

## Global Ux Design And Research In A Connected World

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### **Bob Goodman - Vice President, Global User Experience ...**

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Bob Goodman Vice President, Global User Experience Design, Research & Content at Virgin Pulse Greater Boston Area 500+ connections

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## **Global UX: design and research in a connected world by W ...**

In this article, we would like to introduce you to a glimpse of what we learned during our research for our book Global UX: Design and Research in a Connected World. We spoke with 65 UX professionals from around the world who have lived or worked in different countries.

## **Global UX : design and research in a connected world ...**

A global design template frees up local offices to do just that while also improving the user experience for those who may travel between country websites. For example, if a web user lands on the .com site and then travels to a specific country's website, a consistent design is less disruptive; the user does not have to relearn the navigation.

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soaring—upwards of \$110K in cities like San Francisco and New York.

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