Designing For Emerging Markets

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Things To Remember About Emerging Markets

1 / English Fluency

2 / Terminology

3 / Languages and Translations

4 / Data Sensitivity

5 / Connectivity

6 / Device Consideration

1 / English Fluency

Many people use online products in English, despite the fact that it's not their native language.

Create content that's easy to understand.

1 / English Fluency

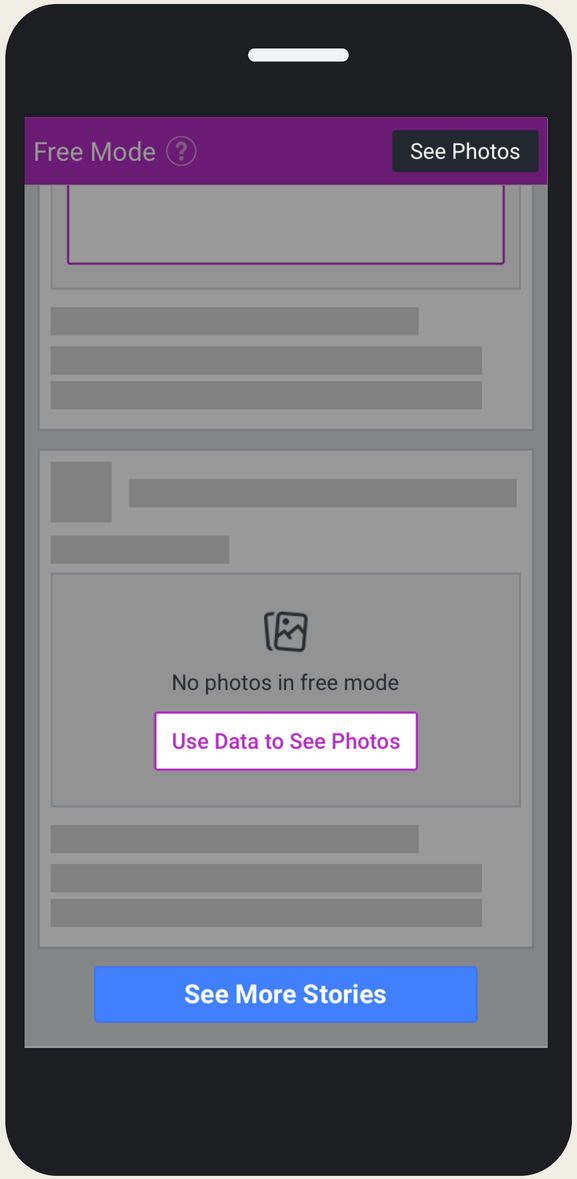
2 / Terminology

Western concepts may be unfamiliar or interpreted differently.

1 / English Fluency
2 / Terminology
3 / Languages
and Translations

Language translations affect design.

