

Shanghai UI/UX Meetup

Design for Multi-Cultures

Youran You

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B.E. Computer Science

2008

LEGO

2014

Alibaba - Lazada

2017

2012

M.Sc. IT Product Design

2016

Qualcomm

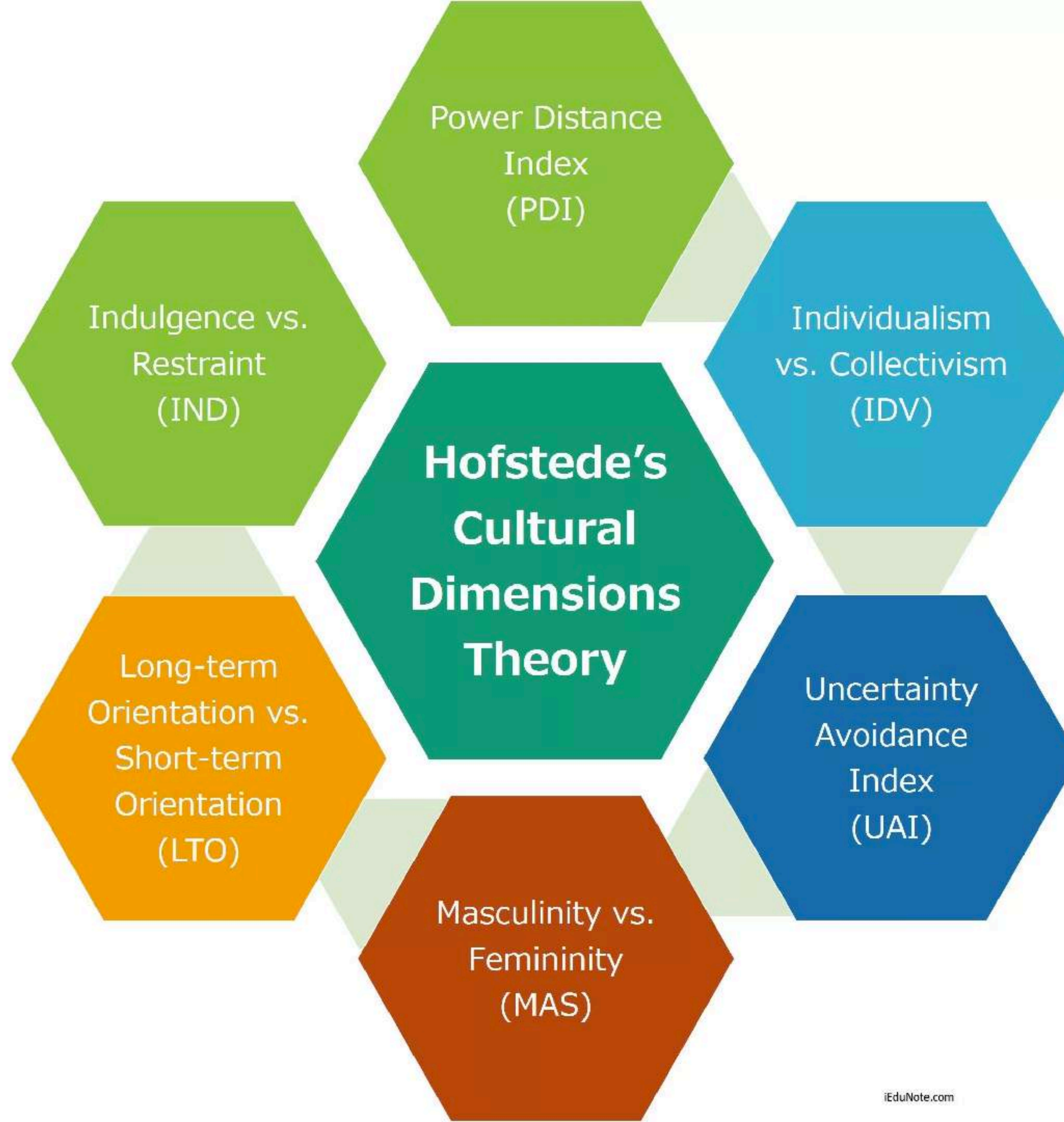


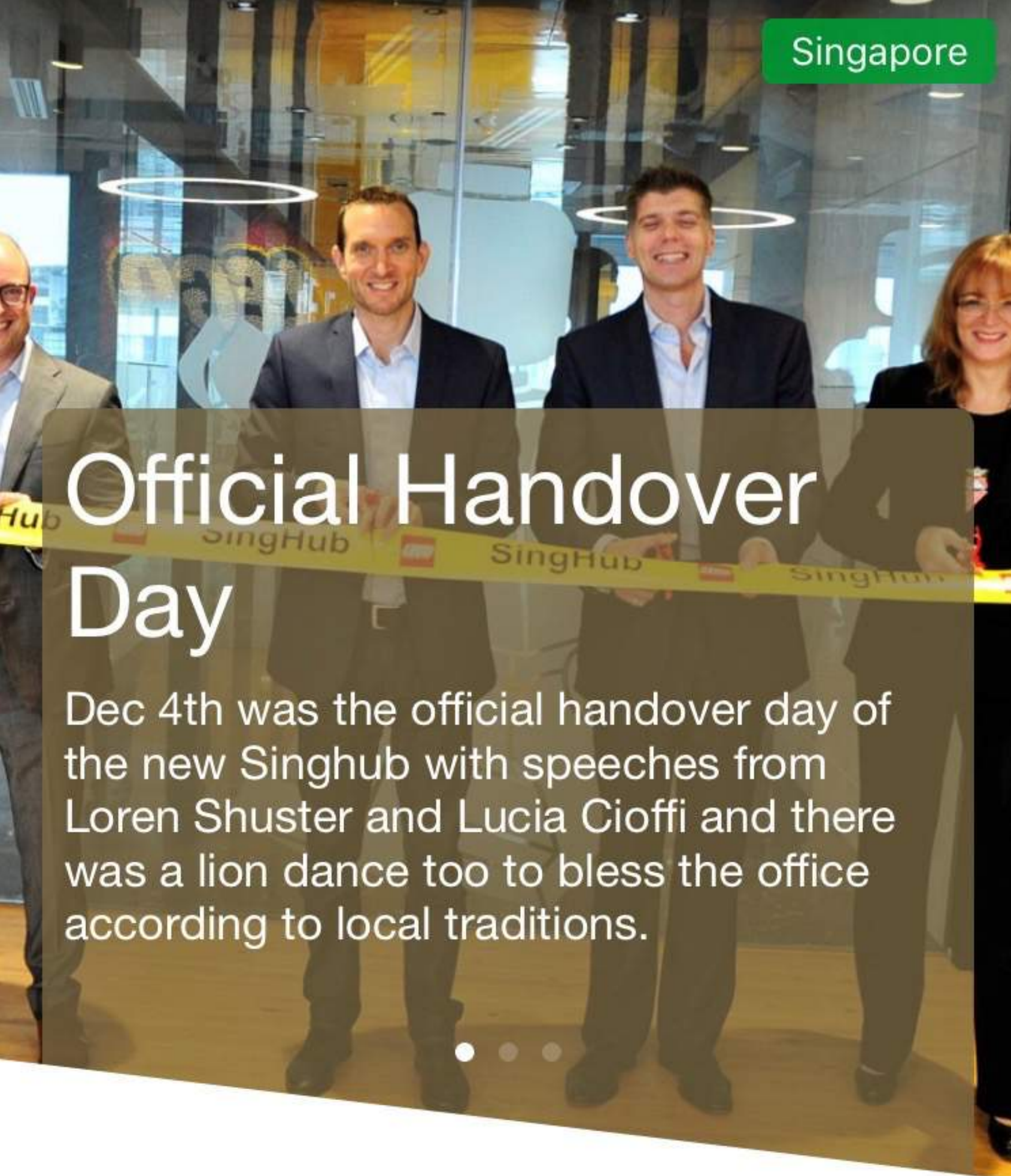
DK v.s. CN









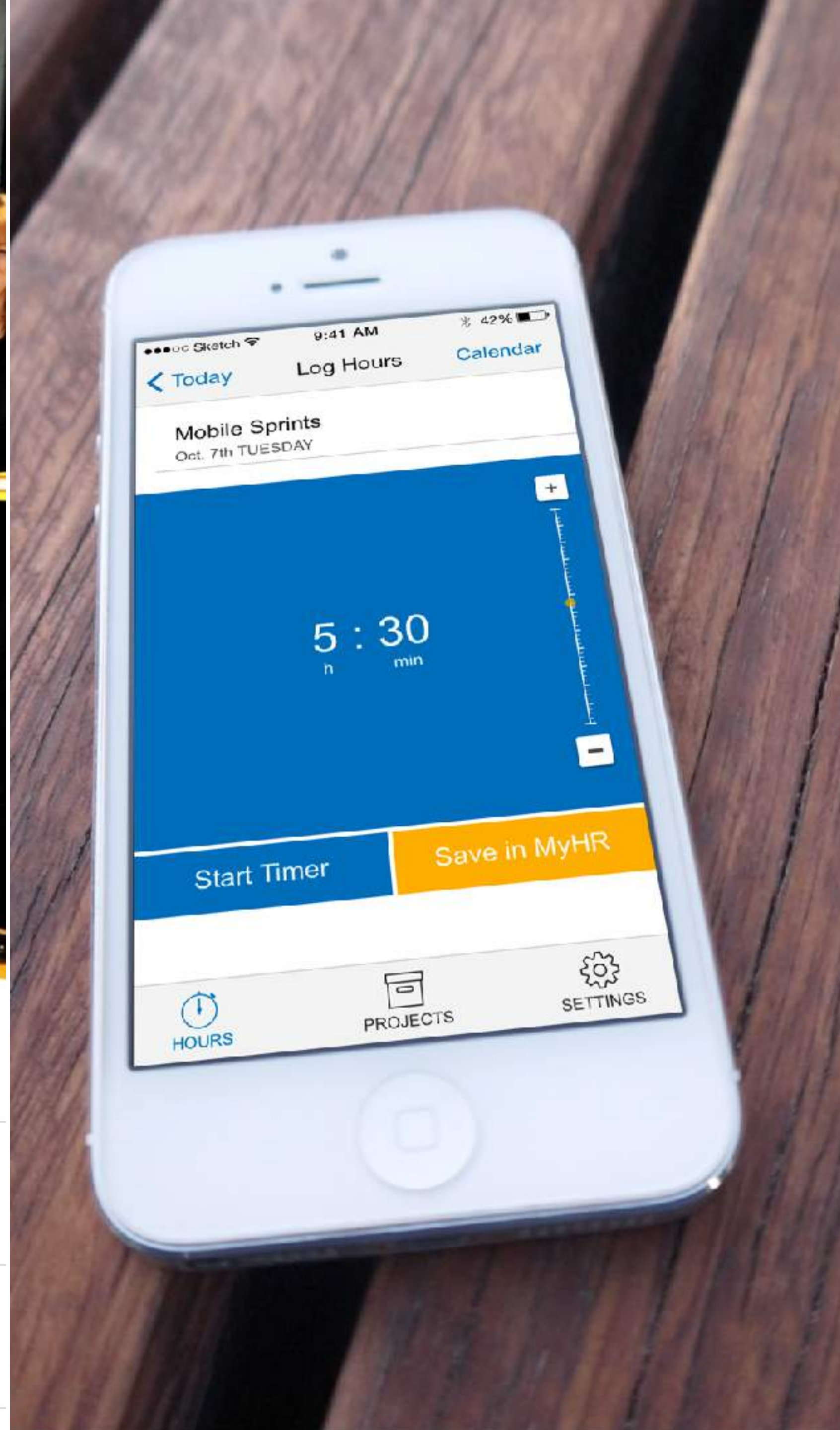


Singapore

Official Handover Day

Dec 4th was the official handover day of the new Singhub with speeches from Loren Shuster and Lucia Cioffi and there was a lion dance too to bless the office according to local traditions.

