A Review of Personality of Interaction and Cross-Cultural Applicability of User Evaluation Methods

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Introduction and Importance a designed artefact must constructively promote the brand and aid in creating favourable brand experiences. A recent area of interface design that is essential for designers from many disciplines is culture-based user interface design. This review compares user evaluation methods' cross-cultural applicability and personality of interaction with the simple beauty of a comprehensive understanding of the user experience. Basic Methodology Comparative analysis is what is contributed and implications this study should help. It implies that these are the results of ingrained cultural disparities in how people interact with one another. 87% of the studies evaluated for this analysis came to the conclusion that cultural variations do, in fact, affect user experience and user interface.

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