



 **MMA**

11th EDITION
IMPACT INDIA
FUTURE OF MODERN MARKETING
19 & 20 MAY 2022

Building for Indian language users

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Mobile Transformation Lead, Google India



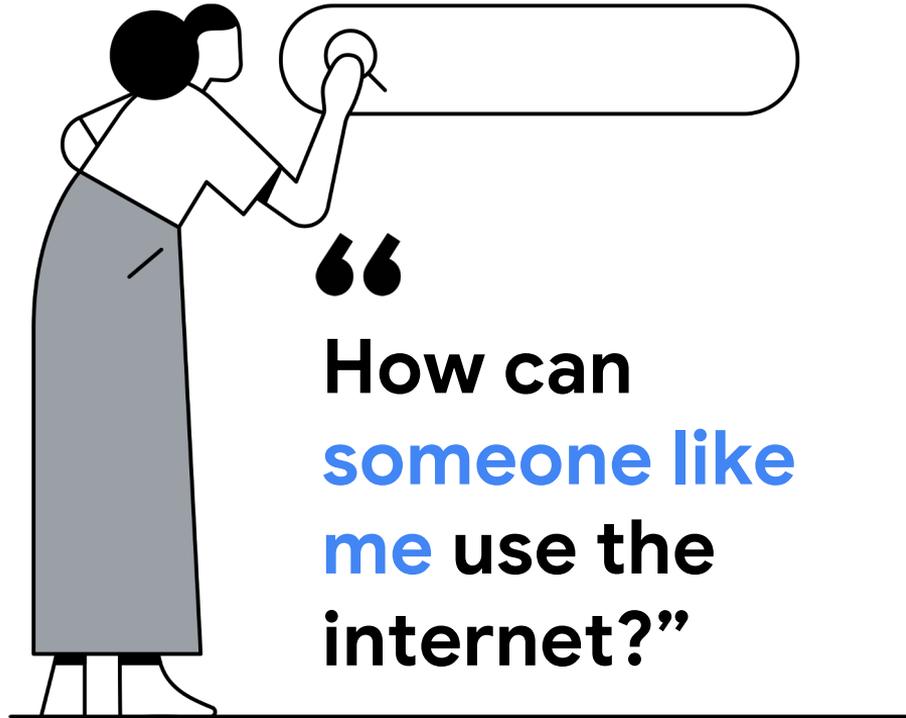
India's linguistic diversity is now online

63%

of local language users would prefer reading exclusively in regional languages



Disclaimer: This map is used for creative representation only, and is not intended to be used for reference purposes.



People feel
reassured by
local language
experiences,

helping them
shop more
confidently...

“

Earlier (when the description was in English), I would only look at the picture and choose, but now it is in Tamil and it is very helpful.”

Male, 41,
Coimbatore





This site is in Hindi. I can clearly understand what to do... on my own. I will tell my friend to try it

