



euroflorist



#DevParadise
CROSS-CULTURAL WEBSITE OPTIMIZATION





Who has a responsive website?



Who has a CULTURALLY responsive website?



CROSS-CULTURAL WEBSITE OPTIMIZATION



CROSS-CULTURAL WEBSITE OPTIMIZATION

Apparently not a popular topic to write about... Too difficult?



A screenshot of a Google search results page. The search bar at the top contains the query "cross culture website optimization". Below the search bar, there are several search filters: "All" (which is selected and underlined in blue), "News", "Images", "Videos", "Shopping", "More", and "Search tools". The main content area is completely blank, showing only the header and navigation bar.



This session:

What is Culture?

Research on Culture

Online Approaches

Some Euroflorist findings



Guido Jansen

CHIEF
PSYCHOLOGY
OFFICER

gui.do

@guido
[@guido](https://x/guidodo)



- Conversion Optimization
- User Research
- A/B Testing
- Data Analysis
- Growth Hacking
- ...

UTRECHT  NL

Meet Magento™

More than
50 + cases
& keynotes

12 & 13 May
in Utrecht

E-commerce
Developers
& Industry

The
Netherlands

News
Trends
& Awards



The logo for the MUC Mage Unconference features a stylized orange icon resembling a house or a play button shape to the left of the word "Mage". The word "Mage" is in a large, bold, gray sans-serif font. Below it, the words "UNCONFERENCE" are in a smaller, bold, black sans-serif font.

MUC Mage UNCONFERENCE

October 1/2, The Netherlands

Meet Magento™





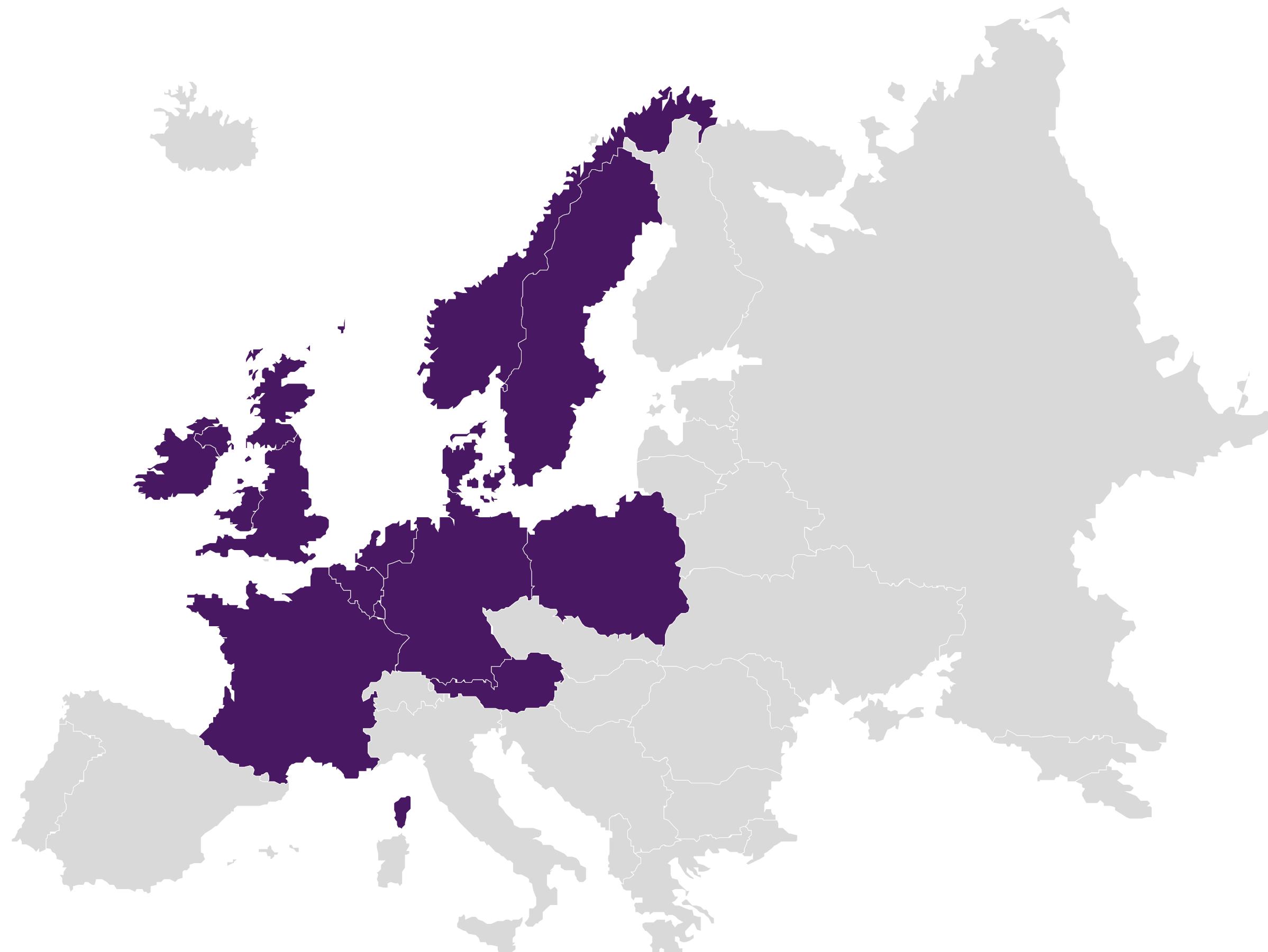
gui.do

@guido





We help people make others
happy, noticed & remembered



**19 WEBSITES
12 COUNTRIES
8 LANGUAGES**

Our local markets

Austria
Belgium
Denmark
France
Germany
Ireland
Luxembourg
Norway
Poland
Sweden
The Netherlands
United Kingdom

20 NATIONALITIES

WHAT IS EUROFLORIST?



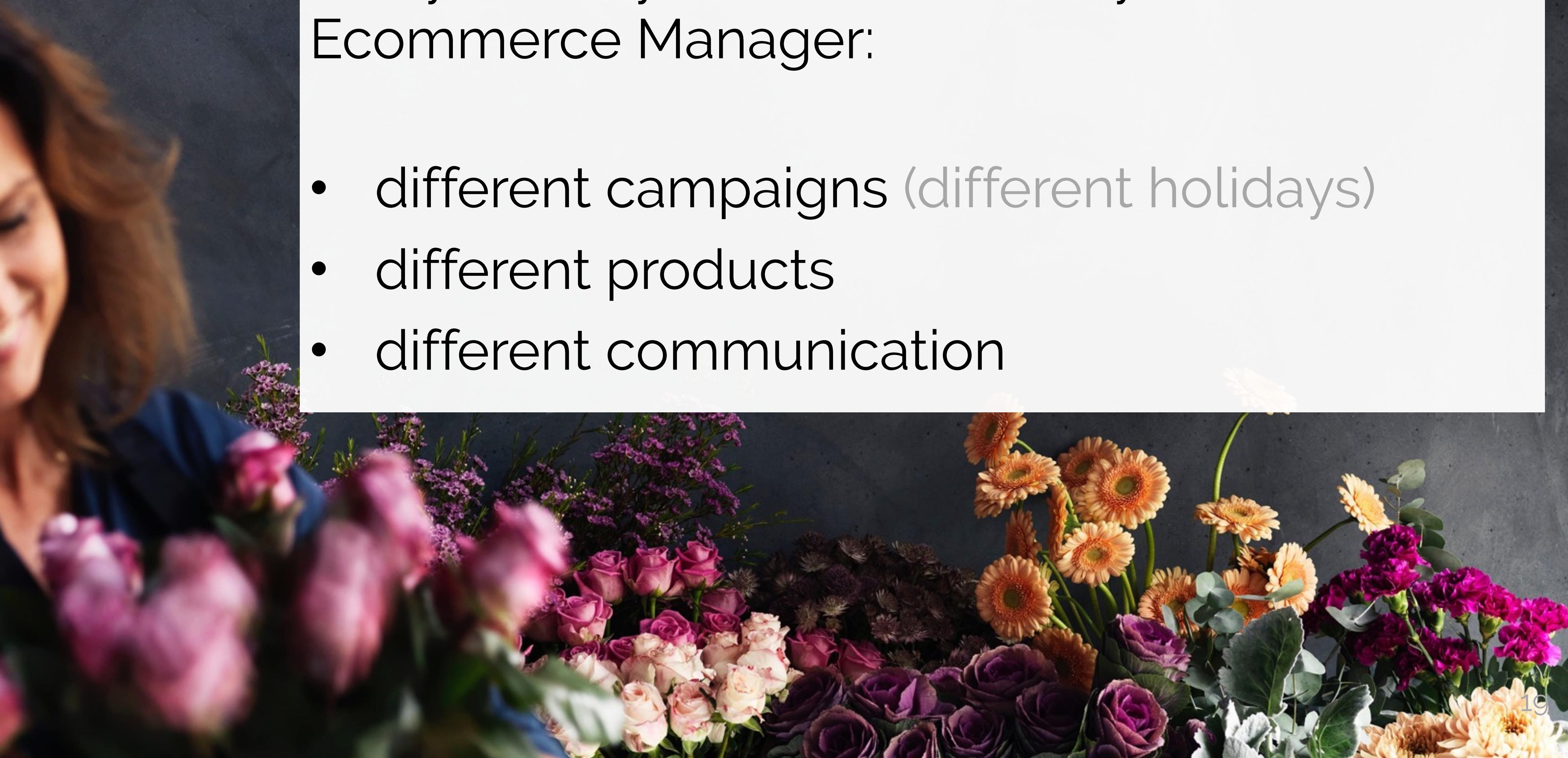
- 20 years in e-commerce
- 10M+ users on our sites in 2016
- Sites with up to 18% conversion rate
- 8+ score on Trustpilot





Every country site is localized by a local Ecommerce Manager:

- different campaigns (different holidays)
- different products
- different communication





FLR.ST
by Euroflorist



This Presentation:
gui.do/cro-culture



WHAT IS CULTURE?



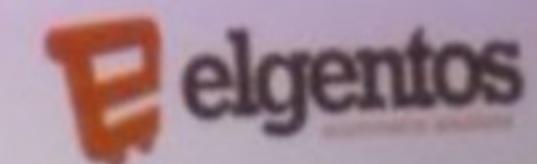


Magento 2 + composer

Built-in support!



Magento itself consists of a large number of composer packages,
both from 3rd party and internal components.



Sandro Wagner @fragdochkarl · 4h

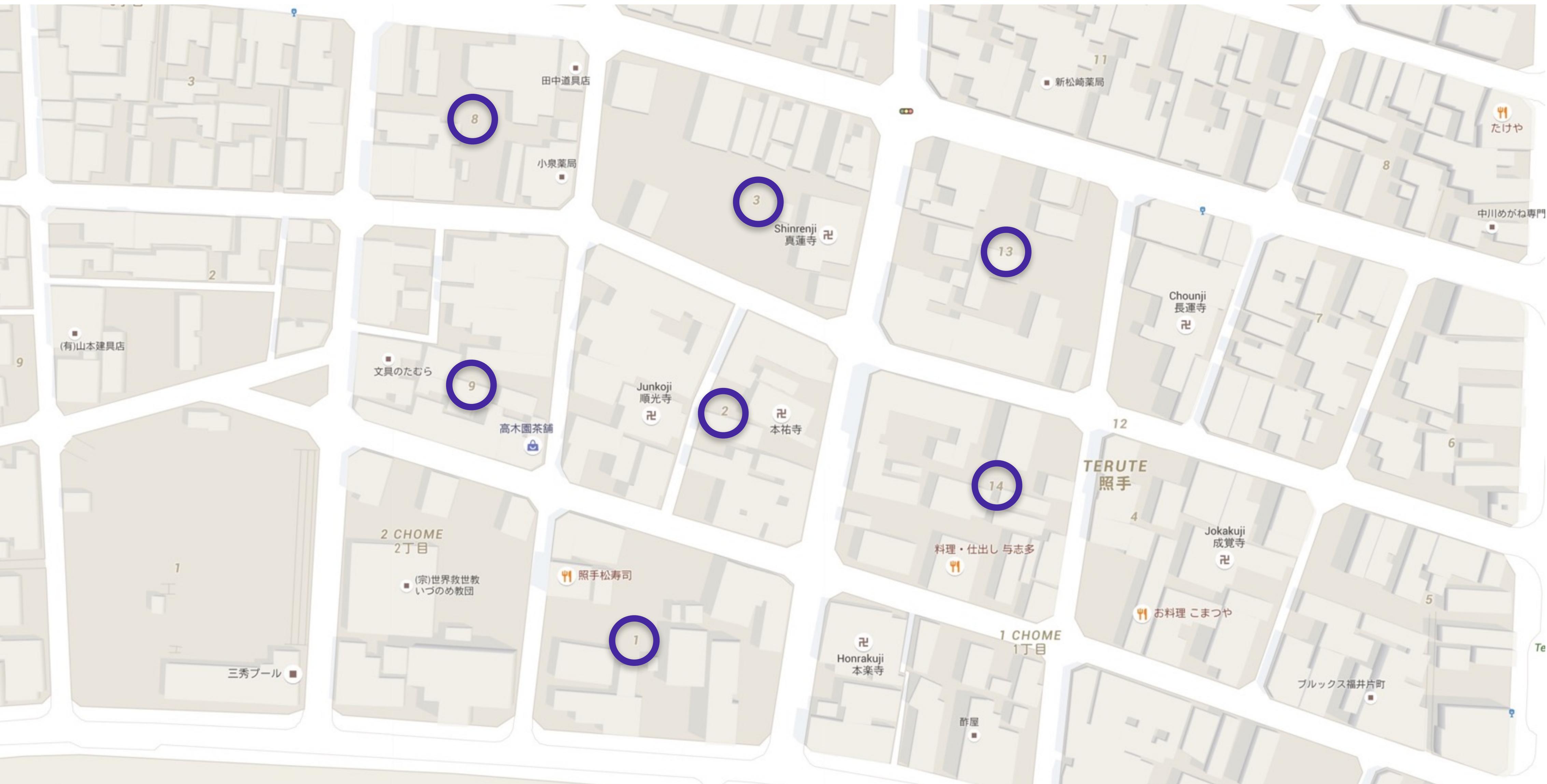
My favorite slide so far : @PeterJaap about M2 composer support at #DevParadise



