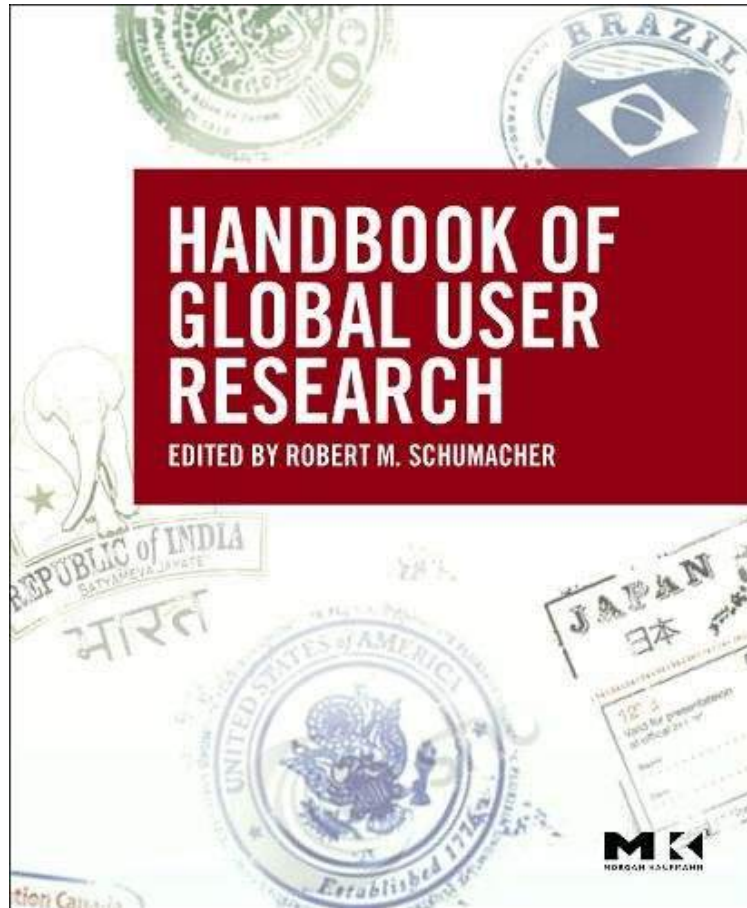


The Handbook of Global User Research

By Robert Schumacher



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despite its pervasiveness practitioners are not all well equipped to work globally What may have worked in Nigeria may not be accepted in Russia may be done differently in Brazil may partly work in China and may completely fail in Kuwait And what often goes less noticed but can be equally vexing are technical logistical and planning issues such as hiring qualified translators payment procedures travel issues setting up fa Our products increasingly are finding their way around the world nbsp Usable designs need to reflect the diversity of those global users if they are going to be successful and not just the perspective coming from one lab in a corporate headquarters nbsp

the handbook of global user research

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