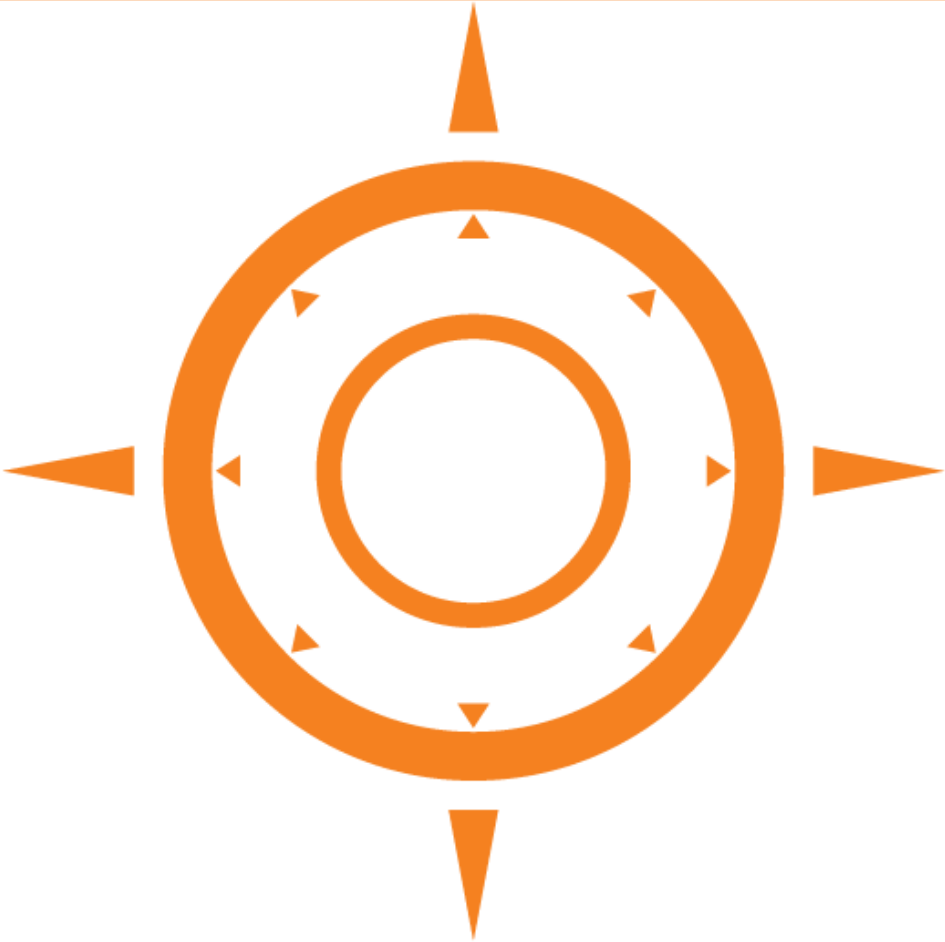


# *Common Sense* **Advisory**



## **Mobile-Forward Design for Global Websites**

September 2016

Ben Sargent

Content Globalization Strategist

# Today's presentation

- Global brands need at least 58 languages to reach the global audience
- Most brands don't get past 40 languages due to ROI wall
- Brands with 45+ languages exhibit trend to mobile-forward design



“Mobile-Forward Design for Global Websites” (Aug16)

- Twitter: @CSA\_Research, @B2sargent













**Brands need  
at least 58 languages  
to reach the global audience**



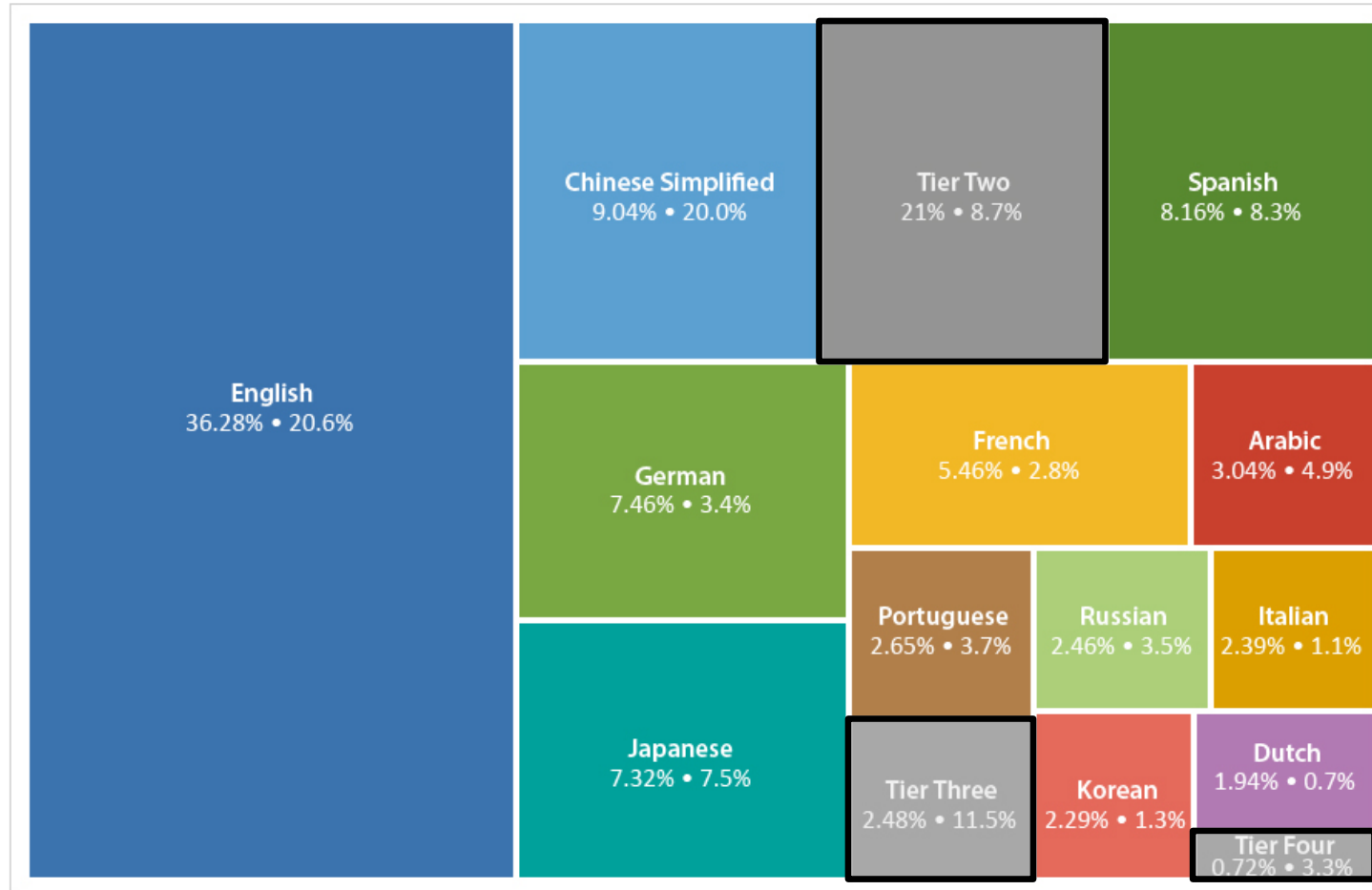
# How many languages does a global brand need?

