I’m Aditi

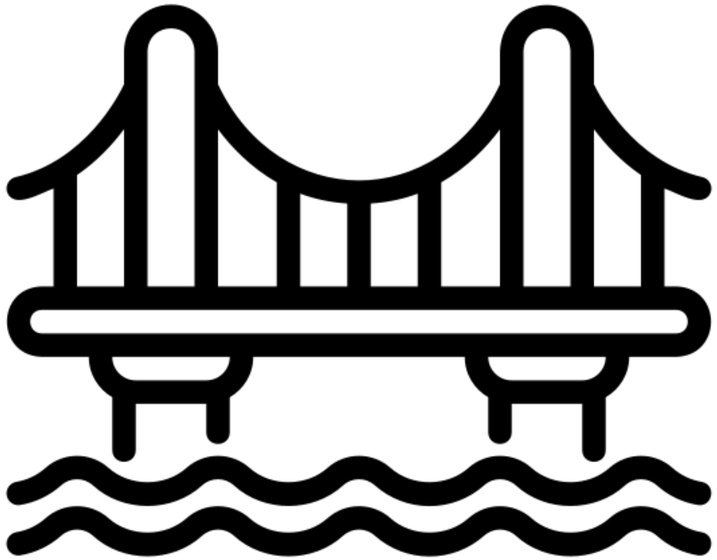
Aditi Kulkarni
UX Manager

shopify

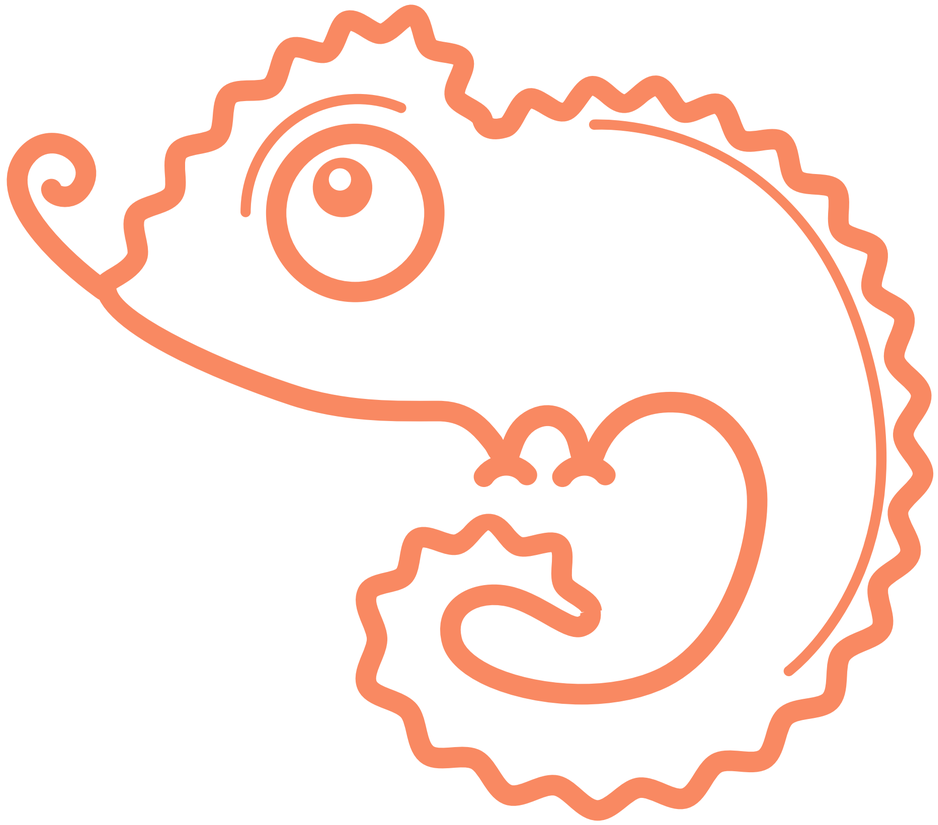
We’re a platform that allows any merchant to sell anywhere. Our roots are in e-commerce, but we enable our merchants to sell through multiple sales channels whether that’s on the web, in person at a retail location or pop up shop and even on social media

MERCHANTS

Navigating cultural complexity in a remote world

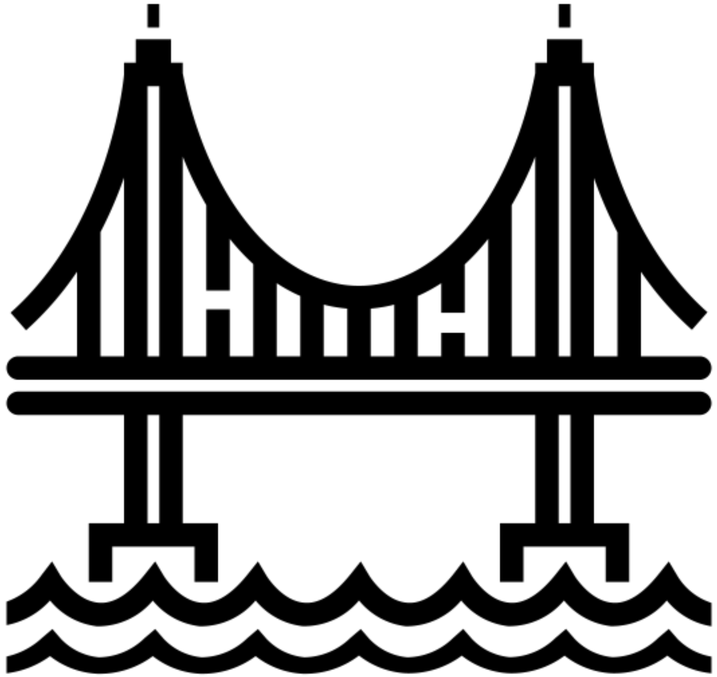


I’m a bridge person



Resilient Chameleon

Story #1



Great

Great

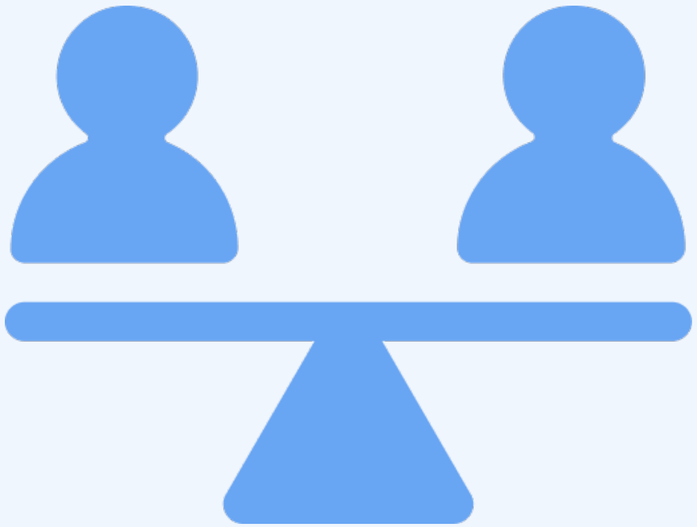
Great

Great

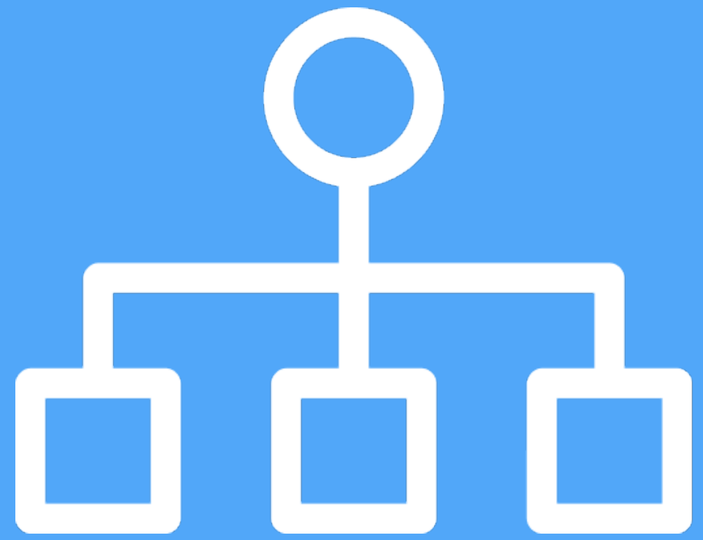
Great

Great ✅

+ Strong smells are offensive to Americans. Make sure to avoid disturbing your western colleagues at lunch time
+ A meeting scheduled at 9AM starts at 9AM. Be there 5 mins early.
+ Don’t use the company’s phones to call your parents back home in India



Egalitarian



Hierarchical

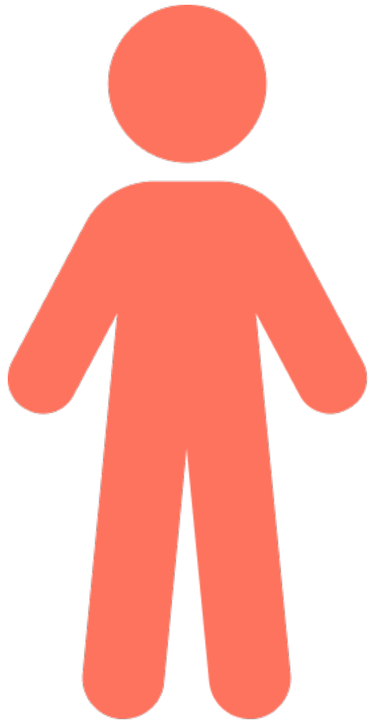
Time is relative

Time is money

“Free”

“Traditional”

Small ego



Huge ego

0

1

Cultural complexity

Our cultural differences are rich, complex and difficult to decipher

Story #2

What’s your opinion on eating on a video call?

