

Designing For Emerging Markets



Yael Cohen, Product Designer

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

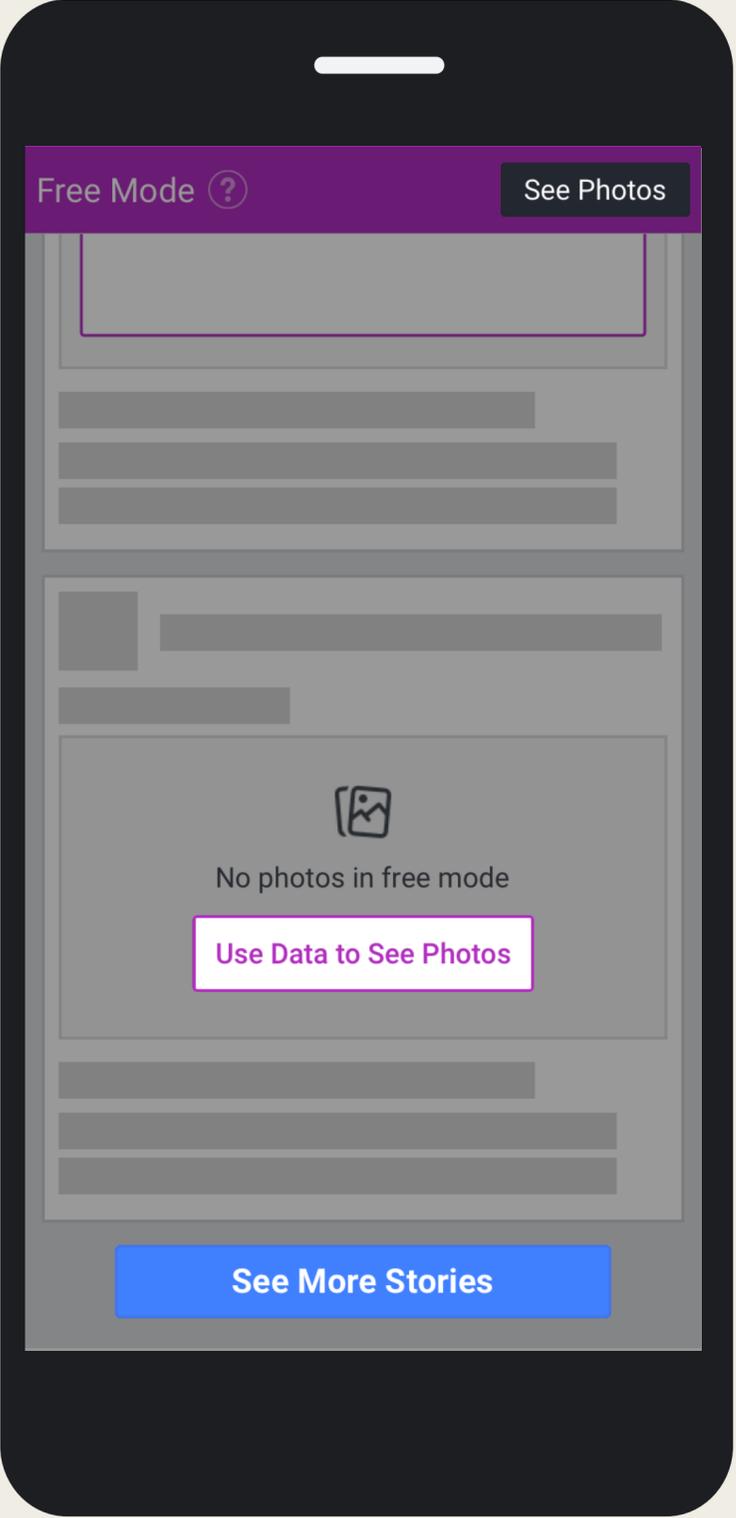
2 / Terminology

3 / Languages

and Translations

**Language translations affect
design.**

English



9

18

14

Filipino



