

Best practices
& UX Trends

China





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Super app and 3rd party mini-programs



Part 1

Layout





A preference for warmer colors

Chinese have a cultural inclination for warmer colors.

Many chinese websites may seem flashy and bright to the westerner.

Certain colors hold particular meanings:

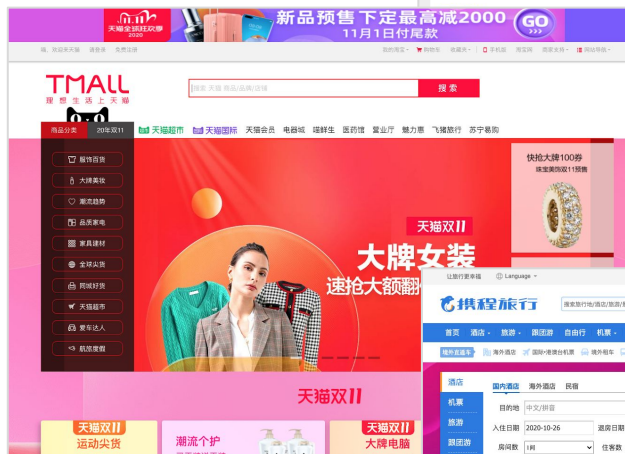
- orange and red are associated with happiness, wealth and celebrations.
- green and yellow are considered lucky colors with red.

Luck is culturally very important to the Chinese in any aspect of their lives.

Tao bao 2020



T-Mall 2020



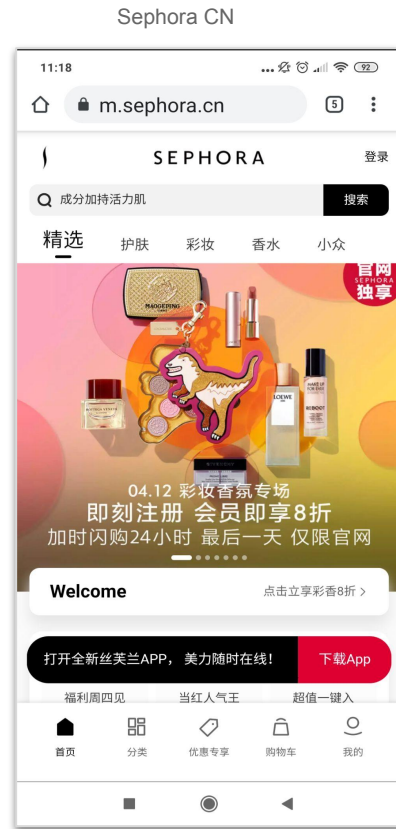
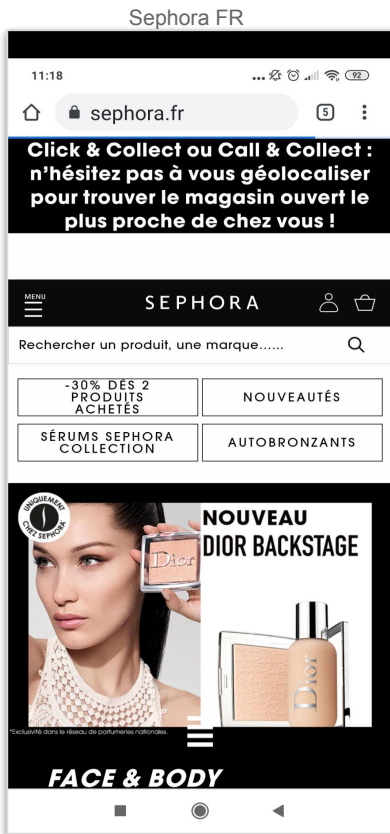
C-Trip 2020





A preference for warmer colors: illustrations

International brands have added touches of **warmer color** to suit the **chinese cultural preferences**.