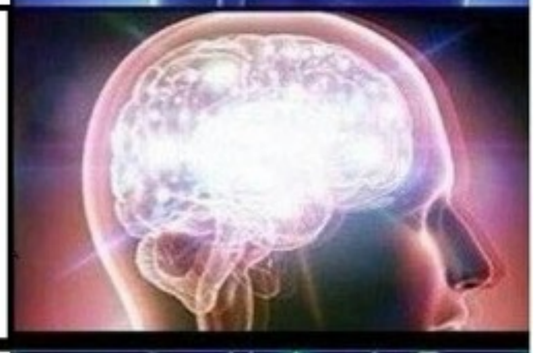
“It depends on the food. Snacks is okay but I can’t eat lunch on a video call”

Acknowledging our differences is important

CULTURAL DIFFERENCES

COMPLEX CULTURAL DIFFERENCES

COMPLEX CULTURAL DIFFERENCES IN REMOTE WORK



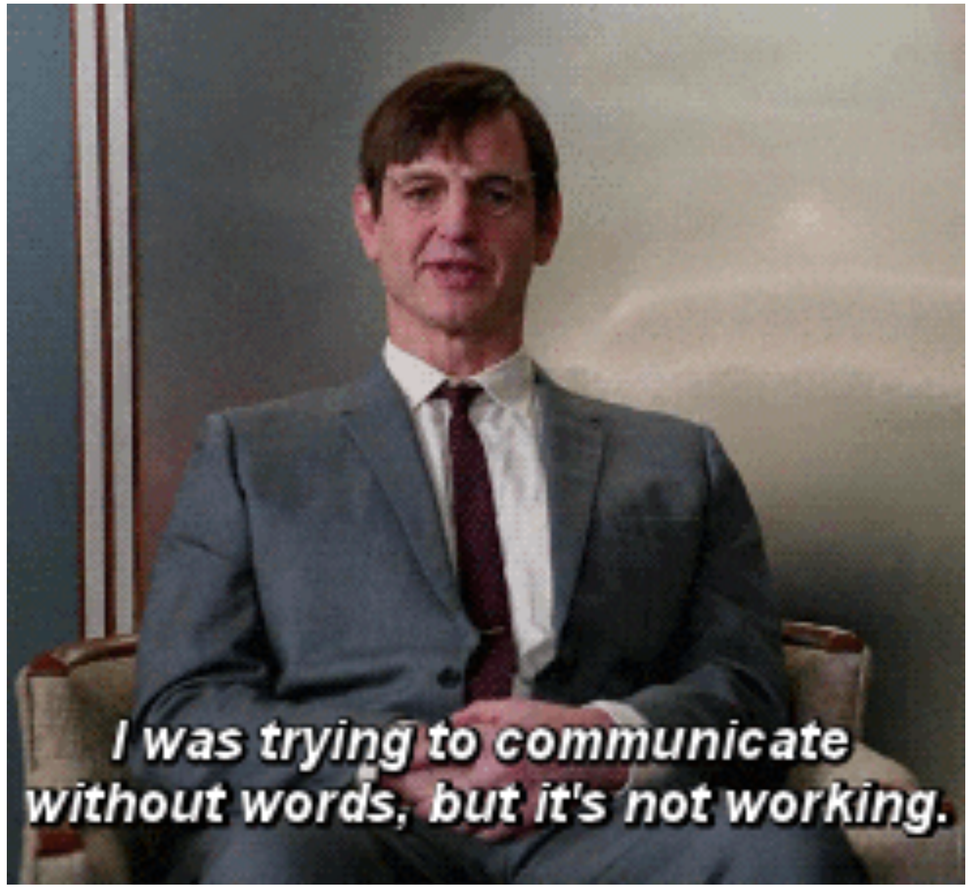
CELEBRATING COMPLEX CULTURAL DIFFERENCES IN REMOTE WORK

imgflip.com

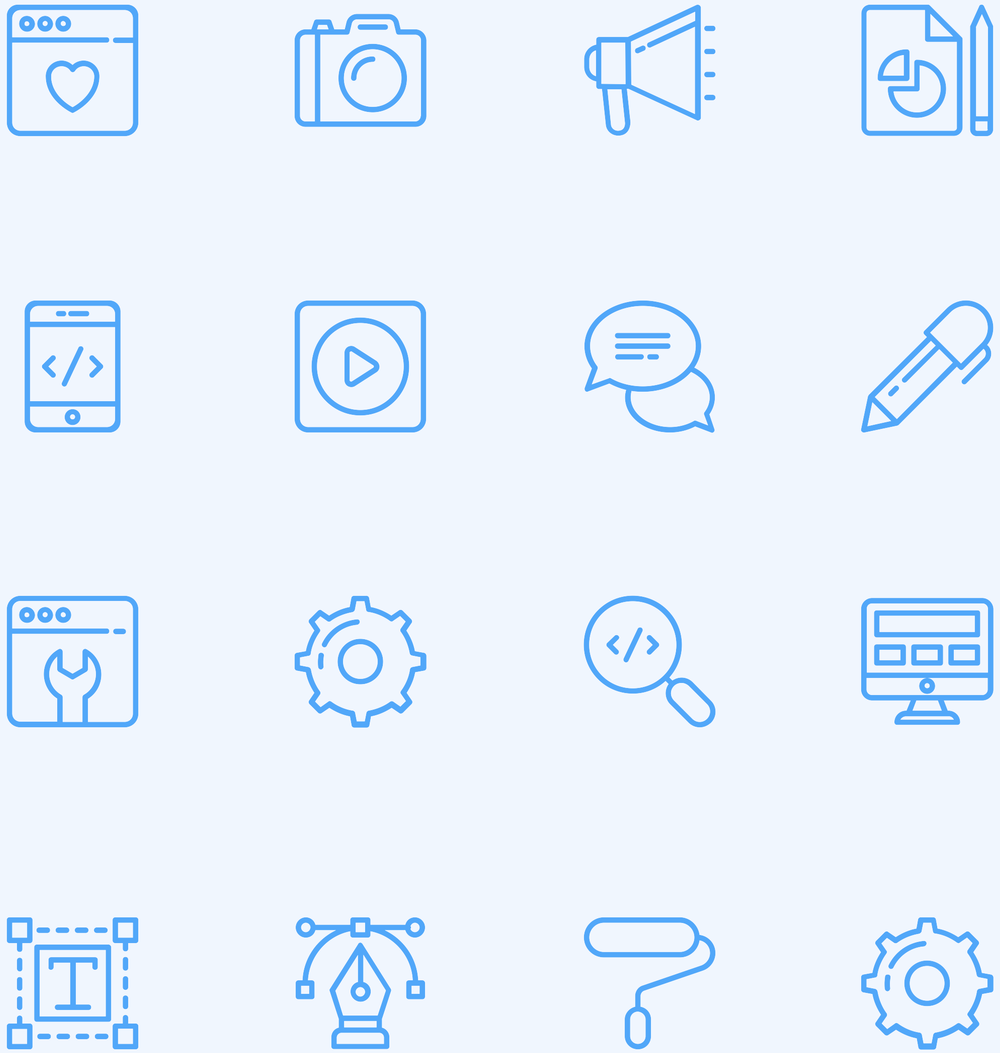
Cultural complexity is not a problem to be solved

