IRELAND

PD - low

1)Low power distance countries prefer informal layouts with clear access, and multiple choices on use.

Flexible interactions that guide in case of errors will be valued. Visual elements that are more universal are preferred.

2)Clear indicators of navigation that present all information at once are appreciated in high power distance countries,

whereas less dense and informally organized structure is preferred in low power distance countries.

3)Introducing visuals, expressions, images with authoritative body language, that are informative and guiding will work well in high power distance countries.

Low power distance cultures may prefer activities of daily life, popular images, symbols and colours.

**OUR REASONING:** The slideshow caters high power distance countries since it aims to provide a restricted access in information and formally structured + the need of an instruction of support for navigational cues through the Welcome slide-show

AND at the same time, it also caters low power distance since it brings a lot of functionalities by icon buttons

ADDED DESIGN from lo-fi: Welcome Image in Slideshow that consists on how to use the Slideshow for info +

Submit button will open a widget for ensuring and double checking the log-in details

IDV - high

1)Language, sound, videos and metaphors that emphasize individual successes will be preferred in high IDV countries; with larger successes and goals will matter more in low in IDV cultures.

2)Individualistic countries will value importance given to the youth, whereas social actors of experience and wise leaders will be preferred in collectivist cultures.

**OUR REASONING:** Colour scheme in the slideshow images brings out the traditional colour of Europe (blue and yellow) to enhance collectivism but the colour scheme between the different interface areas (black and white) and the icons are contrasting colours + First image in slideshow that will show one youth to show importance of the youth enhancing individualism

ADDED DESIGN: Metaphor to emphasize individual successes PLUS A BUTTON for YOUTH TESTIMONIALS - possibly inside slideshow or above the slideshow - which offers an extrinsic reward valued by individualism

MAS - high

1) Visuals with a feminine theme including family will be preferred in highly feminine countries,

and male dominated cultures will prefer images related to competition, meetings, success, personal gratification, etc.

2) Symbolic indicators and metaphors of achievement, results, and objectives will be preferred in high MAS countries,

whereas social activity and interaction will be valued in low MAS cultures.

OUR REASONING: DIT Colour Scheme of the Main Window (Orange & Blue) are not the one we chose just because of its sake but because the colour scheme provides a neutrality between both sides

UA - average

1) Redundant cues in colour and typography that increase ambiguity are shunned by cultures with a high uncertainty avoidance index.

They prefer very clean and distinct choices.

2) Content and visuals that are clear and concretely associated with lives of individuals will be preferred greatly by high UA cultures.

More general and symbolic messages with less detail will be valued by low UA cultures.

REASONING: Simplicity through the UI design and the spacing between to avoid error