

# Rethinking a Global UI/UX Strategy for the Chinese User

Michael Headrick | VML



What does it mean to be a global brand and enter China? How do you communicate with the Chinese user?



I work in a **global**  
agency, on **global**  
programs, for  
**global** clients

...in China.

# Entering China's digital landscape can be confusing...

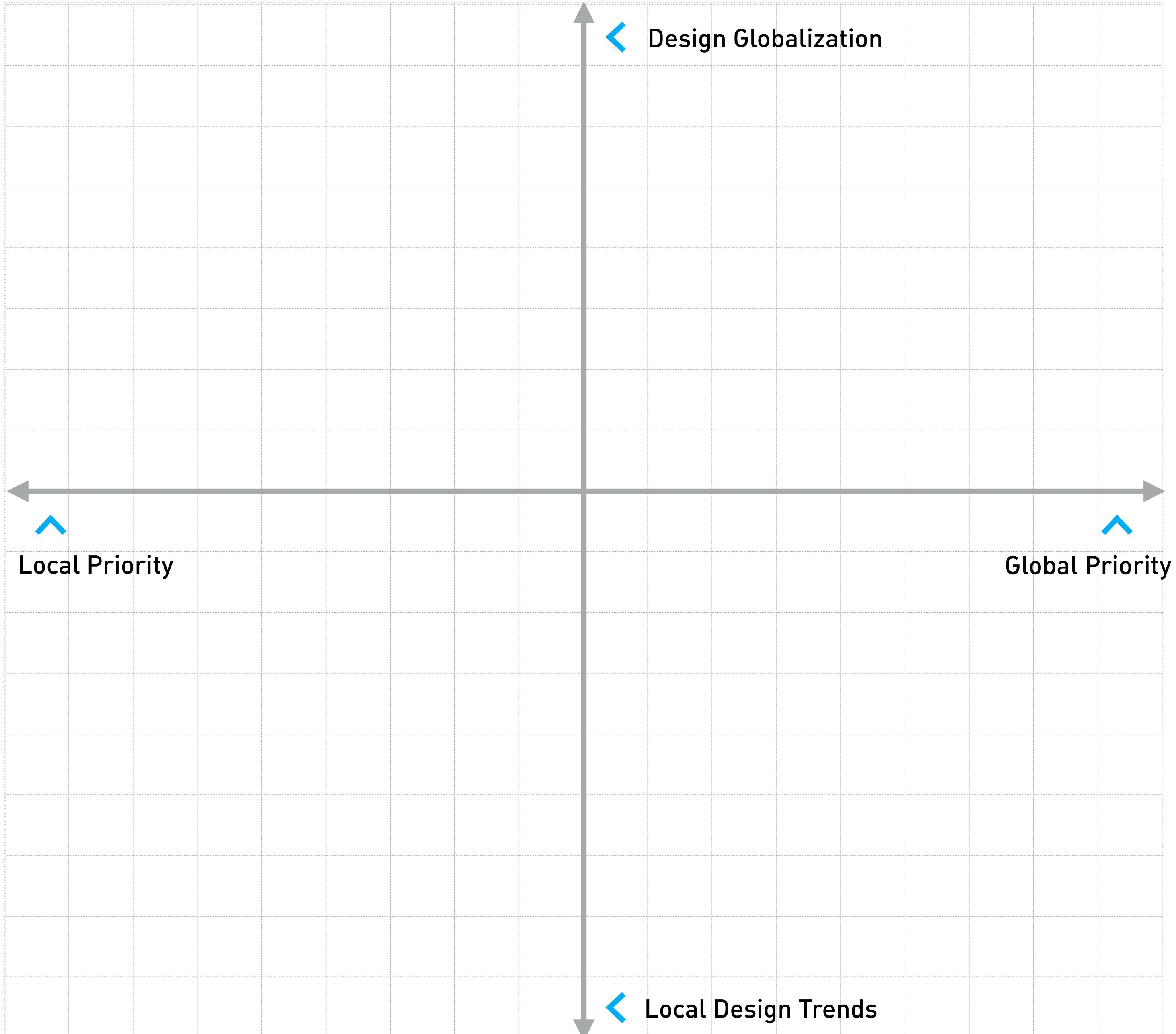


Professor Zhang Lin has spent six years shifting rocks and rubble to the roof to create this mountaintop penthouse  
-Daily Mail

Disney's Frozen translated to Chinese, then retranslated back to English.



