

Best practices &
UX trends

USA

★ *ferpection*



★ Why is localization important in UX Design?

Localization: adapting the interfaces to the language and culture of a country

A site or application must meet the country codes in order to best correspond to the expectations of its users.

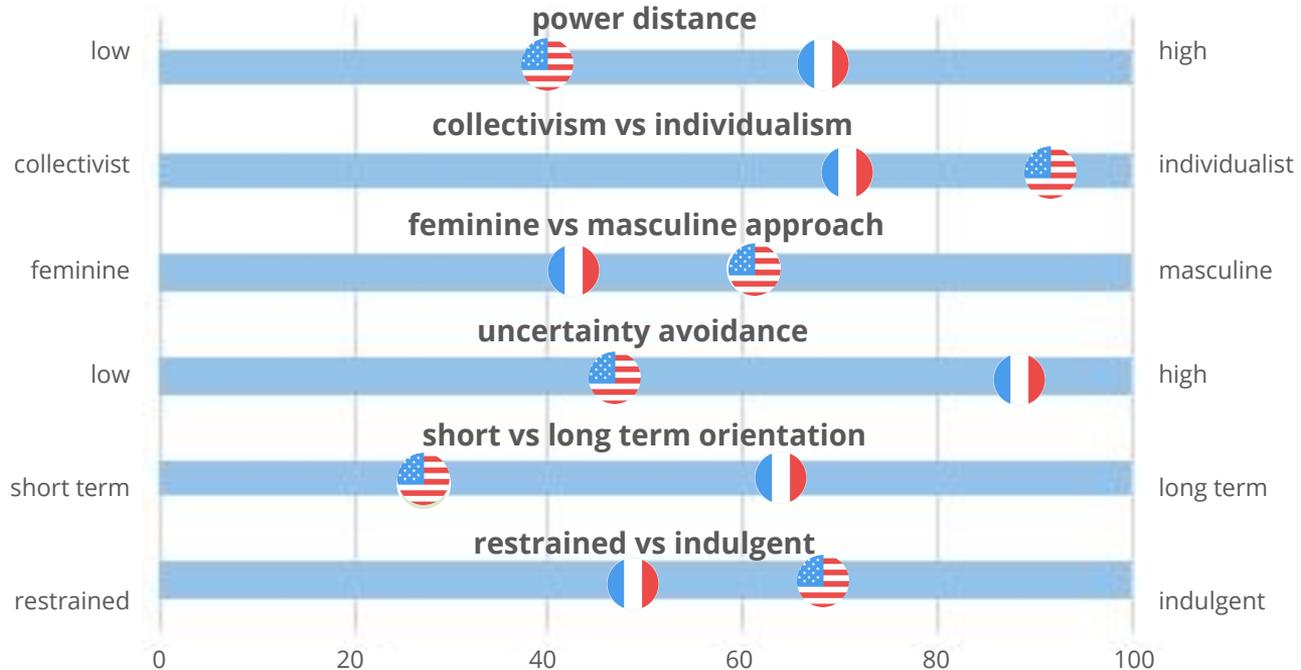
UX design considers localization in order to provide businesses with suitable products and services.

Here are the specifics of UX Design in the USA.



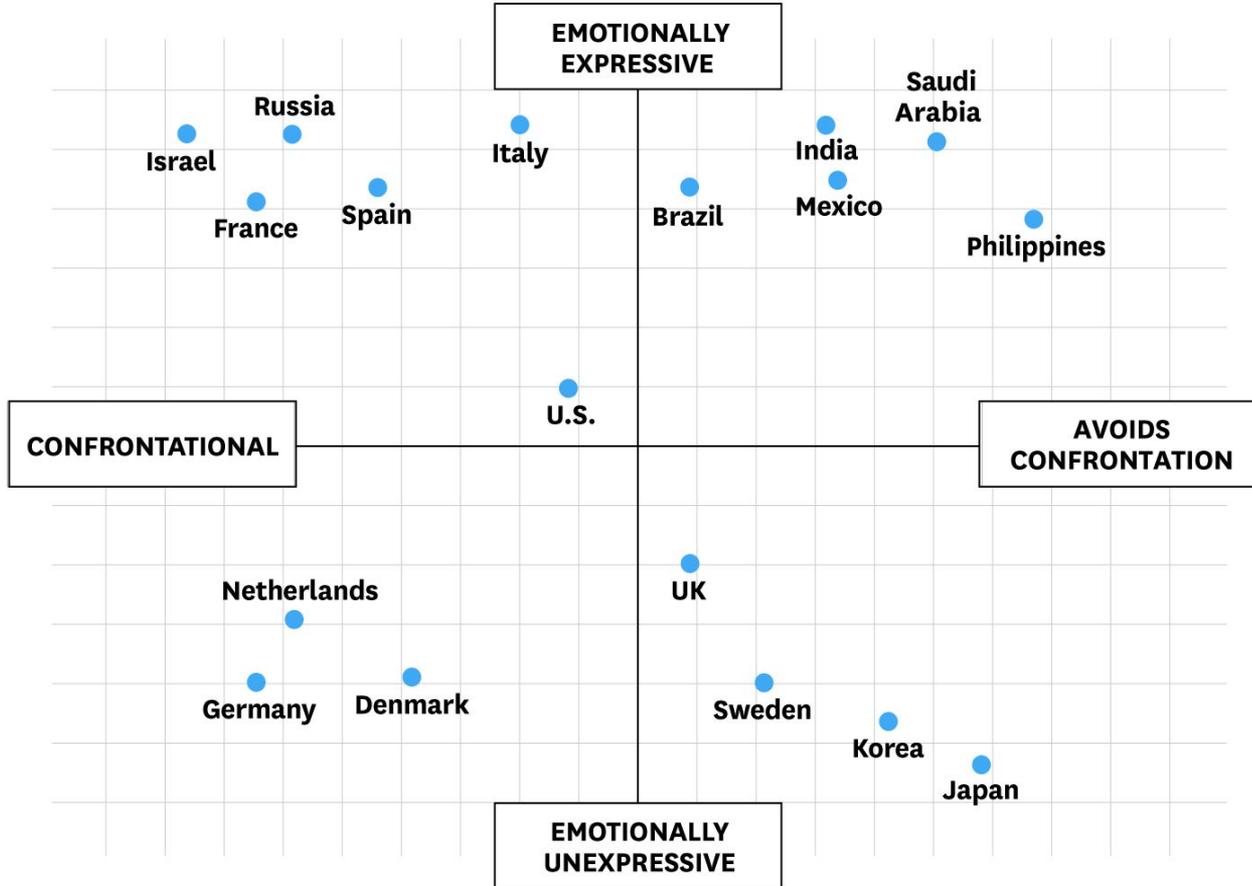
★ Analyze the culture

Dutch researcher Geert Hofstede set up a 6-category measurement system to analyze the different cultures of countries.