Navigate cultural complexity, don’t solve it

The remote world



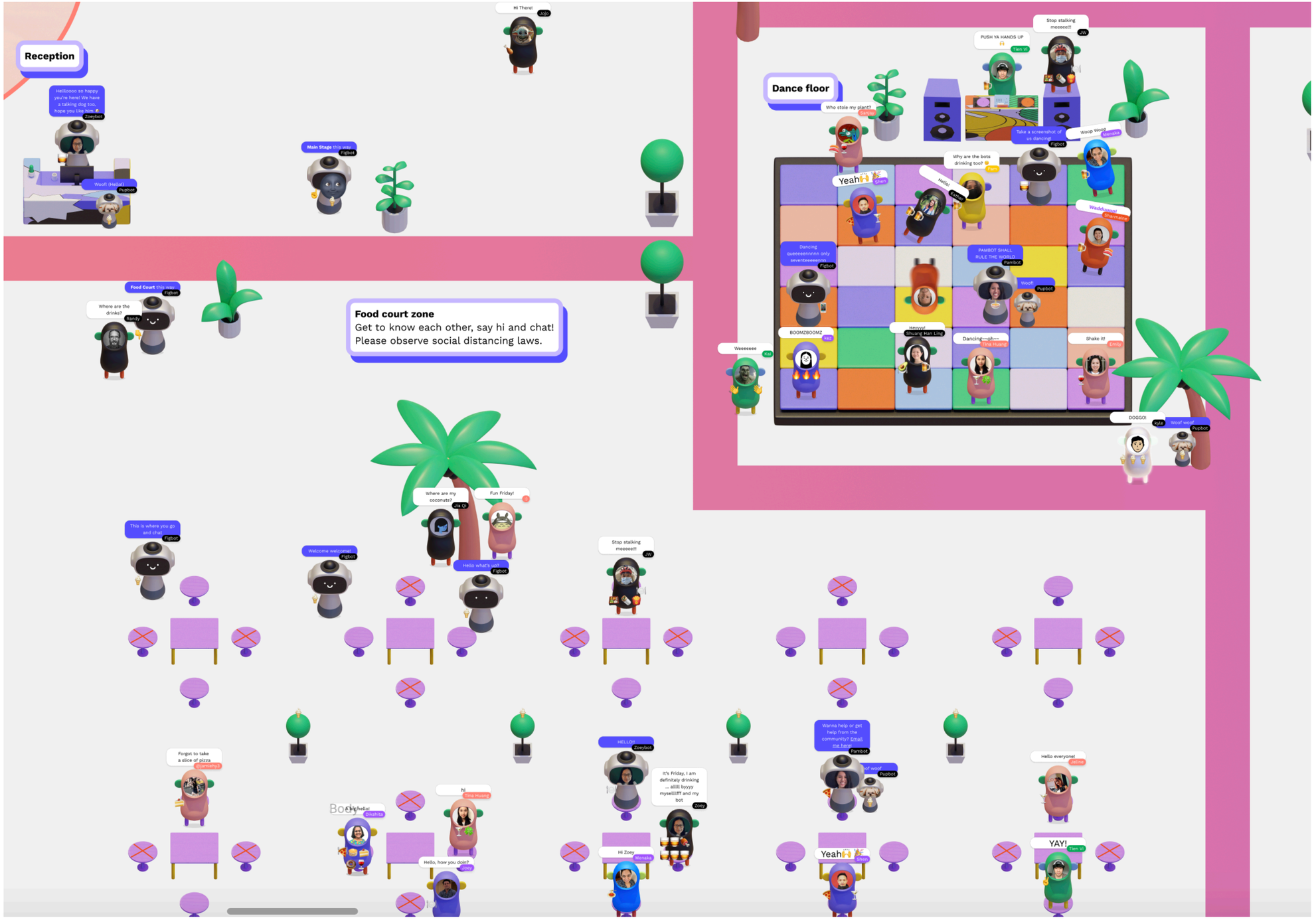
Overcommunicate



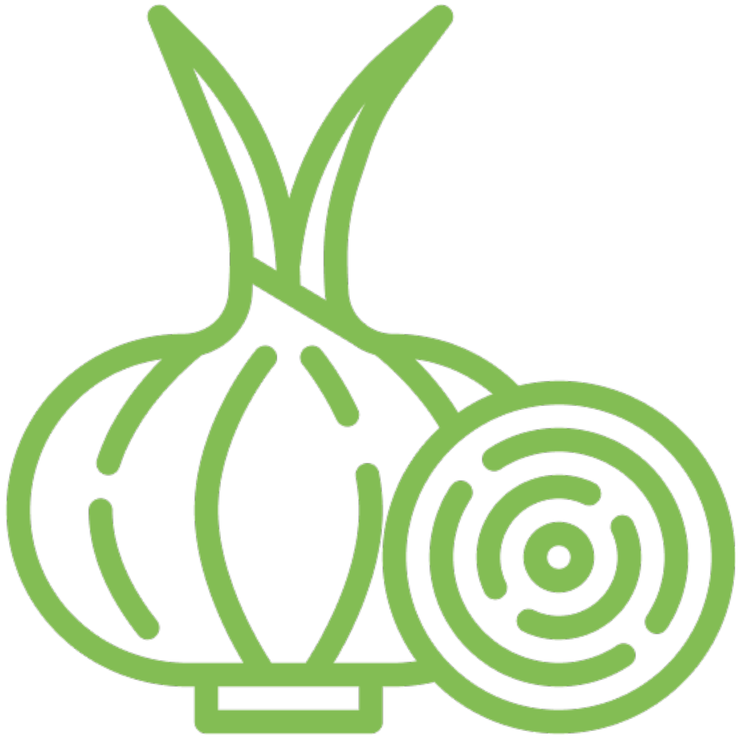
Work

Life

How to fun?

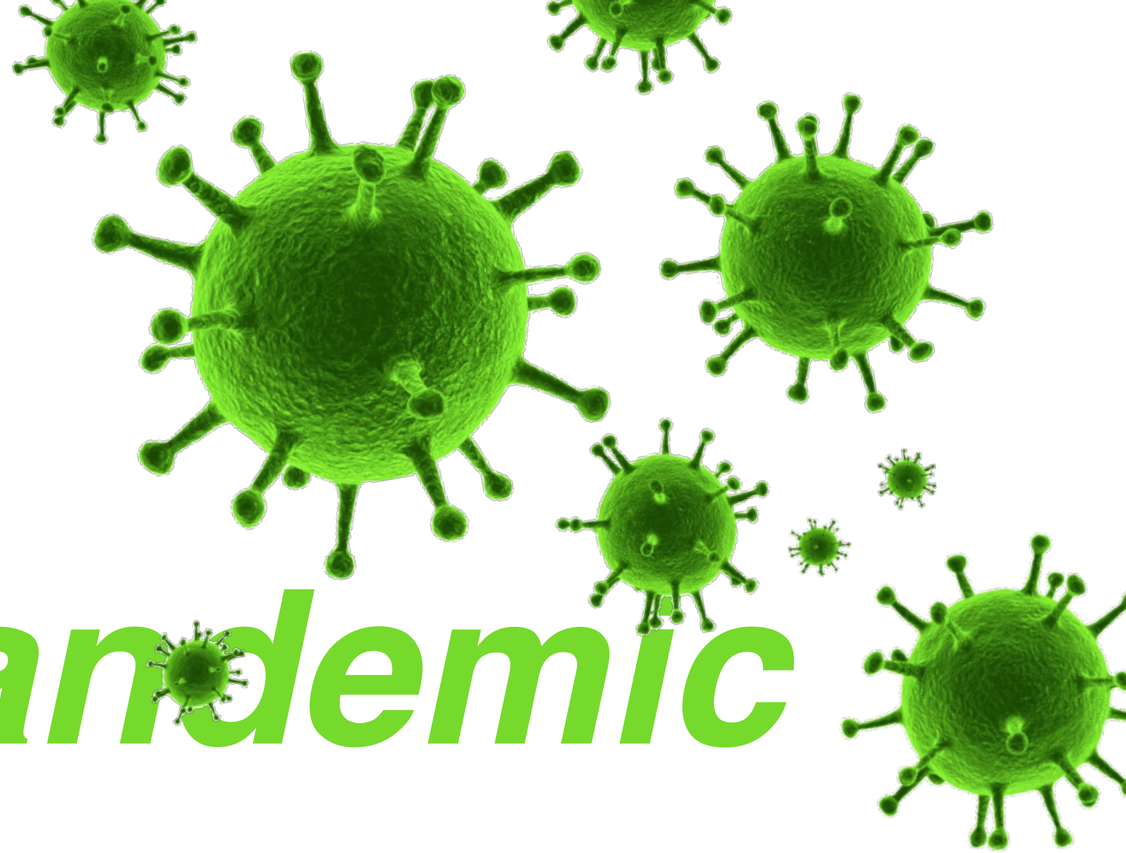

Reception
Hi There!
Jojo
Hellloooo so happy you're here! We have a talking dog too, hope you like him
Zoeybot
Woof! (Hello!)
Pupbot
Main Stage this way
Figbot
Food Court this way
Figbot
Where are the drinks?
Randy
Food court zone
Get to know each other, say hi and chat!
Please observe social distancing laws.
Dance floor
Who stole my plant?
Sanjay
PUSH YA HANDS UP
Tien Vi
Stop stalking meeeee!!!
JW
Take a screenshot of us dancing!
Figbot
Woop Woop
Menaka
Why are the bots drinking too?
Fam
Yeah
Shen
Hello!
Estrae
Waddupp!
Charmaine
Dancing queeeeennnnn only seventeeeeennn
Figbot
PAMBOT SHALL RULE THE WORLD
Pambot
Woof!
Pupbot
BOOMZBOOMZ
Kez
Heyyy!
Shuang Han Ling
Dancing—oh—
Tina Huang
Shake it!
Emily
Weeeeeee
Kai
DOGGO!
Kyle
Woof woof
Pupbot
Where are my coconuts?
Jia Qi
Fun Friday!
Jj
This is where you go and chat
Figbot
Welcome welcome!
Figbot
Hello what's up?
Figbot
Stop stalking meeeee!!!
JW
Forgot to take a slice of pizza
Djamiehy2
Hi hello!
Dikshita
hi
Tina Huang
Hello, how you doin?
Joey
HELLO!!
Zoeybot
It's Friday, I am definitely drinking ... alllll byyyy myselllllff and my bot
Zoey
Hi Zoey
Menaka
Wanna help or get help from the community? Email me here!
Pambot
Woof woof
Pupbot
Yeah
Shen
Hello everyone!
Jeline
YAY!
Tien Vi

What is the new digital etiquette in meetings?

