Software for Global Market

SDEV2004

Cultural Dimension

Individualism V Collectivism

* Individualistic countries require everyone to look after themselves or their immediate family.
* Individualism content is based on materialism and consumerism will work well
* Language, Sound, video and metaphors that emphasize individual successes will be preferred and it will value importance given to the Youth.

Collectivism

* Collectivism asserts that people are born into strong, cohesive groups that protect them in exchange for unquestioning loyalty.
* Content that represents community and harmony will work well, larger success and goals will matter more.
* Social actors of experience and wise leaders will be preferred in collectivist cultures.

How can we address the difference between this cultural Dimension

1. Content:

* Individualism: individuals succeeding/affected
* Collectivism: Recognition of wider groups

1. Languages:

* Individualism: Youth, Individual success, reward, benefit
* Collectivism: Community, Experience, recognition of existing leadership.

Two countries that was chosen are, Germany and India. Germany Society is a truly individualist one. There is a strong belief in the self-actualization ideal. Personal preferences for people, as well as a sense of duty and responsibility, motivate people to be loyal. The contract between the employer and the employee defines this. Communication is among the most direct in the world, adhering to the ideal of being "honest, even if it hurts" – giving the counterpart a fair chance to learn from mistakes.

On the other hand, Indian Society is a collectivist one. The collectivist side means that there is a strong preference for belonging to a larger social framework in which individuals are expected to act in the best interests of their defined in-group (s). In such cases, the individual's actions are influenced by various concepts such as the opinion of one's family, extended family, neighbours, work group, and other such larger social networks to which one has some affiliation.

WEBSITE

Website name is Sports ChampionBuzz, as from the name, It is a simple guess the website is based on Sports. But which sport? The website mainly focus on football and cricket. Cricket is most played in India. And football is a national sport of Germany.

My Website shows latest events, latest news, Subscription packs and many more things. Websites like this, is not available on Internet, that just focus on two of the most played games.

Website that can change colour, that can be translated in respective countries language i.e. German and Hindi.

Design Thinking of the website is simply based on user Point-of-View, For eg, Website can be used by an unknown user who don’t know any sports. Idea and layout of website is very unique and very user-friendly.

Let us have a look on Lean Us Wireframes:

Diagram, engineering drawing, polygon

Description automatically generatedDiagram

Description automatically generatedDiagram, shape

Description automatically generatedDiagram

Description automatically generated with medium confidence

Graphical user interface

Description automatically generatedGraphical user interface

Description automatically generated with medium confidence

Starting a Simple intro and with simple and responsive, website look very decent, not so much colour and length problem. Following with images that shows about the sports.

2nd Page is Events Page that’s show on-going league in German and Indian Leagues. That page is directly going to show about matches details and take user to booking page.

3rd page is News page that will show all the latest news which are related to football and cricket

4th page is Other sports which are famous in Germany and India. It also shows our website subscription plans. Which are very interesting

5th and 6th page is related to contact Queries.

Personas

1. Meet Abhishek, who lives in Canada, but Indian by Nationality.

Graphical user interface, application

Description automatically generated

* Abhishek is the guy who is a comedian and colour-blind. He has a good sense of humour. So, scenario here is that he has some shows in Germany, He is looking for a website to check all latest event in Germany for football. He is using my website to book event. **Website has an option to change colours.** So, in the Event section he can book his tickets without getting any issues.

2. Meet Peter, who is from Spain but lives in Germany for 15 Years.

Graphical user interface, application

Description automatically generated

Peter is multi-lingual person. He knows more than 5 languages. He recently lost his friends. He feels very alone. So, for deviating his mind, he travels to different country. One of them is India. Peter loves sports, so he wanted to watch world biggest cricket leagues matches, So, he is using Sports ChampionBUZZ as a source of knowing about the league, and to check out the upcoming matches. Website has a special feature of changing language, so it go under internationalisation, and it translates the website.