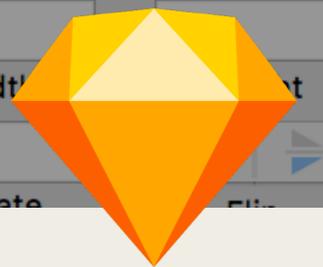
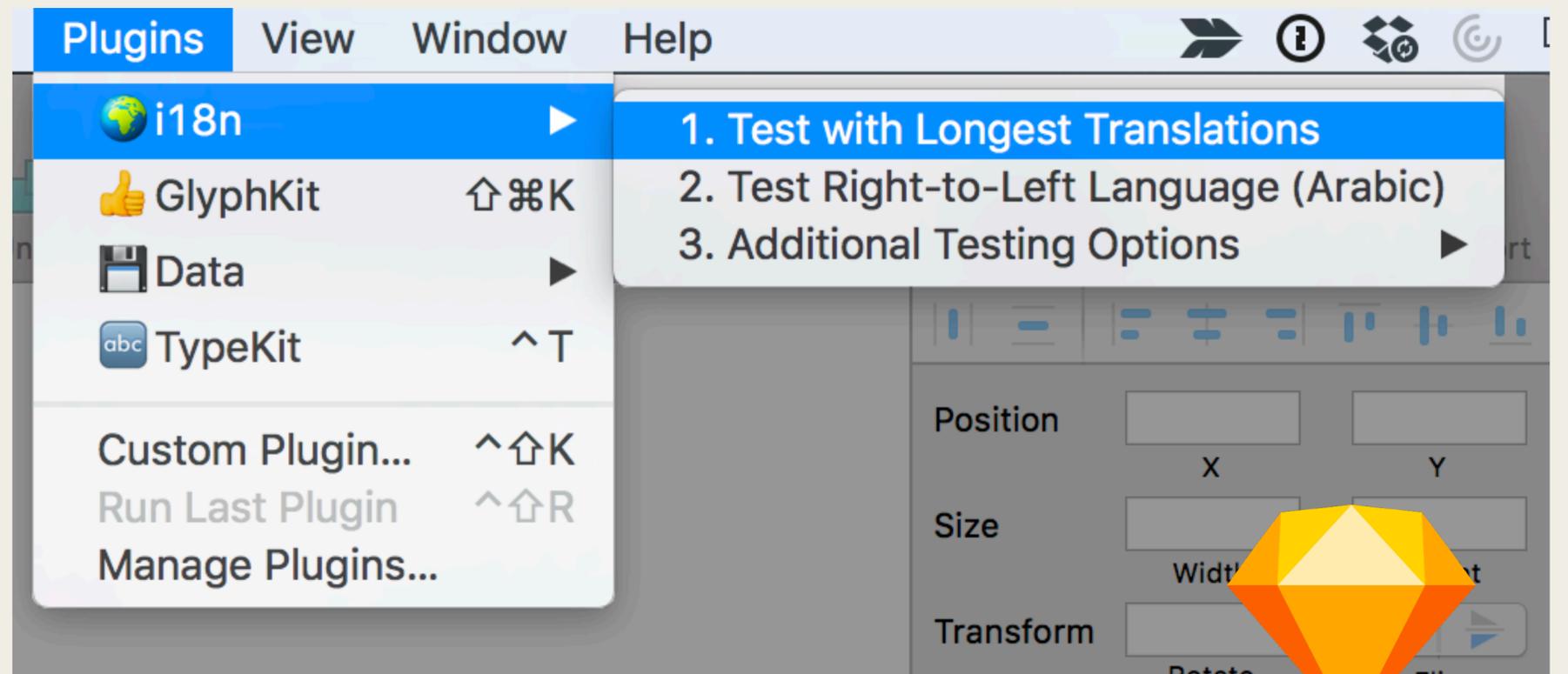
20

38

29

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

Design best practices for internationalization:



- 1 / English Fluency
- 2 / Terminology
- 3 / Languages
and Translations
- 4 / Data Sensitivity

