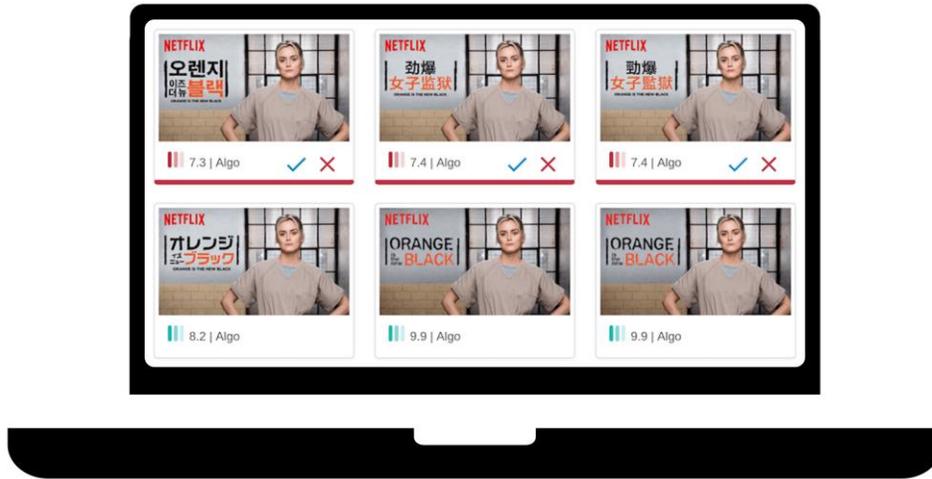
Multilingual subtitling and captioning

User experience of social media audiovisual content and Video on Demand has been improved with AI through the use of automatic subtitling. Now new techniques are being explored in the area of machine dubbing by companies such as Amazon and Evernote.

While user experience, by design, still has a high human-touch, advancements in AI are impressive. Under the supervision of human trainers, machines are learning to recognize patterns in human behavior, and to do so in a scalable way. For now, the role of artificial intelligence remains a subservient one to humans, but an extremely valuable one, saving countless man-hours and enabling companies to take risks and drive innovations that previously would not have been cost efficient.

AI in Practice: Netflix international banner design

Netflix uses AI to improve UX, as their system tracks engagement data for different graphic layouts and program banners. Their automated translation speeds up the process of content localization, helping the company determine the most compelling imagery to use for its range of TV shows and movies. When they need to create multiple banners for a show in different languages, all the designers have to do is select from layout options created by AI rather than spending countless hours manually creating banner options.



Localized Netflix banners for Orange is the New Black created with the help of AI.

Success factors in international user experience research

International UX research mitigates risk, generates customer insights, and ensures that new products and services meet the needs of the intended local audiences around the globe. Here are four strategies to help ensure the success of your international user experience research!



1

USE A DIVERSE TEAM

When designing for a specific locale, include someone on the team with deep knowledge of the local culture. When designing for international users, select team members who represent a variety of cultural backgrounds and experiences in order to gain a more global perspective.



2

ROI OF DIVERSITY

Research finds that diverse and inclusive workplaces lead to higher customer satisfaction, increased social sensitivity, and more innovation. A homogenous team will undoubtedly have a narrower vision and more similar perspectives than a diverse one.



3

TRAVEL & ETHNOGRAPHIC RESEARCH

Traveling for ethnographic research allows you to experience different cultures firsthand and helps you design for diverse users. Meet local users in real-life situations. Learn how they use online products. Understand their goals and motivations, and pain points.



4

OUTSOURCE, OUTSOURCE, OUTSOURCE

Work with cross-cultural experts, such as an international UX design agency or an international market and research company with deep experience in language, culture and globalization.

Case Study: Pactera EDGE Global Experience Assessment

The following case study is contributed by the sponsor of this whitepaper, Pactera EDGE. Pactera adheres to the three pillars of Data, Intelligence, and Experiences, helping clients solve complex global challenges at scale with cutting-edge AI-powered technology.

Make your user experience loveable across the globe

In the modern digital-first world, your global online experience must be lovable everywhere a customer encounters your brand – from Munich to Tokyo.

But globalizing your brand is hard, and the stakes are high. If you don't localize your content effectively, your user experience will fail to deliver. Millions of potential customers may reject your brand and choose another that understands their wants and needs in context of their cultures.