A different way of communicating depending on the country



Source : Erin Meyer "Getting to si, ja, oui, hai and da", 2015



1

The search for efficiency

- The American user has no time to waste
- A simplified interface to increase efficiency
- Faster navigation via the search bar
- Choice options on the same screen

2

American culture encourages consumerism

- Importance of products starting at the homepage
- Many deals and promotional codes
- A variety of additional services

3

Paying attention to nuances

- Impactful regulations
- Specific units to avoid errors



Part 1

The search for efficiency





The American user has no time to waste

The habits of the American user

(study concerning: United States, United Kingdom, France, Italy, Germany, China and Japan)

COMPARE TO GLOBAL AVERAGES:

CLICK RATE
ON PRODUCT
IMAGES:

-25%

CLICK RATE
ON PRODUCT
DESCRIPTION:

-19%

CLICK RATE ON
DELIVERY AND
SHIPPING INFO:

-59%

CONVERSION
RATE ON
DESKTOP:

+25%

CONVERSION
RATE ON
MOBILE:

+25%

TIME SPENT
ON THE
HOMEPAGE:

+19%

The American user knows what he/she wants. The American digital market is very competitive. **The American standard is high** (Amazon, Apple...) and the American user is accustomed to a certain level of associated services (delivery, product return...).

This is why the American user has become an **expert in online shopping**.

★ A simplified interface to increase efficiency

A page = a feature = a message

The information must be explicit (Google vs Yahoo Japan).

A minimalist style

The interface design is clean, with lots of space between components, a simple information architecture with little content, a large font size and few color combinations.

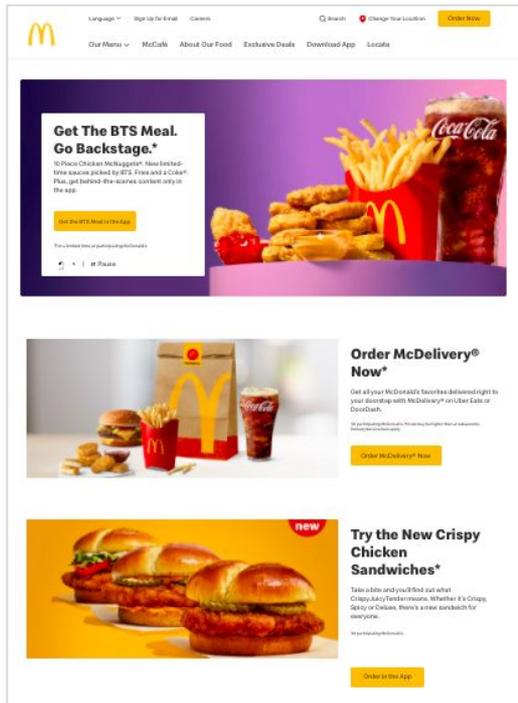
The image shows two web interfaces side-by-side. The top interface is Google's search page, which is minimalist and clean. It features a large, colorful 'Google' logo at the top center, a simple search bar below it, and two buttons: 'Google Search' and 'I'm Feeling Lucky'. The layout is spacious with clear navigation links like 'About' and 'Store' in the top left, and 'Gmail', 'Images', and 'Sign in' in the top right.

The bottom interface is Yahoo! JAPAN's homepage, which is much more cluttered. It features a prominent 'YAHOO! JAPAN' logo in the center. Below the logo is a search bar with a '検索' (Search) button. The page is filled with various widgets and links, including a 'ニュース' (News) section with multiple articles, a '天気' (Weather) section, a '株価' (Stock Market) section, and a 'ゲーム' (Games) section. The layout is dense with many small icons and text elements, making it less efficient than the Google interface.

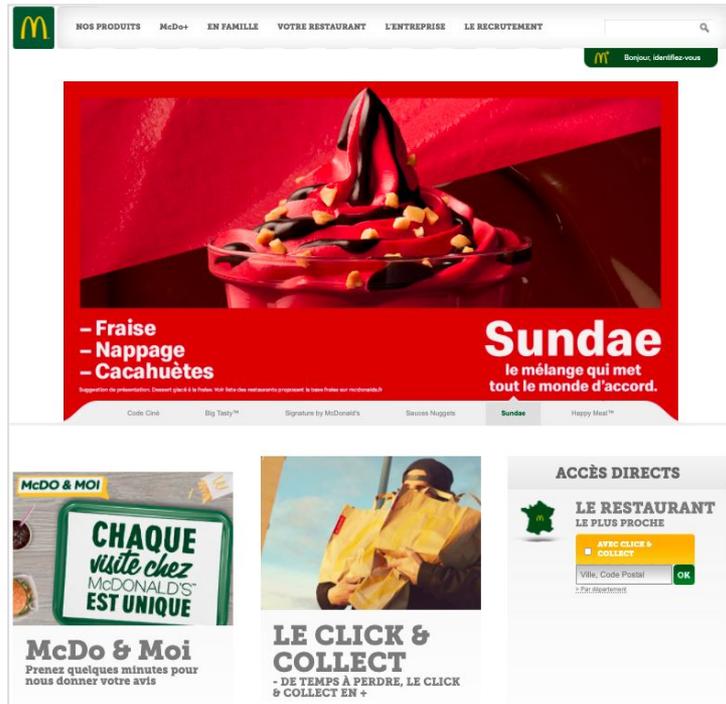
★ A simplified interface to increase efficiency

Reading the information is done at a glance.

CTAs are highlighted to focus on what's important.