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

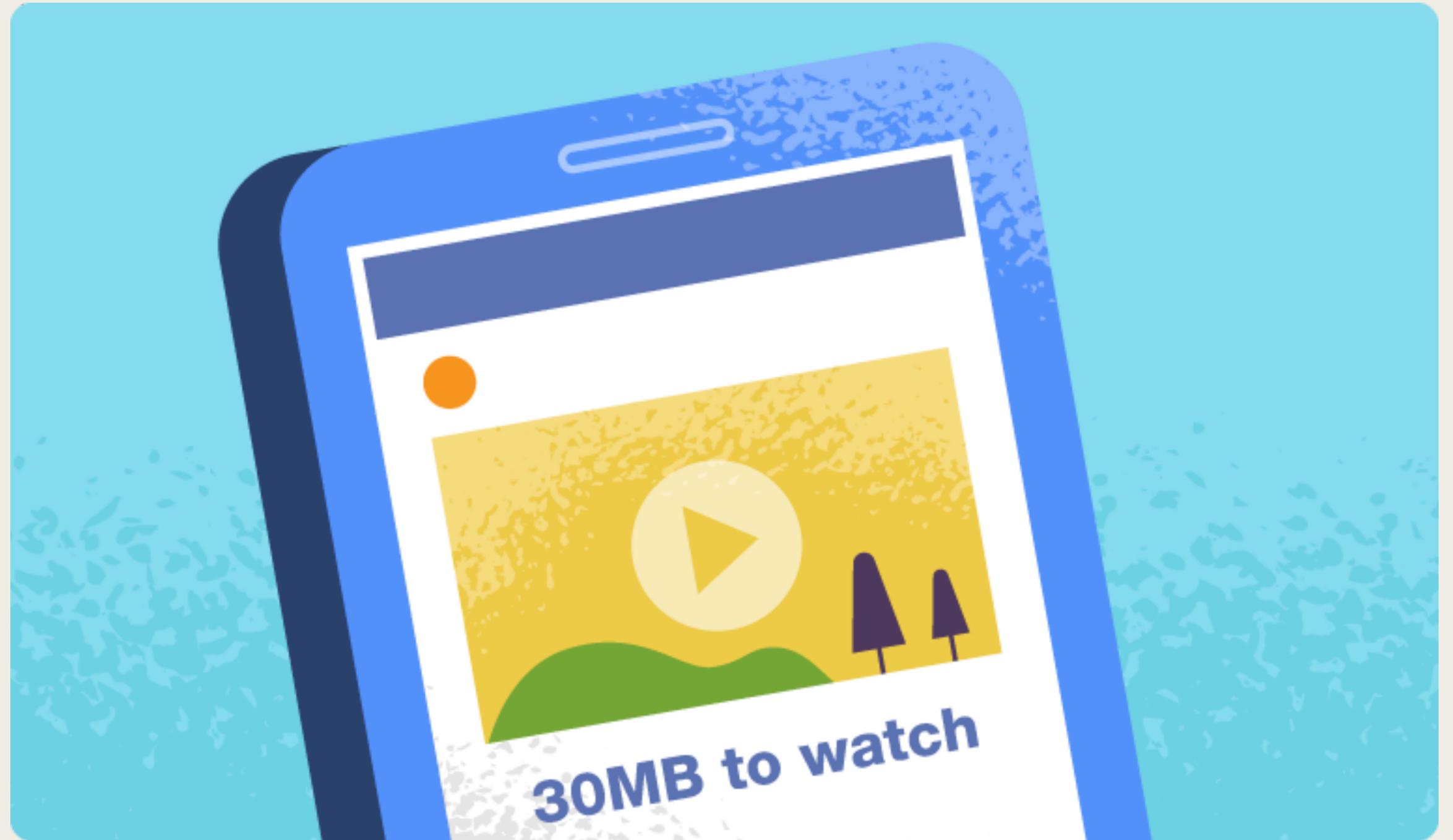
Design Guidelines For Data Sensitivity



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



- 1 / English Fluency
- 2 / Terminology
- 3 / Languages
and Translations
- 4 / Data Sensitivity
- 5 / **Connectivity**

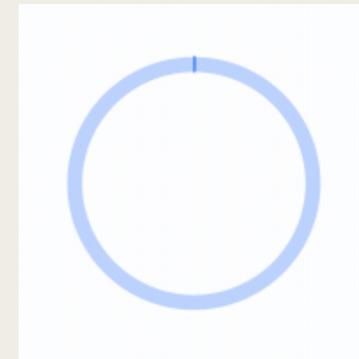
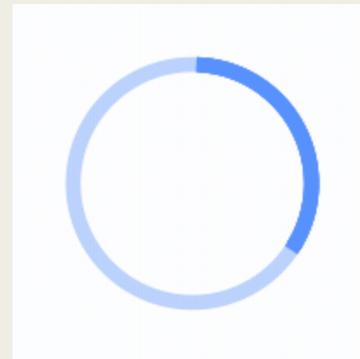
**Low and slow connectivity
impact people.**



Waiting Is The Experience

Progress Indicators -

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



States -

Fail States

You can still post offline

TRY AGAIN

Updating States

Connection found

- 1 / English Fluency
- 2 / Terminology
- 3 / Languages
and Translations
- 4 / Data Sensitivity
- 5 / Connectivity
- 6 / Device Consideration**

Supporting a wide variety of smart and feature phones.



- 1 / English Fluency
- 2 / Terminology
- 3 / Languages
and Translations
- 4 / Data Sensitivity
- 5 / Connectivity
- 6 / Device Consideration

