

# eGUIDE INTERNATIONAL USER RESEARCH

For user experience professionals  
planning international projects.





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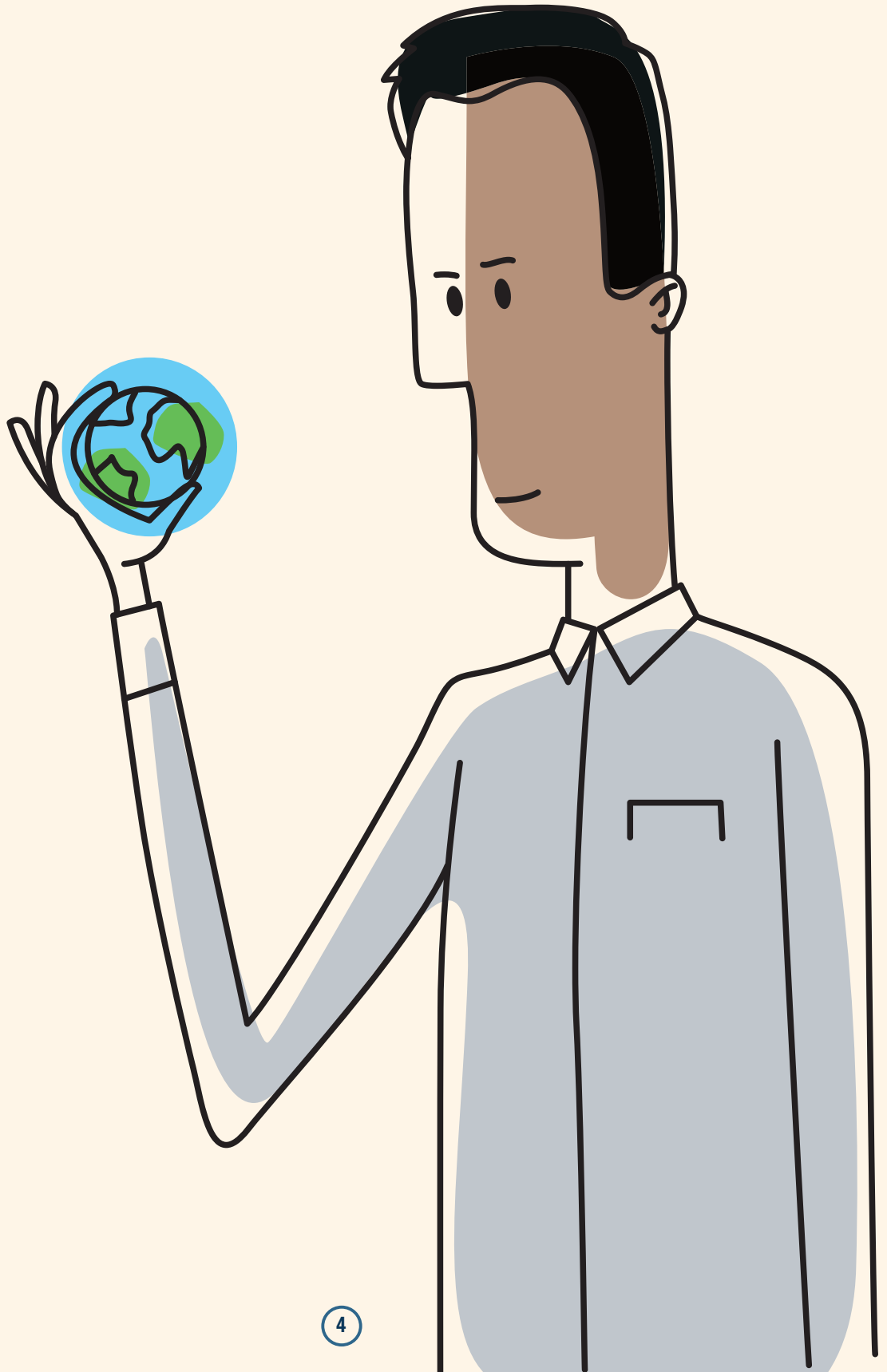
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# Introduction

Our world has become a much smaller place...



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"WE HAVE TO CONSIDER HOW USER EXPECTATIONS DIFFER THROUGHOUT THE WORLD"

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## What this document is about

Due to globalisation and the digital revolution that has enabled it, in as little as ten years the world has become a much smaller place. Although it is now easier to communicate and conduct business halfway across the world, the cultural differences, divides and expectations that existed before, still remain, with there being no one size fits all approach to how we live from country to country. This means that when developing a product (digital or physical), with an eye to releasing it beyond the home market, we have to consider how user expectations differ throughout the world.

This is where International User Experience (UX) research comes in, which is what this document is all about – carrying out qualitative and quantitative UX research in countries, regions and territories other than our own.

## Who this document is for

This document is for the professional planning to undertake user experience research and usability testing. It will show you the importance of including an international context, allowing you to run a better project, bring on board solutions that you might not have considered beforehand and, ultimately, develop a better product fit for the market or markets you intend to target.

## Why we have authority

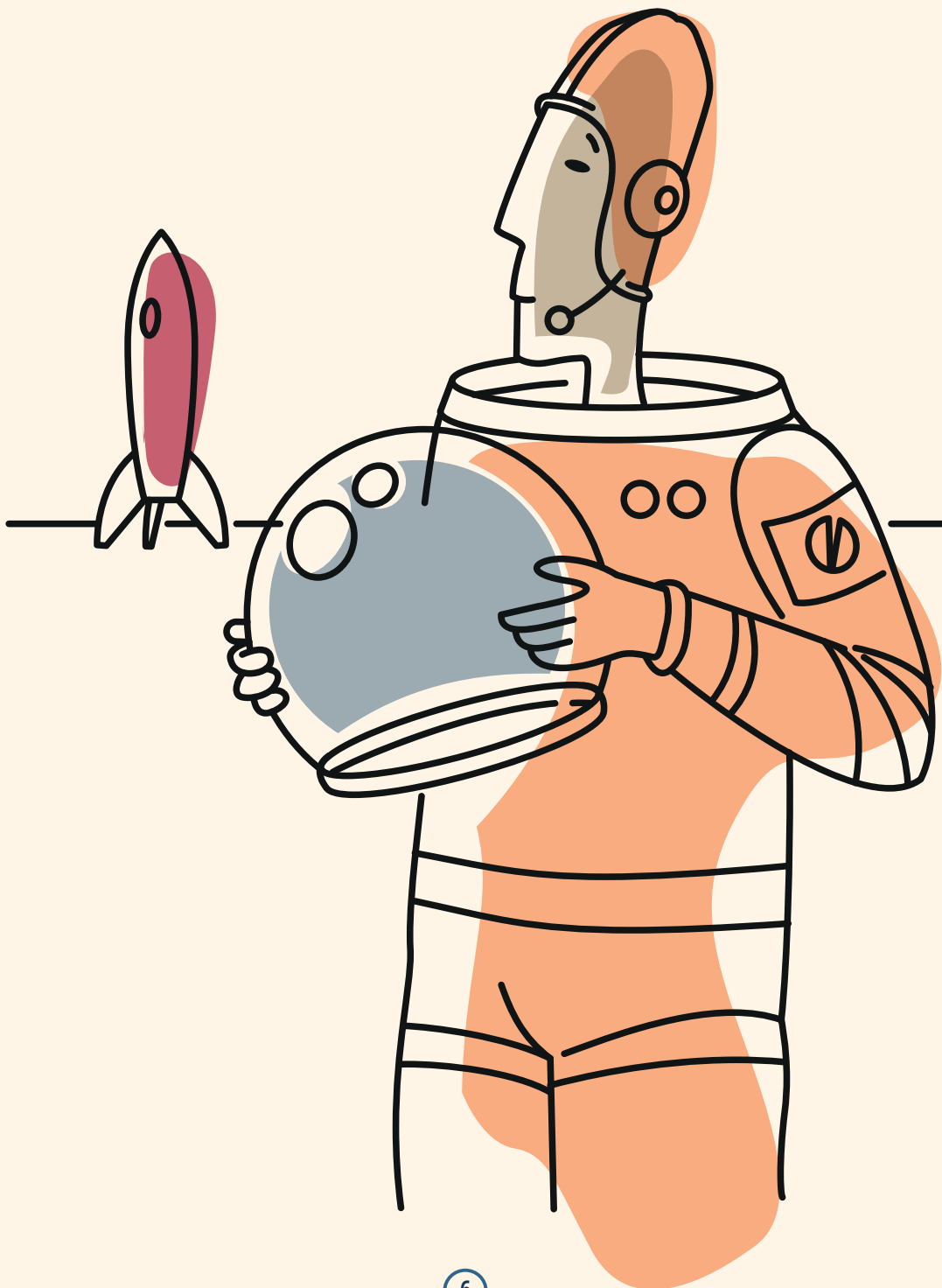
UX24/7 is an international User Experience agency with a global team of accredited practitioners. We have helped organisations of all shapes and sizes across the world to improve the experiences their websites, apps and other software products offer their customers and users. This has resulted in us coordinating UX projects in locations such as China, India, Europe, South America, the USA and more.