McDonald's US



McDonald's FR

★ A simplified interface to increase efficiency



Nintendo US



Nintendo FR

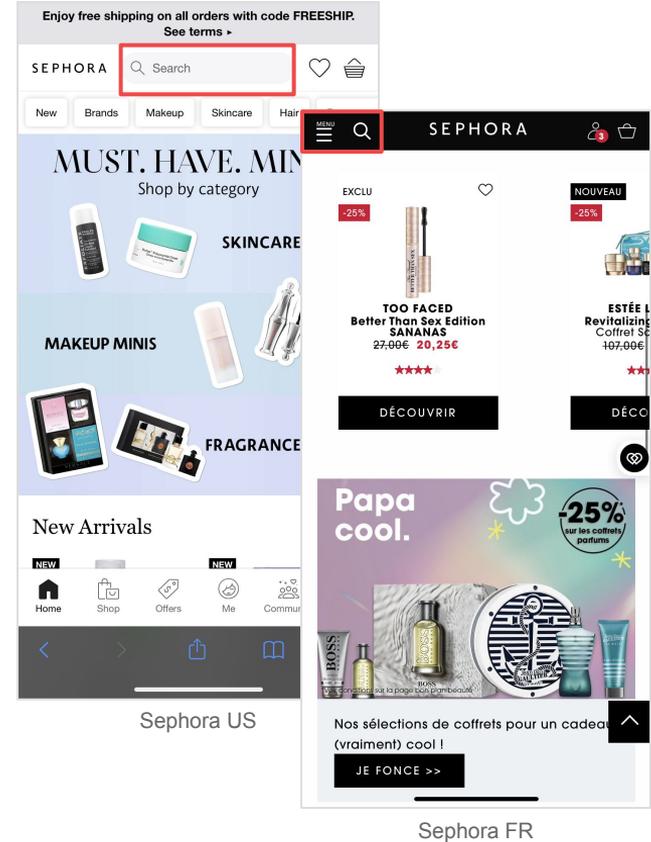
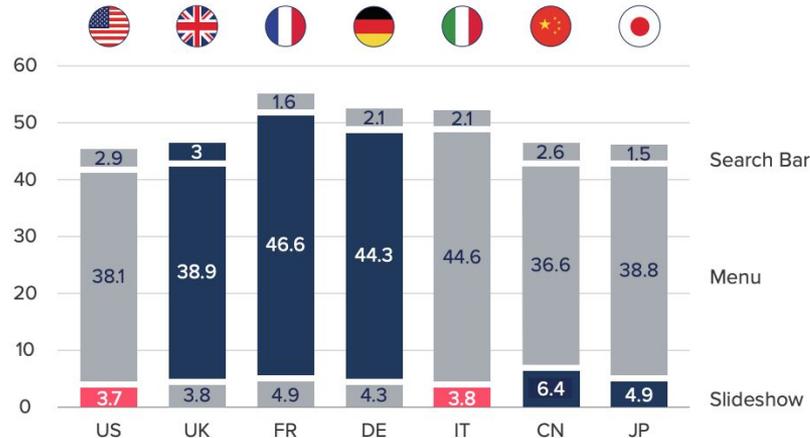
★ Faster navigation via the search bar

As expert users, Americans prefer to use the search bar (vs menu vs slideshow). They do not like to be guided.

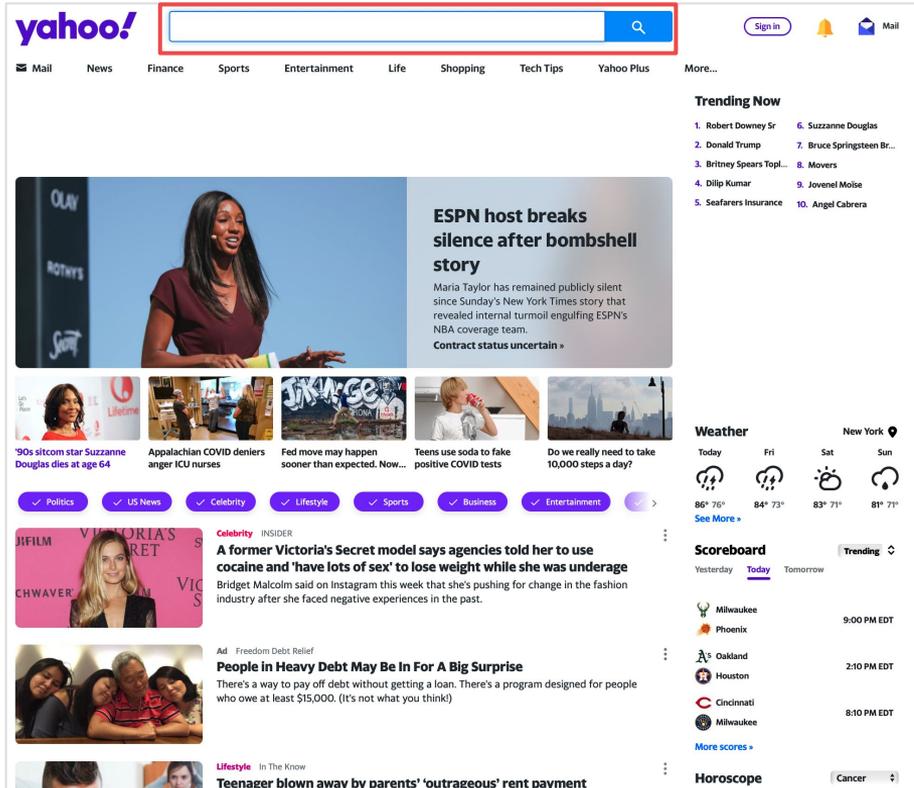
Contrary to:

- China and Japan who use more prefer slideshow display because it is not easy to type with their characters
- France, which often uses menus

DESKTOP CLICK RATE ON SEARCH BAR, SLIDESHOW, AND MENU



Faster navigation via the search bar



yahoo!

Sign in

Mail News Finance Sports Entertainment Life Shopping Tech Tips Yahoo Plus More...

Trending Now

- Robert Downey Sr
- Donald Trump
- Britney Spears Top...
- Dilip Kumar
- Seafarers Insurance
- Suzanne Douglas
- Bruce Springsteen Br...
- Movers
- Jovenel Moise
- Angel Cabrera

ESPN host breaks silence after bombshell story

Maria Taylor has remained publicly silent since Sunday's New York Times story that revealed internal turmoil engulfing ESPN's NBA coverage team.