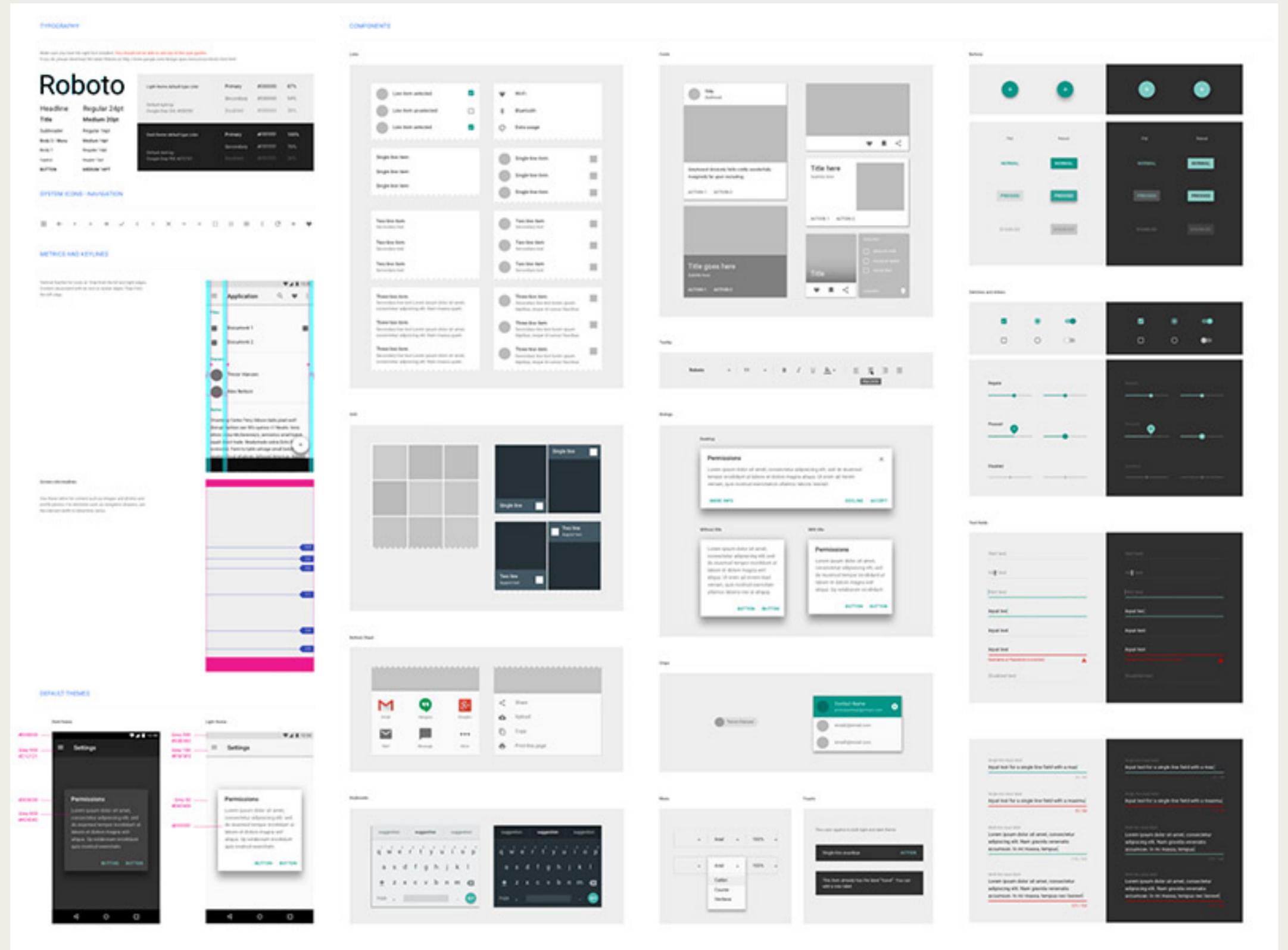
Multiple people may share a single device.



Design Patterns



Material Design



Tetra Design Framework

of The Samples
h Drake's Scorpion
akes Scorpion Samples
nius · 3 hours ago



ristina Tosi
s · 8 hours ago

ali Nguyen
es in San Francisco
orks at Facebook
mutual friends



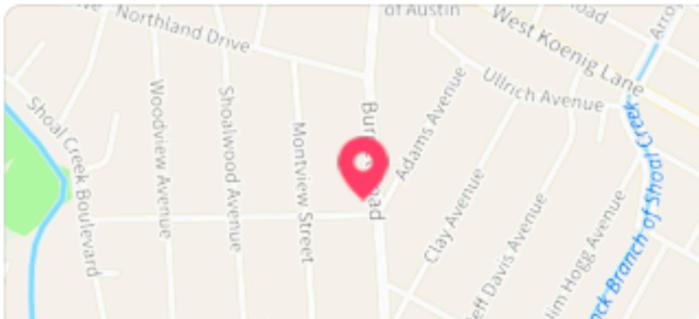
California Native Plant Society
920 Members · 2 posts a day
12 friends are members
[Join](#)



