Managing Successful Multinational UX Research

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Background: who are you?

- Interaction designer
- UX researcher
- Information architect
- Currently doing multinational UX research
- Considering multinational UX research

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Who am I: TecEd and UX

- Founded 1967: Offices in Ann Arbor and Palo Alto

- Early practitioners of information architecture, interaction design, user research

- Contributed to the development of today's UX research methodologies

- More than 200 clients; close to 2,000 projects

- Apps, websites, devices, other products for B2C/B2B

Client Sampling

TECED'S MULTINATIONAL UX RESEARCH METHODOLOGY

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Multinational UX research

- Worldwide target users, US-based UXers
- Same goals, different methods
- Challenges and rewards of local-language research
- Process and methodologies
- Two case histories

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Research design

- Includes goals, tasks, participant criteria
- RFP for research partners
- Translation-ready screener and protocol
- Pilot test protocol in the US
- Translations created by partners

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Participant recruiting

- Critical for multinational projects
- Role names vary in different countries
- Backgrounds of people with same role may differ widely
- Often need country-specific screeners

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Conducting research sessions

- Observe in real time?
- Or read transcriptions later
- Multiple time zones
- Different holidays

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Data analysis and reporting

- Instructions to researchers
- Data logging templates
- English-language summaries
- TecEd drafts final report
- Researchers reviews report

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CASE HISTORY #1

Sales enablement app

- Cisco Systems mobile app for account managers and sales engineers
- Concept feedback before localization
- Learn needs for future tools

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What makes a good localized app?

- What is most important to sales users for a localized app?
- Materials in English vs. local languages
- Search using English vs. local languages

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Here's what we did

1. Bilingual partner researchers in France, Chile, China

2. Coordinated with Cisco's teams

3. Created translation-ready protocol

4. Protocol in French, Spanish, Chinese

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Here's what we did

5. Created a data-logging template
6. Ran pilot sessions in local languages
7. Conducted 22 sessions
8. Translated, analyzed, reported results

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Coordinating participant recruiting

- Salespeople: sensitive recruiting
- Communication challenges
- Unexpected outcomes

Translation-ready research protocol

- Content similar to US research projects

- Needed to be foolproof

- No US slang, no ambiguities

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Data-logging templates

- Helped achieve consistent reporting
- Sessions in native language
- But English data logs
- Structured logs facilitated data analysis

	A	B	
1	Participant#	Q#	Answer (Excel limit of 32,767 characters per cell)
2	1	Q1	
3	1	Q2	
4	1	Q3	
5	1	Q4	
6	1	Q5	
7	1	Q6	

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Pilot-test sessions

- One in each language
- Observed by stakeholders over WebEx
- Debrief in English with partner researcher

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At last, the sessions

- 7 – 8 sessions in each language
- Over 15 time zones
- Just-in-time recruiting

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Translation and reporting

- Session recordings translated to English
- 5 cycles of report deliverables
- 15 graphs of participant preferences
- Hundreds of participant quotations

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What did we learn?

- Multinational project management is hugely complex

- Consistency of methodology in multiple countries is a challenge

- International holidays differ and can impact schedules

- A project in 5 time zones spanning 15 hours means you are never off-duty!

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Corporate website redesign

- Prompted by major changes in Varian Medical Systems' product offerings
- World-wide customers, diverse audiences
- UX research explored users' work lives
  - › Equipment
  - › Pain points
  - › Solutions