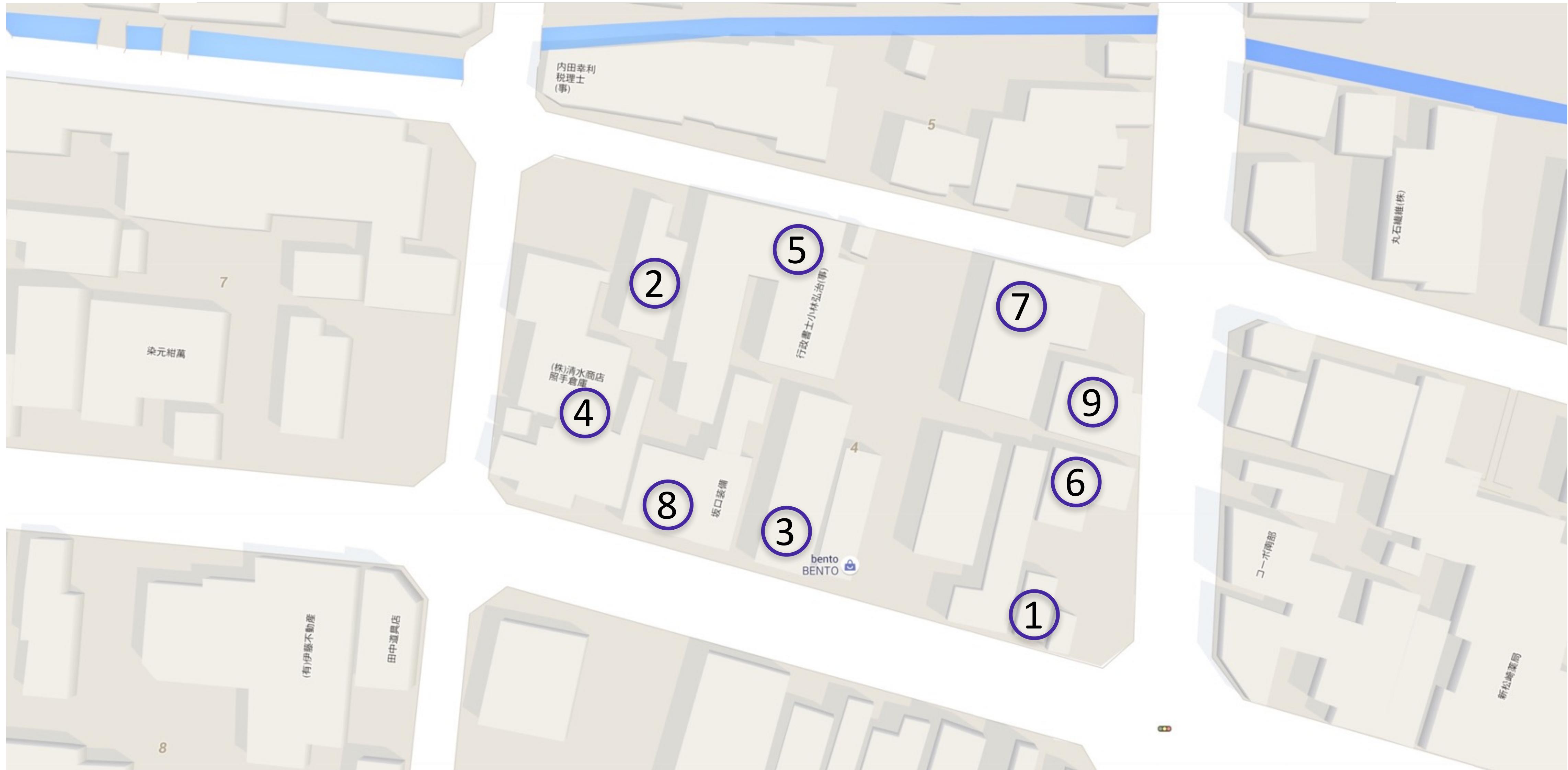


Meanwhile in Japan

Japanese street map (source: Google Maps)

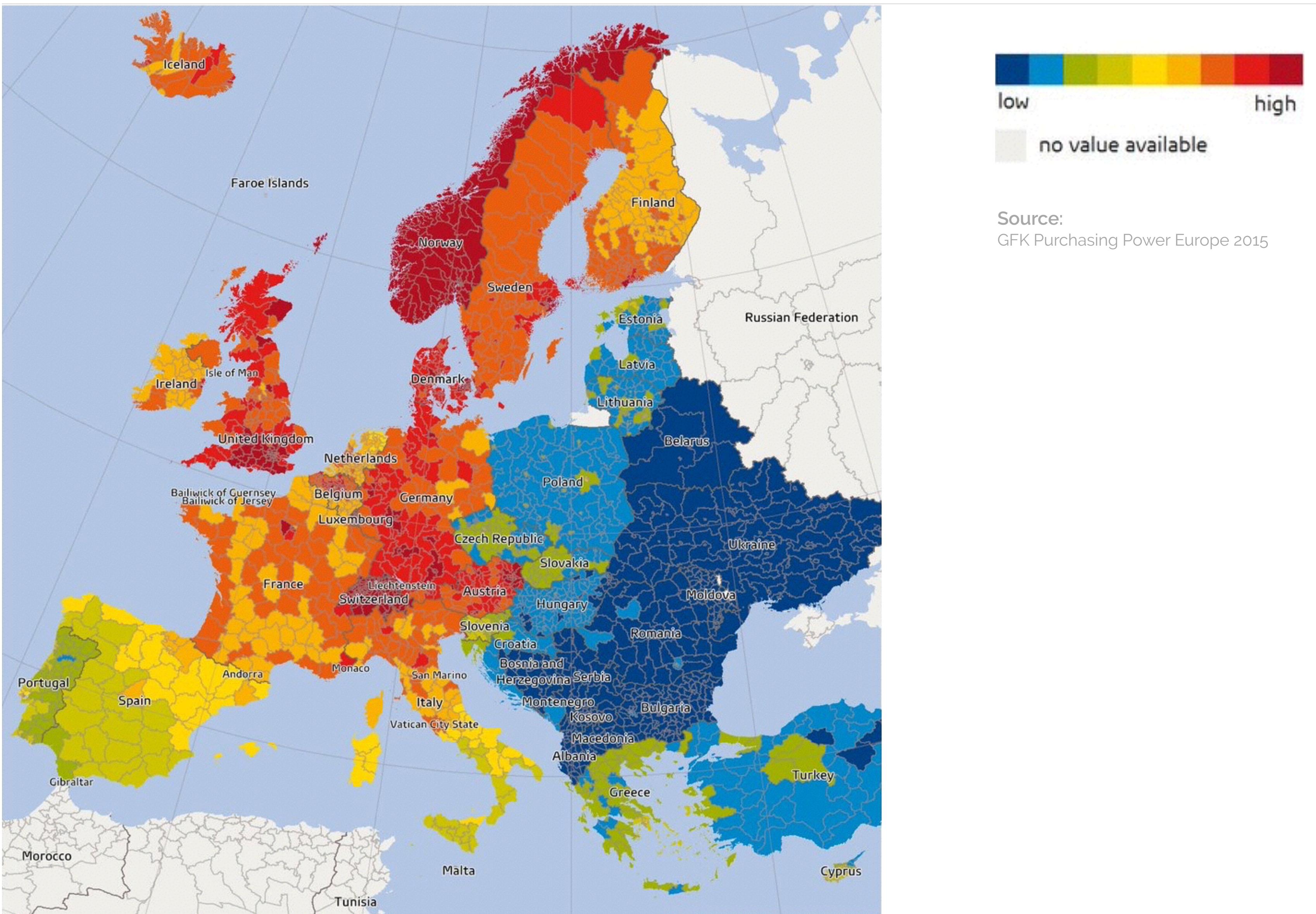


Japanese street map (source: Google Maps)

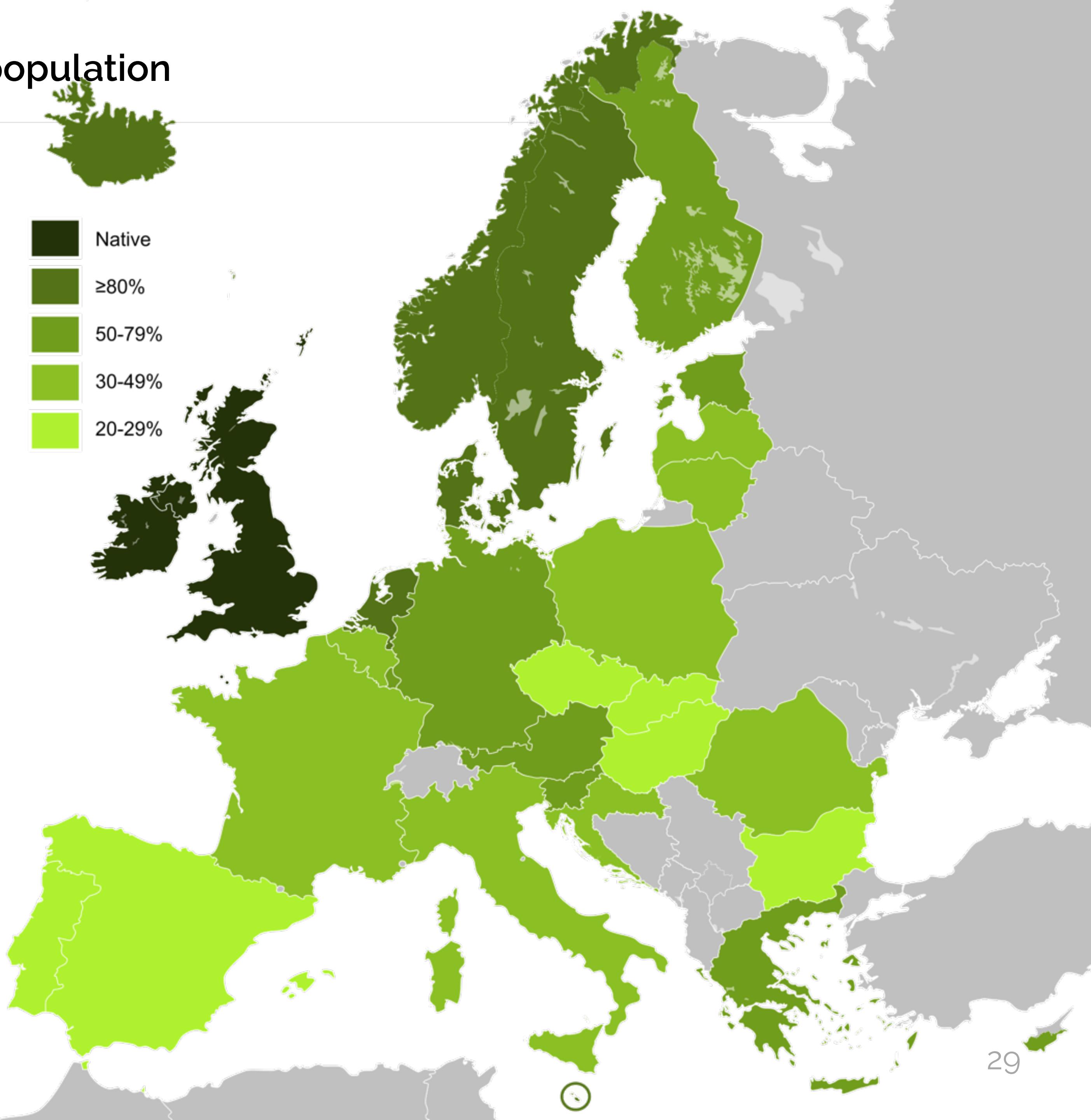




Purchasing power index per inhabitant (for 2-digit post codes)



English speaking population



Source:
European Commission



Thumbs up!





