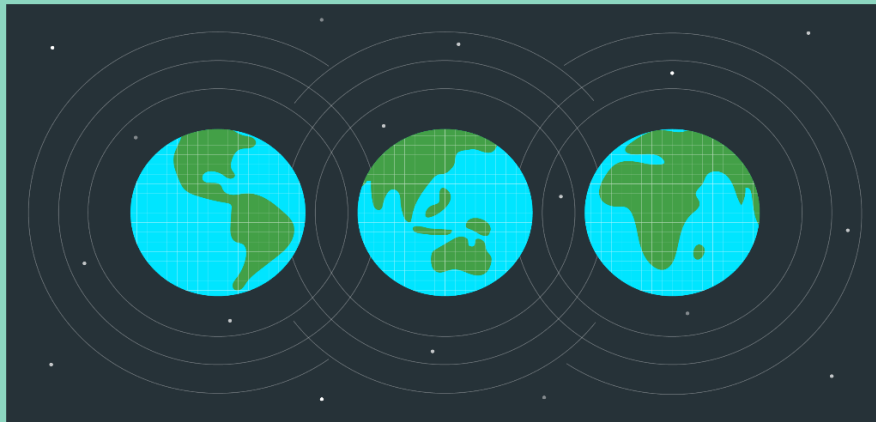


UX for the Next Billion Users

Learn about the research and design methods behind Google's global products with this collection of articles, best practices, and design methods.



NBU market

50 %

Smartphone
users are in
Asia

350

Million internet
users in South -
East Asia

40

Million new users
come online in india
every year

What is next billion users ?

People are at the center of everything we build

Google does user research around the world to learn more about what people everywhere need to effectively navigate the internet. This research enables Google to build products that ensure access to information and tools for economic advancement.

Why it works ?

- The next billion users offer a huge opportunity to grow your brand, apps, and user community, and as their economies grow they'll become a valuable part of your business.



Every week, millions of people come online for the first time.

Everyone — no matter their location, language or digital literacy — deserves an internet that was made for them. Google's Next Billion Users initiative conducts research and builds products for people around the world.

Expert Design Tips for the Next Billion Users

1. The interface should feel natural and close to real-life behaviour .
2. Do not separate the user from her context.
3. Start from first principles, don't 'translate' English content or icon .

Asmaa Gamal