The extensive experience we have in this field makes UX24/7 a leading authority in international User Experience research.



# International UX research strategy

What are your goals?



## What are your goals?

Before anything else, you need to determine what you want your international UX research to achieve, and then set in place your key requirements.

- Evaluate existing knowledge
- Define goals
- Prioritise

Establish the questions your research needs to answer

### Evaluate existing knowledge

Take stock of what you already know regarding the international market you are targeting. Evaluate any data you might already hold to gain valuable insights into the selected city/country/region, such as state of the economy, existing and developing trends, who your customers are and what it is they need. Taking the time to do this will help you determine the direction the new research takes and what aspects are worth targeting.

### Define goals

With existing data appraised, the next step is to define clear goals, acknowledging how they will fit in with your organisation's core business strategies. This is essential for keeping your project focussed and on track. Laying down your objectives beforehand will ensure you address the key questions and identify the correct methodologies for finding the answers.



## Prioritise

Prepare for unforeseen circumstance. We all know how a project can often take on a life of its own, running over budget and forcing a rethink. This can lead to certain aspects being reigned in, resulting in an outcome that falls short of what was initially required.

Prioritise at the planning stage what is needed to achieve your previously defined goals. That way you can ensure that even if certain elements are sacrificed along the way, both the budget and means are there to fulfil the key objectives. Think in terms of must haves, should haves and could haves. Never sacrifice 'must haves'.

## Establish what questions your research needs to answer

Before your UX studies begin in earnest, you must have a clear perspective on what questions you need the international User Experience research to answer.

These questions should be carefully considered to ensure the focus remains on achieving your previously defined goals. Once you have determined the questions and direction of the research then it's time to decide upon which format the answers will take. These could be in the form of a narrative, allowing you to build a bigger picture based upon the responses (detailed or capsule) and empirical evidence collected from review panels/test subjects. Or via numerical data, using hard figures to inform decisions and gain a consensus on what works and what doesn't. A combination of the two can provide a powerful solution, but the ideal method depends upon the questions you ask, the objectives you have set out and the budget you have at your disposal.

## Example questions

Typical research questions we encounter include:

What localisation issues does our CMS template create?

What do we need to do differently to enter that market?

Does our translation reflect how users expect to see website copy presented?

How do we optimize processes for a market?

How do our [mobile] websites compare across our countries?

Is our prototype developing in the right direction for this market?

How is Chinese online behaviour different from the US?



## International Personas

Or, more specifically, do you have more than one?

It is common practice to draw up a list of personas for the home market, each tailored to a different demographic or consumer type. But the same organisations who get this aspect of User Experience right, often approach international UX research as though it's just an extension of the home market, devising a single persona – the 'international persona', for want of a better title – and expecting it to suffice. Not only is this wrong, but it can be incredibly detrimental to converting your results into tangible solutions. Personas based upon user segmentation, take into account behavioural factors, buying decisions, technological savvy and integration, product interaction, lifestyle choices and more, nailing them to that particular group. To expect a country to be served by a single persona is a sure-fire recipe for failure.

An understanding of how consumers in your chosen international market already use similar products to the ones you are developing, or whether there is a relationship with your organisation already in place, are also key to implementing a better UX project.

## What is a Persona?

One of the most effective ways to capture, communicate and use research findings is to develop "personas".

Personas are fictional characters which represent key attributes and behaviours of customer segments.

They are widely used in digital development, but need to be grounded in real user research and customer data to be of value.

The major benefits of developing personas include:

Research findings can be encapsulated and personalised in individual users to communicate complex research data.

Users' goals and needs can be a common point of focus for the UI development team.

Features can be prioritised based on a clear understanding of which user groups will benefit.

User data can be segmented by personas, giving a more intelligent understanding of user behaviour.

## Tech Adaptability

Is your technology up to the task? You need a tech strategy in place that supports, not hinders, your UX research, allowing for easy adaptability to suit the demands of localised markets. If, for instance, you are tied into a template system that allows for no or only cursory modification, then you could find yourself in trouble. If you are entering the German market for example you may find you cannot accommodate the word length required to maintain your templated structure and usability becomes problematic.

It is important to anticipate, address and rectify any technological issues that might arise, as part of your overall UX strategy.

## Similar markets

Finally, as with evaluating your previous experiences and knowledge of an intended market, you should also look for similarities that might exist between a country you are targeting and one you have already had some success in. Consider whether the latter could be used as proxy for the new market, impacting favourably upon the international User Experience research you intend to undertake and the strategy you have drawn up.

## Word length

In countries the world over words with the same meaning come in a variety of shapes and sizes. For example here are four non-English versions of the phrase "different word length":

不同的字長

различная длина слова

ferent worunterschiedlichen  
Wortlänge

différente longueur de mot

## Text direction

Whilst many people are familiar with Western text flowing from left to right that is not the case the world over.

In China, Japan, Korea and Hong Kong text flows top to bottom. Whereas in the Middle East, Pakistan and Isreal text flows right to left.



# Selecting the right methodology

Choosing a path that suits your strategy.



# Selecting the right methodology

As in all walks of life, success depends heavily upon selecting the correct tools for the job. In the case of international User Experience research, this boils down to the methodology you choose to employ. A variety of options are available to ensure your project runs smoothly and provides the results your key objectives demand. Of course, the trick is to adopt a methodology that suits both your strategy and your budget, the latter being important as some choices require a considerably higher outlay than others.

In this guide we have focussed on the methodologies that are most commonly used and easiest to compare. Methods such as ethnography, diary studies and focus groups have therefore not been included. This isn't to say they aren't important tools in the international UX professionals armoury.

The methodologies we have focussed on are used during the development process from very early stages through to finalised designs. They provide approaches for prototypes and live applications, qualitative and quantitative requirements, expert advice and a combination. They also cover various process points for the budget conscious who still needs to gain insight from a market to the multi-national running a multi-country study.

## The UX methodology options available to you are:

- Expert review
- Qualitative lab-based research (usability testing)
- Qualitative remote research (moderated)
- Qualitative remote research (unmoderated)
- Quantitative online research
- The combined approach



## Expert review

Expert review is a low cost means of getting your product, website or application assessed. It involves the use of a UX expert, who will test your product as though they were an everyday user—cognitive walk through. Employing their knowledge of all things User Experience, they will look for issues that might impact upon usability etc, making recommendations that will allow you to iron these problems out.

Although it isn't an actual 'research' method, expert review offers a viable UX solution in instances where budgets and timescale might prove to be prohibitive factors. And it's not without its own benefits:

## Local experts = local knowledge

As well as their knowledge of User Experience and Usability, a local expert will also have the inside track when it comes to the local market. As well as picking up on design aspects that don't play well in a given locale, they will instinctively know how a website etc. might be received in that environment. They will be able to flag up problems with straight forward translations that fail to take into account colloquialisms and language use. And they will be up to speed with how user behaviour in their region affects your particular product.

## Again... the cost

Expert review is cheaper than physically conducting research in the country you are targeting, where the cost of lab time, travel etc. soon builds up. With the additional benefits, beyond the actual level of investment required, it can make for a low cost and effective alternative to full blown UX research.

## The UX24/7 Accredited Practitioner programme

UX24/7 runs a unique accreditation programme that ensures all our people, whether full time, part time or freelance, have the skills and experience necessary to deliver great projects for our clients. The Accredited Practitioner network spans the world with usability experts located in Asia, Europe, the USA and beyond.

If you would like more information about becoming an Accredited Practitioner please get in touch.



## Competitive benchmark

A local expert can give you a UX spin on the competition. If there are direct competitors to your offering already entrenched within the market, then a study of their website or app and the experience it offers to the user can provide a valuable competitive benchmark. Take the three strongest players and gain an understanding of how to adapt your user experience for the local market.

## Choosing an expert

As they will be key to the success of your product in an international market, you need to take care in selecting your expert. Here are a few factors you might wish to consider beforehand:

- **What expertise do they have?**
  - Find out what experience the expert has in both UX and conducting reviews. You shouldn't assume that just because somebody claims to be a UX practitioner they are automatically equipped to carry out an expert review.
- **Are they commercially sound?**
  - Do they demonstrate a comprehensive understanding of your business sector and end users? Is your UX expert up to date on modern commercial practices and do they have the knowhow to ensure your website or app meets the needs of the consumer?
- **Are they willing to work with your methodology?** – Further to the experience they have, is your chosen expert capable of employing the methodology you wish to use? Quite often the methodology varies from person to person, even in a single country. If the answer is no, then you must be prepared to carry out some reworking – or pay someone else to – in order to achieve your project goals.
- **Do you need more than one expert for a single country?** – Is your chosen expert capable of taking into account regional variations, such as the differences that separate East and West Coast America etc, or are you going to need a team of experts to ensure no aspects of User Experience are overlooked?

Your chosen expert needs to understand from the very start you are specifically targeting localisation issues and so require their review to look beyond the constraints of a simple heuristic evaluation or audit.

