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Localization UX

Miguel Sepulveda · Sunday, March 22nd, 2020

Publication by Miguel Sepulveda.

New disciplines are continually being created as the way we do business evolves. Trends pop up. Some only for a moment, others for the long-run. Entire market niches come into being seemingly out of thin air. Although it's not always easy to know where these trends come from or where they are headed, the truth of the matter is that they burst forth in a flurry into our daily lives, and suddenly everyone is talking about them.

There is such a discipline that has been all abuzz lately in the digital industry – user experience (UX). But what is UX? Why is everyone talking about UX? Are UX and UI the same? And the million dollar question: is UX something of great importance that adds business value or is it simply a fad?

What is UX?

Although UX has become a buzzword fairly recently, it is not quite as new as it might appear. Don Norman, a cognitive scientist and co-founder of the Nielsen Norman Group Design Consultancy, is credited with coining the term 'user experience' in 1995 to explain the broad set of activities that his team was engaged in at Apple Computers. Here's how he describes it:

"User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products."

Don Norman, Cognitive Scientist & User Experience Architect

UX is not the new kid on the block, but its meaning has evolved quite a bit in recent years. Today, 25 years after the coining of the term, we can define UX in a much more straightforward and simple way: **UX is what the user experiences when using your app or website.**

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This publication was researched and written by Nimdzi's Globalization Specialist, Miguel Sepulveda. If you wish to find out more about the topic of user experience and how to localize it, please reach out to Miguel at miguel@nimdzi.com.

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