

## The Importance of Cultural Adaptation of B2C E-Services Design in Germany

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**Abstract :** This research will give the introductory ideas for cultural adaption of B2C E-Service design in Germany. By the intense competition of E-Service development, many companies have realized the importance of understanding the emotional and cultural characteristics of their customers. Ignoring customers' needs and requirements throughout the E-Service design can lead to faults, mistakes, and gaps. The term of E-Service usability now is changed not only to develop high quality E-Services, but also to be extended to include customer satisfaction and provide for them to feel local.

**Keywords :** human computer interaction (HCI), usability, cultural usability, E-Services, business-to-consumer (B2C), e-services

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