## Qualitative lab-based research

Qualitative research is about gaining a clear understanding of not only the issues your users face but also why those problems arise. It's about listening to the user and taking into account their attitudes, processes and goals, and using these insights to provide a better experience. This can be achieved via methodologies such as usability tests, field research and observation, contextual interviews and focus groups.

The qualitative lab-based approach involves flying out to the country you wish to target and conducting your tests and interviews there. This usually entails the use of a dedicated research facility, wherein lab-time can be booked allowing you to carry out and observe your UX research.

Considerations include:

### Cost and complexity

Of course, as you will be travelling to whichever international market you intend to research, money and time factors will play an important role. There is also the cost of booking a research facility, as well as ensuring in advance that this ties in with your travel arrangements. If it is a single market, then the process is relatively straightforward, but if you are targeting more than one locality it can become more complex both logistically and with regards to budgets, with lab costs etc varying across the globe.

## Language issues

If you, or one of your team, are personally conducting the research, or even just observing, then you need to be prepared for any language barriers that might arise. This might simply require an understanding of colloquialisms if the target country is English-speaking, or, in the case of a market that doesn't have English as its native tongue, a translator. The latter would need to be available not just to translate results, but also to be present on the day(s) the research is carried out, so they can interpret questions, observations etc as they happen.

## Local knowledge

Local holidays, festivals and religious considerations also need factoring into your plans for lab-based international User Experience research. Failure to do so could be costly, if, for instance, you've booked flights and accommodation, along with lab-time, only to find you clash with a local celebration and no participants – or suitable participants – are available.



## Qualitative remote research

Unlike lab-based research, qualitative remote research doesn't require travelling to any specific country, therefore doing away with those additional related costs and logistical considerations. There are two options available: moderated and unmoderated.

Moderated remote research involves the participant undertaking usability tests via an internet connection. A moderator will have remote access to their screen, therefore being able to observe, question and, if necessary, provide help as the session progresses. This type of research can be undertaken via webinar services such as [Webex](#), [Skype](#), or [GoToMeeting](#).

Not all webinar and collaboration software is created equal and that goes for the pricing too. Some of the factors you need to take into consideration when choosing a suitable solution include:

### Participant familiarity

Further to the ease of use, a service that is familiar to the local market is worth considering. For instance, Skype is pretty much recognised throughout the West, but go to China and it's a different story, with WeChat dominating the market. Do your research beforehand and don't take for granted that just because one solution is popular in the home market, it will be elsewhere.

### What is on offer

Does the software include the features that will enable you to carry out the tests efficiently and effectively? The moderator must be able to see what the participant is doing. If there is no screen sharing capability then the service is useless. The ability to control the screen needs to be interchangeable with ease between the participant and moderator. This is so that the test subject can carry out their tasks, while the option remains for the moderator to step in at any time should things need pointing out. And does the software allow you to video the session for later review, either via its own functions or through integration with a specialist usability and recording app such as [Morae](#) and [Ovo](#)?

### Ease of use

Is the software easy to use and will it be so for the participant? There's little advantage to be gained from selecting an overly complex solution that is packed with features ultimately surplus to your requirements. You want the participant to be focussed on the UX tasks in hand, without being frustrated by the usability of the software supposedly facilitating them.





## How much does it cost?

Prices vary between the different brands of available software, from free offerings such as Google Hangouts to the more expensive solutions like R-HUB. Many offer free trials or free basic versions, but these may not provide the level of functionality you require. In most cases, there will be a separate business version of the software available for a monthly, annual or onetime subscription fee. Whichever you choose, it pays to do the research first, so you know that what you are getting both suits your specific requirements and offers you the best price in relation to your budget.

Further considerations for moderated remote UX research include:

- **Details of technological requirements** – It is essential to provide the recruiter who is screening possible participants with a rundown of any technological aspects that might impact on their eligibility. This includes requirements for taking part such as a working webcam, minimum broadband speed, willingness to install whatever software is needed to run the sessions, operating system and desired hardware or device.
- **Time zones** – Be aware of time zone differences between the moderator and the participant and arrange sessions to suit both parties. Also take into account the different time zones within a single country; the US, for instance, has four.
- **Language** – Is the moderator fluent in the language of your chosen international market? They will need to offer guidance or answer any questions the participant may have.
- **Number of participants** – We always suggest that you over-recruit for remote sessions, as there is a higher chance of things going wrong due to local technical or bandwidth issues.
- **Video session recording** – although screen sharing software allows for the recording of the session for later download or sharing the cost of storage is rarely included. Video files are very large and there is almost always an additional cost due to the multiple session files requiring gigabytes of storage capacity.

## Hire a research facility

Although this is 'remote' research, it isn't out of the question to employ the services of a research facility – as you would with the previously detailed lab-based research – and booking a meeting room in which to conduct the tests.

This would mean the facility was responsible for organising the participants and would also limit any technological issues that might arise with a subject's own set-up.

This would, of course, add extra cost, but a meeting room would be considerably cheaper than a dedicated re-search room, and there wouldn't be the additional expenditure on travel and accommodation.

## Qualitative remote research (unmoderated)

Unmoderated qualitative remote research also involves a participant undergoing various tasks via an internet connection, but minus the input and observations of a moderator.

This is primarily undertaken using web-based services such as [User Testing](#) and [WhatUsersDo](#), which enable you to set usability tasks for the participants to tackle in the privacy of their own homes, while recording the screen interactions, audio feedback and sometimes the user themselves (via webcam) for subsequent viewing and analysis.

Some of the things you should consider before undertaking unmoderated qualitative remote research are listed below.

### Getting the script right

As there is no moderator to translate and interpret information, the participant relies on the service to deliver instructions, reading them from the screen as they go along. Therefore, the script you write needs tailoring to the market you wish to target, taking into account the vernacular and colloquialisms used there. This includes English-speaking markets, such as the US, where certain words, such as pants, biscuits, chips etc, have different meanings to, say, the UK. Once again, preliminary research is key. Understanding the language and behaviour of your profiled users will enable you to write a script that, once translated, is suitable for that market.

## Session times

This type of remote research normally only runs to 20 minutes, meaning you need to break larger tasks down into more manageable chunks. That can and often does mean you need to run far more sessions than you would in a moderated usability test.

## Recruiting participants

Participants are generally drawn from a database compiled by the web-based service you are using. This means it might not be as accurate as employing a recruiter specifically for the purpose, who can screen individuals to your requirements far more thoroughly. You should allow for this when considering the unmoderated remote research option. You may also find that the screening options are very limited meaning you are only able to test with people that are an approximation of your users.

### One size doesn't fit all

If targeting multiple international markets, be aware that the software you choose will not cover all countries. You may have to use different technologies to overcome this. The following is a starter list of some of the services available to you and please get in touch if you can help us to expand this resource:

UK – [WhatUsersDo](#) (claims to also cover US, France, Germany and Netherlands)

US – [User Testing](#) (also covers UK and Canada)

Australia – [TestMate](#)

Asia – [Netizen Testing](#)

Brazil – [Testaisso](#)



## Quantitative online research

Whereas as qualitative research seeks to gain an understanding of the reasons why a design's usability might fail, quantitative research sets out to discover what isn't working and to what extent. It is a data-driven methodology, which gives you the hard numbers through which trends can be determined and acted upon. For instance, quantitative research could be used to pinpoint the drop off points in the sales funnel of an eCommerce website for a particular international market, allowing the UX team to provide a solution that increases sales.

Quantitative online research, like the previous two examples, is carried out remotely and incorporates several testing and research modules, such as usability testing, design validation, iterative testing and UX benchmarking. You create a study made up of tasks for the users to perform and then invite participants to take part. If you are using a service such as [Validate.ly](#) and [Loop11](#), you can recruit a panel through them based upon demographics or your defined personas. Usability and behavioural data is collected, from which graphs and charts can be generated to enable easy analysis.

## Multiple countries = Multiple studies

The services available for quantitative online research ([UserZoom](#) being another) generally, only allow studies for one country at a time. If you are targeting multiple international markets, you need to create a study for each one. To compare the data you would either have to do it manually, or input the results into a predictive analytics software such as IBM's [SPSS](#).

## Once live it can't be changed

There are no moderators to provide on the fly instruction, so once your study has gone live it cannot be altered. Subscriptions and payment plans for these services do not come cheap, so it is worth considering a pilot study to ensure the data being captured is applicable to your international UX research objectives. This will help keep costs down, allowing you to make any necessary tweaks prior to pushing it live. This also applies to the unmoderated qualitative remote research discussed above.

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"IN THE ABSENCE OF A MODERATOR, THE PARTICIPANTS WILL BE GETTING THEIR INSTRUCTIONS FROM THE SCREEN"

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## Local language issues

Again, in the absence of a moderator, the participants will be getting their instructions from the screen, so you need to ensure that the script you write for the study isn't just translated, but also localised, taking into account the colloquialisms and vernacular of the country or region your User Experience research is targeting.