Contract status uncertain

Weather New York

Today: 86° 76° Fri: 84° 73° Sat: 83° 71° Sun: 81° 71°

Scoreboard Trending

Yesterday Today Tomorrow

- Milwaukee 9:00 PM EDT
- Phoenix
- Oakland 2:10 PM EDT
- Houston
- Cincinnati
- Milwaukee 8:10 PM EDT

Horoscope Cancer

Yahoo US



ホームページに設定する Yahoo! BB | ききず版 | アプリ版 | ヘルプ

トラベル ヤフオク! ショッピング ヤフオク! PAYPAY プリマ ZOZOTOWN LOHACO トラベル 一体.com 一株.com レストラン ニュース スポーツ ナビ ファイナンス テレビ GYAO! LINE MUSIC ゲーム ebookjapan 占い 地図 路線情報 Retty クラシル スタンバイ

YAHOO! JAPAN

PayPay STEP カード メール

ウェブ 画像 動画 知恵袋 地図 リアルタイム 一覧

PayPayモール「ZOZOSALE」開催中 経歴のお遊り生ウニなど、旬の味をご自宅で LINEMOおトクに契約できるキャンペーン

最新モデルのスマホにも対応?

iPhone Android

スマートフォン ケース・アクセサリ

CHECK!

国内の新型コロナウイルス発生状況 1,621 (状況確認: 313) 新型コロナウイルスの最新情報も見

国内のワクチン接種実績 68170例 累計接種人数 20,763,123 (367040) ワクチンの最新情報も見

ログイン [ID新規取得] 登録情報

メール ポイント確認 PayPay残高確認

毎日引けるくまろく 日替わりクーポン

2021年6月20日(日) 港区

今日の天気 明日の天気

28°C 20°C 80% 29°C 22°C 10%

熱中症指数 熱中症指数

雨天レーダー

運行情報 事故・遅延情報はありません (0.43)

お知らせ 新着があります

ピックアップ PayPayモール

Yahoo JP



Faster navigation via the search bar

The image shows two versions of the BNP Paribas website side-by-side to illustrate navigation improvements. The left version is for the USA market, and the right version is for the France (FR) market.

USA Version (Left):

- Header: BNP PARIBAS | USA The bank for a changing world
- Search bar: A red box highlights the search bar containing the text "Recherche" and a magnifying glass icon.
- Navigation menu: ABOUT BNP PARIBAS, CORPORATE & INSTITUTIONS, INDIVIDUALS, NEWS & PRESS, CAREERS, CONTACT US
- Secondary navigation: Particuliers, Banque privée, Professionnels, Entreprises, Accessibilité
- Hero section: "BNP PARIBAS GROUP 2021" with a "READ MORE" button.
- Footer: BNP Paribas USA, Focus, News

FR Version (Right):

- Header: BNP PARIBAS La banque d'un monde qui change
- Search bar: A red box highlights the search icon in the top right corner.
- Buttons: "Devenir client" and "Accéder à mes comptes"
- Hero section: "BIENVENUE SUR MABANQUE.BNPPARIBAS" with a sub-headline: "Des solutions adaptées pour tous besoins : gestion et ouverture de compte en ligne, simulation de crédit, assurance, épargne... une banque présente à vos côtés au quotidien." A smiling woman is featured in the background.
- Promotional cards:
 - Card 1: "Jusqu'au 18 juillet 2021 inclus" - "Cet été, votre budget au beau fixe avec notre Prêt Projets ! 2,55 % TAEG fixe" - "Voir Conditions"
 - Card 2: "Jusqu'au 10 juillet 2021 inclus" - "Offre Protection Habitat Télésurveillance*" - "Je découvre"
 - Card 3: "Offre de bienvenue mineurs" - "Je découvre"
- Footer: BNP US

BNP FR



Choice options on the same screen

All choices are visible on the screen in the US

On a product page, the different criteria are visible to facilitate the choice for the American user.

Everything fits in the same screen.

1:42

Search

MARIO BADESCU
Facial Spray with Aloe, Herbs and Rosewater

★★★★☆ 253 | 1 Questions | ❤️ 20.4 K

SALE
8 oz/ 236 mL | 4 oz/ 118 mL

ADD TO BASKET

Home Shop Offers Catherine Community Stores

Sephora US

16:37

GOOD FOR

MARIO BADESCU
Spray visage à l'aloë vera, aux plantes aromatiques et à l'eau de rose

