Case Study: The International Interface Fiasco

Characters:

•**Kenji**, UI Designer from Japan (focused on minimalistic design)

•**Eva**, User Experience Manager from Europe (emphasizes clear, spacious design)

•**John**, Lead Developer (managing feedback from global beta testers)

Kenji designed a sleek, minimalistic UI for a web application, but international beta testers report confusion. Users in Japan prefer the minimal design, but European users find it cramped and difficult to navigate. Eva has suggested making the layout more spacious, but Kenji is concerned about clutter. John must resolve this conflict and deliver an interface that works globally without delaying the project further.

Task: Propose a plan for John to balance the cultural differences in design preferences. What steps **(at least 3)** should he take to create a globally appealing UI, and how can Kenji and Eva's perspectives be integrated into a solution that works for all users? **(12 Marks)**

Writing an Effective Email

Prepared By:

Sumayyah Malik

What is wrong with this Email?

Subject: Hello!

Hi Jack!!!

My name's Jaana and I'M FROM FINLAND!!! I bet you haven't had students from here B4 ;-) ;-) That's probably coz we're so amazing at languages, that we don't need any xtra help? except me – I need all the help I can get!! Probably cos I just like watching films most of the time instead of studying. I really wanna be a film director and live in Hollywood so I have to watch as much as possible to get ideas for my movies. Actually, don't tell anyone, but I'm actually quite a good student?but if anyone found out, my reputation would be ruined, so shhhhhh!) BTW do u do courses for uni students? How many lessons/week? Is there any extra stuff after school, SO I CAN MEET SOME COOL PEOPLE? How about trips? Give me all the info you can, man.

Jaana (although all my mates call me Jakki!!)

Why write an Email?

TO PROVIDE INFORMATION

DETAILS

OR ANSWER TO AN INQUIRY.

Factors that Determine a Good Email

- **Subject**
- **Purpose**
- **Readers**
- **Context of Use**

Structure of an Email

- **Greetings or Salutation**
- **Introduction (Subject-Matter)**
- **Discussion**
- **Conclusion**
- **Signature**

Introducing your Email

Begin with a pleasant reminder of when you spoke.

Then explain why you are writing.

Then, specifically state what topic you are writing about.

Discussing your Email

1

Organize into as many paragraphs as you need.

2

When possible, remember to use bulleted or numbered lists for easier access.

3

Include in this section the details or explanations needed.

Consider including any of the following:

Times

Types of activities

Enrollment periods

Dates

Discounts

Enclosures

Amounts of people

Costs

Technology or equipment

Concluding your Email

End your email in an upbeat and friendly tone.

You can also include your contact information (e-mail, phone number, address).

Salutation

Introductory Lines

Dear Mr Jones,
I'm a university student from Finland and I'm writing to get some information about your language courses this summer. I've got a few questions:

1. Do you do a course for university students, which helps them with their essay writing skills?
2. How many hours a week are the courses?
3. What sort of accommodation do you offer?
4. What after-school activities are there?
5. Do you do any trips to other towns in the UK?

Discussion (Body)

I'm hoping to come over in June, so if you can get back to me as soon as possible, it would be great. Thanks for your help.

Concluding Lines

Best regards,

Jaana Nikkinen

Signature

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Class Task

Read the given sample below, it is an incomplete email by a Manager of Rawalpindi Waste Management Company to the CEO of Alico Waste Experts. You are supposed to add details to this email to gather information like costs, materials, warranties and time of installation of their new waste receptacles.

Please send us information about the following filter pools:

1. East Lime Pool
2. West Sulphate Pool
3. East Aggregate Pool

Thank you.

Resources Used

- Johnson-Sheehan, R. (2005). *Technical communication today*. Pearson/Longman.

- Gerson, S. J., & Gerson, S. M. (2014). *Technical communication: Process and product* (Vol. 83). Pearson.

- https://www.teachingenglish.org.uk/article/email-writing