

HERZLICH WILLKOMMEN

KOLLOQUIUM: UX-CLOUD.COM
INTERKULTURELLES USER EXPERIENCE DESIGN
(B.A.) HÜSEYİN CALIKBASI

- » INFORMATION
- » DATEN
- » KULTUR
- » LIFESTYLE
- » GRAFIKEN
- » VERGLEICHE
- » UNTERSCHIEDE



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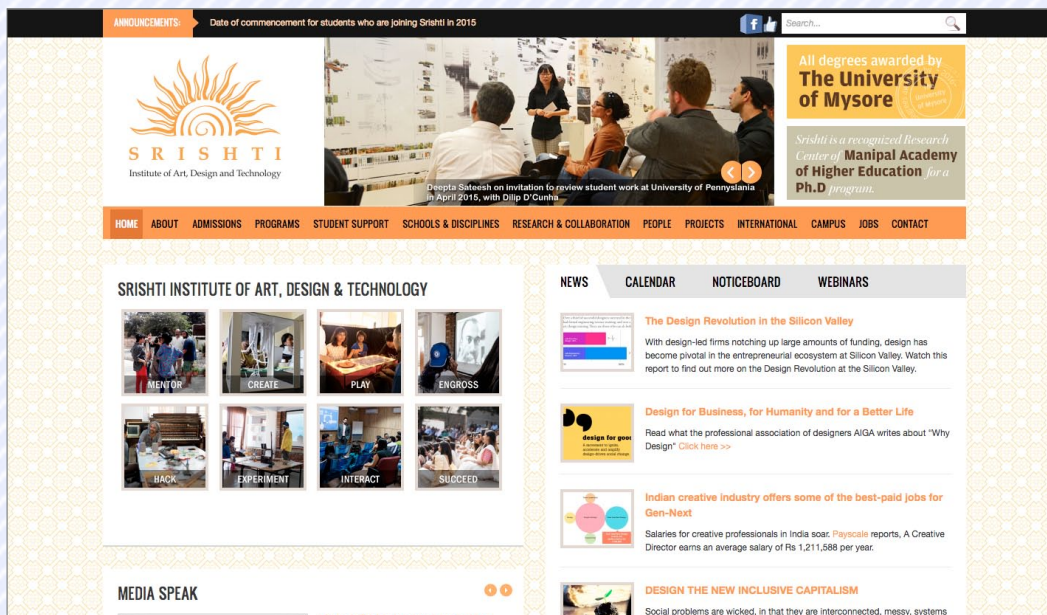
1. WARUM (UX-CLOUD)
2. DIVERSITY
3. BEISPIELE
4. UX.CLOUD.COM - AUFBAU, STRUKTUR
5. AUF DIE WEBSEITE, FERTIG, LOS.
6. UX-ANALYSE
7. WIE KÖNNTE ES MIT UX-CLOUD WEITER GEHEN?

WARUM UX

1. WARUM IST INTERKULTURELLES USER EXPERIENCE DESIGN SO WICHTIG?
2. WIE GUT KENNT IHR EURE NUTZER/ KUNDEN WIRKLICH?

INTERFACE

WO GIBT ES UNTERSCHIEDE?



SRISHTI - INSTITUTE OF ART,
DESIGN AND TECHNOLOGY

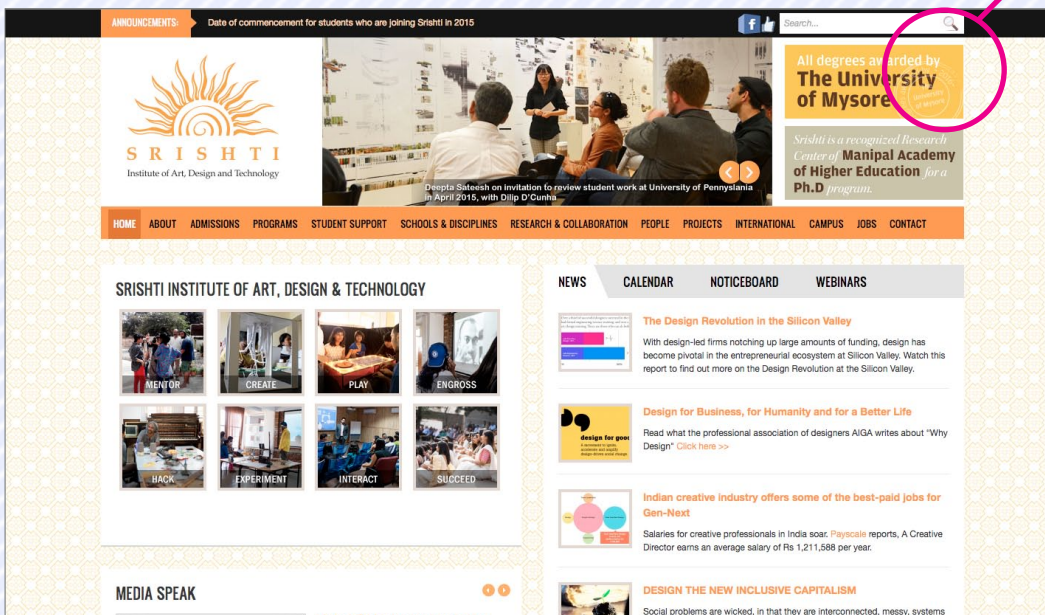


HOCHSCHULE MANNHEIM,
GERMANY

INTERFACE

WO GIBT ES UNTERSCHIEDE?