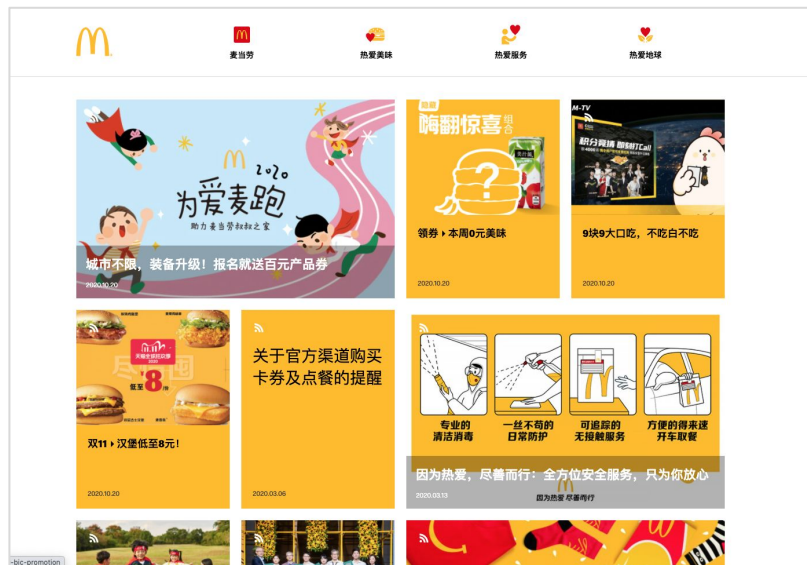
A preference for warmer colors: illustrations

Some international brands have added touches of **warmer color** to suit the **chinese cultural preferences**.

McDonald's France



McDonald's China





A preference for warmer colors: illustrations

Some international brands have added touches of **warmer color to suit the chinese cultural preferences.**

Amazon FR



Amazon China





A preference for warmer colors: illustrations





Chinese characters

The layout of chinese characters often seems more cluttered than with western alphabet due to a lack of hierarchy in typography:

- No caps, no spaces, no italic and limited fonts available
- Font size should never be less than 12 px



Chinese homepage of the NY Times website

→ Quantity and high context are seen as useful by Chinese people.

→ Also, consider the **target demographic** when applying a sleek and minimalist design to a website



Part 2

Favored features





Browsing vs search

Allow for browsing as the main option rather than searching :

- Because typing in Chinese is **painful** and auto-correct not an option
- Algorithm can not perform efficient search function because chinese characters have various meanings according to their contexts
- Aggregated functionality (a group of buttons, or links) is also popular.



Roll out menu in the corner of the search bar



Lots of submenus with listings of category available



Phone number and other logins

In China, **phone numbers** most often replace **email addresses for log-in**.

Phone numbers are tied to a **national ID card and bank account, and is as important as a social security number**.

An SMS code is sent which allow the user to authenticate.

This method is also friendlier for the elderly and low-educated people as it allows for a single login and password.

Secondary logins are most often local social networks IDs (QQ, Wechat or Weibo)

Youku's login pop up screen

Phone number login

SMS code retrieval

Optional logins:

1. Tao Bao
2. Alipay
3. Wechat
4. QQ
5. Weibo



A love for QR codes

QR codes are widespread in China and have become an ingrained daily habit.

Examples for the use of QR codes :

- Most used method to pay in stores
- To get information on any item or product
- To add a friend on social media
- On print ads
- As identity badges in hospitals
- To bridge cross-canal experiences or download a phone app

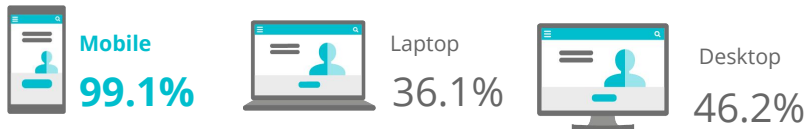
Just about Everything !





Mobile only and mobile first

China Internet access by device - June 2019



source CNNIC: China Internet Watch Analysis - August 2019

- Mobile is the primary device the Chinese use to access the internet.
- **Chinese make more purchases with their smartphones** than with their computer.
- Many brands directly develop phone apps or mobile website rather than responsive or adaptive website.
- In China websites are always secondary to Wechat corporate page for brands





Part 3

Digital landscape

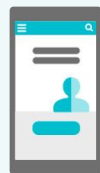
UX Trends





Mobile only and mobile first

China Internet access by device - June 2019



Mobile

99.1%



Laptop

36.1%



Desktop

46.2%

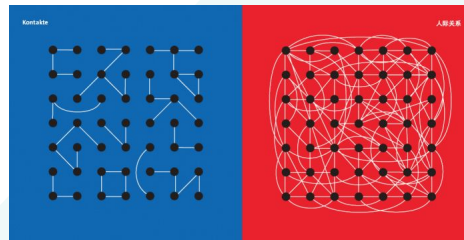
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★ Group experience: reviews and customer service

Group experience prevails in China over individual ones.