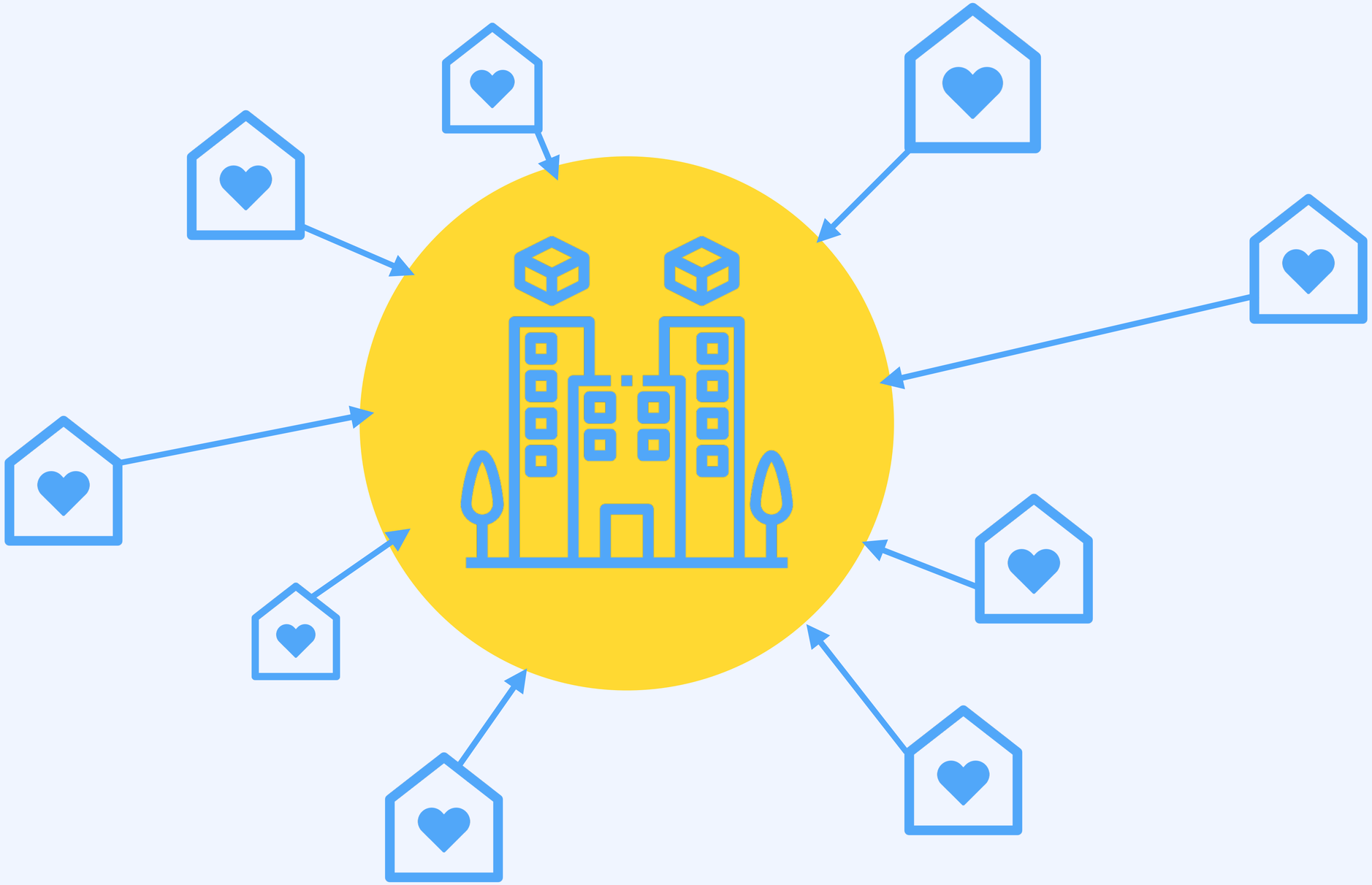


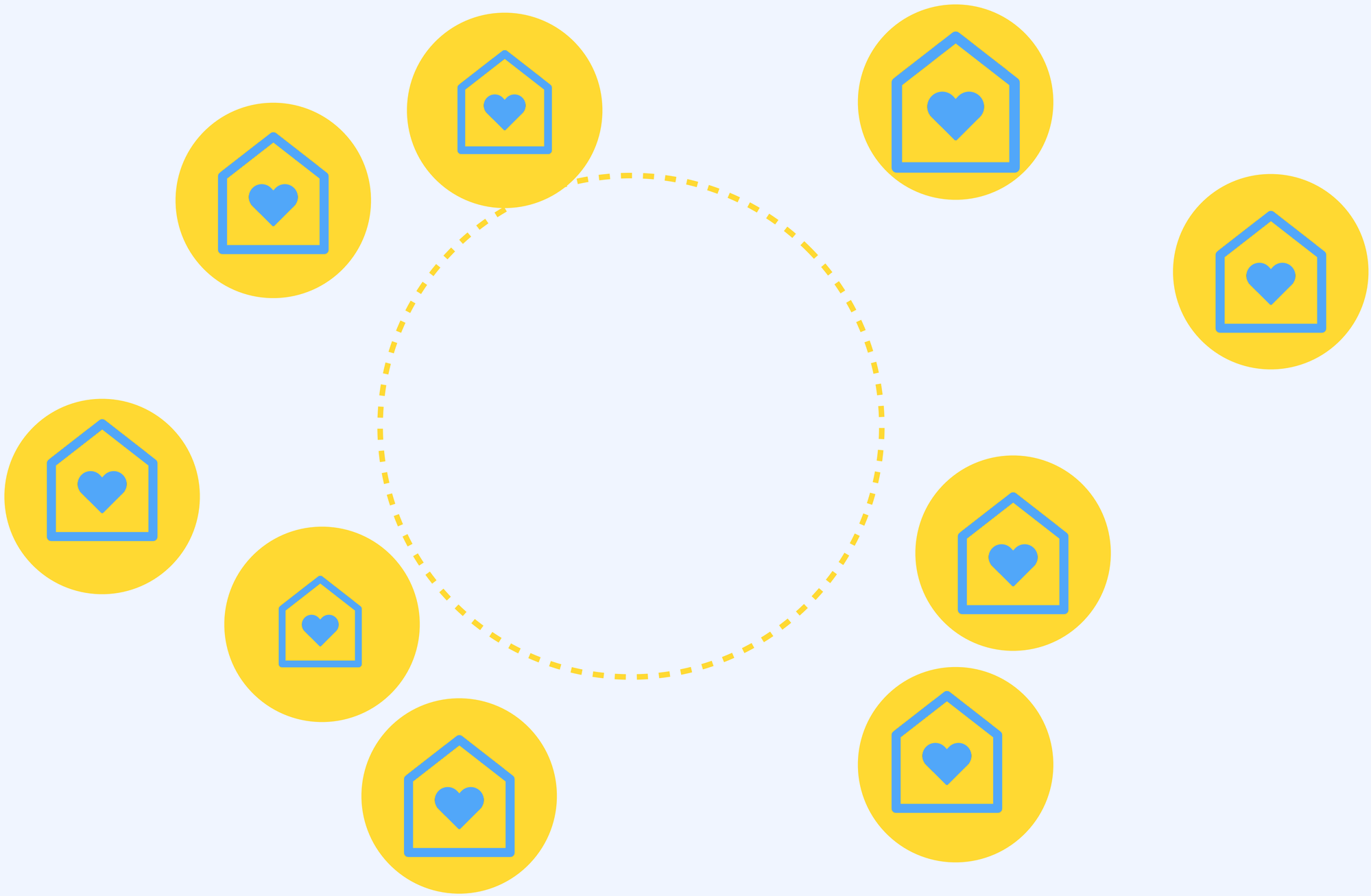
Cultural complexity + remote world

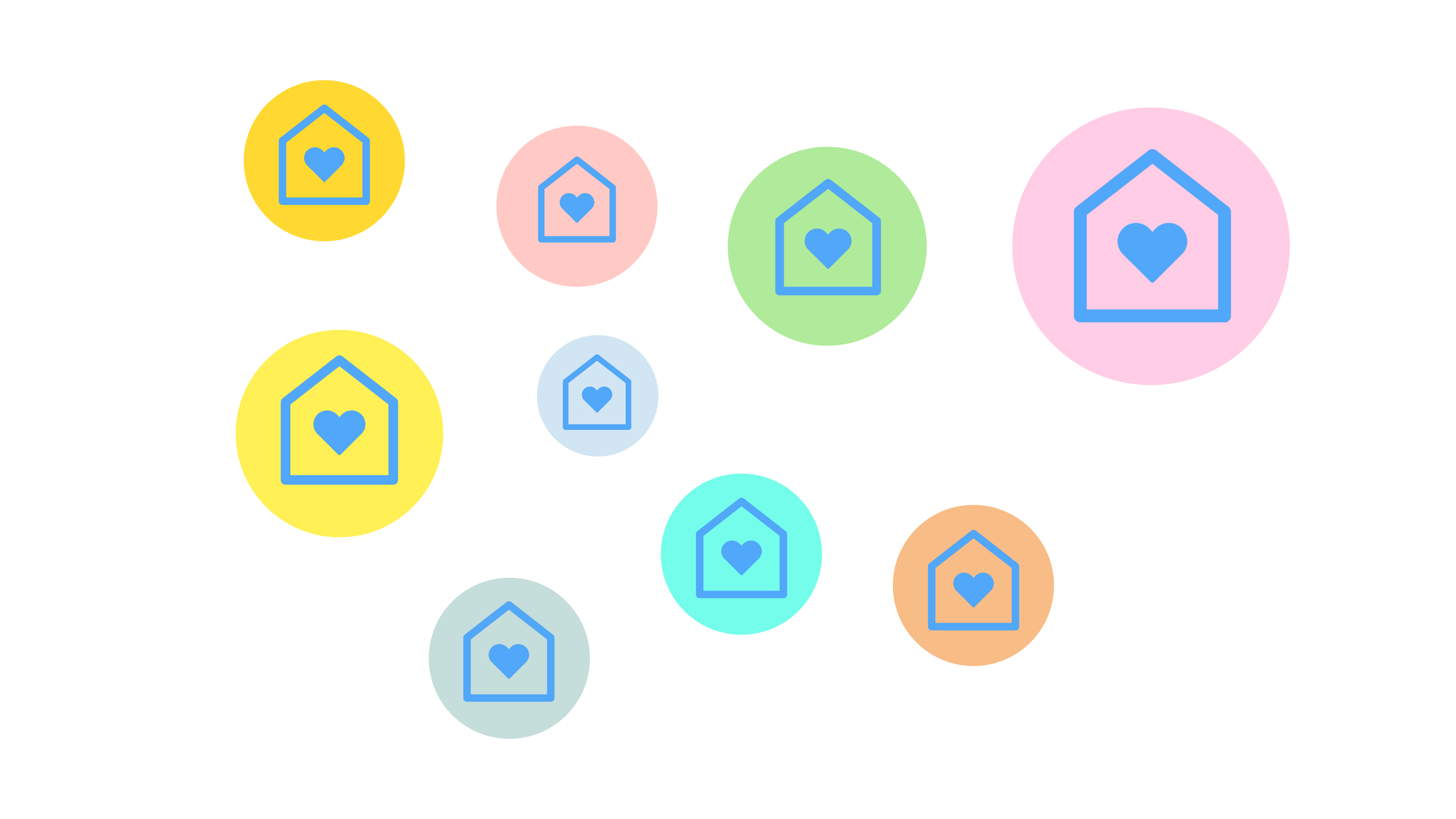