FARBEN



SRIISHTI - INSTITUTE OF ART,
DESIGN AND TECHNOLOGY



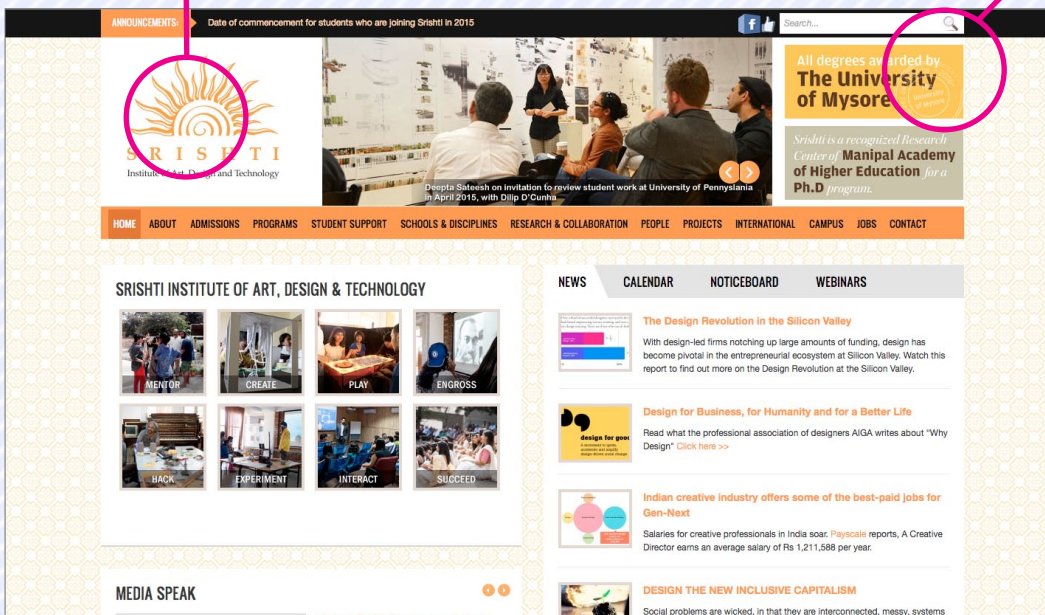
HOCHSCHULE MANNHEIM,
GERMANY

INTERFACE

WO GIBT ES UNTERSCHIEDE?

SYMBOLE

FARBEN



SRIŠHTI - INSTITUTE OF ART,
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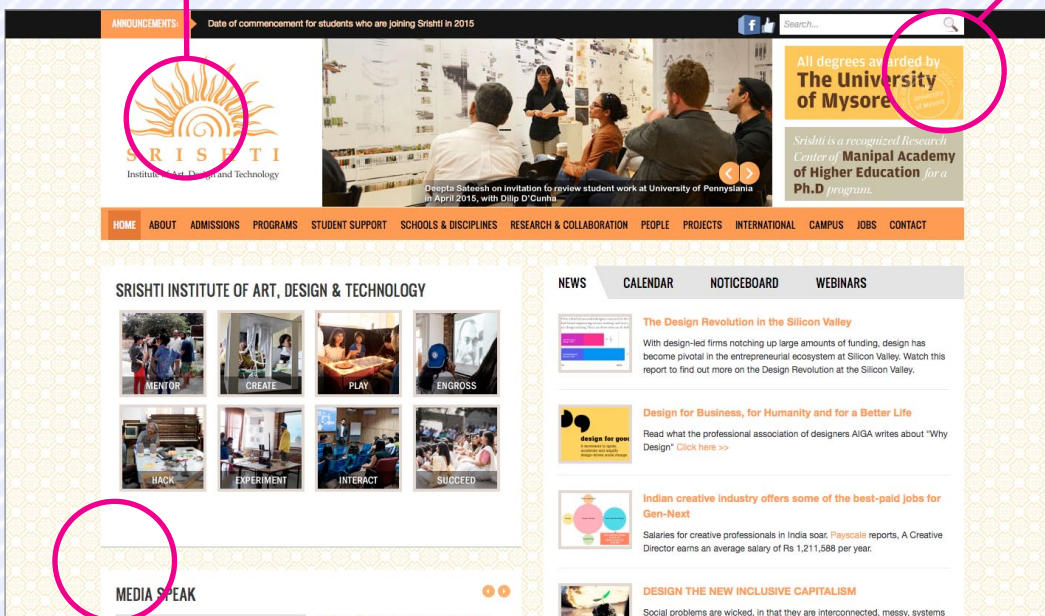
HOCHSCHULE MANNHEIM,
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INTERFACE

WO GIBT ES UNTERSCHIEDE?

SYMBOLE

FARBEN



PATTERN

SRIŠHTI - INSTITUTE OF ART,
DESIGN AND TECHNOLOGY

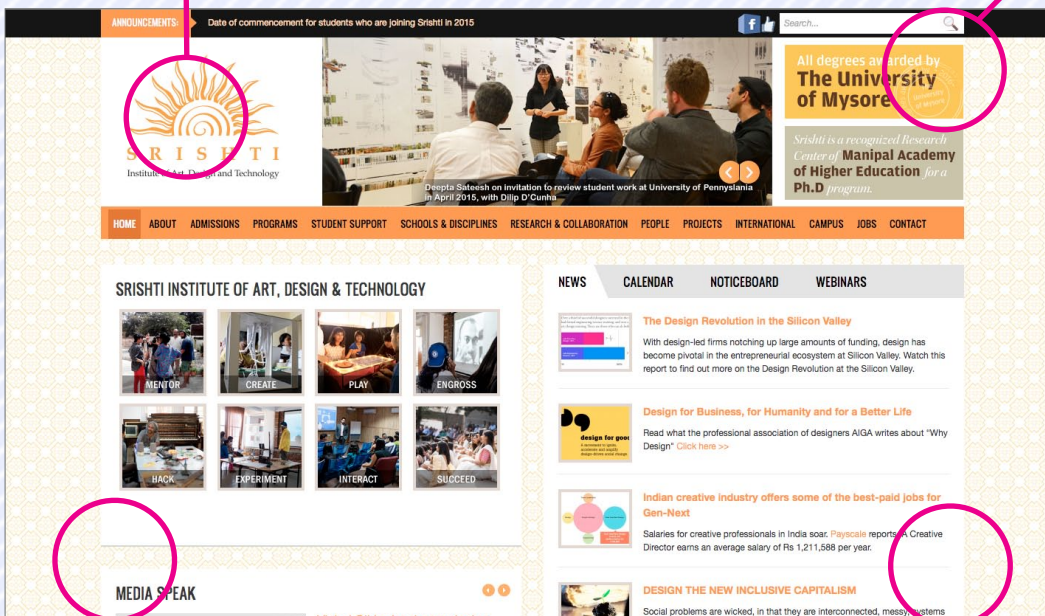
HOCHSCHULE MANNHEIM,
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PATTERN