- **Reviews are extremely important for the Chinese** and more trusted than in the West. They rely a lot on others' recommendations.
- They want to speak/share with people and **seek high degrees of communication**.
- **Do not save on customer service** and always have ways of **direct contact and chatting available**.



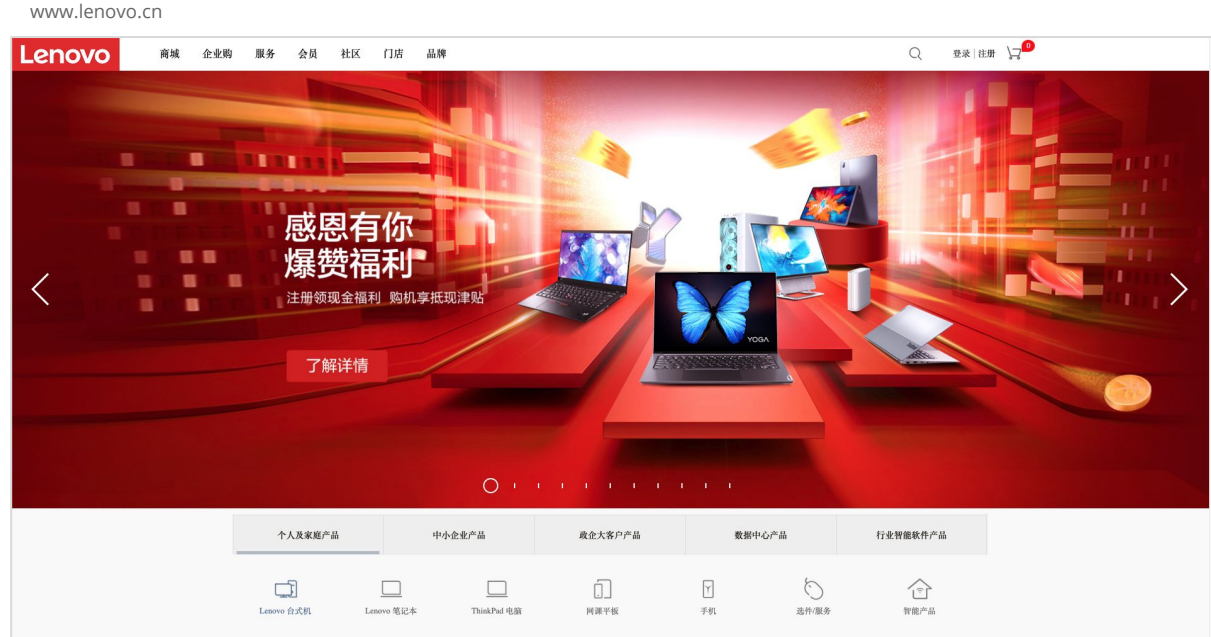
Yang Liu



UX trends : high tech and e-commerce product presentation

In recent years, **high tech fields and e-commerce** websites have evolved towards a more **minimalist design with less text and more photos**.

Yet because chinese have long kept the **habit getting a lot of information upfront, previews and sneak peek of products** should always be made available. Not having access to information can create **mistrust** and convey that the brand doesn't have much to say.



Exemple: Lenovo's chinese website looks sleek and minimalist like most western websites but notice the sliders contains 11 slides. Each slide then leads to another very lengthy page full of information easy to reach.