# Entering China's digital landscape can be confusing...





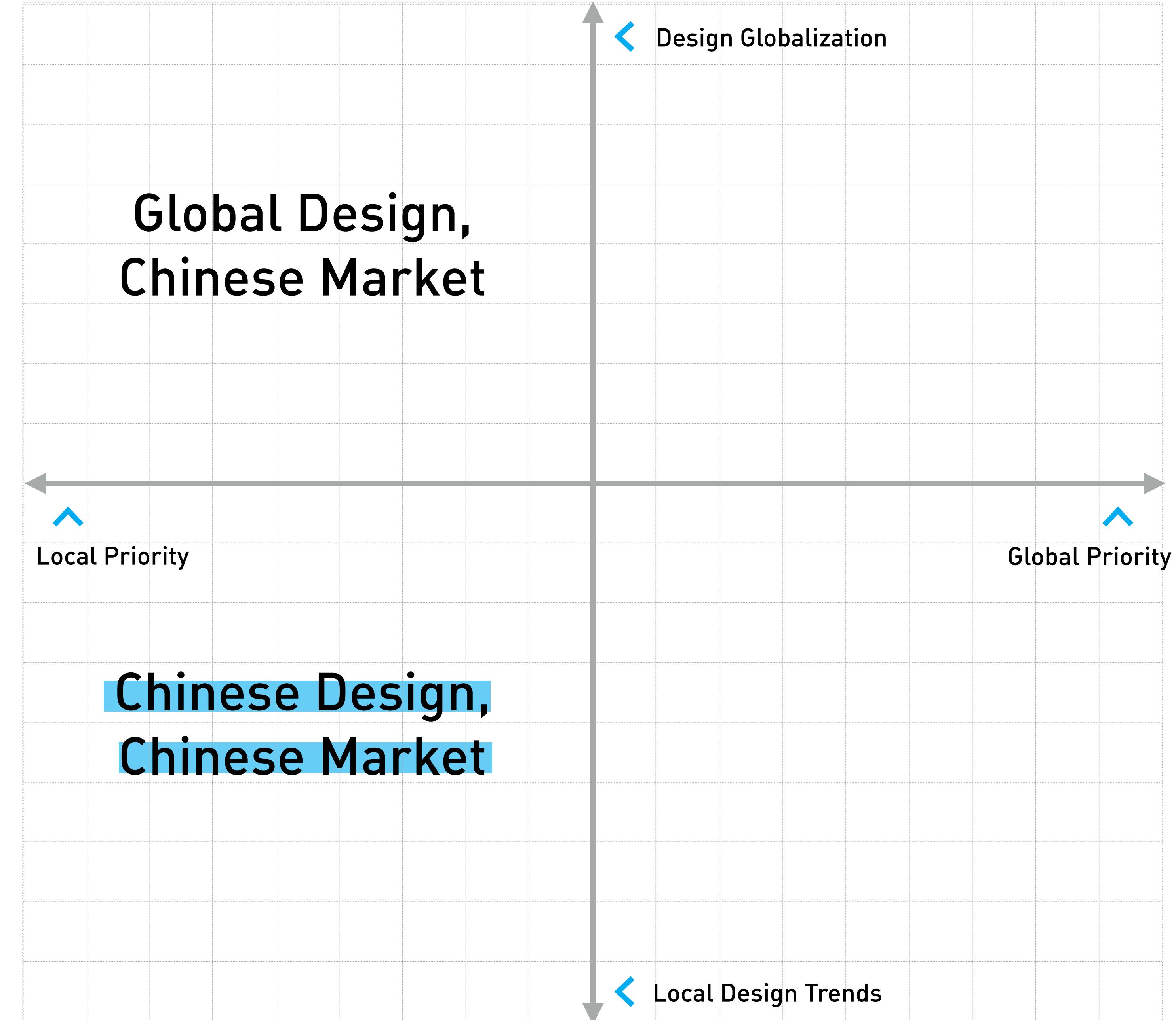
**Apple, iPhone  
and iOS**

**Global Design,  
Chinese Market**



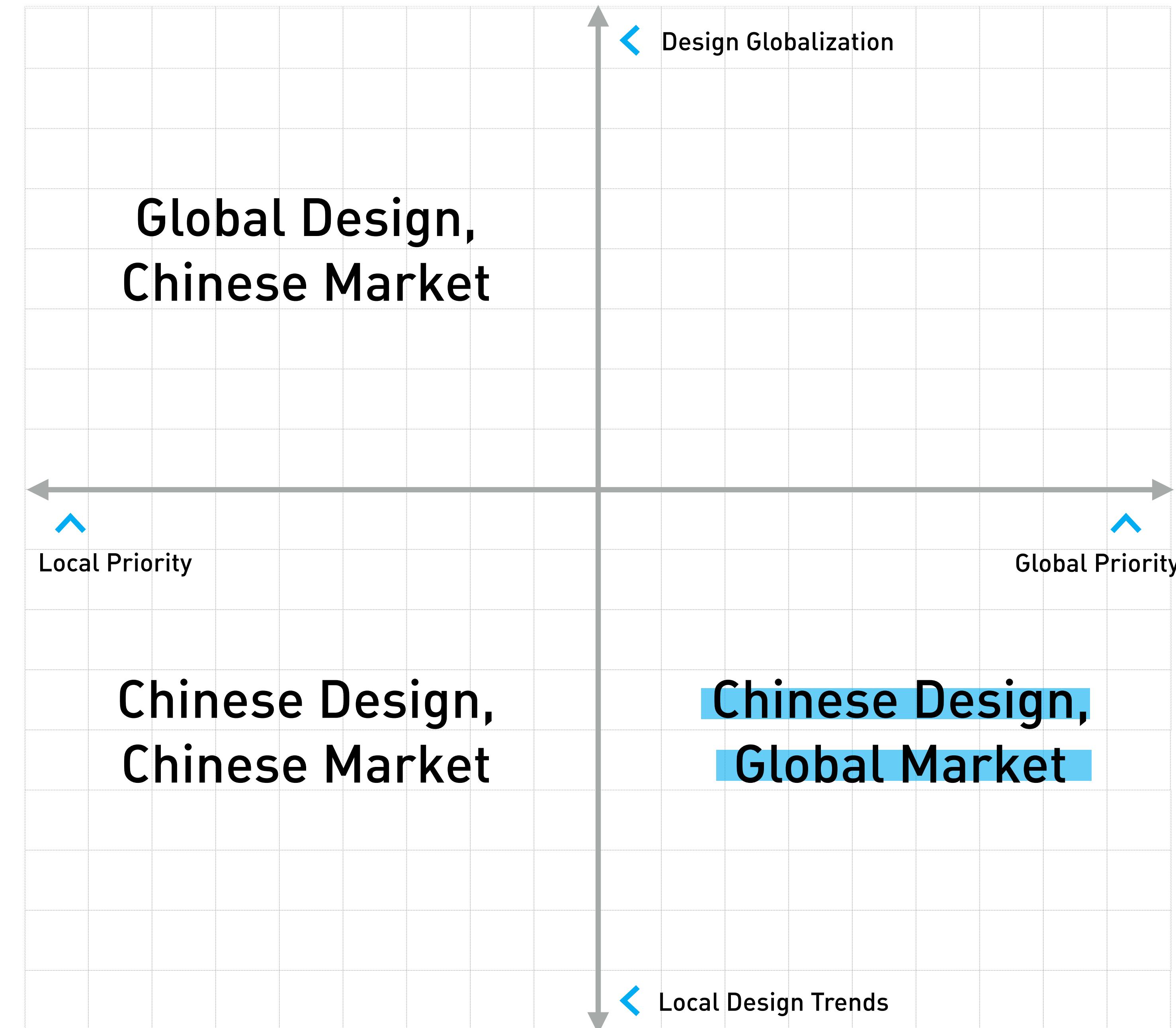


**Didi Chuxing,  
Rides & More**



The screenshot shows the AliExpress Brazil homepage. At the top, there's a search bar with 'Buscar' and 'Todas as categorias'. Below it is a navigation bar with 'CATEGORIAS Todas categorias >', 'ALIOFERTAS BRASIL', 'MARCAS EM DESTAQUE', and 'COLEÇÕES'. A sidebar on the left lists various product categories with icons: Moda Feminina, Moda Masculina, Mamãe e Bebê, Bolsas e Sapatos, Esporte e Lazer, Jóias e Relógios, Telefones e Acessórios, Eletrônicos, Casa e Jardim, Computadores e Redes, Beleza e Saúde, Automóveis e Motocicletas, and Ferramentas e Equipamentos. The main content area features a large banner for 'PÉS QUENTES' (Hot Feet) with a blue boot, advertising shoes for cold days. Below this is another banner for 'AliExpress, CANDY COLOR'.