## Picking the right participants

Restrictions may apply on where you can source your panel of users from, so a pre-screening study can be useful to ensure you have absolutely the right cross section of people to take part. Once again it comes down to costs, and this option would prove cheaper than running a live study only to have your data skewed by a disproportionate number of unsuitable participants, forcing a new study or resulting in ineffective UX decisions.

## Qual & Quant

There is significant evidence that combining qualitative and quantitative research techniques delivers far richer insight than either one methodology alone.

If budget allows, it is well worth considering a combination of online task based study together with qualitative usability testing. Allowing one to inform the other and integrating the results into a single deliverable will provide rich insight about the user experience.

## The combined approach

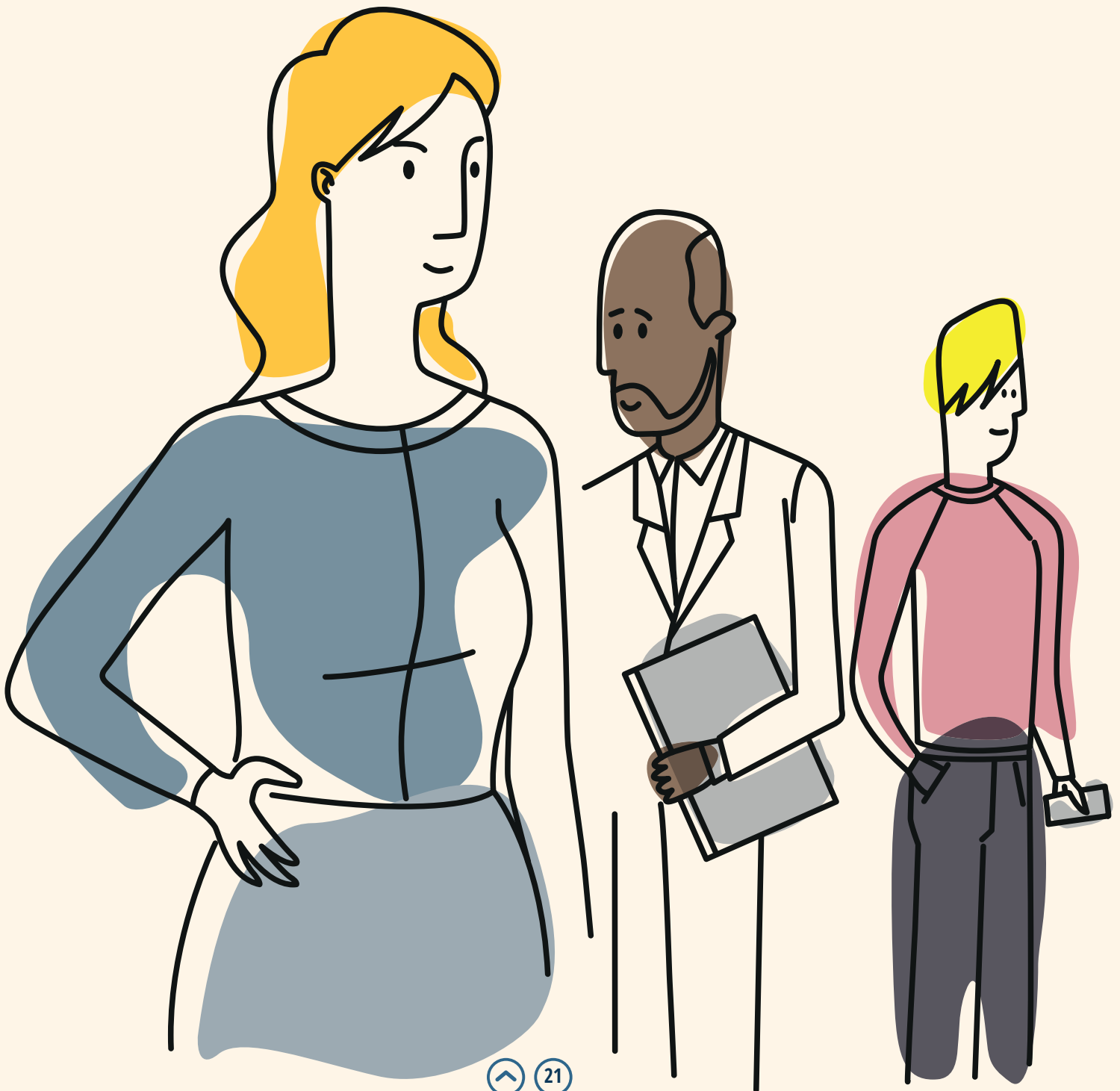
Of course, if the spectre of budgetary constraints isn't keeping you awake at night, a combined option of the three main methodologies would provide a far richer and more holistic set of results upon which to base your design decisions.

Expert review could be employed at the prototype stages, giving you a basic analysis of localisation issues. These can be remedied as the project moves forward to the actual coding phase, where a more tangible product can be subjected to quantitative research to discover where in the user journey problems arise. This could then be followed up with qualitative research, allowing you to discover why these problems arise and gain the insights needed to overcome them.



# Resourcing the project. Logistics and project management

Putting the right people for your project in place.



Once you have completed the groundwork and chosen the methodology best suited to your budget and objectives, it is time to make the decision on how to resource your project.

International User Experience research requires a long-term level of commitment and investment. Each study adds to a bigger picture, which will feed into the UX solutions you eventually arrive at. As such, it is imperative to have the right people for your project in place. How you decide this will depend upon the UX methodology you employ. For instance, remote testing in a lab relies heavily on the capabilities of third parties.

The options available are as follows:

Your own team

Agency alliance

A collection of agencies project managed by you

Freelancers

An international UX agency



## Learning time

It is often difficult to assign members of your own team to a large international user research project. Many projects will take weeks to deliver, often taking people out of the office for long periods of time. This may be viewed as something the organization can't afford but the learning opportunity should not be ignored. First hand knowledge of the different markets and cultures you are trying to develop your website and apps for lasts long after the project ends.



## Your own team

Using internal talent for international UX research might, at first, seem like the ideal option. After all, you will be able to retain control of the costs, evaluate their capabilities with ease, as well as be confident in their availability at key stages of the project. It will also allow you to keep abreast of the progress and management of the project at all times.

However, as this is an international market, not a home one, there are caveats to this approach, meaning careful consideration is required before committing to your own team.

- **Cost** – You retain control of the costs.
- **Availability** – There will be no availability issues, with your team on hand regardless of times and dates although you may need to consider holidays and sickness.
- **Capabilities** – You will already know the capabilities of your internal talent and whether they can be applied to an international project.
- **Control and management** – With your own team undertaking the UX research, you will remain in the loop throughout and can oversee the management of the project to ensure that it remains on focus and geared towards your goals.
- **Synching methodologies and deliverables** – Your own team will work to the methodologies required to achieve the key deliverables, meaning no reworking will be required.
- **Language issues** – Is there a member or members of your team fluent in the languages required to research your target market? Are they also aware of the cultural aspects, along with the localisms that often separate a common tongue? As far as caveats go this is a pretty big one, as you will need somebody you can trust to communicate with third parties, as well as understand any qualitative results that involve audio or written content. If you are carrying out studies across multiple international markets, this does become even more complex, but it is a factor upon which the success of the project can hang.

## Agency alliance – UX Alliance / UX fellows

The UX Alliance and UX fellows are both networks of User Experience agencies that spans the world, existing specifically for the purposes of international UX research. Through a single point of contact, the organisations will provide local research, insights and analysis, enabling you to make design decisions tailored to the international market of your choice.

Key considerations are:

- **Cost** – Will the costs fall in line with your budget, particularly if agencies are adding a margin over another agencies costs?
- **Availability** – Do the agency networks have the resources available to fit the timescale of your project, at the same time?
- **Capabilities** – Are you getting the best resource for your project? With a one agency per country membership you may find there are better agencies outside of the alliance. Do you have any guarantee of the capabilities of those who will be carrying out the research, or will you be given an option to evaluate them yourself beforehand?
- **Synching methodologies and deliverables** – Will they work with the methodology necessary to achieving your key deliverables, or will an amount of rework on your own part be necessary?
- **Trust** – Do you trust them to work effectively together and to put qualified professionals onto your project? What evidence can they provide you about this?

The logo for UX fellows, featuring a blue circle with a white 'u' and a green circle with a white 'x' followed by the word 'fellows' in a sans-serif font.The logo for UX alliance, featuring the letters 'UX' in a bold green font followed by a vertical bar and the word 'alliance' in a grey sans-serif font.

### Agency working

Both the UX Alliance and UX fellows are a collection of agencies that work together to deliver projects in different countries.

They are based on a one agency one country model.





## A collection of agencies managed by you

Similar to the UX Alliance and UX fellows, except that you engage the agencies involved and manage them yourself.

Key considerations are:

- **Cost** – Employing the services of a number of agencies is going to require a greater investment. Will your budget stretch to it?
- **Capabilities** – Do the selected agencies have the capabilities to not only undertake the research in an international capacity, but also to employ the methodologies that tie into your desired deliverables? Will you be able to evaluate and ascertain this beforehand?
- **Control and management** – With a number of third parties involved, the risk of losing focus increases. Will you be able to retain control of the project throughout and ensure the research remains tuned to your objectives?
- **Availability** – Can you coordinate the various agencies so that the project fits the constraints of your designated timescale?
- **Trust** – As your role is in a strictly managerial capacity, do you trust the agencies to administer the research correctly in the locations you are targeting, without your direct input? For instance, will your deliverables be in a format, or translated into a language, you understand?