Our daily commute/automation



The global pandemic broke this

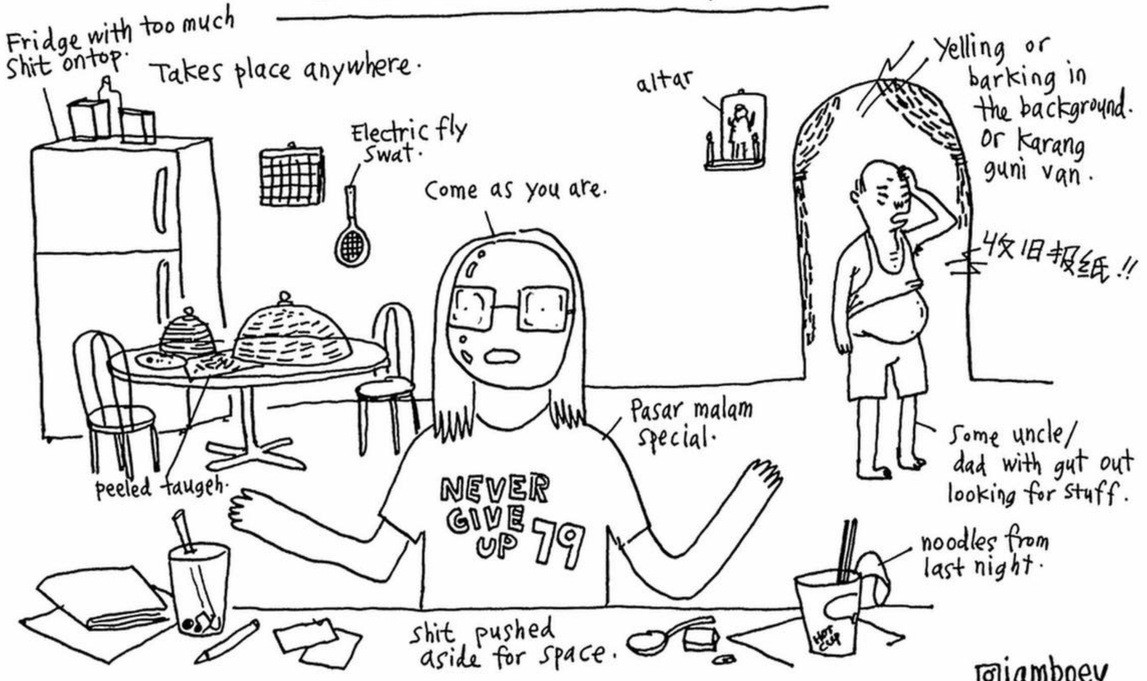


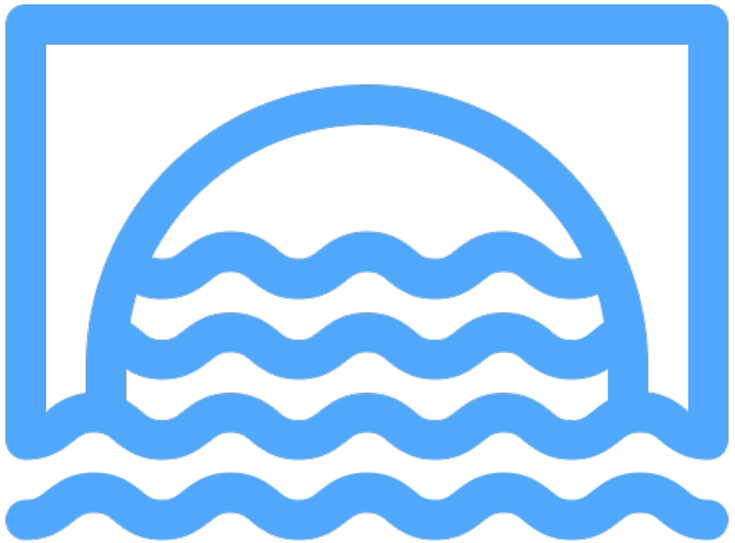




Zoom call with westerners.