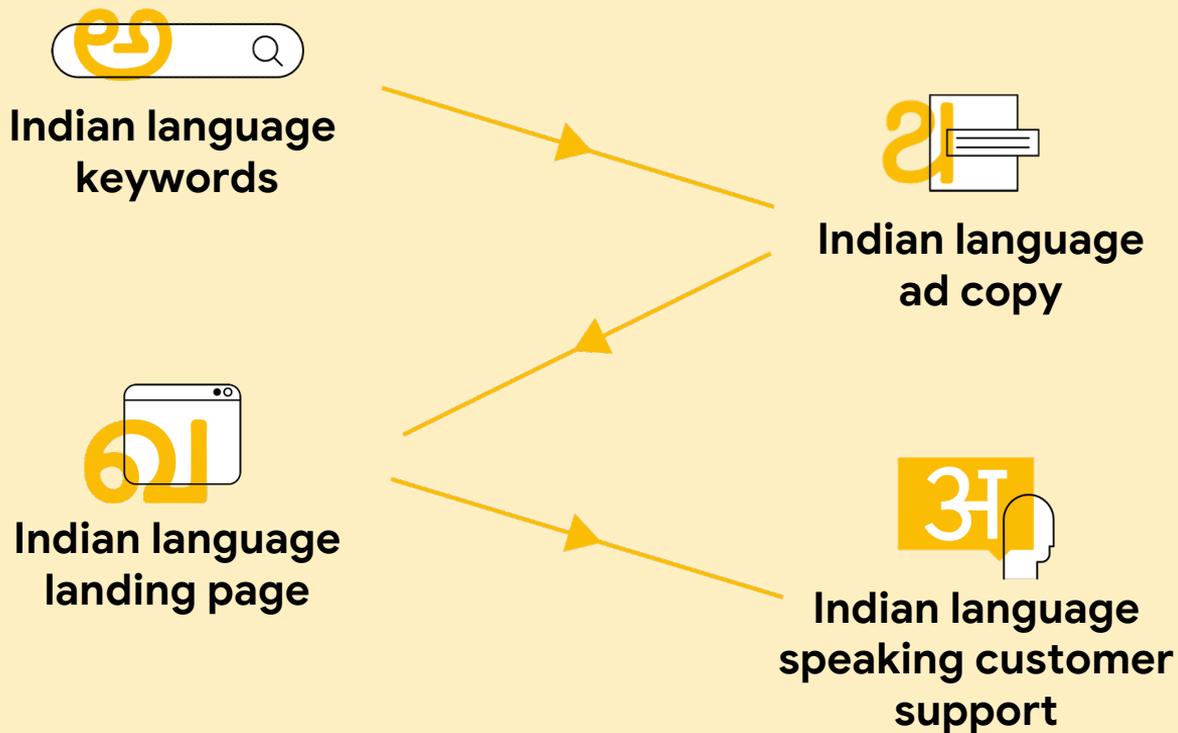
book



Female, 32, Nagpur

and creating
stronger
connections and
love for your
brand

See better results with end-to-end localization



By creating a
seamless Hindi
experience,
HDFC Mutual
Fund saw

↑ **2x**

incremental
conversions

↓ **42%**

lower cost per
acquisition



5 UX principles to build apps & sites in Indian languages

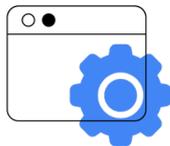
UX principles for building apps and sites for Indian language users

1.



Use
conversational
language

2.



Build digital
confidence

3.



Make key
information easily
discoverable

4.



Be visual
forward

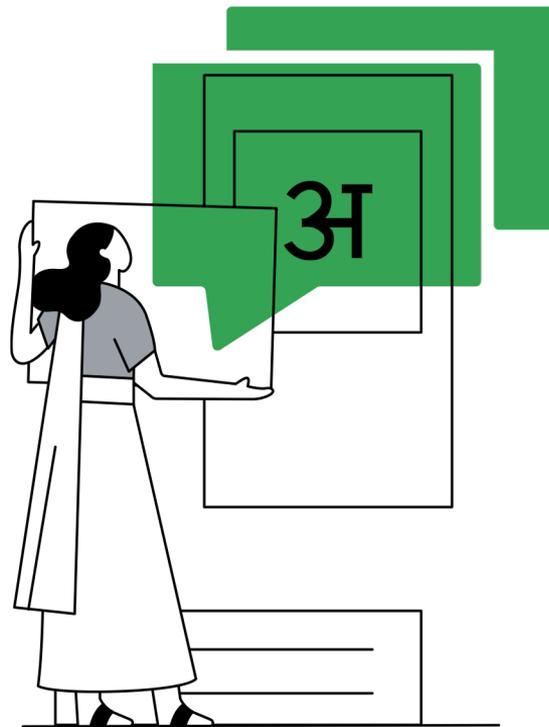
5.



Prioritize voice

1.

Use Conversational Language



Why this principle?

“

I understand Hindi well, but not every time I am able to understand the **use of typical hindi words like taral (liquid) here. I have not heard of this word since school. No one understands these anymore.”**