## Freelancer costs

Will you really save money? Even with lower day rates than agency rates the additional work required may end up costing you more.

## Freelancers

Freelance UX practitioners can keep your costs down, but the key questions you need to ask when selecting a freelancer for your international research is:

- **Capabilities** – Do they have the capability to deliver what you require and can this be evaluated beforehand?
- **Control and management** – Are they happy for you to offer guidance and keep a firm hand on the management of the project?
- **Availability** – Good freelancers are hard to find and getting them, in different countries, in sync on a project will be hard.
- **Synching methodologies and deliverables** – Will they work to the methodology or methodologies you have prescribed? Do they have the necessary language skills to localise studies, deal with participants and research facility staff (if required) as well as translate screeners, scripts and results?

- **Trust** – Do you trust them to undertake and complete the research successfully and how will you get to know them well enough to establish trust?

## Country coverage

Although many of the resource options discussed here will provide wide international coverage it could be that one of the countries that forms part of your study is missing. When selecting your research partner for international projects you should ask that they show you how they bring on board resources where they don't have coverage and what processes they have for ensuring quality of service is maintained.

## An international UX agency

An international UX agency will undertake the research of a particular market or markets and deliver the insights needed to ensure your design decisions provide the best user experiences.

As you are dealing with a single agency, who will have a global network of accredited practitioners, there is less chance of focus being lost than when using a number of agencies and, as a result, a greater chance of your key deliverables achieving the objectives your project has previously identified.

Considerations are:

- **Cost** – Are the agency's costs within your budget? Are they broken down so you can see where your money is going?
- **Capabilities** – Do they have the necessary capabilities to perform international UX research and achieve the results you need? Just because they call themselves an international agency, doesn't necessarily mean they have the wherewithal to take on your project. Is there a way you can evaluate their knowhow and experience beforehand?
- **Control and management**
  - Will the agency project manage the research, arrange a Project Manager, or will you retain managerial control throughout? If the latter, will this fit in with the agency's methods of working?
- **Availability** – Will they be able deliver results within your designated timescale?
- **Language skills** – Do they have (or have access to) the language and localisation capabilities needed for your chosen market? Will they provide accurate translations from which you can analyse and formulate effective design decisions?
- **Trust** – how can they demonstrate their capability to you?

This section highlighted a number of the resource options available for delivering international user research projects.

If you know of others that have worked, or haven't worked for you we would be delighted to include them in the next edition.

# Location specific considerations



Different countries and cultures have different working practices, different expectations, different customs and different laws in place, all of which have the potential to impact on any international UX research you intend to implement. This part of the document sets out some of the country-specific practical considerations that might affect your User Experience project.

## General considerations

First off, find out where your research should take place. We know that London and New York are the major business districts for the UK and the US, but what of other countries? If you plan to target the Chinese market, home to the world's second biggest economy, do you centre your research on Beijing or Shanghai? Would a product, for instance, beneficial to those involved in the stocks, Forex and futures markets, be better put through its paces in a country's heart of commerce, or in a rural setting far from the financial epicentre? The same goes for other markets, such as India, Brazil, Russia, Taiwan, Australia and Japan. Find these things out beforehand, so that you don't end up testing your website or app in the wrong environment with an unsuitable audience.

You should also take the time to familiarise yourself with the local laws and regulations that might have a bearing upon your proposition, such as the gambling laws that hold sway in the US (where it is illegal in certain states), along with places like Turkey, China and the Netherlands, where gambling is banned outright.

Of course, it doesn't have to pertain to betting, it could be data protection laws which vary from country to country, or any other legislation that would affect the testing and release of your product; the point being that you should have the legal implications in hand from the very start.

## Local holidays

As mentioned previously, avoid scheduling your research, whether remote or lab-based, on or around local holidays, festivals etc. A 2016 calendar listing a whole host of events across the globe can be downloaded [here](#). It can also be used to give you a heads up for local promotions, with celebrations such as Mother's and Father's Day falling on different dates around the world.

Other general considerations concerning the location of your international User Experience research include:

## Internet speed

Does the country, region or city you intend to carry out your research in have sufficient internet capabilities to make this successful? This particularly applies to remote testing, where you are relying on the participant's internet connection to remain both stable and to run at a reasonable speed.

## Time differences

Again, as mentioned previously, running research in different time zones isn't a straightforward case of booking the lab and ploughing ahead. Availability of participants needs to be considered (working hours, weekends, siestas, is it the middle of the night, etc), as well as the needs of the moderator. If travelling in person to conduct the research then a moderator will need space to adjust to the time zone (anything over a five hour difference), and if jet lag is an issue then this may require considerably longer. Of course, if choosing a local moderator (see above), this won't cause a problem.

## Choosing moderators

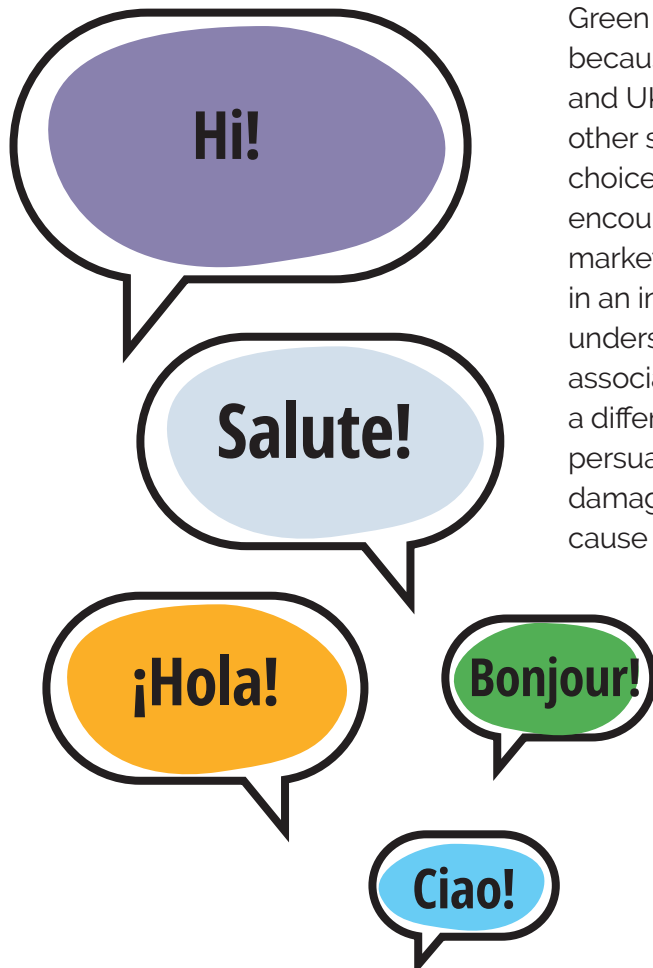
In both lab-based and remote moderated research, participants are more responsive to local moderators, preferring the guidance of a compatriot to that of an 'outsider'. Naturally, a local moderator will also be clued into the cultural differences and local subtleties that might be lost on somebody who just happens to speak the right language.

## Writing tasks

Ensure the information provided for participants is not only translated into the local language, but also takes into account colloquialisms and other regional variations.

## Colour psychology

Green means go! Or does it? Just because that is the case in the US and UK, it doesn't make it so on the other side of the world. The colour choices within your design might encourage an action in the home market, but cause a misunderstanding in an international one. Failing to understand the colour psychology associated with a market where a different culture or religious persuasion prevails, could prove damaging. You might even cause offence.





## Countries in this guide:

Brazil

China

France

India

Indonesia

Italy

Mexico

Netherlands

Nigeria

Russia

Saudi Arabia

Spain

Turkey

United Kingdom

United States

## Brazil

- Brazil has a clearly defined class structure based on income and, to a certain extent, skin colour. It ranges from the super rich in A, through to the very poor in E. Participants in the A, B and C bands are more likely to have access to a phone and therefore be obtainable.
- The country is predominantly Roman Catholic with a variety of holidays and festivals being observed. These include the annual Carnival of Brazil, beginning the Friday before Ash Wednesday and lasting for six days. Religious sensitivities need to be respected.
- Men shake hands when greeting one another, maintaining eye contact. If a woman wishes to shake hands with a man, she should extend her hand first. Kissing each other on the cheek as a way of greeting, even in a professional capacity, is also normal.
- The working day in Brazil generally ends around 7 P.M., which is when a lot of participants will become available.
- Imported technology is subject to extremely high tariffs, pushing up the prices of high-end models such as the iPhone. As such, mid to low-price Windows and Android technology is far more popular.