Directions





*A **shared set of values** that influence societal perceptions, attitudes, preferences and responses*

- Robins & Stylianou (2002)



*Different cultural groups employ
different usage strategies
when using the same interface*



Cultural Differences are more complicated than just labeling people by the country that they're from.



(Body) Language
Social contexts
Etiquette
Traditions
Symbols
Aesthetics
Colors

...

and much more...



- Language
- Brand (awareness/perception)
- Different local competitors
- Different meaning of flowers
- Tech level (eg. Internet penetration)
- Purchasing power
- Regulations
- Payment systems (iDeal in NL)
- Logistics



- Discounts in Norway
- WhatsApp “thank you” images
- The meaning of icons and symbols



TODAY I SHOWED MY NEPHEW
AN OLD 1.4MB FLOPPY DISC,
AND HE SAID:



„COOL!!! SOMEONE 3D
PRINTED THE SAVE ICON!“

Different cultures,
different mating rituals



So... what is culture?



It's about **CONTEXT**

Psychology

Individual

Cultural



Some research...

Hall, Hofstede, Meyer



Edward T. Hall



High-context culture	Low-context culture
Covert messages	Overt messages
Internalized	Plainly coded messages
Extensive non-verbal codes	Details verbalized
Reaction Reserved	Reaction on surface
Distinct In and Out Groups	Flexible In and Out Groups
Strong interpersonal bonds	Weak interpersonal bonds
High commitment	Low commitment
Open time	Closed time



Hofstede



HOFSTEDE'S 6 DIMENSIONS OF CULTURE

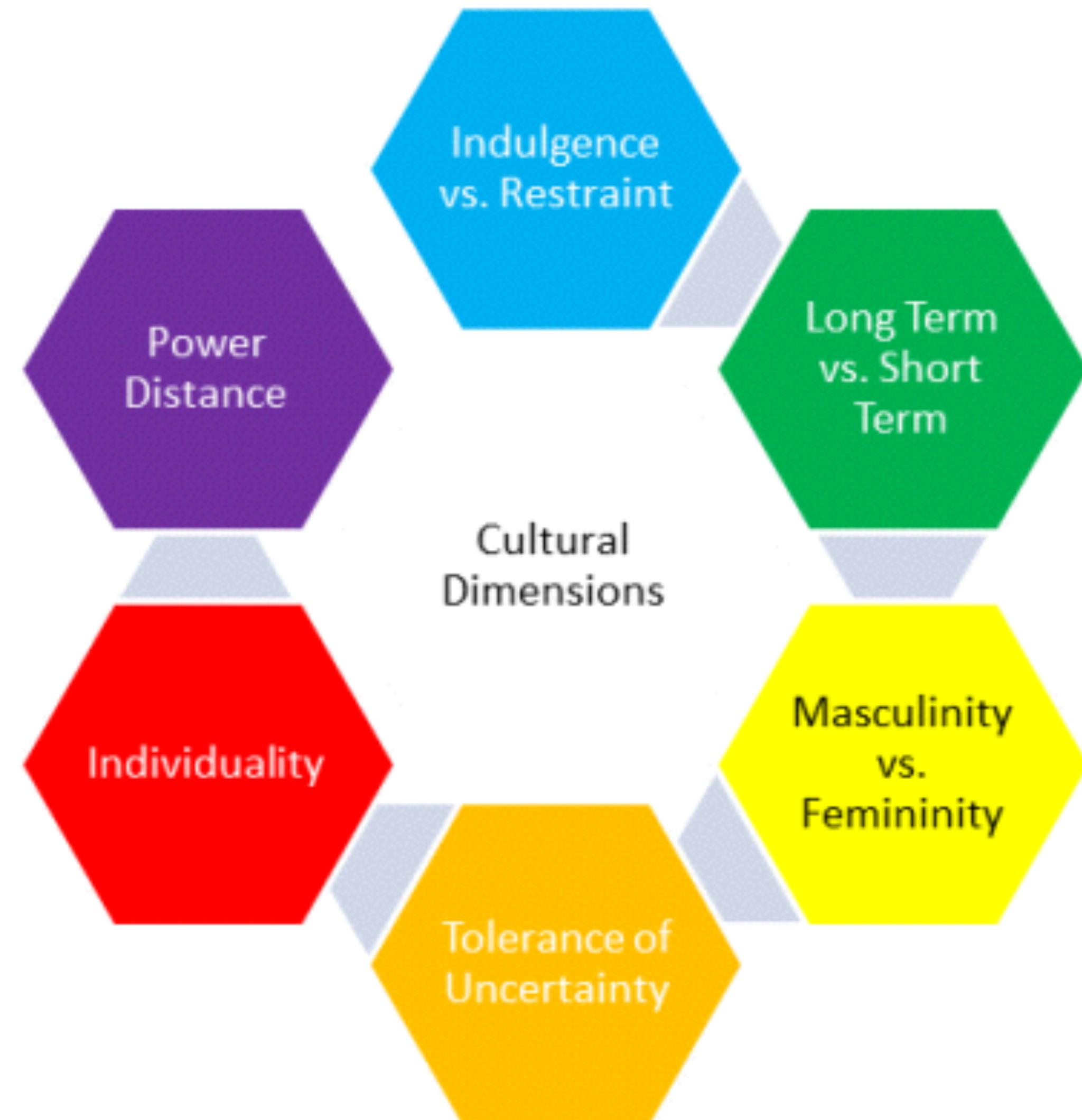
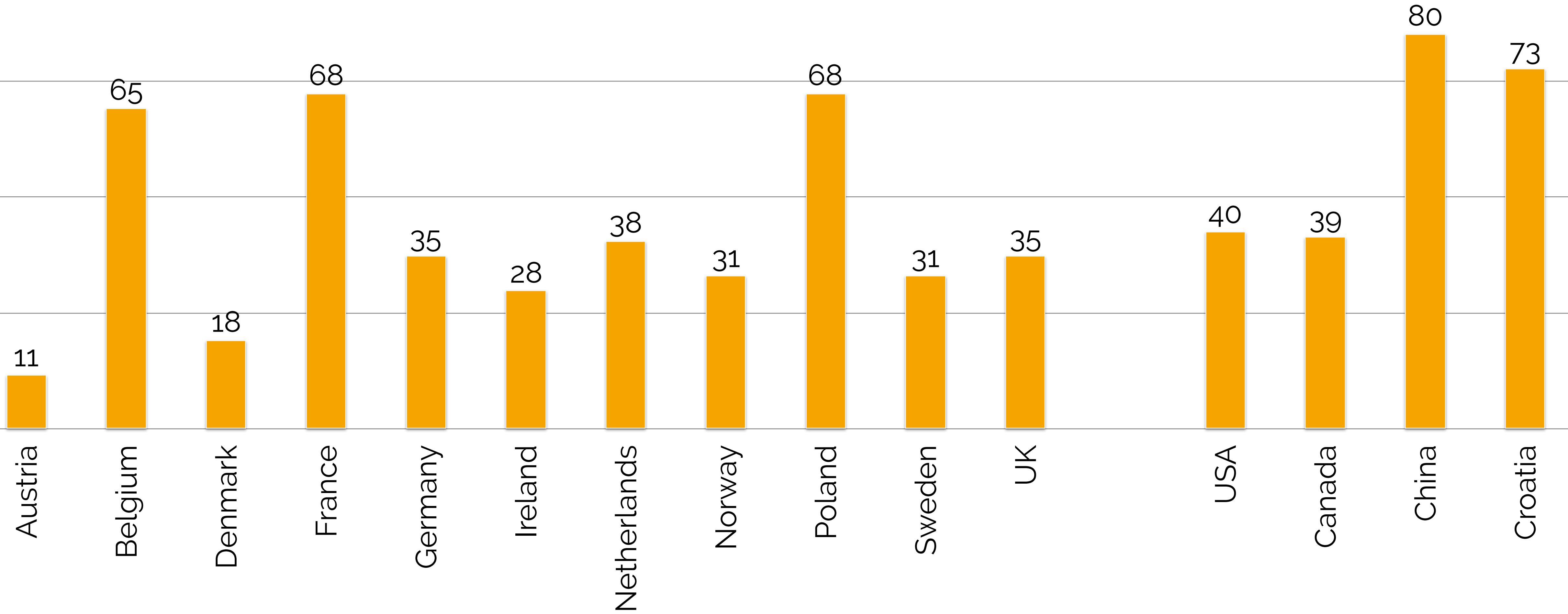


Image: 4squarereviews.com

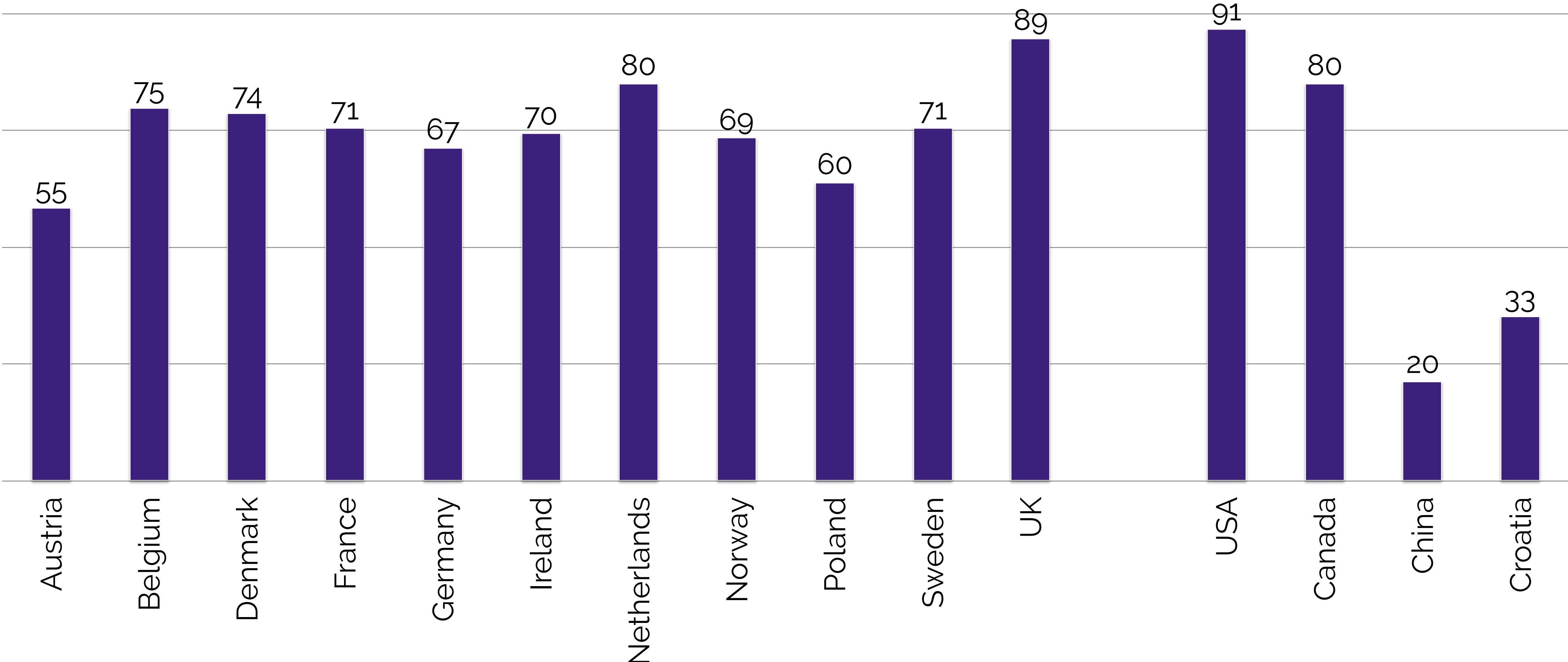


POWER DISTANCE - Attitude towards inequality





INDIVIDUALISM: are you an “I” or a “we”?