English



9

18

14

Filipino

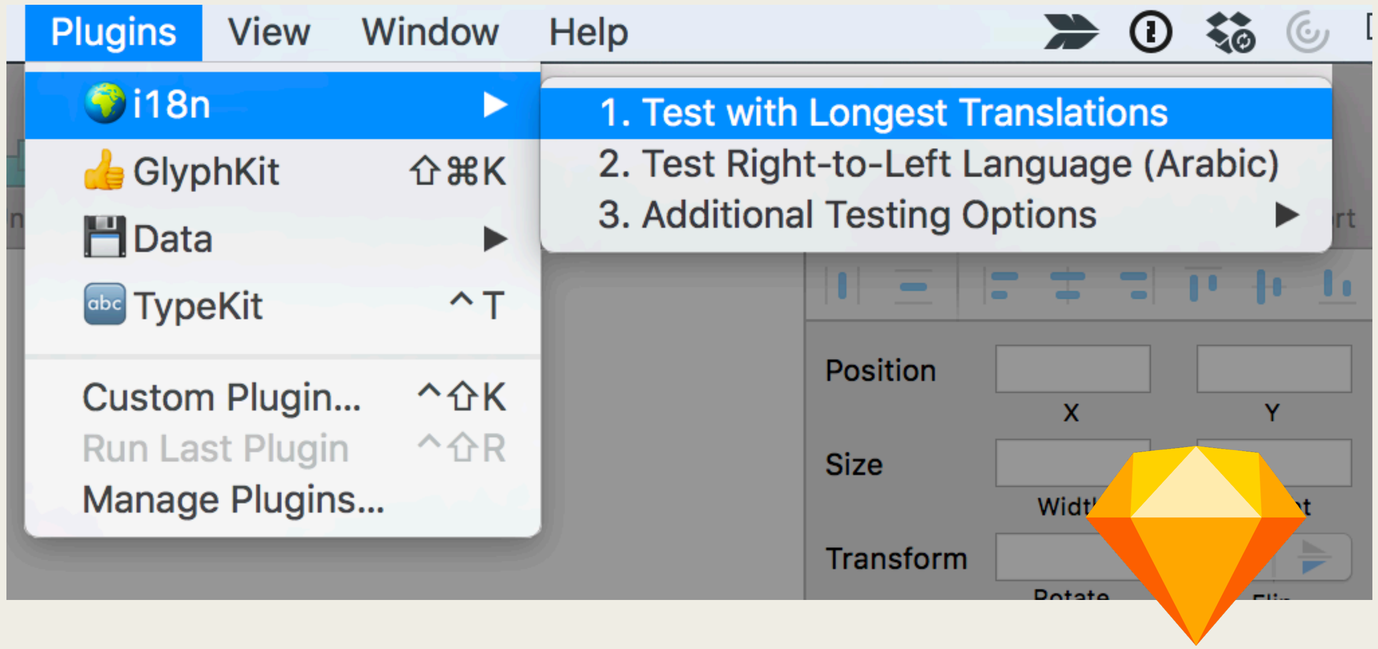
20

38

29

1 / English Fluency
2 / Terminology
3 / Languages
and Translations

