

Ipsos Global UX/HF Capabilities

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01. The Context

Welcome to Ipsos!

We are passionately curious about people, products, markets, brands and society



3rd LARGEST
market & public opinion
research company worldwide



89 COUNTRIES
& growing



€1,749.5m
revenue in 2018



18 GLOBAL SERVICE LINES
to drive Total Understanding



18,000 EMPLOYEES
in 2019



9,200+
external clients worldwide



Our Approach

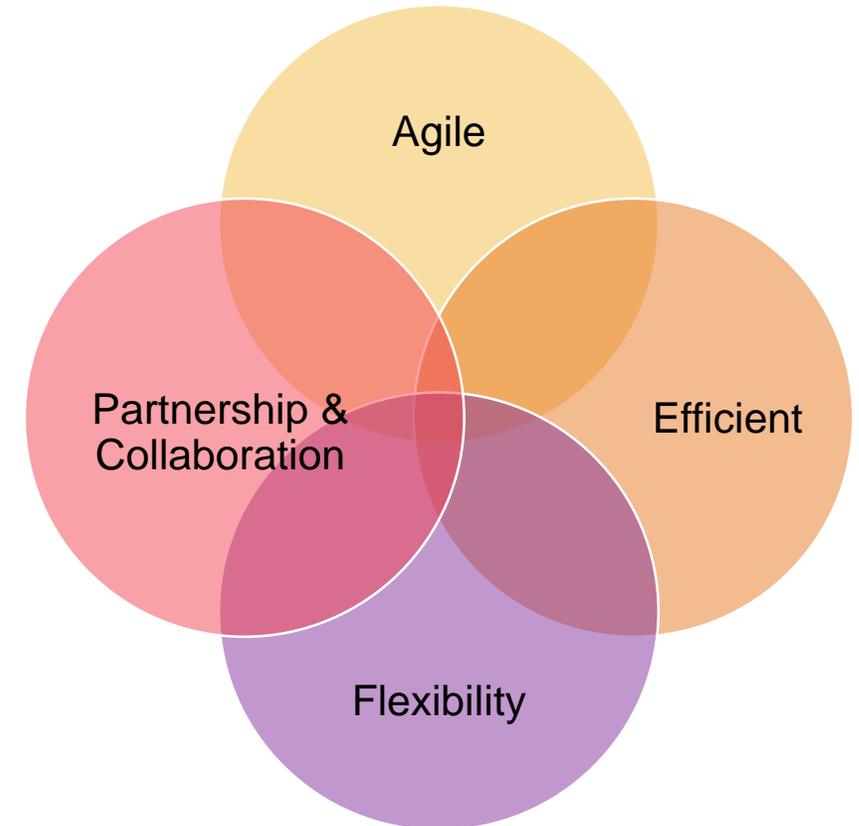
Working in partnership with you, we'll utilise our resources and experience in an **agile** and **efficient** way. We use the resources of the different hubs globally to create the a solution that best meets your needs, whilst utilizing a single point of contact to streamline project management and client communication.

We understand that the future may be uncertain for our clients and research plans and budget may change. We are on hand to help you to **adapt** and evolve your studies to ensure that they continue to meet your ever-changing needs.

Moreover, our worldwide network of experts puts Ipsos in an exceptional position to provide you with the **flexibility** needed at every stage of your product lifecycle.

Finally, our primary focus will be on providing you with a flexible **partnership** – sometimes you will need our support, and other times you won't. We encourage **collaboration** throughout each phase of the projects as we also believe the best way of working is by involving the different stakeholders during the research journey.

In Ipsos you will have a true partner who is realistic about where and when we can (and can't) add value to you.



Giving your customers a voice through **HUMAN centered design** has tremendous benefits



Reduce development costs



Increase customer satisfaction



Reduce customer support costs



Design-led companies had 32% more revenue and 56% higher total returns to shareholders compared with other companies.”

– McKinsey study of 300 companies (2018)

The ideal is **continuous user engagement**

1. **Shaping Experiences**

Ethnography, ideation,
and co-creation



2. **Building Experiences**

Iterative prototyping with
formative user research,
agile UX

3. **Growing Experiences**

UX/HF-focused standards,
longitudinal testing, post-market analysis

02. Why Ipsos



Reasons to work with Ipsos



Global Reach

Ipsos can quickly leverage local knowledge and multi-market implementation



Industry Expertise

We have teams specialized in healthcare and medical devices & diagnostics



User-Centred Experience

Our diverse team of researchers can assist a breadth of client needs and user problems while working across the entire product lifecycle



True Partnership

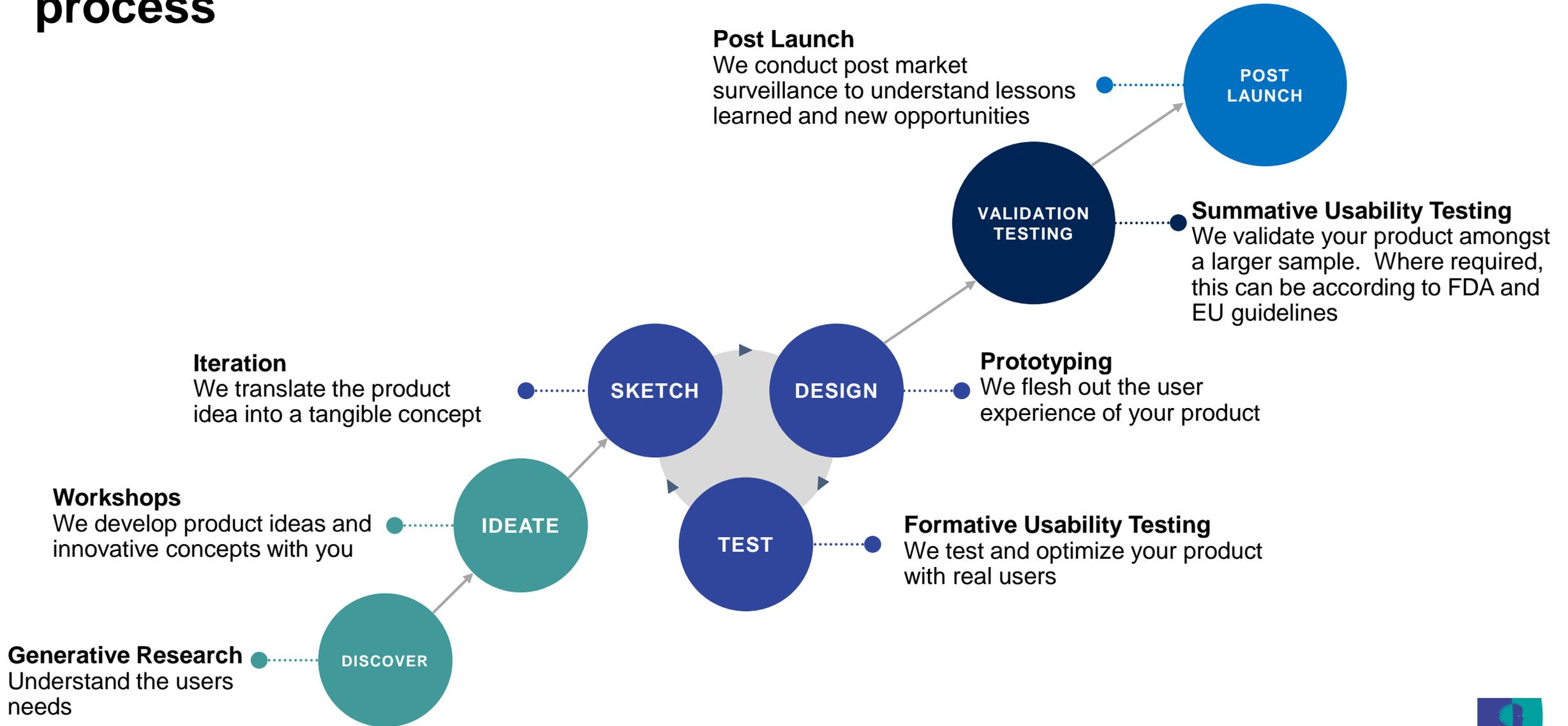
We work collaboratively to define and solve the real underlying user needs



