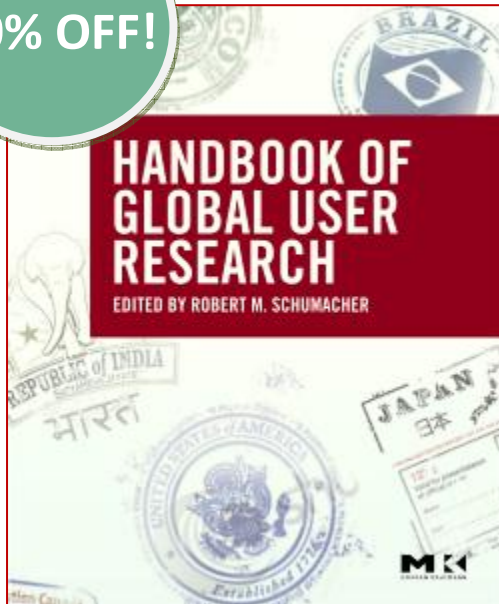


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Edited by Robert M. Schumacher, Managing Director, User Centric, Inc., Oakbrook Terrace, IL

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About the Author

Robert M. Schumacher is Managing Director at User Centric, Inc. and CEO of User Experience, Ltd., the first foreign-owned user research firm in Beijing, China. He was one of the driving forces behind the formation of the User Experience Alliance. He speaks frequently on user experience and user research at national and international conferences, holds several patents, and has written dozens of professional and academic papers. In 20 years of professional experience, Bob has held technical and management positions in the telecommunications industry in human factors, new product development, and project management.

More praise for *Handbook of Global User Research*

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“Our products increasingly are finding their way around the world. 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. Robert Schumacher’s Handbook of Global User Research is like a GPS system for navigating the complexities of that diversity. It is packed with an incredible amount of practical advice, useful tips, and warnings about potential disasters.” - **Arnie Lund, PhD, CUXP, Director, User Experience, Microsoft**

“Collectively, the authors bring decades and decades of hands-on experience to this book---and it shows. The Handbook of Global User Research offers a wealth of practical tips and advice you can readily rely on in your daily work. But it’s not just a list of do’s and don’ts: this book provides in-depth discussions and history of each topic covered. Anyone doing user research across borders should have a copy of HGUR on their shelf.” - **James Kalbach, User Experience Consultant, LexisNexis, author of Designing Web Navigation.**

“In the Handbook of Global User Research Robert Schumacher has assembled a strong collection of experts who provide significant insight throughout the whole life cycle of product and service oriented user research. From initial planning to the presentation of research results this book presents important guidance for the practitioner from a truly global perspective. Even with 30 years of HCI experience, and now managing UI teams located in 8 countries that collaboratively create software for multinational customers, I found a lot of gems in this new handbook. For those with less global experience it will be even more valuable. This volume clearly supports Schumacher’s bold assertion that “user research is the tool for tool building” required as the first step to deliver excellent design.” - **Daniel Rosenberg, Senior Vice President, SAP User Experience**