SRIŠHTI - INSTITUTE OF ART,
DESIGN AND TECHNOLOGY

TYPOGRAPHIE

HOCHSCHULE MANNHEIM,
GERMANY

DIVERSITY

GESCHMÄCKER SIND UNTERSCHIEDLICH

- » LIFESTYLE
- » KULTUR
- » ARCHITEKTUR
- » RELIGION
- » FARBEN
- » VIELES MEHR



INDIA





GERMANY



JAPAN



TURKEY



U.S.A.



BEISPIELE:

UNTERNEHMEN PASSEN IHRE USER EXPERIENCE
DEM USER AN.



TURKEY



McDonald's website interface for Turkey, featuring a navigation bar, a main promotional banner for the 'PARTİ SEPETİ' (Party Basket) menu, and a carousel of promotional cards.

Navigation Bar: Üye Girişi, Kayıt Ol, AloServis, Restoranlar, Bilgi Toplumu Hizmetleri, Bize Ulaşın

Menu Bar: ÜRÜNLER, KURUMSAL, YENİLİKLER, DENGELİ BESLENME, KALİTE, McD Café™

Main Banner:

- PARTİ SEPETİ**
- ~~62,50₺~~
35,95₺
- QUARTER POUNDER
DOUBLE McCHICKEN
CHEESEBURGER
CHICKEN McBITES
2 ORTA BOY PATATES
3 ORTA BOY İÇECEK
- McDonald's AloServis
444 62 62
- SİPARİŞ VER**

Kampanya sadece McDonald's AloServis siparişlerinde geçerlidir. Ürün miktarlarına servis takımı dahil değildir.

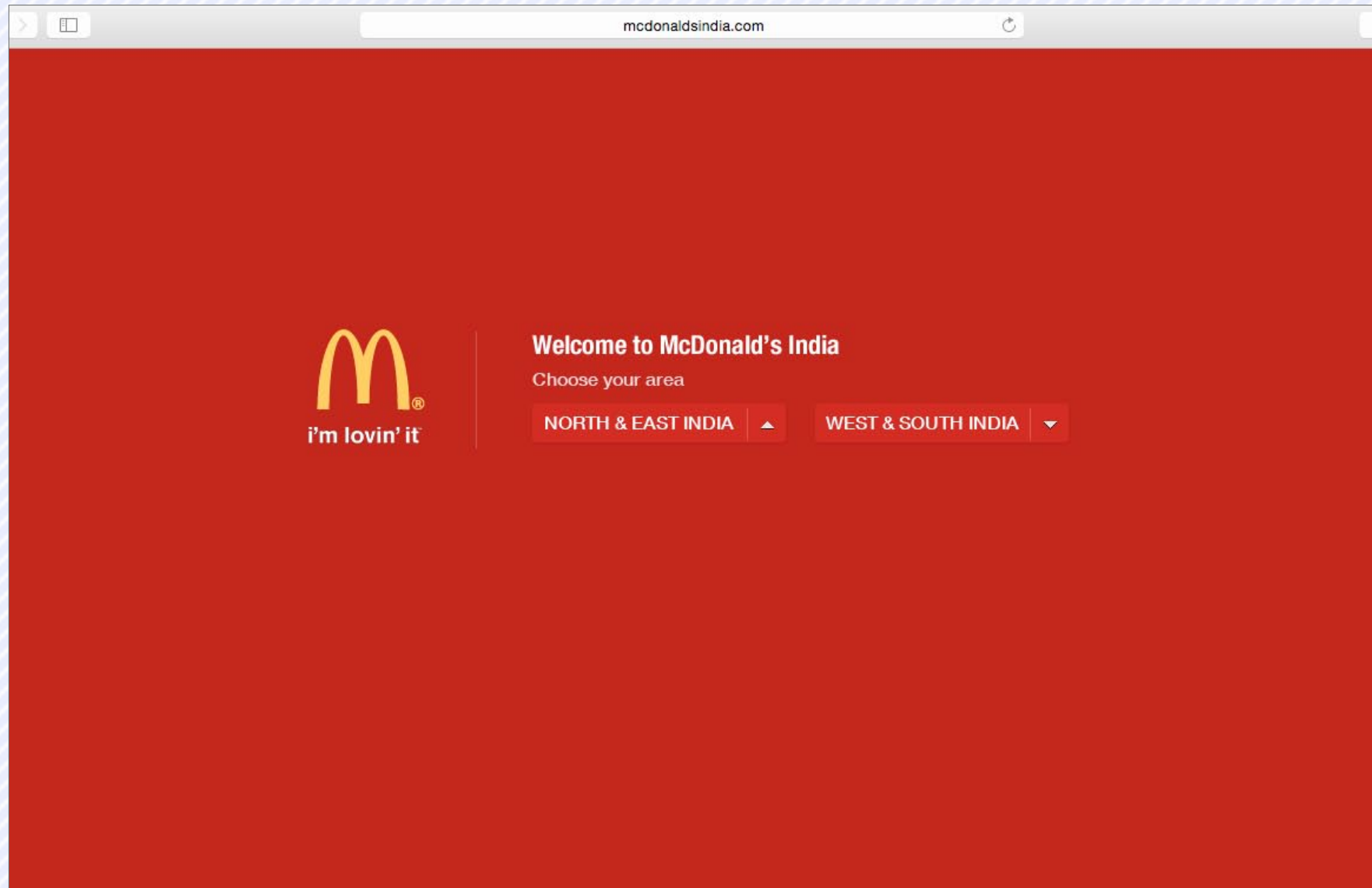
Carousel:

- Happy Studio
- Doğum Günü Partileri
- McDonald's Et Üretimi Hakkında

Footer:

- İzmir Park AVM McDonald's restoranı açıldı
- facebook, Instagram
- McDonald's Like Page 57m likes

INDIA



INDIA - NORTH/EAST



mcdonaldsindia.net

Food ▾ Kids Zone ▾ Promotions ▾ McDelivery Store Locator

f YouTube

How *Spicy* is McSpicy™?

Add spice to your life and enjoy McSpicy™ today!

BIG Spicy Chicken Wrap

McSpicy™ Chicken

McSpicy™ Paneer

BIG Spicy Paneer Wrap

WATCH OUR TVC >

IT CANNOT GET MORE APP-ETISING THAN THIS.
INTRODUCING THE McDELIVERY™ APP

Download the McDelivery™ App from:

Get it on Google play Available on the App Store

Order Online or 66000666

INDIA - SOUTH/WEST



mcDonaldsindia.com

ABOUT US LOCATE US CONTACT US
Call Us 66 000 666
Order Online mcdelivery.co.in

HOME MENU KIDS ZONE REAL ESTATE CONVENIENCE NUTRITION WORK @ MCDONALD'S

MAKE WAY FOR FUN WITH THE MINIONS!
COLLECT ALL 10 EXCITING TOYS

MINIONS
ONLY IN CINEMAS!

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STORES
FIND THE NEAREST STORE

TOYS
GRAB THEM ALL SOON

NUTRITION INFORMATION
DOWNLOAD PDF

McDELIVERY ONLINE
MCDelivery.CO.IN

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This is the direct link with the notification issued by the Government of India, Ministry of Finance (Department Revenue). Click here to view PDF

JAPAN



U.S.A.



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MINION MANIA

We're giving away

\$250,000

EAT, PLAY, CELEBRATE.

each week' online. Plus minions of other instant prizes at participating McDonald's.
NO PURCHASE NECESSARY. Must be 18+. Subject to Official Rules at MinionsatMcD.com. © 2015 McDonald's

NEW STRAWBERRY LEMONADE
**REAL STRAWBERRIES.
REALLY REFRESHING.**
McCafé
NO ARTIFICIAL FLAVORS

**"Do you make your fries
with real potatoes?"**

**Get in on all the
lovin' action
ahead of time.**
♥♥♥

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GERMANY



mcDonalds.de

Produkte McCafé Familien Karriere Über uns Restaurants

BIS ZUM 15. JULI: HALBFINALE #1
DEIN GESCHMACK. DEINE STIMME. DEIN BURGER.

Seit 29. Juni in deinem McDonald's Restaurant: die ersten beiden Halbfinalisten des Burger Battle 2015. Jetzt probieren, online voten und Gewinnchance auf eine von 50.000 personalisierten Coke Flaschen sichern.

BURGER BATTLE
JETZT PROBIEREN UND VOTEN!

GEWINNE EINE COKE MIT DEINEM NAMEN

VS

Mehr erfahren

Coca-Cola, Coke, Coca-Cola zero, Coca-Cola light und die Kontourtasche sind eingetragene Schutzmarken der The Coca-Cola Company. Solange der Vorrat reicht. In allen teilnehmenden Restaurants. In Frühstückrestaurants ab 10:30 Uhr (sonn- und feiertags ab 11:30 Uhr).

McFLURRY® MIT PICK UP!

ENTSPANN' DICH MAL UND NOCHMAL

UNSER ESSEN. EURE FRAGEN.

NEU

MIT CREMIGEM McSUNDAE EIS

Das ist anders als alles, was du kennst: knackige Schokolade, Milch-Eis und ein total verrückter Keks. McFlurry PICK UP!

Hoi' dir den Genuss des Sommers im McCafé, denn unser köstlicher Eiskaffee und die leckere Eisschokolade sind zurück. Besonders lecker: mit cremigem McSundae Eis.

Ihr habt Fragen zu unserem Essen? Hier beantworten wir sie. Einfach gleich selbst ausprobieren!

GOOGLE

Google hat zu diesen Unterschieden und Gemeinsamkeiten folgende Einstellung:

Bei Google akzeptieren wir nicht einfach Unterschiede - Wir feiern und unterstützen sogar diese. Unserer Produkte und unserer Gemeinschaft profitieren davon.

Google













At Google, we don't just accept difference - we celebrate it, we support it, and we thrive on it for the benefit of our employees, our products and our community.