## China

- Participants in China tend not to openly disagree or criticise, so rephrasing questions away from the black and white of "what didn't you like?" towards the area of "how would this better suit your needs?" is advised when moderating.
- Participants are often keen to please, meaning results should be treated accordingly.
- There are seven main dialects spoken in China, with Mandarin being the official language of the mainland and Taiwan, and Cantonese being the official language of Hong Kong. Make sure your translator is fluent in the dialect of the region you are conducting research in.
- Due to Hanzi – the method of writing – it is easier to read a lot more content in Chinese. Hence participants are accustomed to analysing a lot more information at a single glance.
- Traffic in China can be notoriously chaotic, so ensure you give yourself plenty of time to reach your destination, particularly if conducting research in more than one location on a single day.
- Chinese New Year is the major celebration and traditionally lasts for 16 days, beginning in either January or February, dependent upon when the new moon falls.

## France

- French society recognises the importance of the weekend and so research sessions on a Saturday or Sunday should be avoided.
- A full transcript of a session in a foreign language can be very expensive (often as much as 400 Euros per hour), so the tendency is for translated highlights only.
- Avoid scheduling research sessions for the first half of May, Bastille Day (July 14th) and between the end of July and August 20th, as these fall around or clash with public holidays when a lot of people take time off.

## Germany

- Germany prides itself on timekeeping and efficiency, so punctual, well run research sessions are essential.
- Small talk at the beginning of a session is also popular, warming up participants for the work ahead. Setting up an informal pre-session meeting can help improve the quality of the feedback.
- Oktoberfest is a folk festival and funfair held in Munich from late September until the first weekend in October.
- Credit card ownership among Germans is low compared to the UK.



## India

- Participants are generally scheduled to arrive 20 minutes early, to allow for traffic.
- Cash incentives are not mandatory, with gifts often being given instead.
- With a widely diverse culture, it is important to define detailed specifications to ensure the recruitment of the desired categories of participant.
- Indians have a habit of thinking aloud, which is great for usability testing but can cause problems during focus group sessions with everybody talking at once. It is important that participants understand the need to speak one at a time to ensure the integrity of the feedback.
- There are several major festivals in India, which are celebrated for several days. These include Diwali (5 days Oct/Nov), Ganesh Chaturthi (11 days Aug/Sep) and Onam (10 days Sep).
- India is made up of various religions, with Hinduism being the most popular, followed by Islam, Christianity and Sikhism. Care should be taken not to upset any religious sensitivity.

Cash incentives are not mandatory, with gifts often being given instead

## Indonesia

- Like India, Indonesia is also made up of a wide and diverse number of cultures and religions.
- Because of the ethnic makeup of the country, Indonesians identify themselves locally before nationally.
- Once again, detailed specifications are required to ensure appropriate participants are identified.
- Indonesia is a secular state with six officially recognised religions, the largest of which is Islam. Research sessions should be scheduled so that the call to prayer (5 set times during the day) can be observed.
- Not wishing to criticise or cause shame, Indonesians can be indirect in their feedback. Questions should be phrased to allow for this.
- Indonesians generally speak in quiet, subdued tones. This does not indicate a lack of enthusiasm.

## Italy

- Italy has a tendency to over-recruit participants by as much as 20 to 30%. This is to allow for no-shows and ensure the specified sample size is achieved.
- Italians are generally confident, with few reservations when it comes to providing criticism. It is important for the moderator to be able to distinguish between genuine grievances with a design and over-enthusiastic negativity.
- A predominantly Roman Catholic country, festivals and celebrations are observed such as Christmas (December 24th through to January 6th) and Easter. Religion is a key part of Italian life and care should be taken to respect this.
- Italians tend to be expressive, with facial and hand gestures as much a part of communication as words. Video evidence of sessions might be advantageous in providing a richer level of feedback.
- It is not uncommon for participants to interrupt or speak over others. While this is not generally caused by anger, it can be non-conducive to gaining a clear understanding of user reactions. The moderator should stress the importance of speaking one at a time.

Video evidence of sessions might be advantageous in providing a richer level of feedback

## Mexico

- Mexico is a patriarchal society that adheres to strictly defined hierarchies. This might have a bearing on how you define your criteria for recruiting participants.
- Mexican participants have a tendency to be very private when it comes to questions about income, seeing it as a judgement of their success. It is advisable to leave such qualifiers off the screener to reduce the possibility of causing offence or generating animosity.
- A number of languages are spoken in Mexico, with Spanish being the predominant tongue. Once again, a local translator familiar with the vernacular is essential, as there will be differences in how words translate compared to other Spanish-speaking countries.
- The predominant religion is Catholicism, which plays an important role in Mexican society. There is a wide array of holidays and festivals celebrated in Mexico, a lot being regionally based so it pays to check beforehand for the locality on which your UX research is to centre. Nationally observed holidays include Independence Day (September 16th) and Day of the Dead (Oct 31st to Nov 2nd).

## Netherlands

- The Netherlands is very much an egalitarian-based society, an outlook that stretches to the workplace, with opinions encouraged from all employees regardless of where they are in the hierarchy. Participants will offer comprehensive feedback, giving you a greater degree of evidence with which to work.
- Communication tends to be direct, unemotional and not prone to hyperbole.
- The Dutch value their personal time, so you may have difficulties finding suitable participants willing to take part at the weekend.

## Nigeria

- Generally speaking, Nigerians are outgoing and friendly, providing a good source of user feedback for your qualitative UX research.
- Nigerians from the south of the country tend to be more direct, speaking in a louder voice than elsewhere. This should not be mistaken for anger or dissatisfaction.
- It is not a first name culture and new acquaintances are expected to wait until they are invited before addressing somebody by their Christian name.
- A number of religions are practiced but it is predominantly Muslim in the north and Christian in the south. Religious sensitivities should be respected.
- A number of holidays are observed dependent upon religion. Primary among these are Christmas and Easter (Christian) and Id el Fitr (Muslim). Ramadan is observed among the Muslim communities, requiring fasting during the hours of daylight. This may impact upon the availability of participants.
- If travelling to Nigeria to carry out research in person, be aware of the [travel advice](#) in place. Certain regions are deemed completely unsafe to visit and others only for essential purposes.

## Russia

- Russians over the age of 55 aren't generally internet and smartphone savvy, although this isn't always the case in larger cities (pop. 2m+)
- Because of deficiencies in the domestic market, foreign products have a history of being highly regarded, meaning participants are often hard-wired not to criticise overseas brands. Hiding brand names can ensure participants remain objective.
- Russians value their free time, so sourcing participants for weekend research sessions may prove difficult.
- Russians take great pride in their cultural heritage and country, so steps should be taken to ensure nothing is done that could be construed as offensive to either.
- Orthodox Christianity is Russia's predominant religion. Christmas falls on January 7th in the Julian calendar, which is used by the Russian Orthodox Church.
- What might be considered a 'short distance' in Russia (St. Petersburg to Moscow, for instance), might in fact require a four hour train journey. If travelling between locations, check duration times beforehand.

Participants are hard-wired not to criticize overseas brands

## Saudi Arabia

- Although Arabic is the official language of Saudi Arabia, English is widely spoken. However, you mustn't assume that all or any of your participants will be fluent (even if requested in the screener), so a translator will still be necessary.
- Islam is the official religion and beliefs are strictly upheld. Cultural and religious sensitivities should be respected at all times.
- Saudi Arabian women are not allowed out in public without a male chaperone (husband/father/brother), nor are they allowed to drive. Bear this in mind before recruiting participants and ensure the moderator is aware of any issues this might raise.
- Gender segregation is widely practiced, which may impact upon lab-based research sessions.
- All visitors to Saudi Arabia require a visa, which is only obtainable if sponsored by an acknowledged Saudi business.
- The holy month of Ramadan (June/July) will affect the availability of participants.
- Permission to visually record sessions of women participants is likely to be refused.

## Spain

- Communication tends to be formal and Spaniards are often averse to admitting error. Confrontation is advised against.
- The majority of UX projects in Spain are undertaken for the non-Spanish speaking market. Hence labs are designed for simultaneous translation, with both the original and translated voice tracks being recorded at the same time.
- The predominant religion is Catholicism, with a variety of holidays and festivals. These are largely regional, but national celebrations include Easter and Christmas.

## Turkey

- Around 46% of Turkey's population is under the age of 25.
- Turkey is predominantly Muslim, with Ramadan and Eid (May/June/July/August depending on lunar calendar) being the major celebrations. It may be difficult to recruit participants during this time.
- Turkish is the official language, but Kurdish and Arabic are also spoken, along with other minority languages.
- Practising Muslims are obliged to pray at five set times during the day. The scheduling of research sessions should allow for this.

