



# Global UX: Design and Research in a Connected World

By Whitney Quesenbery, Daniel Szuc

Download now

Read Online ➔

**Global UX: Design and Research in a Connected World** By Whitney Quesenbery, Daniel Szuc

*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

 [Download Global UX: Design and Research in a Connected Worl ...pdf](#)

 [Read Online Global UX: Design and Research in a Connected Wo ...pdf](#)

# Global UX: Design and Research in a Connected World

By Whitney Quesenbery, Daniel Szuc

**Global UX: Design and Research in a Connected World** By Whitney Quesenbery, Daniel Szuc

*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

**Global UX: Design and Research in a Connected World** By Whitney Quesenbery, Daniel Szuc  
**Bibliography**

- Sales Rank: #1630249 in eBooks
- Published on: 2011-10-24
- Released on: 2011-10-24
- Format: Kindle eBook

 [Download Global UX: Design and Research in a Connected Worl ...pdf](#)

 [Read Online Global UX: Design and Research in a Connected Wo ...pdf](#)

## Download and Read Free Online Global UX: Design and Research in a Connected World By Whitney Quesenbery, Daniel Szuc

---

### 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:**

#### **Ronald Walker:**

The book *Global UX: Design and Research in a Connected World* can give more knowledge and information about everything you want. Why must we leave the good thing like a book *Global UX: Design and Research in a Connected World*? A number of you have a different opinion about publication. But one aim in which book can give many details for us. It is absolutely right. Right now, try to closer with the book. Knowledge or info that you take for that, it is possible to give for each other; you may share all of these. Book *Global UX: Design and Research in a Connected World* has simple shape nevertheless, you know: it has great and large function for you. You can appear the enormous world by available and read a reserve. So it is very wonderful.

#### **Beth Murray:**

That book can make you to feel relax. That book *Global UX: Design and Research in a Connected World* was colourful and of course has pictures on there. As we know that book *Global UX: Design and Research in a Connected World* has many kinds or style. Start from kids until teens. For example *Naruto* or *Investigator Conan* you can read and think you are the character on there. Therefore , not at all of book tend to be make you bored, any it offers up you feel happy, fun and chill out. Try to choose the best book in your case and try to like reading that.

#### **James Sanchez:**

Guide is one of source of know-how. We can add our know-how from it. Not only for students and also native or citizen require book to know the revise information of year to help year. As we know those

publications have many advantages. Beside all of us add our knowledge, could also bring us to around the world. From the book Global UX: Design and Research in a Connected World we can acquire more advantage. Don't you to be creative people? For being creative person must prefer to read a book. Simply choose the best book that appropriate with your aim. Don't end up being doubt to change your life with that book Global UX: Design and Research in a Connected World. You can more pleasing than now.

**Dale Vaught:**

A number of people said that they feel bored when they reading a e-book. They are directly felt it when they get a half portions of the book. You can choose typically the book Global UX: Design and Research in a Connected World to make your own reading is interesting. Your personal skill of reading expertise is developing when you just like reading. Try to choose simple book to make you enjoy you just read it and mingle the opinion about book and reading through especially. It is to be first opinion for you to like to open a book and examine it. Beside that the guide Global UX: Design and Research in a Connected World can to be your new friend when you're sense alone and confuse in what must you're doing of their time.

**Download and Read Online Global UX: Design and Research in a Connected World By Whitney Quesenbery, Daniel Szuc  
#XTW630PGECV**

## **Read Global UX: Design and Research in a Connected World By Whitney Quesenbery, Daniel Szuc for online ebook**

Global UX: Design and Research in a Connected World By Whitney Quesenbery, Daniel Szuc Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Global UX: Design and Research in a Connected World By Whitney Quesenbery, Daniel Szuc books to read online.

### **Online Global UX: Design and Research in a Connected World By Whitney Quesenbery, Daniel Szuc ebook PDF download**

**Global UX: Design and Research in a Connected World By Whitney Quesenbery, Daniel Szuc Doc**

**Global UX: Design and Research in a Connected World By Whitney Quesenbery, Daniel Szuc Mobipocket**

**Global UX: Design and Research in a Connected World By Whitney Quesenbery, Daniel Szuc EPub**

**XTW630PGECV: Global UX: Design and Research in a Connected World By Whitney Quesenbery, Daniel Szuc**