★★★★☆ 75 avis

118 ml

ACHAT EXPRESS

9,00 € **AJOUTER AU PANIER**

Sephora FR

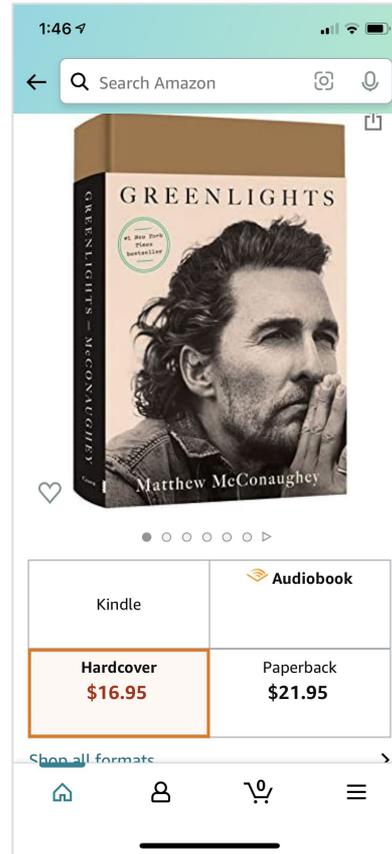


Choice options on the same screen

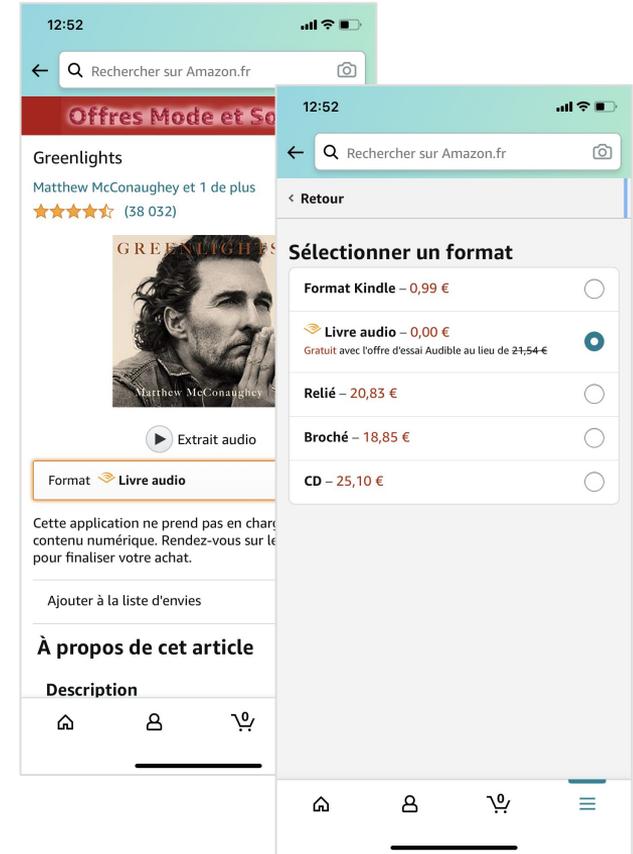
All choices are visible on the US screen

Conversely, in France, it is the drop-down menu which is preferred.

This sometimes leads the French user to go to a new screen to choose to make their selection.



Amazon US



Amazon FR



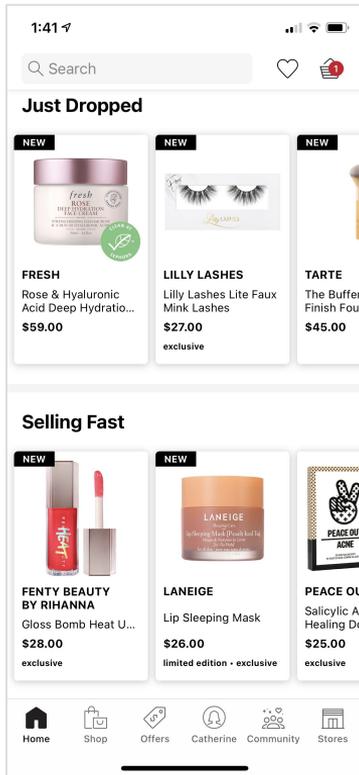
Part 2

**American
culture
encourages
consumerism**



★ Importance of products starting at the homepage

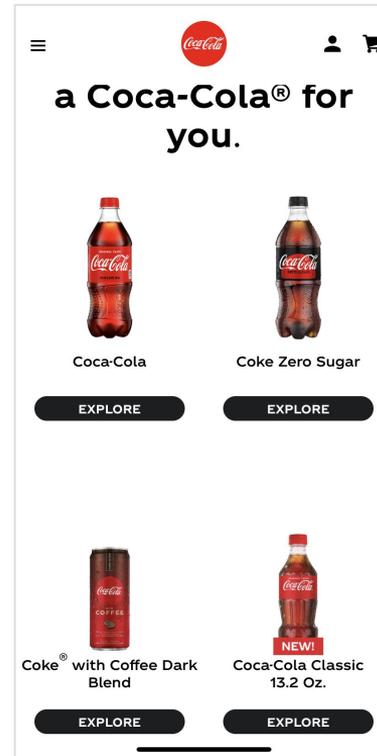
Highlighting of products on the homepage, unlike France which is more general



Sephora US



Sephora FR



Coca-Cola US



Coca-Cola FR

★ Importance of products starting at the homepage

Highlighting of products on the homepage, unlike France which is a more general homepage

Menu Offers Restaurants Careers More

BURGER KING

Sign Up \$0.00

Free Whopper[®] on your first digital order
Only on the BK[®] App and bk.com. Available on delivery.
*Min. \$5+. Terms Here. **Order Now**

\$0 Delivery Fee on Sundays & Mondays
Only on the BK[®] App or bk.com
On Orders \$5+
*Excl. & Fees Apply. Terms Here.

You could win prizes fit for Ch'King[™]
Order a Ch'King[™] Combo on the BK[®] App for a chance to win a tasty prize instantly!

TASTY OFFERS
...meet mouth.
Sign up and save big with mouth-watering offers created just for you.

For item availability Choose a Location

Burger King US

Notre carte Le coin famille BBQ Lover Burger Kare

BURGER KING

Accueil > Trouver un restaurant ?

TROUVER UN RESTAURANT BURGER KING ?

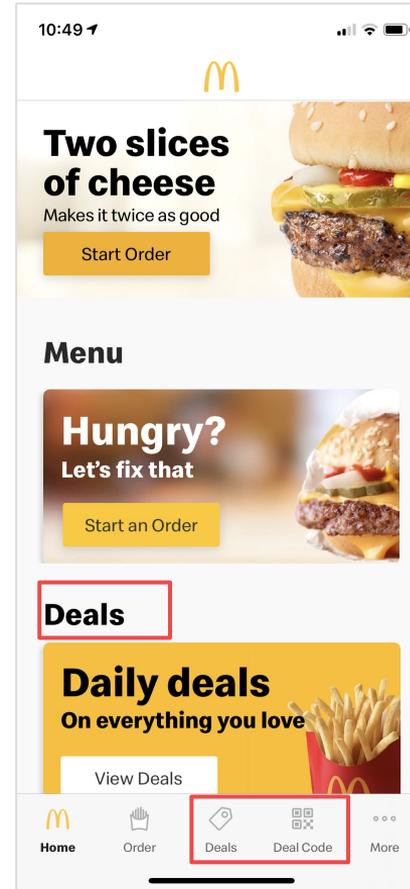
Rechercher une ville ou un code postal ...

Map showing restaurant locations across Europe with counts: 20, 34, 25, 38, 43, 43, 13, 41, 5, 142.

Burger King FR

★ Many deals and promotional codes

The “deals” and “in-store code” categories are fixed in the menu, unlike in France. It encourages shopping, an important part of American culture.