Female, 22, Kanpur



TIP #1

Use **colloquial language** and explain domain-specific terms

1 Avoid Academic Translation

ORIGINAL: Edit Booking

❌ **WRONG:** बुकिंग संपादित करें

✅ **RIGHT:** बुकिंग बदलें

2 Use Colloquial Language

ORIGINAL: Get Quote

❌ **WRONG:** प्रीमियम का कोट पाएँ

✅ **RIGHT:** जानें कि प्रीमियम कितना होगा

3 Use English numerals

ORIGINAL: Your OTP should have 4 digits

❌ **WRONG:** आपके ओटीपी में ४ अंक होने चाहिए

✅ **RIGHT:** आपके ओटीपी में 4 अंक होने चाहिए

TIP #2

Avoid mixed scripts

1 Maintain a single script

ORIGINAL: Use oil to stop hair fall

❌ **WRONG:** Hairfall को रोकने के लिए oil लगाये

✅ **RIGHT:** बालों को झड़ने से रोकने के लिए तेल लगाये

2 Retain brand names in English

ORIGINAL: Search on Youtube

❌ **WRONG:** यूट्यूब पर खोजें

✅ **RIGHT:** Youtube पर खोजें

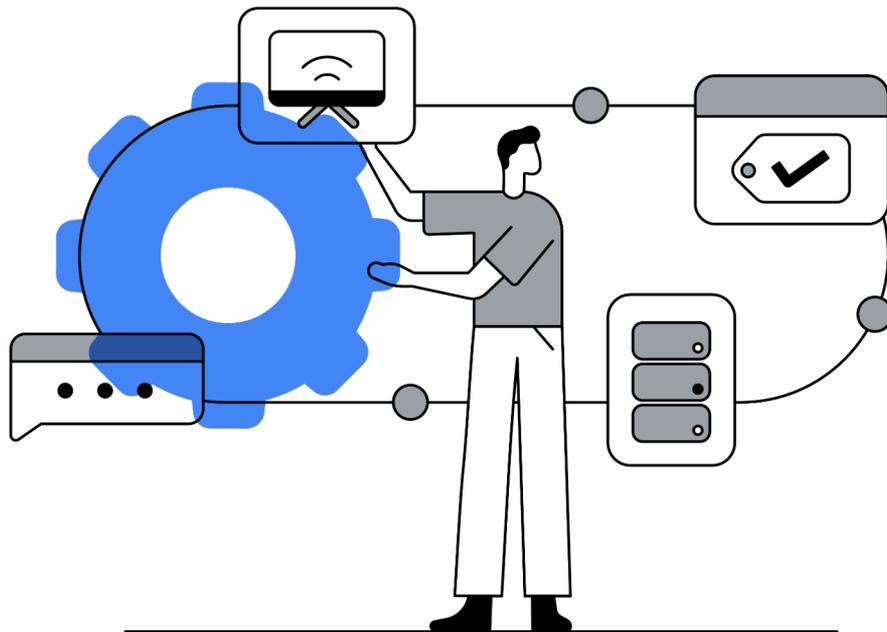
3 Provide meanings of acronyms

ORIGINAL: EMI

✅ **RIGHT:** EMI (आसान किस्त)

2.

Build Digital Confidence



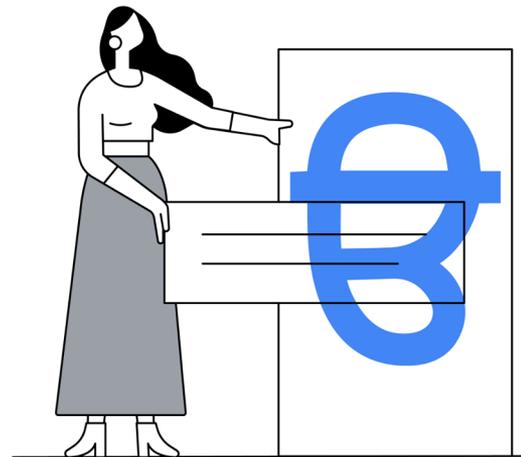
Why this principle?



Filter is something hi-fi. I don't understand. They are showing options (to filter buses) by AC/Non-AC and arrival and departure timings. **I don't understand why they have given these options. I don't know why they have given the reset option here.**