GOOGLE DOODLE-ARCHIV



Google Doodle-Archiv Über Doodles

Doodles suchen Deutsch

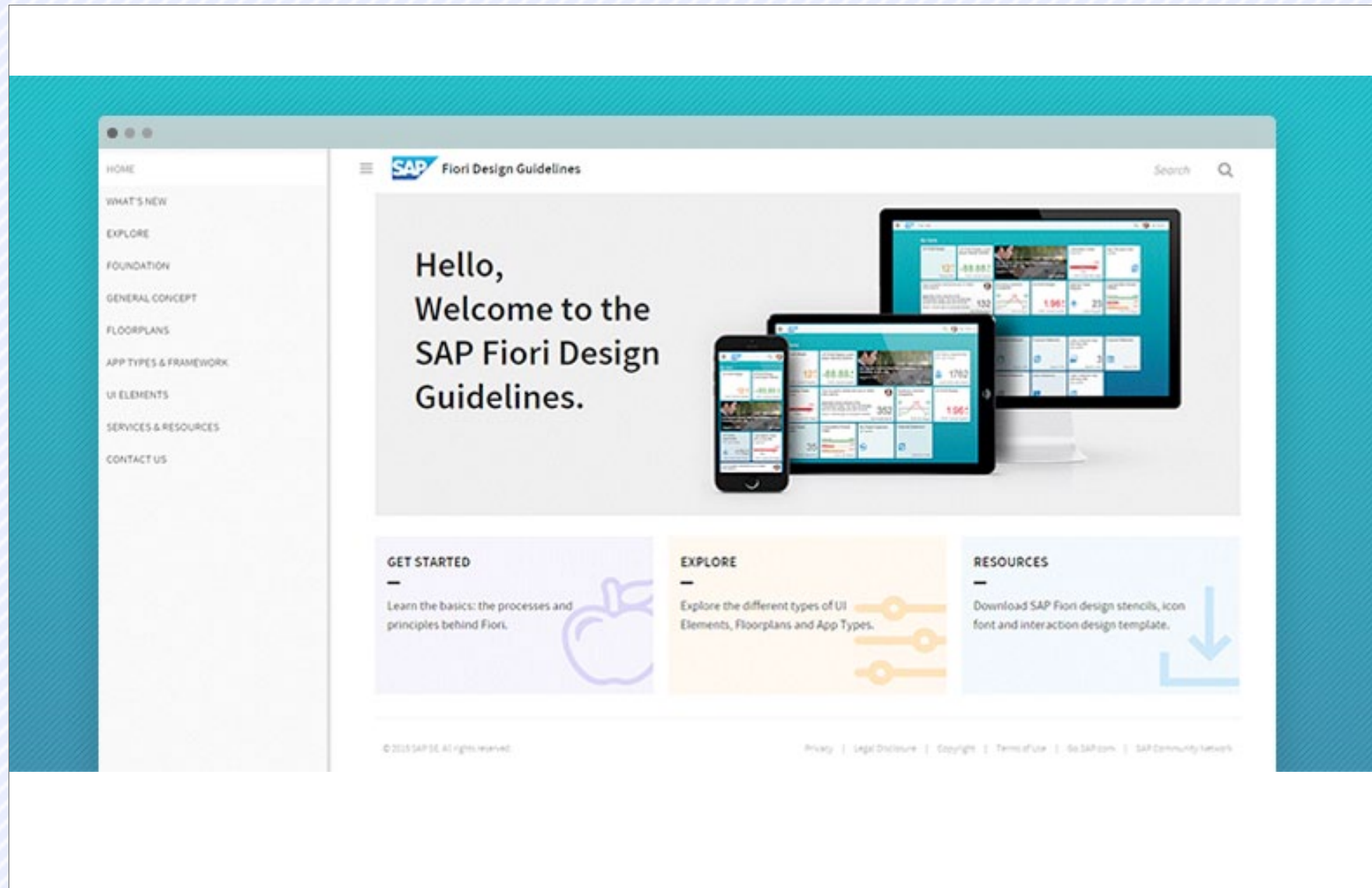
 <p>New Horizons Pluto flyby 14.07.2015</p>	 <p>Französischer Nationalfeiertag 2015 14.07.2015</p>	 <p>74. Geburtstag von Ehud Manor 13.07.2015</p>
 <p>40. Jahrestag des Nationalmonuments von Indonesien 12.07.2015</p>	 <p>Argentinischer Nationalfeiertag 2015 09.07.2015</p>	 <p>74. Geburtstag von Aiga Rasch 09.07.2015</p>
 <p>114. Geburtstag von Eiji Tsuburaya 07.07.2015</p>	 <p>FIFA Women's World Cup 2015 Winner (US) 06.07.2015</p>	 <p>Venezolanischer Nationalfeiertag 2015 05.07.2015</p>
 <p>Finale der FIFA Frauen-WM 2015</p>	 <p>Algerischer Nationalfeiertag 2015</p>	 <p>Unabhängigkeitstag USA 2015</p>

GOOGLE

- Es werden kulturelle Aspekte berücksichtigt
- Produkte werden personalisiert
- Diverse Nationalfeiertage und Globale Highlights in einem Jahr werden hervorgehoben

The screenshot shows the SAP User Experience Community website. The browser address bar displays 'experience.sap.com'. The page has a dark teal header with the site name on the left and navigation links (Login, Help, Contact Us) on the right. Below the header is a teal navigation bar with two main sections: 'Explore the Community' and 'News and Info from SAP'. The 'Explore the Community' section includes links for 'Community Home', 'Discussion Forum', 'Learn the Basics about Design and User Experience', and 'Skill Up on Design and User Experience'. The 'News and Info from SAP' section includes links for 'SAP's User Experience Strategy', 'SAP Fiori, Screen Personas, and UX Design Services', 'Participate in Improving Products with SAP', and 'Design News from SAP'. The main content area features a large headline 'Let's talk about design and user experience' in teal. To the right of the headline is a rounded rectangular box containing three profile pictures of people and the text 'JOIN THE CONVERSATION!'. Below this are two featured articles. The first article, titled 'Don't Miss The next Fiori Customer Interest call', includes the text 'The next Fiori Customer Interest call will be on the 14th of July, 10am CET and 5pm CET.' and '102 | Marie Kretz'. The second article, titled 'Medical Research Insights Team Awarded in the "Germany - Land of Ideas" Competition!', includes the text 'We are very honored to have recently been awarded with the "Germany - Land of Ideas" initiative prize for our Medical Research Insights...' and '186 | Gloria Costa'.

