

Cross-Cultural UI Design For Work, Home, and On the Way

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OBJECTIVES

The tutorial introduces terms and concepts to understand the relation of culture models and cultural dimensions to the design of user-interface (UI) components.

AGENDA

Introduction

Participants' examples of culture communication challenges

Lecture: culture and UI design: the Web

Exercise 1: Role-playing

Lecture 2: Using culture models for mobile phones

Exercise 2: Cultural analysis of UI components

Exercise 3: Design of a localized Web home page

COURSE DESCRIPTION

To achieve work-, home-, and mobile-product success, developers of UIs for the Web, information appliances, and client-server networks must plan, analyze, design, implement, evaluate, and document user interfaces carefully that may reach across culturally diverse user communities. Current UI design is based on psychological and social models drawn from the European and American research traditions. However, recently, cultural psychologists, cultural anthropologists, cultural sociologists, and designers have begun reconsidering the applicability of these models by identifying cultural preferences and value orientations in Asia, Latin America, the Islamic world, and Africa.

The works of Edward Hall, Florence R. Kluckhohn, Fred L. Strodbeck, and Geert Hofstede, among others, are a rich source of ideas that can and should be applied to UI design for global audiences. Their theories complement, and sometimes revise, current principles of human-computer communication, including the design of UI components: metaphors, mental models, navigation, interaction, and appearance. Although derived from the differences between cultures, they also describe differences within cultures.

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Participants will learn about cultural differences and how to apply them to UI design to influence performance and productivity as well as acceptance and preference. Illustrated lectures will introduce terminology, principles, and guidelines. Short, simple pen-and-paper group design exercises, role playing, and group critiques will give participants experience in applying new experiences and concepts to UI design tasks

EXERCISES

Exercise 1: Role Playing of Cultural Dimension

Participants will form role-playing groups to analyze interpersonal differences based on cultural origins and culture model Groups will report their experiences.

Exercise 2: Analysis of Cultural Aspects of UI Design

Groups will analyze how cultural dimensions (power distance, individualism/collectivism, masculinity/femininity, uncertainty avoidance, and long-term orientation) have already or might affect the design of UI design components (metaphors, mental models, navigation, interaction, and appearance). Each group will report/discuss its findings in a group critique.

Exercise 3: Web Site Design and Group Evaluation

Groups will analyze a target culture description for aspects that may impact acceptance, then compose a suitable UI for a Web homepage design with behavioral aspects. Each group will report on their accomplishments

INTENDED AUDIENCE

This tutorial is intended for a maximum of 50 (in groups of 2-10) researchers, developers, graphic designers, human factors specialists, and cognitive scientists, among others involved with Web-based documents and applications, telecommunications-oriented consumer products, and office/mobile productivity tools.

CONTACT INFORMATION

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