# Alibaba in Brazil



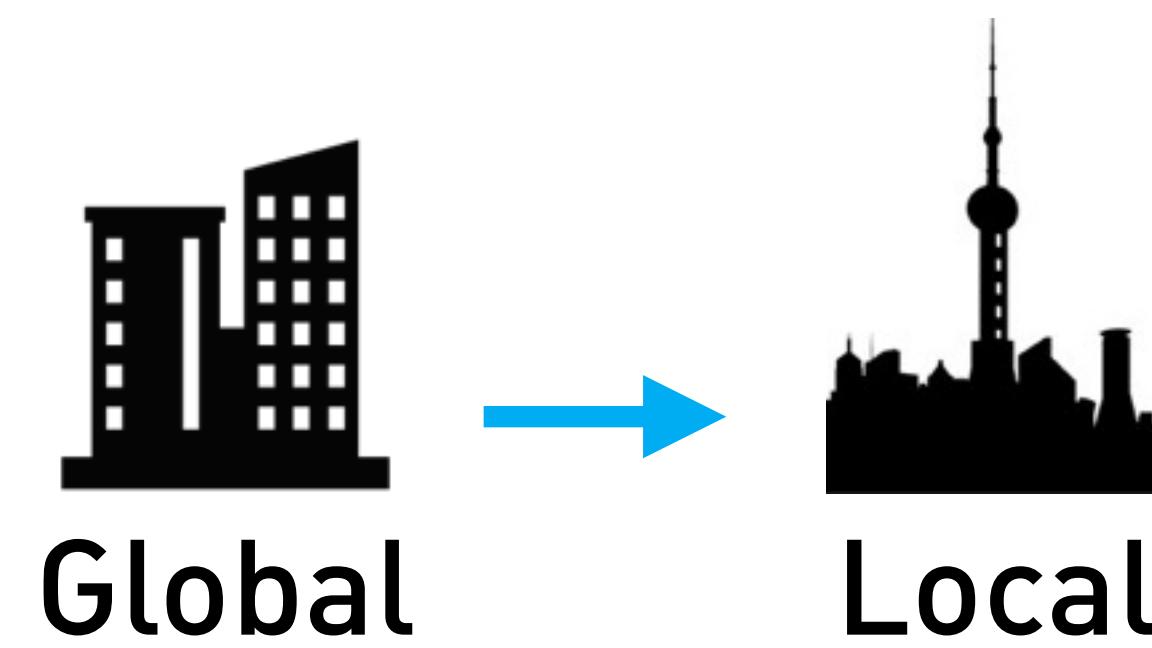
# Ford, Digital



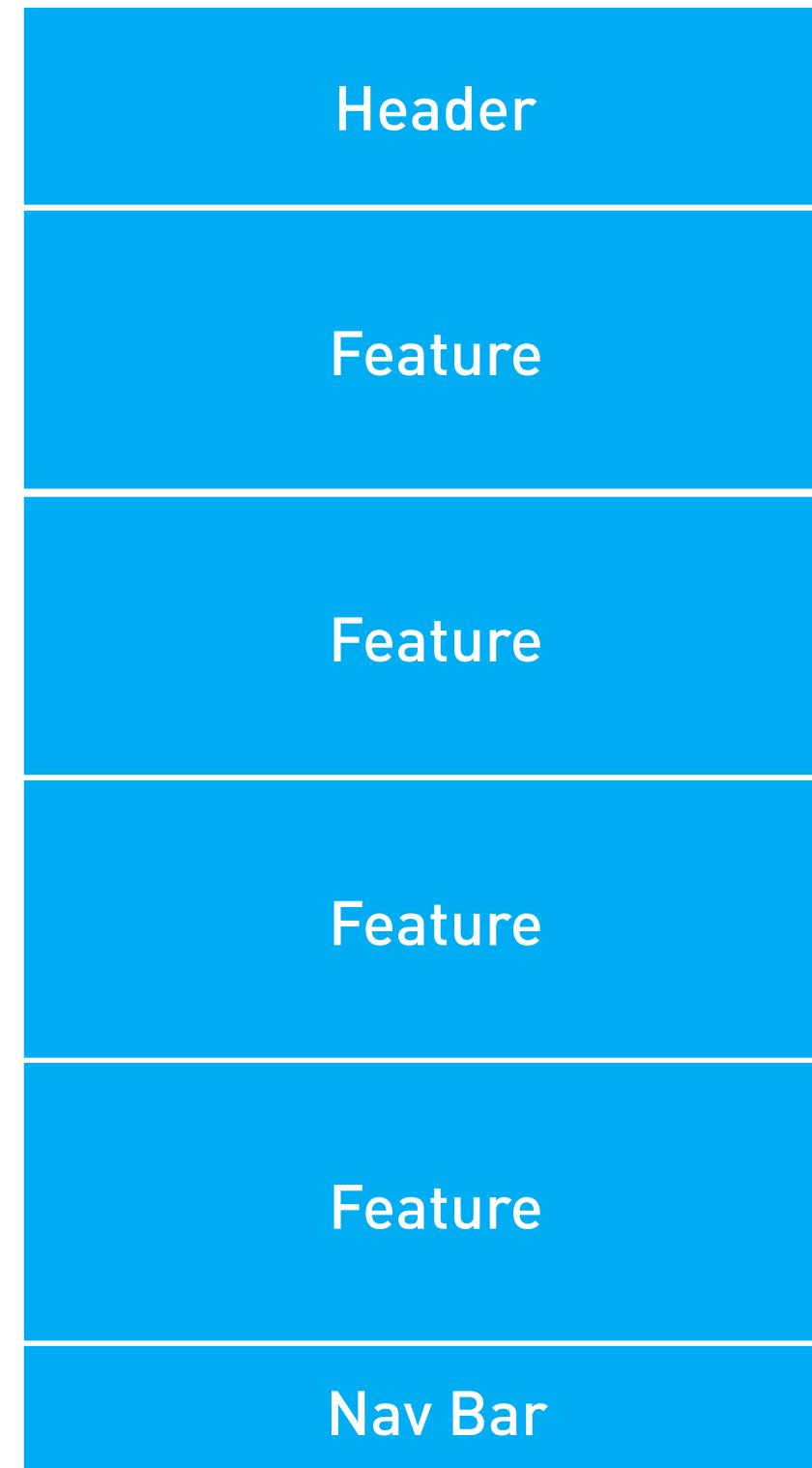
**1.**

**Not only does content  
and imagery need to be  
vetted, but UI/UX**

**needs to be validated.**



# Wireframe:



Global UI, Wireframe of Home Page

**40%**

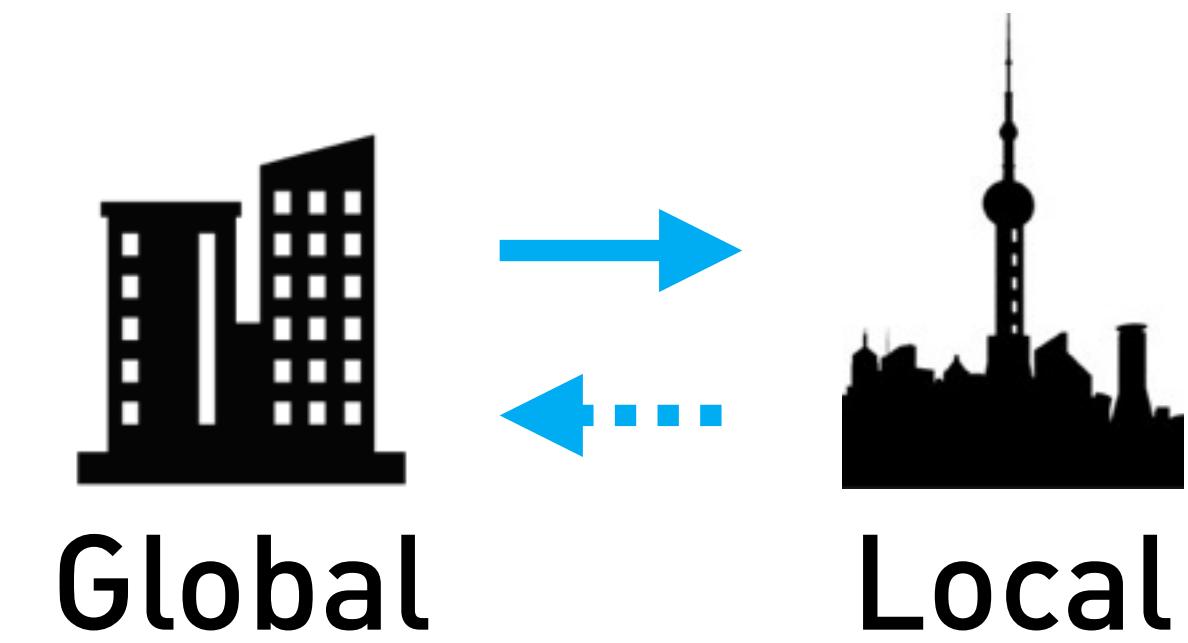
**of users would be  
interested in the  
experience with the  
Global UI**