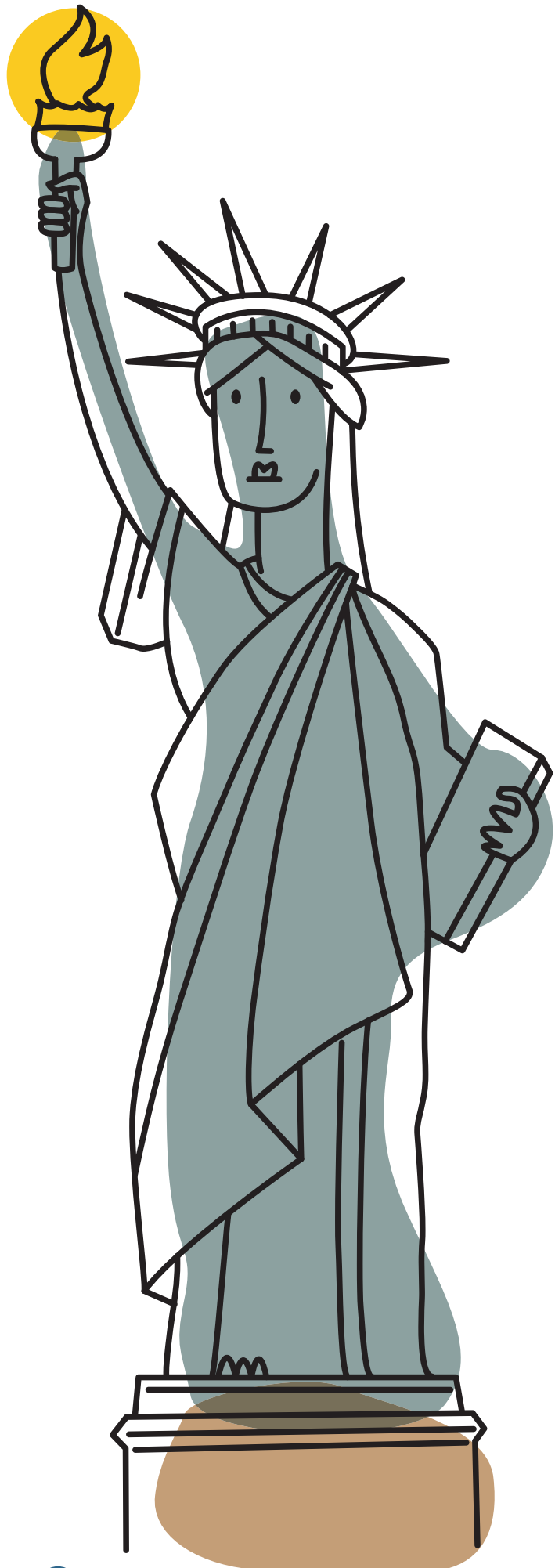
## United Kingdom

- UK participants have a tendency to arrive early for sessions.
- Sessions with children are usually undertaken at the weekend with parental supervision.
- Incentives for participants are generally paid in cash.
- There is usually one standby participant for every six recruited. This is to ensure sample size in the event of no shows and cancellations.
- UK research facilities generally provide a viewing screen at no extra cost.
- UK participants don't adhere to one personality type. You can get everybody from the brash and direct to the timid and reticent in a single sample. In the latter case, this could mean someone who has struggled with a task being too polite/reluctant to say so. Bear this in mind when conducting research and be prepared to encourage openness and honesty.
- The UK is a multicultural society, with many residents born in other countries. If looking to recruit UK-born participants only, you should make this clear in the screener.

## USA

- US participants have a tendency to be blunt in their feedback, which may require an experienced moderator to handle.
- The predominant language is English, but there are many differences in word meanings between the US and UK. A moderator should be aware of these to avoid confusion.
- US participants value their weekends, so it is often difficult to schedule research sessions for Saturday and Sunday.
- Sessions in the US can take longer, due to the willingness of participants to be critical.
- Recruitment fees for participants tend to be higher in the US when compared with the UK and Europe.
- Vouchers and gift cards are the preferred incentives over cash.
- As Americans are dependent upon their cars, research facilities are likely to charge for parking. Unlike the UK, they will also charge extra for a viewing screen.

These countries represent only a sample of the markets where international organisations may wish to carry out research. They provide an illustration of the differences between countries and cultures that international researchers should consider when planning a project.



# Budget

This final section of UX24/7's in-depth look at international User Experience research takes a look at budgeting considerations for the various methodologies previously discussed.



## Expert review

Expert review sits at the lower end of the price scale, offering a cost-effective method by which to get your website, app etc assessed for an international market. It also provides a jump-off point to get the international localisation in order, before conducting further research via more costly methods.

Prices vary from one country to the next, but as expert reviewers charge a daily rate, you should be looking in the region of paying £1,000/\$1,500 per day when drawing up your budget. This is pretty much universal, as even in developing countries, where everything else may be considerably cheaper, local companies are fully aware of market rates and can use western pricing structures.

At UX247 we advise allowing a couple of days to achieve a basic level of international localisation through expert review. If you are involved in targeting multiple countries, then this would mean two days for each, allowing an extra two days at the beginning to put together a standard brief that will be used across all your selected international markets. The standard brief will allow you to pull your results together in a single report, which should take no longer than one day per country. You might also want to factor in a couple of extra hours per country to brief the expert carrying out the review, depending on how you resource the project.

As your interest lies in localising the User Experience of your product for a particular international market, you should make this clear to the agency enabling the expert review. They will have a standard audit methodology, which you will want to avoid, as it will lack the desired local context you intend to pay for.



## Qualitative lab-based research

Booking research facility time for User Experience research is just one of the costs you have to consider when employing this particular methodology. Once again, prices can vary from one country to the next (see 'Research facility pricing' below) and the rate you pay at a research facility in Rio de Janeiro might not get you all the things it would at one Berlin. For instance, in the US the price is normally for the room and anything else (parking, viewing screen etc) incurs an extra charge. So it always pays to be aware of what is included in the fee beforehand, allowing you to budget accordingly.

## Research facility pricing

At a proportion of the research facilities around the world, the primary concern is market research, with UX research being treated as something of a sideline. As such, the tendency is to charge per session (i.e. per depth interview or per focus group). For the purposes of your international research, where you will need continuous use of the lab, you would need to arrange a day rate, with access typically lasting between 9 A.M. and 4.30 P.M. (dependent upon local adjustments).

Catering won't be included in the fee, so you will need to budget for local restaurant prices as often this is where the facility will turn to. A room for daily debriefings once the research is finished will also cost extra, so if you are intent on keeping the overall price down, then you might consider using the hotel you or members of your team are staying at.

Sourcing a research facility can be done through websites such as [GreenBook](#) and [Quirk's](#).

## Other elements that need factoring into your costing are:

Briefing and scope

Project management

Moderation, analysis and reporting

Simultaneous translation

Report consolidation

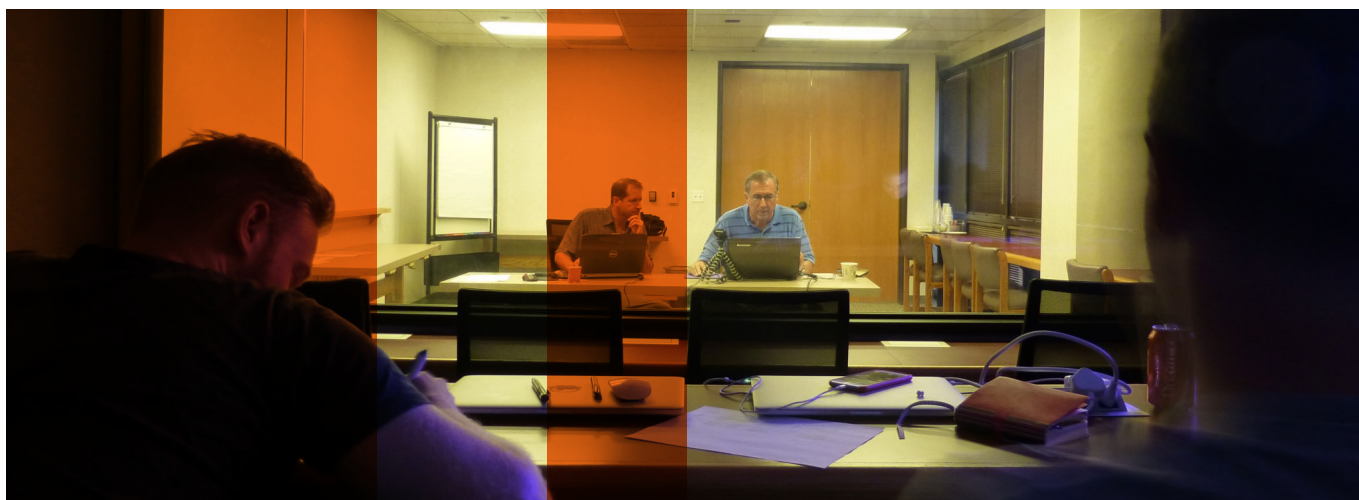
Video editing

Quality assurance

Recruitment and incentives

Catering at the facility

Catering for respondents with Focus Groups



Here is what you can expect to pay by country (day cost).  
It is worth noting that many will provide a quotation in  
£ Sterling, € Euro or \$ USD:

Country	£ Sterling	\$ USD	€ Euro
United Kingdom	£900	\$1,280	€1,160
United States	£1,230	\$1,750	€1,590
Russia	£230	\$270	€300
China (¥11,250 RMB)	£1,220	\$1,730	€1,575
India	£460	\$650	€590
Germany	£620	\$730	€800
Japan (¥50,000 Yen)	£310	\$440	€400
Dubai	£705	\$1,000	€910

## Additional costs

Participant recruitment and incentives: (per participant)

Country	Recruitment	Incentive
United Kingdom	£45	£40
United States	\$115	\$75
Russia	€50	€55
China	¥500 RMB	¥600 RMB
India	\$45	\$30
Germany	€45	€40
Japan	¥10,000 YEN	¥7,000 YEN
Dubai*	\$150	\$100

In Dubai, because of participant preference, research sessions tend to take place in the evening

\*It is worth noting that because of participant preference, research sessions in Dubai tend to take place during the evening. This would, of course, affect your budget as you would require an extra night's accommodation and, possibly, an additional day's use of the lab as you may be able to only run two focus groups in an evening as apposed to three in a single day.

