

Table of Contents

- **1. Foundations and definition of user research**
 - 1.1 Globalization, localization, and user research
 - 1.2 Origins of user research
 - 1.3 What is user research
 - 1.4 Getting the terms right
 - 1.5 Dynamic nature of user research
 - 1.6 User research and other disciplines
 - 1.7 Models of global user research
 - 1.8 What is this book about
- **2. Project management for global research**
 - 2.1 Introduction
 - 2.2 Engaging stakeholders in research activities
 - 2.3 Planning international studies
 - 2.4 Finding quality in-country resources
 - 2.5 Managing an international project team
 - 2.6 Key takeaways
- **3. Preparation**
 - 3.1 Introduction
 - 3.2 Understanding research objectives and target user groups
 - 3.3 Reviewing the stimuli
 - 3.4 Creating the test plan
 - 3.5 Recruiting
 - 3.6 Developing the moderator's guide
 - 3.7 Localizing the moderator's guide
 - 3.8 Sharing materials with local teams
 - 3.9 Briefing with local teams
 - 3.10 Local pilot testing
 - 3.11 Key takeaways
- **4. Fieldwork For Global User Research Projects**
 - 4.1 Introduction
 - 4.2 Planning logistics for a global study
 - 4.3 Preparing test materials for a global study
 - 4.4 Assembling and training the team
 - 4.5 Conducting the fieldwork
 - 4.6 Analyzing data and reporting results
 - 4.7 Key takeaways
- **5. Analysis and Reporting**
 - 5.1 Introduction
 - 5.2 Planning analyses for global projects
 - 5.3 Collaborating and sharing analyses from each locale
 - 5.4 Reporting and presenting results
 - 5.5 Key takeaways
- **6. Global user research methods**
 - 6.1 Introduction
 - 6.2 Ethnographic studies
 - 6.3 Focus groups
 - 6.4 Eye tracking
 - 6.5 Unmoderated remote usability testing
 - 6.6 Web analytics
 - 6.7 Online surveys
 - 6.8 Personas
- **7. User research throughout the world**

- 7.1 Introduction
- 7.2 Australia
- 7.3 Brazil
- 7.4 China
- 7.5 Denmark
- 7.6 Finland
- 7.7 France
- 7.8 Germany
- 7.9 India
- 7.10 Italy
- 7.11 Japan
- 7.12 Korea
- 7.13 Malaysia
- 7.14 The Netherlands
- 7.15 New Zealand
- 7.16 Russia
- 7.17 Spain
- 7.18 Switzerland
- 7.19 Turkey
- 7.20 United Arab Emirates
- 7.21 United Kingdom
- 7.22 United States
- **8. The role of professional organizations in user research**
 - 8.1 Introduction
 - 8.2 Making the most out of a professional network
 - 8.3 The local chapters of professional organizations
 - 8.4 Professional organizations in a global market
 - 8.5 Organizations and research
 - 8.6 World Usability Day as an example
 - 8.7 Directory of organizations
 - 8.8 Key takeaways
- **9. The impact of culture on user research**
 - 9.1 Introduction: How culture impacts user research
 - 9.2 The implications of context to user research
 - 9.3 The impact of the development process on cross-cultural user research
 - 9.4 A model for understanding the impact of culture on user research
 - 9.5 The impact on user research of the cultural differences between moderators
 - 9.6 The culture of nations and organizations and its implications on user research
 - 9.7 Cognitive differences between East and West and their relationship to user research
 - 9.8 Key takeaways
- **10. Closing Thoughts**