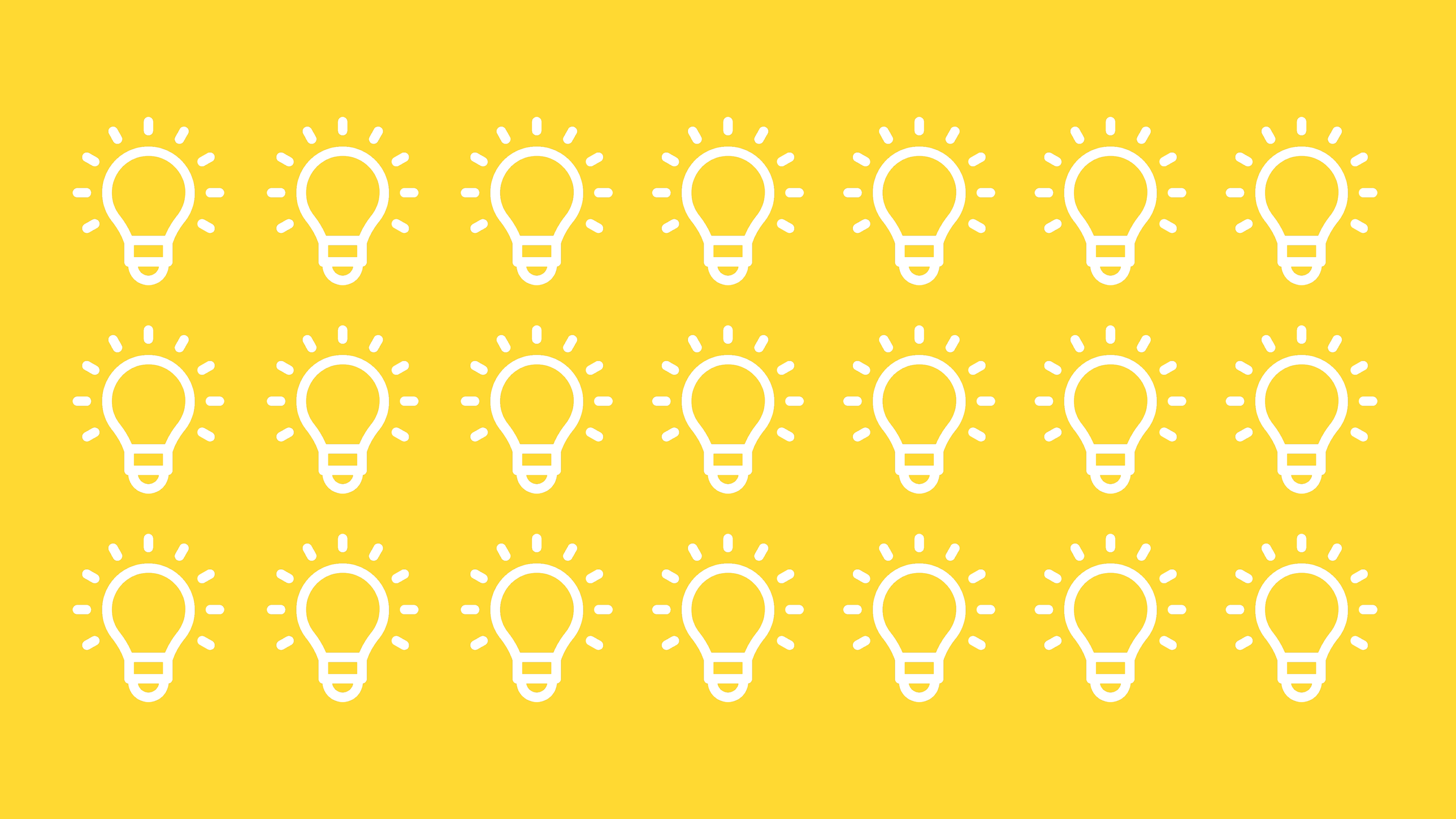
Zoom call with malaysians.





Bridge the gap in the remote world

Trust battery is critical in a remote world



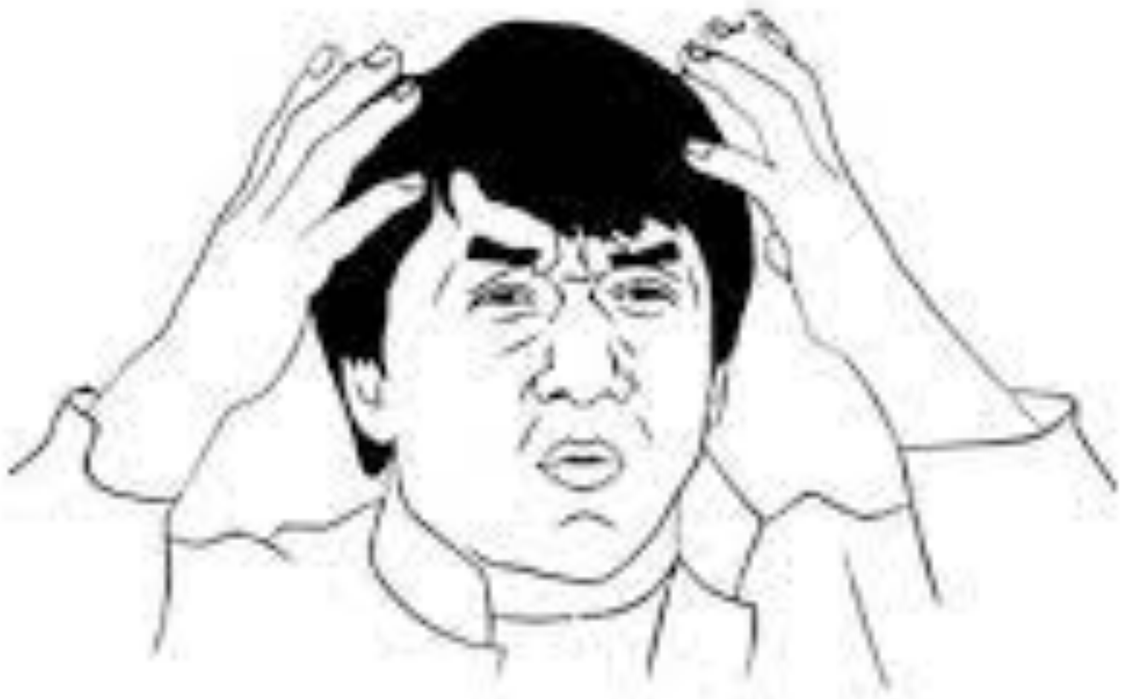
Best ideas come from diverse teams that get along very well

Navigate the remote world across cultures

+ Cultural differences are complex and nuanced. Oversimplified, limiting examples are too common in media

+ We should acknowledge and even celebrate cultural complexity. It’s not a problem to be solved

+ When we learn to navigate cultural complexity in the digital world we can create an oasis for creative people where betters ideas are generated



BUT HOW?!

memegenerator.net

Practical tips for navigating cultural complexity in a remote world

Becoming a bridge person…

Drive - get motivated!

Flexibility, Persistence & Engagement

Awareness

Great

Increase your cultural intelligence

Project Implicit

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Gender-Career IAT	***Gender - Career*.** This IAT often reveals a relative link between family and females and between career and males.
Sexuality IAT	***Sexuality*** **('Gay - Straight' IAT).** This IAT requires the ability to distinguish words and symbols representing gay and straight people. It often reveals an automatic preference for straight relative to gay people.
Weight IAT	***Weight*** **('Fat - Thin' IAT).** This IAT requires the ability to distinguish faces of people who are obese and people who are thin. It often reveals an automatic preference for thin people relative to fat people.
Religion IAT	***Religion*** **('Religions' IAT).** This IAT requires some familiarity with religious terms from various world religions.
Gender-Science IAT	***Gender - Science*.** This IAT often reveals a relative link between liberal arts and females and between science and males.
Age IAT	***Age*** **('Young - Old' IAT).** This IAT requires the ability to distinguish old from young faces. This test often indicates that Americans have automatic preference for young over old.
Race IAT	***Race*** **('Black - White' IAT).** This IAT requires the ability to distinguish faces of European and African origin. It indicates that most Americans have an automatic preference for white over black.
Skin-tone IAT	***Skin-tone*** **('Light Skin - Dark Skin' IAT).** This IAT requires the ability to recognize light and dark-skinned faces. It often reveals an automatic preference for light-skin relative to dark-skin.
Weapons IAT	***Weapons*** **('Weapons - Harmless Objects' IAT).** This IAT requires the ability to recognize White and Black faces, and images of weapons or harmless objects.
Arab-Muslim IAT	***Arab-Muslim*** **('Arab Muslim - Other People' IAT).** This IAT requires the ability to distinguish names that are likely to belong to Arab-Muslims versus people of other nationalities or religions.
Asian IAT	***Asian American*** **('Asian - European American' IAT).** This IAT requires the ability to recognize White and Asian-American faces, and images of places that are either American or Foreign in origin.