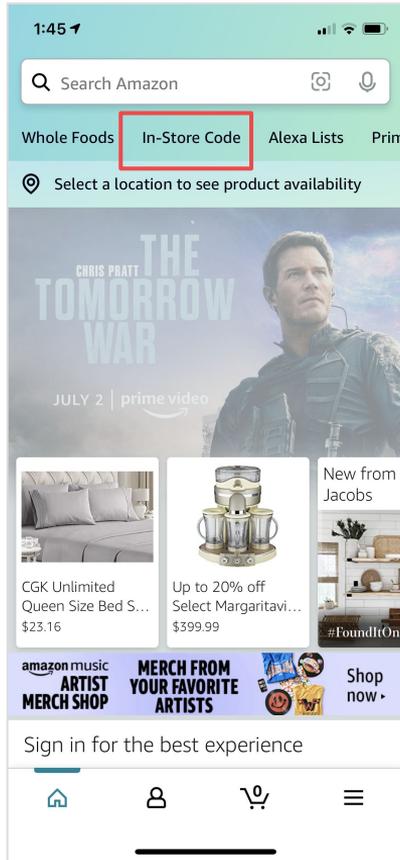
McDonald's US



McDonald's FR



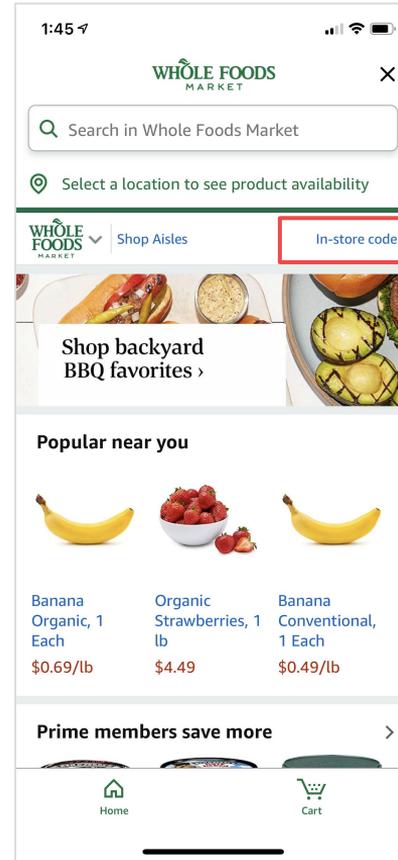
Many deals and promotional codes



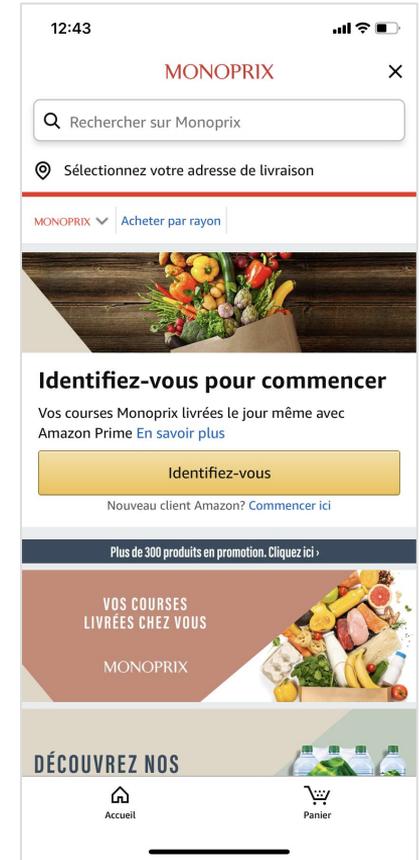
Amazon US



Amazon FR



Amazon US



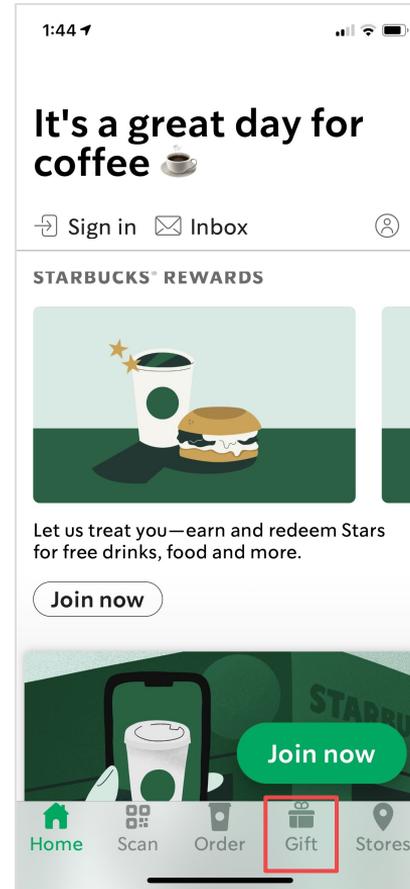
Amazon FR



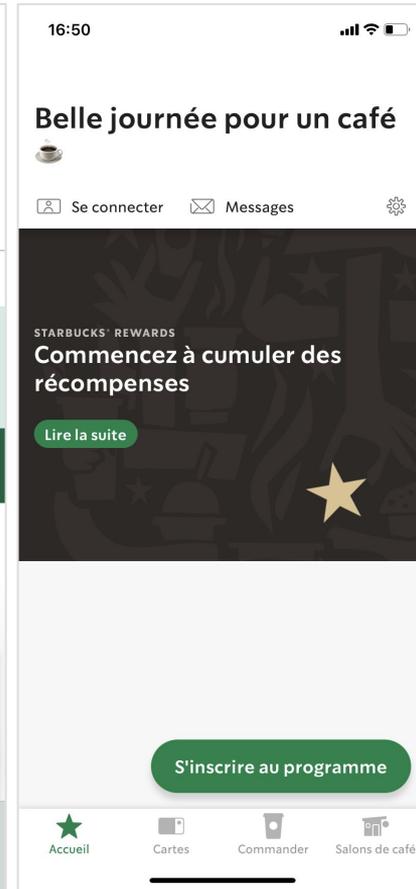
A variety of additional services

Additional services differ.

A service for **offering gift cards** is also **much more emphasized** in the United States vs. France. This again promotes consumerism.



Starbucks US



Starbucks FR



A variety of additional services

DELTA BOOK CHECK-IN MY TRIPS FLIGHTS

From ↔ To Round Trip

Your Origin Your Destination

SEARCH OPTIONS Shop with Miles Refundable

REDISCOVER THE JOY OF TRAVEL

Find trip inspiration, deals and the latest travel requirements with our new, easy-to-use interactive Delta Discover Map.