**But also “highly individualistic” countries
express this differently**



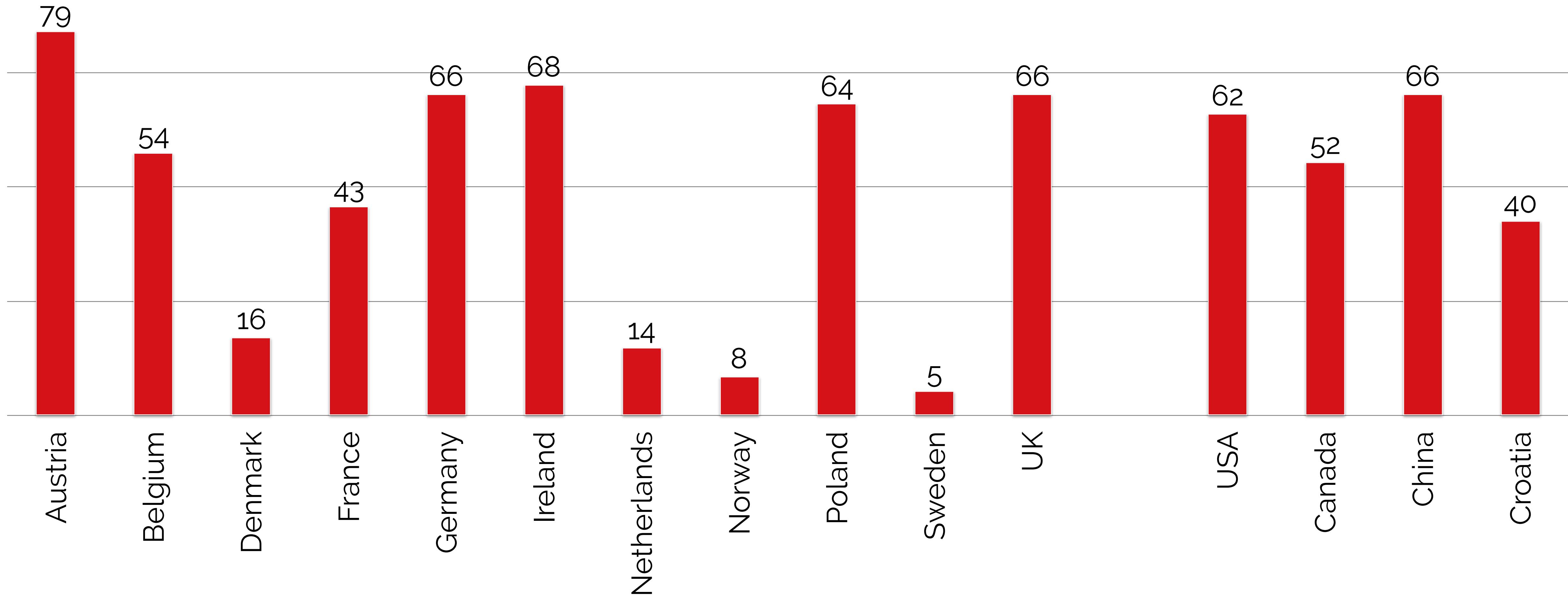


UNCERTAINTY AVOIDANCE - Do you want control or just let it happen?





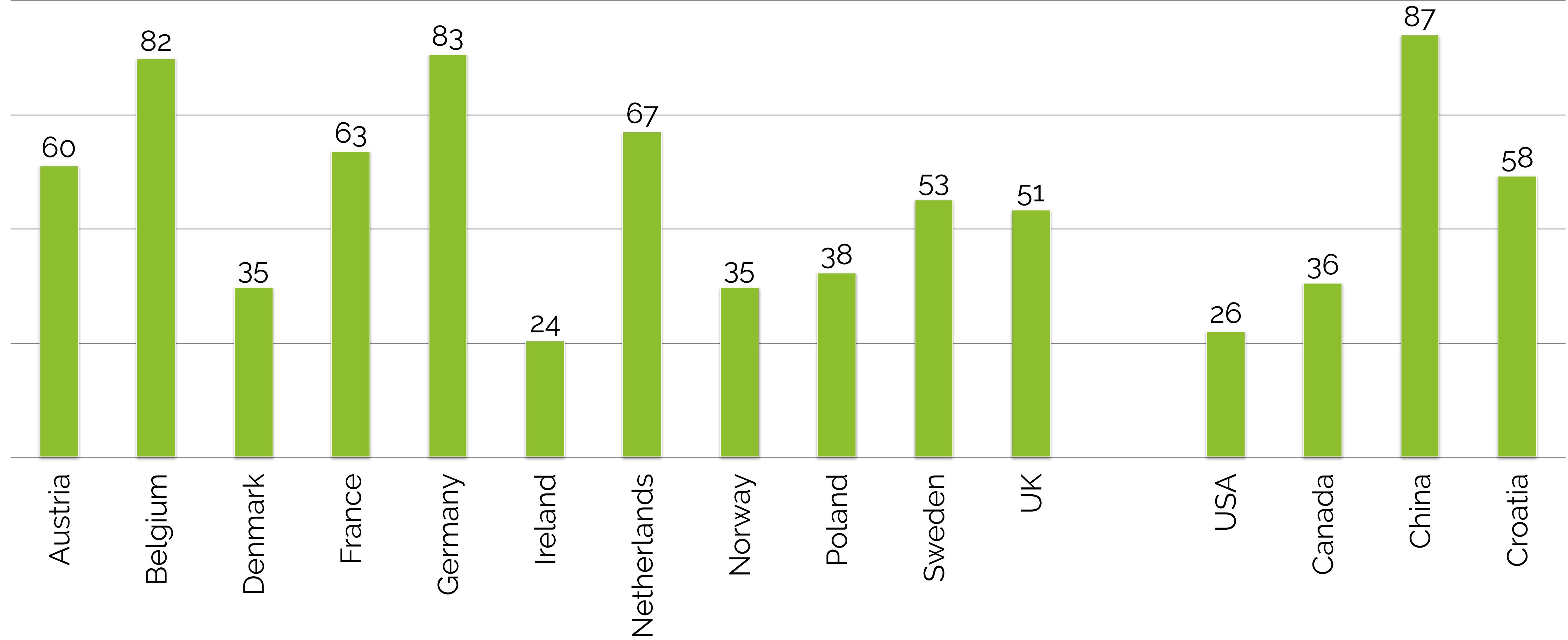
MASCULINITY - What motivates people?



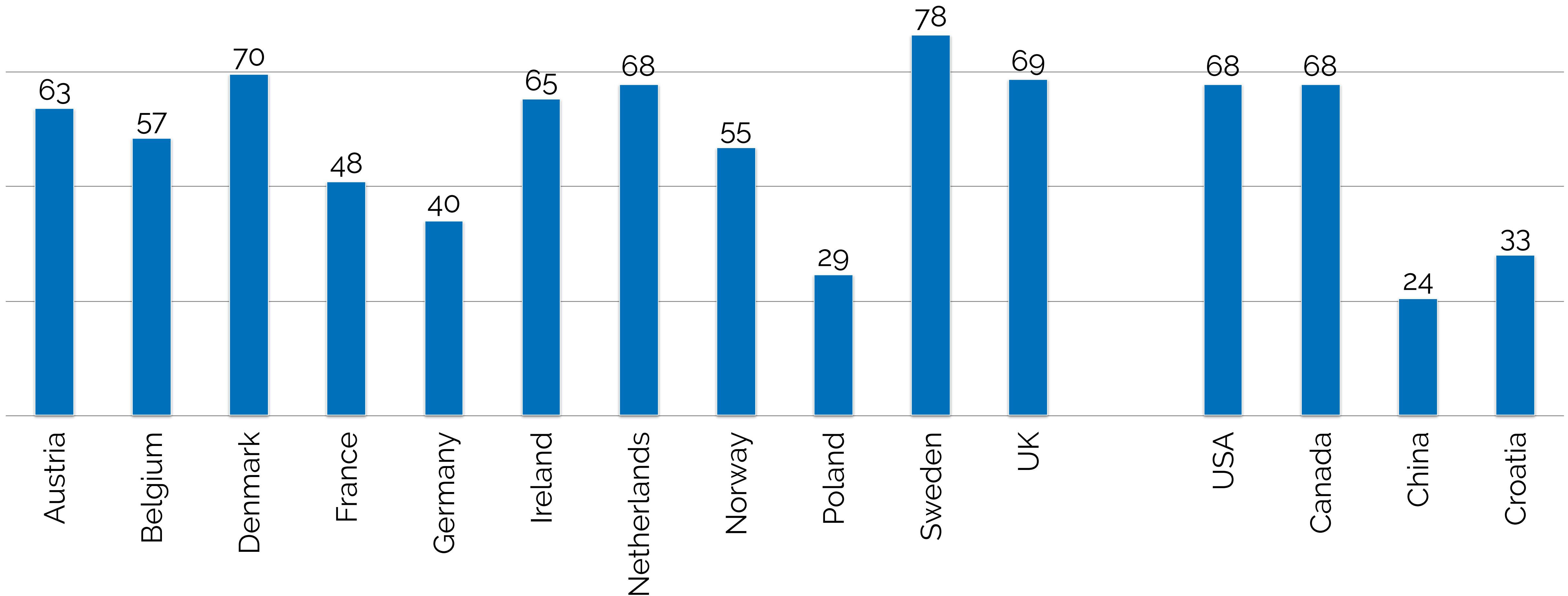


PC ROOM

LONG TERM ORIENTATION - Hesitant to change, or preparing for future?



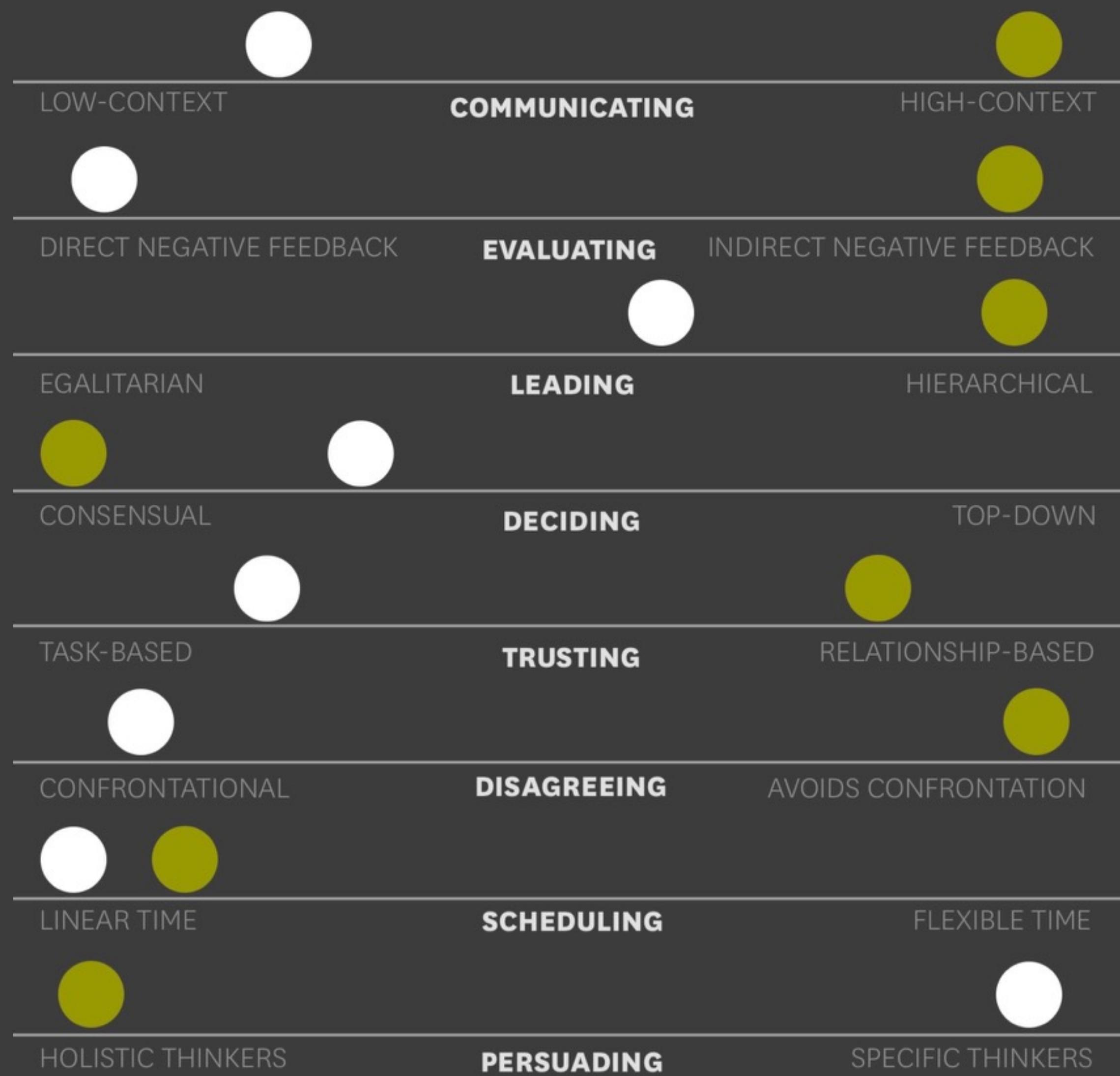
INDULGENCE - Enjoying life or restraining oneself?





