UI Design from Local to Global
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- Globalization?
  - Second level
    - Third level
      - Fourth level
        - Fifth level

Globalization ?

•Globalization ?

- How large is the world
  - Chinese population: 1.3 billion
  - Global population: 7.7 billion
  - Chinese GDP: 10 trillion dollars
  - Global GDP: 85 trillion dollars
  - 2014 Chinese game market: 25 billion dollars, of which 4.3 billion came from mobile games
  - 2014 Global game market: 82 billion dollars, of which 21.7 billions came from mobile games

- Chinese mobile games take a world leading position
  - But the growth of local users in China is sluggish
  - 2015 Q2 >600 million

•Globalization?

- Chinese Internet companies lack global influence
  - For example, the globalization of BAT is not going well
- Chinese game companies lack global influence
  - Strong local companies suffered a setback overseas while small companies focusing on overseas markets have small success
- Why?
  - Lack of innovation?
    - Not really, there are a lot of innovation in Chinese Internet market
  - Limitation of rules?
    - Such as patents
  - The most important reason is that Chinese market is a big market with strong local cultural identity
    - The products are designed for Chinese market from the very beginning
    - IP content is typically Chinese culture
    - Gameplay and interaction design are customized for the Chinese market
    - The motivation of going global for successful products is not strong enough

•Globalization?

- Same product for global market: united experience
  - Microsoft does not need to do localized products for overseas markets
  - Apple: "I'm international"   "Apple User Manual"
  - Cheetah: the local market has already been occupied
  - Games like *Limbo* and *Candy Crush Saga* do not need word play
  - SUPERCELL doesn't have a local market
  - GAME OF WAR has scarified some "best effects" for globalization

•Positioning

- Player background?

- Languages

- Interactive mode

- Recognizable icon (*Boom Beach*)

- Banning art lettering and text box

- Promotional price: all expressed in US dollars (without floating exchange rate)

- Quality level and color

- What is the sense of quality?

Background

•Player Background

- Consumption habits (for example, Chinese players love to show off and prefer small but frequent consumption, while Japanese players love to "collect").
- Gameplay habits (for example, Japanese players are obsessed with GASHAPON while Chinese players love to repeatedly play for more item and equipment, etc.)
- Usage scenes (for example, Chinese mobile games emphasize daily tasks which will not work in USA. American mainstream gamers prefer social activities in their spare time, which may affects the stability of time investment in games. Interruption of time investment can easily lead to player loss. The above speculations are for reference only, the UE tests shall prevail)
- Cultural differences (In the field of UI, there are significant differences of preference for UI between West and East.)
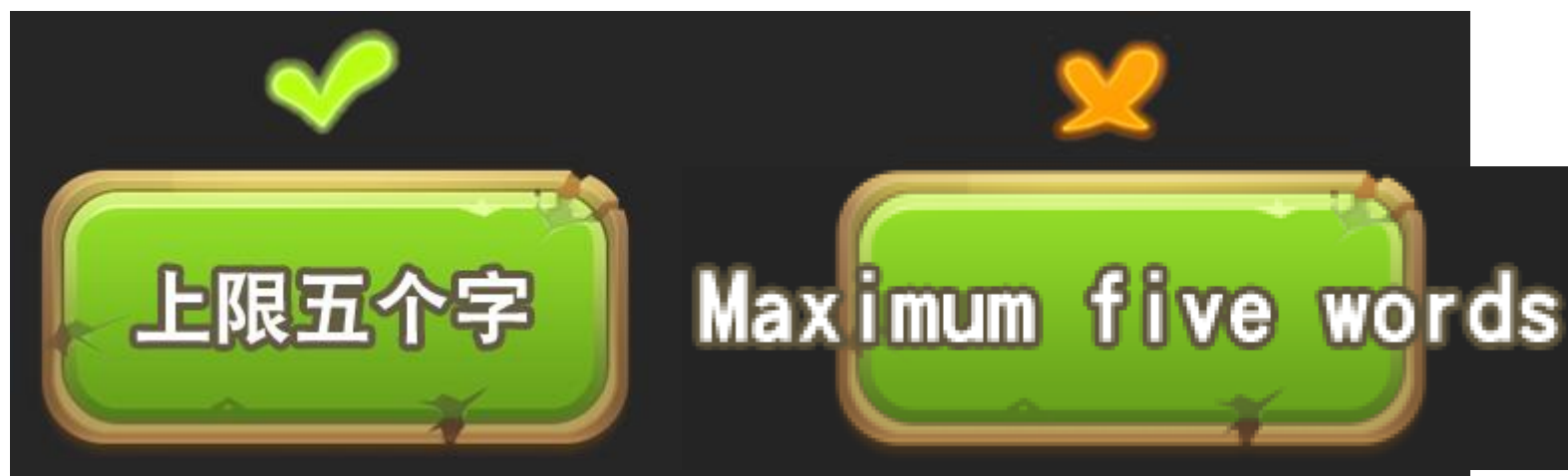
Languages

