

Part 1: Interview

I have decided to concentrate on the challenge of online stores' local branches poorly adapted for international customers with the example of Apple. That's what I have written within the preliminary assignment:

"To begin with, I feel extremely anxious when making serious purchases online, but it becomes way more frustrating when they are done without any official translation of a payment web page. The biggest challenge of that kind was buying a quite expensive laptop at the Apple's online store: language settings depended on a location (Finland at that time) only. This was why it took me several hours to make sure I provided all required information".

After some time of brainstorming, I finished with the milestone questions for my potential interviewees, created a short introduction and headed to online meetings. These were the outcomes of brainstorming:

Introduction:

Hello! I am Mariia, a second-year Business IT student. I am currently completing a Digital Concepting course, and one of its assignments requires a user's point of view on a digital challenge that I have come up earlier. What I am aiming at is validating whether the challenge resonates with people and (if so) receiving hints on resolving it.

Questions:

1. How many languages do you speak fluently?
2. How often do you make purchases online? Where exactly?
3. How often do you make purchases on online stores where interface is translated to the languages you don't know?
4. How do you copy with the situation when the online store's interface is translated to the language you don't know? Do you leave and search for another one or...?
5. What would you suggest these stores improving? How would you solve the issue of translation?
6. Are you a regular Apple's customer(=you have more than 2 Apple devices right now/ you've changed previous Apple device with a new one)?
7. Do you visit apple.com at least once a year?
8. What do you use apple.com for?
9. Have you ever noticed the issue apple.com's AppleStore is translated only to the language of a country you want to shop in?
10. Has that fact (question 9) ever made you choose another online store?
11. How would you solve the issue of translation on apple.com?
12. What else and how would you change about Apple's online store?

The interviews and observations were conducted successfully, and user personas were created on their basis.

Part 2: User Personas



Nick Vagapov

Personal Background:

- Age: 19
- Status: in a relationship
- Education: currently studies Mechanical Engineering as a bachelor's degree
- Location: Lappeenranta, Finland

User Environment and Capabilities:

- Advanced computer skills
- Location: at home and university
- Devices: smartphone, smartwatch and laptop

Favourite Brands:

- Apple
- Porsche
- LinkedIn
- Fujifilm
- Formula 1

“Well, I am an engineer! So, attention to details and a habit of doublechecking everything are definitely my characteristics. But when it comes to shopping, I make decisions very fast and expect speedy checkouts as well. I guess it's a childhood trauma after shopping with my mum! (laughs)”

End Goal:

- Wants to evaluate and compare products fast, without resorting to Google translate

Psychographics:

- Speaks 3 languages
- Shops online from time to time
- When a webpage is not translated to an understandable language and if no reliable alternative is found, he uses Google translate
- Has more than 3 Apple devices
- Uses apple.com for checking available configurations and prices
- Has noticed that apple.com's Apple Store is translated only to the language of a country he wants to shop in
- Used to think Apple's website was ideal but the previous point undermined it

Scenario:

Every time Nick visits apple.com, after clicking the “Buy” button a window with both a country and language selection pops up. Now he is able to search products, compare them and receive full understanding of differences much faster in a language he understands.



Alexandra Mehtälä

Personal Background:

- Age: 37
- Status: married, one child
- Education: MBA
- Location: Lahti, Finland

User Environment and Capabilities:

- Advanced computer skills
- Location: at home and in the office
- Devices: smartphone and laptop

Favourite Brands:

- ZARA, ZARA home
- Zalando, Zalando Lounge
- Jollyroom.fi
- Instagram

"I make purchases online literally every week and I am still afraid something will go wrong. I mean security and payment issues"

End Goal:

- When it comes to purchasing, she wants to know what exactly she fills in and have privacy policy terms available

Psychographics:

- Speaks 3 languages
- Regularly shops online
- When a webpage is not translated to an understandable language and if no reliable alternative is found, she uses Google translate or opens the page on Chrome (the browser with an embedded translator)
- Used to have one Apple device in the past
- Uses apple.com to buy gifts for relatives
- Has noticed that apple.com's Apple Store is translated only to the language of a country she wants to shop in

Scenario:

After Alexandra clicks the "Buy" button, a window with a country and language selection appears. As soon as the choice is made, she can freely browse through products, fill in the customer information required, get familiar with the documents related to privacy policy and make sure her personal information will not be violated.