Erin Meyer

Germany | Japan





Three different online approaches

HP, McDonalds & Netflix

HP versus McDonalds



HP.COM



The Netherlands

Promoting the latest
Star Wars movie

The screenshot shows the HP.com homepage with a dark background. At the top, there's a navigation bar with links for Laptops en tablets, Desktop pc's, Printers, Inkt en toner, Beeldschermen en accessoires, Bedrijfsoplossingen, and Ondersteuning. A search icon is also present. The main banner features a laptop displaying the Star Wars: The Force Awakens logo, with the text "You don't know the Power of the Dark Side" and "Het Galactisch Rijk komt tot leven in de Star Wars™ Special Edition Notebook en accessoires." Below the banner, there's a sidebar with links for Laptops, Tablets, Desktop & All-In-One PC's, Monitoren, Accessoires, Printers, and Inkt, toner en papier. A red "Online kopen" button is visible. The footer contains links for Info over HP, Manieren om te kopen, Ondersteuning, and Blijf online, along with social media icons for Facebook, LinkedIn, Twitter, and YouTube. The footer also includes a link to the United States version of the site.



McDonalds



The Netherlands

Find a restaurant

PRODUCTEN ACTUEEL FAMILIE JOUW RESTAURANT OVER McDONALD'S WERKEN BIJ

Kleine McWrap

Salsa Honing-Mosterd

NIEUW

BURGERS KLEINE McWRAP McFLURRY CARAMEL COOKIE & MILK SHAKE CARAMEL MACCHIATO MAESTRO BURGER GLUTENVRIJE BURGER

Good Food

ROYALE FILET-O-FISH McCHICKEN QUARTER POUNDER

Direct toegang

VIND EEN RESTAURANT BIJ JOU IN DE BUURT

Plaats, postcode OK

SOLICITEER

HP.COM



Israël

Switching to RTL

The laptop screen shows the Hebrew homepage of HP.com. The main banner features a laptop with a Star Wars-themed red light saber effect on its screen, with the text "לו רק ידעת את העוצמה של הצד האפל". To the right, there's a sidebar with categories like "מחשבים ניידים", "מחשבים שלוחניים", and "ابיזרים וחלפים". The footer contains links for "תמייה", "דריכים ל课文", "אודות HP", and "התחוור". The overall layout is Right-to-Left (RTL) for Hebrew users.



McDonalds

McDonald's.com English מקרונלדס נדל טקסס

Slus Yirok
עם תפוחי עץ
בתוספת צ'יקן, אגוזי מלך ורוטב הדרים

חדש!

Applikatsiyat Mcdonald's

מזרמים מקודנול'ס מכל מקום
בלי לערוך בתרול! קיימים
אפליקציה, וווקס זמן
ומקבלים הדועה באפליקציה,
cashback מוקן. יותר מהיר,
יותר נוח.

Machshabon Tzadona Avish

בואו לקבל נתונים תזונה שונים
על פי נתונייכם האישיים. בדקו
מה רטבוריית המשקל שלכם.
מה תצרוכת הקלוריות היונית
המומלצת לכם ועוד...

Aytutor Misuda

מחפשים מסעדות של
מקודנול'ס שקרובה אליכם
לבטה? מסעדת עם מקדריך
לעבור בה בדרך? מסעדת
כשרה? מסעדת עם מתמחה מק
קפה? להזען ואיתור את
המסעדה המבוקשת

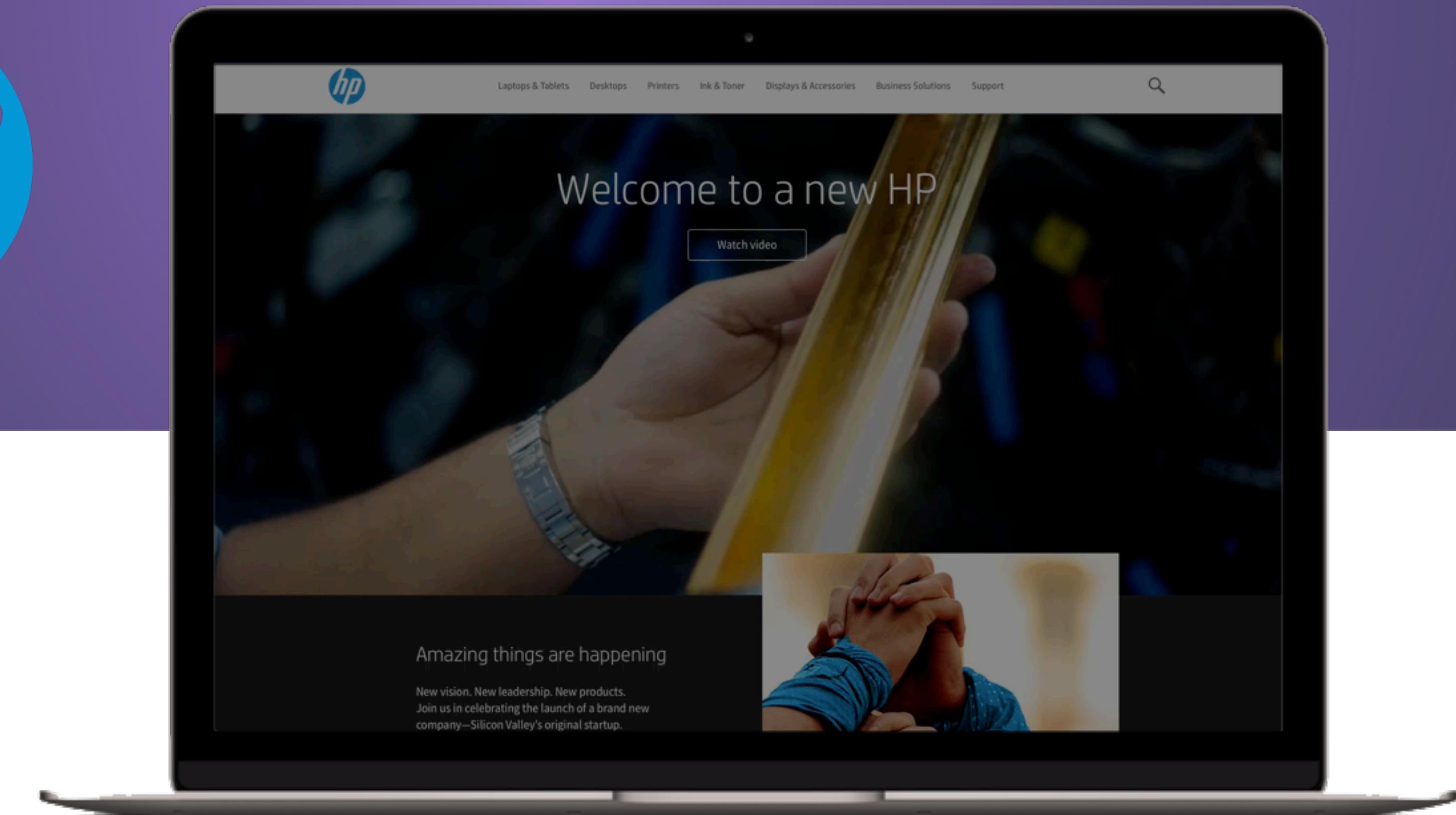
לѧйтור Misuda

HP.COM



USA

Moving images





McDonalds



USA

Family, experience

The website features a red sidebar with links: Food, I'm lovin' it, Our Story, Careers, Locations, Search, Contact Us, Services, McDonald's Websites, and Our food. Your Questions.

At the bottom, there are links for Corporate, Privacy, Terms & Conditions, My Profile, and ©2010-2016 McDonald's. All Rights Reserved.

HP.COM



Greece
Promoting printers

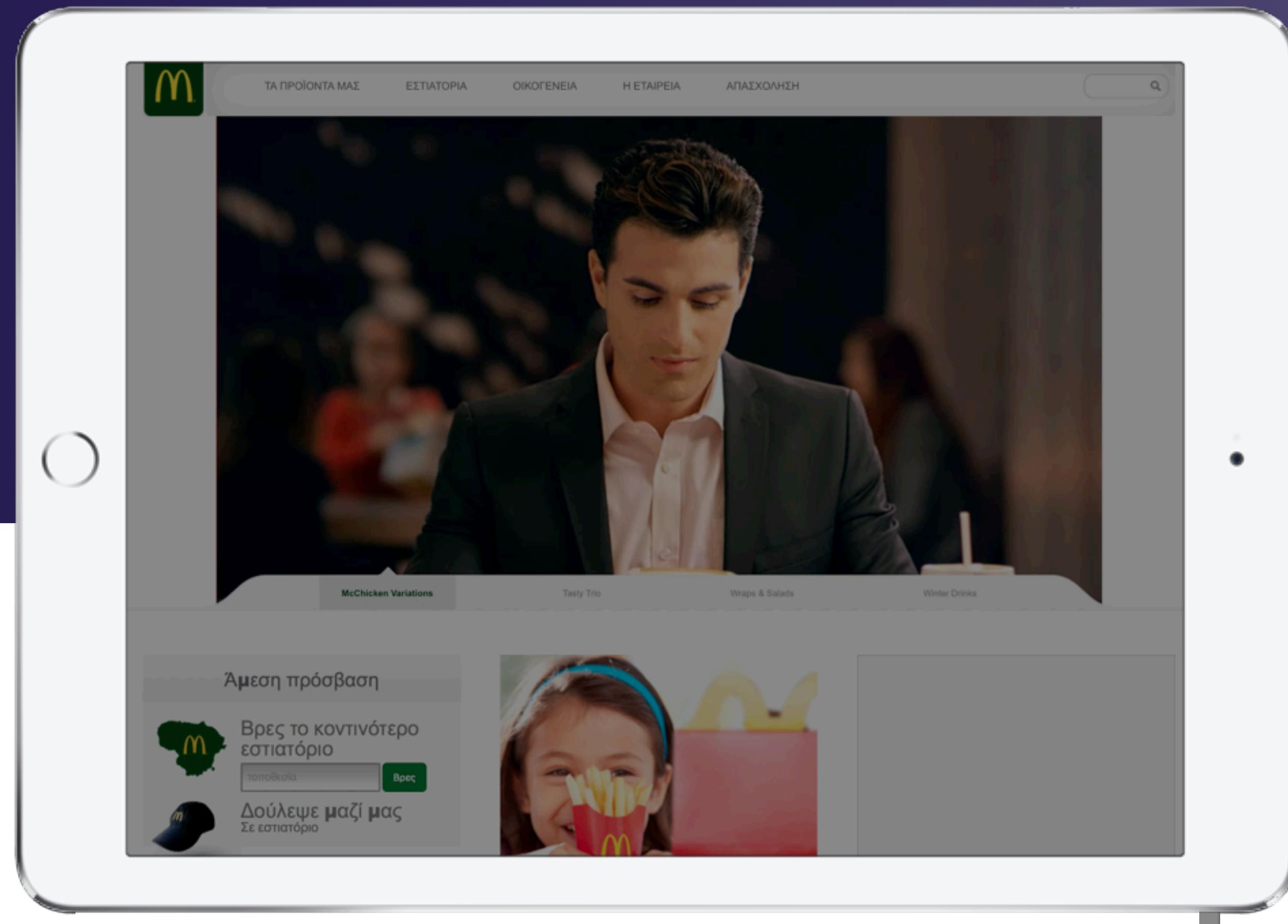


McDonalds



Greece

Very personal





NETFLIX

Global algorithm, not bothered by geography, gender or age.