	140	 Microsoft	39
	84		37
	75	 HEWLETT <sup>®</sup> PACKARD	33
	69	 Apple	31



# 2016 Market Share of Online Languages

**Tier 1 =  
12 Languages**



**Tier 2 =  
16 Languages**

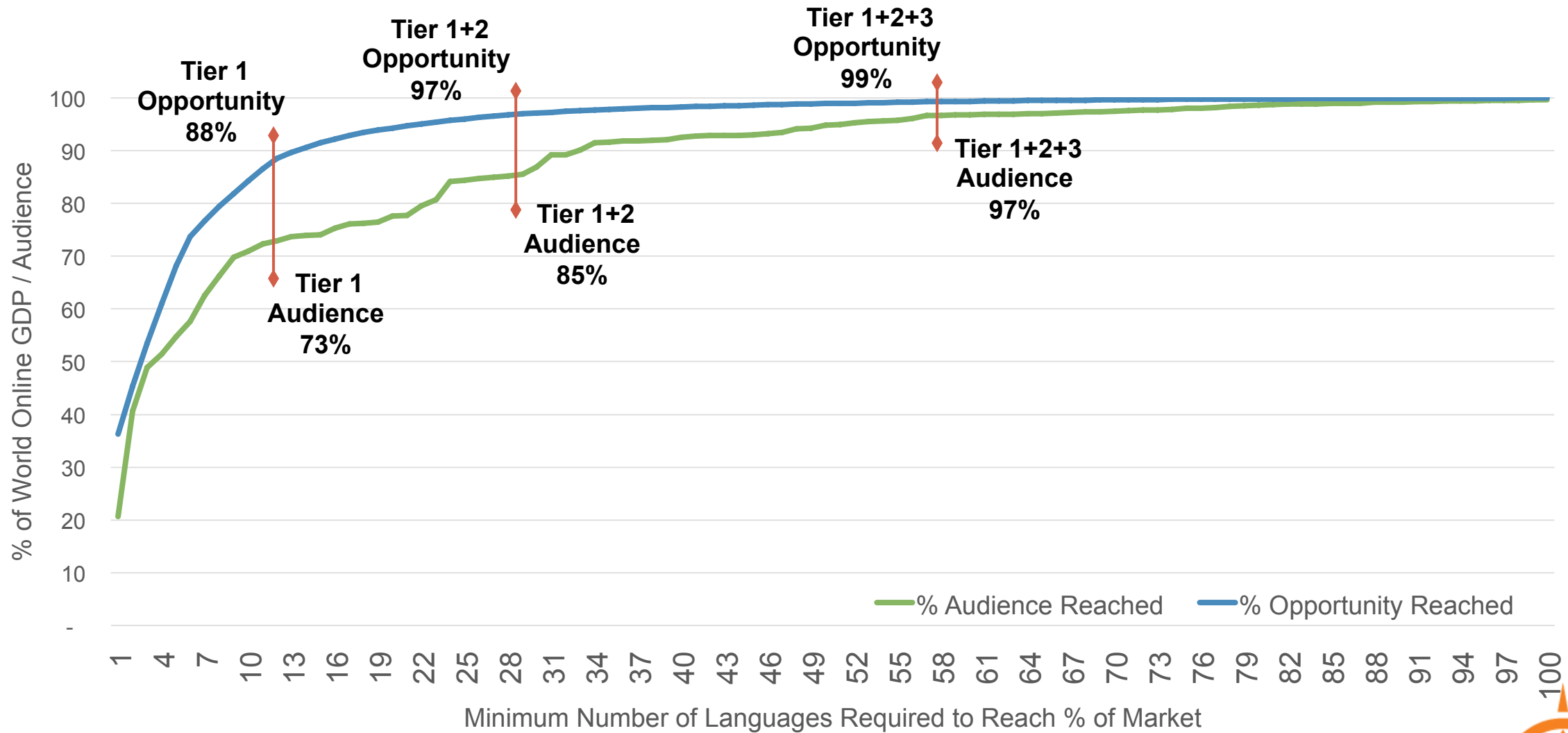
**Tier 3 =  
30 Languages**

**Tier 4 =  
60 Languages**

36.28% • 20.6%  
↑                    ↑  
Share of Online GDP    Share of Online Audience