https://implicit.harvard.edu/implicit/selectatest.htm

Action

Copyrighted Material

New Edition

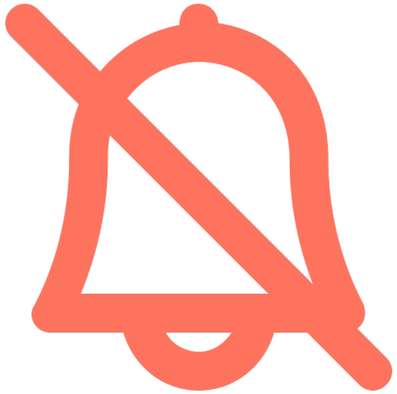
CONVERSATIONAL STYLE

Analyzing Talk among Friends

DEBORAH TANNEN

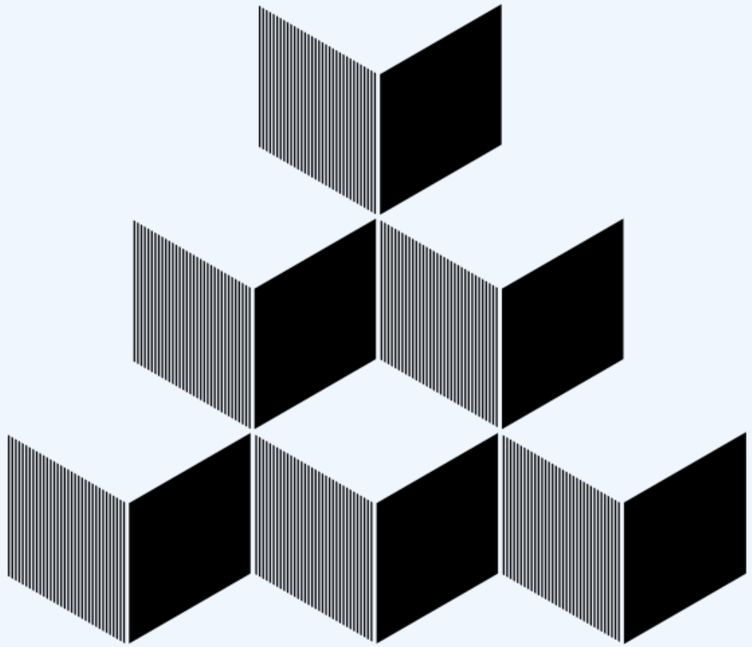
Copyrighted Material

Cooperative overlapping vs. Turn-taking



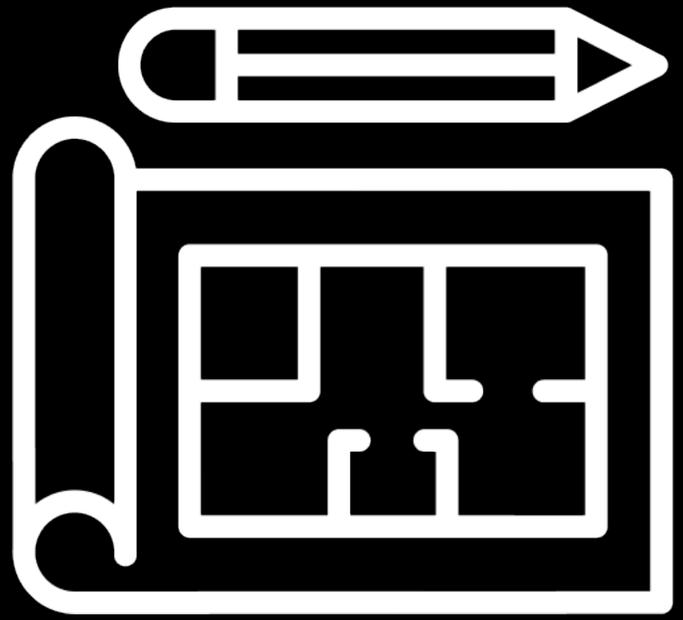
Different meanings of silence

1. Drive
2. Awareness
3. Action



Get comfortable with ambiguity

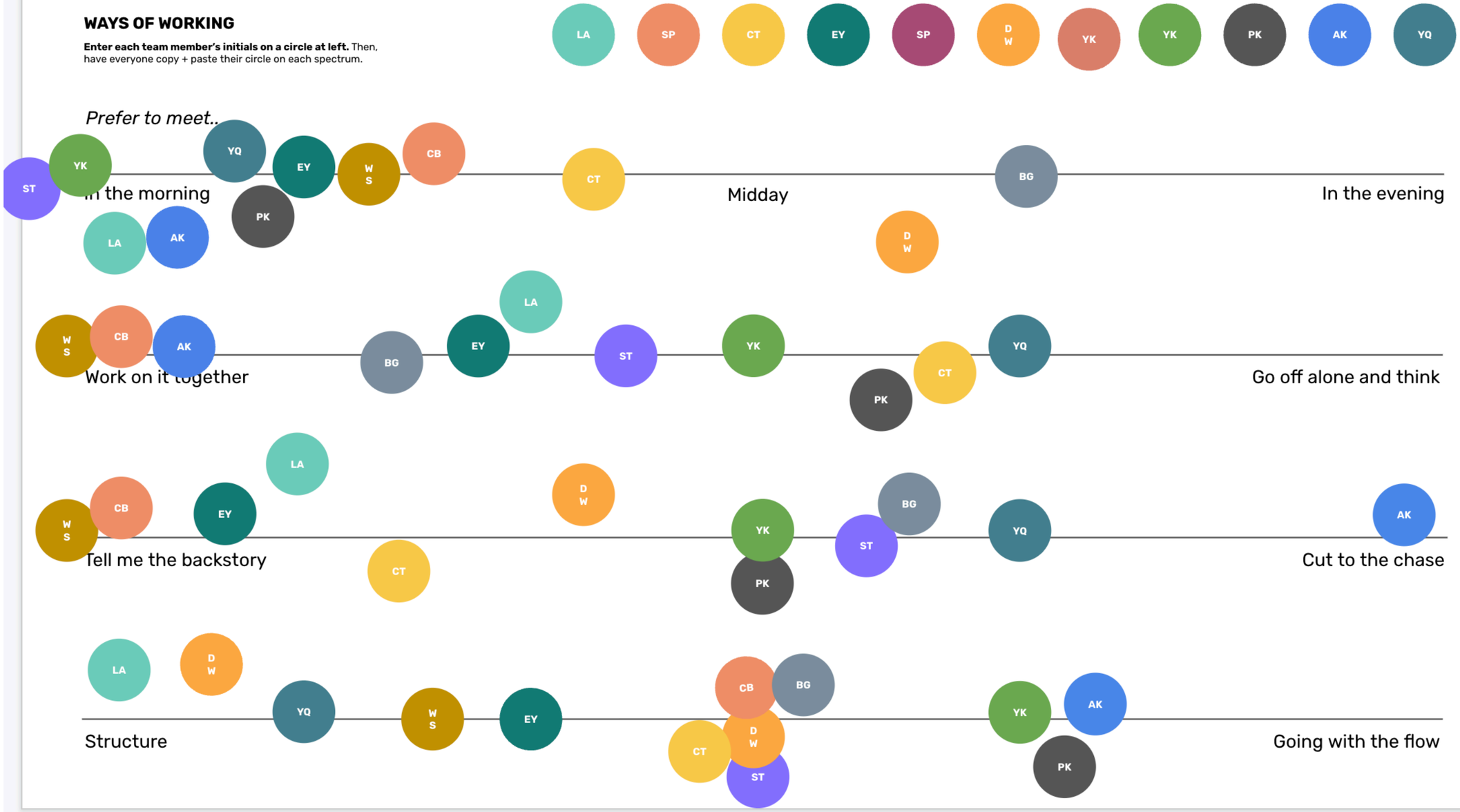
Get a sense of humour



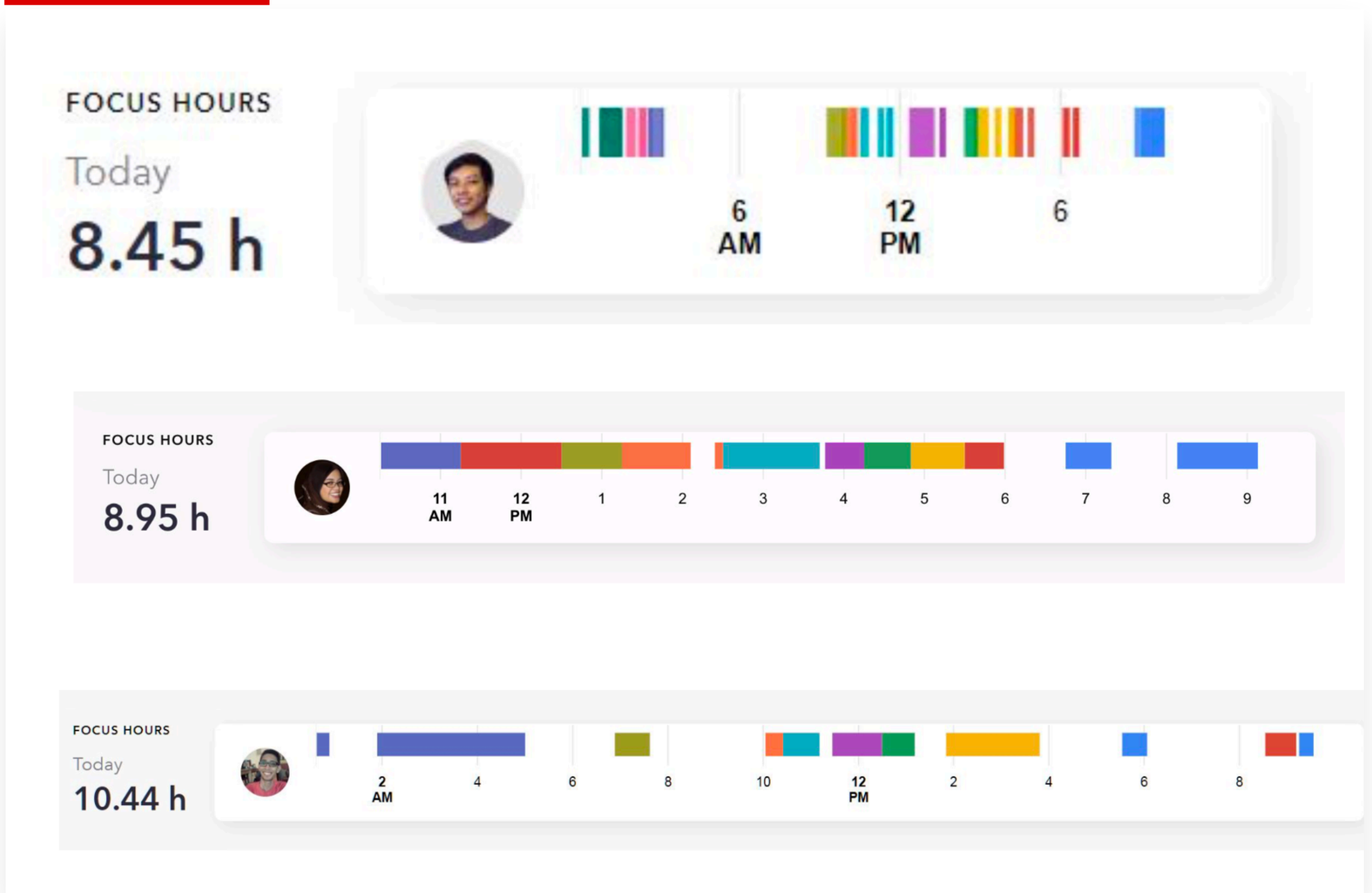
Create your personal blueprint

WAYS OF WORKING

Enter each team member's initials on a circle at left. Then, have everyone copy + paste their circle on each spectrum.

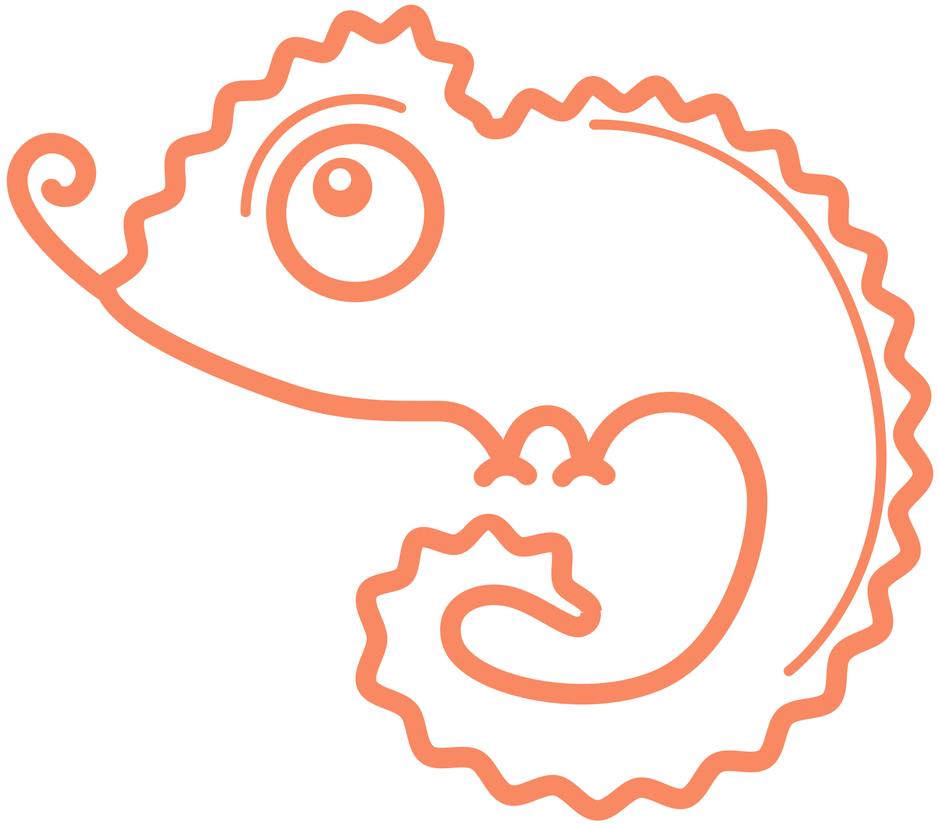


STAMPEDE



https://stampede-design.com/

Blueprints and maps help people navigate

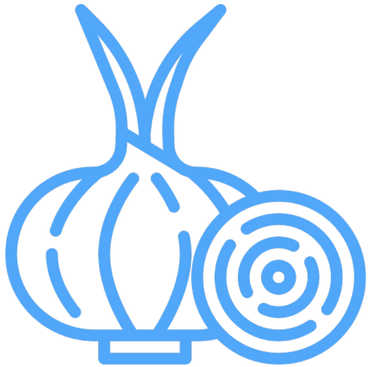