Quality Guaranteed

We are compliant with global and local industry standards and regulations

Supporting you at every stage of your product development process

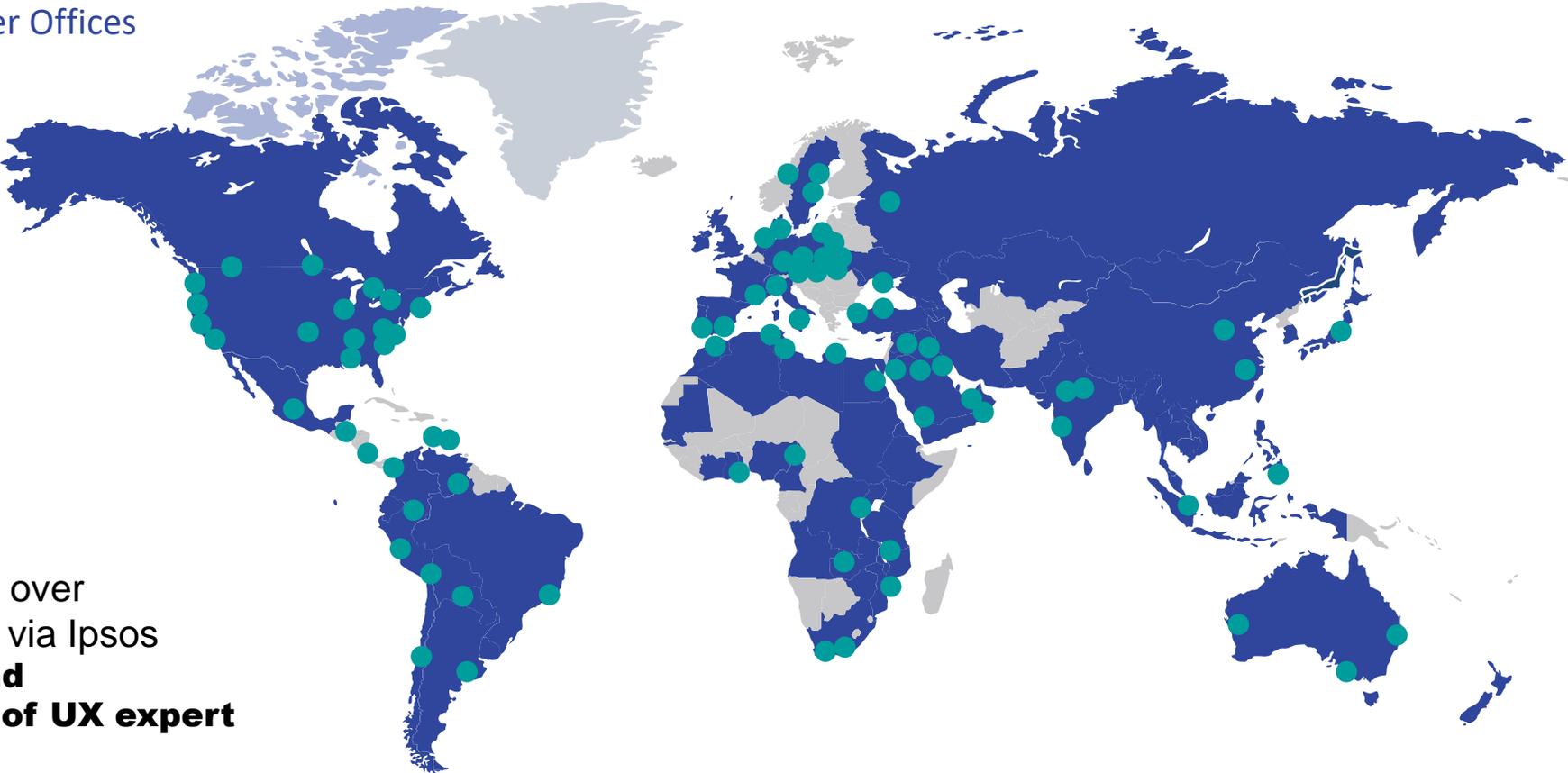


Complete Industry Experience and Coverage



Global reach

- Ipsos Office Locations
- UXA Partner Offices



UX reach into over 100 countries via Ipsos **UX teams and our network of UX expert partners**

REGIONAL HUBS

US
Nationwide 

EU
London (Regional Hub), Belgium and Munich 

APAC
Singapore (Regional Hub), Beijing, Bangalore and Tokyo 

LATAM
Mexico City and Sao Paulo 



Introducing our Human Factors & User Experience practice

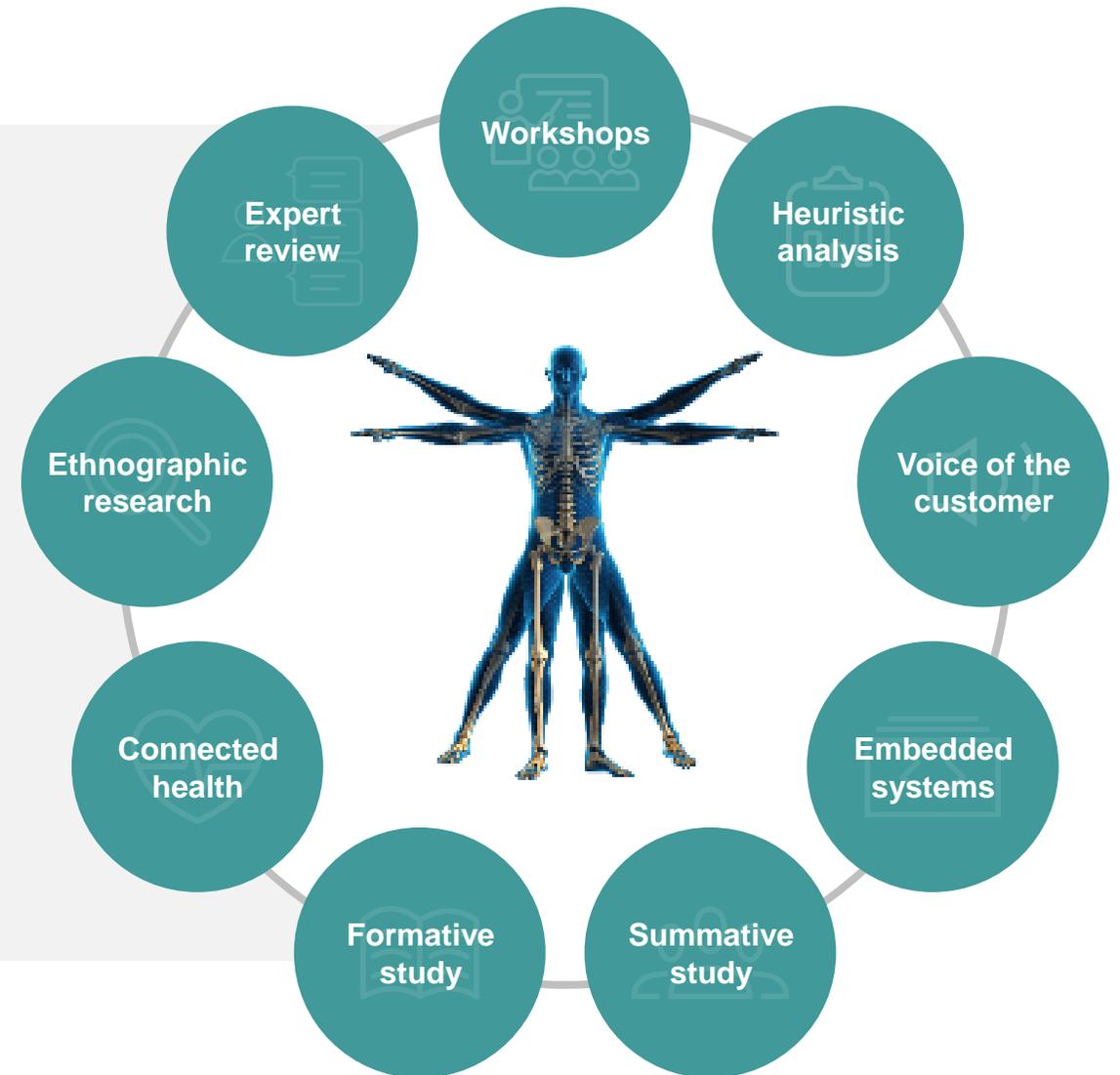
A Cross-discipline team of experts:

Human Factors Engineers | Research Psychologists | Software Engineers | Bio-Medical Engineers | Nursing & Clinical Administration | Industrial Designers | Information Architects | HCI Experts

In excess of 25 Advanced Degrees (5 PhDs)

Experts in **IEC 62366-1:2015, ANSI/AAMI HE75: 2009 (R) 2013, and US, EU, and APAC regulations**

ISO 9001 certified



Typical questions we answer



Is my product **safe and effective** for its intended users?



How are people **using my products and services** in the real world?



How do the **behaviors** of my users **impact the safe and effective design** of my product?



How can I **improve the user experience** of my product or **service** to make it more successful?



How does the **UX** of my products **compare with my competitors**?



How do my customers experience my services or products **across their experience journey**?



How do I **design a connected health interface** that is useful, usable and engaging for my users?



Do Users **Interpret the device interface, training, and IFU** the way I anticipated



How does my product/service **perform globally**? Where do I **localize my product/service**?



How will users use my products and services **in the future**?



Multi-country studies



Global reach.

Ipsos has on-the-ground UX/HF trained teams across the global to conduct localised, in-person UX/HF studies.

Our international experience has allowed us to collaborate closely with client teams to build and redesign products and concepts across the globe in iterative, phased research processes.



Quality and consistency.

One point of contact drives the project preparation work and collaborates closely with our clients to ensure all study objectives are met.

That point of contact then works with the local teams in each country to ensure consistency in the procedure and strict adherence to the study protocol.

Excellent international project management, consistency in execution, localised knowledge, delivering quality results.



CASE STUDY

Optimising website for patients / carers

Business issue

The American Academy of Dermatologists (AAD), the largest dermatologic organization in the world, places high value on patient education. They explored engaging ways to provide information to patients and caregivers of all ages.

The creation of a new website, Kids Skin Health, was one of the avenues through which to engage patients. AAD wanted to maximize the site's user experience.

Our solution

We spent two days conducting usability testing with parent-child dyads in individual sessions in the United States and United Kingdom. Each participant had an opportunity to interact with a prototype of the Kids Skin Health website and provide feedback.

The parents and children also participated in separate focus groups in which they were encouraged to provide additional feedback on the website.

Impact

We presented AAD with prioritized recommendations grounded in research and best practices for website design.

Innovation research for a new medical device

Business issue

A global medical device manufacturer was interested in conducting research to help them innovate their product line.

- The client had developed initial concept directions, but wanted to understand physicians' perceptions of clinical and workflow impact to drive their product innovation towards high-value needs from a clinical and patient outcomes perspective.
- The company engaged Ipsos in a three phase research project to conduct observational and UX research.
- The first two phases were followed by a quant survey to validate findings.

Our solution

The research plan was designed to uncover gaps, pain points, and physician reactions to early concept designs. Findings fed from one phase to the next.

- We conducted observational research in four hospitals in various care areas including OR, ICU, PICU, and NICU for phase 1.
- For phase 2 we conducted one-on-one in-depth interviews with physicians in the US, UK and Germany to pressure test early-stage concepts and dig deeper into findings from observations.
- Findings from phase 1 & 2 informed the development of the quantitative survey that aimed to validate and assess concepts.

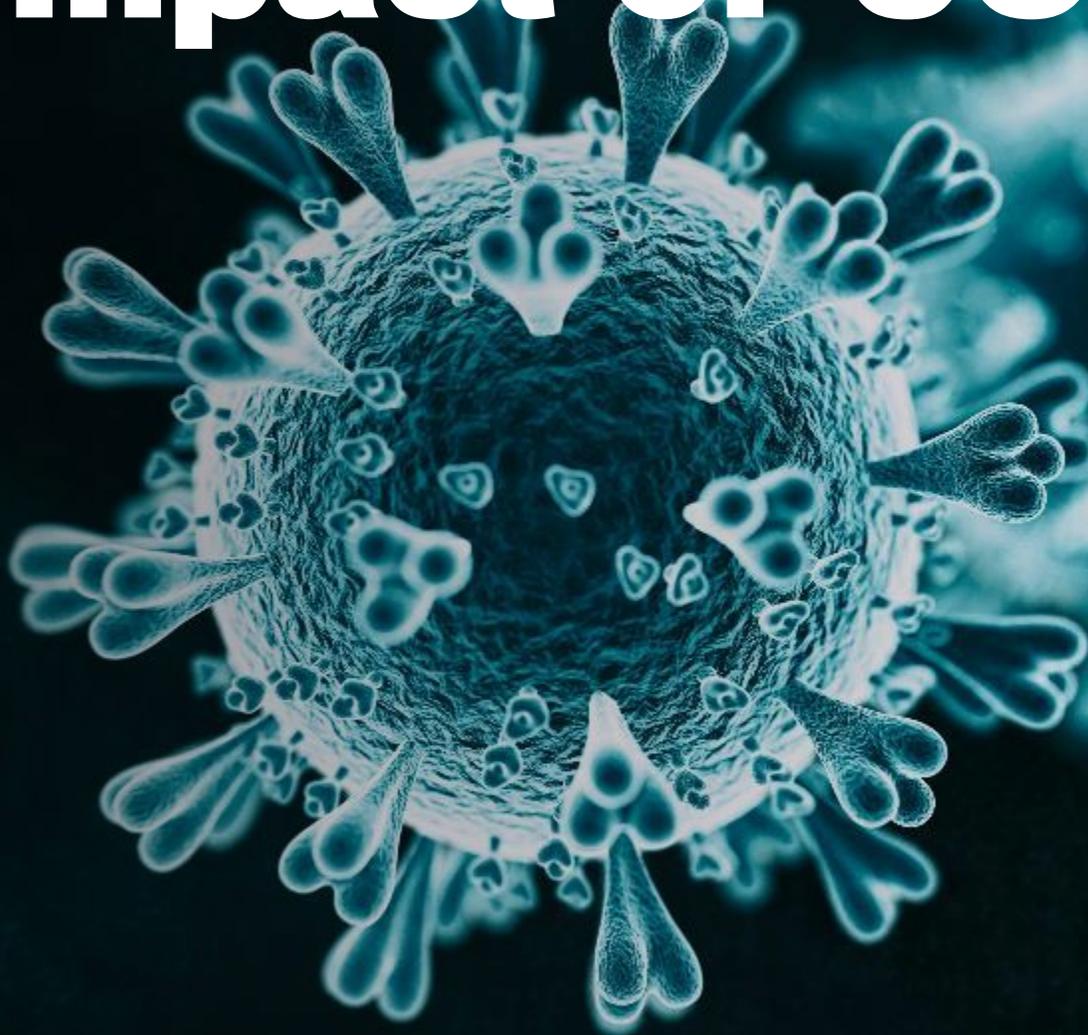
Impact

Full findings reports from each phase capped by a tailored combined report of Quantitative and Qualitative data to report out on the key insights from the research.