# 58 languages reach 97% of online audience

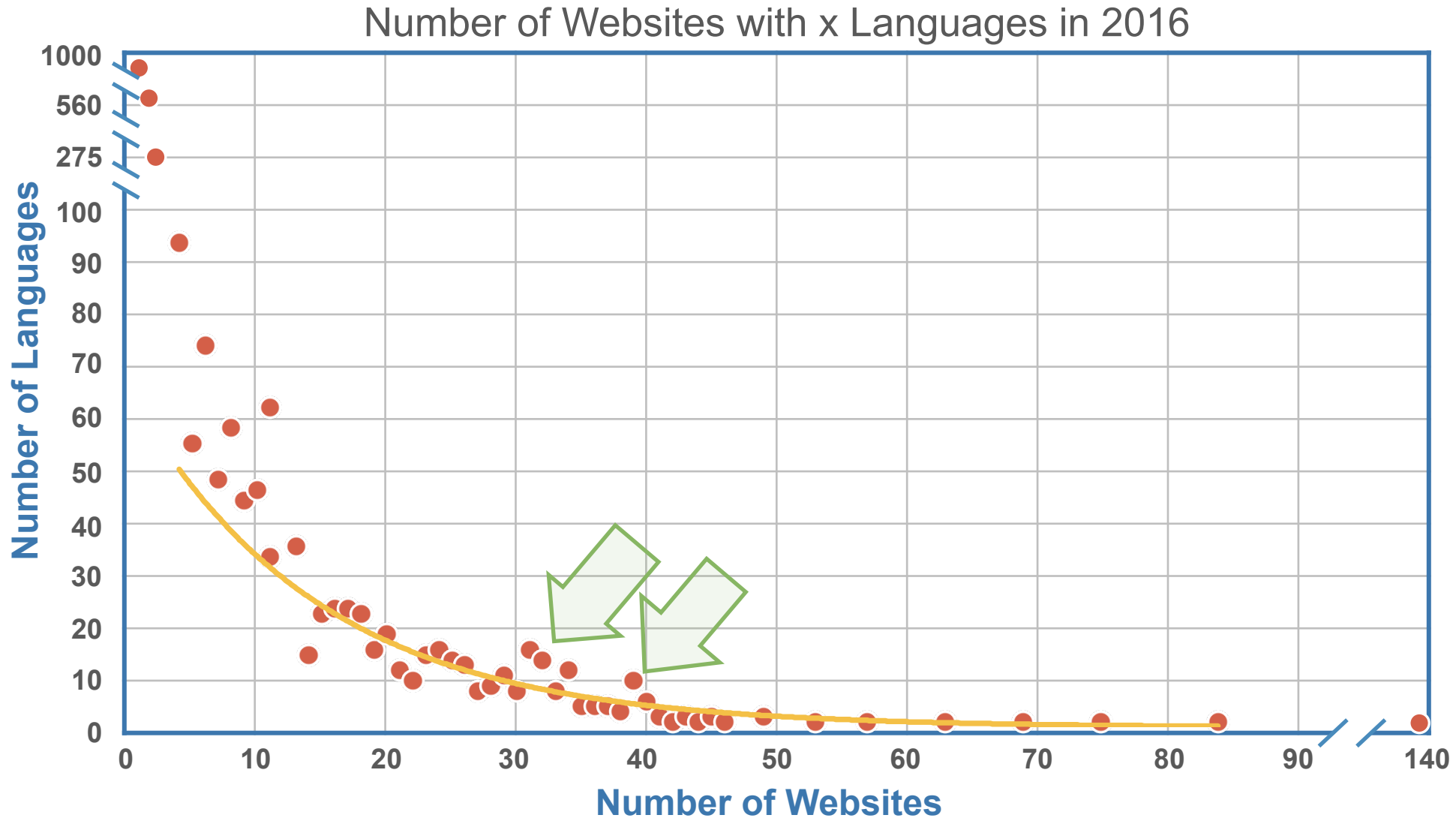




**Most companies don't get  
past 40 languages**

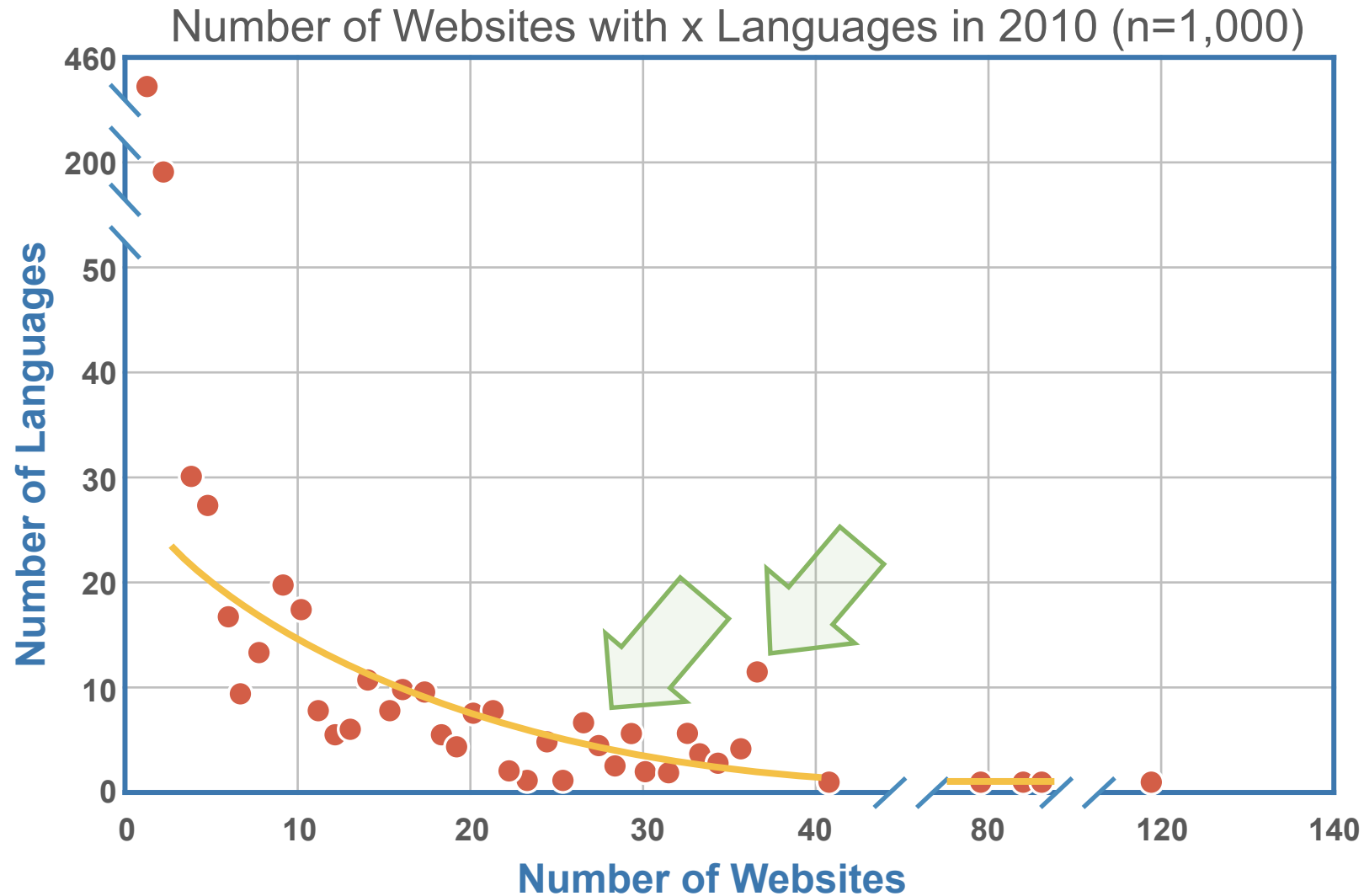


# In 2016, ROI walls at 31 and 39 languages





# In 2010, ROI walls found at 26 and 36 languages



# High altitude brands go 45+

- What's different about these sites?
  1. App-like design with user controls
  2. Device-agnostic design
  3. Same CX in all markets