Design best practices for internationalization:



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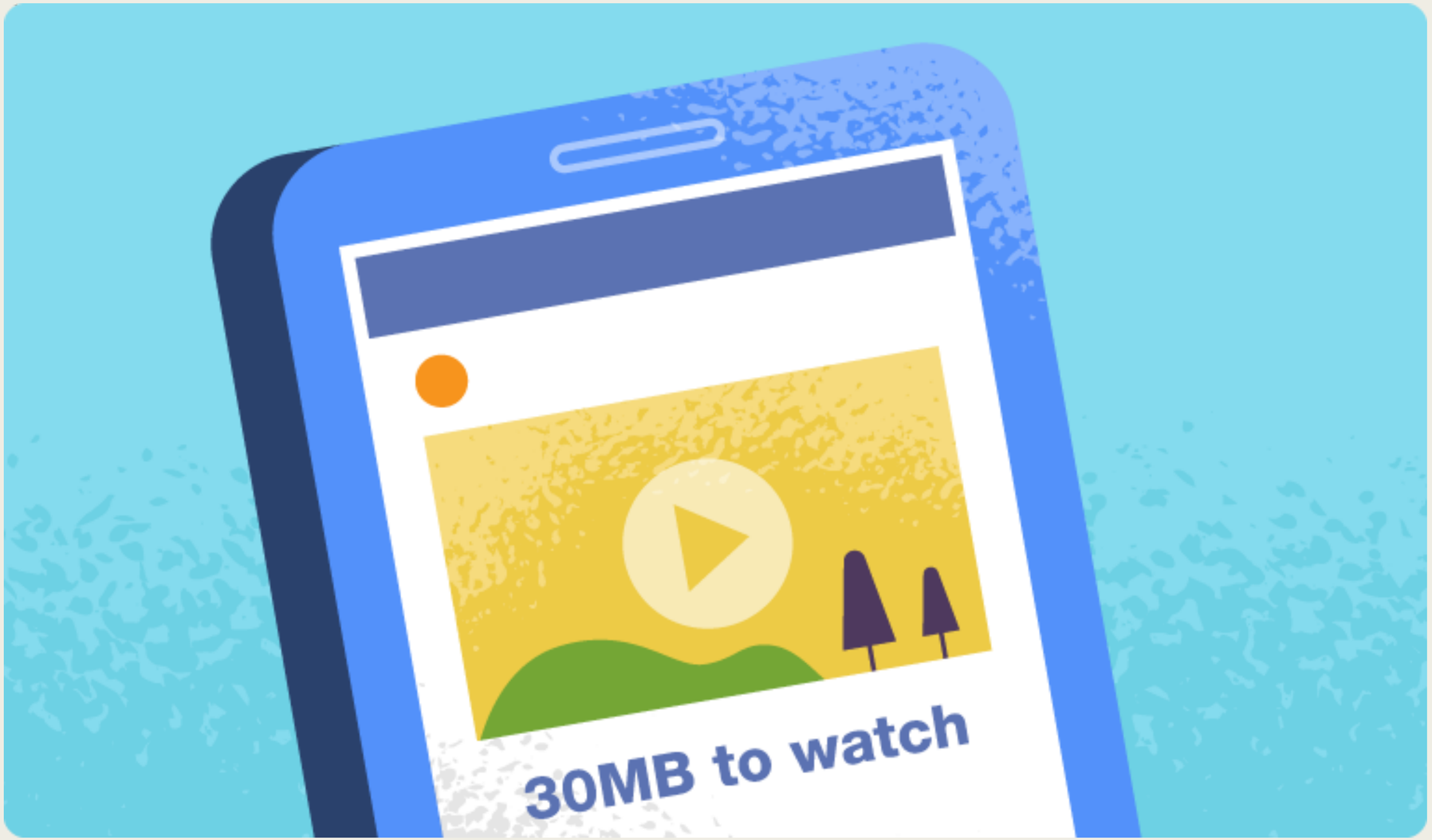
and Translations
4 / Data Sensitivity