- The research uncovered clear pathways forward for innovation that were found to have the highest workflow impact as well as the most positive impact on patient outcomes.
- The research enabled our client to confidently move forward with new product development.



03. Impact of COVID-19



An evolving and flexible approach no matter what

Our ability to be agile and evolve ensures business continuity for our clients through and beyond COVID-19

Over the past several months, the evolving nature of the COVID-19 pandemic has had a large impact across the globe and Ipsos has acted quickly and decisively to evolve its methodologies to ensure business continuity for our clients

- **Plan B is now Plan A:** All of our face to face interviews and workshop have now been moved to virtual-online methodologies, allowing qualitative insights to be obtained whilst keeping people safe
- **Constantly reviewing:** We are in close contact with our fieldwork suppliers, understanding the situation on the ground at regular intervals to be able to react should any circumstance change
- **Future Proofing:** We are continually looking ahead to have contingency plans in place for multiple scenarios

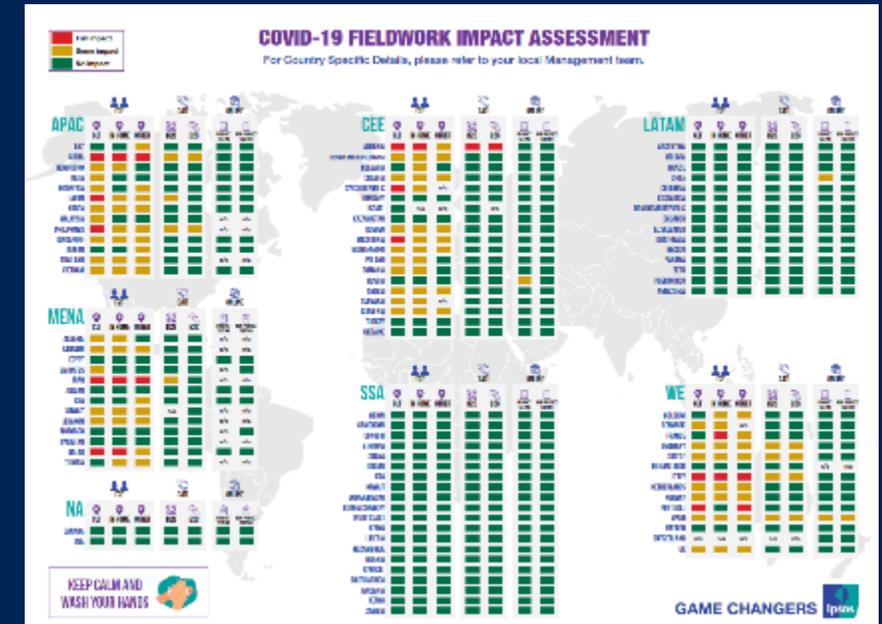
We understand that the future may be uncertain for our clients and research plans and budget may change. We are on hand to help you to adapt our proposal and evolve our studies to ensure that they continue to meet your ever changing needs

How to adapt research in response to COVID-19



[Click here to download white paper](#)

Regular updates of impact on fieldwork



Ipsos UX/HF Online Methods



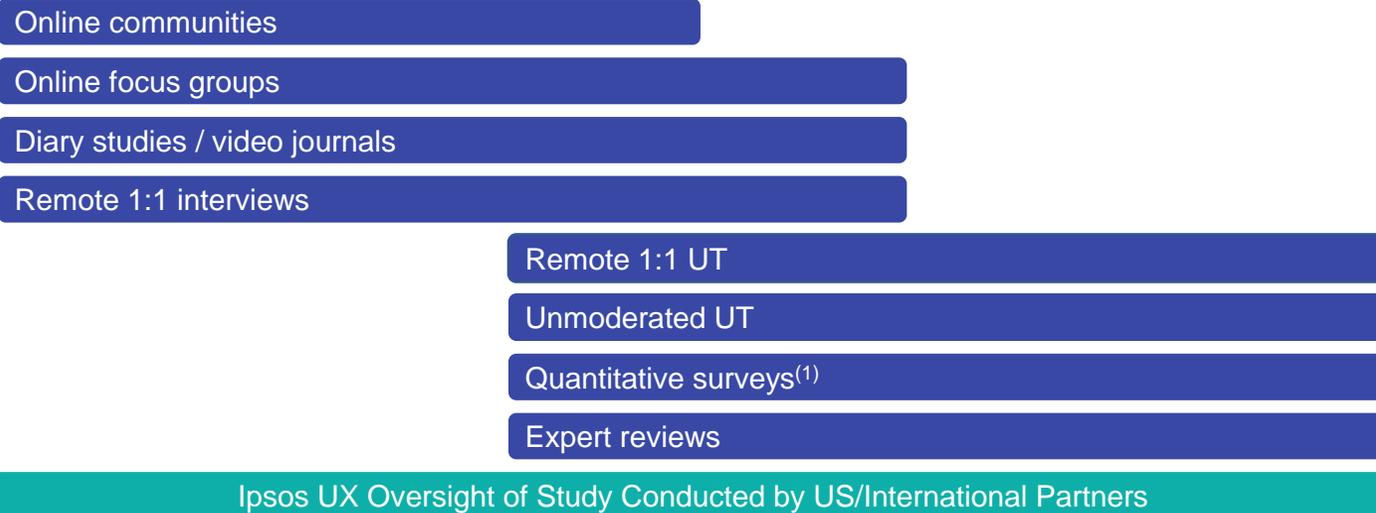
Exploratory



Formative



Summative



(1) Fielding UX-oriented surveys to measure user needs, behavior, and feature appeal. Using omnibus or custom survey with panel or free-find recruit.

Ipsos UX/HF Online Tools

 **Revelation**

qualtrics^{XM}

 **GoTo**Meeting

 **userlytics**TM
Customer In-Sight

Google
FORMS

 **InterVu**

join
me

indeemo

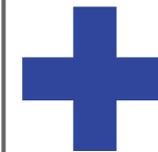
 **recollective**

 **dscout**

 **VALIDATELY**

 **Microsoft Teams**


Google Meet



Participant-preferred chat communication tools in local markets, such as:



CASE STUDY

Conducting Online Summative testing

Business issue

A leading pharmaceutical manufacturer wanted to validate the design of the instructions for use (IFU) and determine the effectiveness of training for a new medical product designed to treat pediatric patients with a chronic medical condition. Due to public health concerns, related to COVID-19, we were unable to conduct sessions in-lab.

Our solution

We designed a training and test sessions to make use of an online streaming platform in order to conduct the study within our client's time-frame. For the training session, participants logged into an online meeting, and an Ipsos researcher instructed the pediatric patient participant how to perform the administration procedure through use of a PDF of the IFU and several webcams with multiple angles in a kitchen.

The participant then returned for their test session 24-48 hours later. At which time, they explained to a second researcher, acting as a moderator, how to prepare and administer the medication. The participant's instructions were followed in real-time by the first researcher as multiple angles captured the movements.

Impact

We were able to conduct training and test sessions with 15 unique pediatric patient participants. With this methodology we were able to demonstrate that pediatric patients would be able to understand the directions as outlined in the IFU before administering the medication on their own.