**18%**

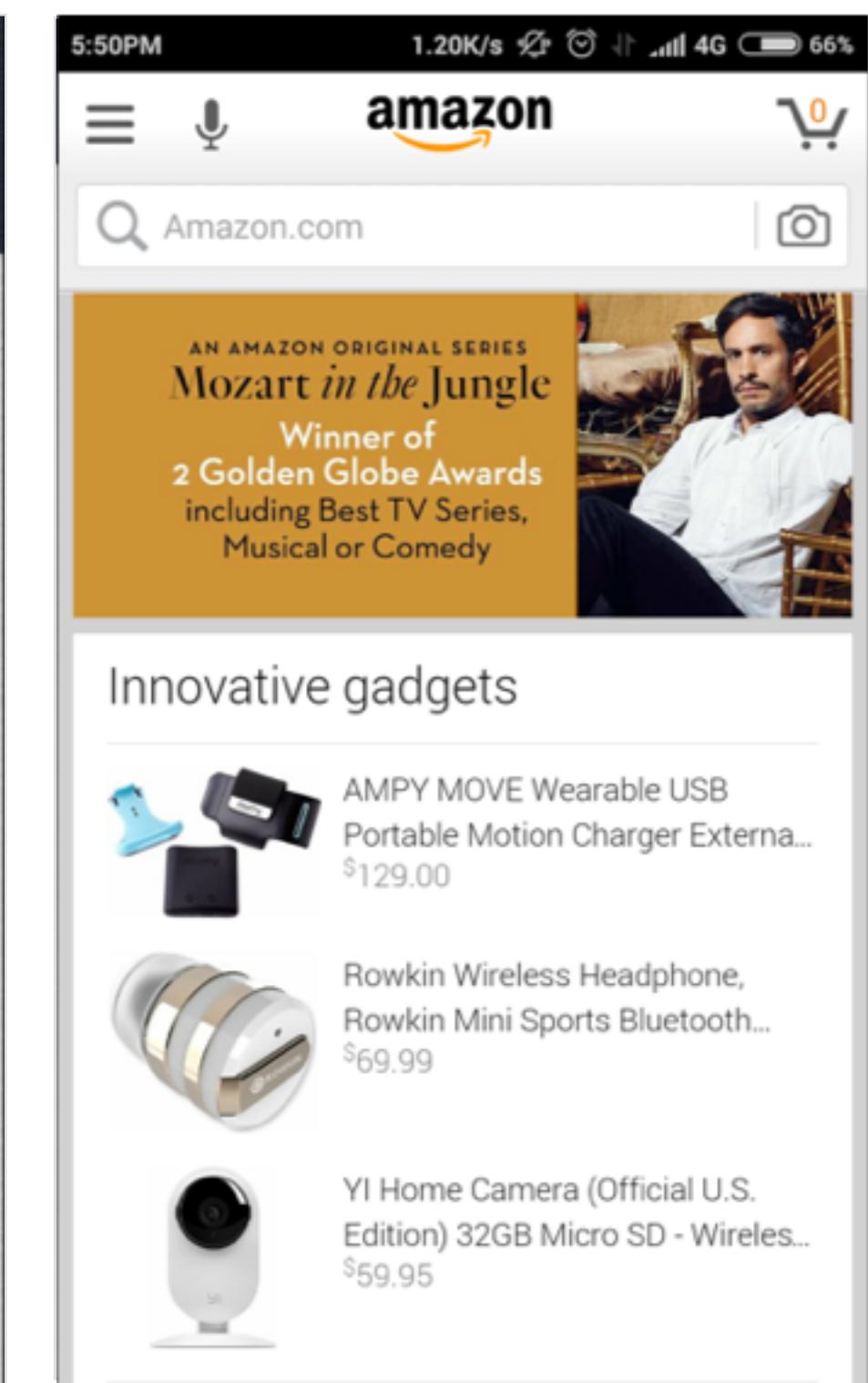
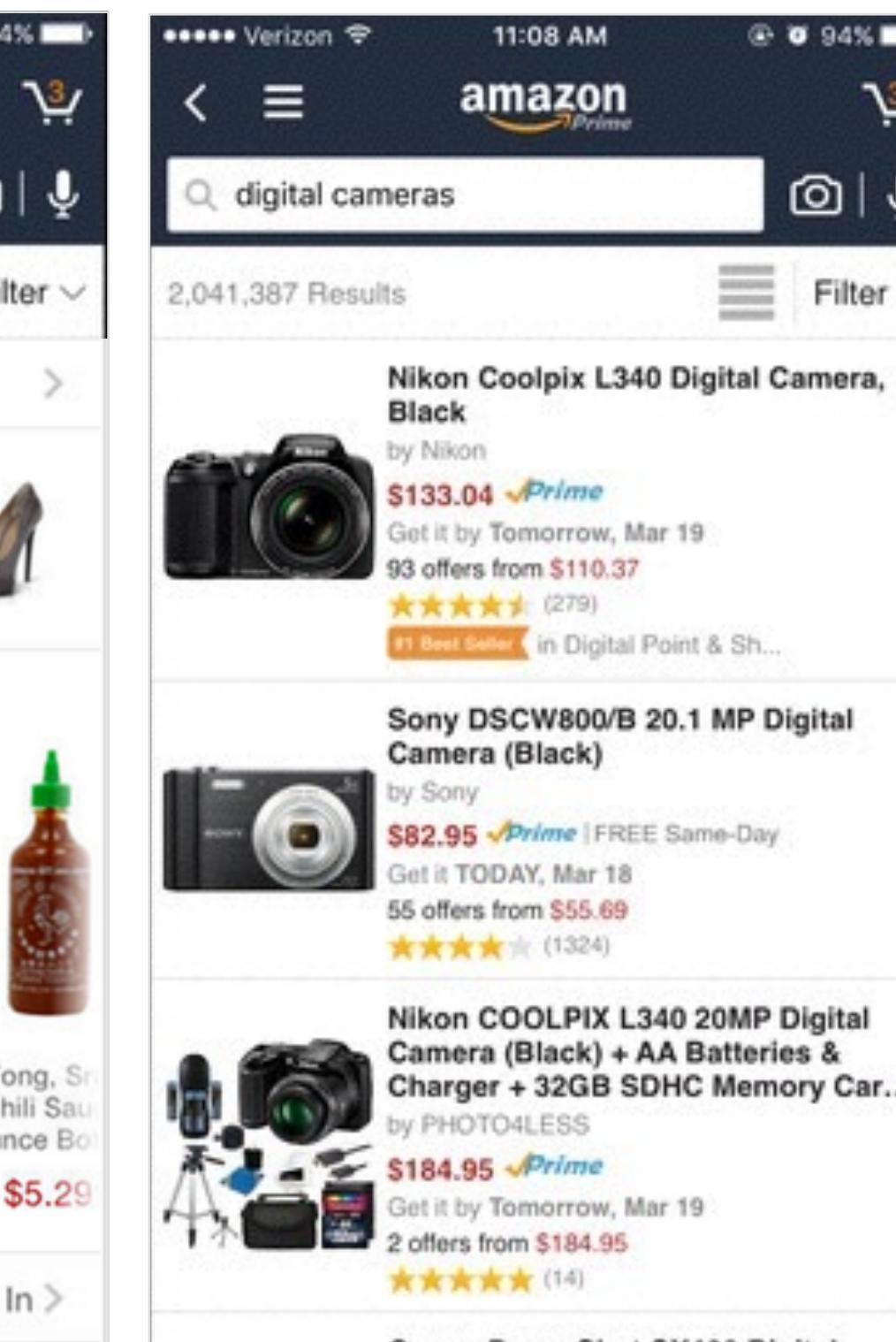
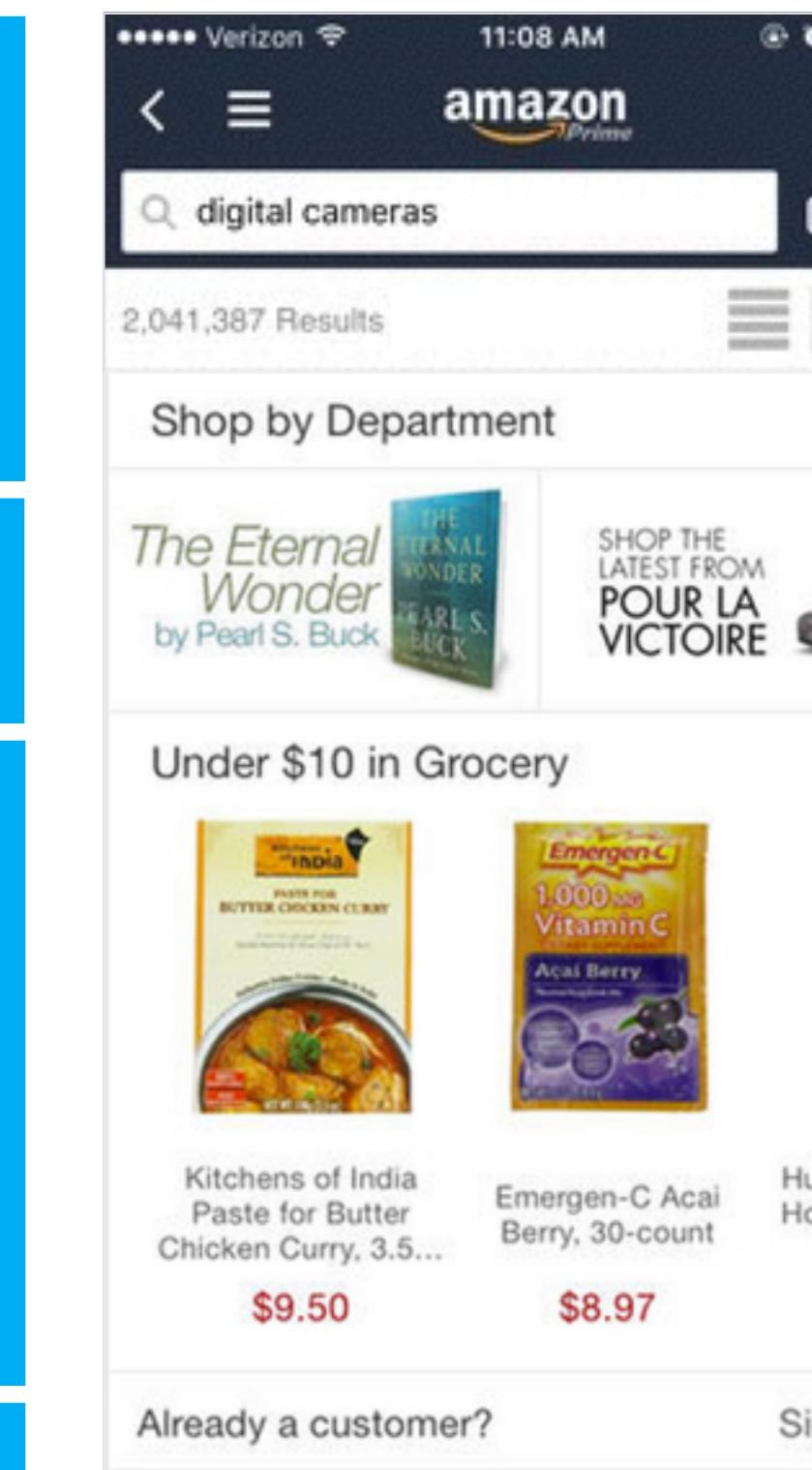
**of users said that they  
would not even use it if  
the UI remained as it  
was designed**