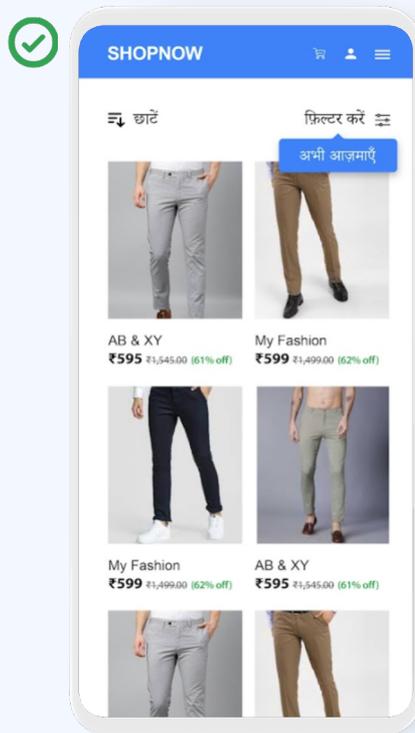
Female, 22, Indore

in context of bus booking experience

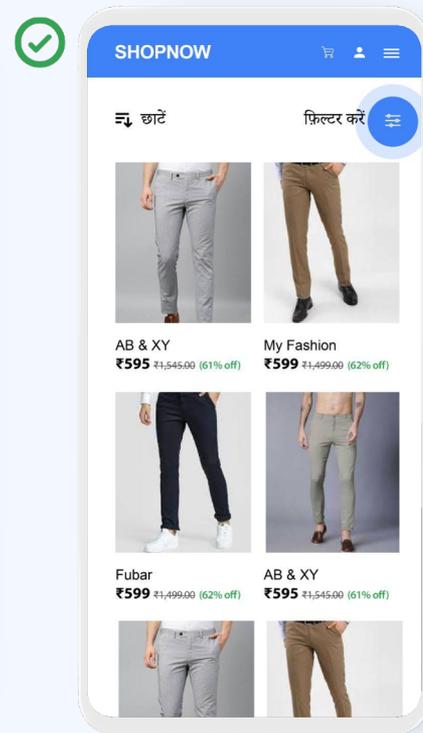


TIP

Provide visual tooltips
for **better discovery** and
comprehension



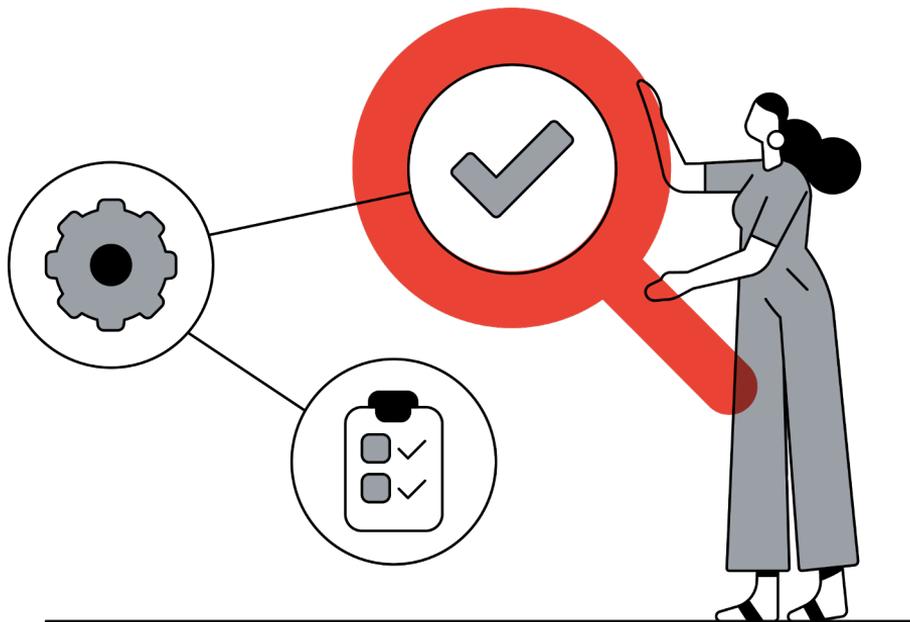
Do
Introduce complex features
with 'Try it Now' hint



Do
Use subtle animations to draw
attention to tooltips

3.

Make Key Information Easily Discoverable

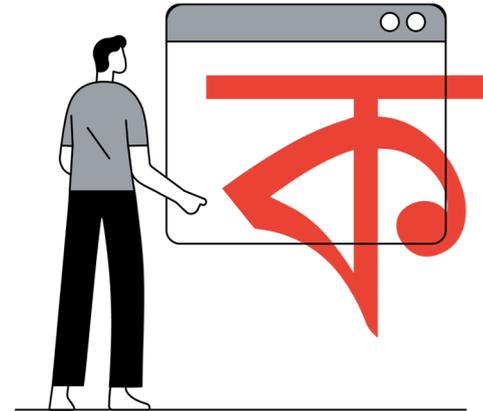


Why this principle?