Remote Lab Set up

04. Standards, Regulations, and Accreditations



Experience with Regulatory Guidelines and International Standards

European Union Regulatory Standards

- REGULATION (EU) 2017/745 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 5 April 2017 on medical devices, amending Directive 2001/83/EC, Regulation (EC) No 178/2002 and Regulation (EC) No 1223/2009 and repealing Council Directives 90/385/EEC and 93/42/EEC
- REGULATION (EU) 2017/746 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 5 April 2017 on in vitro diagnostic medical devices and repealing Directive 98/79/EC and Commission Decision 2010/227/EU

United States Regulatory Guidelines

- Applying Human Factors and Usability Engineering to Medical Devices, Guidance for Industry and Food and Drug Administration Staff, Document issued on: February 3, 2016
- Guidance for Industry: Label Comprehension Studies for Nonprescription Drug Products; US Department of Health and Human Services, Food and Drug Administration, Center for Drug Evaluation and Research: August 2010

International Standards

- ANSI/AAMI/ISO 14971: 2007 (R) 2019
- AAMI ANSI IEC 62366-1:2015, Medical Devices – Application of usability engineering to medical devices
- AMMI ANSI IEC 62366-2:2016, Guidance on the application of usability engineering to medical devices
- ANSI/AAMI HE75:2009 (R) 2013

APAC Regulatory Bodies

- China
 - National Medical Products Administration (NMPA)
 - Center for Medical Device Evaluation (CMDE)
- Japan
 - Ministry of Health Labor & Welfare (MHLW)
 - Pharmaceuticals & Medical Devices Agency (PMDA)

Why ISO 9001:2015 Certified

Managed by fully dedicated **Quality Systems staff, plus a team of designees, all supported by UX/HF senior leaders**



Quality Manual communicates business commitment to Quality

Medical Device/Pharmaceutical Companies have Quality Process Requirements (ISO 13485)

Our ISO 9001:2015 certification is evidence that we conform to an internationally recognized standard for Quality System Requirements

ISO 9001 contains many of the ISO 13485 requirements

Ipsos is thereby qualified to support ISO 13485 certified companies

05. Research Methods

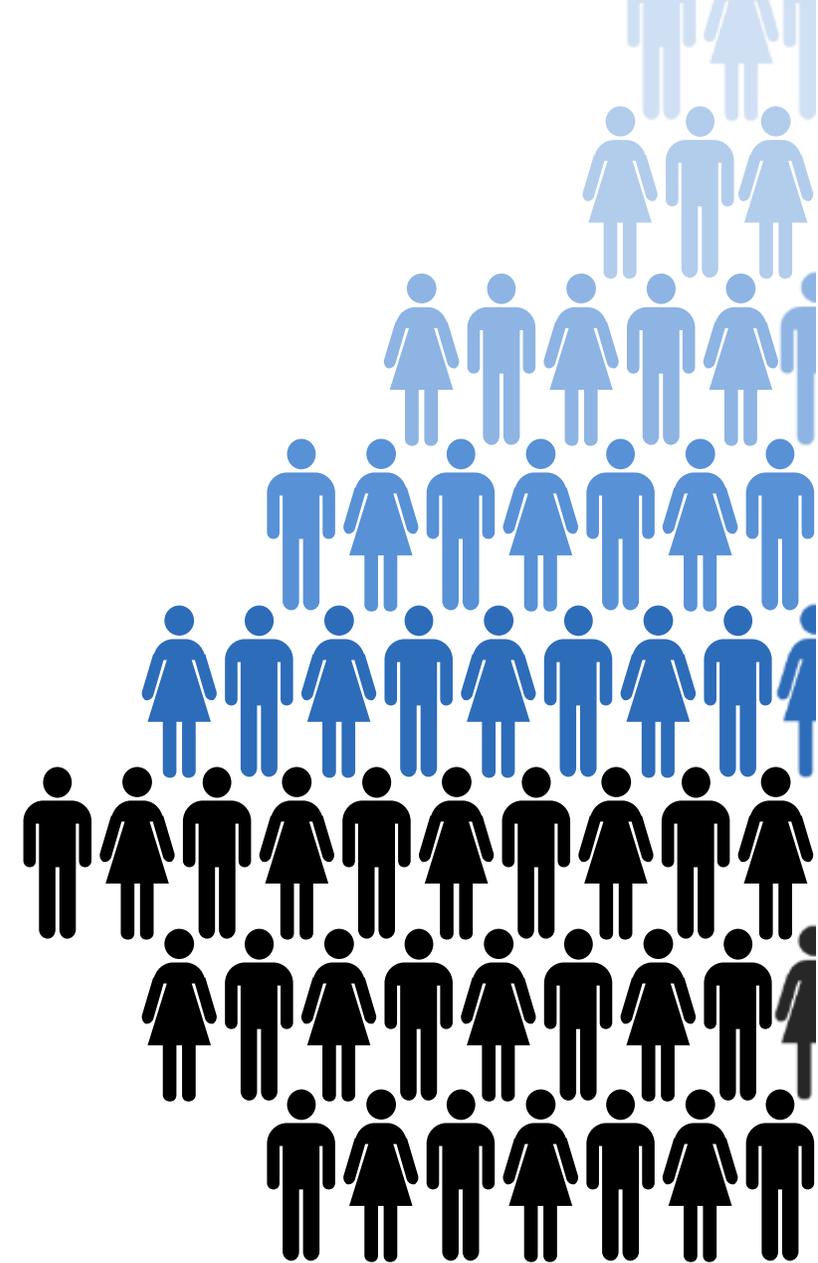
Project Management and Vendor Partnerships

Project Management Team

- Dedicated project management team who are responsible for day-to-day logistics of all projects (e.g., coordinating recruit, assisting with fieldwork, handling administrative tasks, managing recruiting shortfalls)
- Certified project managers under Project Management Institute (PMI)
- Extension of the project team - allows researchers to service end-clients and focus on project-specific needs

Vendor Partnerships

- Wide network of domestic and international partners that can handle recruiting and full-service studies (i.e., recruit, moderation, and reporting)
- All vendors are fully on-boarded
 - Sign NDAs
 - Complete quality standards and adverse event training
 - Complete Ipsos Governance and IT Security compliance training
- Collect vendor feedback on all studies from our research team and provide 360° feedback
- If there are quality issues, we escalate through our Quality process and initiate meetings with Quality and the vendor to discuss areas for opportunity
- Capability to partner with external contractors



Global recruitment

Local Contacts Worldwide

- Global Ipsos offices offer local representatives
- Knowledge of local holidays, customs, and other elements that may impact recruiting

Professional Recruiting Firms

- Ipsos manages end-to-end recruiting process to ensure recruit success
- Network of unbiased third-party recruiting firms
- Rigorous vetting and training curriculum to ensure quality vendor partnership
- Specialized third-party firms access hard to find participants

Hard to Reach Sample

- From previous projects we know the respondents are hard to reach which are not always part of online HCP panels
- We work closely with trusted recruitment partners that provide us the flexibility and agility to tailor the recruitment approach to ensure we meet the desired target sample

Client Contact Recruiting

- We are happy to work with our clients and recruit participants from client-specific lists
- Recruiters screen and schedule participants

Services we offer

SHAPING EXPERIENCES



EXPLORATORY RESEARCH

- Contextual Inquiry
- Digital Ethnography
- Experience Mapping
- Feature Exploration
- Personas
- Usage Diaries



STRATEGY/DESIGN WORKSHOPS

- Journey Mapping
- Ideation
- Co-creation
- Concept Development

BUILDING EXPERIENCES



USER-CENTERED DESIGN

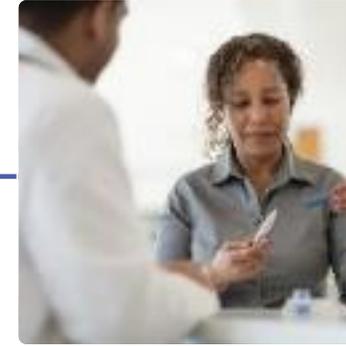
- User Interface Design
- Experience Design
- Service Design
- Visual Design
- Info Architecture
- IFU Design



FORMATIVE USABILITY TESTING

- In Lab Testing
- On-site Testing
- Remote Testing
- Agile/Quick Testing
- Moderated
- Unmoderated
- Quantitative usability

GROWING EXPERIENCES



SUMMATIVE USABILITY TESTING

- Validation Testing



LAUNCH & POST-LAUNCH

- Style Guidelines
- Design Patterns
- Launch Support
- Training Materials
- Longitudinal Testing