•Languages
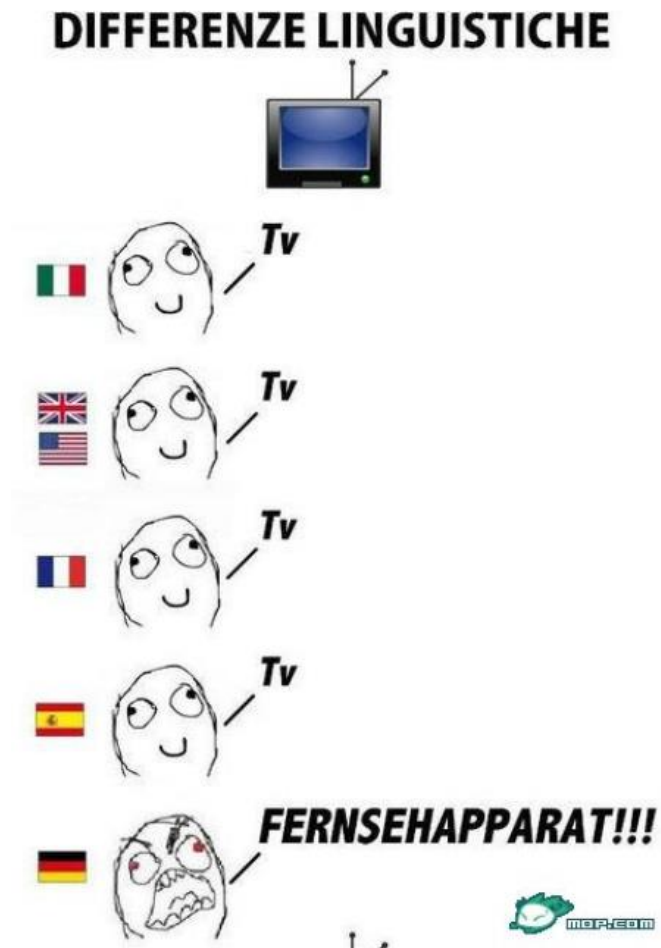
•Languages

•Languages

Decreasing the font size or doing text wrapping in case of text going beyond the text box (used less)

Will result in too much different font sizes in the same interface or affecting the reading experience
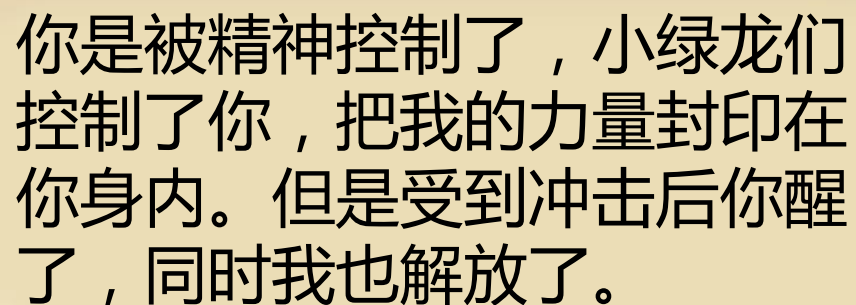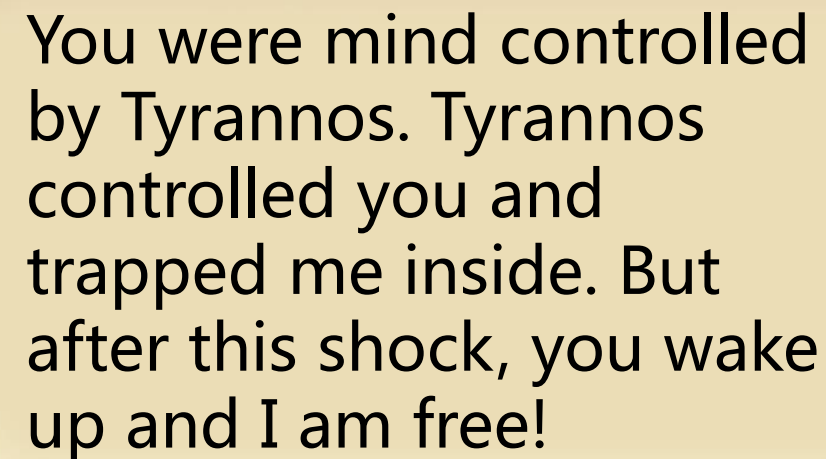
•Languages

Adaptive text box and sudoku

(Text length checked by procedures; adaptive interface)

Before translation

After translation

你是被精神控制了，小绿龙们控制了你，把我的力量封印在你身内。但是受到冲击后你醒了，同时我也解放了。

You were mind controlled by Tyrannos. Tyrannos controlled you and trapped me inside. But after this shock, you wake up and I am free!