-  **Colleagues** >
Locate your colleagues
-  **Find a room** >
Find a meeting room
-  **Visitors** >
See today's visitors



< Name file Pictures Submit

Team off site

Receipts that you wish to upload:



For easier approval, you can hold & drag a picture to match the order of the receipts in MyHR - Travel and Expense.

河南省的王站宾 1秒前发起了拼单 >

全场 9.9元

搞大了! 亏死算了!

立即抢购>



限时秒杀



助力享免单



天天领现金



多多果园



9块9特卖



充值中心



砍价免费拿



现金签到



金猪赚大钱



爱逛街

— 新人特价 多重优惠 —

新人1元购

爆款好物, 低至1元

立即进入

新人礼券

领券立享优惠

就是她

盘发器韩国百搭花苞头扎头水钻鸟巢发夹

杭州到上海的火车票

港味旅行

海鲜霸王餐 抢免单>



机票



酒店



火车票



汽车票



门票

出境游

走遍全球

境内游

精选线路

周边游

乐享周末

飞猪购

免税预购

签证/签注

在线办理

境外上网

信用免押

用车

接送9折

全部

更多推荐

每日里程 做任务兑神券

签到 今日已签

超级新发现

08 Jun.

镰仓一日游东京市区一日游江之岛高校大佛...

50人说好

超值特卖

清迈 上海 往返

¥1608起

上海浦东文华东方酒店

¥1479起 豪华

精选 爱看 电视剧 创造营 电影 综艺

权力的游戏第八季 [推荐]

【冰箱】终于盼到杨紫! 王嘉尔紧张害羞到手足无措

猜你在追 >

赵丽颖结婚9周年发红包

权力的游戏第八季

没想到大结局竟是这样!

小猪佩奇全集

萌萌小猪佩奇

白发

容乐

重磅 创造营今晚7点总决赛·直播预约 >





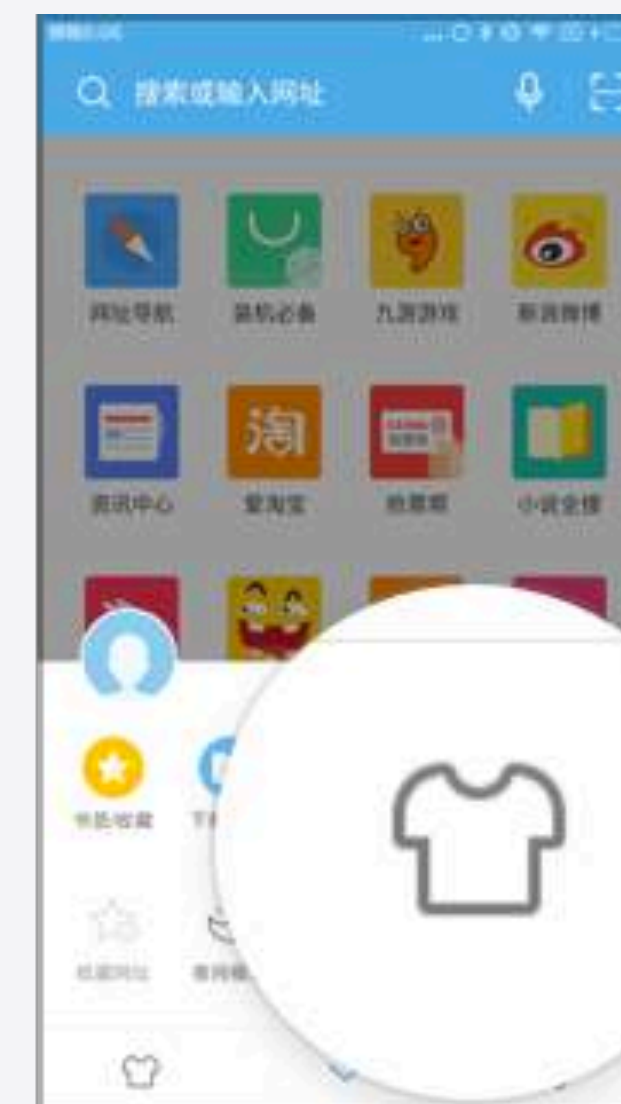
QQ Music



Baidu



Kugou Music



UC Browser



QQ

Reference: Dan Grover 'More Chinese Mobile UI Trends'

<http://dangrover.com/blog/2016/01/31/more-chinese-mobile-ui-trends.html>



Deal of the Day



Save up to 25% on Select Patio Torches and Fuel
\$4.49 - \$29.99

Try “Vancouver”

Dates

Guests

What can we help you find, Youran?



Homes



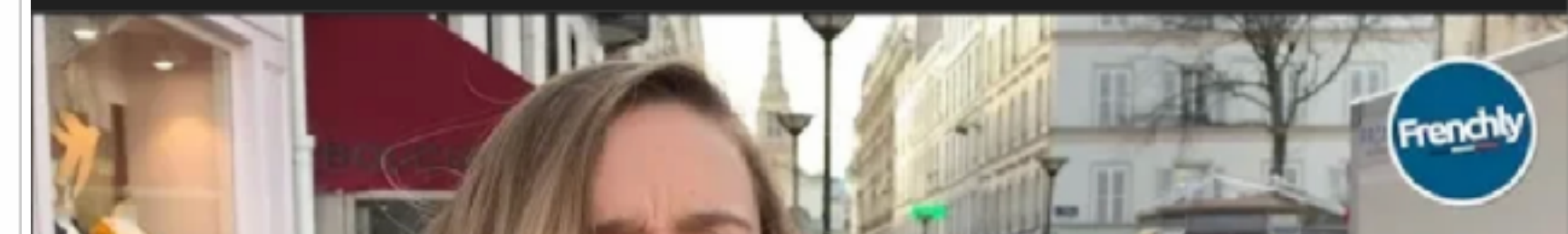
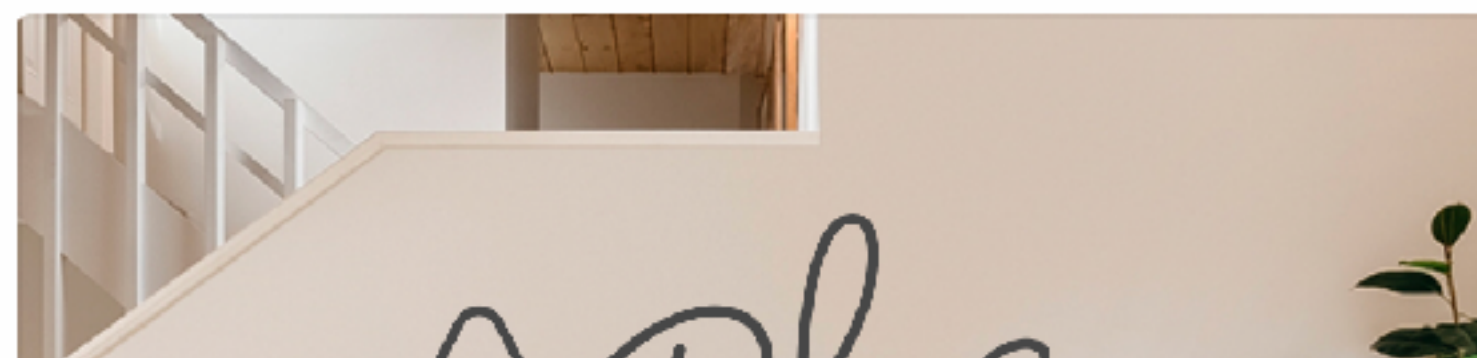
Experiences