Exploratory Research

Reshape the landscape by knowing your users



CONTEXTUAL INQUIRY & ETHNOGRAPHY

In-home sessions allow direct observation, simulated use in context, and engaging in co-creation activities

DIGITAL ETHNOGRAPHY

Captures rich insights and is cost effective for large sample sizes

JOURNEY MAPPING

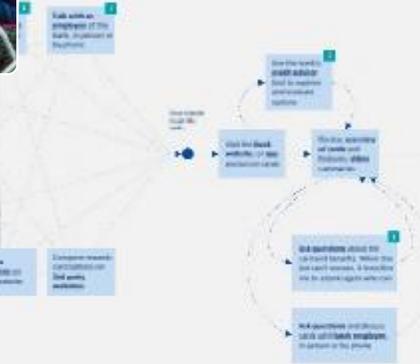
Visualize the customer experience to create a common platform for decision-making

ECOSYSTEM ANALYSIS

Understanding users in the context of all of the inputs around them, not just the product or service at hand

Discovery, Research
Decision Making

Discovery, Research
Decision Making



Application
& Approval

Application
& Approval



Sample Deliverables:

Experience cards

Mental model diagrams

Mood boards

Personas

**JOURNEY/
EXPERIENCE MAPS** ▶▶

Tipping points

We help you understand user needs and behaviors in context and what influences the landscape





CASE STUDY

Improving the Emergency Department Patient Experience

Business issue

A major Chicago-area research hospital wanted to understand the patient experience of their Emergency Department (ED) as it relates to interaction with health care providers and technology.

The goal was to use the findings of the ED research to design a digital interface that could overcome barriers to patient satisfaction, and ultimately improve patient safety.

Our solution

Over four weeks, our team worked with the hospital researchers on a two-pronged methodological approach – observation-based ethnography and interviewer-administered surveys.

Ethnographic data was recorded through observation of the patient-provider-technology interaction in the ED and the survey consisted of patient experience rating questions.

Impact

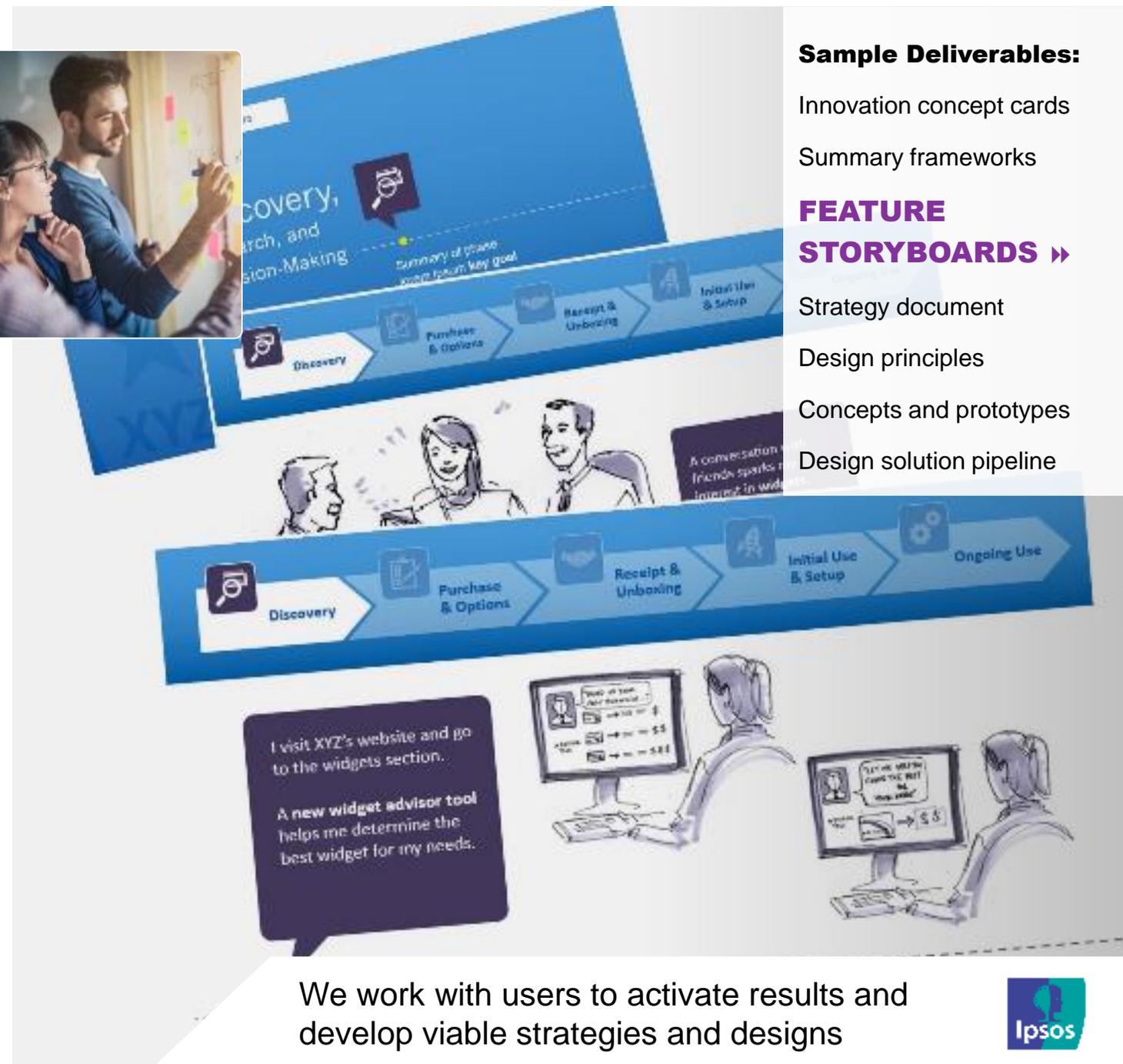
We provided the hospital with insight into the workflow at the Emergency Department, dynamics of the patient-technology-provider interaction, and patient satisfaction.

We identified opportunities to streamline the information flow and to institute measures that would improve the overall patient experience.

Strategy & Design Workshops

Turn research insights into compelling designs

- Our workshops facilitate **IDEATION AND CO-CREATION** of workable solutions created collaboratively with users
- We create **IMMERSIVE ACTIVITIES** and workshop environments that engage users creatively
- Our activities **FACILITATE PRIORITIZATION** and **IDENTIFY VALUE** that leads to team consensus on best designs
- Teams gain a rich understanding of **HOW USERS EXPERIENCE** or want to experience the product or service
- Designs are **ROOTED** in user-centered design and **SHAPED** by business goals



Sample Deliverables:

Innovation concept cards

Summary frameworks

FEATURE STORYBOARDS »

Strategy document

Design principles

Concepts and prototypes

Design solution pipeline

We work with users to activate results and develop viable strategies and designs



CASE STUDY

Understanding User Behavior Through Longitudinal Research

Study participants were provided a smartwatch and lifestyle/health monitoring app, and recorded activities in an online diary and participated in follow-up phone call interviews. They then returned for an ideation & co-creation workshop to discuss how to improve the app experience and features.



4. Feature UX Storyboard

Experience Journey & Storyboards

Improved experience concepts and features were provided in a detailed report and visualized as storyboards.

2. Journey Phase with Feature Opportunities

Concept and Expectations

Better guidance on smart watch support

Options for extended use after my official quit date

Before I use for my app, I also need to choose the brand and model of my smartwatch.