## 2.

Design needs empathy,  
from **global to local** and  
from **local to global**

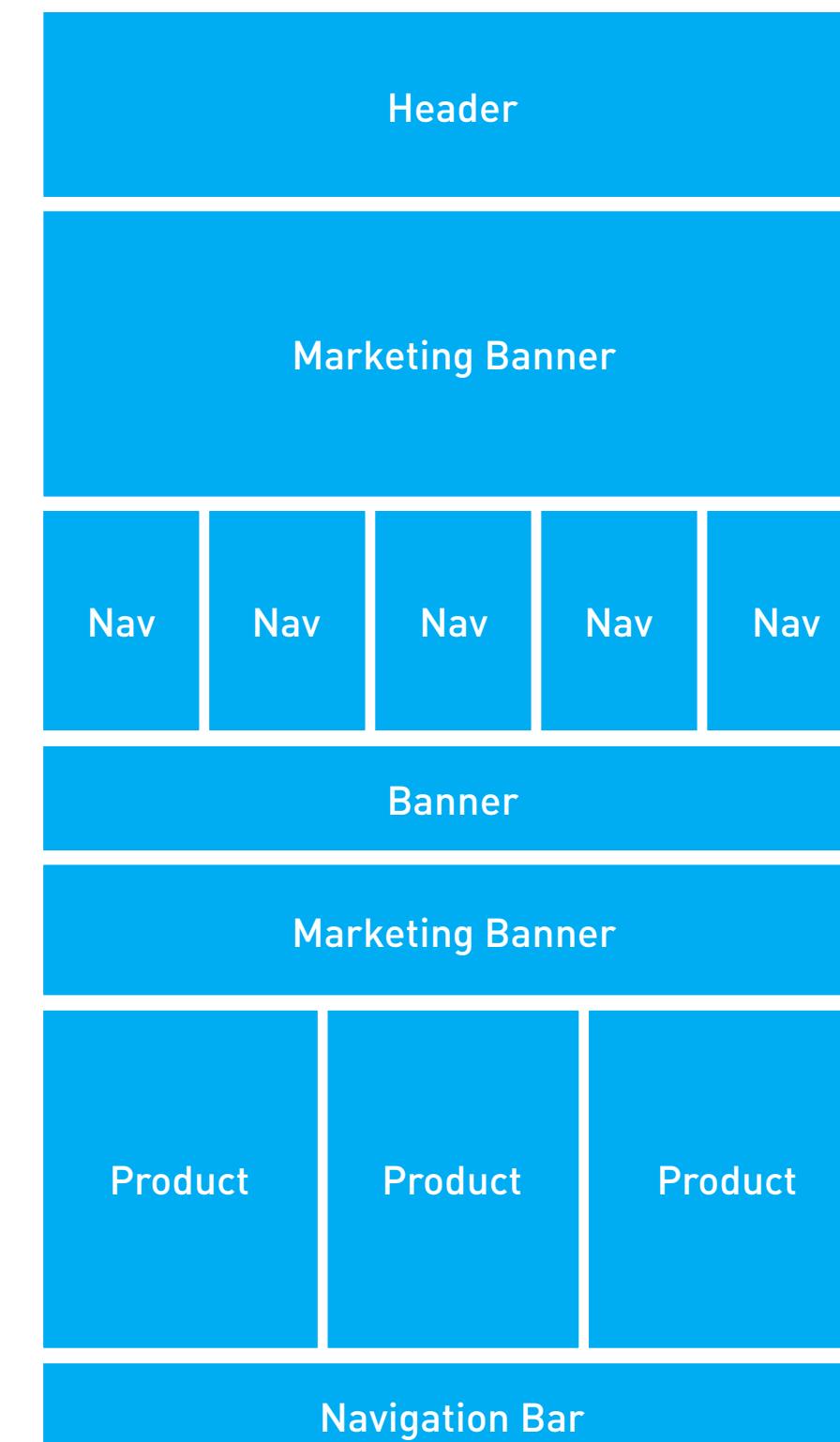


# Wireframe: Interface:



▲ America's Amazon keeps a consistent and streamlined experience

# Wireframe: Interface:



▲ China's Amazon adopts features from local competitor, Taobao

## References:

✓ China Taobao