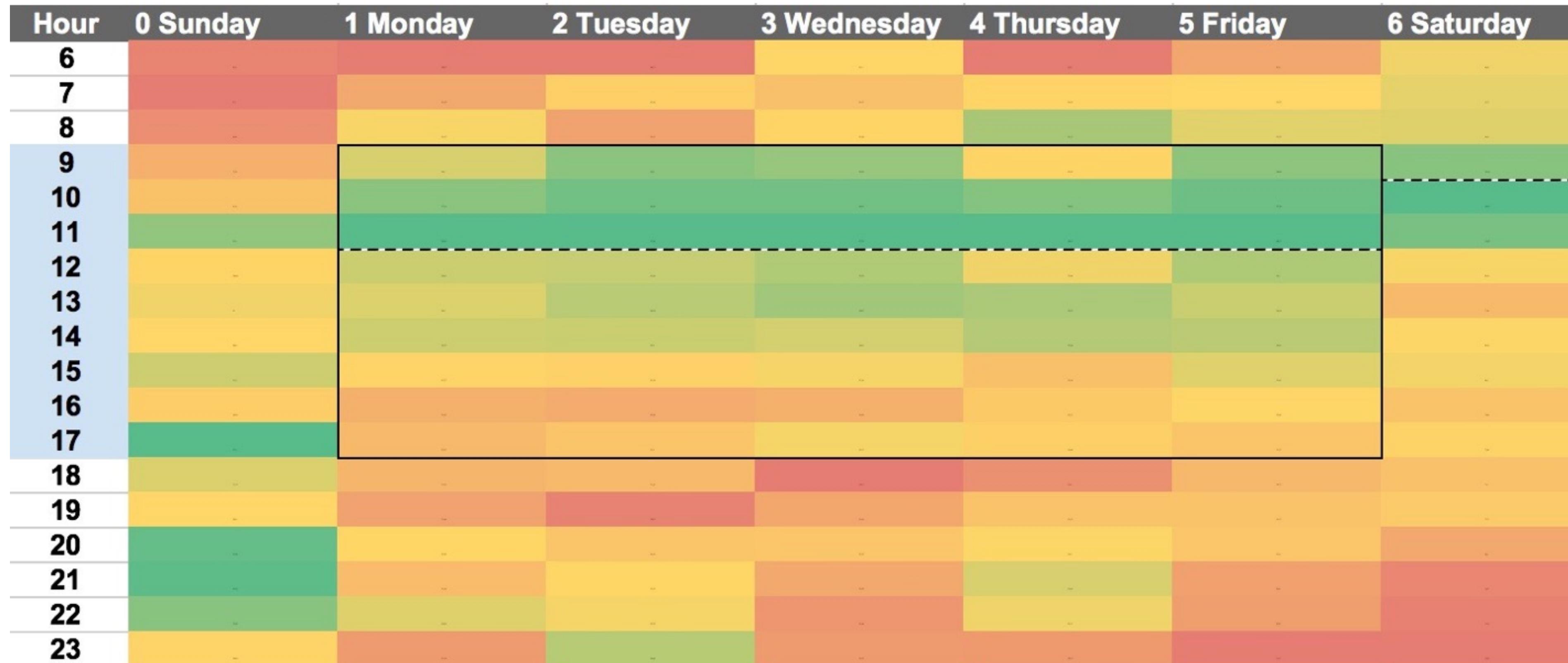


Some Euroflorist findings



Conversion by Hour and Day of the week

Conversion by Hour and Day of the week: Denmark



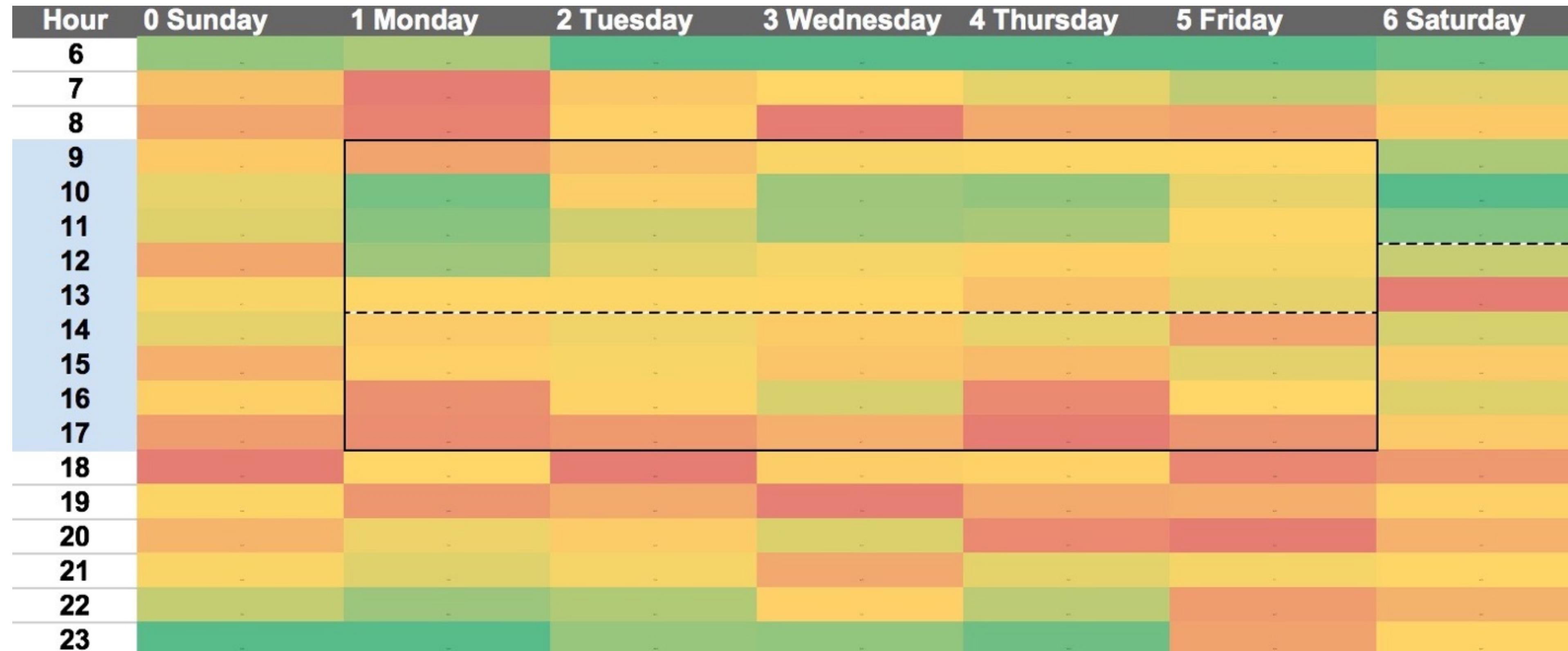
Red: lower CR

Green: higher CR

Solid line: working hours

Dotted line: daily cutoff time

Conversion by Hour and Day of the week: Poland



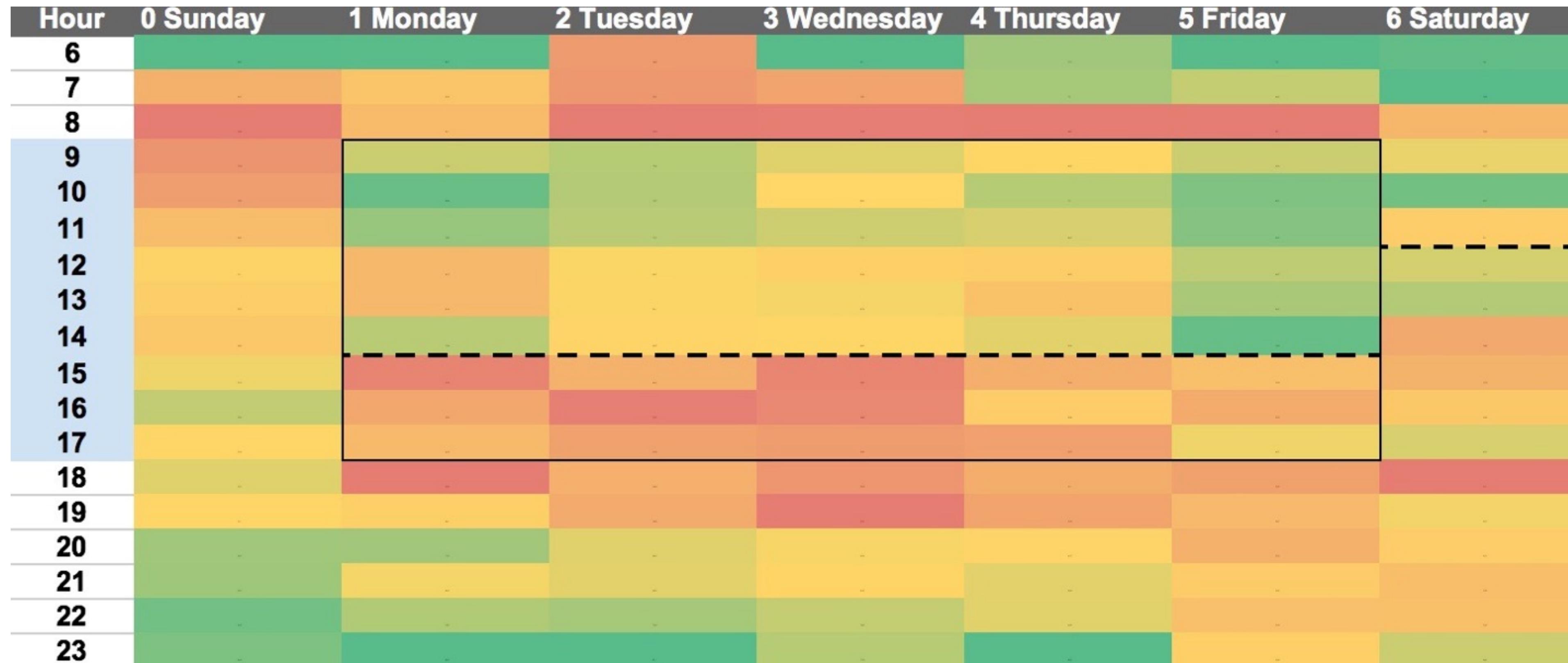
Red: lower CR

Green: higher CR

Solid line: working hours