Lifestyle Product Title

Storyboards by Feature Category:

| Category & Location | Find Jobs & Jobbing | Local Events | Travel & Support | Medical & Insurance |
|----------------------------|------------------------|----------------------------|-------------------------------|-------------------------------|
| Category: Jobs and Support | Category: Local Events | Category: Travel & Support | Category: Medical & Insurance | Category: Medical & Insurance |
| Category: Jobs and Support | Category: Local Events | Category: Travel & Support | Category: Medical & Insurance | Category: Medical & Insurance |
| Category: Jobs and Support | Category: Local Events | Category: Travel & Support | Category: Medical & Insurance | Category: Medical & Insurance |

1. Experience Journey

3. Feature Concept Summary

Better guidance on support across the latest smart watches

Proactive steps during setup to make sure users have compatible watches, and measures over time to check new watch models for compatibility issues.

Feature rationale, benefits, considerations

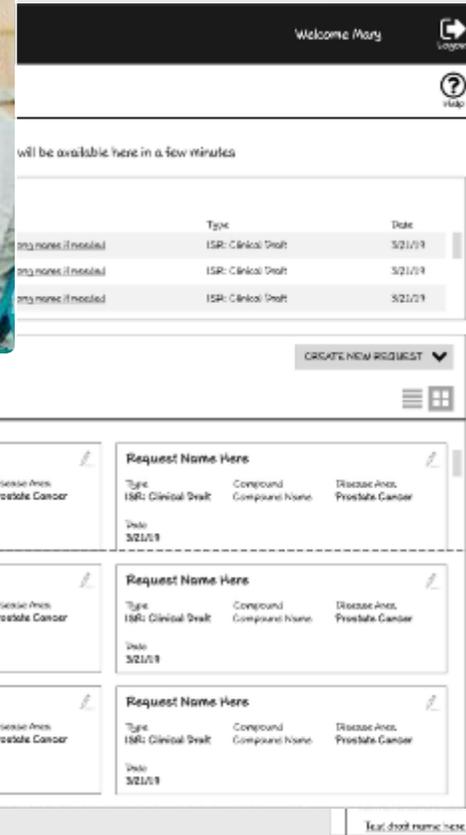
- Most of the app's usage is done on the go by its driver and a mobile first tool, which requires a user-friendly mobile app.
- It needs to be user-friendly and easy to use, with a focus on the user's needs and preferences.
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- It needs to be user-friendly and easy to use, with a focus on the user's needs and preferences.

5. Feature rationale, benefits, considerations

Human-centred Design

Bring concepts to life through a multi-disciplinary approach to design

- **INFORMATION ARCHITECTS** address organization, comprehension and layout of products, services and supporting materials
- **INSTRUCTIONAL DESIGNERS** improve learnability and create supporting materials to afford safe and effective use of the product
- **INTERACTION DESIGNERS** create wireframes and prototypes to address research objectives
- **TASK-BASED USABILITY TESTING** allows us to iteratively refine design concepts
- **VISUAL DESIGNERS** incorporate existing or new branding to improve the aesthetic experience



Sample Deliverables:

Task flows and navigation maps

Wireframe mockups »

Fully functional digital prototypes

Illustrated examples of suggested changes

Fully refined instructions for use

Visual design comps with full branding



We go beyond usability to create effective, efficient and satisfying user experiences

Omnichannel Standards for eGovernment

Business issue

An eGovernment department asked us to help them design a new set of omnichannel standards for all types of government services.

The goal was to reinvent and unify the way government departments interact digitally with citizens, across the spectrum of government services and across touchpoints for web, mobile, kiosk, voice, and smart TV interactions.

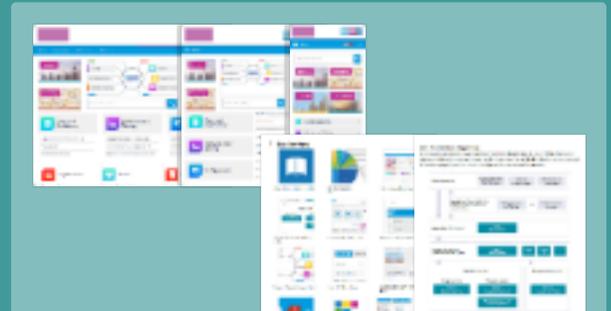
Our solution

Our designers partnered with the eGovernment team for an intensive program of workshops, interviews, and design iteration over a 3-month period, including:

- Workshops and user interviews to identify and prioritize key service design challenges
- Collaborative design workshops to establish a foundation of high-level principles
- An iterative design pipeline covering wireframing, localization, visual design, rapid prototyping, and documentation of core service types and features

Impact

The government distributed the new design patterns and guidelines across dozens of departments for implementation. The new experience design featured prominently as the largest exhibit at the region's top annual tech conference.

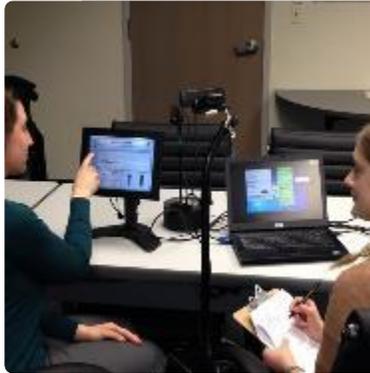


Omnichannel UI templates and guidelines

Formative USABILITY TESTING

Drive rapid design improvement
with iterative testing and refinement

- **TASK-ORIENTED SIMULATED USE** research allows for direct observation of use-related behavior, which is complimented by qualitative assessments
- Trends in **BEHAVIOR** and qualitative assessments are analyzed by the research team to **INFORM DESIGN CHANGES** that will improve user experience and reduce use errors



Taskflow Model Is Well-Thought O

Current Steps

Select Your Ad Package
Enter Your Ad Information
Upload Your Photo

Navigation: Need Adjustmen

- The proposed navigation is a improvement over the original
- There are still areas for optimization
- It would be ideal to indicate the next steps and whether a step is active
- These text labels – although informative – are too long for the same width
- The repetitive use of the same width in the labels reduces readability
- This model also does not allow users to easily change their ad package

Self-Evidency: Intent of Comment Builder

- It appears that the Comment Builder is intended as a shortcut for frequent or useful descriptions that sellers can add to their vehicle description
- However, neither the label "Comment Builder" nor the user interface suggest this to the user
- Since there is a separate text box for the description (additional detail), the purpose of the comment builder is likely to be unclear
- Most users will not think of these pre-written "selling phrases" as comments
- The mixture of navigation and selection links in a Comment Builder is likely to be confusing to a number of users
- Some of the Custom phrases should also appear in other categories, such as New Wheels (Wheels) and Leather Seat (Interior)

Sample Deliverables:

- Formative test plans
- Executive summaries with key insights
- Detailed reports of findings and recommendations
- Rapid refinement through activation workshops

Linkage of observed issues and risk analyses »

- Root cause analysis for late stage formative testing

Iteratively refine product designs with users to mitigate or eliminate potential use errors

CASE STUDY

Global Usability Testing of a Medical Device

Business issue

A global healthcare product developer wanted to assess the usability and perceived ease-of-use of a new blood glucose meter.

This included the features of the device's digital user interface (UI) as well as its mechanical features.

Our solution

We evaluated the meter during in-depth, one-on-one interviews conducted in our UX labs in the United States and Germany.

Participants included physicians, diabetic nurse educators, and people with diabetes. We asked participants to complete a number of tasks using the meter while we collected observations, notes on task success rates, and feedback from the participants on the meter and its features.

Impact

We uncovered perceptions of advanced UI meter functions from a cultural perspective.

We provided the manufacturer with actionable recommendations for improvements to the UI and mechanical features prior to 510(k) validation testing.