Be aware of the high cost of cellular data when designing for emerging markets.

Design Guidelines
For Data Sensitivity

Give People Data Choices

Tell People How Much Data Will Be Used



Work Offline

Call Out When Data is Free or Wi-Fi is Available

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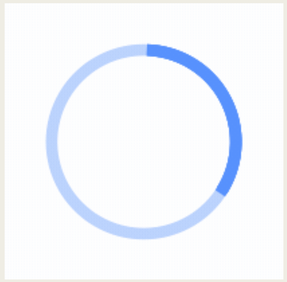
Low and slow connectivity impact people.

Waiting Is The Experience

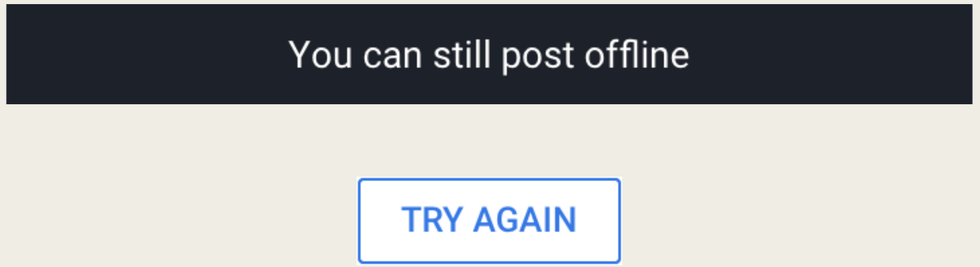
Progress Indicators -

Progress indicators can turn a frustrating waiting experience into an informative one.



States -

Fail States



Updating States

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Supporting a wide variety of smart and feature phones.