Dotted line: daily cutoff time

Conversion by Hour and Day of the week: Germany



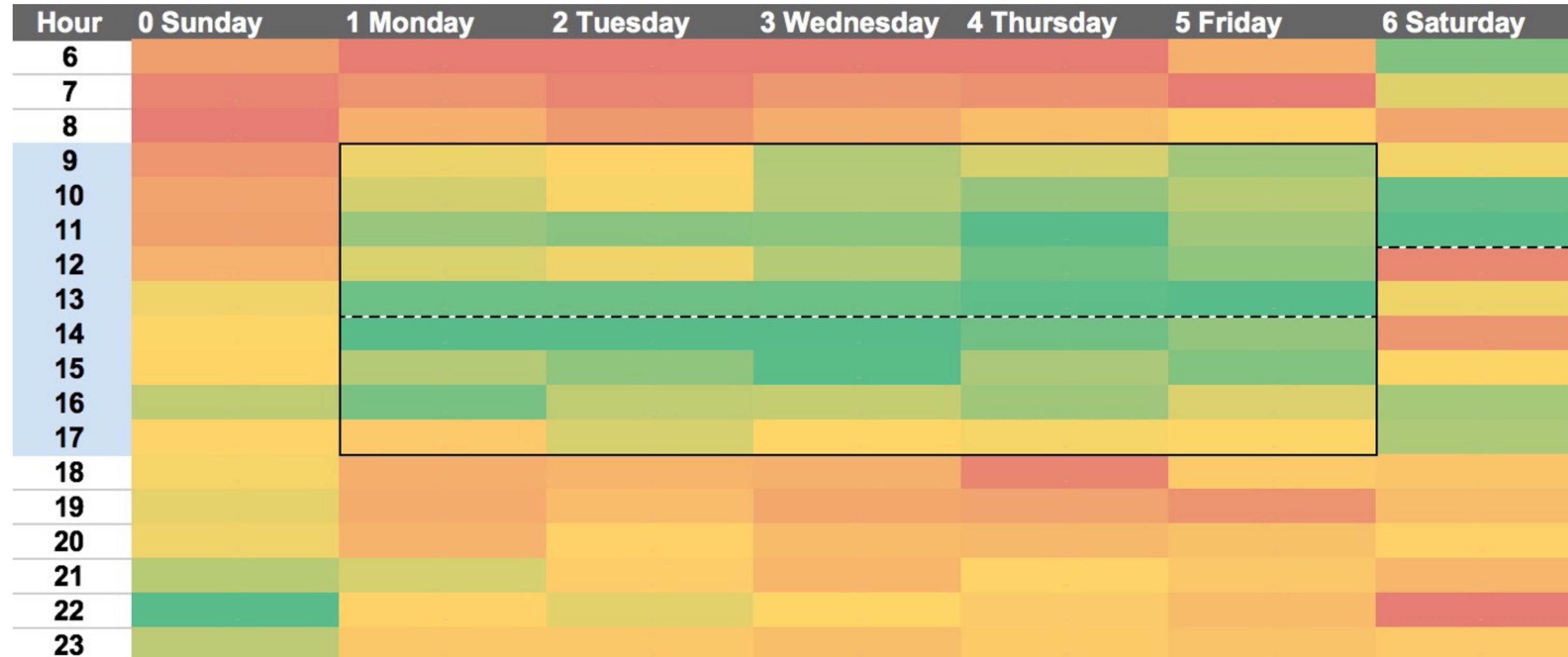
Red: lower CR

Green: higher CR

Solid line: working hours

Dotted line: daily cutoff time

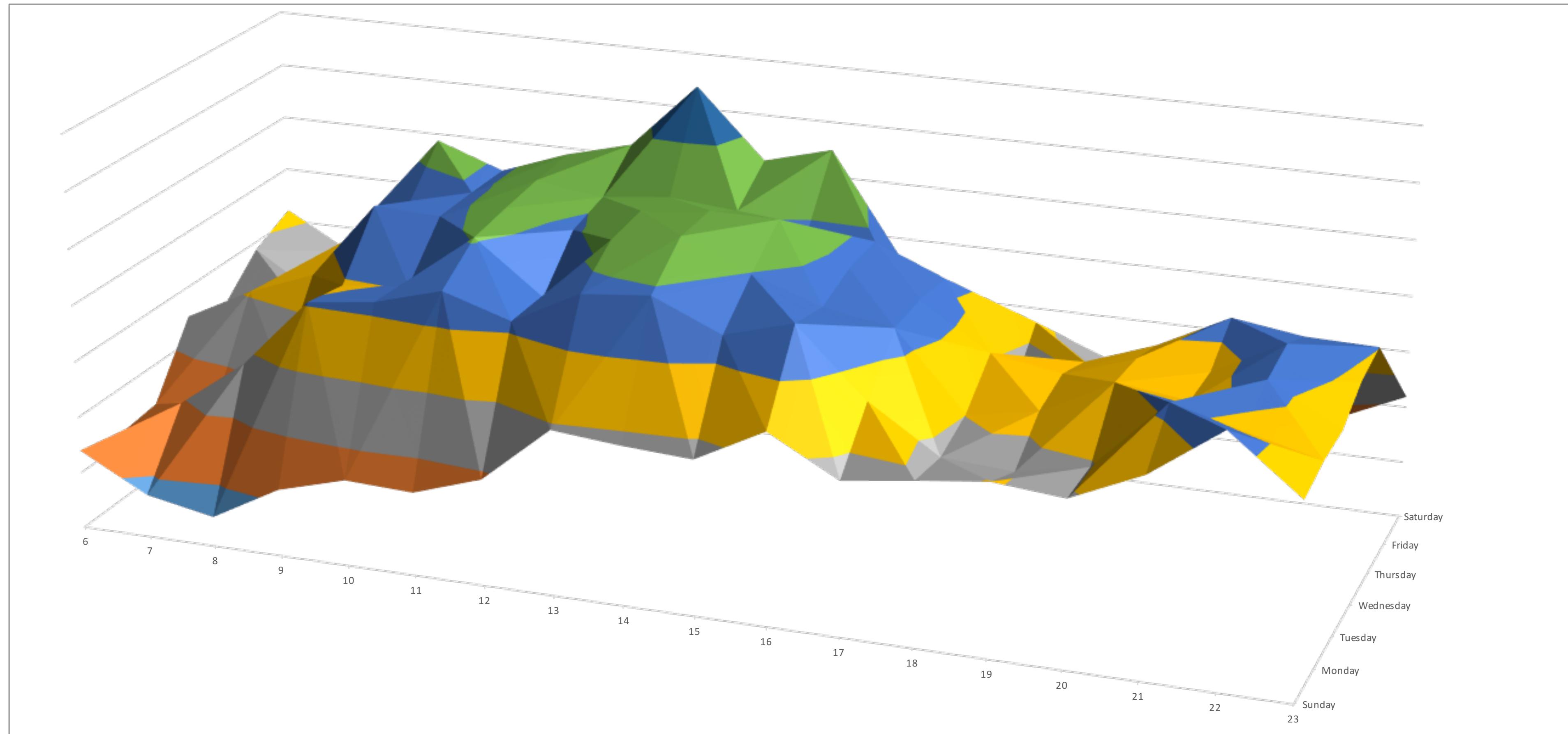
Conversion by Hour and Day of the week: The Netherlands



Red: lower CR
Green: higher CR

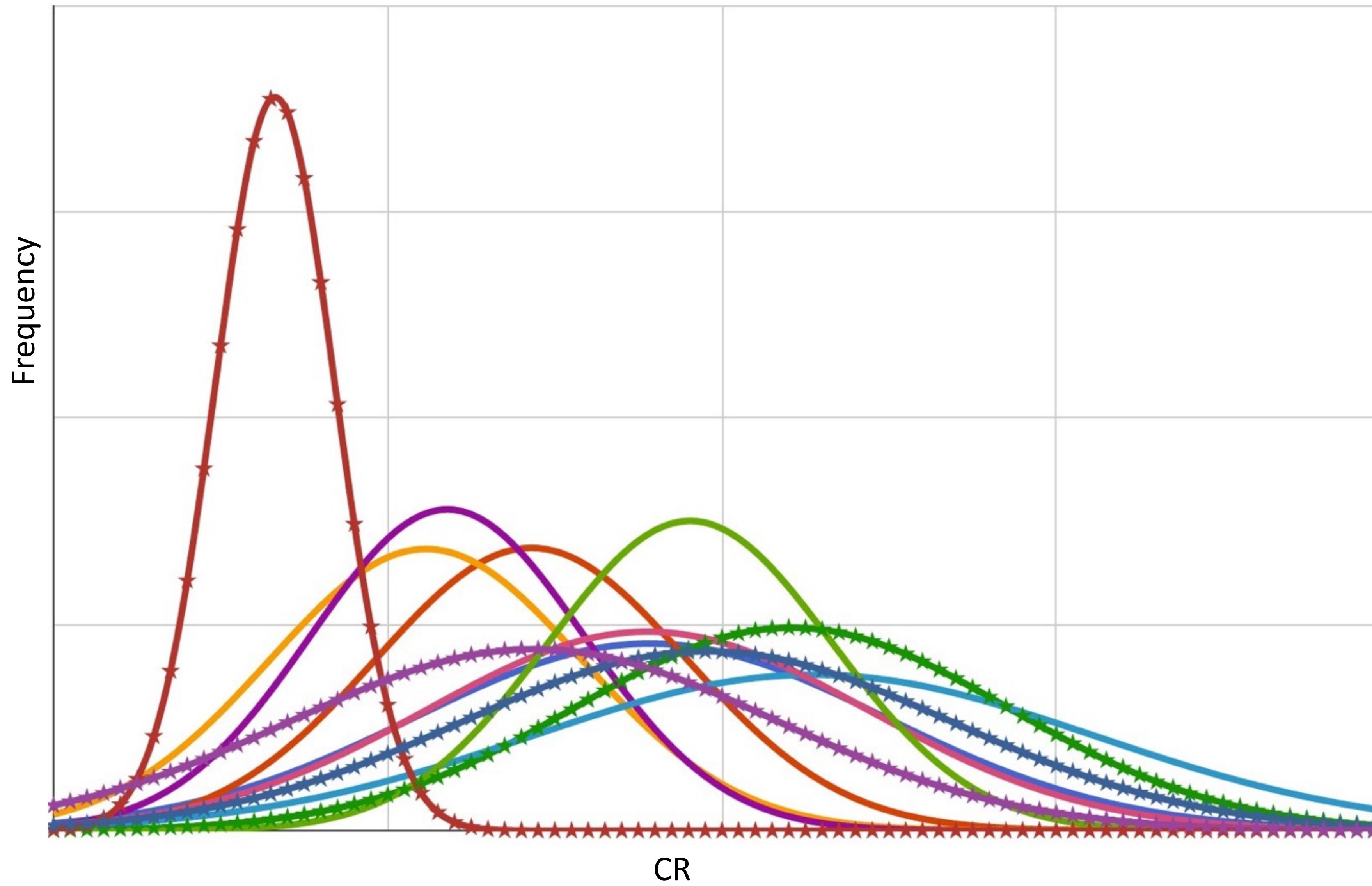
Solid line: working hours
Dotted line: daily cutoff time