Vereld > Europa > Ierland > County Dublin > Dublin

AccuWeather.com Dublin, Ierland

Volg ons op

Nederlands, °C Aanmelden

**Ierland**

Mijn recente landen

- Ierland
- Nederland
- Frankrijk

[Meer landen](#)

**Recente locaties**

Dublin		21°	RealFeel® 23°
Cork		17°	RealFeel® 18°
Dundalk		20°	RealFeel® 21°

Nederlands

- 中文 (SIM)
- 中文 (Taiwan)
- Español (Argentina)
- Español (Latin America)
- Slovenčinu
- Romana
- Čeština
- Magyar
- Polski
- Català
- Português (Brazil)
- हिन्दी
- русский
- عربي
- Ελληνικά
- English (UK)
- 日本語
- 한국어
- TURKÇE
- Français (Canada)

**Nederlands, °F**

Mijn instellingen

Nederlands

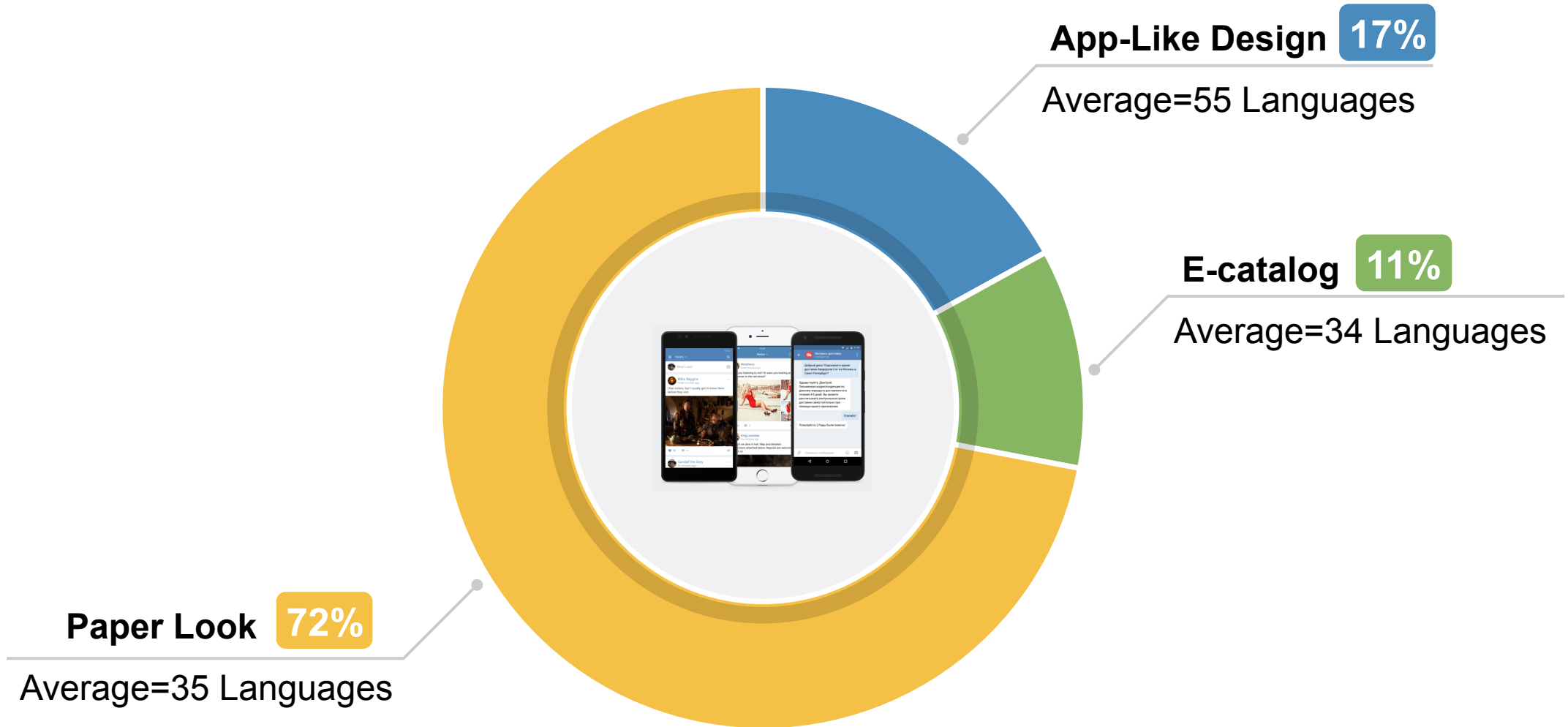
°F °C

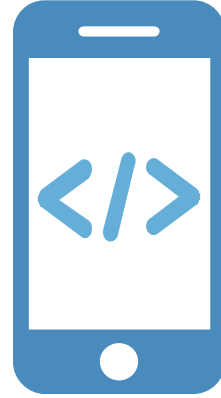
**Weerkaart voor Ierland**

**SHOP NOW**



# Websites designed as applications support more languages

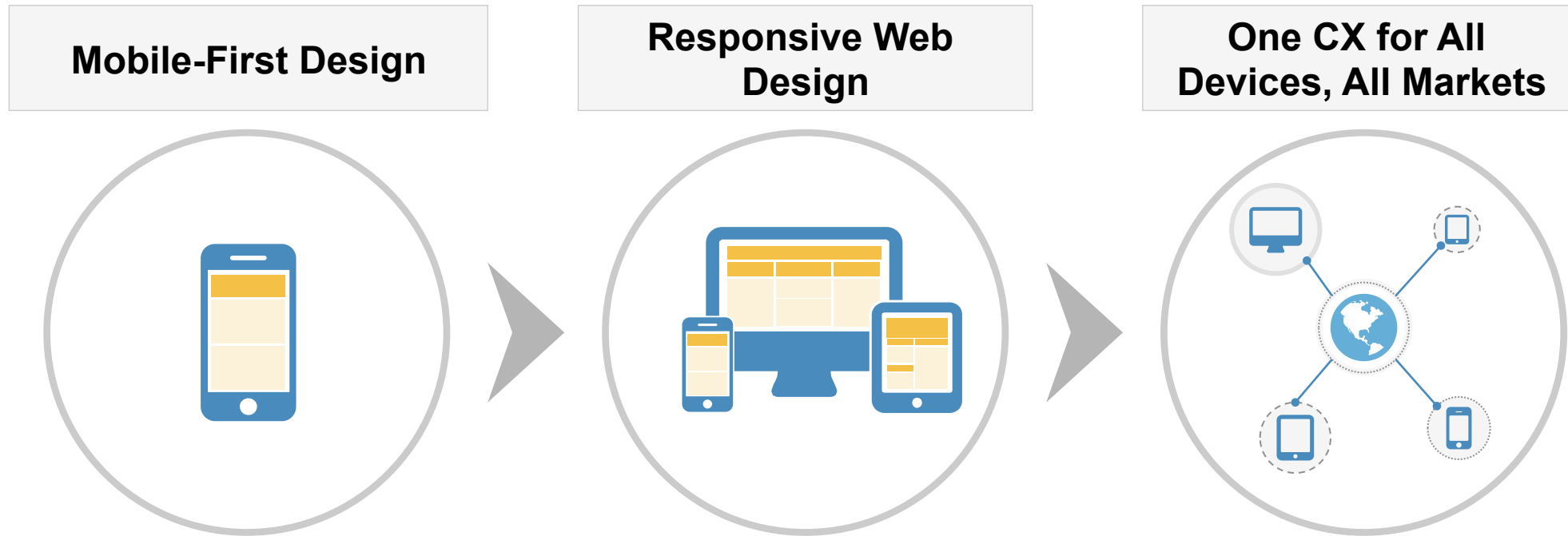




## **Mobile-forward design simplifies global go-to-market**



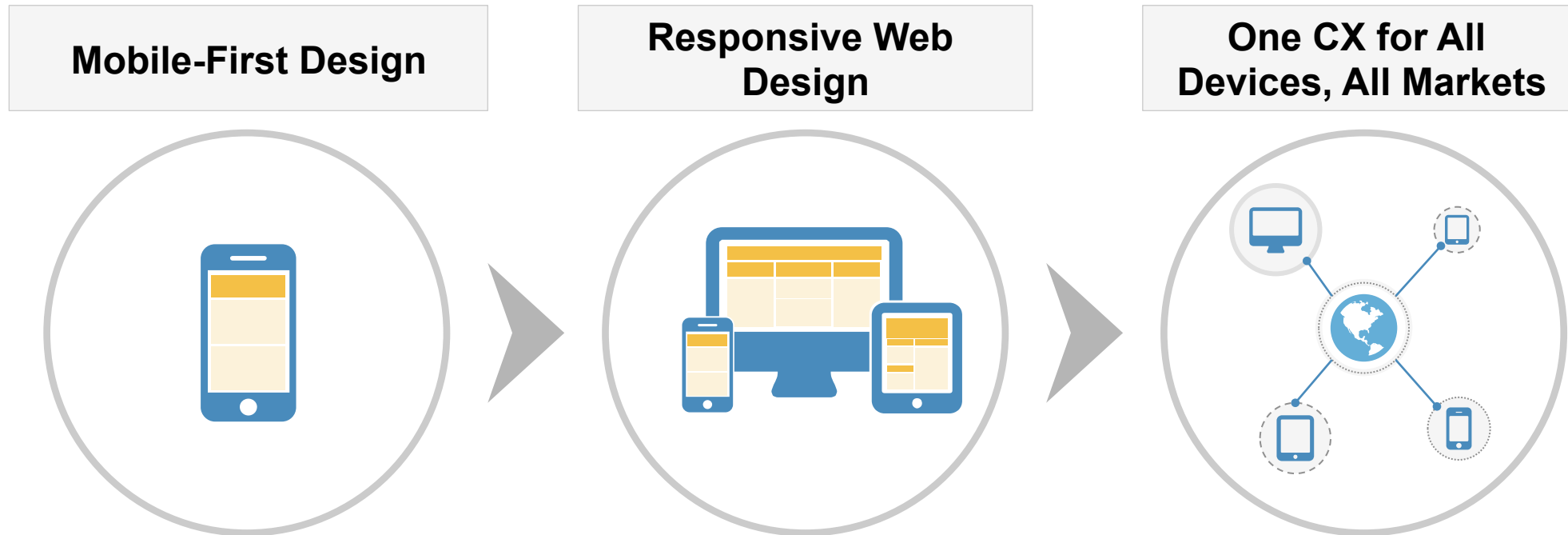
