

UX LOCALIZATION IN 4 KEY STAGES

Traditional UX design

UI design

- UX writing
- Input controls
- Navigation
- Layout
- White space
- Visual hierarchy
- Buttons
- Content
- Images

Usability

- Learnability
- Efficiency
- Memorability
- Errors
- Subjective satisfaction

App internationalization

- Flexible design for varying language length and font size
- Double-length pre- or pseudo-localization
- Right-to-left language support
- Support for local currencies, units, dates, time, and address formats
- Choice of display language
- Localization-informed UX writing

Identifying nontextual UI elements

- Layout
- Visual hierarchy
- Information architecture
- Images
- Color palette

- Animation and video
- Seals and badges
- Call-to-action buttons
- Use of white space
- Font size

Content localization

- Headings
- Body text
- Error messages
- Onboarding screens
- Instructions
- App store descriptions
- User-generated content
- Customer support emails and responses
- Social media and other marketing collateral
- Email marketing campaigns
- Documentation