Conversion by Hour and Day of the week: The Netherlands

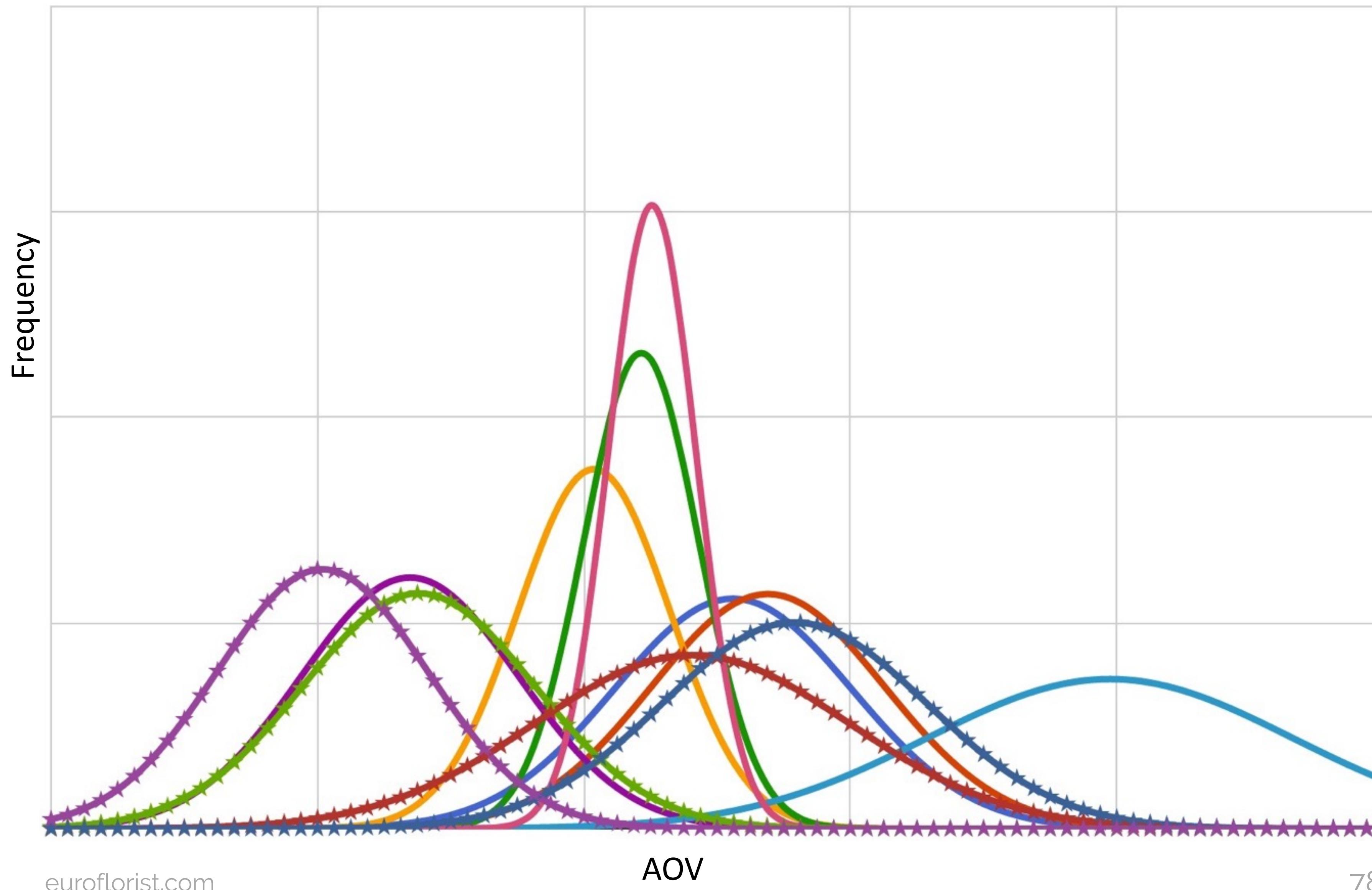




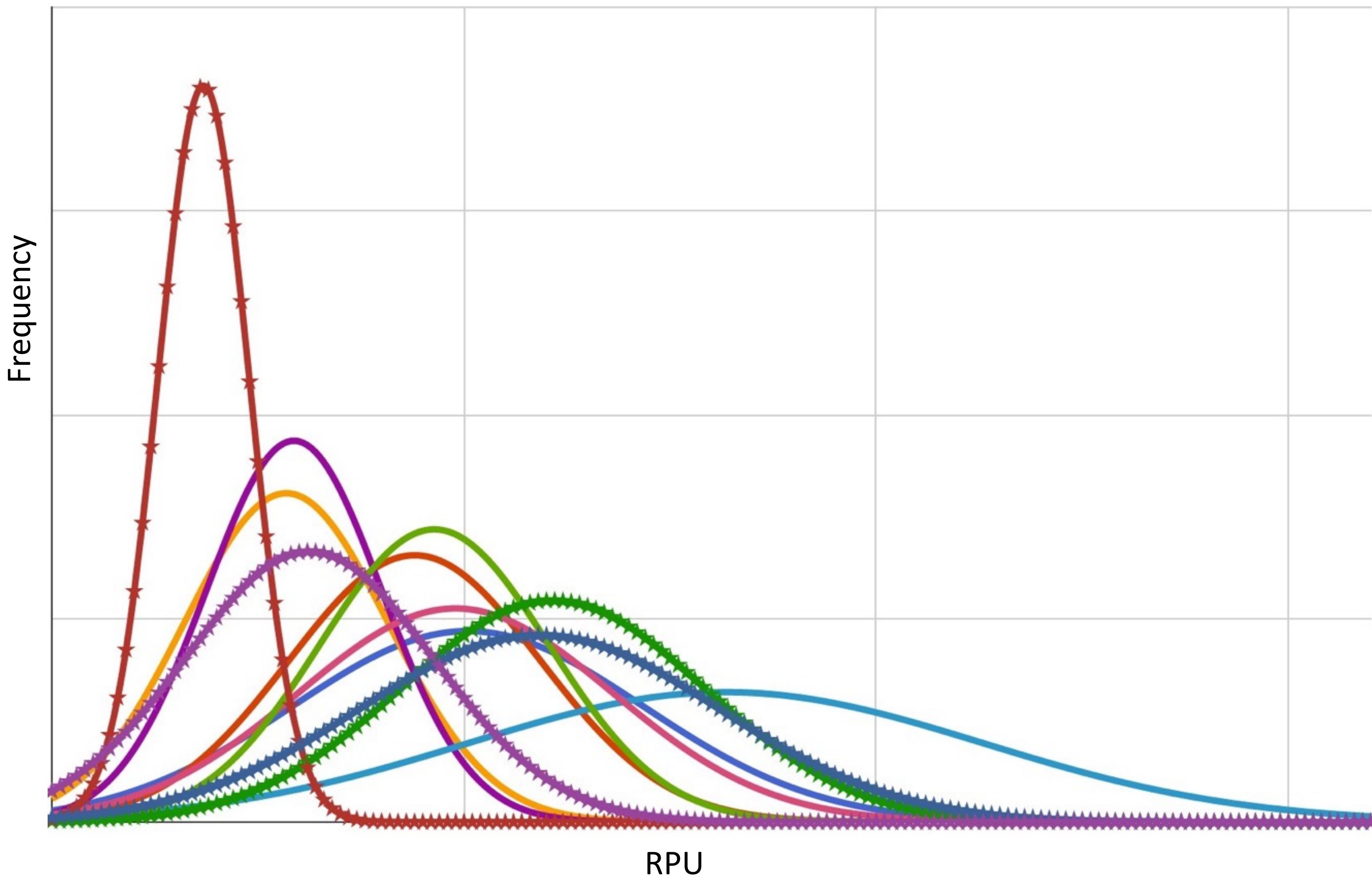
CONVERSION RATE: Distribution per country



AVERAGE ORDER VALUE: Distribution per country



REVENUE PER USER: Distribution per country



GRAPH

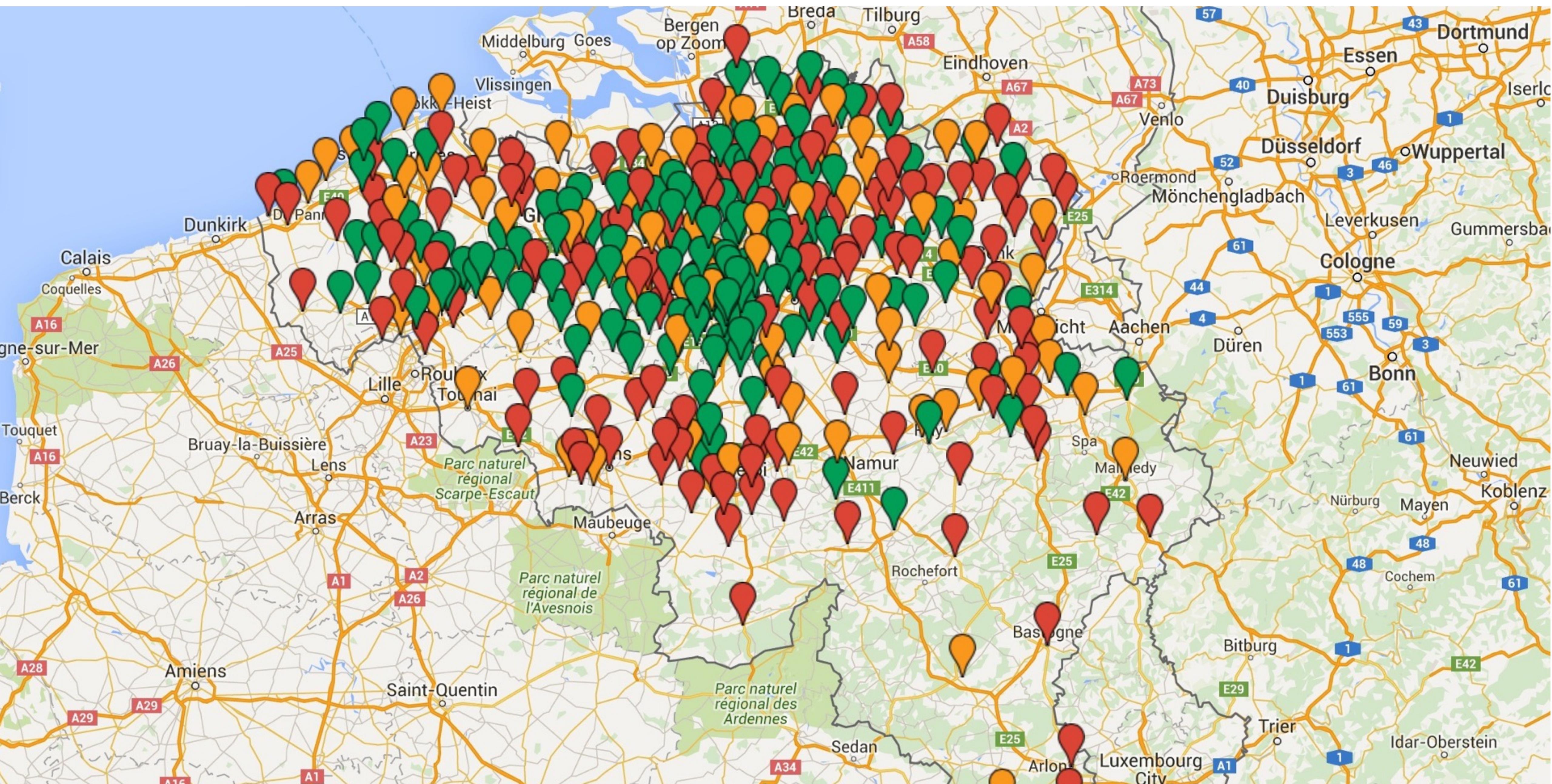


ALL THE THINGS!

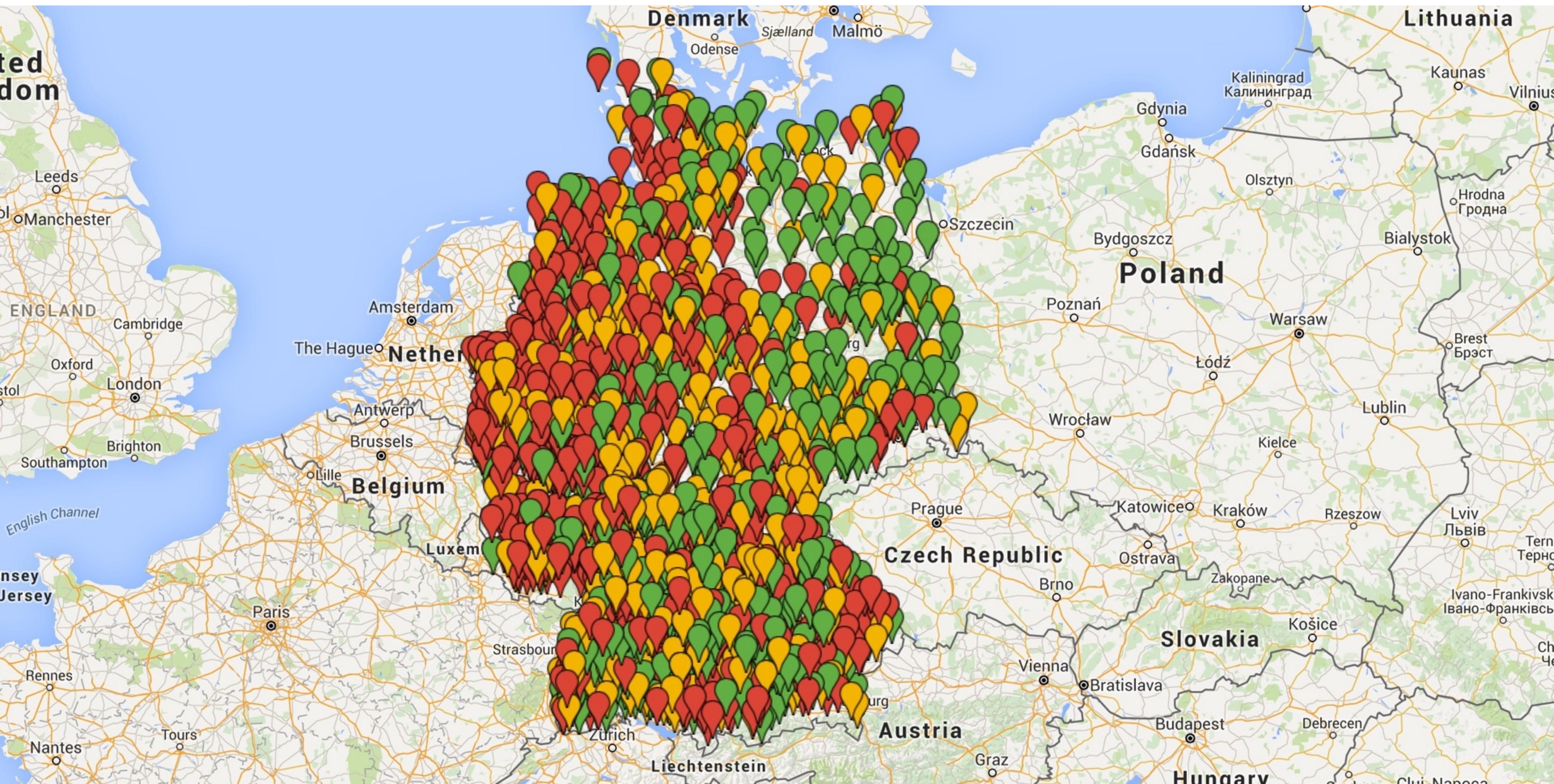


Regional differences

CR: Belgium



CTR: Germany





- Legacy platforms
- Localizations, legislation & external differences make proper A/B testing hard:
always analyze per country
- Need buy-in from country managers
- Sample size requirements

WRAP-UP





1. Do the research
2. Listen to the locals
3. What is feasible on your platform?
4. Test everything - don't make assumptions
5. Act on the data - your customer(s' data) is always right



RESOURCES

- An Overview of Research on the Accommodation of Culture into Web Design by Punchoojit and Chintakovid, 2012 ([link](#))
- The culture differences on web design: a study of Taiwan's and United States' websites by Tsai, 2009 ([link](#))
- A process model for developing usable cross-cultural websites by Smitha, Dunckley, French, Minocha, and Chang, 2004 ([link](#))
- Callahan, E. (2006). Cultural Similarities and Differences in the Design of University Web sites, 11, 239–273. ([link](#))
- Zhao, W., Massey, B., Murphy, J., & Fang, L. (2003). Cultural Dimensions of Website Design and Content. Prometheus, 21(1), 74–84. ([link](#))
- Lo, B. W. N., & Gong, P. (2005). Cultural impact on the design of e-commerce websites: Part I – Site Format and Layout, VI(2). ([link](#))
- Geert Hofstede - geert-hofstede.com
- Edward T. Hall - changingminds.org
- Erin Meyer - erinmeyer.com



*If you want to engage and convert a **global audience**, you have to be culture sensitive.*



This Presentation:
gui.do/cro-culture



THANK YOU

Let's Connect!

GUIDO JANSEN

 gxjansen

 @guido

 gxjansen

 gxjansenvideo

EUROFLORIST

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 @euroflorist

 euroflorist

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Team Growth

Organizing your Optimization Dream Team

gui.do/team-growth

@guido