- Languages

Text translation

If you do the effect of calligraphy for highly versatile words, they can't be translated, for example:

go !   hot Lv

Abbreviations

After translation, long English words can be abbreviated to reduce the occupied space in the interface, for example:

Damage per second can be abbreviated as DPS

•Languages

Sayings and proverbs shall not be translated literally to meet the language characteristics of each ethnic culture.

The translation shall respect religious and national culture and avoid violations.

Interactive mode

•Interactive mode

•Recognizable icons

刷新　　　　　前进　　　　　后退　　　　　列表　　　　　个人中心　　　　语音

添加　　　　　删除　　　　　放大　　　　　缩小　　　　　位置　　　　　编辑

•Recognizable icons

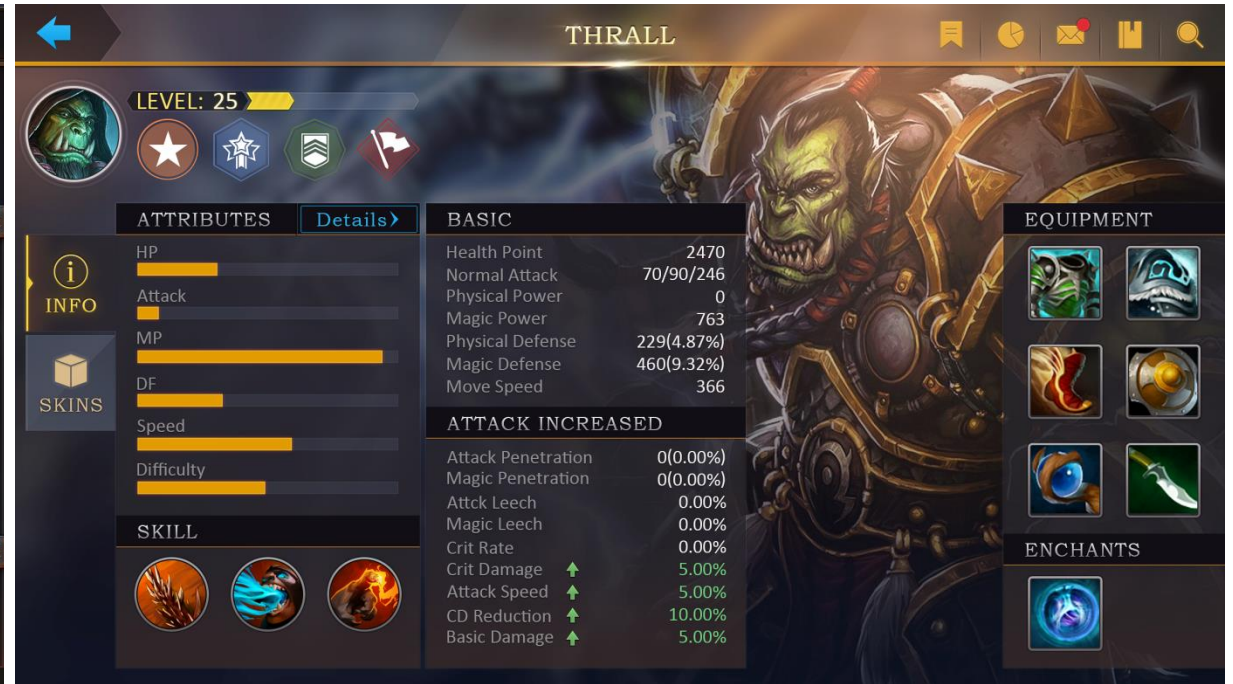# •Recognizable icons

•Quality level & color

Sense of quality

•What is the sense of quality?

•Response

- Localization of GUI design may need the implantation of local element Seed.
- Adjustment of design goals. Usage scenarios and consumption habits of players will have a great impact on the information priority of a system or interface. For example, when designing for Japanese players who spend a lot time public transportation, UI designer should give high priority to "Fragmentation", "One-hand operation" and "Resources saving" during the adjustment process, instead of only considering regular gameplay and adaptation.
- Re-integration of UI information and hierarchy is mainly related to the information density and hierarchy depth of interface. If target audience has a strong preference for simple interface and relatively flat information hierarchy, but the original game version has very typical Chinese characteristics, then adjustment is necessary.

•Response

- Clear positioning at the beginning of the project

- The courage to sacrifice

- Display the innovation superiority

- Design without languages

- Perfect globalization tools for establishing Netease core competitiveness

1.Rational design thinking of the implantation of local element Seed.

2.Adjustment of design goals. Usage scenarios and consumption habits of players will have a great impact on the information priority of a system or interface. For example, when designing for Japanese players who spend a lot time public transportation, UI designer should give high priority to "Fragmentation", "One-hand operation" and "Resources saving" during the adjustment process, instead of only considering regular gameplay and adaptation.

3.Re-integration of UI information and hierarchy is mainly related to the information density and hierarchy depth of interface. If target audience has a strong preference for simple interface and relatively flat information hierarchy, but the original game version has very typical Chinese characteristics, then adjustment is necessary.

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