Restaurant

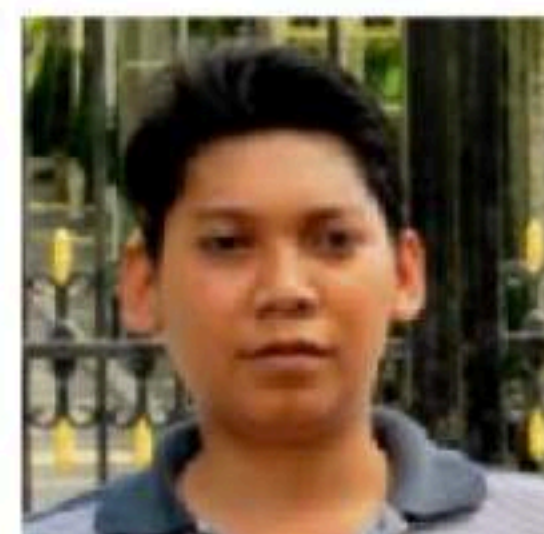
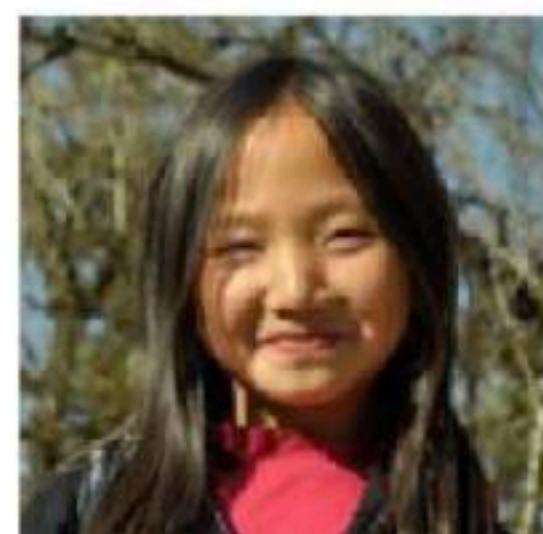
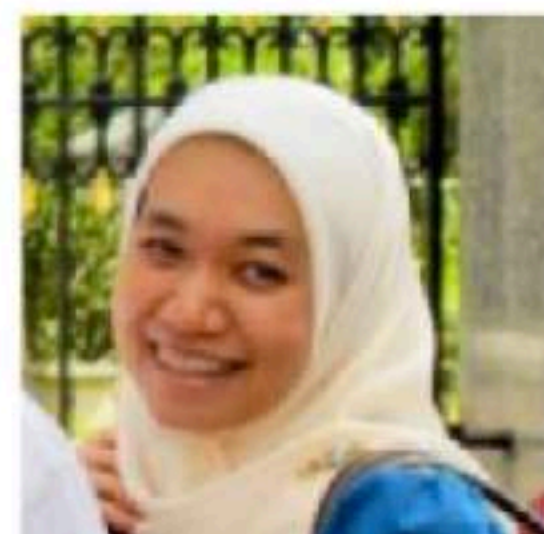
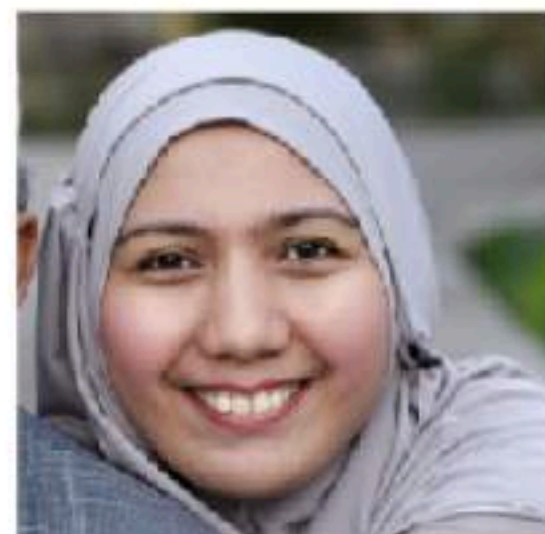
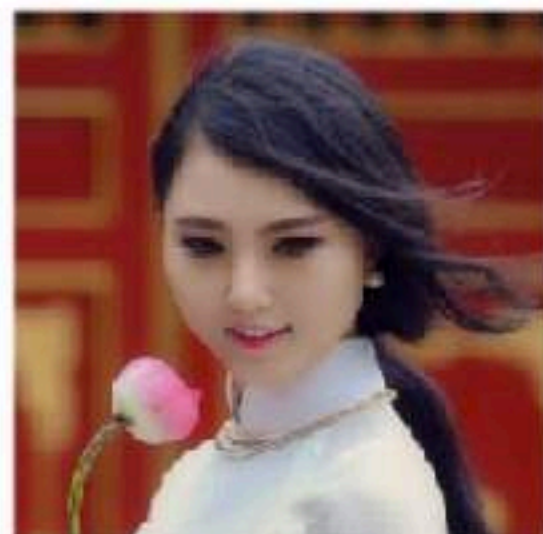
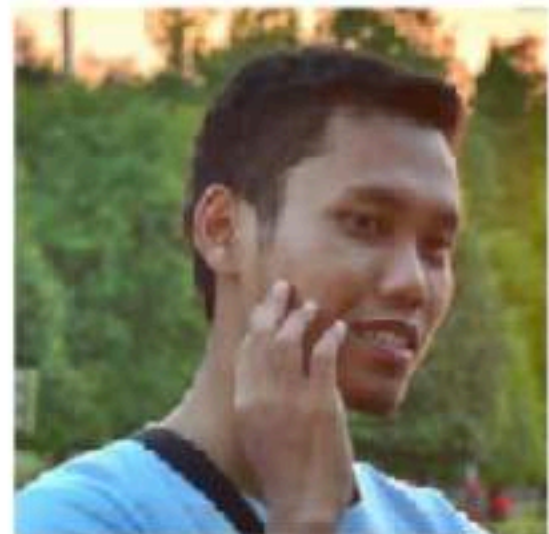
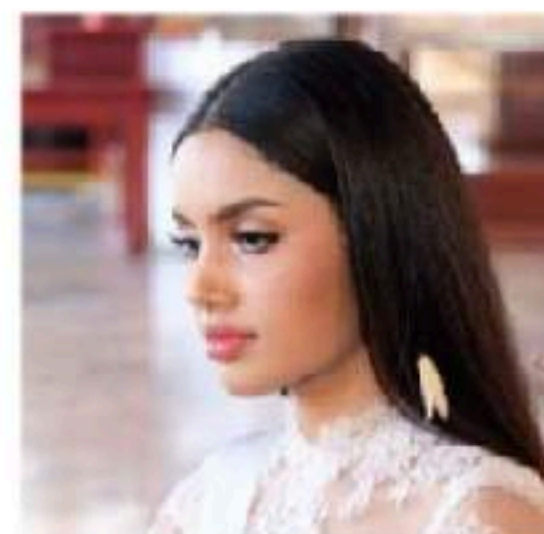
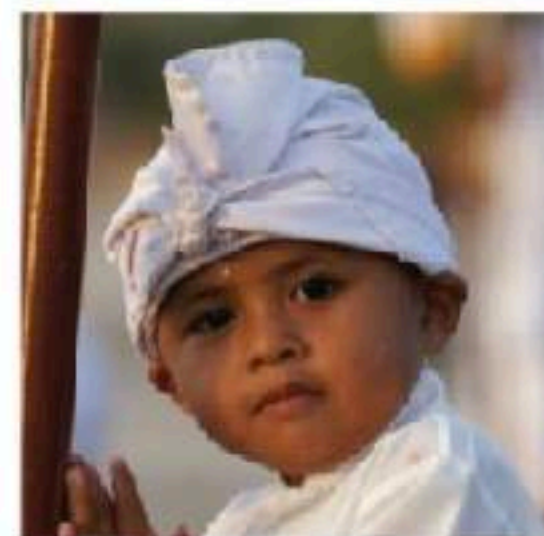
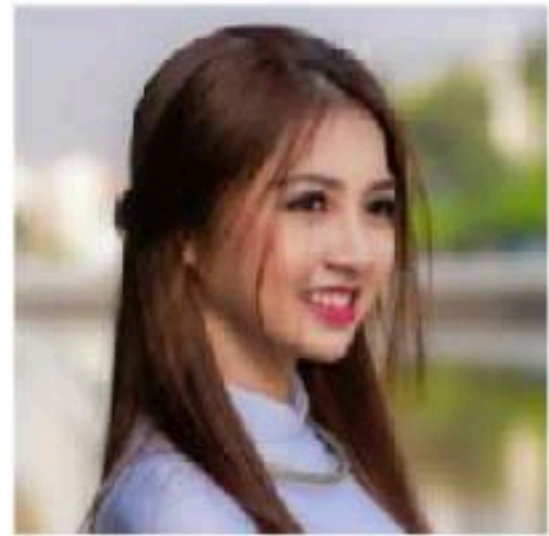
Introducing Airbnb Plus

A selection of homes verified for quality and design



CN v.s. SEA

Diverse Ethnography & Multi-Culture Rooted Society





Examples

- 1. Prefer to communicate with human, instead of machine auto-reply.**
- 2. COD is quite popular.**
- 3. Price sensitive. Price > time & quality.**
- 4. Low IDV. Spontaneous community & group support is very common**