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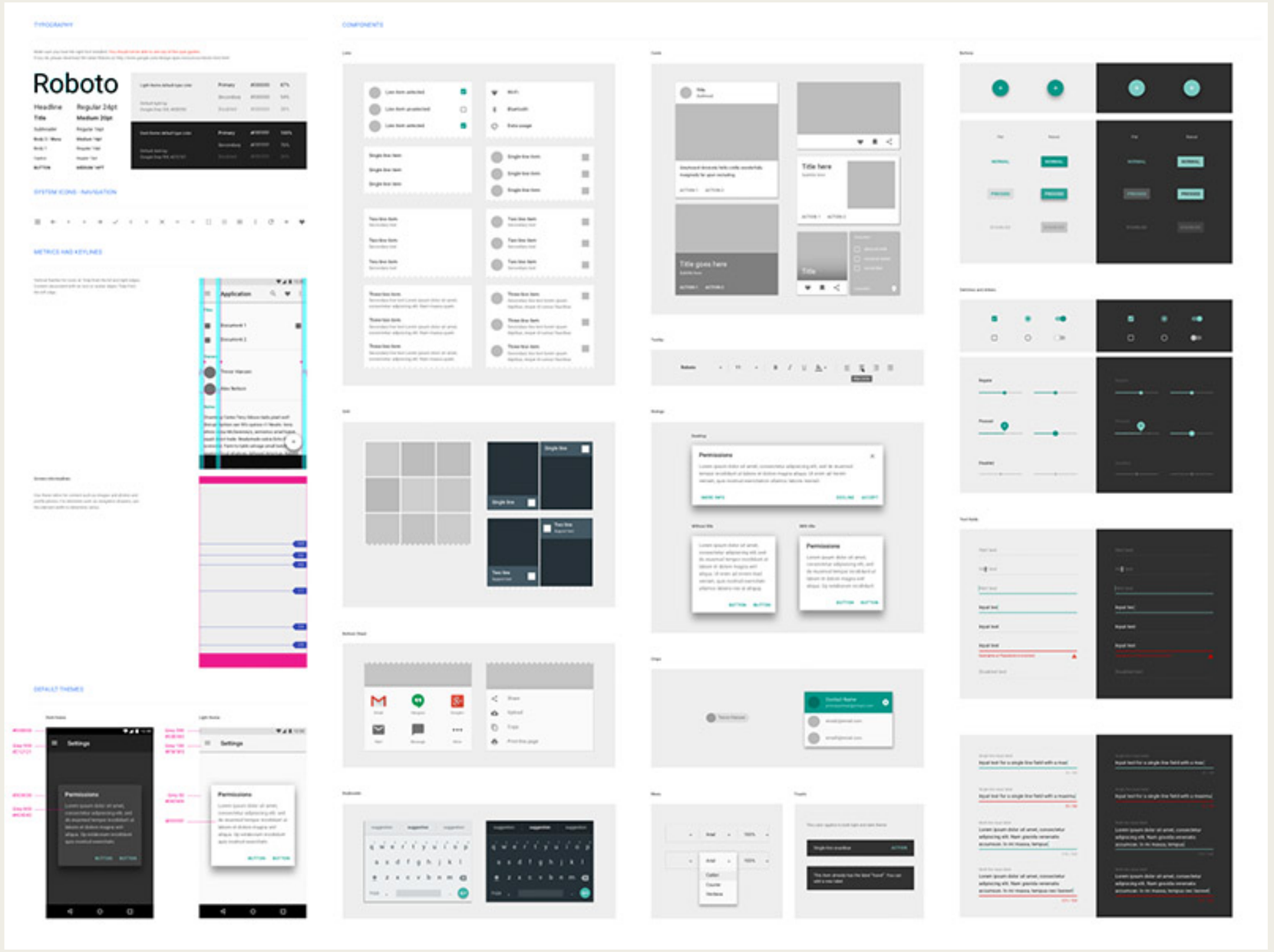
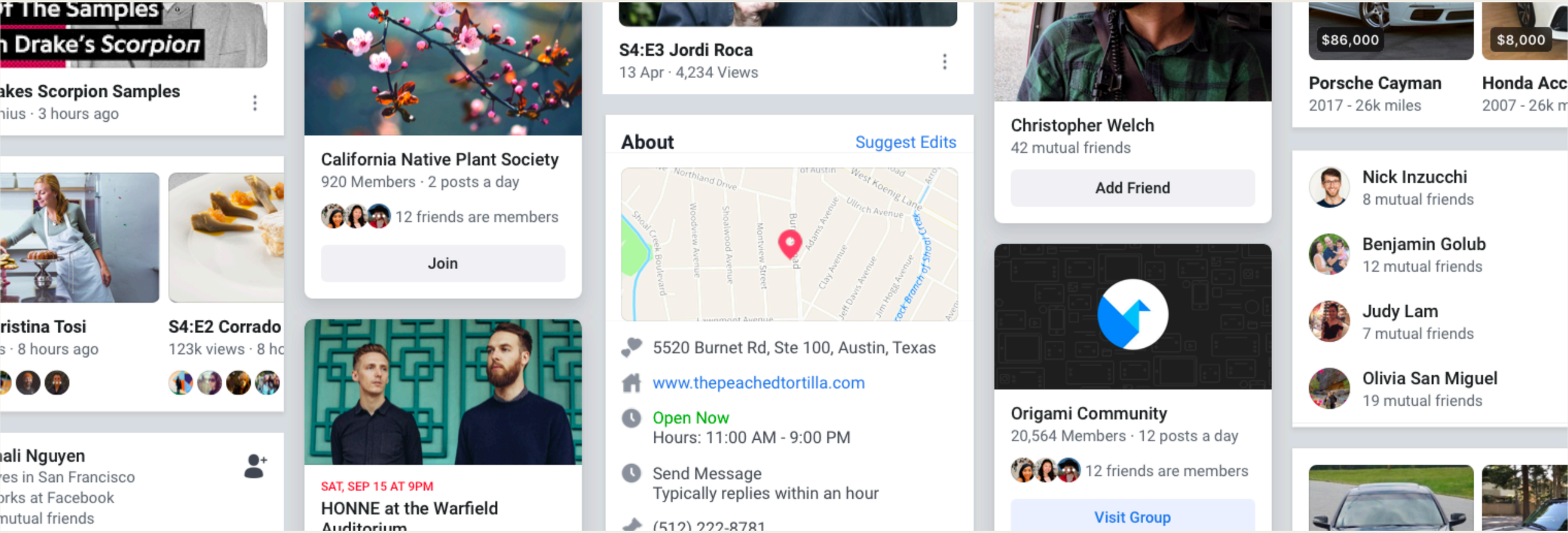
Multiple people may share a single device.