Super app ecosystems

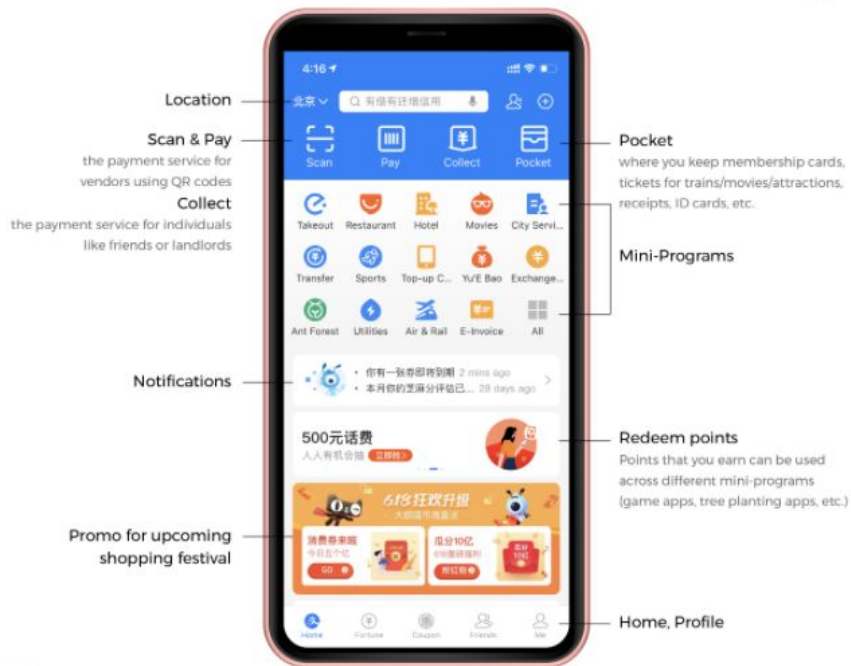
China's digital landscape is dominated by **Super App ecosystems**.

Wechat is the most popular of all and ubiquitous but other popular super apps include, Alipay, Meituan or Baidu.

Most super Apps have a **wallet function**.

Wechat is a messaging app but one can also order food, a taxi, buy train tickets or transfer money to a friend and access a variety of services via **mini programs...**

Example of a super app's layout: Alipay



Source: Tech in Asia



Mini programs

Advantages

- Single entry point to jump from app to app and make diverse services or purchase
- Lighter
- No download
- No new passwords
- no advertisement

Wechat has over a billion active users and 1 000 000 third-party mini programs

Having a Wechat account for e-commerce is even more important than having a website.

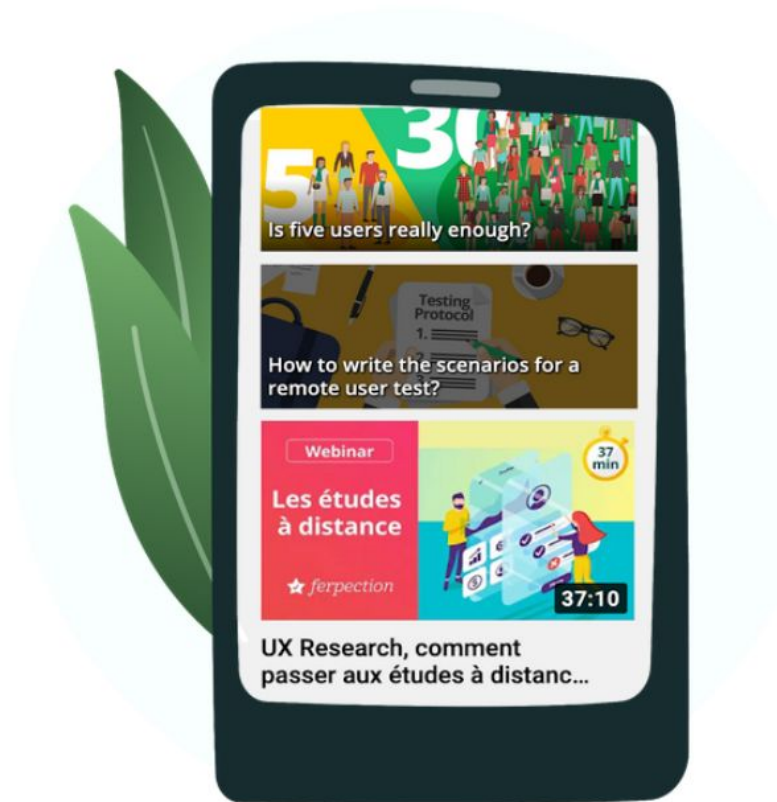
Having a **mini-program** and removing barriers to existing ecosystems **is essential to achieving business success.**

Mini programs can coexist with native traditional apps.



Thanks !

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