Design for the developing world

With @zarino from @mysociety
mySociety code is running right now in:

Argentina  Australia  Belgium  Bosnia and Herzegovina  Cameroon  Canada  Chile  Colombia  Costa Rica  Croatia  Czech Republic  Dominican Republic  France  Ghana  Greece  Hong Kong  Hungary  Iran  Ireland  Israel  Italy  Jamaica  Kenya  Kosovo  Liberia  Macedonia  Malaysia  Morocco  Nepal  New Zealand  Nicaragua  Nigeria  Norway  Portugal  Romania  Rwanda  South Africa  Spain  Sweden  Switzerland  Taiwan  Turkey  Uganda  Ukraine  UK  USA  Uruguay  Zimbabwe
4 ways we approach international design at mySociety
“developing world”
Understand local culture
“Don’t use green in Costa Rica”
Design for the developing world — @zarino — @mysociety — #dotyork 2017
Yo Denuncio es una plataforma desarrollada para facilitarte a ti, el ciudadano, la capacidad de reportar eventos que hayan afectado tu seguridad o bienestar de una forma fácil, eficiente y efectiva.

Las denuncias hechas a través de la plataforma le permitirán a la Policía Nacional y al Ministerio Público capturar información sobre actos delictivos de manera geo-referenciada, y en tiempo real. De esta manera, tu como ciudadano activo y comprometido con la seguridad de todos, nos estarás ayudando a desarrollar mejores políticas y estrategias para prevenir el crimen y garantizar tu seguridad y la de todos los ciudadanos del país.

ELIGE TU DENUNCIA:

- CRIMEN CONTRA MI PERSONA
- ABUSO DE ÉTICA POLICIAL
- VIOLENCIA CONTRA LA MUJER
- VIOLENCIA DOMESTICA INTRAFAMILIAR

¿COMO FUNCIONA?

1. Haz un click en el icono con el tipo de denuncia que deseas realizar.
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Understand local culture
Understand local culture

Follow the users
Literally
Figuratively
“Facebook is the internet. Get over it.”
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Facebook is still FREE on Airtel and you know that's a big deal because just in case you run out of data for a while, you still have a bit of the social media world at your fingertips. #SmartphoneNetwork

Enjoy Facebook all the time, it's still free on Airtel.
Speaking of how people access your sites...
Understand local culture

Follow the users

Design for multiple devices
Almost 50% of hits to our Kenyan & Nigerian sites come via Opera Mini
<table>
<thead>
<tr>
<th>Quick Launch</th>
<th>Samsung</th>
<th>Google</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android</td>
<td>Galaxy S8</td>
<td>Pixel</td>
<td>LG</td>
</tr>
<tr>
<td></td>
<td>Galaxy S8+</td>
<td>Pixel XL</td>
<td>G5</td>
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<tr>
<td></td>
<td>Galaxy S7</td>
<td>Pixel</td>
<td>Moto X 2nd Gen</td>
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<td></td>
<td>Galaxy S6</td>
<td>Nexus 6P</td>
<td>Moto X 2nd Gen</td>
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<td></td>
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<td>Galaxy S4</td>
<td>Nexus 6</td>
<td>HTC</td>
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<tr>
<td></td>
<td>Galaxy Note 4</td>
<td>Nexus 6</td>
<td>One M8</td>
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<tr>
<td></td>
<td>Galaxy Note 3</td>
<td>Nexus 6</td>
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<td>Galaxy Tab 4 10.1</td>
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<td>Kindle Fire HD 8.9 *</td>
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<td>Nexus 4</td>
<td>Sony</td>
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<tr>
<td></td>
<td>Galaxy Note 2</td>
<td>4.1</td>
<td>Xperia Z5</td>
</tr>
</tbody>
</table>

*Local testing not available

Drag a browser here to add to Quick Launch

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All of this is for nothing if you don’t actually make a start
Understand local culture

Follow the users

Design for multiple devices

Make a change right now
Try a front-end performance sprint!
It’s fun!
mhl commented on 14 Sep 2015

The idea of this is to spend a few days (Monday 21st of September to Wednesday 23rd of September) working with @wrightmartin and/or @zarino to focus on getting down page-load times for Pombola sites, and look at ways we could improve the experience for people using the site by reducing asset sizes, changing load order, using image sprites, etc.

It would also be a good chance to look at questions like “is it still worth using Modernizr?”, related to #1686

wrightmartin commented on 15 Sep 2015

• Shall we give ourselves a target? Say ~10% of requests, ~20% filesize?
• We shouldn’t worry about any of the more difficult optimisations (critical path rendering etc)
In 1 day, we reduced page weight* by 40%

*page weight isn’t *everything*, but it’s a start!
A few days from you can make a huge difference to your users, again and again
Understand local culture
Understand local culture

Follow the users
Understand local culture

Follow the users

Design for multiple devices
Understand local culture

Design for multiple devices

Follow the users

Make a change right now

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Design for the developing world
Design for the *whole* world
What are you going to improve first?