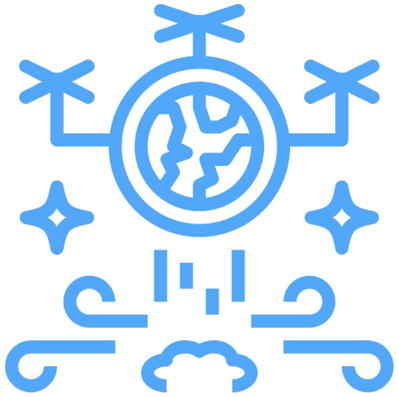


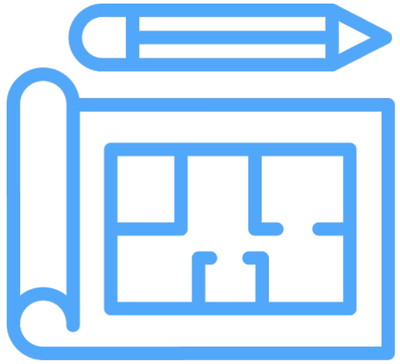
Get a liaison / ops person

+ Drive: get motivated to make that online oasis
+ Awareness: increase your cultural intelligence by paying attention to every interaction
+ Action: Strategize and plan a change in verbal and non verbal behaviours
+ Get comfortable with ambiguity, get a sense of humour
+ Blueprints and maps to help people navigate
+ An ops person who provides a space to discuss issues

Cultural complexity is not a problem to be solved but a beautiful world we need to learn how to navigate

Become a bridge person by learning more with every cultural interaction

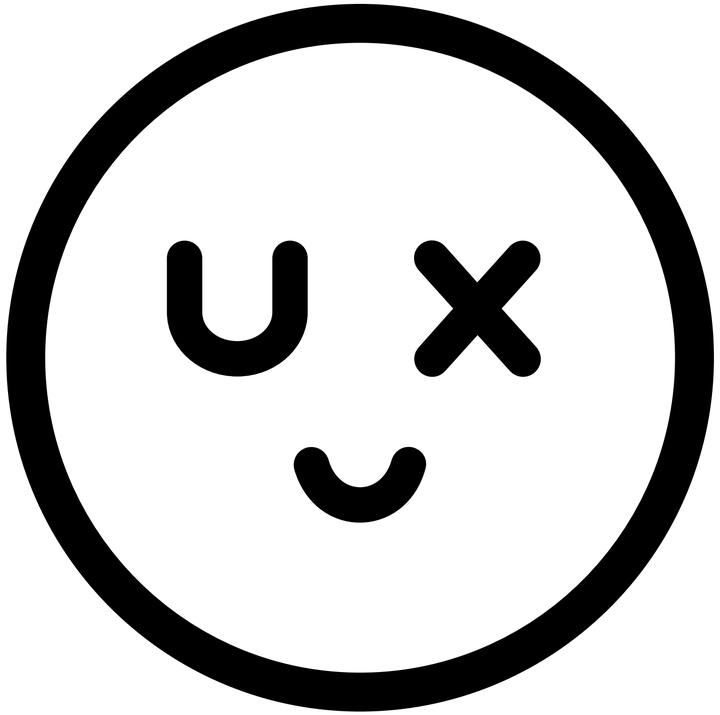


Thank you for listening!

DM me to continue the conversation

@uxartist

www.aditikulkarni.com



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