Moderator cost: (per day)

Country	Moderator
United Kingdom	£900
United States	\$1,500
Russia	€960
China	¥500 RMB
India	\$450
Germany	€900
Japan	¥60,000 YEN
Dubai*	\$1,250

You will need a local language moderator if you don't have sufficient language skills in your team

Simultaneous translator\*\*: (per day)

Country	Moderator
Russia	€960
China	¥6,000 RBM
Japan	¥150,000 YEN
Dubai*	\$1,250

Due to the tiring nature of the work, you will need two simultaneous translators

\*\*It is important to note that due to the tiring nature of the work, most companies will only supply two translators at a time.



## Travel and accommodation

Finally, with regards to lab-based international UX research, there is the matter of getting there and where you will stay when you do. Both are key components of the budgeting phase and, beyond the prices of flights and hotels, you may also want to consider that if the lab is booked for 9 A.M. you will need to arrive in the country the day before.

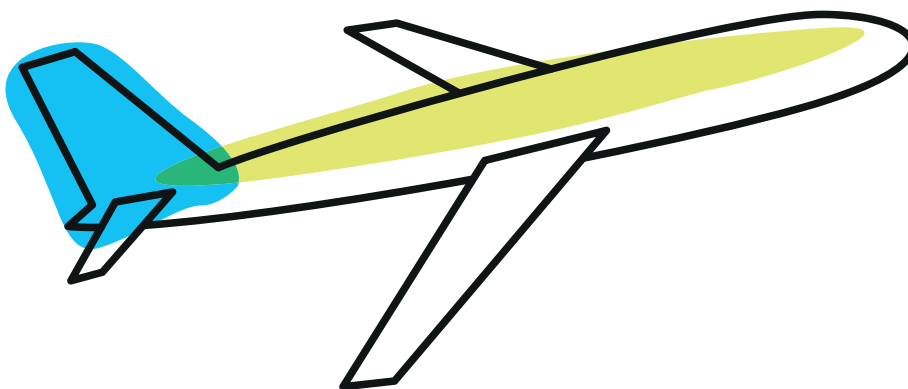
An additional full day should be factored in if you need to brief the moderator beforehand, and also for any pre-session checks of the facilities and available equipment.

Transport from the airport is another cost that often gets overlooked, even though it's invariably the most expensive taxi ride you will take while there. To avoid the less than competitive 'tourist rates', UX24/7 always advises clients to pre-book and, where possible, use Uber to keep additional transport costs down. We also recommend booking a hotel within walking distance of the research facility (or as close to it as is achievable) to avoid rush hour traffic jams, which, dependent upon the country, can be unlike anything you will have experienced at home.

Book a hotel within walking distance of the research facility to avoid getting caught in traffic

## Visas

When planning your trip don't forget to budget for the cost of your Visa. For some countries the cost of a visa is not a trivial amount and if a few people from your team are travelling costs will soon mount up.





## Qualitative remote research (moderated)

The key costs to consider for this methodology involve the resources (moderation, project management, translation etc), recruitment and participant incentives. See the table above for the latter costs, but be aware that if you choose not to use the services of a research facility there will be an additional administration (or project management) fee for recruitment. This is generally charged at around 20% of the total recruitment cost.

Further budgetary considerations include:

- **Pilot tests** – To ensure avoidable technical issues are kept to a minimum, consider running a pilot beforehand so that the nuts and bolts of the research, such as international screen sharing via Skype, are all fit for the purpose. Allow for this additional time in your costing.
- **Moderators** – Be aware that because of differences in time zones, your moderator may be working into the early hours of the morning. They will need time off to recover, so you should include this in your budgeting costs and project plan.
- **Over recruitment** – We recommend over recruiting for remote research by 20%. This allows for no shows, cancellations and technological problems, ensuring you retain a desired sample size.
- **Preparation time** – Materials will need localising for the market you are researching, so allow an additional 2–4 hours minimum per country to achieve this.

## Qualitative remote research (unmoderated)

The key costs of the unmoderated form of qualitative research arise from the video sessions that capture the tasks and feedback. These cost around £30/\$35 each, although a better deal is available if you buy a block of sessions in one go. This is advisable, as you will require a minimum of five if you are to gather enough actionable evidence to provide any real value.

Outside of the actual research sessions, you will also need to budget for time taken for preparation. This will include writing the tasks. UX24/7 also recommends that clients run a pilot to ensure the tasks and screener achieve the desired goals before the research sessions begin in earnest. An extra day is advised for preparation, including two extra video sessions for the pilot. This applies to each country you are targeting as technological and broadband capabilities vary greatly from one region to the next, and information will, of course, need translating to suit each market.

An additional day and a half will be required for review, analysis and report (based on five sessions) with a 20 minute video taking, on average, an hour to evaluate. Editing videos, to compile clips to show stakeholders, would entail another half day of work, so long as the researcher has noted the timecodes for the key issues that need highlighting.

### Translation

We have mentioned the cost of translation in terms of the screener questions and tasks and this should be budgeted for.

However, keep in mind that when analysing videos from participants in countries that speak languages you don't understand, you may well need to budget for a translator to help with the analysis. Translators can sit with you and tell you what is being said or they can provide you with a translated script with time stamps. Either way this is a cost you must budget for.

UX24/7 recommends you run a pilot session to address any issues



## Quantitative online research

One of the key costs you need to consider in the case of quantitative online research is that of the software. This includes not only the solutions for carrying out the research ([UserZoom](#) etc, as mentioned previously), but also a statistical analysis package such as IBM's [SPSS](#), if you don't already have it. The latter will allow you to compare data from multiple countries, a service the research software often doesn't provide.

You should allow around £1,000 / \$1,400 per country for the research software (there are lower cost SAS solutions such as [Loop11](#)), and around £5,700/\$7,695 for the SPSS (premium package rate, per user, per annum).

There are also the participants, of who you will require around 200 per country to form an effective panel and give you relevant findings. Incentive costs vary per country, but you should prepare to be looking at around £8 per panellist. You may also need to carry out a pre-screener study if the research software doesn't provide a recruitment service.

Time-wise, you will need to allow 2–4 days for the planning, scripting and setup of your study, dependent upon its complexity. If you are using a third party to localise your script, you will need to include this in your budget and adjust the timeline accordingly. This is to allow for the gap between finalising the script and getting it back from whoever you use to make it suitable for the local market. You will also need a minimum of half a day to code each study, along with an additional two hours per country to run pilots.

Once the study is live, you will need to allocate a little time each day for monitoring. This allows you to check how the study is performing against quotas.

Finally, allow four days per country for analysis of the gathered data. This is assuming your study uses a Likert-type Scale for its questions. Otherwise you will need to take into account the number that permit verbatim responses, therefore requiring manual analysis. If you are researching multiple countries and use a combination of an SPSS and an expert to analyse the results, it is possible to complete this stage in a quicker time.

Allow 4 days per country for analysis of the data gathered

You should allow about £8 / \$12 per panelist for international studies

# Final thoughts

We hope this guide has gone some way to removing the mysteries associated with organising and running international research projects. With good planning and preparation there is every reason to believe your project will be a success and provide you with the insight you need to help your business and organisation to successfully enter new international markets and perform better in those where you are already present.

As is demonstrated in the section on budget, global market forces have resulted in a broad harmonisation of costs across a range of countries. We have also noticed it is getting easier to run international user research projects as regions that were previously thought of as remote and technologically challenging begin to catch up. Travel is easier, facilities are better equipped and the services available in-country are more professional.

Gone are the days when we arrive at a research facility to find they don't own a mouse (it has happened) and only have dial-up internet (yes, that happened too). Or when the first participant picks up the mouse and attempts to speak into it. Our expectation is no longer that we will definitely have problems and so to plan for every eventuality, we now expect everything to run smoothly—and 9 times out of 10 it does.

In any case, the opportunity to learn about how user behaviour differs between countries and cultures is a source of great interest. Whether we are in the UK, USA, China, India or Russia the differences and similarities are always fascinating.

Good luck with your international user research projects and please share any learnings that will help us to improve this guide.





UX24/7  
HQ London

[www.usability247.com](http://www.usability247.com)  
Tel: +44 (0)800 0246 247  
Email: [hello@usability247.com](mailto:hello@usability247.com)