Design Patterns

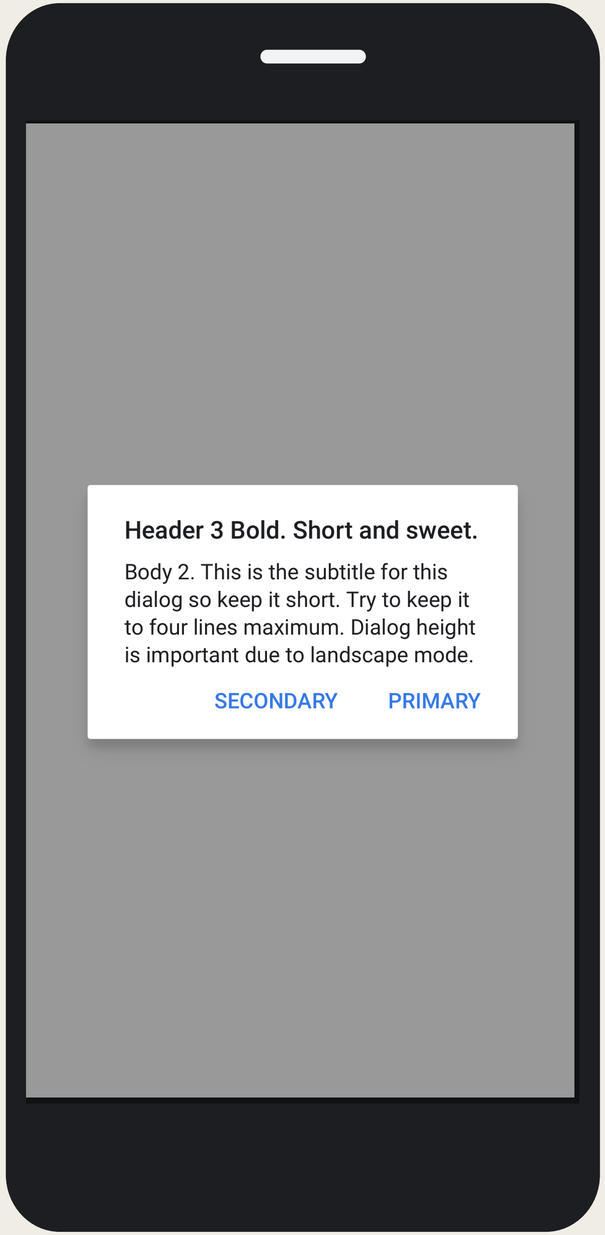
Material Design

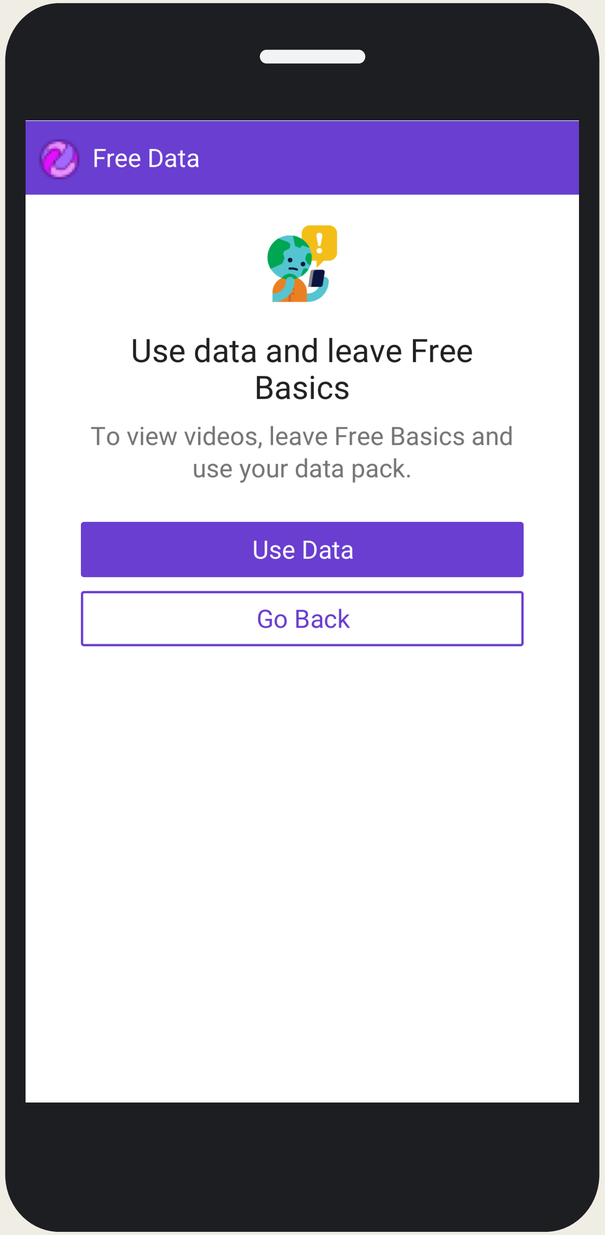


Tetra Design Framework

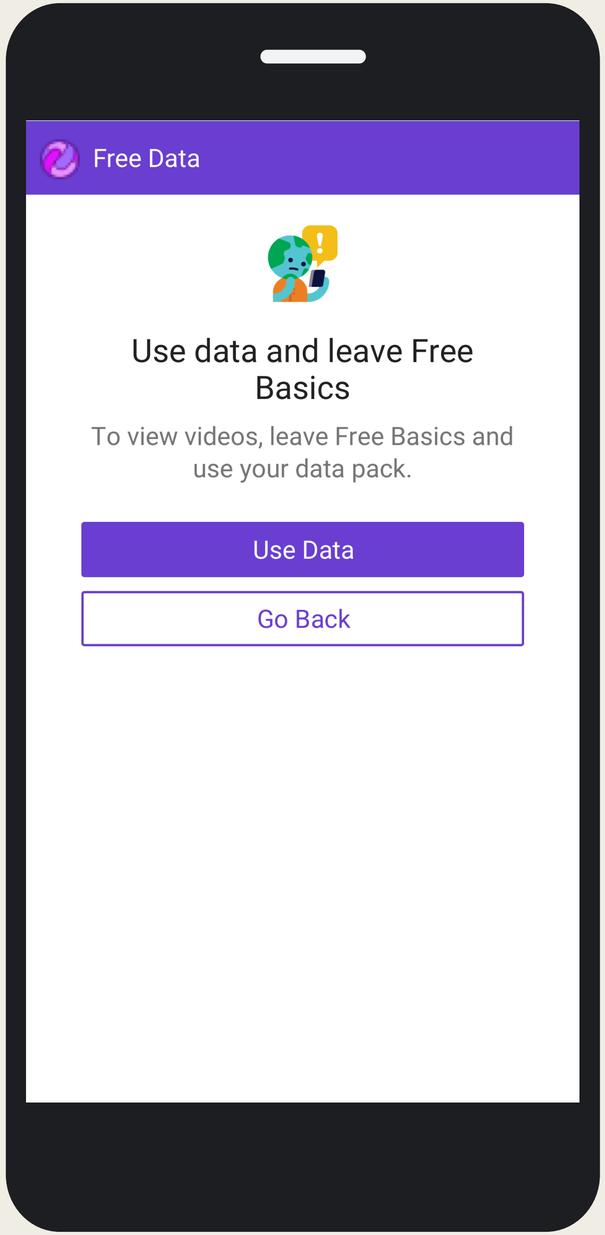


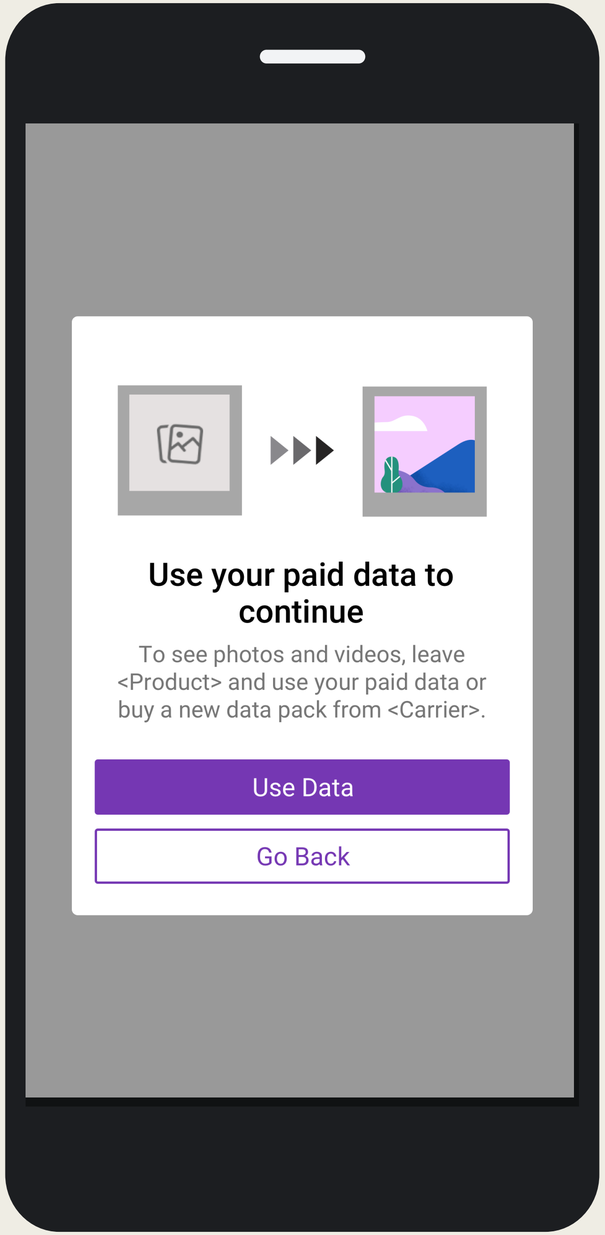
Buttons -


Header 3 Bold. Short and sweet.
Body 2. This is the subtitle for this dialog so keep it short. Try to keep it to four lines maximum. Dialog height is important due to landscape mode.
SECONDARY
PRIMARY

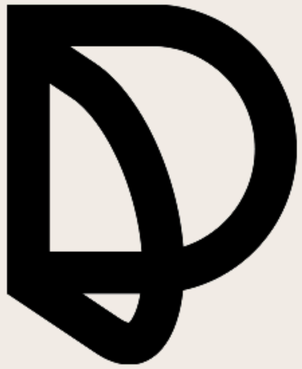

Free Data
Use data and leave Free Basics
To view videos, leave Free Basics and use your data pack.
Use Data
Go Back

Data Interstitial -





Visual Identity



Logo Variations

Possibilities

Discover

Discover
by facebook

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Design for emerging markets is about making simple and accessible products.