ALPHA

Smart. Human. Global.

AI in International UI/UX Design

Creating the best user experience (UX) across all markets is the goal of any international enterprise. So how will AI help us to create better local experiences on a global scale?

From language to experience

At Alpha CRC, we've always been interested in how language and technology interact. Because, in any type of product or service, optimizing language with technology can create better user experiences in every context.

But, as the pace of digital transformation quickens, it's also becoming more important to understand how to design the best user experience (UX) for people using a product or service across different locales.

Very much connected to this is knowing how to create a highly intuitive user interface (UI) which meets the needs and expectations of its various users in different markets.

And, increasingly, AI is playing an important role in helping us to do this.

Beyond translation

Of course, while good translation is an important component of creating an optimal UX for different markets, there are many other issues to consider.

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For example, factors such as functional and linguistic quality, accessibility, demographic, language and cultural norms can all affect UI and UX. Having a well-rounded understanding of this, from both the technical and language perspective, leads to an improved UX and, crucially, customer onboarding and loyalty.

Staying relevant

In the age of personalization, algorithms, dynamic content and automated segmentation, it's clear that UX is paramount for impactful marketing and eCommerce.

But that means the UX needs to be tailored to highly specific user profiles. According to a study performed by Janrain & Harris Interactive, 74% of users expressed frustration when content isn't relevant to their needs, and this is becoming more and more prevalent as companies hone their online presence, whether their content is B2C or B2B.

Asking the big questions

Alpha CRC has expertise in all sides of the process of optimizing UX, from research to design and testing. So, what is the future of International UI/UX? How can we give ourselves even more time for the highest possible quality for language and localization? And how can we ensure our work is the most impactful possible through AI-assisted UI/UX research?

We spoke to Dmitri Kanarjov, Head of Operations (Alpha Estonia), about his opinions on the subject:

"Nowadays, AI is mainly used to predict human actions based on data analysis, and the main goal of UX is also aimed at predicting user behavior. There is a clear connection here, isn't there? So, the question is: can they help each other in some aspects?

"AI tools can take into account a variety of data, such as demographics, user behavior, session duration, objects to which they react. After analyzing this data, the AI can get a pretty clear idea of user preferences. This means that designers and developers can design and build UX according to fairly clear user portraits created by AI.

"Designers [who] use AI can create designs faster and cheaper thanks to the increased efficiency AI offers. AI's strength lies in the speed with which it can analyze massive amounts of data and suggest design adjustments. The designer can then select and approve adjustments based on this data.

"At the same time, the role of the UX designer will not become obsolete due to advanced technologies. AI is a huge opportunity, not a threat. However, the

approach to UX creation will change, when, with the utilization of AI, it will be possible to predict and test all user needs and, only then, create a [full] solution."

Bringing it all together

AI helps us make the many decisions which can improve the UX in different locales. International UI/UX means each language needs more or less its own design, and each demographic and user group must be carefully distinguished and provided for.

Elements such as text direction, character and word length, cultural sensitivities and meaning, and overall SEO will all need to be properly researched and tested. Linguists and subject matter experts will need to be consulted regularly, engineers and designers will need all the information found, and testers will need to ensure the UI is optimized for all relevant devices.

A functional, attractive and well-researched UX keeps users coming back again and again to experience and fully enjoy the products and services offered. The online landscape is changing, and we are always ready for the next advancement because we know, ultimately, it will help us with efficiency and accuracy when used correctly.

Learn more

To learn more about Alpha CRC's work in International UI/UX design and testing, as well as our other multilingual and multimedia services, visit us at alphacrc.com or email us at globalcommercial@alphacrc.com.