# Mobile-forward design improves CX



- Users encounter the same features, content, and design
- Users control interface (what language)
- Users control content (pertaining to what country)



# Mobile-forward design reduces cost and effort



- Brands streamline development – puts “all wood behind one arrow”
- Brands accelerate release of new features – simpler testing and deployment
- Brands increase content velocity – all website content in one environment



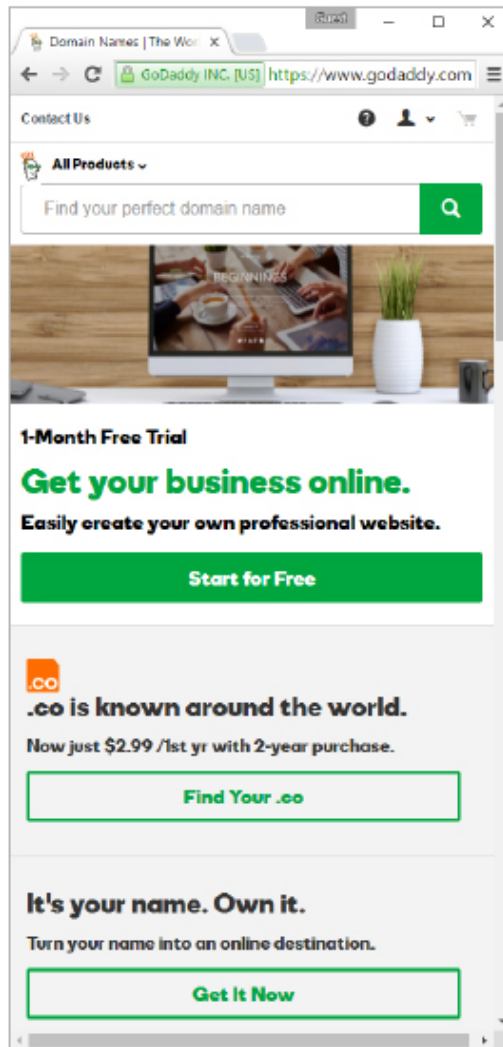
# Use cases helped by MFD

- Multilingual users switch languages to increase comprehension
  - Most internet users are multilingual, especially in B2B environments
- International procurement
  - Users responsible for multiple countries
- Travel
  - Planning and purchasing products and services
- Friends and family
  - helping others, from gifts to information searches





