



# International User Experience Research You Can Trust.

The expansion of broadband service and the proliferation of Internet-enabled mobile devices are making it easier for businesses to connect with global audiences growing in both affluence and influence. However, while expansion into international markets can offer opportunity, it also presents risk – including the potential for brand and reputation damage – if a misstep occurs. This is why companies must thoroughly understand the needs, preferences and cultural differences of local consumers, and the competitive landscape, before entering a new market.

To gain this insight, you must engage directly with the people who live in the regions you want to target and will use your digital products. That's why global companies partner with AnswerLab. We are the market leader in delivering high-quality, customized, and independent user experience research. We enable businesses to build great user experiences across digital platforms for global audiences.

## Independent User Experience Research – Wherever You Need It

AnswerLab's experts have conducted research in more than a dozen languages. We have evaluated digital initiatives intended for audiences in both established and emerging markets, including:

Australia  
Belgium  
Brazil  
Canada  
China  
Czech Republic  
France

Germany  
India  
Indonesia  
Italy  
Japan  
Poland  
Russia

Singapore  
South Korea  
Switzerland  
Taiwan  
United Arab Emirates  
United Kingdom  
United States



*AnswerLab has delivered user insights across the globe on PayPal's mobile web site, mobile application, and our full web site. And AnswerLab always adeptly handles the unique challenges of an online financial service with a global presence... AnswerLab consistently delivers creative solutions and spot-on recommendations.*

– Kuldeep Kelkar  
Head of Global Experience Research  
PayPal

The world's leading companies partner with AnswerLab to understand the unique user experience needs of international audiences:

## The Answers You Need

AnswerLab's skilled user experience researchers can help you find answers to your toughest questions about developing digital initiatives for international audiences, such as:

**What region-specific challenges might we face?**

**Will our digital product or service be relevant to users in our target locations?**

**What are the culture-specific needs of consumers in the markets we want to reach?**

**To what extent should we customize our user experience for international audiences?**

**How does our brand measure up against the local competition?**

facebook



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Microsoft

## Our Approach to International Research Projects

For any international project, AnswerLab's experts can apply both:

- **Quantitative research**, to collect and interpret data about user attitudes and behavior from large samples of target users, and
- **Qualitative research**, to uncover the underlying perceptions and motivations of users.

We oversee the entire research and logistics process for evaluating consumers in your global target markets. For qualitative research, this includes identifying and vetting local moderators, translators and facilities, which saves your business resources and expedites the research process – helping you get to market faster with a well-developed digital initiative.

AnswerLab's experts create and translate research materials and surveys, moderate and simultaneously translate any qualitative research sessions, analyze data collected, and deliver reports in English, if required.

We also translate our quantitative studies into multiple languages so we can gather consistent data from large samples across geographies. Our researchers base their strategic recommendations on the global picture developed through this highly focused evaluation experience.

## How Businesses Use Our International Research

Here are just some of the leading companies that trust AnswerLab with their international research – and the ways we've helped them tailor digital initiatives for audiences worldwide:



For its global redesign of Fedex.com, FedEx relied on AnswerLab for international usability testing to identify region-specific issues and challenges, monitor brand impression, evaluate response to the new site, and obtain consumers' suggestions for improvements.



When Microsoft's Hotmail team needed feedback on new email features from consumers in three different countries, they turned to AnswerLab. Through one-on-one, in-person user experience research, AnswerLab helped Microsoft understand the different segments of webmail users and their preferred methods for utilizing webmail and personal media organization.



Online financial services leader PayPal has partnered with AnswerLab for user experience research in North America and in countries across the globe. Projects focused on PayPal's mobile web site, mobile application, and full web site. The insight we provided helped PayPal management successfully navigate the challenges of online financial transactions between individuals and across borders.



Yahoo! partnered with AnswerLab on a study focused on remote account registration via mobile devices. The company recently asked our experts to evaluate users in countries across Asia and South America to gain an understanding of how cultural differences impact individual preferences for account registration and confirmation.

## How We're Different

Since our founding in 2004, AnswerLab's sole focus has been providing impartial user experience research. Our clients value this focus – research is not a sideline business for us, and we're not distracted by selling design services or software.

We partner with many of the world's leading companies to help them understand what people see, do, think and feel when using mobile applications, web sites and other digital products. Our clients rely on our objective insight and recommendations to create engaging user experiences that drive business results.

AnswerLab offers an extensive suite of user experience research methodologies for any digital platform. Our skilled research experts can apply a mix of qualitative and quantitative techniques to uncover insights into the underlying perceptions and motivations of consumers in markets worldwide:

- Online Surveys
- Remote Usability
- Ethnographic Research
- Focus Groups
- Field Studies
- Eye-Tracking
- Lab-Based Usability
- Behavioral Tracking
- Heuristic Review

AnswerLab is also an established leader in mobile user experience research. Our evaluation services for the mobile space include:

- Usability
- Mobile Ethnographies
- Focus Groups
- Competitive Mobile Evaluations
- Mobile Intercept Studies
- Field Studies
- Mobile Surveys

## Learn More

For more information about AnswerLab and our clients, go to [www.answerlab.com/about/Company\\_Overview.pdf](http://www.answerlab.com/about/Company_Overview.pdf).

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