When you globalize your site experience well, you can scale your brand globally and create loyal customers around the world

How Pactera EDGE helps

You need a trusted partner who can evaluate your user experience, identify, flag, and help resolve potential problems before they become real ones – someone like your end users. Pactera EDGE can be that partner.

Our offering, Global Experience Assessment, combines expertise from our own agency know-how, language services, and crowdsourcing capabilities to deliver customized reviews of your global user experience, leveraging proprietary technology



Pactera knows how to make your user experience lovable in every international market.

We have broad and deep experience running quality assessments on global content in various international markets. We specialize in evaluating both the language aspect and the overall user experience through the perspective of skilled auditors in each target market.

We offer an Experience Validation Interface through our secure online platform OneForma. To test whether the experience is suitable for global markets, we provide a range of services including UX validation by real users. Our Global Experience Assessment methodology encompasses three aspects: Live User Testing, Competitive Analysis, and Quantitative User Surveys

Global experience assessment



Live user testing

Qualified assessors perform a linguistic and user experience review by following predefined user scenarios for flows or screens. We select in-market UX auditors from our extensive resource network to run a set of custom-tailored tests on various types of content. We interview users about each stage of the user flow, rating their responses and recording feedback along the way. Our deliverable is a concise and actionable report of user sentiment – the kind you need to improve your brand’s global experience.



Competitive analysis

We select participants to perform an evaluation of the language and user experience of your competitors and compare the main user features and corresponding emails. We run test interviews in real time and evaluate the experience of your competitors, resulting in a report of user sentiment and an evaluation of your product strengths and areas for improvement.



Quantitative user survey

We present either a web page or a portfolio of screenshots from various features or flows, such as sign-up screens and home screens, depending on the nature of your site and type of services it offers. We develop and deploy a questionnaire that taps into our global crowd services platform, which enables us to quickly scale production throughput. We also survey various aspects of the user experience. This generates data that helps identify user experience trends across each market, providing valuable insights on your global users’ sociocultural aspects and demonstrating how your investments in globalization impact global brand perception.

Why Pactera EDGE

Pactera EDGE is uniquely qualified to help you deliver a great user experience globally. Why?

- Our operational capabilities combine the expertise of a digital agency with language services and a culturally diverse crowdsourced pool of skilled in-market resources to evaluate your user experience.
- Our expertise in solving business problems ensures that we deliver actionable data-driven insights and recommendations that can be successfully implemented.
- Our combination of strategy, expertise, and executional excellence ensures that we always connect our thinking to your broader business needs.
- Our proprietary platform, OneForma, enables your content to be embedded, whether it's desktop or mobile based. This ensures full control of what is evaluated and how. Our platform also generates continuously updated dashboards visualizing the generated data.

Pactera makes user experience lovable across the globe.



Pactera EDGE has helped many

Our solution is based on a proven operational methodology and backed up by many happy returning customers.

- We evaluated a global retailer's website experience with active users, based on a set of predefined and open questions. We tested the existing product/service offerings, special offers, and product pages across 17 markets and 37 languages. We helped our client identify and correct several user experience issues that could harm the customer experience. As part of the project deliverable, we generated and supplied actionable data that showed trends over time for each market.
- The ecommerce team for a global technology firm was looking for ways to increase engagement and revenue on their sites in several different global markets. We gathered a team comprised of our UX/strategy consultants and globalization/localization experts to create a detailed, analytical, and actionable set of recommendations to help the client achieve their goals.
- We conducted an in-depth qualitative analysis of the user experience for a digital store client, including an evaluation of their three main competitors. We also produced insightful data showing how the client stacked up against their main competitors in the key markets globally.

About Nimdzi

Nimdzi is a market research and international consulting company working towards one main goal: to provide our clients with the insights they need to succeed on a global scale. The Nimdzi Team includes individuals with diverse backgrounds in the language and localization industry, as well as in international business, public policy, marketing, finance, and more.

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About Pactera EDGE

Pactera has a global network consisting of thousands of human judges that evaluate AI model output and create training data to increase AI output accuracy. They have over ten years of data experience in speech recognition, image recognition, search relevance, maps, customer service bots and machine translation.

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