

ASEAN perspectives on the interface design of location of web objects

Abstract

The majority of web users are constructed with a single standard in mind, or a limited number of user profiles, usually from one country or culture. In order to accommodate the international growth of the Internet, this mono-cultural bias website design must change. If these important steps of a user-centered user-interface (UI) Web Development omitted, the website will be less successful, or may even be dysfunctional. People from different countries and cultures have certain expectations of a particular site that may differ significantly from other countries/ cultures. This study involves the analysis of user perspectives where individuals from different countries and cultures expect a specific web-related object to be located on an interface design. Based on previous studies and is named after its location on the object analysis of user perspectives for the interface design with 94 individuals from 10 ASEAN countries, this paper aims to investigate location of web objects, "Internal links", "External links", "Search", "Login" and "Advertisements". This study will hope to be able to improve the accuracy of regional perspectives are now recorded. The method of adaptivity from previous studies was used, contains an overview of the browser window, six horizontal and seven vertical grid-based namely, Geometric 42 Grids, on the expected location of the web objects interface design. The goal of the user tests was to examine the perspective of users with different cultural backgrounds. When comparing the final results with previous studies, the following results became clear.