What is the meaning of this complete protection? **I don't know the details of the same. I think we will be able to see it only if we give it our details. I am not able to scroll anything too over here.**

Male, 29, Vijayawada



TIP

Provide helpful information upfront

Make Key Information Easily Discoverable



INSURECOMPARE

प्रीमियम पर पैसे बचाएं

अपने लिए बेहतरीन प्लान देखें

पूरा नाम

जन्म की तारीख

मोबाइल नंबर

अपना प्लान देखें

Don't

Ask for personal details without sharing useful information



INSURECOMPARE

प्रीमियम पर पैसे बचाएं

इस प्लान के खास फायदे

सवाल-जवाब पढ़ें

ज्यादा जानें

अपने लिए बेहतरीन प्लान देखें

पूरा नाम

जन्म की तारीख

मोबाइल नंबर

अपना प्लान देखें

Do

Offer information before asking users to share their details

4.

Be Visual Forward

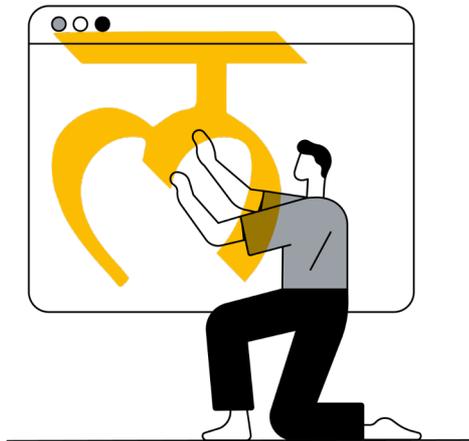


Why this principle?



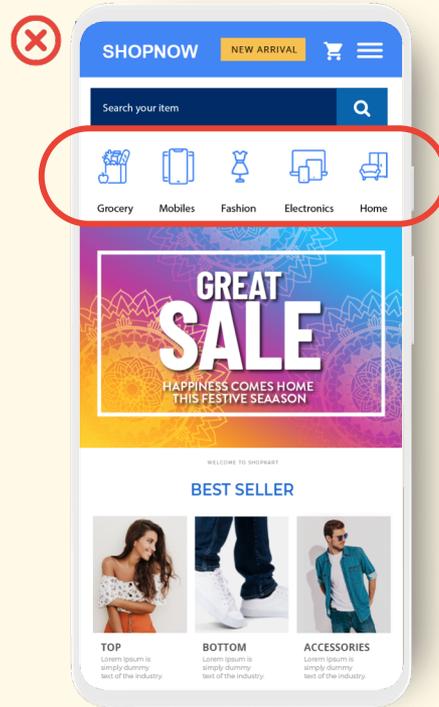
We can understand the color. **When they say misty blue as moodupani blue, it sounds silly. I will take as blue only. They can write it in English or better show through an image.”**

