Global UX: Design and Research in a Connected World

By Whitney Quesenbery, Daniel Szuc

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Global UX: Design and Research in a Connected World discusses how user experience (UX) practice is changing and how practitioners and teams around the world are creating great user experiences for a global context. The book is based on interviews with practitioners from many countries, working on different types of projects. It looks behind the scenes at what it takes to create a user experience that can work across borders, cultures, and languages. The book begins with a quick look at the world outside of UX. This includes the external forces of change and globalization as well as an overview of how culture affects designers and the UX of products. It considers what global UX means for an individual practitioner, a company, and teams. It then turns to the details of global UX with the process and practice of research in the field; how information is brought home and shared with colleagues; and how it is applied in design. The final chapter presents some thoughts about how to deliver value both to projects and the users of finished products.

- Covers practical user experience best practices for the global environment
- Features numerous, global, real-world examples, based on interviews with over 60 UX managers and practitioners from around the world
- Contains case studies and vignettes from user research and design projects for multinational companies and small start-ups

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Editorial Review

Review

"If you work in a global team (or wish you did) -- or if your product or service goes outside your country (or you wish it did) -- you need this book. Hear the voices of 65 user experience practitioners who live and work globally. Whitney Quesenbery and Dan Szuc have taken these stories and wrapped them into fascinating and compelling insights about global work today." **--Janice (Ginny) Redish, author of Letting Go of the Words -- Writing Web Content that Works**

"Your guidebook to becoming a design hero by applying the distilled wisdom from successful global UX teams: Gain strength from diversity, collaborate at a global scale, learn the local culture and then create value." **--Ben Shneiderman, University of Maryland**

"In these pages the reader quickly gains an understanding of the intricacies, importance and excitement in global UX. Whitney Quesenbery and Daniel Szuc have delivered a fabulous mix of experienced global voices that we all can take on the challenging and rewarding journey of (literally) making the world a little easier, a little safer, and little more fun." **--Robert M. Schumacher, Ph.D., Managing Director, User Centric, Inc.**

"For designers and software architects, this volume on user interface design provides a discussion of practical and theoretical concerns surrounding the development of user experiences in computer software. Not designed to provide coding specifics, and language and platform agnostic, the work looks at key features of interface design from the generalized perspective of software design, development, and production. Topics discussed include culture and user interface design, strategies for global companies and products, field research, and planning for globalization." **--Reference and Research Book News, Inc.**

From the Back Cover

As the world becomes more and more connected, the ways in which we work change. Global travel is commonplace, and working within an international and cross-cultural team is becoming the norm. Challenges in policies, practices and collaboration arise in designing usable products with a global team or for a global audience.

With Global UX, industry leaders Whitney Quesenbery and Daniel Szuc offer real world stories of successful UX practices, organized by the authors around specific project objectives, as examples of different ways of working globally. Throughout the book, they provide best practices and lessons learned to help answer common questions and avoid common problems in a multitude of situations.

About the Author
Whitney is a user experience researcher and usability expert with a passion for clear communication. Her projects include work for the National Cancer Institute (US), The Open University (UK) and IEEE (worldwide). She enjoys learning about people and using those insights to products where people matter.

Pursuing her interest in the usability of civic life, she has served on two US government advisory committees: updating US "Section 508" accessibility regulations and creating standards US elections. She was president of the Usability Professionals' Association (UPA) International, on the board of the Center for Plain Language, and is a Fellow of the Society for Technical Communications.

Whitney is the author, with Kevin Brooks of Storytelling for User Experience: Crafting stories for better design (Rosenfeld Media, 2010). She's also proud that her chapter "Dimensions of Usability" in Content and Complexity turns up on so many course reading lists.

Daniel is Principal Consultant at Apogee, a usability consulting Services Company based in Hong Kong.

Dan previously worked on a usability team for Telstra Australia. He is currently VP of the International UPA (Usability Professionals' Association) and has lectured about UX in Hong Kong, China, Singapore, Malaysia, Australia, the USA, Israel, New Zealand, and Japan He co-wrote a "Usability Kit" with Gerry Gaffney which is an implementation guide providing best practices and guidelines for usability teams. Dan holds a BS in Information Management from Melbourne University in Australia. Currently lives in Hong Kong

Users Review

From reader reviews:

Jose Longoria:

Have you spare time to get a day? What do you do when you have more or little spare time? Yes, you can choose the suitable activity regarding spend your time. Any person spent their very own spare time to take a go walking, shopping, or went to the Mall. How about open or even read a book titled Global UX: Design and Research in a Connected World? Maybe it is to get best activity for you. You understand beside you can spend your time with your favorite's book, you can more intelligent than before. Do you agree with its opinion or you have some other opinion?

James Benavidez:

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Arlene Farrar:

Nowadays reading books be a little more than want or need but also work as a life style. This reading behavior give you lot of advantages. Associate programs you got of course the knowledge the particular information inside the book that will improve your knowledge and information. The details you get based on

what kind of guide you read, if you want get more knowledge just go with training books but if you want sense happy read one with theme for entertaining for instance comic or novel. The particular Global UX: Design and Research in a Connected World is kind of book which is giving the reader erratic experience.

John Cheung:

Reading can called imagination hangout, why? Because while you are reading a book specially book entitled Global UX: Design and Research in a Connected World your brain will drift away trough every dimension, wandering in each aspect that maybe mysterious for but surely might be your mind friends. Imaging every single word written in a publication then become one contact form conclusion and explanation in which maybe you never get ahead of. The Global UX: Design and Research in a Connected World giving you yet another experience more than blown away your brain but also giving you useful details for your better life in this era. So now let us teach you the relaxing pattern is your body and mind will be pleased when you are finished looking at it, like winning a game. Do you want to try this extraordinary wasting spare time activity?

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