START PLANNING

VACATION DEALS > DELTA AMEX HOTELS RENT A CAR > GIFT CARDS > Updated Bag & Travel Fees >

Delta US

DELTA RÉSERVER ENREGISTREMENT MES VOYAGES ACTUALITÉ DES VOLS Infos voyage SkyMiles Besoin d'aide? S'INSCRIRE SE CONNECTER

De ↔ Vers Aller-retour Départ - Retour 1 passager

Votre point d'origine Votre point de destination

OPTIONS DE RECHERCHE Faire des achats avec des miles Tarifs remboursables Dates flexibles Recherche avancée

EXIGENCE POUR L'ENTRÉE AUX ÉTATS-UNIS

Une preuve d'un résultat négatif au test de dépistage de la COVID-19 ou d'une guérison de la COVID-19 est exigée pour tous les passagers arrivant aux États-Unis.

POUR EN SAVOIR PLUS

PROMOTIONS SÉJOURS > RECHERCHER UN HÔTEL > LOUER UNE VOITURE > Frais de bagage et de voyage actualisés >

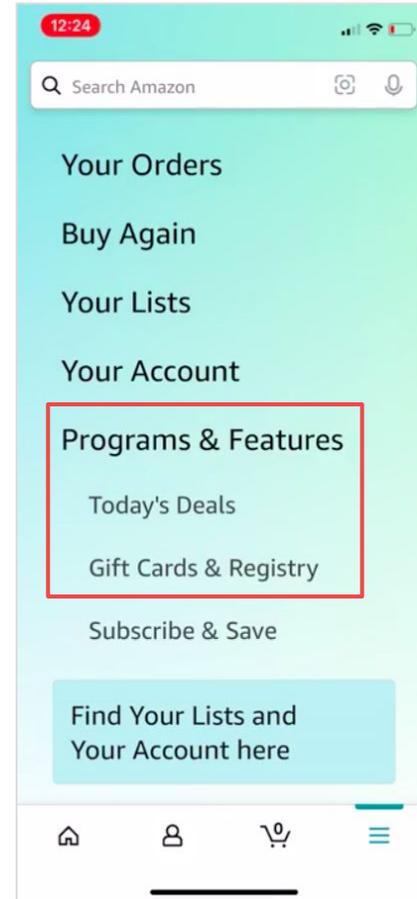
VACATION DEALS > DELTA AMEX HOTELS RENT A CAR > GIFT CARDS > Updated Bag & Travel Fees >

Delta FR



A variety of additional services

The “Programs & Features” and “Shop by Department” sections are reversed: **the American version highlights the programs, including good deals and gift cards**, while the French version, less fond of these sections, puts this section after the choice of categories.



Amazon US



Amazon FR

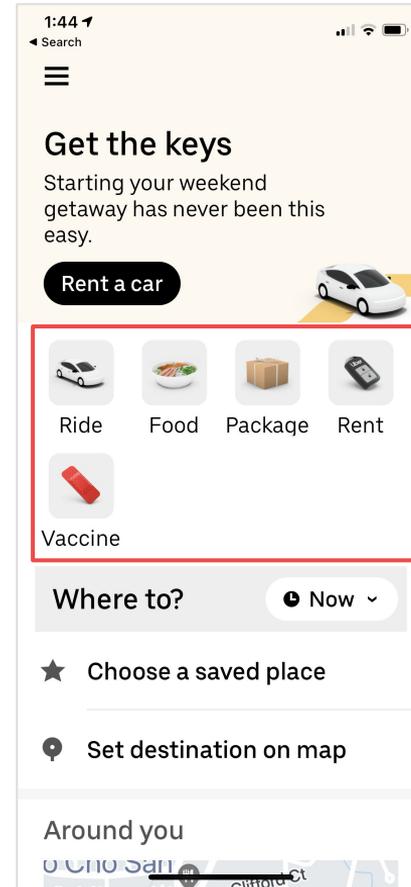


A variety of additional services

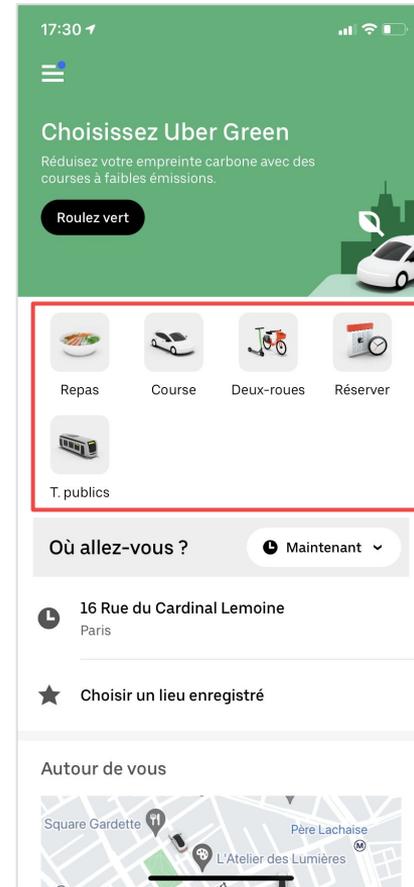
Additional services differ

On the Uber app in the US all services are for **profit**: going to the vaccination center, delivering a package and renting a car.

Whereas in France, not all services are profitable, such as having access to public transport information. We also note the difference in profitable services including the scooter and bike sharing service and reserving a car.



Uber US



Uber FR



A variety of additional services

The image displays two versions of the FedEx website side-by-side. The left version is for the US market (FedEx US), and the right version is for the French market (FedEx FR).