Male, 33, Coimbatore

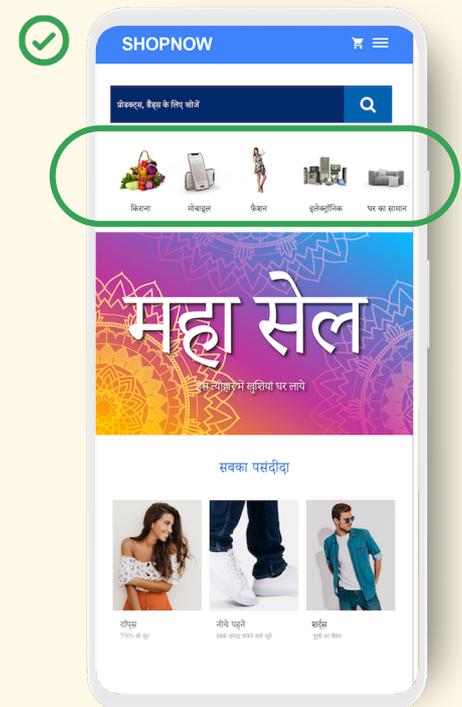


TIP

Avoid **abstract icons**,
use realistic visuals



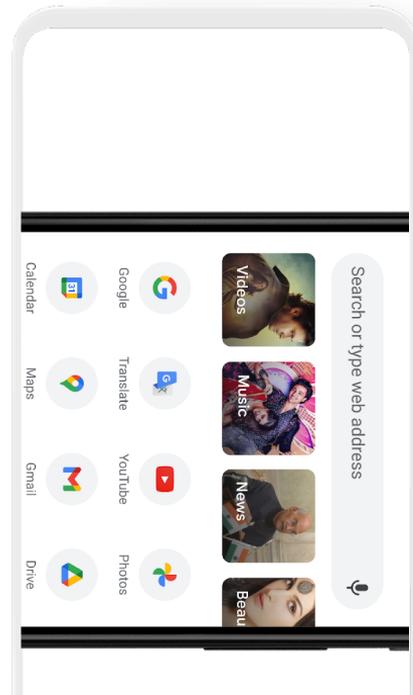
Don't
Use abstract icons



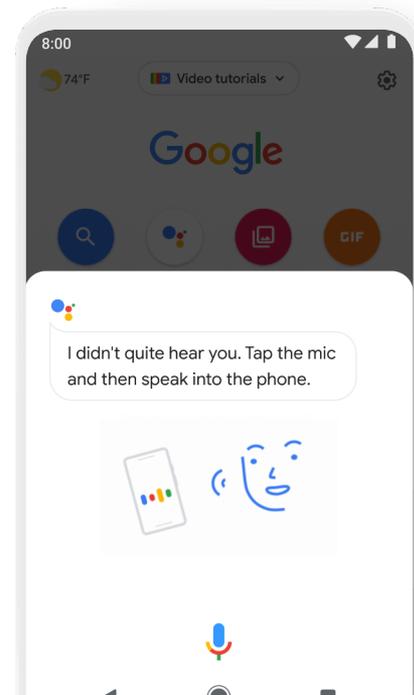
Do
Use realistic visuals

Examples of real-life actions and semi-abstract visuals

GOOGLE CHROME

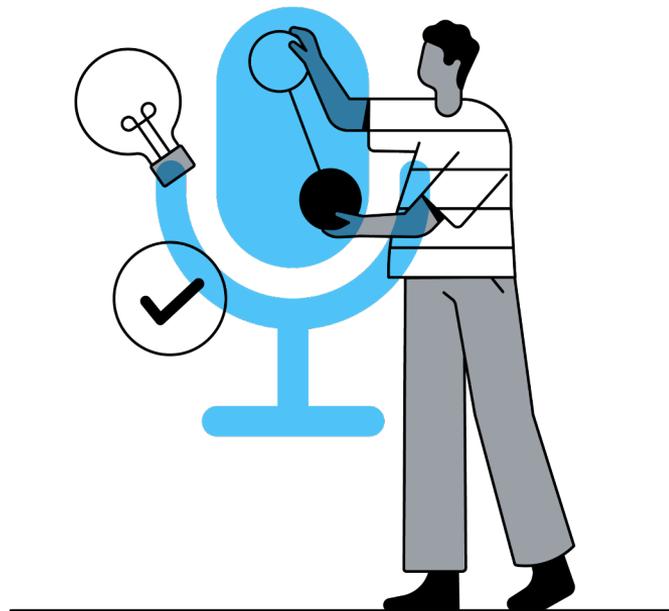


GOOGLE ASSISTANT



5.

Prioritise Voice



Why this principle?

“

Typing in Hindi script is little difficult for me. Sometimes the matras, vowels, and spellings I am not sure of... we learnt it so long ago in school.”

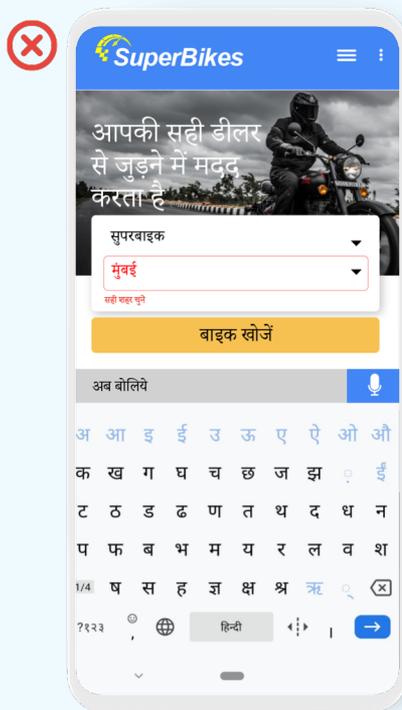
Female, 22, Nagpur



TIP

Accept voice. Where **user input is essential**, provide easy alternatives

Prioritise Voice



Don't

Don't discard the input submitted through voice



Do

Allow users to scan in address details

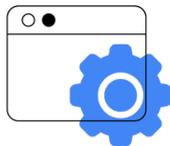
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