

International Research in the Product Development Cycle

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CHI 2008
Florence, Italy

Recap and Results!
@ Salesforce
June 6, 2008

Presenters



Wei Zhou
Oracle

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PayPal



Velynda Prakhantree
Oracle

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IBM

Agenda



- Previous Research (5 min)
- Focal Questions (5 min)
- Case Studies Presentation (20 min)
- Breakout Group Discussion (25 min)
- Convergence Summary (25 min)
- Wrap Up (5 min)

Previous Research



- Focused on UI design for different cultures
 - Color
 - Translation
 - Images (e.g., icons, symbols)
 - Cultural differences (e.g., dimensions)
- Little attention to Product Lifecycle

Focal Questions



- When are the most effective time(s) in a product life cycle to conduct international research?
- What are the most effective methods for international research given constraints on time and budget?
- Is there a more practical UCD process for international research?
- Which and how many countries or cultures should be targeted?
- How should we integrate international data into design, e.g., globalization first, then localization to each target market?

Case Studies



- Case Study 1
 - Contextual interview, Oracle Server Tech
- Case Study 2
 - Prototype evaluation, Oracle Applications
- Case Study 3
 - Kelly, PayPal
- Case Study 4
 - Advisory council, IBM DB2

Breakout Instructions



- Form groups of 4-6 people
- Discuss the focal questions of interest, sharing your own case studies
- One representative from each group will present Top 3-5 takeaways / recommendations
 - Explain using your own case studies
 - Best practices
 - What worked, what didn't work
 - Dependencies
 - Additional questions and concerns

Case Study: Prototype Feedback Sessions



When are the most effective times in a product life cycle to conduct international research?

- Early prototyping phase
- Business reqs, features already established
- Primary design question: flow of work / process
- Prototype inspires spontaneous feedback in many areas

Case Study: Prototype Feedback Sessions



What are the most effective methods for international research given constraints on time and budget?

- Remote prototype feedback session
- Visual prototype elicits spontaneous feedback
- Looser structure than a test

Case Study: Prototype Feedback Sessions



Is there a more practical UCD process for international research?

- Profit potential drives research
- Rely on Strategy and Product Management teams
- International business processes, general requirements known
- End user research based on business impact

Case Study: Prototype Feedback Sessions



Which and how many countries or cultures should be targeted?

- Key customer with large implementation
- Location specific: European
- Advisory board participants

Case Study: Prototype Feedback Sessions



This reflects just one case study from one company.

What situations, factors, and issues drive international research in your business?



Focal Questions

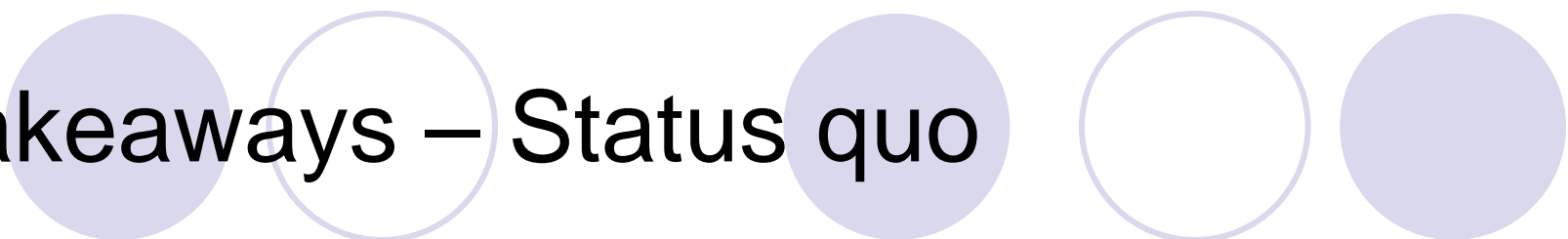


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Wrap Up



- General trends or themes?
- What are the biggest concerns?
- Possible next steps – how can we push forward?



Takeaways – Status quo

Most participants were not yet at a place in their company or career to have conducted much (if any) international research.

Most participants could not meaningfully discuss the focal questions, as either they, their UX personnel, or their companies were still struggling with ‘lower-level’ issues such as methods and recruitment.

A few very experienced participants were present (e.g., Microsoft)



Takeaways – method and users

Many (perhaps most) SIG participants felt they, or their usability personnel, were not totally equipped with enough knowledge or user connections to effectively conduct international research.

- One group wondered whether the think aloud protocol would be appropriate for certain cultures in which verbal expression of opinion is less valued.
- Several groups expressed inability to locate/contact/set up studies with international participants.



Takeaways – methods and users (cont)

- One group admitted it is hard to identify the right users, and right activities to do with the users. They cited using large samples of users, but disappointing returns.
- Several groups suggested that different usability methods might work better in some cultures versus others, but didn't currently have solid knowledge or specific data.
- One group expressed concerns (their case study) that remote studies and local studies produce different results, thereby weakening the case for remote studies.

Takeaways – on ROI



- Usability personnel not typically in synch with profit potential.
- Some groups punctuated the point that profit-potential is always the driver, but did not always have reliable means of identifying “profitable” research initiatives.
- Groups in general spoke in terms of “should or could” work with product managers, sales, or marketing, but there seemed to currently be an overall lack of structure, regularity, or purpose.

Takeaways – Specific Practices

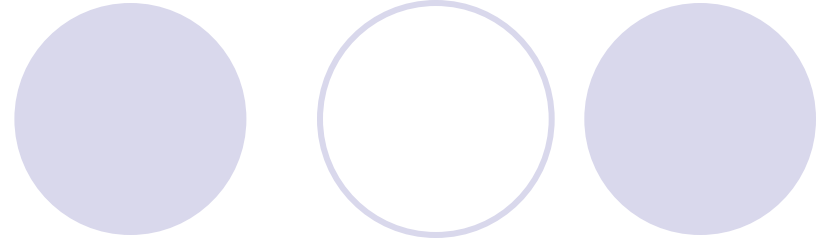
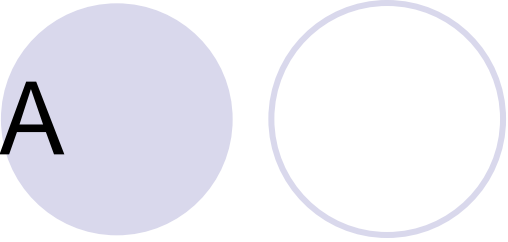
- One group mentioned using a localized team was more effective than a central, traveling team, which would need to study and adapt to multiple cultures and languages.
- One group suggested international user research be reserved for major revisions of a product; else, marketing or product management could handle small changes across global UIs.
- One group identified a resource-saving strategy in which “one concept is brought to many cultures”, rather than “going to discover concepts from many cultures.” Effectively, we believe this implies leaving less room for open-ended, “blue sky” questions or activities, and focusing on the values of a smaller set of alternatives.



Takeaways - enthusiasm

- All participants expressed interest in continuing the discussion
- Participants were enthusiastic to improve quality and/or quantity of Int'l user research in their companies

Q/A



Thanks for joining us!