

# UX DESIGN IN CHINA



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# 1 BILLION

Users are on **Internet**  
in China



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# 90%

90% of people using  
Internet on **their mobile  
phones**

# QR CODES

QR Codes are **everywhere.**



# BIGGEST

eCommerce market



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# LESS IS MORE

## VS

# MORE IS MORE

# MORE IS MORE

In West, we prefer to keep it simple using **LESS IS MORE**. but its not same in China. They believe in **MORE IS MORE**







# DIFFERENCE?

The difference here is  
**Information density**

MORE INFORMATION . MORE  
FEATURES . MORE FUNCTIONS

# WHY ARE CHINESE APPS MORE DENSE?



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# REASONS

Language

Culture

Pattern

# LANGUAGE

Chinese language is **logographic** so it is information dense. A lot of information can be delivered with **very few symbols.**

# CHINESE VS ENGLISH

Chinese language is information dense.

Considerate 周到

Efficient 高效

Empowering 赋能

Trustworthy 可靠

Crafted 精致

Familiar 熟悉

# AVERAGE WORD LENGTH

Chinese

1.5 symbols per word

English

5.1 letters per word



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So the people who can speak  
and understand Chinese, we  
can say they are **more  
tolerant to high dense  
designs.**



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# CULTURE

**Culture shapes perception.** We perceive everything according to the culture we live in.

# ABUNDANCE

In China there is a cultural preference for **abundance**.



# PATTERN

Information dense designs  
are a **well-established**  
**pattern** in China so this is  
what users **expect**.



Users always expect something similar to what they've **experienced in the past.**

# DESIGN PATTERN IN CHINA



AliPay  
Super app



Ele.me  
Food delivery



Meituan  
Super app



Taobao  
Shopping



An information dense design doesn't have to be **complex**. Infact when done well an information dense design can be **highly efficient** and easy to use. Also the Chinese culture will accept it easily.

FOUND THIS

# HELPFUL?

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