

You Talking to Me?

Usability for global audiences
on a shoestring budget

Investigating ROI

- Who, what, when, where, why, and how?
 - Why prove our value
 - How value is measured
 - Who decides what to measure
 - What gets measured
 - Where to get measurements
 - When to measure

Which method?



	Original market	Market-generic	Market-specific
Original language	Source version	Internationalized (1 language, 1+ markets)	Localized (1 language, 1+ versions)
Other languages	Translated version	Internationalized (1 version, many markets)	Localized (1 version per market)

Types of challenges

- ↗ Technological
- ↗ Educational and experiential
- ↗ Economic and marketplace
- ↗ Geographical
- ↗ Social, cultural, and religious
- ↗ Political and legal
- ↗ Phenotypical

Resolutions

- ↪ Content adaptation
- ↪ Presentation
- ↪ Access
- ↪ Feedback

Content adaptation: simplify

- ↪ Minimize text
- ↪ Reduce concepts per sentence
- ↪ Use parallelism
- ↪ Use the “correct” mood
- ↪ Use the present tense

Identify the key info

- Queuing
- Filtering

- 1 On the **File** menu, click **Open**.
Word displays a list of files.
- 2 Select a file, and then click **Open**.

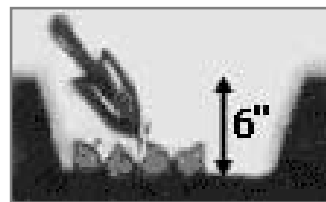
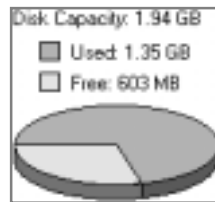
Presentation: Labeling

Identify key information with labels

- Perspective
- Instructional



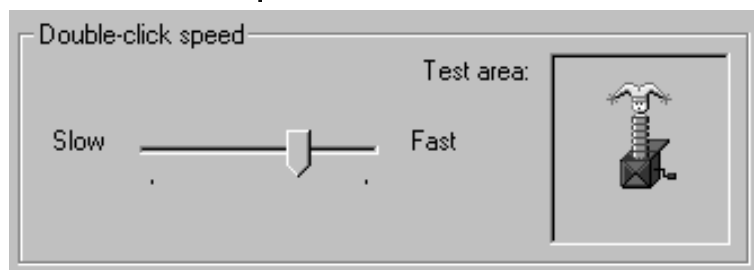
14.57b Remove the nuts (arrowed) from the air cleaner housing, and detach the airflow motor



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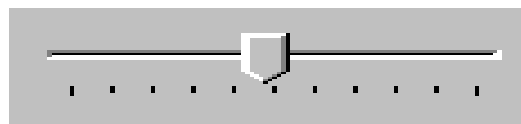
Use instructional design

- Learning objectives
- Curriculum material
- A test or quiz



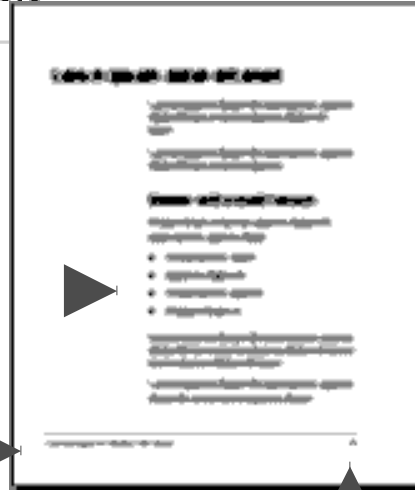
Access: constrain user input

- Sliders
- Radio buttons



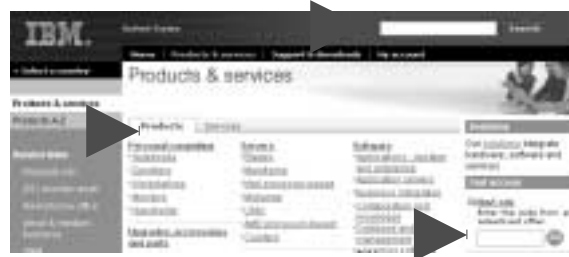
Use clear schemas

- Build on the user's assumptions
- Help readers draw the right inferences



Add multiple browse paths

- Explicit
- Implicit



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Use push and pull

- Pull: same info for all (user seeks and sorts)
- Push: tuned to groups or individuals (rhetorical in style, cookies)



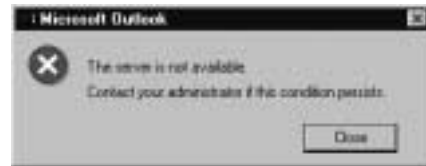
Feedback: Text

- Use intros, summaries
- Say or show what happens
 - 1 On the **File** menu, click **Open**.
Word displays a list of files. ◀



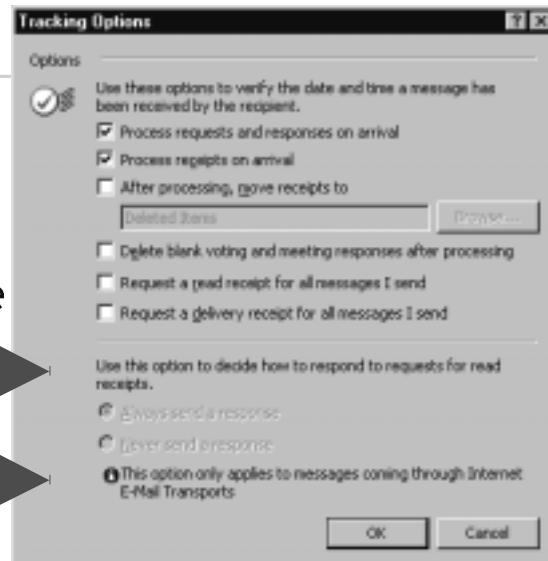
Messages and cues

- Feedback message
- Breadcrumbs



Help

- Embedded assistance: Help in the user interface



In the GUI

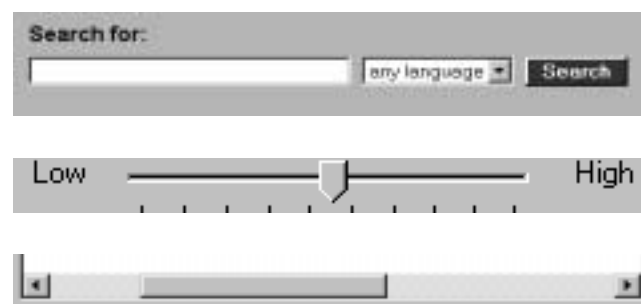
- Interactivity
- Previews



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Affordance

- “Physical” objects



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Sound

- Functional
- Alert
- Narration



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Combine approaches

➤ Combining approaches



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Resources

- *International Technical Communication*, Nancy Hoft, 1995, John Wiley & Sons.



- *A Practical Guide to Localization (Language International World Directory)*, Bert Esselink, 2000, John Benjamins Publishing.



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