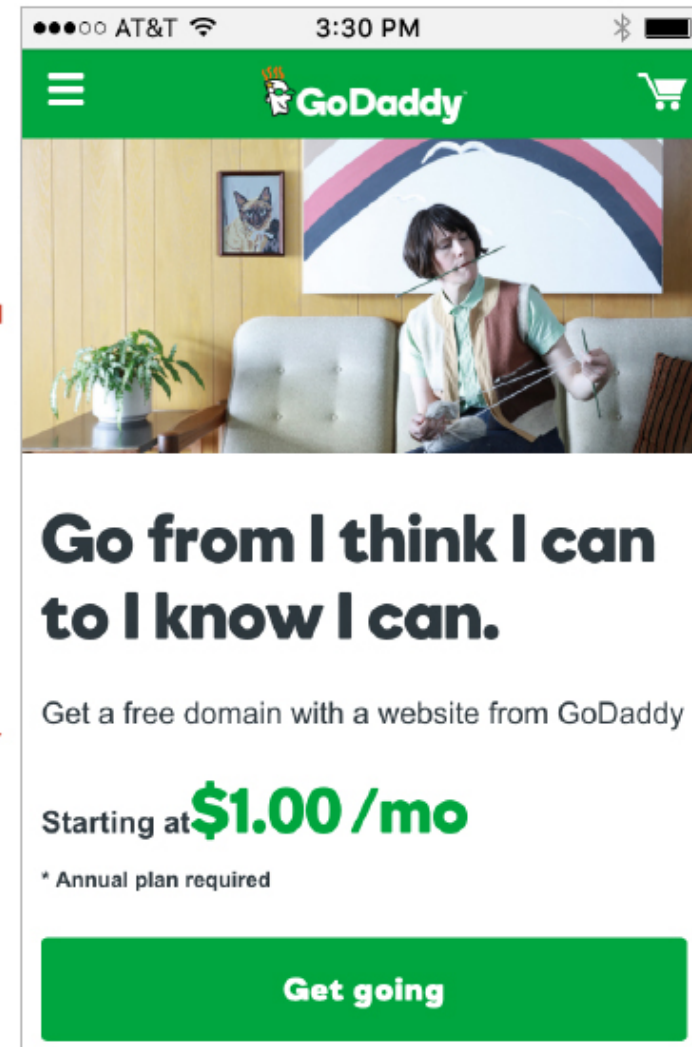
# Same experience on all devices



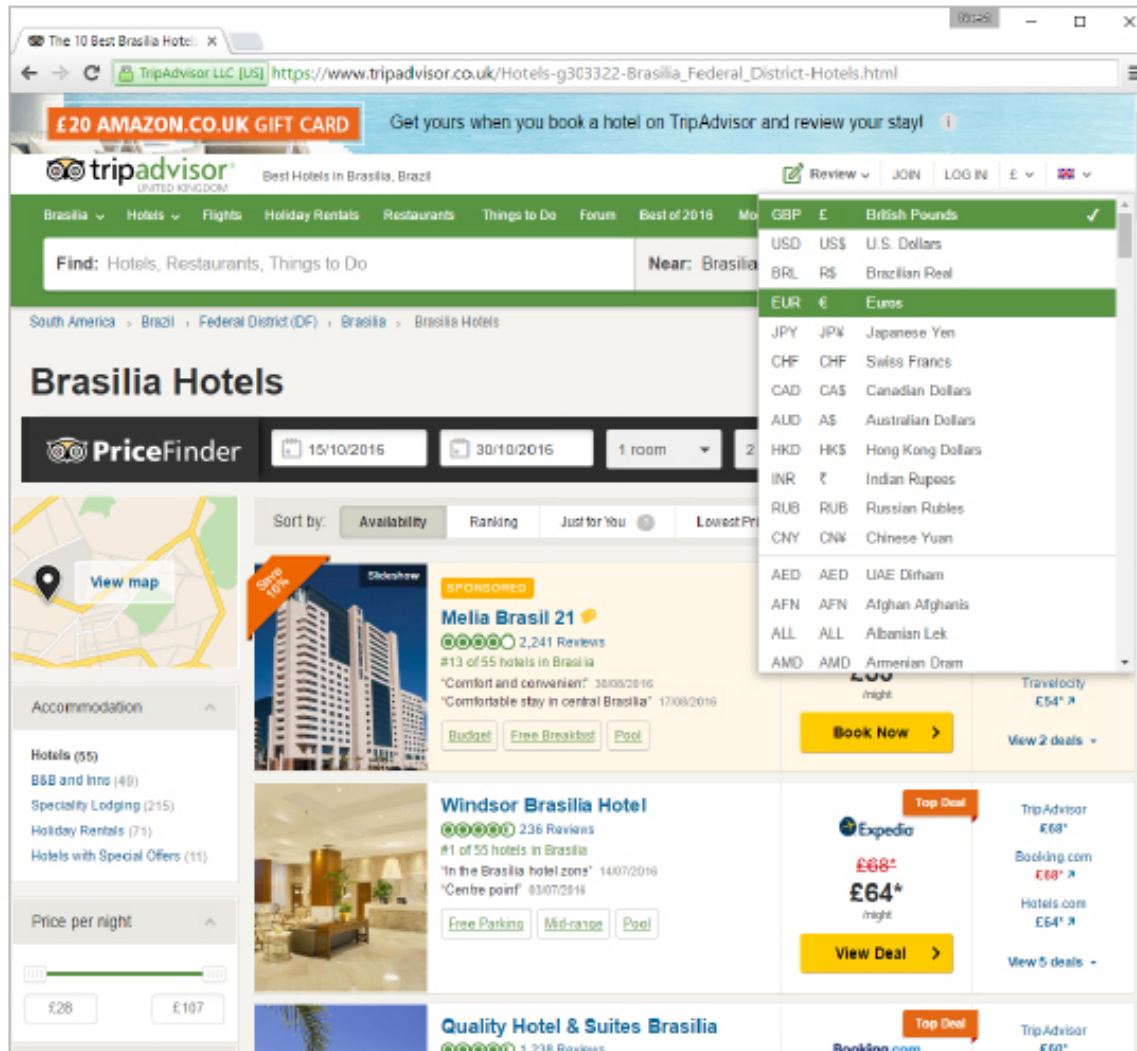
GoDaddy's web version is RWD compliant...



