

# Cross-Cultural Designing

---

A session about the influence of culture and location in the design phase of a product.

# Main topics of the presentation

1. Introduction to the theme
  2. Understanding Culture in Design Thinking
  3. Location-Based Design Considerations
  4. Case Studies
  5. Interactive part
  6. Conclusion
-

# Introduction

Why is it important?

Hello, Hei, Hej, Bonjour, Hola, 你好,  
Guten Tag, こんにちは, Привет,  
안녕하세요, Witam, Xin chào, Olá,  
Merhaba, नमस्ते!

---

# Introduction

Why is it important?

Cross-cultural design is:



To be effective, designers need to consider not only language differences, but cultural tendencies, values, customs, and taboos.

---



Designers regularly engage in creating digital products that cater to a worldwide audience.

Paradoxically, they often find themselves unintentionally confined within their local bubble: cultures, traditions, and languages.

---

Small game: spot the differences



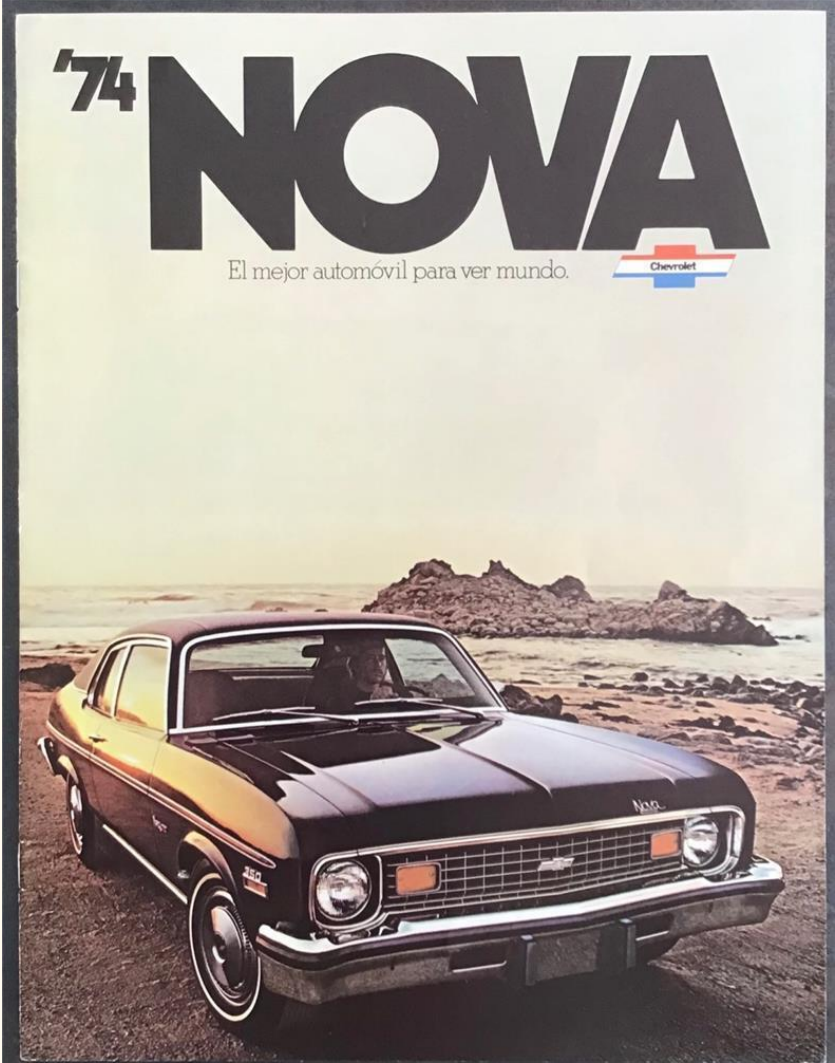
# Some examples

Honda's SCR Motorbike in Vietnam: “Sắp chết rồi”

Chevrolet's Nova Spanish speaking countries:  
“No go” in Spanish

"Ford" being an acronym for "Fix or repair daily"  
or "Found on road dead"

"Fiat" being an acronym for "Fix it again, Tony!"