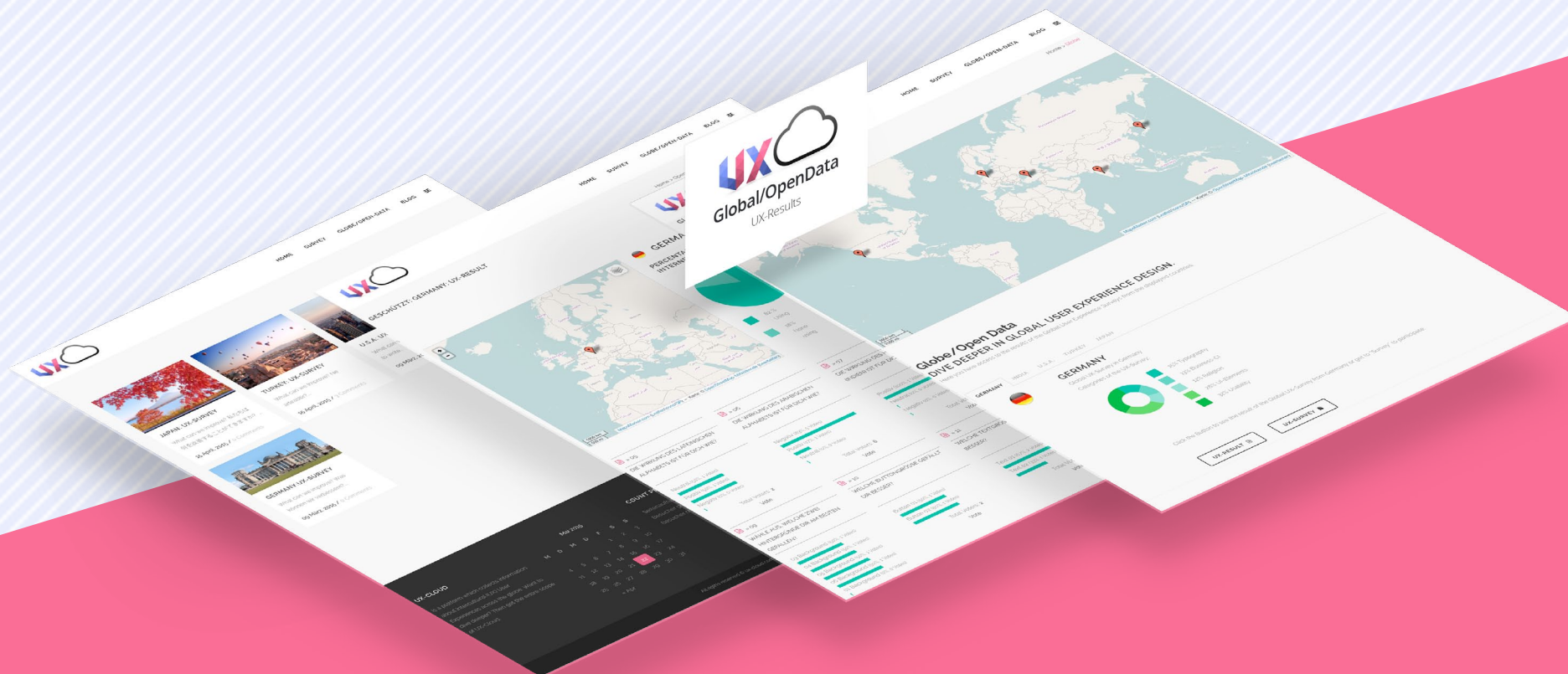
SAP FIORI DESIGN GUIDELINES





UX-CLOUD.COM

AUFBAU UND STRUKTUR DES WEBINHALTES.



BENUTZUNG DES CMS WORDPRESS



DOWNLOAD WORDPRESS

The screenshot shows the WordPress.org homepage. At the top left is the WordPress logo and the text 'WORDPRESS.ORG'. To the right is a search bar with the text 'Search WordPress.org' and a magnifying glass icon. Below the logo is a navigation menu with links: 'Showcase', 'Themes', 'Plugins', 'Mobile', 'Support', 'Get Involved', 'About', 'Blog', and 'Hosting'. A prominent blue button labeled 'Download WordPress' is located on the right side of the navigation bar.

The main content area features three smartphones displaying the WordPress mobile app interface. The first phone shows the dashboard with a sidebar menu. The second phone shows the same dashboard with a different theme. The third phone shows the 'Themes' section with a search bar and a list of themes, including 'Twenty Fourteen'.

To the right of the smartphones, there is a text block:

WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.

The core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of [plugins](#) and [themes](#) available to transform your site into almost [anything you can imagine](#). Over 60 million people have chosen WordPress to power the place on the web they call "home" — we'd love you to join the family.

Ready to get started? [Download WordPress 4.2.2](#)

WordPress ist auch auf [Deutsch](#) verfügbar.