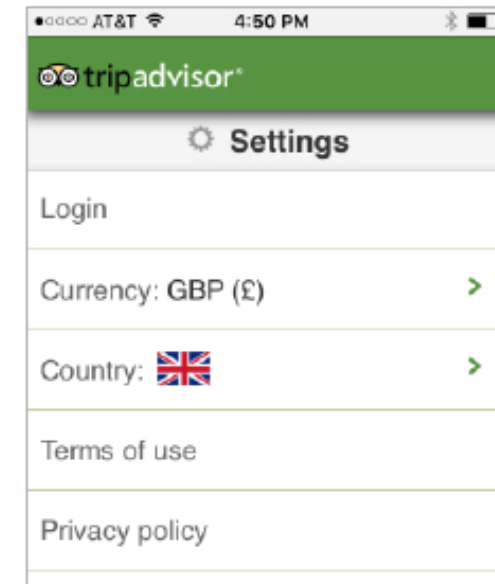
...but handheld devices load a different version.



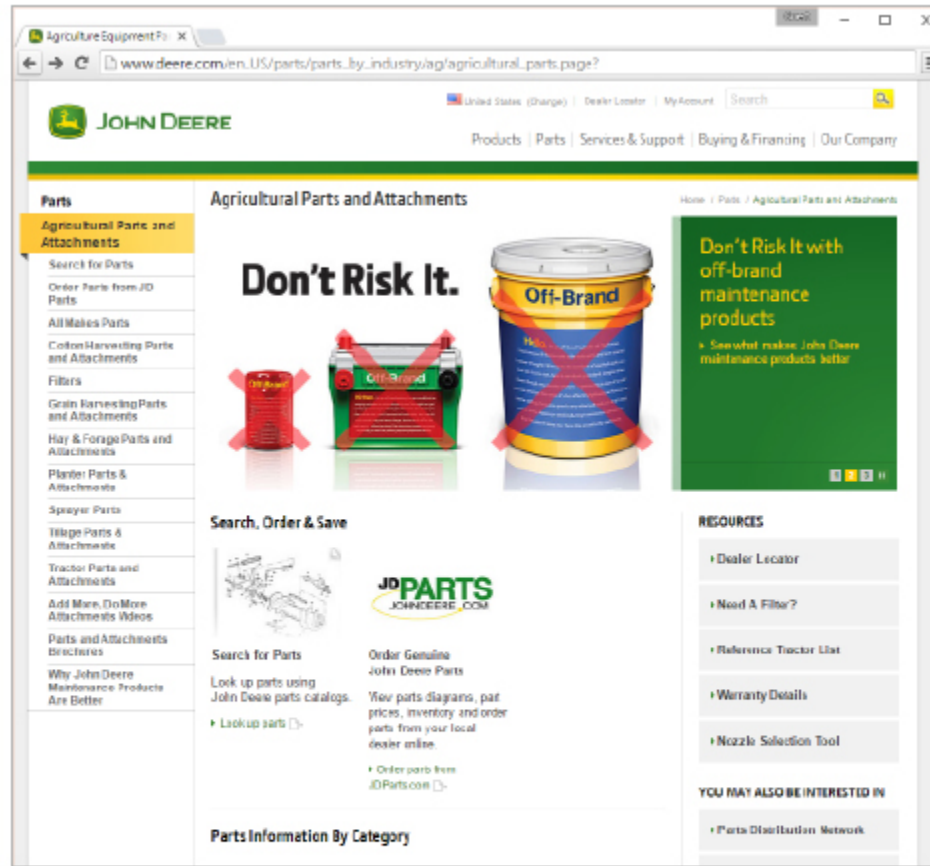
# User controls for content and interface



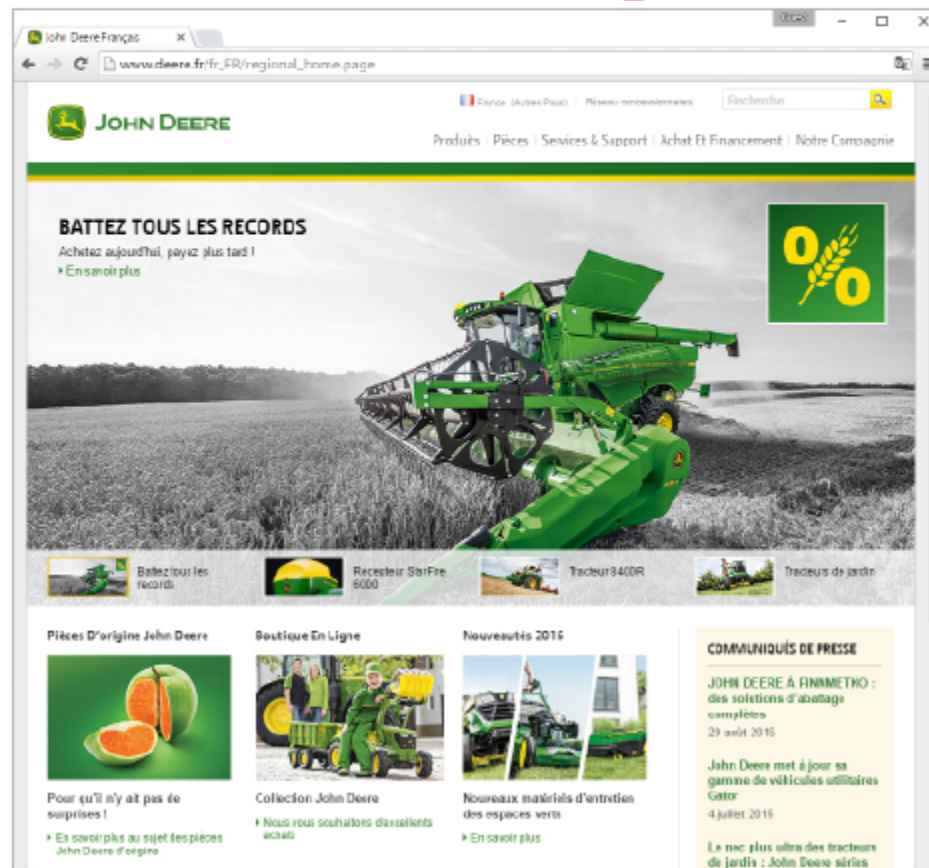
Tripadvisor.com allows anonymous visitors to edit preferences.