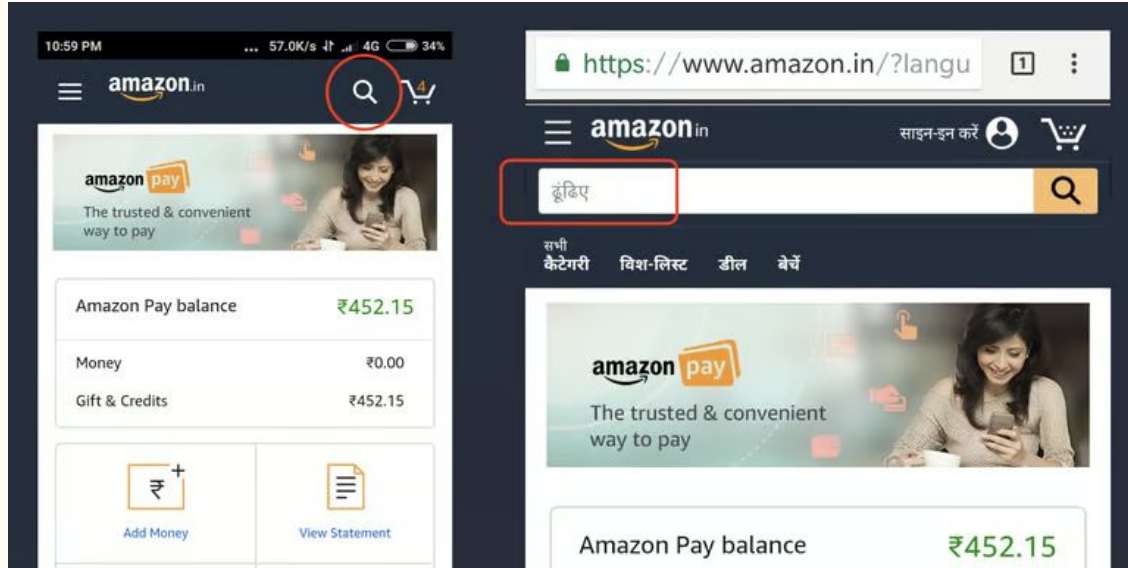
# Some examples

Amazon's India Launch: Cultural Insight and UX Research Importance

Issue: Customers in India did not use the search feature on the homepage, impacting revenue generation.

Discovery: The magnifying glass icon was not associated with search in Indian culture, causing confusion among users.

Solution: Amazon added a search field with a Hindi text label, making it clear and intuitive for Indian customers to initiate a search.





# Understanding culture in design thinking

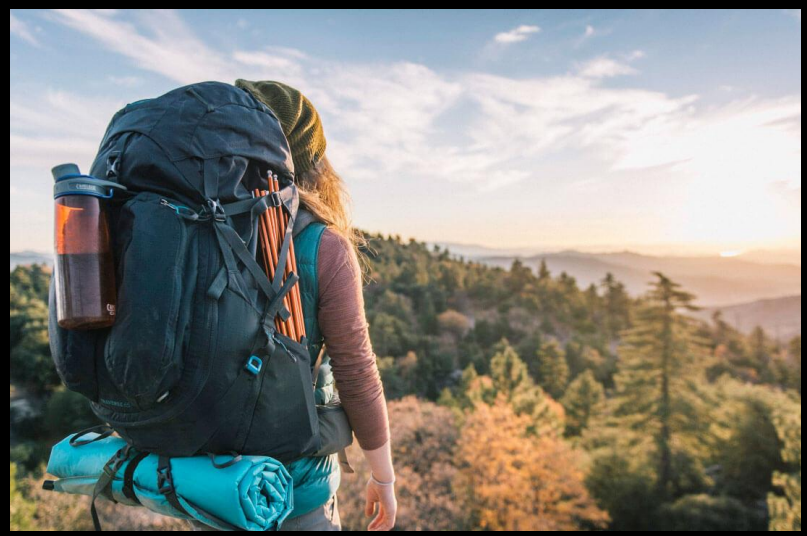
Origin of the word is latin word  
cultura - care.

Culture: Shared beliefs, customs,  
values, traditions, arts, and behaviors  
of a group, shaping their identity and  
way of life.

---

# How values and beliefs form a customer

For example, in some cultures, functionality and practicality may be highly valued, while in others, aesthetics and emotional appeal may take precedence.



# Aesthetics and style

Minimalistic websites tend to be more popular in the west, whilst in the east busy websites keep the lead



Skim reading is a case here, this websites look messy because we can't read them as fast as native speakers can. And user usually doesn't like the changes.

# Symbolism and meaning

In African countries red usually associated with evil spirits, so making a red colored nokia and sell it on that market was not really successful



# Location Based Design Considerations



This refers to the factors that influence product design based on geographic, socio-economic and technological aspects of a particular location

---

# Geographical Aspect

Geographic location encompasses various elements such as climate, geography, and natural resources. These factors can greatly impact product design

---

# Socio-Economic Aspect

Socioeconomic factors encompass aspects such as income levels, education, and access to resources. These factors significantly influence design decisions, as they determine the target market's preferences, needs, and purchasing power.

---

# Technological Aspect

Technological infrastructure and access to technology vary across different locations. This aspect affects design possibilities and constraints.

---



# Tata Nano



The Tata Nano is a compact car that was introduced by Tata Motors in 2009. It gained significant attention as it was positioned as the world's most affordable car at that time. The Nano was designed to cater to the transportation needs of the middle-class population in India, who had limited purchasing power.

---

# Geographic factors



- India's diverse climate and varied terrains influenced the design choices for the Tata Nano.
  - India experiences extreme temperatures, from scorching summers to heavy monsoon rains.
-

# Socio-economic factors



- India has a large middle class population, the target audience.
  - Tata Motors' objective was to create an affordable car.
-

# Technological factors



- Use of alternative materials and manufacturing process reduced costs.
  - Advanced Engine technologies were used to increase fuel efficiency.
-

# Case studies

Redmond is a russian brand of the electrical devices. Mostly multi cookers. But it tries to make an impression of a western brand.

Mostly russian people don't trust quality of their national products, so the company tried to avoid this association and successfully disguised itself as a german brand.

The name and the logo gives an impression of something formal and high-quality, this adjectives are associated with germany in russian culture.

Nonetheless all the products are made in china:)





# Case study

Jikatabi is a traditional japanese shoe design.

It combines practicality and traditions, highly valued qualities in japan.

Traditional sock tabi + high dexterity makes the design so popular.

It is designed to be adjusted to every foot shape and size. Comfortability allows it to be used during long working hours without discomfort.



# Interactive part



Design a product to with attention to a specific culture.

Research value, location, symbol specifics and consider them in the process.

Draw your product and explain what qualities you added to fulfill the needs of a customer from a given country.

---

# Questions?

—