WordPress Swag



News From Our Blog

[WordPress 4.3 Beta 2](#)
WordPress 4.3 Beta 2 is now available! This

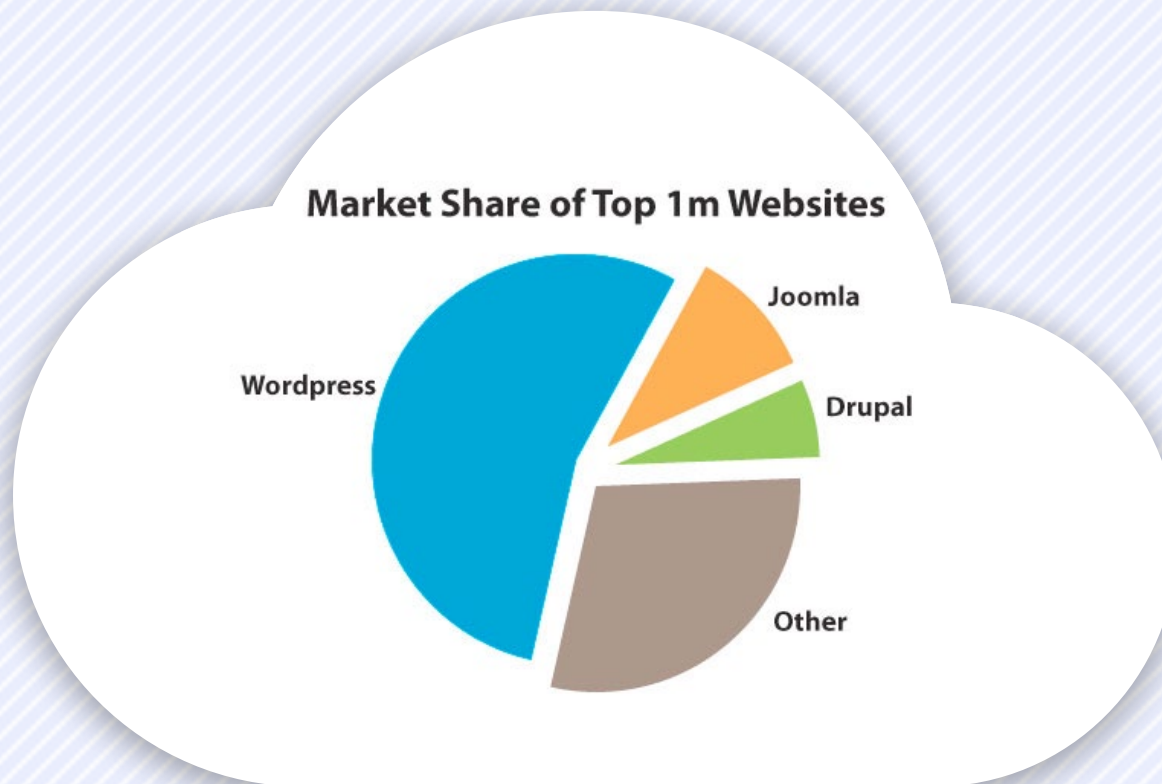
It's Easy As...

1 [Find a Web Host](#) and get great hosting while supporting WordPress at the


WordPress Users



ANALYSE 2013-2014



WORDPRESS PLUG IN / LIBRARY


WORDPRESS.ORG Deutsch


[Startseite](#) [Plugins](#) [Themes](#) [Blog](#) [Download](#) [Support/Kontakt](#) [Mitwirken](#) [Open Source](#)

Plugin-Verzeichnis

[\(vergessen?\)](#) oder [Registrieren](#)

Empfohlen
Beliebt
Favoriten
Beta-Test
Entwickler

Plugins ergänzen und erweitern die Funktionalität von WordPress. **38.857** Plugins mit **976.509.759** Gesamtdownloads stehen dir hier zur Verfügung.



bbPress

bbPress ist eine Forum Software auf WordPress Art.


Von: Matt Mullenweg, John James Jacoby, Jennifer M. Dodd, Stephen Edgar

★★★★☆ (146)

200.000+ aktive Installationen

Zuletzt aktualisiert: vor 21 Stunden

Kompatibel bis zu: 4.2.2



Akismet

Akismet vergleicht Kommentare mit dem Akismet Webservice um Spam zu erkennen und zu kennzeichnen.


Von: Matt Mullenweg, Ryan Boren, Andy Skelton, Michael Adams (mdawaffe), und Anderen

★★★★☆ (300)

1+ Million aktive Installationen

Zuletzt aktualisiert: vor 1 Woche

Kompatibel bis zu: 4.2.2


www.ux-cloud.com

STRUKTUR



**AUF DIE
WEBSEITE,
FERTIG, LOS.**



1. STRATEGIE	BTC	BRAND	S.MEDIA	BRAND	S.MEDIA
2. MEDIUM	WEB	WEB	WEB	WEB	WEB
3. + FARBE	M/L.BLUE	M.YELLOW	D.RED	M.GREEN	M.GREEN
4. - FARBE	D.YELLOW	D.YELLOW	D.RED	M.RED	D.YELLOW
5. FONT	LATIN =	LATIN +	=	=	=
10. BUTTON	BUTTON-S	BUTTON-S	BUTTON-S	BUTTON-S	BUTTON-S
11. TEXT	TEXT-S	TEXT-S	TEXT-S	TEXT-S	TEXT-S
13. ICON	KAMERA 2	KAMERA 1	KAMERA 2	KAMERA 1	KAMERA 2
15. RELIGION 1	JA	JA	JA	NEIN	NEIN
16. RELIGION 2	JA	=	JA	JA	NEIN
17. FIMRA +- =	=	=	=	-	=
20. SCREEN	FULL	FULL	FULL	FULL	DEF
23. NAVIGATION	SIDE	SIDE	SIDE	TOP	SIDE
22. STICKY	JA	JA	JA	NEIN	JA
TOTAL VOTES	100	70	<5	>5	>5