Globalization

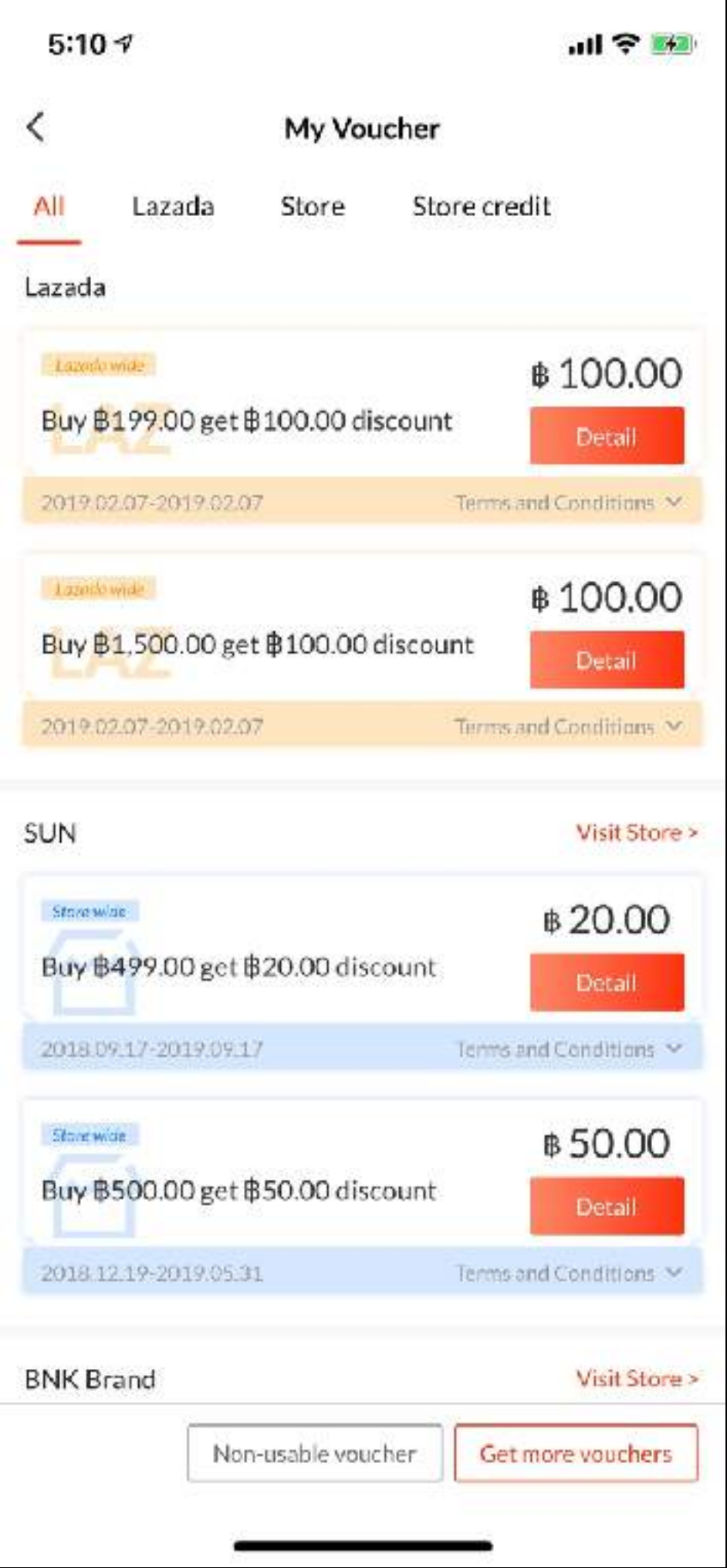
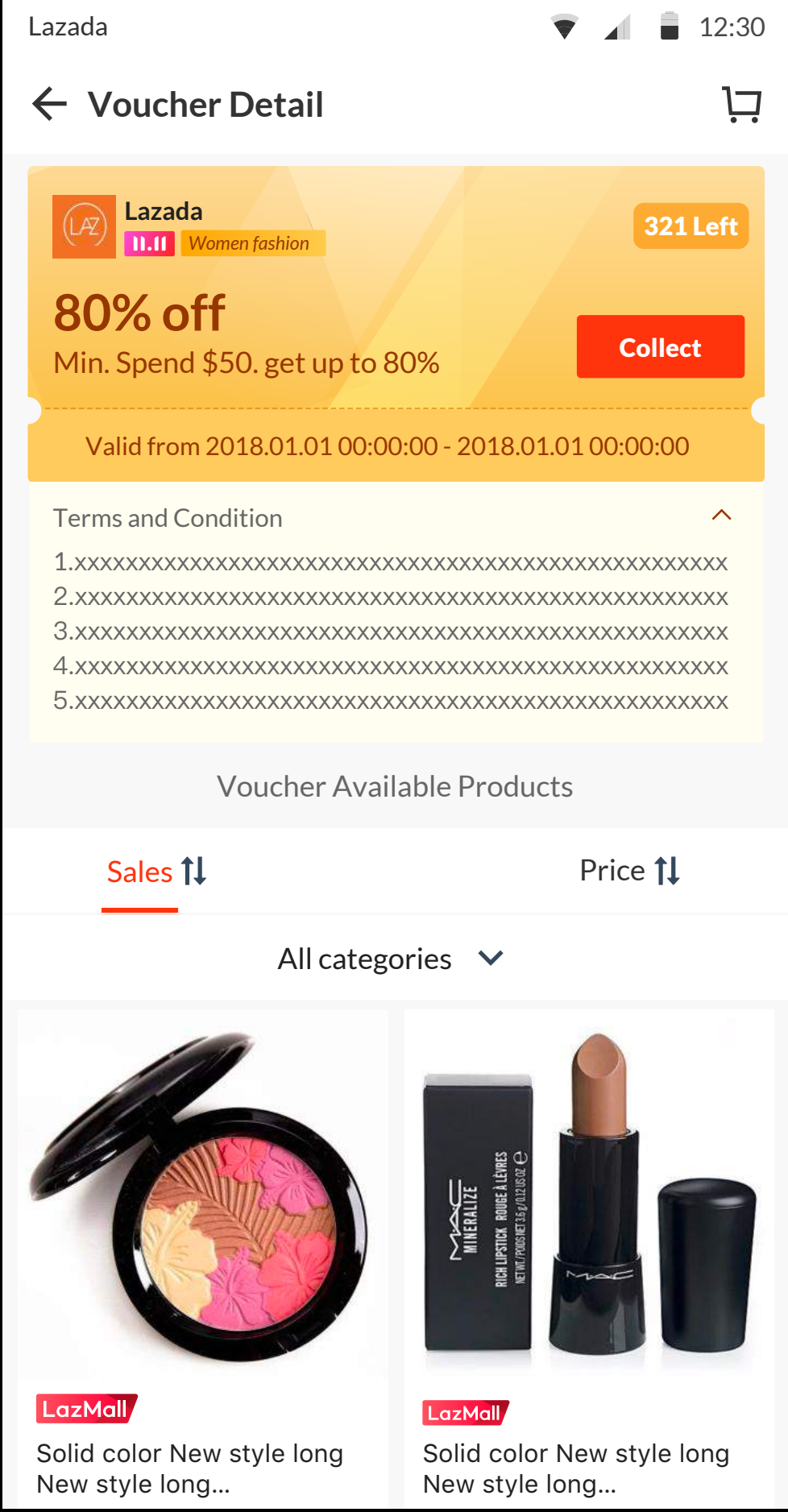
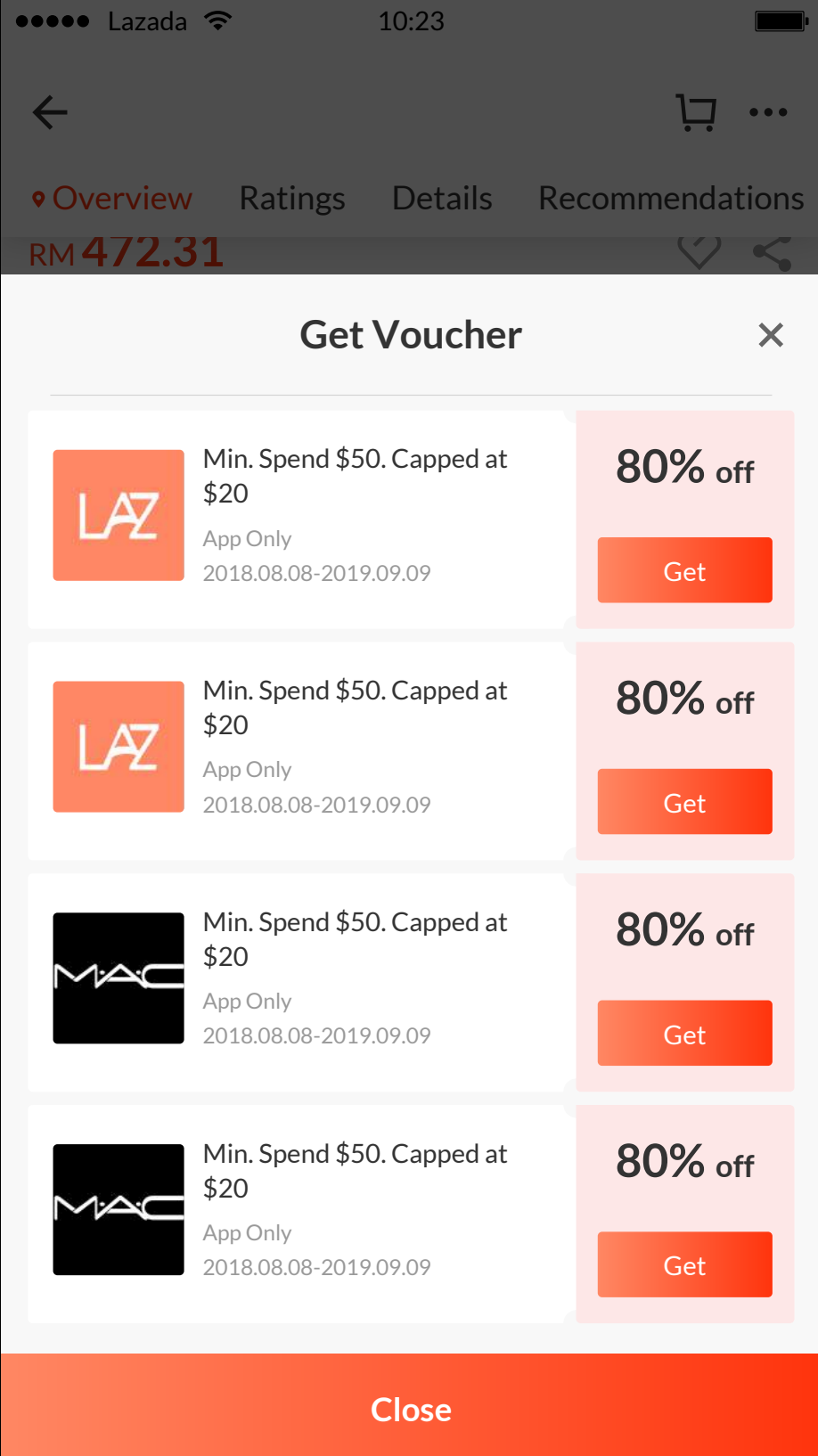
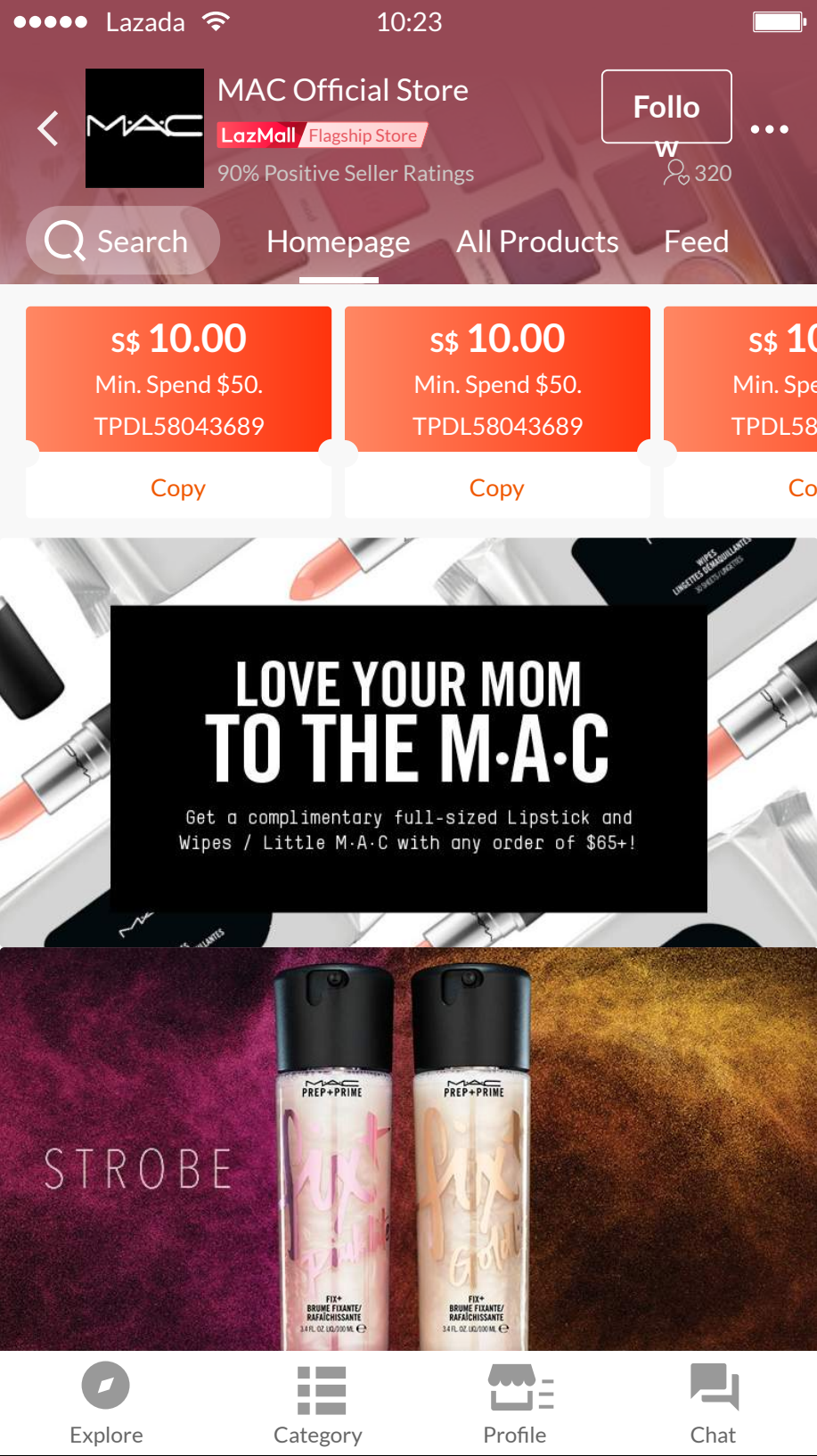
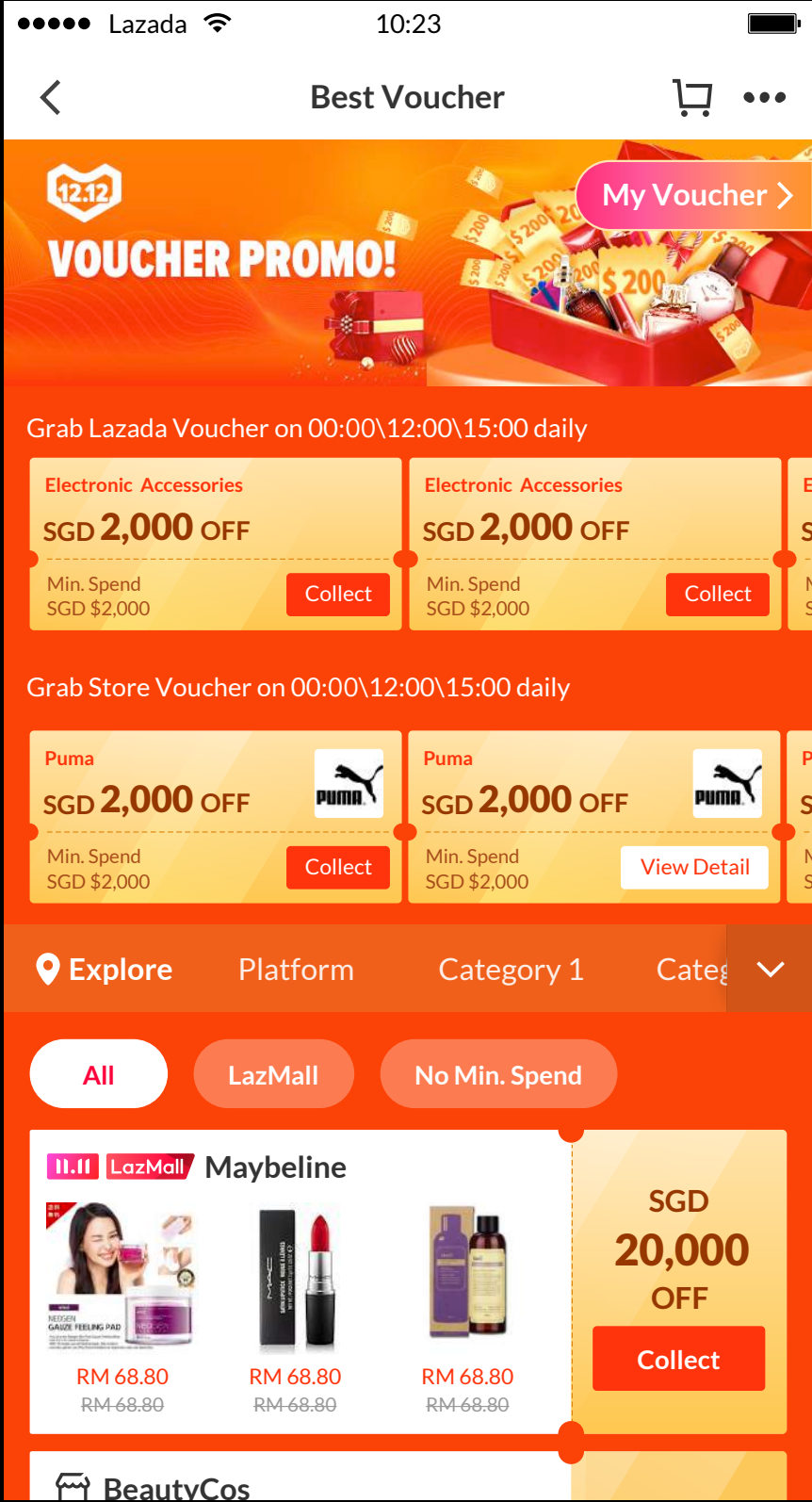
V.S.