China Dianping ▲

# Communication is key...

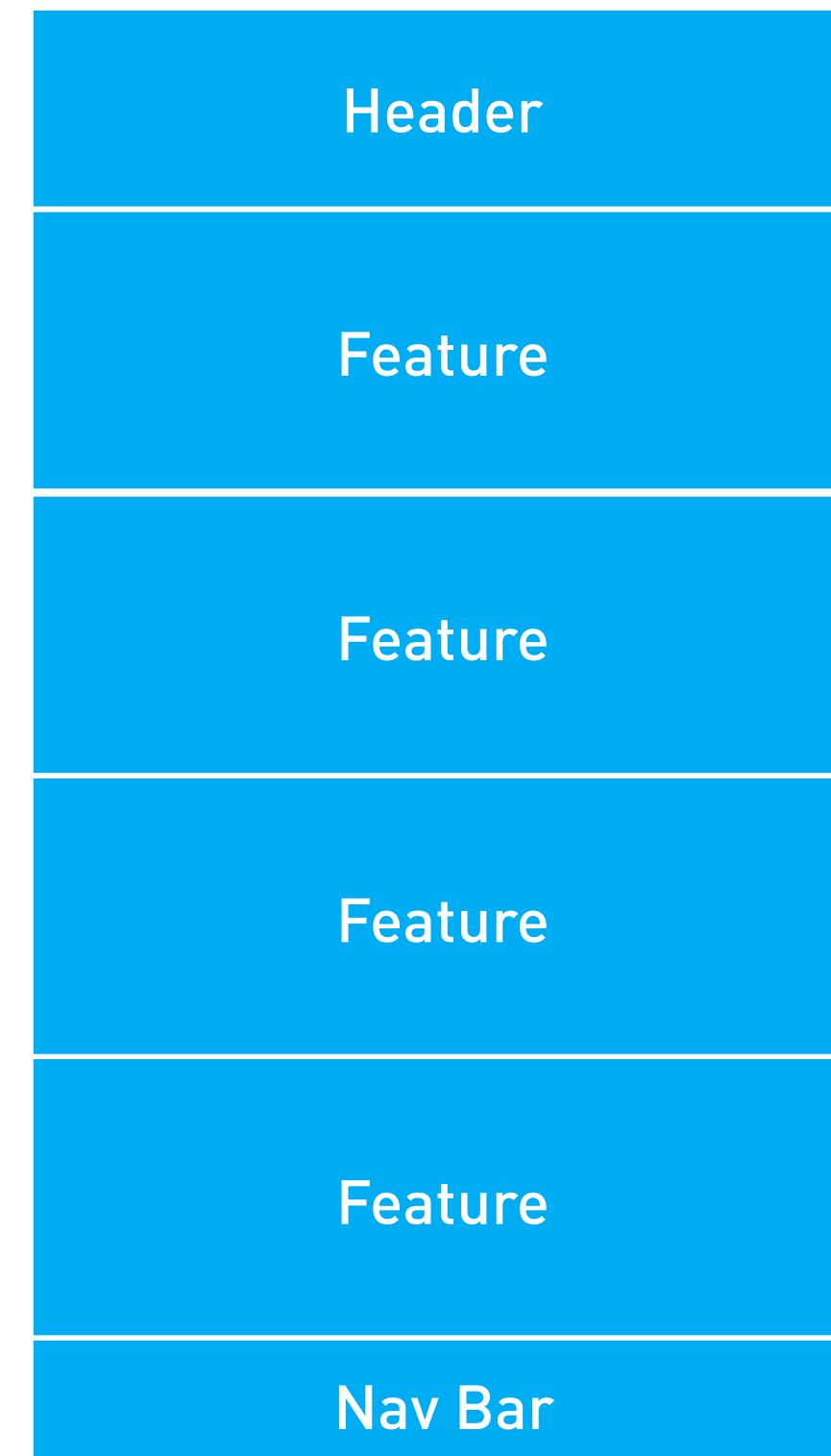
- User Testing
- Market Research
- Learnings



**Global**

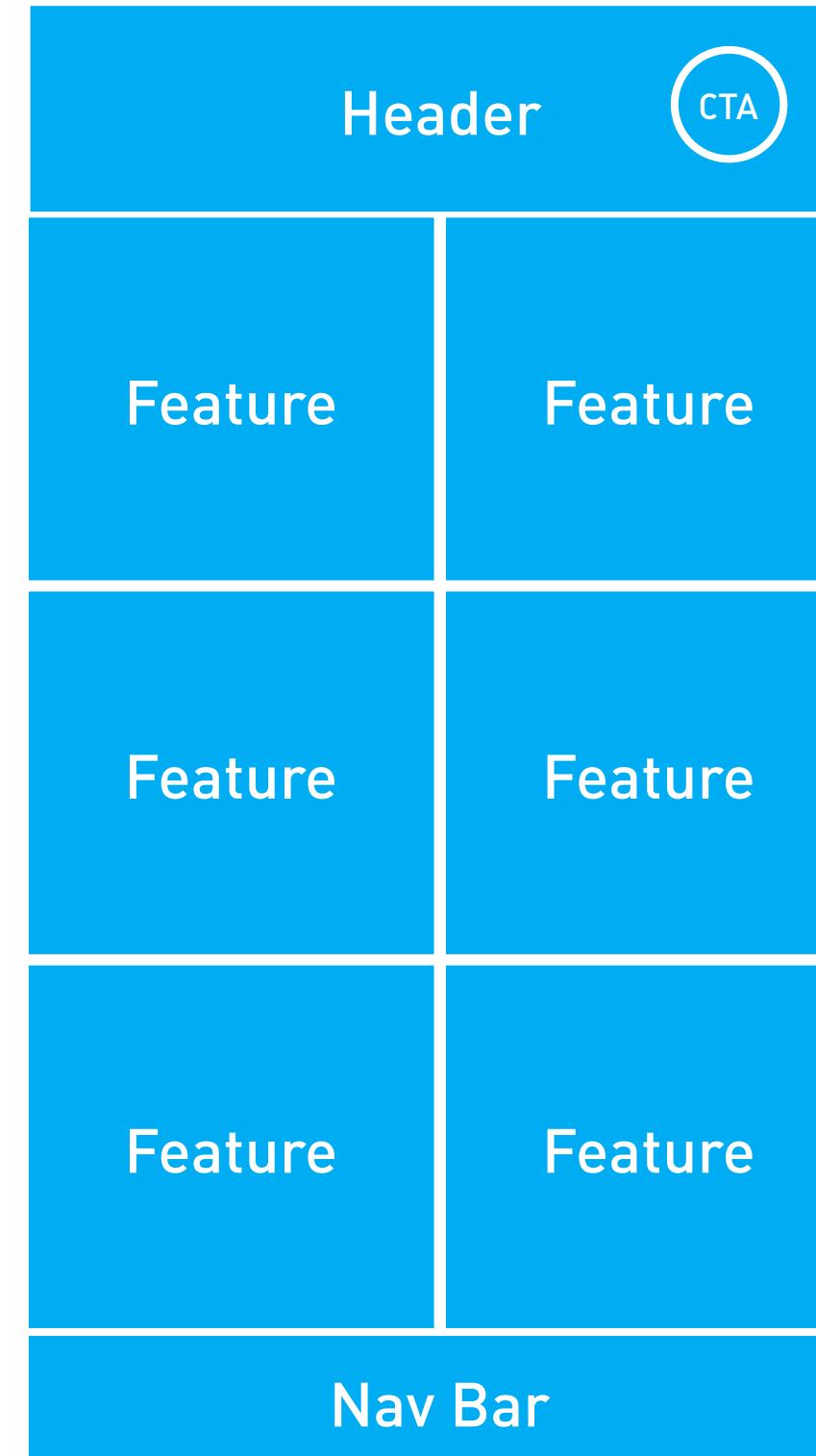
It is important to  
be clear in  
communication to  
global teams and  
management  
processes from  
an overseas  
perspective.