# Uninterrupted customer journey



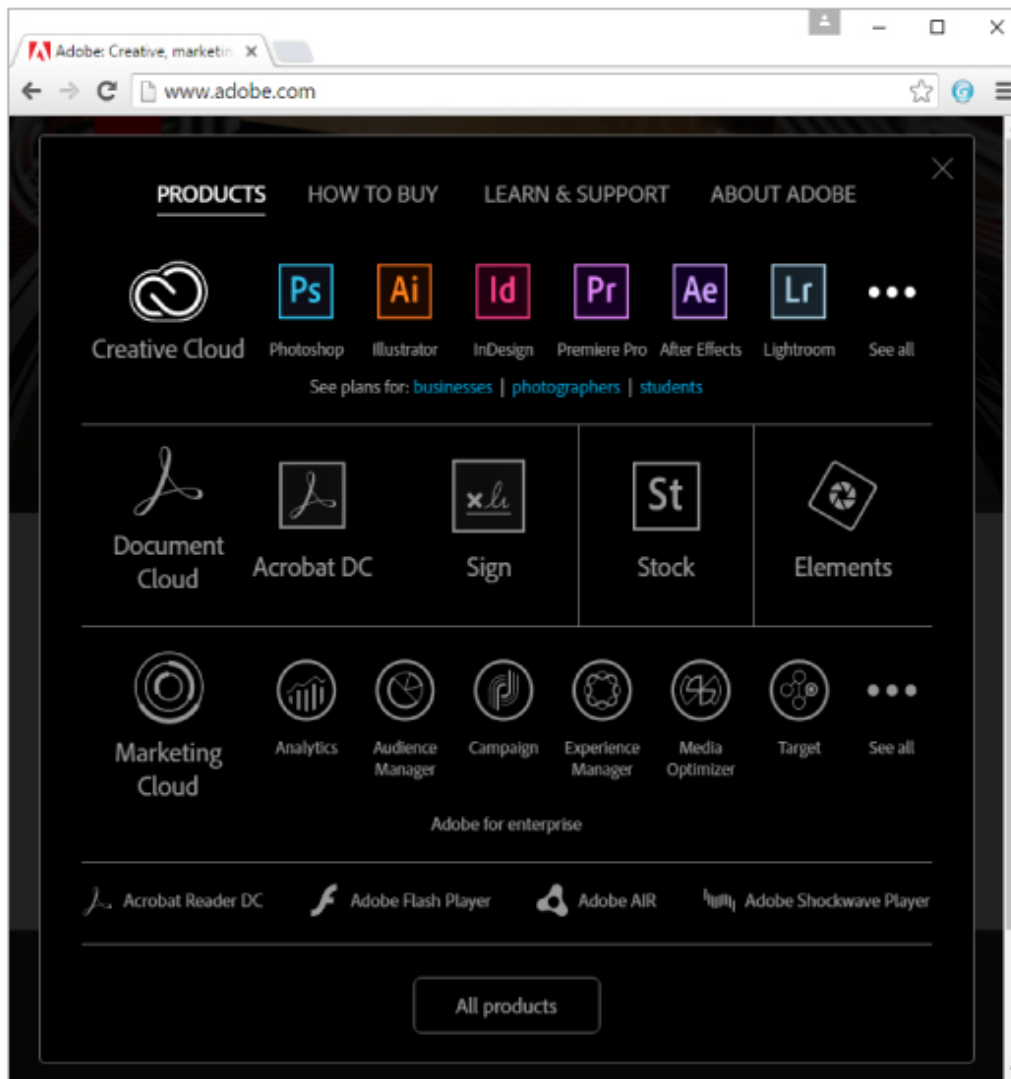
Deere's website interrupts customer journey...



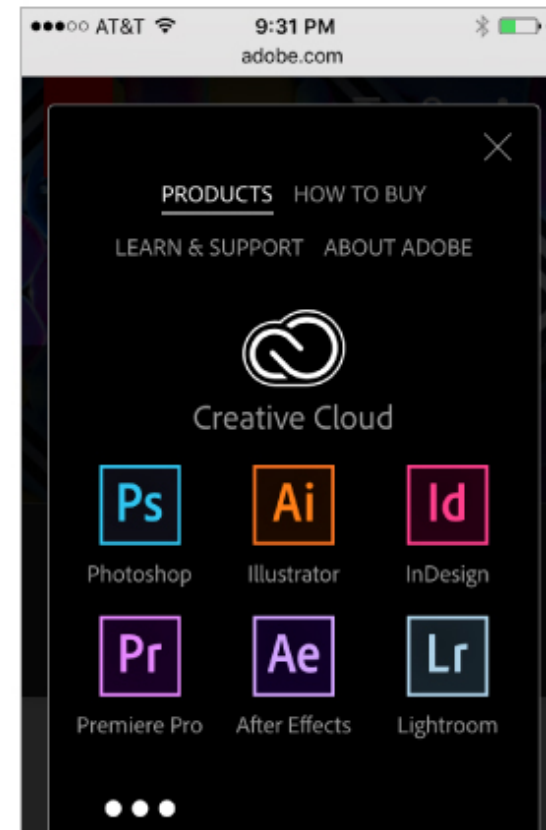
...dumping user on regional home when switching country from interior page.



# One experience for all devices, all markets



Adobe.com loads same CX on all devices, in all markets.



# Why mobile-forward design will prevail

- Brands must simplify response to proliferation of digital channels
  - By streamlining development and content production
- Brands must support screen-hopping, language-switching users
  - Users want the consistency, simplicity, and familiarity of one CX
- Brand must improve agility
  - MFD frees up resources for Internet of Things and screenless interfaces





# Recap

- Global brands do need 58 languages to address the global audience
- But many brands hit ROI walls at 30 and 40 languages
- Savvy brands put the mobile CX forward on all devices, in all markets
- Mobile-forward design advances many critical business goals
  - Improved CX
  - Improved agility
  - Improved content velocity
  - Easier localization allows for greater market coverage
- Thank you!



# 2016 research referenced in this presentation



“Mobile-Forward Design for Global Websites” (Aug16)



“Global Website Assessment Index” (Jul16)



“Digital Opportunity: Top 100 Online Languages for 2016” (Apr16)



“Pragmatic Global Content Strategy” (Apr16)



# Thank you.

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