Localization

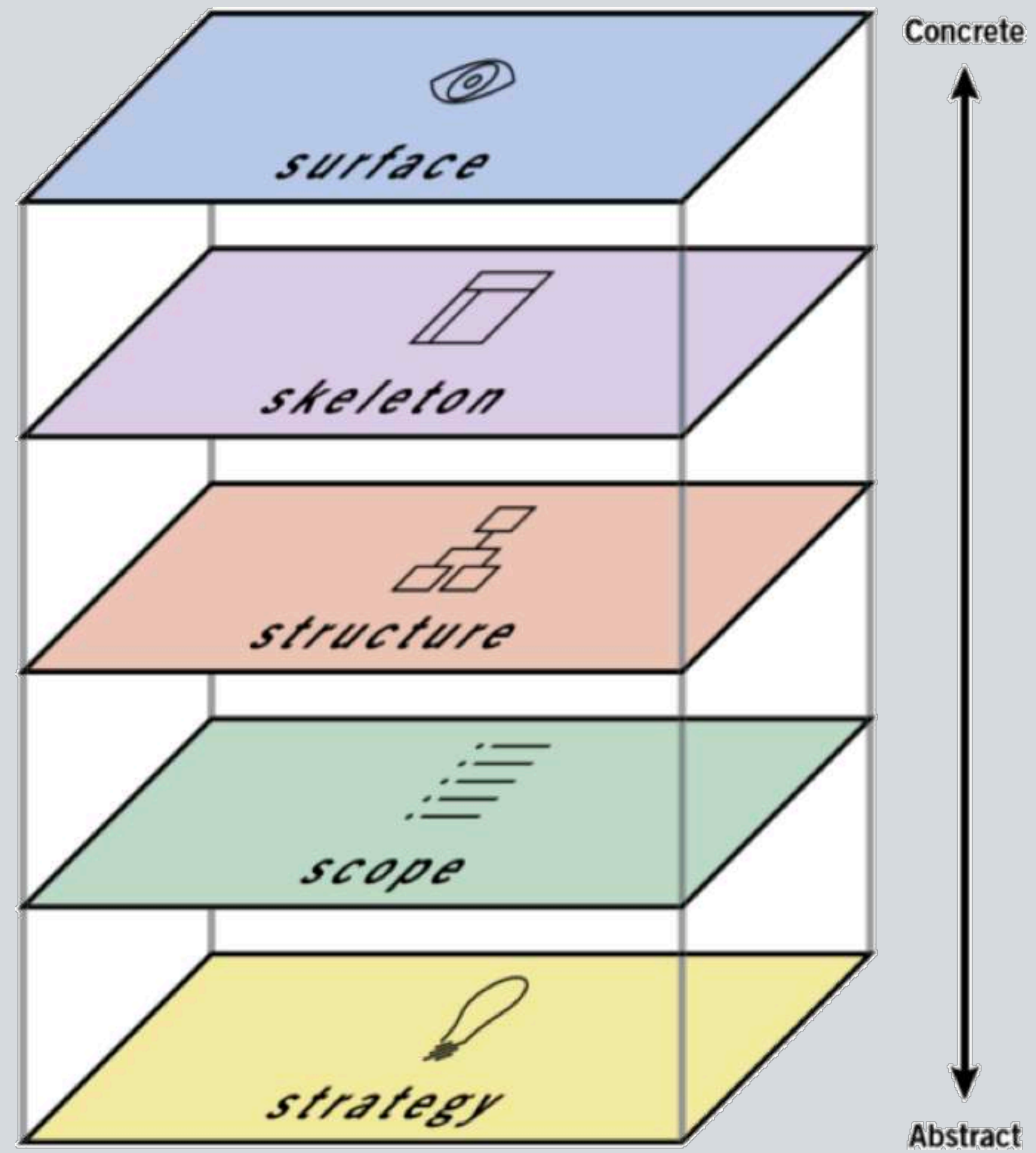
A man with curly hair, wearing a dark suit jacket over a light blue shirt, is shown from the chest up. He is looking slightly to his right with a focused expression. The background is a blurred office environment with glass partitions and warm lighting.

Global Mission

Great voucher awareness during shopping experience.