# Global:



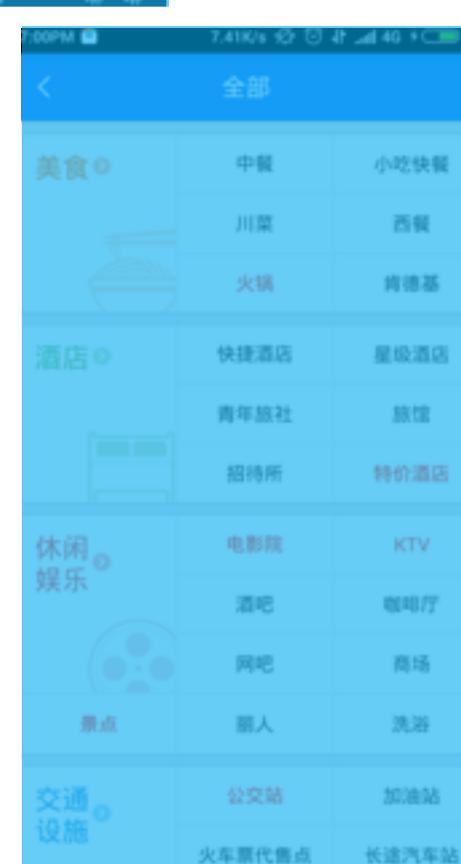
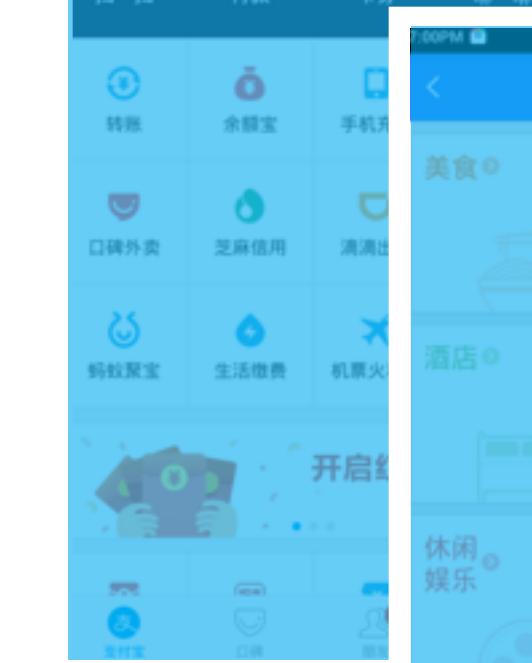
 Global UI, Wireframe of Home Page

# Local:



## Locally Developed UI, Wireframe of Home Page

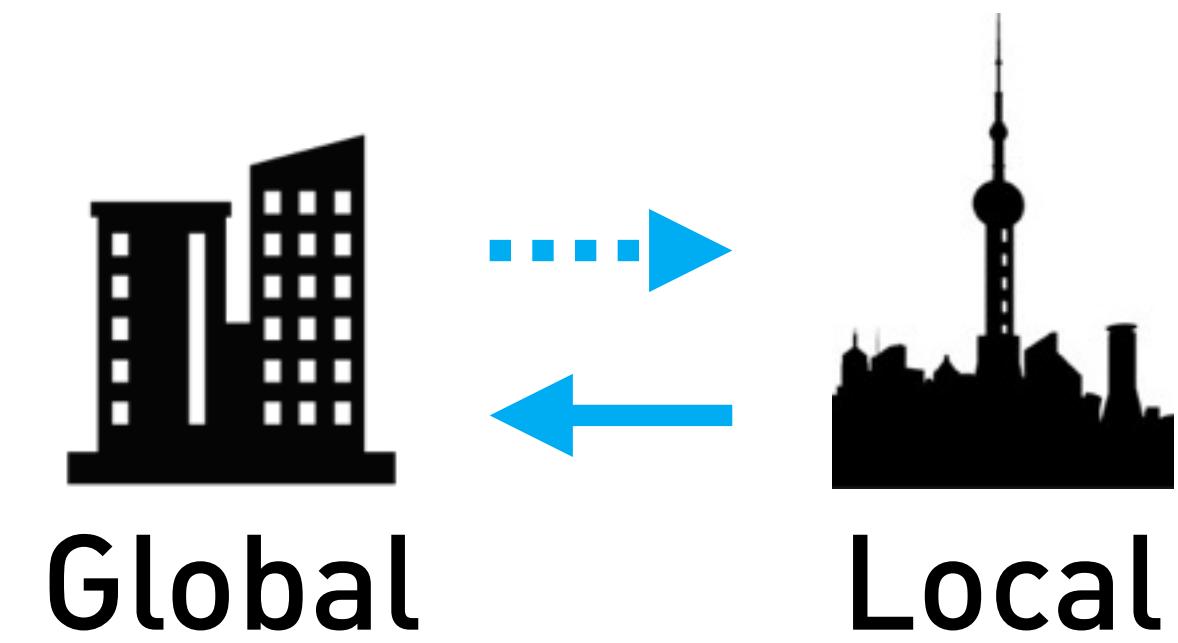
# References:



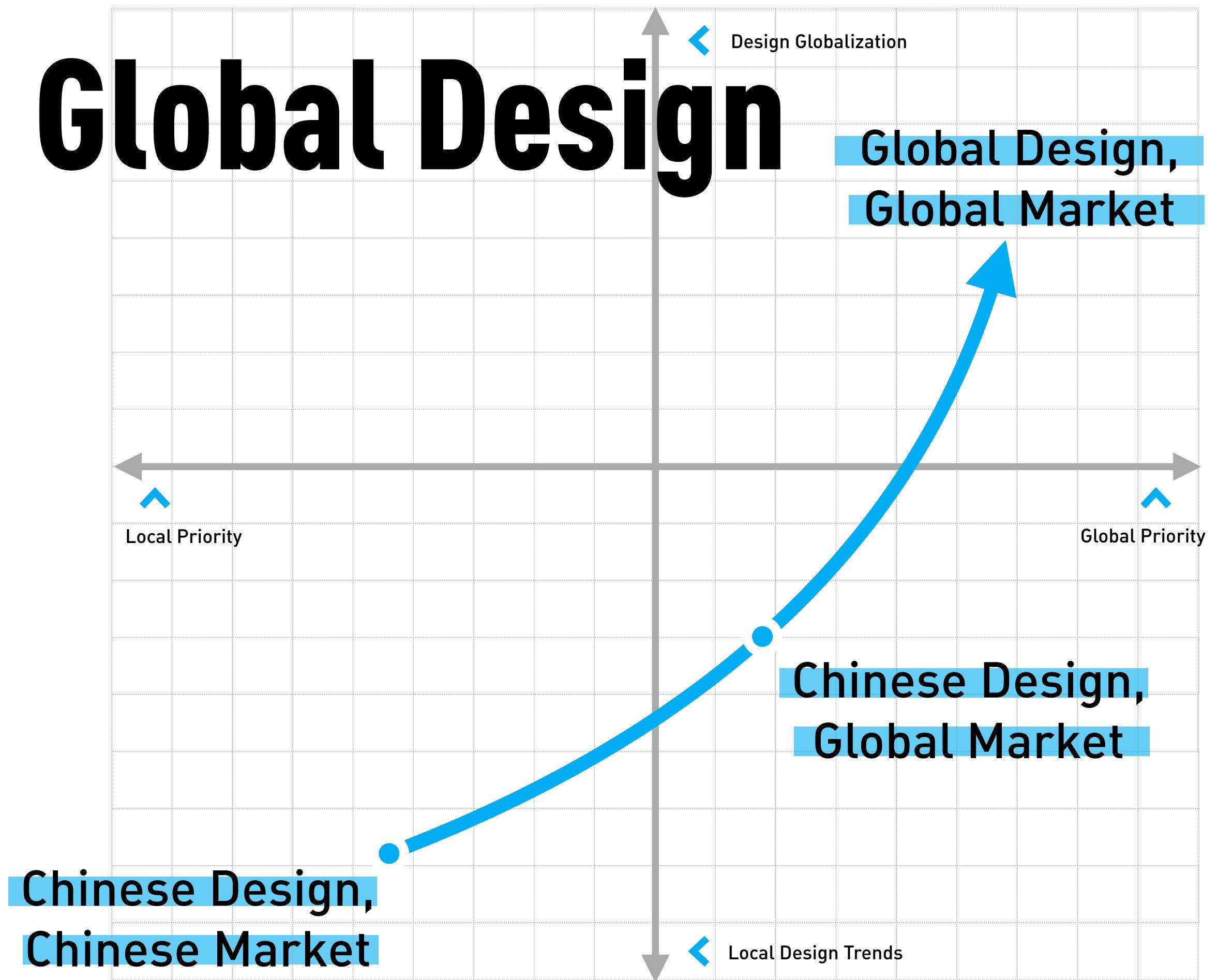
 China Baidu

**3.**

**Local now has the  
opportunity to change  
Global**



# Chinese Design will become **Global Design**



# Chinese Design will become Global Design



**TIMESVIDEO**

**HOW CHINA IS CHANGING YOUR INTERNET**

By JONAH M. KESSEL and PAUL MOZUR | Aug. 9, 2016 | 5:45

What was once known as the land of cheap rip-offs may now offer a glimpse of the future — and American companies are taking notice.

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Article: China, Not Silicon Valley, Is Cutting Edge in Mobile Tech Article: Even Uber Couldn't Bridge the China Divide

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**ASIA PACIFIC**  
How China Is Changing Your Internet

The iPhone is big in China. How big? Until now, it was a mystery because Apple has never disclosed how many of the devices it has sold in the Middle Kingdom. Luckily, the Chinese government has crunched some numbers that shed light on the Cupertino company's popularity.

A report (link in Chinese) from the China Internet Information Center, a branch of the Ministry of Industry and Information Technology that oversees internet policy, states there were 780 million activated smartphones in China in 2015, a penetration rate of about 59% of the population. Apple iPhones accounted for approximately 16.8% of those smartphones, the report says.

That means there are about 121 million iPhone owners in China, assuming every iPhone owner keeps only one activated device—more than any other country in the world. (The US, the world's second-largest market, is estimated to have about 100 million iPhone users.)

**Smartphone market share in China**

Brand	Market Share (%)
Apple	16.8%
Samsung	15.8
Xiaomi	15.6
Huawei	14.2
Vivo	8.7
Oppo	8.1
Lenovo	6.9
Coolpad	4.3
HTC	3
LG	3.1
Other	9.7



Apple famously does not reveal its shipments or final sales numbers for its devices by region. Instead, it only releases global sales of each device, and revenues by region. This has made it difficult for analysts to gauge just how popular the phone really is in China.

While Apple might be the most popular smartphone brand in China, and China may be its largest iPhone market, its glory days there may be over. Its strong appeal as a status symbol means the iPhone will continue to be popular. But a lag in overall smartphone sales in China, along with mounting political pressures, could make its next five years in China more difficult than the last.

# Unique Chinese UI/UX highlighted for localization



## Icons



## Feature Packs



## Coupons



## Banners



## Notifications



## Maps/Location Services

# Learnings that are now being fed back to Global



## Icons



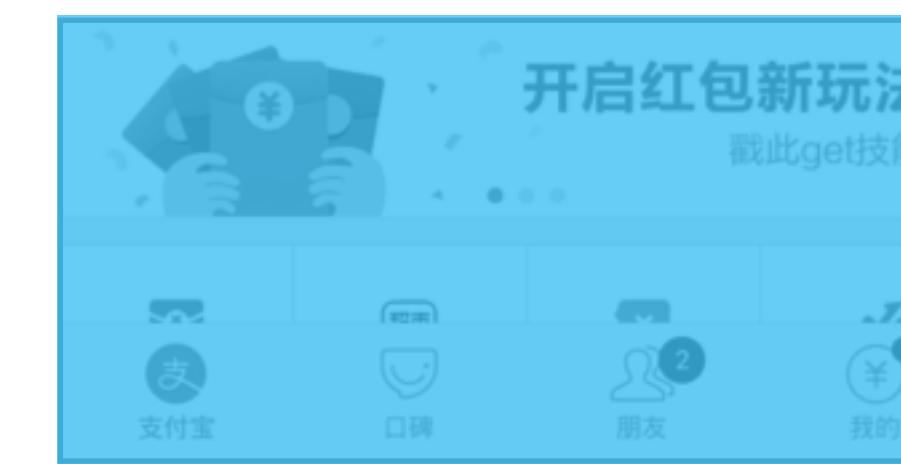
## Feature Packs



## Coupons



## Banners



## Notifications



## Maps/Location Services



# How will we change China and the world?





# Thank You!

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