FedEx US (Left):

- Navigation: Shipping, Tracking, **Design & Print** (highlighted), Locations, Support.
- Sign Up or Log In (with user icon) and Search (magnifying glass).
- Header image: A FedEx truck in a vineyard.
- Text: "Ship, m..."
- Buttons: RATE & TRACKING, TRACKING ID, MULTIPLE TRACKING.
- Text: "We're working..."
- Text: "The Earth needs our attention, and v... neutral operations by 2040 and a bol... delivering a more susta..."
- URL: <https://www.fedex.com/en-us/home.html>
- Label: FedEx US

FedEx FR (Right):

- Navigation: Expédier, Suivi, Support, Compte.
- Espace client (with user icon) and Search (magnifying glass).
- Header image: A soccer field with a goal.
- Text: "Déjà demain."
- Buttons: TARIFS, DÉLAIS DE LIVRAISON; **SUIVRE** (highlighted); EXPÉDIER.
- Buttons: ID DE SUIVI; **SUIVRE** (highlighted).
- Text: "PLUSIEURS NUMÉROS DE SUIVI | BESOIN D'AIDE ?"
- Text: "Toute l'effervescence de l'EURO 2020™ de l'UEFA"
- Text: "FedEx est fier d'être le partenaire logistique officiel de cette fête du football dont la finale flamboyante aura lieu le 11 juillet 2021. Découvrez les livraisons que nous proposons dans le cadre de l'EURO 2020™ de..."
- Label: FedEx FR



Part 3

Paying attention to nuances

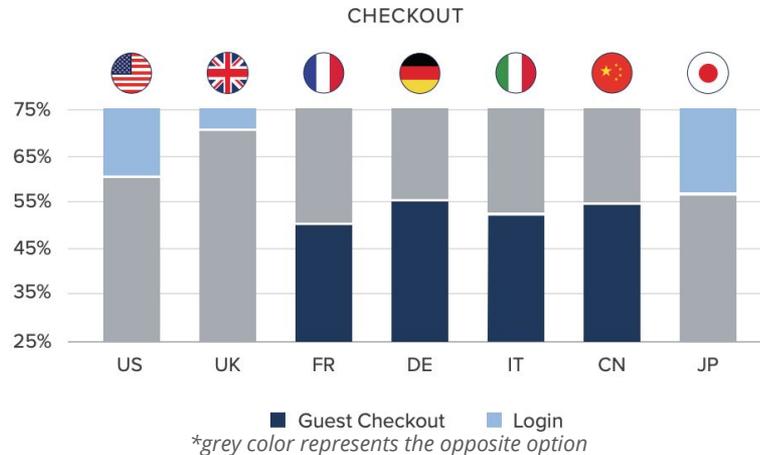




Impactful regulations

The American user is afraid that their personal data will be exploited by brands.

This is due to the country's data regulations. As in the UK, **US users want to be able to complete their purchases through a guest checkout.** If there is no guest checkout option, this can result in purchase abandonment of up to 23%, according to SaleCycle.



the magic of **macy's**

Need help? Call 1-800-289-6229 Live Chat Click to call

Have a profile?
Sign in to enjoy faster, easier checkout.

Email Address:

Password:

Password is case sensitive
[Forgot Your Password?](#)

CHECKOUT

No profile yet?

CHECKOUT AS A GUEST

Source : The UX International Map - Contentsquare



Specific units to avoid errors

16:50 LGA 11h 10 1 stop YYZ → 09:00 ⁽⁺¹⁾ LGW	\$328 <input type="button" value="Select →"/>
12:50 LGW 2h 05 Direct → 15:55 SXF	£82 <input type="button" value="Select →"/>
18:00 SXF 2h 30 Direct → 21:30 SVO	155 € <input type="button" value="Select →"/>

June, 2017							
Today							
wk	Sun	Mon	Tue	Wed	Thu	Fri	Sat
22						1	2
23	4	5	6	7	8	9	10
24	11	12	13	14	15	16	17
25	18	19	20	21	22	23	24
26	25	26	27	28	29	30	

Select date

Wednesday, June 14, 2017						
June, 2017						
Mo	Tu	We	Th	Fr	Sa	Su
						1
					2	3
					4	5
	6	7	8	9	10	11
	12	13	14	15	16	17
	18	19	20	21	22	23
	24	25	26	27	28	29
	30					

10:40:30 PM

The UX design must also take into account the different units:

- AM/PM vs 24h
- \$ vs other currencies
- , vs .
- miles vs km
- lb vs kg
- F vs C°

This is all the more important for travel and hospitality sites or applications.

It can affect product description, address details, shipping information and more.

Ex: dates for plane tickets, currency to pay, exclusion or inclusion of taxes



Conclusion



★ The United States - digital leader, UX trendsetter?

The most downloaded applications and the most visited websites in recent years (2010 - 2019) are American. **Is it the United States that sets UX Design trends around the world or the users accustomed to these American interfaces who expect similar ergonomics from other countries?**

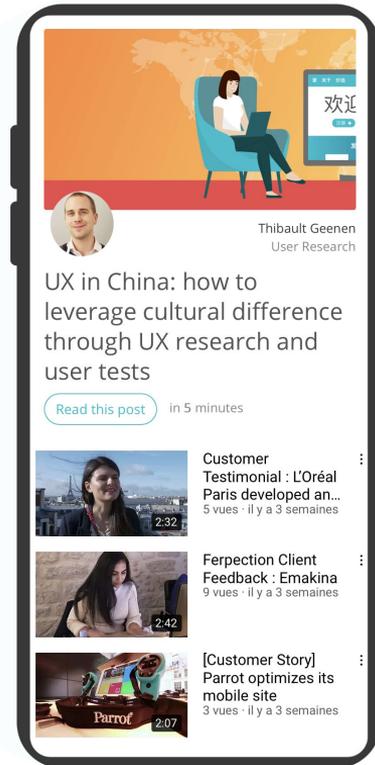
Rank	Apps	Parent Company	HQ
1	 Facebook	Facebook	United States
2	 Facebook Messenger	Facebook	United States
3	 WhatsApp Messenger	Facebook	United States
4	 Instagram	Facebook	United States
5	 Snapchat	Snap	United States
6	 Skype	Microsoft	United States
7	 TikTok	ByteDance	China
8	 UC Browser	Alibaba Group	China

Rank	Website	Monthly Visitors	Country of Origin
1	Google.com	92.5B	U.S.
2	Youtube.com	34.6B	U.S.
3	Facebook.com	25.5B	U.S.
4	Twitter.com	6.6B	U.S.
5	Wikipedia.org	6.1B	U.S.
6	Instagram.com	6.1B	U.S.
7	Baidu.com	5.6B	China
8	Yahoo.com	3.8B	U.S.

Source : Visual Capitalist, 2021 - App Annie

Thank you!

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