Status Quo



Skeleton

- 1. Multi-language
- 2. Multi-currency
- 3. Muti-types



Don't think, just collect

 New User Benefit

Expire in

03

 d

30

 H

32

 m

\$2

No min. spend

Collect

For All Products. Redeem between 04/03-05/18

\$20

No minimum spend

Collect

 3% left only

For specific products. Redeem between 04/03-05/18

Daily v.s. Campaign



Mac Official Store



\$20

Min. spend \$300

 × 3

For specific products. Under Body care Category



Mac Official Store



\$20

Min. spend \$300

Collect

For specific products. Under Body care Category

Platform v.s. Seller

Rp 2,000,000

Min. spend Rp 5,000,000

For All Products. Redeem between 04/03-05/18

Collect

 Mac Official Store

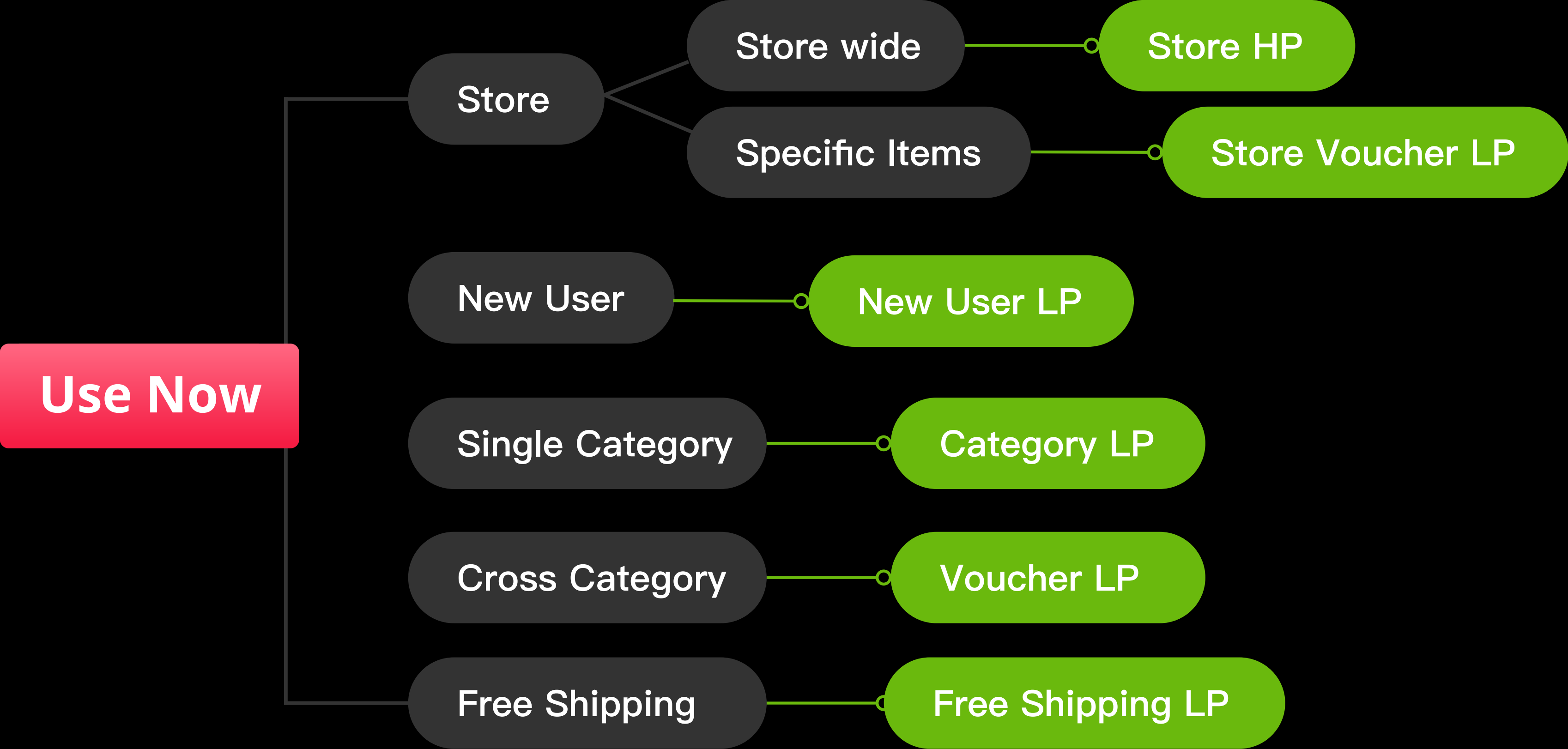
\$ 20

Min. spend Rp 5,000,000

For specific products. Redeem between 04/03-05/18

Collect

Guide me through



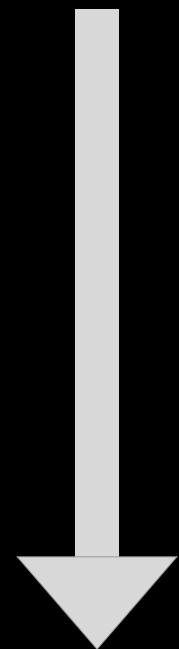
Not even
collected once

Collected but
not used

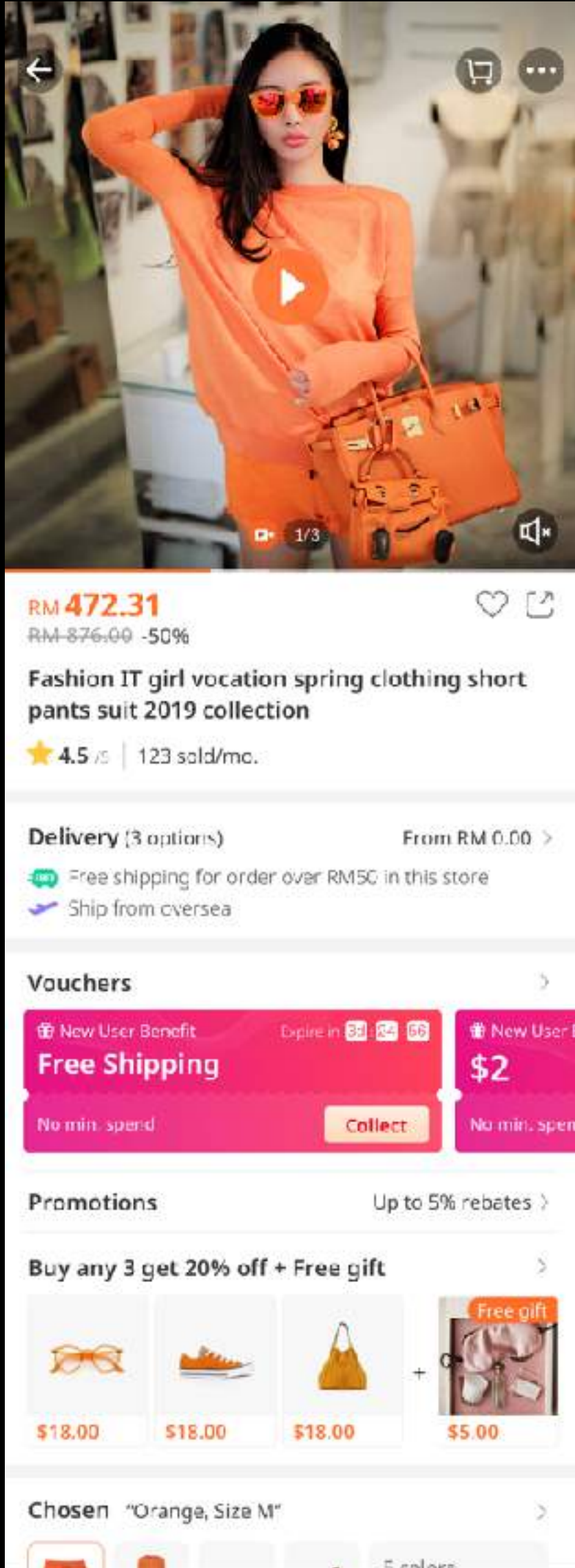
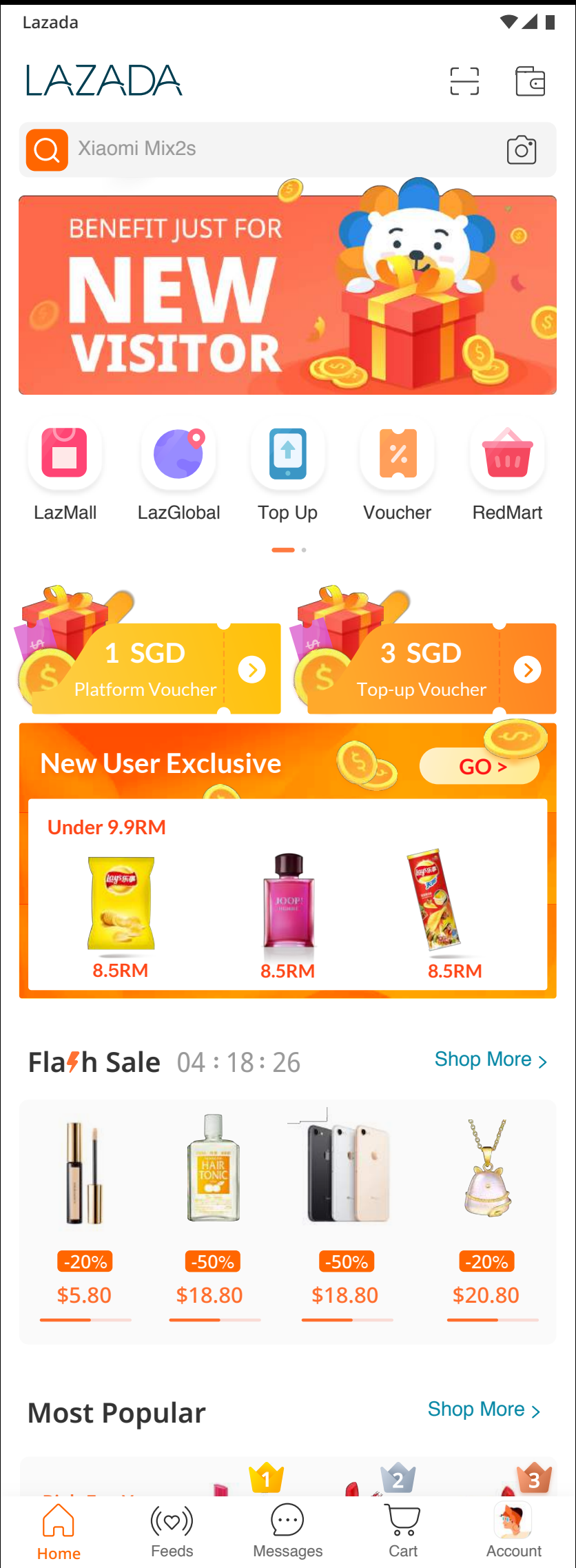
Collected and
redeemed

Scope - Not even collected once

New User

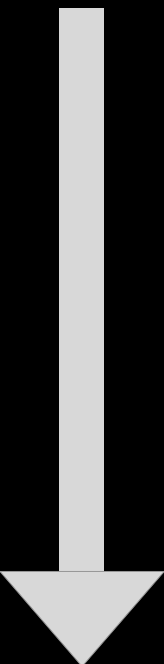


Free Voucher
+
Free Shipping on
First Order

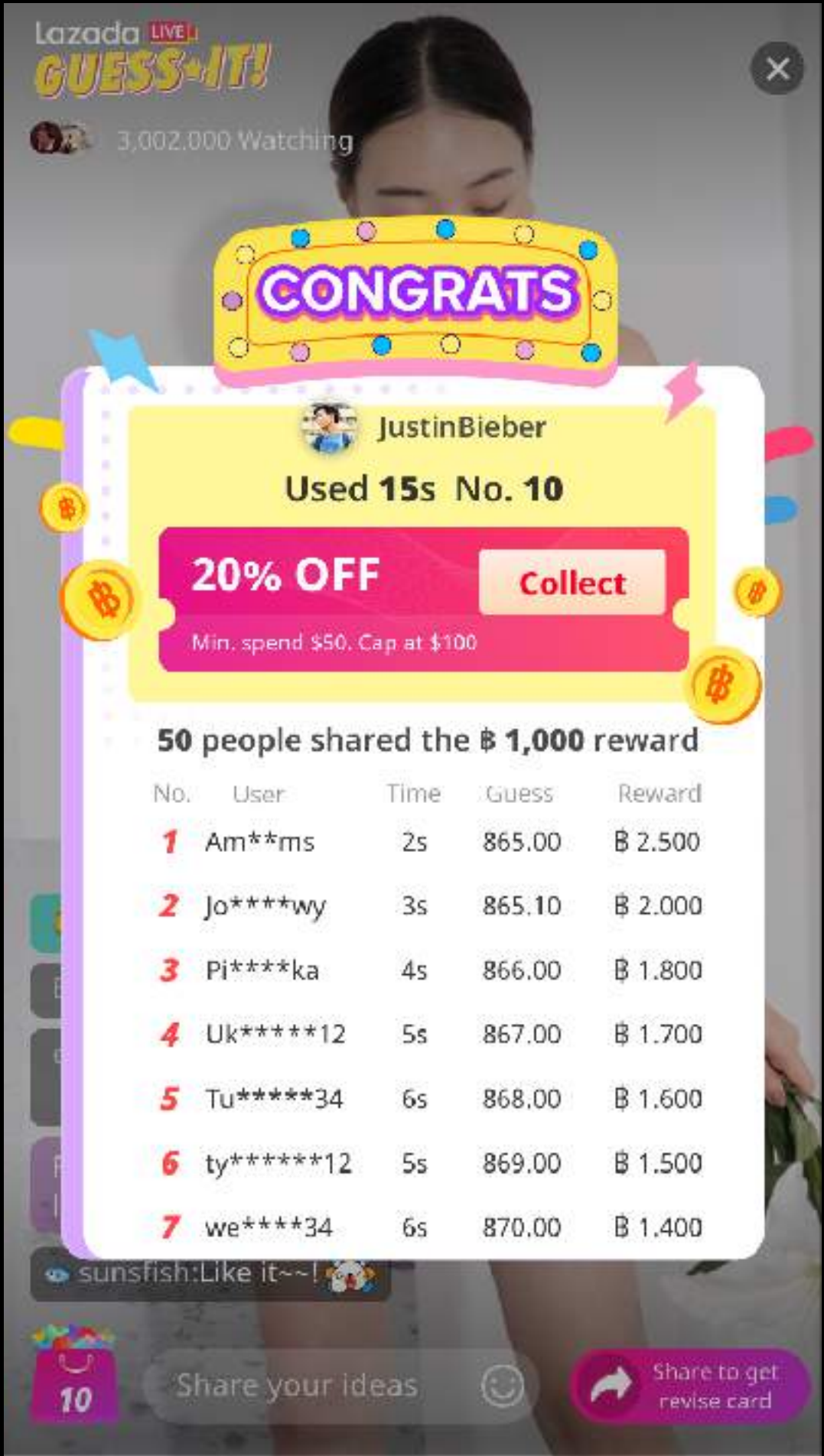
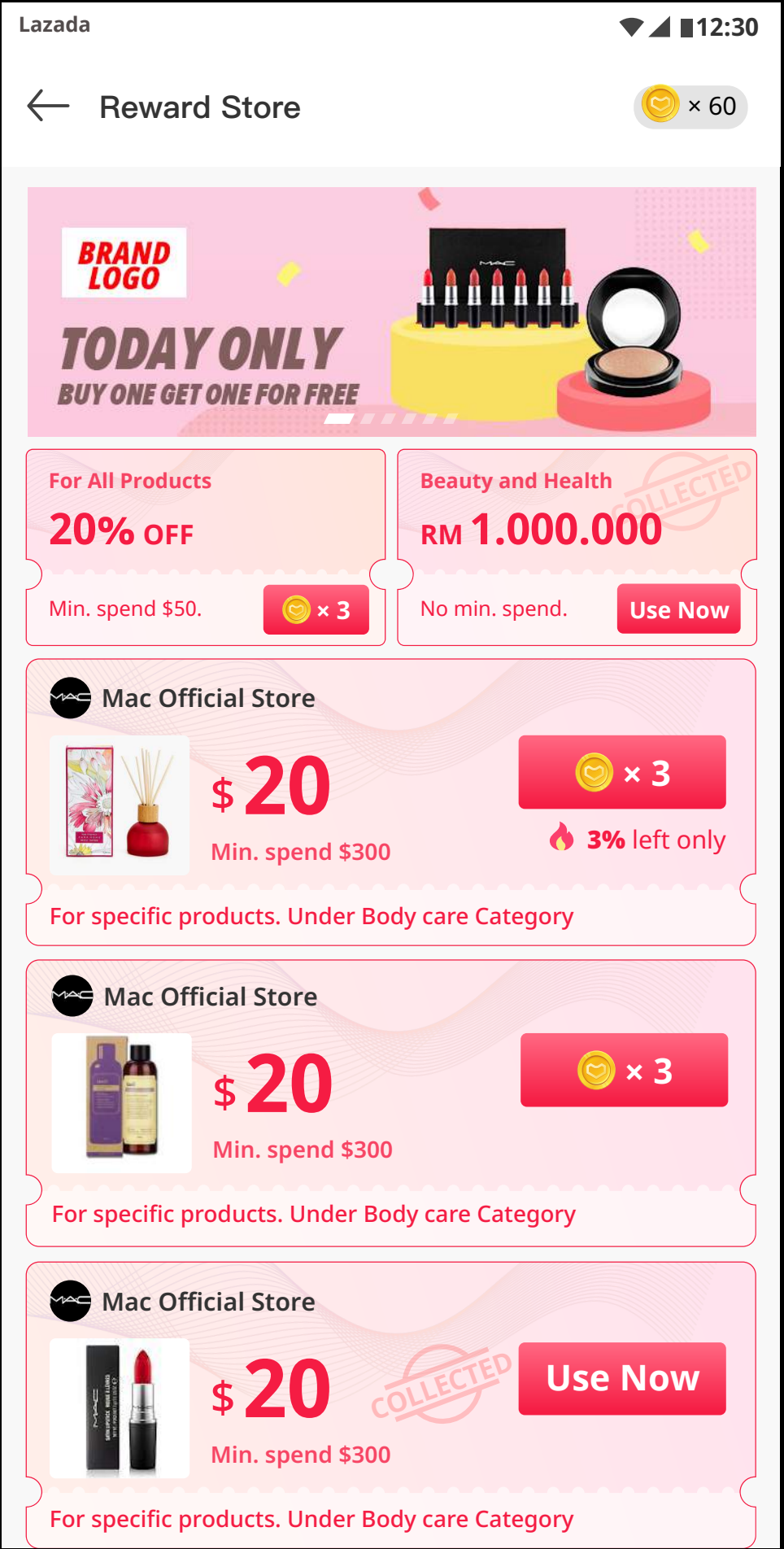
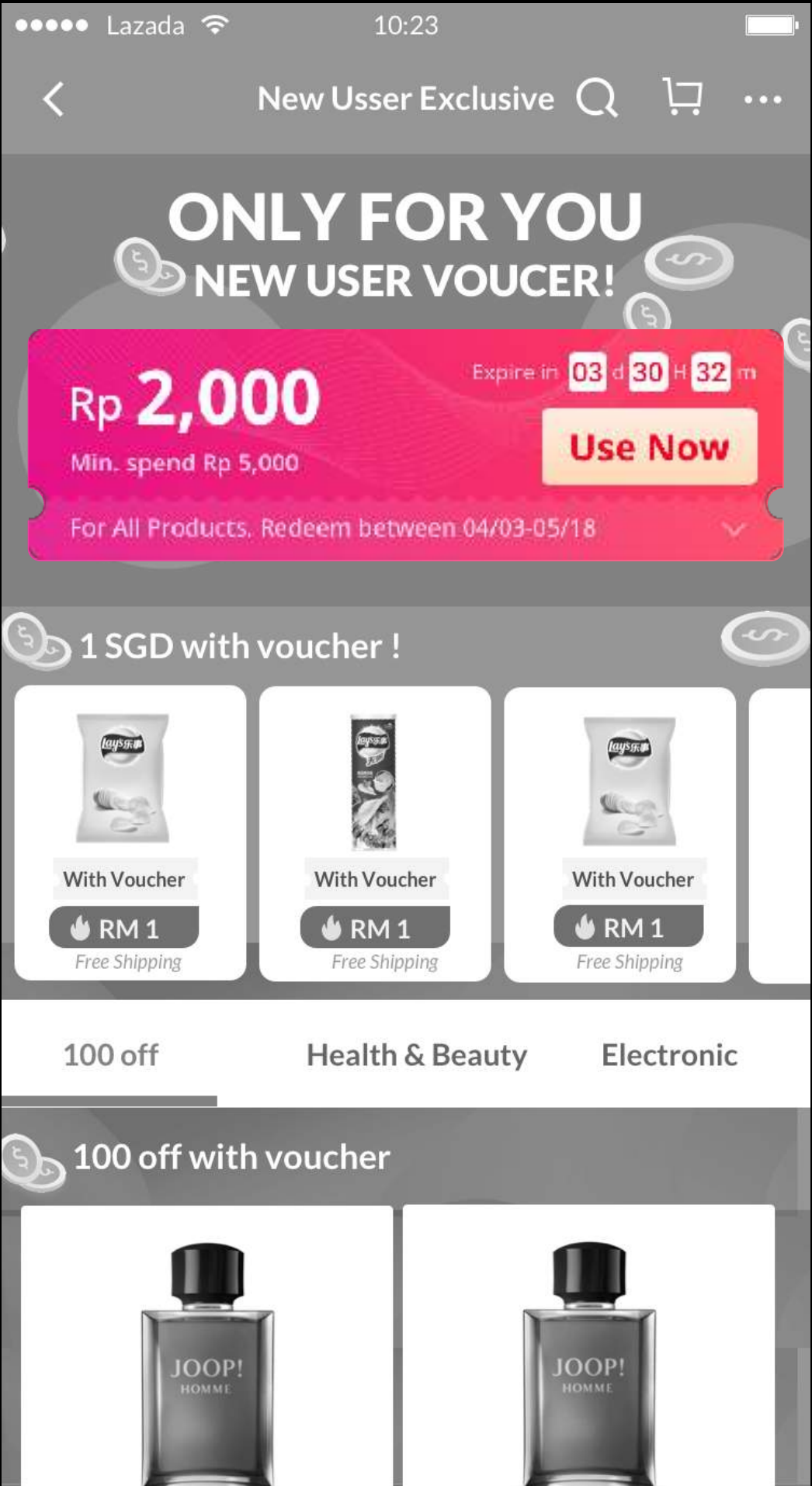