SAT, SEP 15 AT 9PM
HONNE at the Warfield Auditorium

S4:E3 Jordi Roca
13 Apr · 4,234 Views

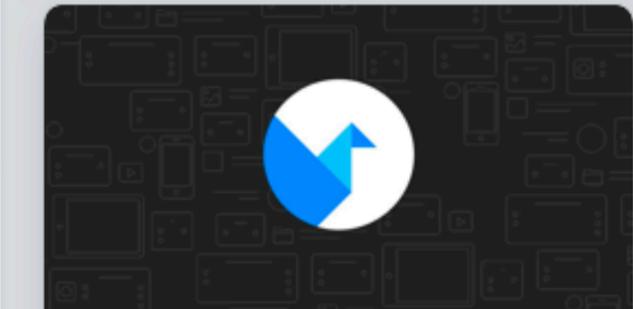
About [Suggest Edits](#)



5520 Burnet Rd, Ste 100, Austin, Texas
www.thepeachedtortilla.com
Open Now
Hours: 11:00 AM - 9:00 PM
Send Message
Typically replies within an hour
(512) 222-8781



Christopher Welch
42 mutual friends
[Add Friend](#)



Origami Community
20,564 Members · 12 posts a day
12 friends are members
[Visit Group](#)

Porsche Cayman
2017 - 26k miles
\$86,000

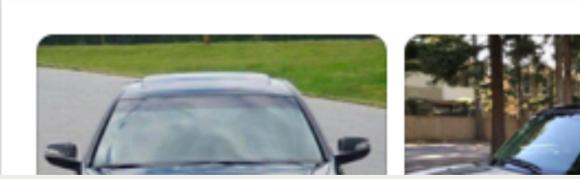
Honda Acc
2007 - 26k m
\$8,000

Nick Inzucchi
8 mutual friends

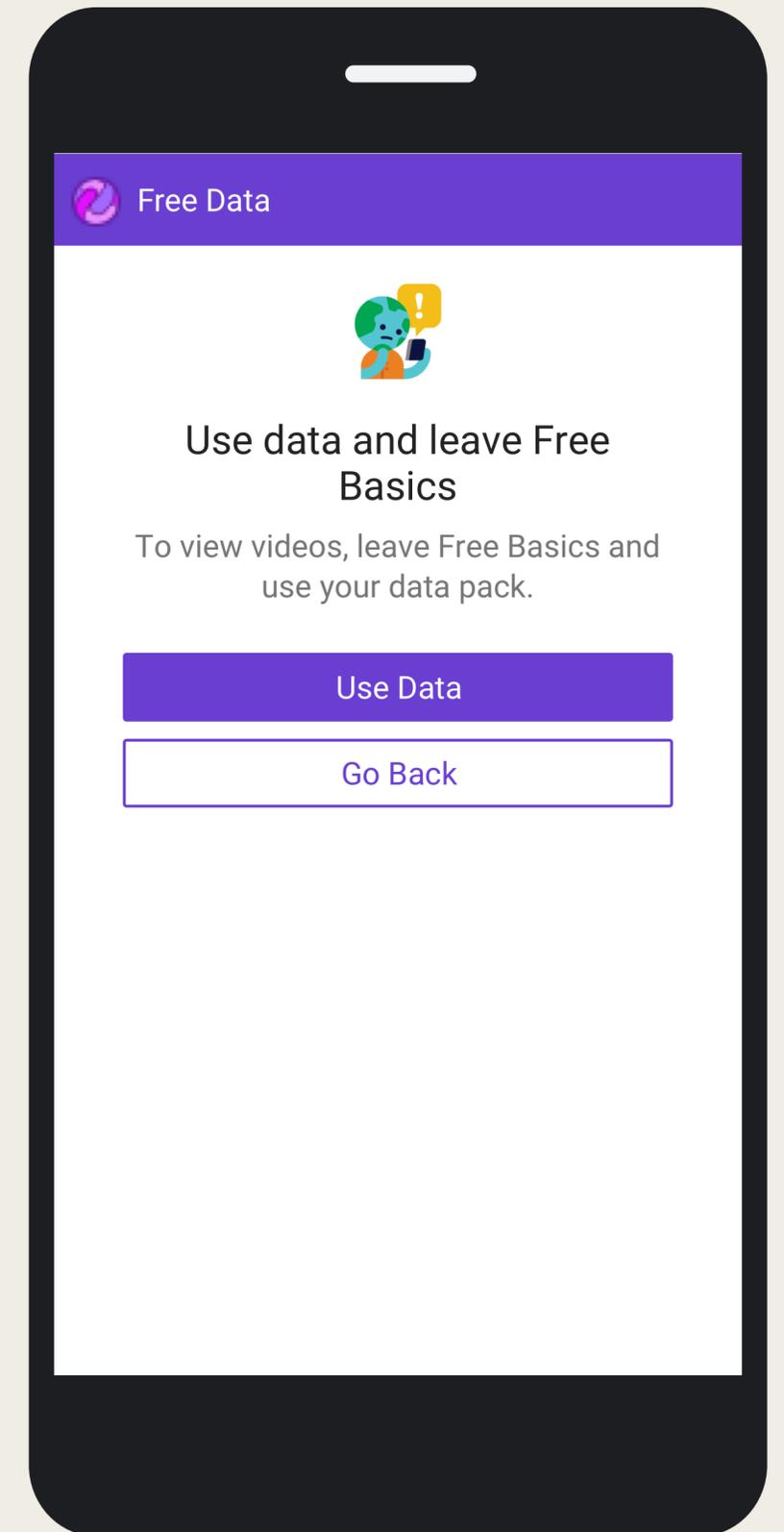
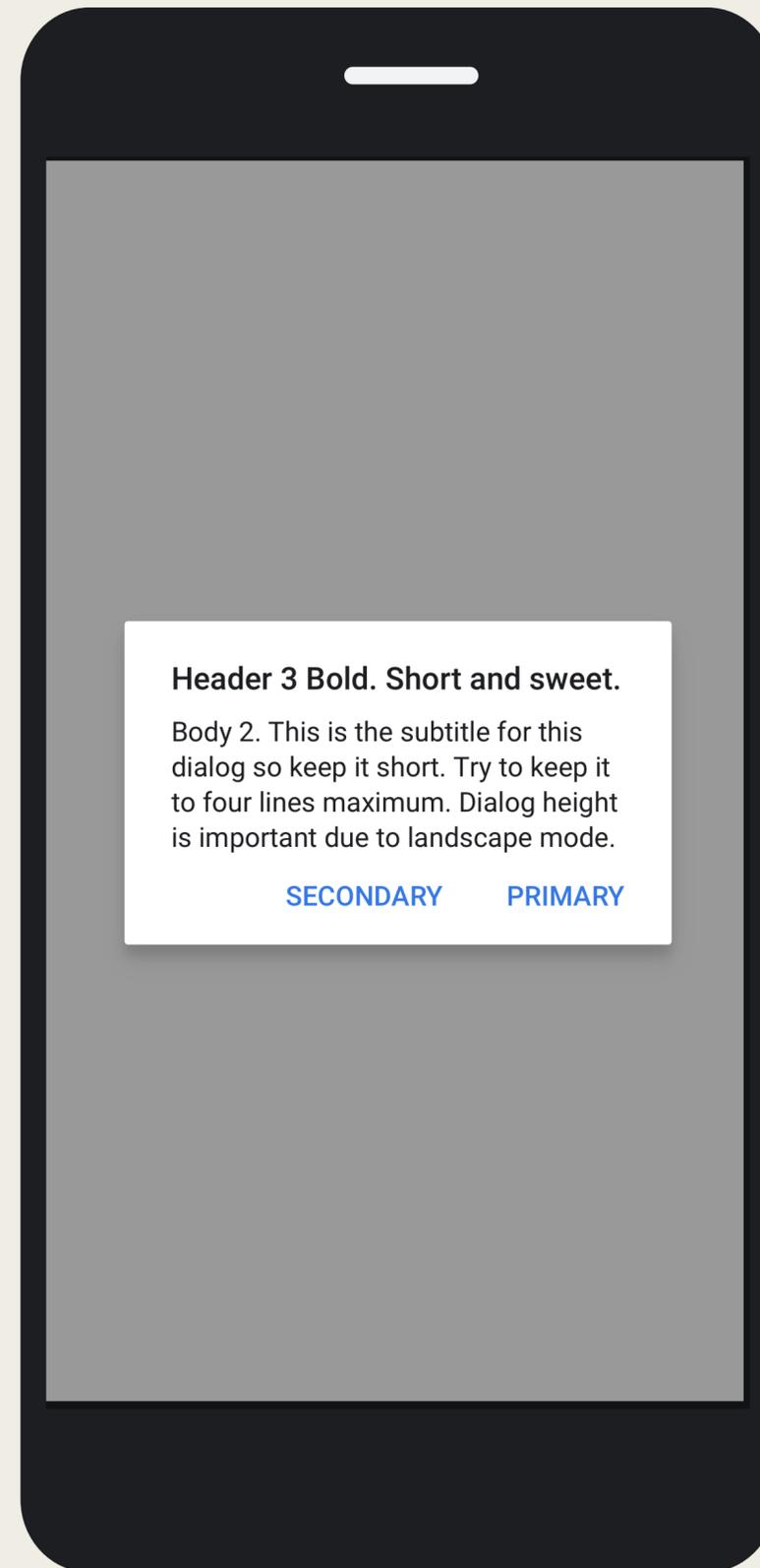
Benjamin Golub
12 mutual friends