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Iterative UX research

- Focus groups
- Usability testing of static prototypes
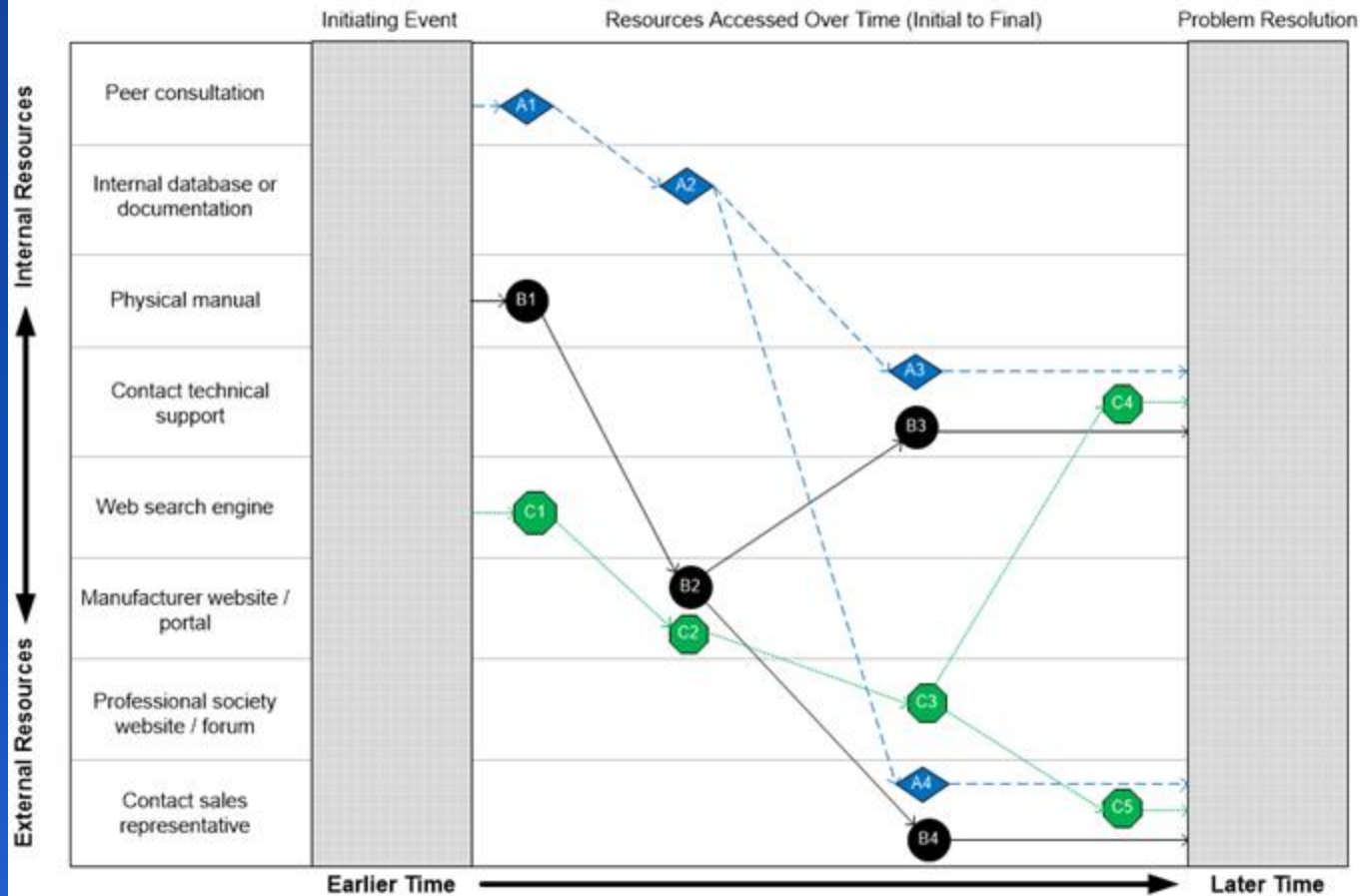- Usability testing of clickable prototypes

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Focus group research

- Focus groups with 40 participants
  - › Japan, China, France, and US
- Medical professionals with four different roles in cancer treatment
- Created 5 personas, 3 journey maps, and IA site map

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# Journey Map Example

Journey Map 1: Multi-Resource Error Resolution

Relevant Personas: Linglian, Angela

Path A Focus: **Interpersonal Interactions & Internal Resources.** Pain points: error is new or is known but the resolution is unknown (A1, A2).

Path B Focus: **Official Documentation & Resources.** Pain points: difficulty locating information or out-of-date information (B1, B2).

Path C Focus: **Online Resources.** Pain points: errors are not addressed (or solutions are poor) in the unofficial resources (C1, C3).

Persona Example
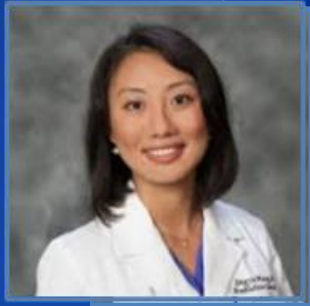
Name: Linglian

Gender: Female

Age: 38 years old

Job Title / Role: Physician

Work Experience: 10 years

Personality: Driven, no-nonsense, does not suffer fools gladly

Work Facets:

Department / Facility	Small	Large
Work Tasks	Dosages and treatment planning	Administering treatment
Role	Supervisor or team lead	Team member
Information-Seeking	Online resources	Physical manuals or guides

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Usability testing, round 1

- 10 participants from pool of focus group members
- Static wireframes in PDF format
- Rich participant feedback, so long sessions

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Usability testing, round 2

- Same locations: Palo Alto, Ann Arbor, France, China, and Japan
- Round 2 used clickable prototype
- Architecture and layouts were updated based on Round 1 findings
- Feedback on navigation, layout, interactive components

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What did we learn?

- Iterative UX research is always better
- Confirmed value of research partners doing protocol translations
- Client stakeholders who read transcripts learn more

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Questions?

Thank you!

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