Scope - Collected but not used

Price-sensitive

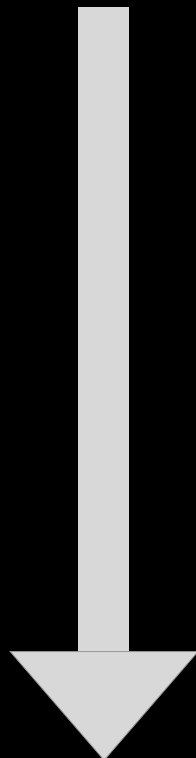


Limited time offer;
Time exchange for voucher;
Share to get voucher



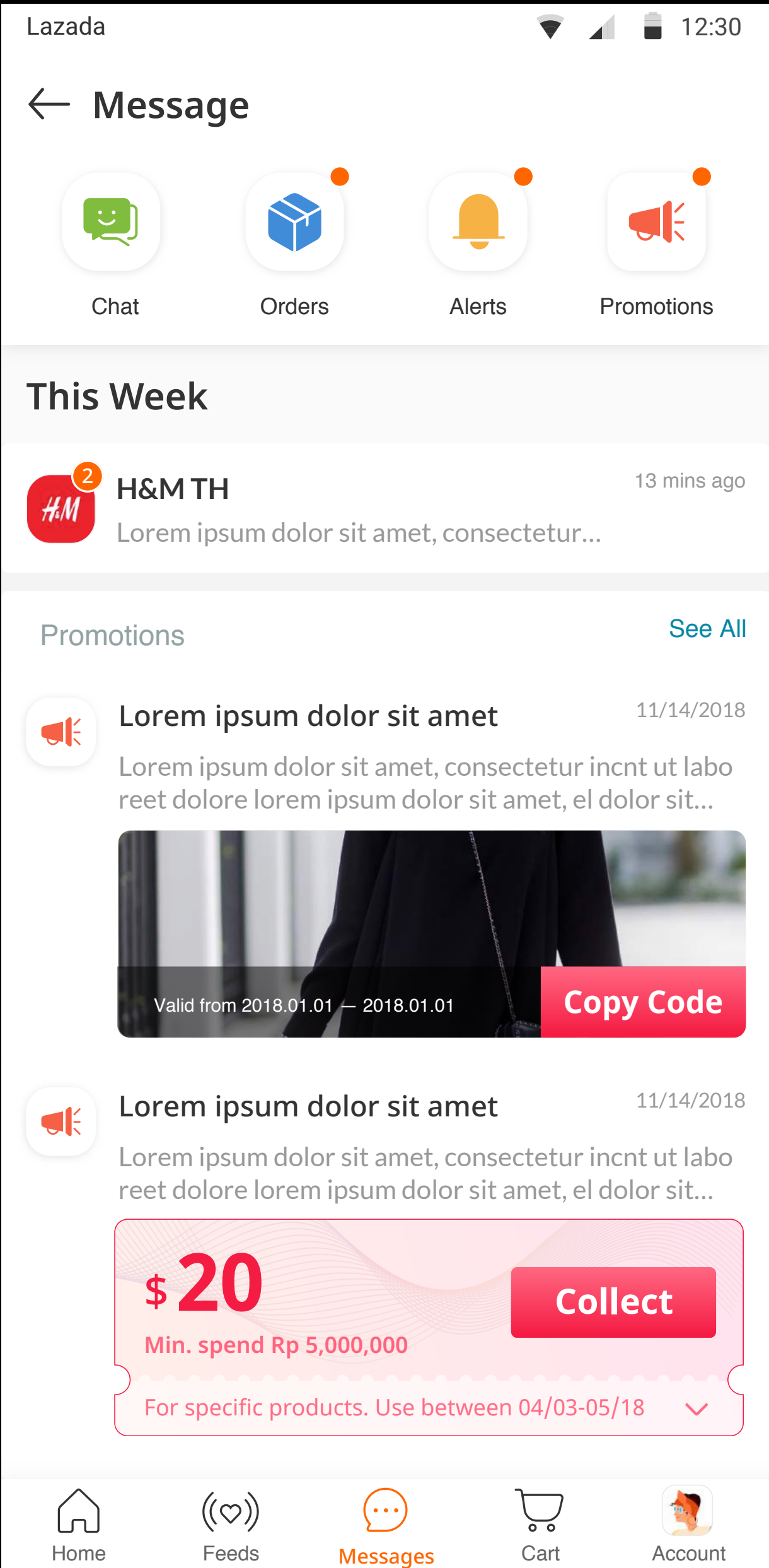
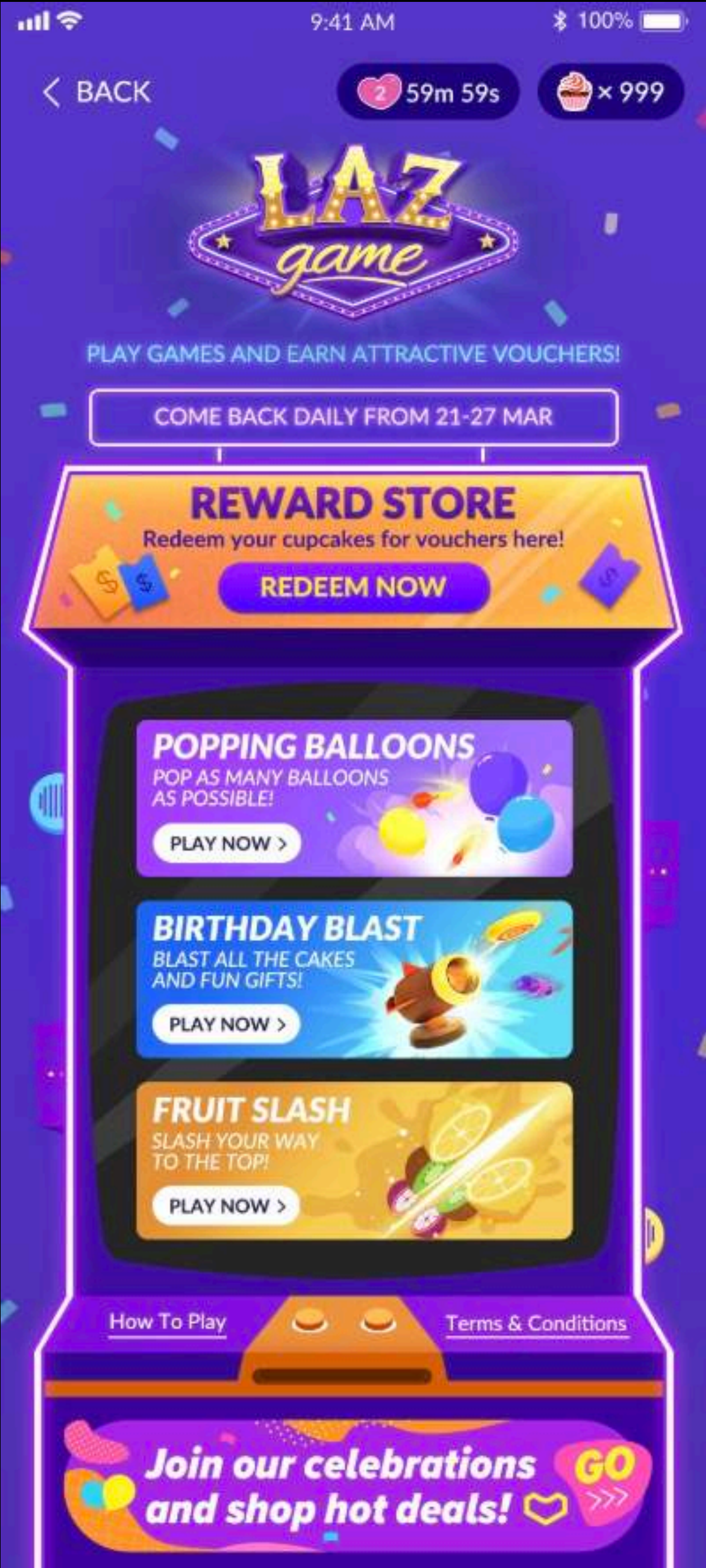
Scope - Collected and redeemed