Judy Lam
7 mutual friends

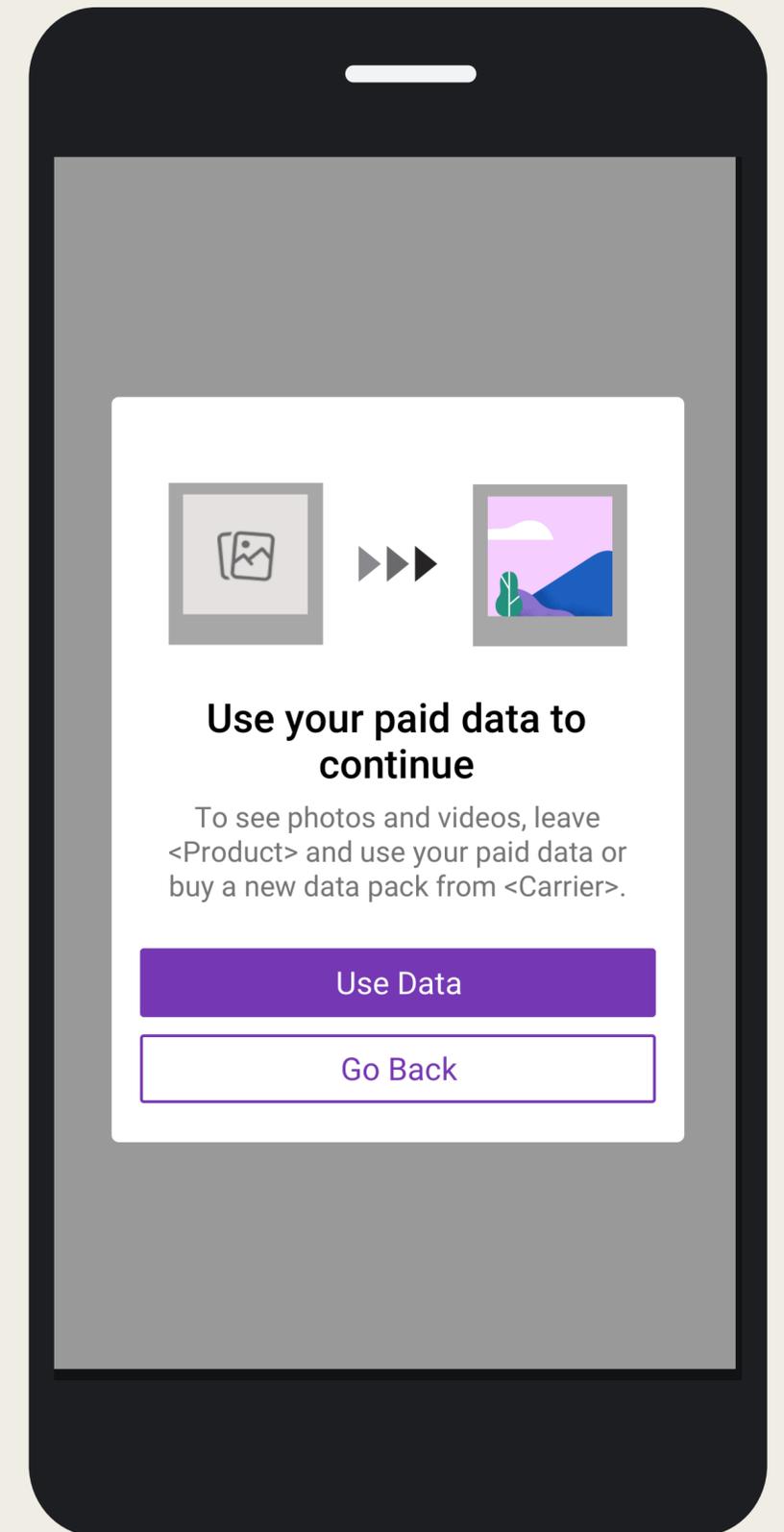
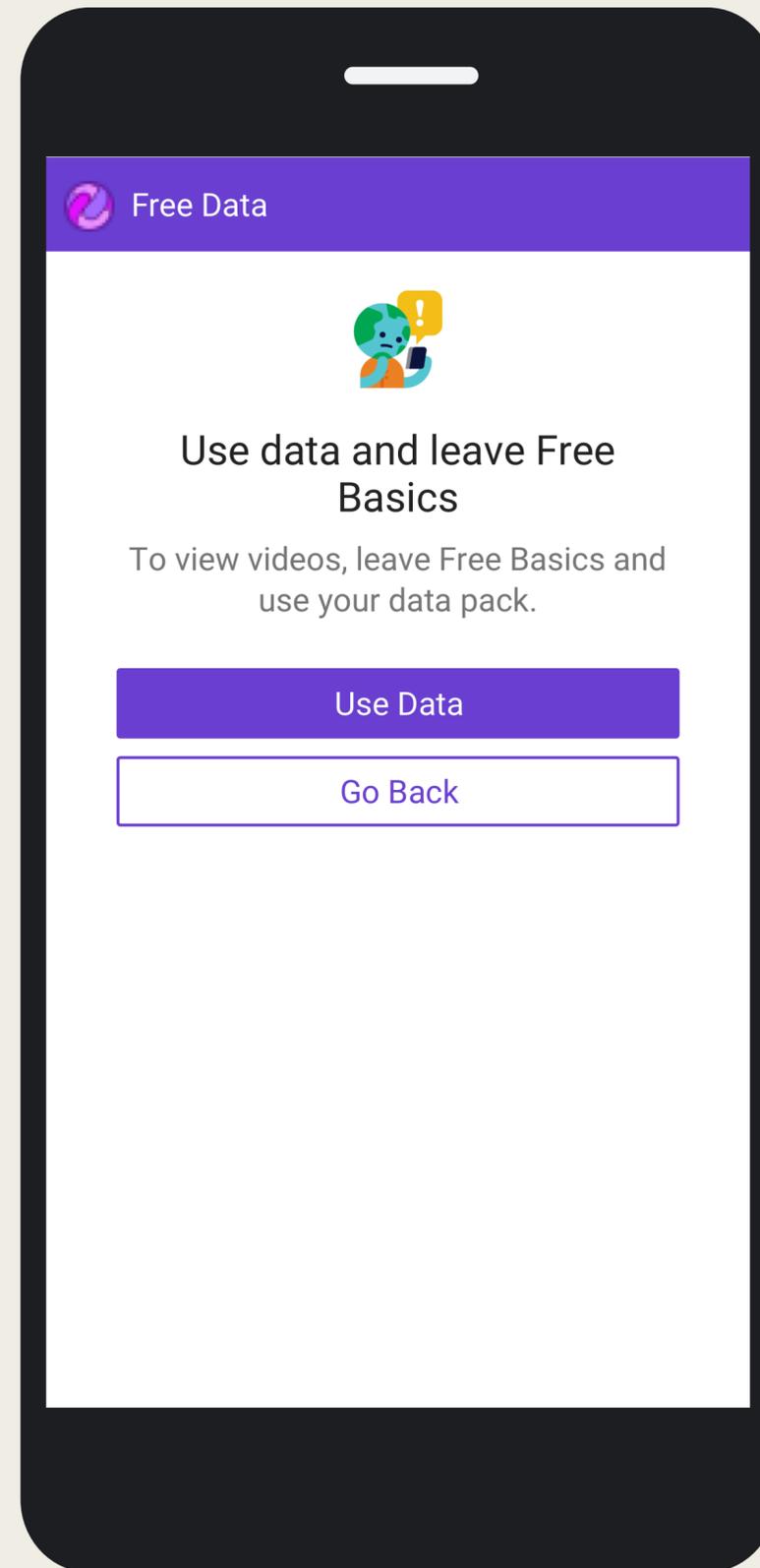
Olivia San Miguel
19 mutual friends