UX - ANALYSE

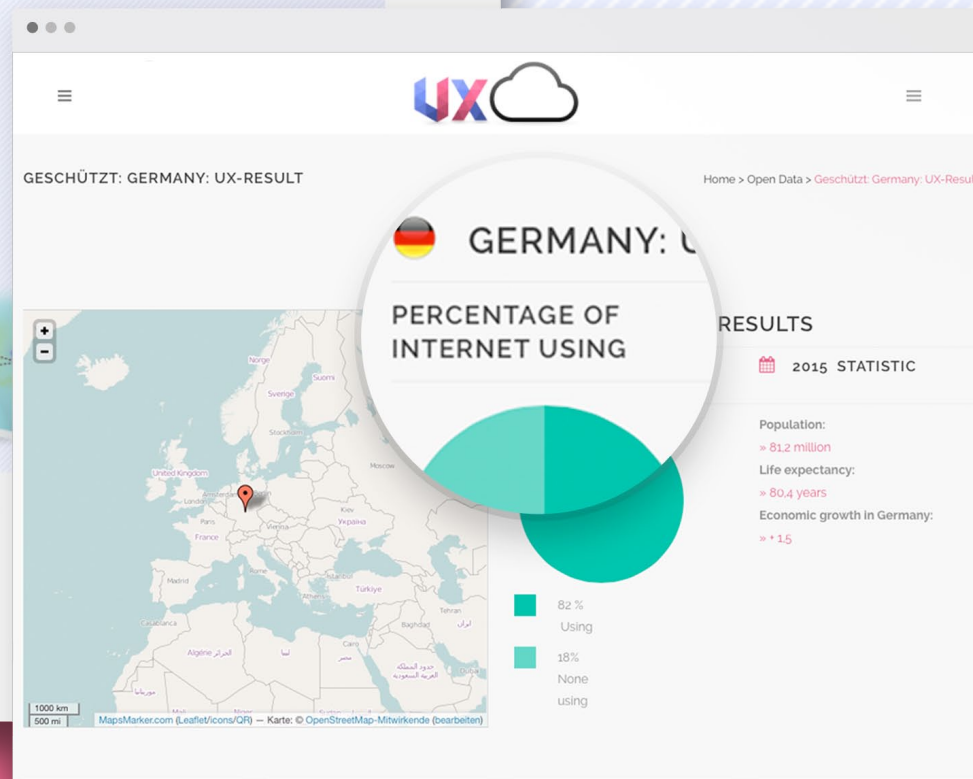
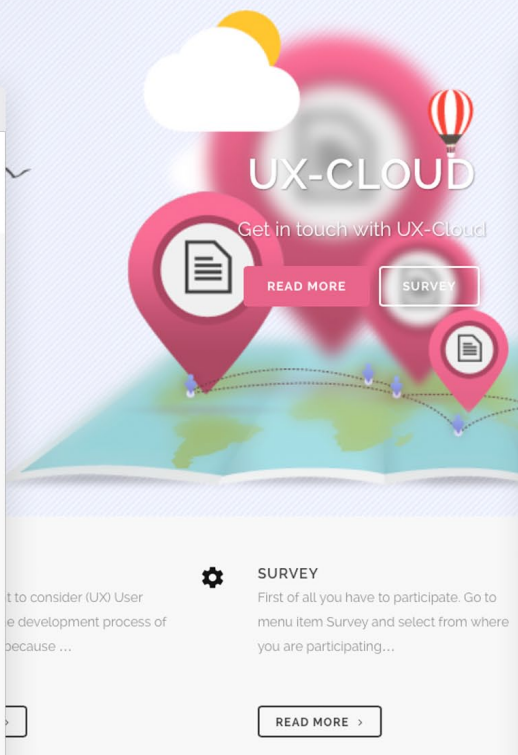
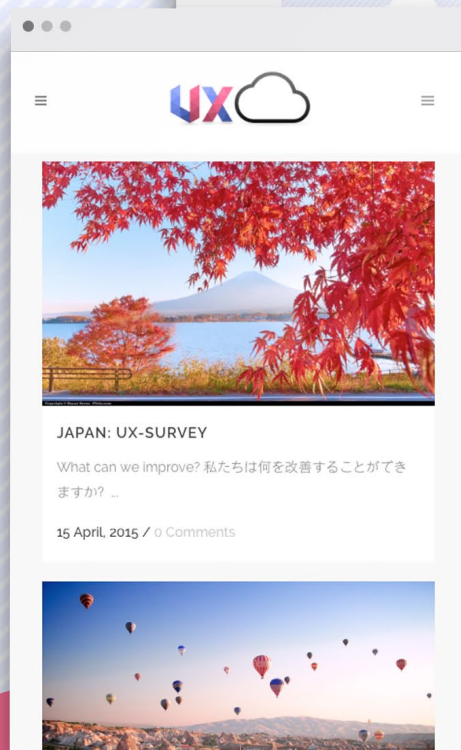
[HTTP://WWW.UX-CLOUD.COM/](http://www.ux-cloud.com/)

RESPONSIVE DESIGN

- » SIDE-NAVIGATION BELIEBTER ALS TOP-NAVIGATION
- » TEXTE & BUTTONS IN SMALL-GRÖSSE BEVORZUGT
- » GLOBALE ASPEKTE (FARBEN/TYPOGRAPHIE UND RELIGION/ KULTUR) SOLLTEN BERÜCKSICHTIG WERDEN.



**WIE KÖNNTE ES
WEITER GEHEN?**



INTERKULTURELLES USER EXPERIENCE DESIGN

All-in-one Analytics and Feedback.

Hotjar is a new and easy way to truly understand your web and mobile site visitors.
Identify your hottest opportunities for improvement using:



HEATMAPS



RECORDINGS



FUNNELS



FORMS



POLLS



SURVEYS



RECRUITERS

[SIGN UP NOW \(It's free!\)](#)

No credit card required.

From startups to million-dollar companies...
24,959 Organizations in 134 countries improve their sites with Hotjar.



See what our users say about Hotjar.



HOTJAR



Reviews **Features** Ideal For Plans Contact [SIGN UP NOW](#) [SIGN IN](#)

Heatmaps

Understand what users want, care about and do on your site by visually representing their clicks, taps and scrolling behavior - which are the strongest indicators of visitor motivation and desire.

Visitor Recordings

Eliminate guesswork with recordings of real visitor behaviour on your site. By seeing your visitor's clicks, taps, mouse movements you can identify usability issues on the fly.

VIELEN DANK.

BEI FRAGEN KÖNNT IHR EUCH GERNE MELDEN.

hcalikbasi@gmail.com

HÜSEYİN CALIKBASI
INTERKULTURELLES USER EXPERIENCE DESIGN