Encourage re-purchasing



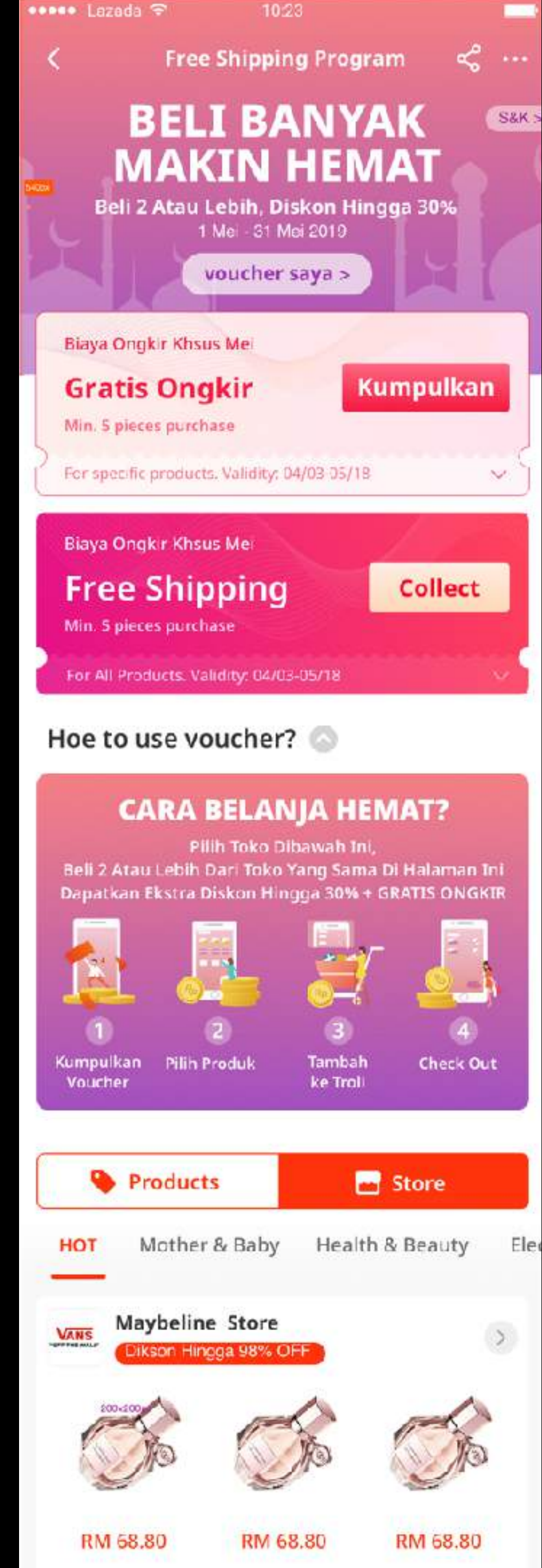
Target at the right timing & right channel

Increase Retention



Dealing with Different Country Strategy

Increase Basket Size - ID



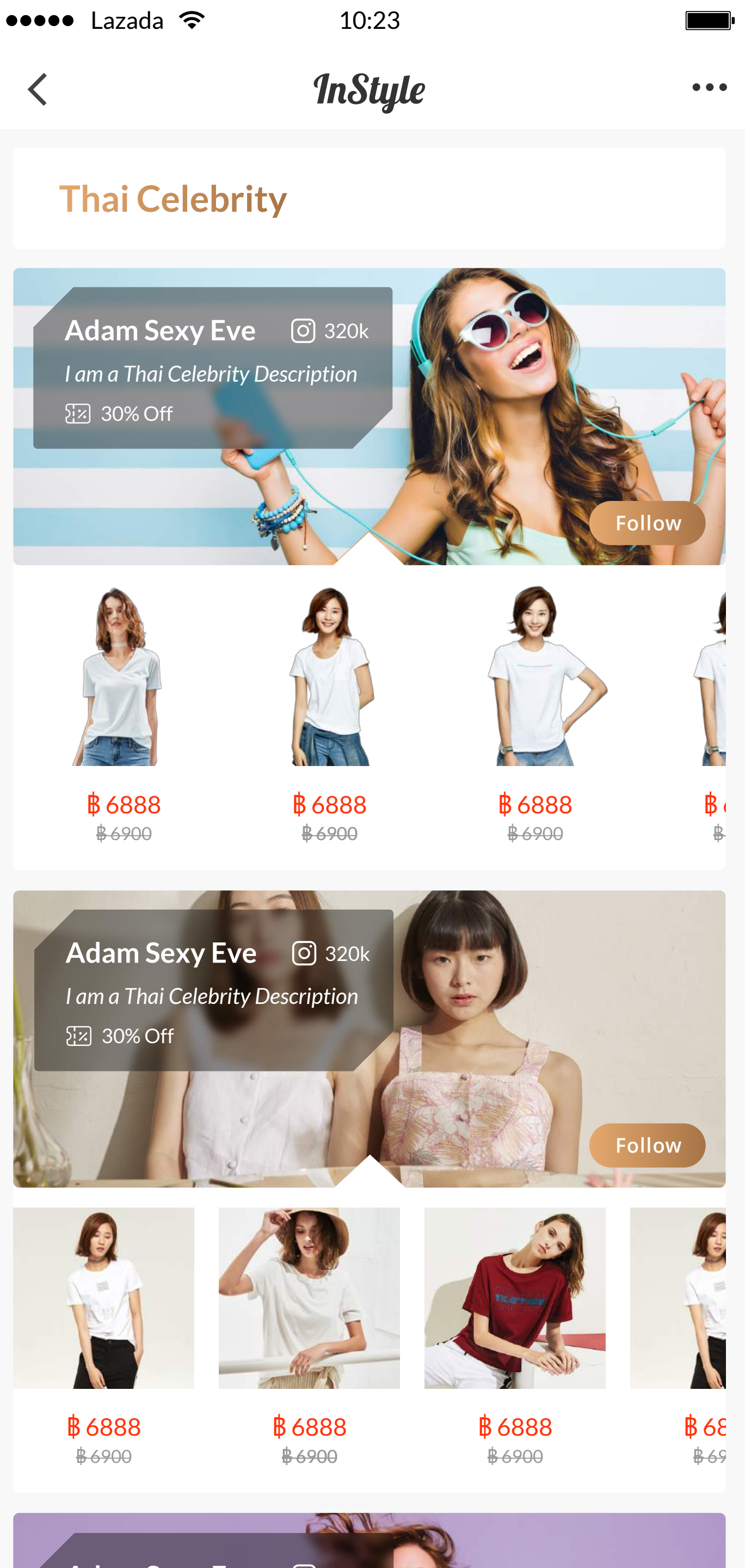
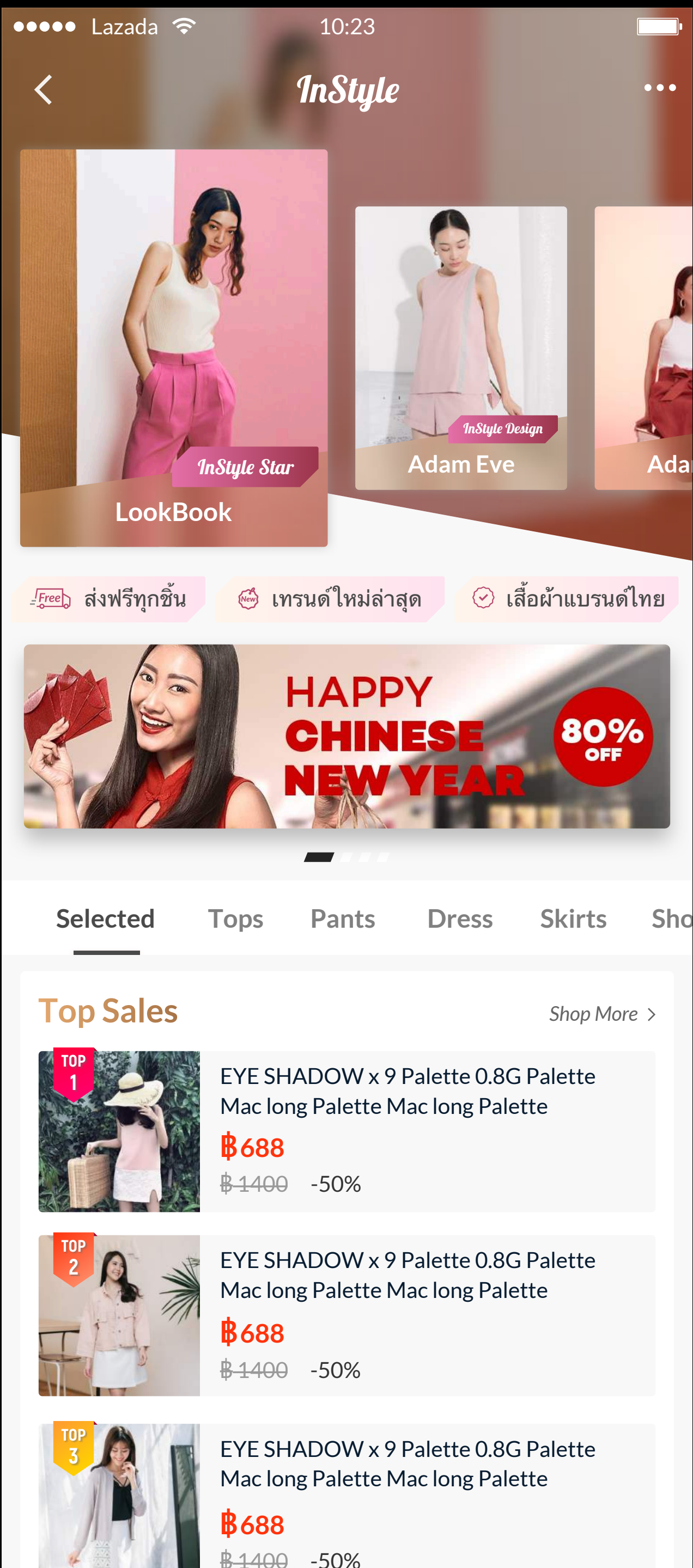
LAZADA **LIVE**



Livestream - TH

InStyle - TH

UED



Summary

- 1. Understand the local society and infrastructure**
- 2. Build universal components and framework that work for all countries and scenarios**
- 3. Set strategy and take actions to adapt to local circumstances**
- 4. Test MVP with your real users**

Q & A