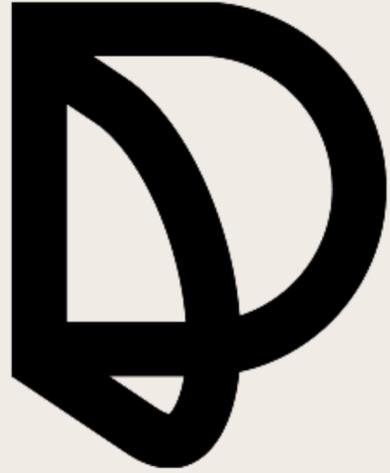
Buttons -



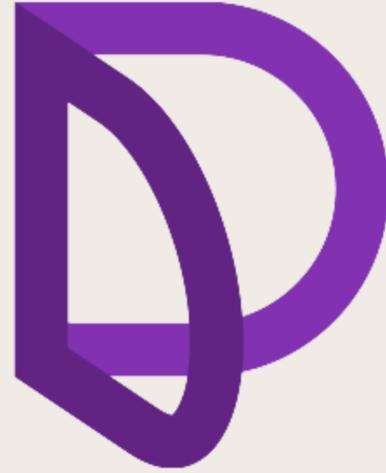
Data Interstitial -



Visual Identity



Logo Variations



Possibilities

Discover

Discover
by **facebook**

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