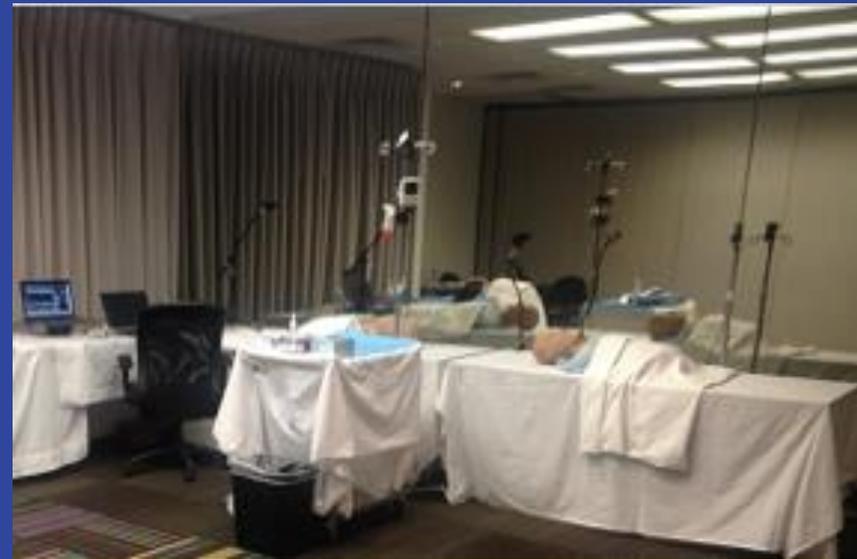


In-lab medical device usability testing

Summative VALIDATION TESTING

A demonstration that the device is safe and effective for its intended uses by the users in the appropriate environment

- Test **FINAL DESIGN/DEVICE** with specific set of criteria and objectives
- Strict protocols and methodologies according to **REGULATORY GUIDELINES**
- Substantiate **RISK MITIGATION(S)** are sufficient



Sample Deliverables:

Summative protocols

Human Factors Engineering Section 8 report

Key findings summaries in MS PowerPoint

Simulated use testing settings ▶▶

Use Failure Mode and Effects Analysis development (uFMEA)

Assess that the product is safe and effective for use with intended users

Formative and Summative Evaluation of Connected Health Solution

Business issue

A major pharmaceutical company needed to

- Evaluate hardware and software for a connected health solution
- Develop a Users' Manual for patients, healthcare support, and doctors
- Validate the entire system for regulatory approval

Our solution

Our team evaluated the risk analysis to incorporate correct device use, actual use errors from formative studies, and important informational notes to improve device iterative design, and create effective Users Manuals for each user group.

We took the final system into Summative Testing to show the device was safe and effective.

Impact

The resulting Users Manuals were optimized for ease of use. The Formative Testing and Users Manuals resulted in a successful Summative Test.

The product was launched successfully with regulatory approval.



Example IFU Designs

POST-LAUNCH

Monitor the safety of devices after market launch

- The product has reached a much larger audience than in previous research and therefore there may be **NEW LESSONS LEARNED** and **OPPORTUNITIES FOR IMPROVEMENT**
- Detailed **DOCUMENTATION** provides designers and developers with the information they need not just to implement, but to extend the design in the future.



Sample Deliverables:

Post-market surveillance and analytics ▶

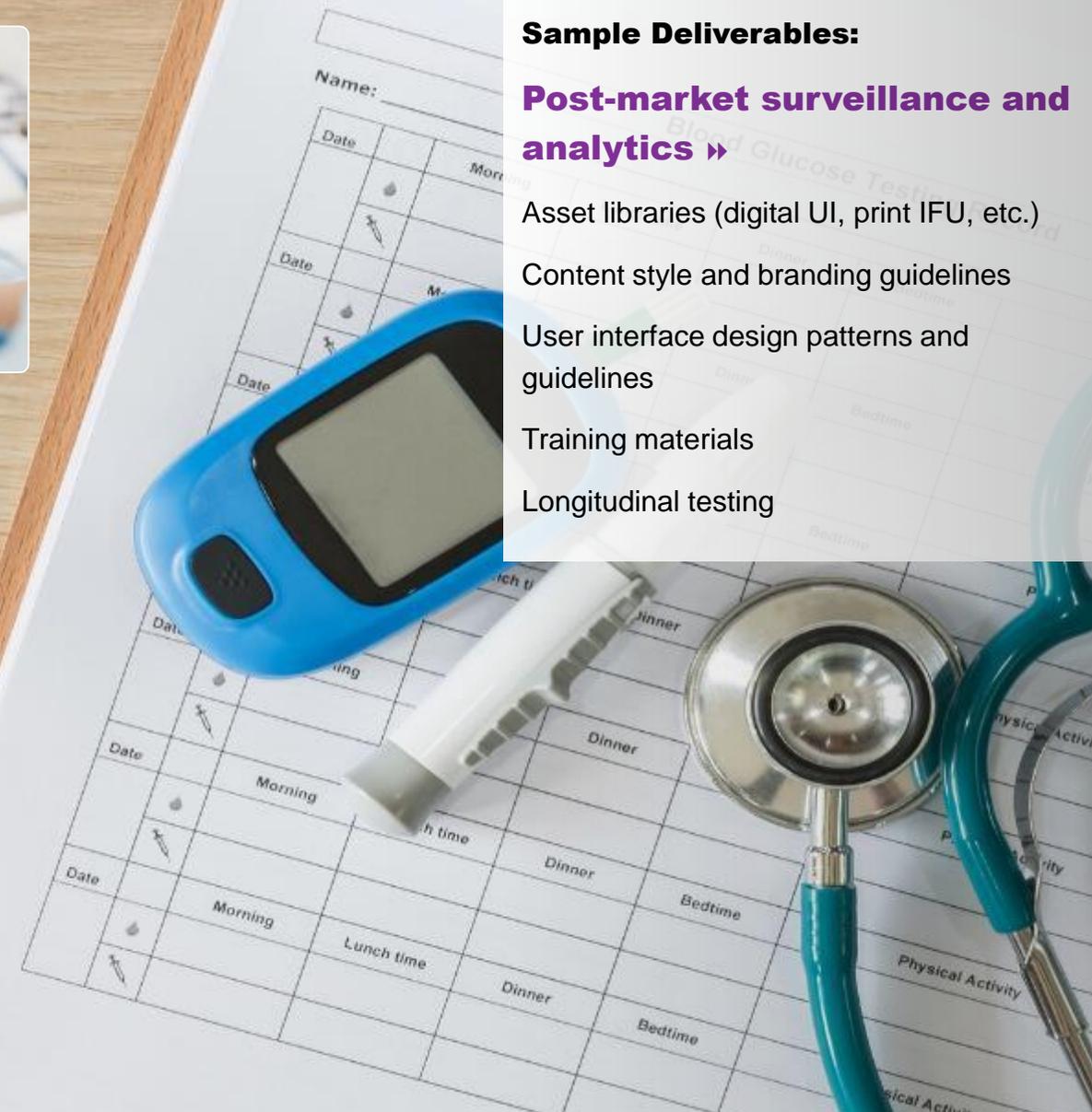
Asset libraries (digital UI, print IFU, etc.)

Content style and branding guidelines

User interface design patterns and guidelines

Training materials

Longitudinal testing



Opportunities to better understand the user experience

Auto-injector Post-Launch Feedback

Business issue

A major medical device manufacturer sought post-launch feedback on an auto-injector for migraine sufferers in order to support device claims. The objectives were to evaluate the product's perceived ease-of-use, learnability, confidence self-injecting, and ergonomics.

Our solution

Ipsos performed over 200 in-lab, one-on-one interviews with users over twelve days across three cities. Two consultants, an interviewer and a dedicated note-taker, facilitated the 30-minute study sessions, gathering feedback and impressions of the product. Users were instructed on the product's use, given a chance to simulate use of the device using a practice injection pad, and provided feedback in the form of their agreement with a series of prepared statements.

Impact

The autoinjector was well-received and participants were complimentary towards it. Results and analysis included the extent of potential users' agreement with prepared claims, and any questions they had after simulated use of the product.



Example test lab setup

06. Design Capabilities

Ipsos is a leader in IFU design and research

Since 2015 Ipsos UX/HF has completed **57 total IFU projects** (with Instructions For Use, Quick Start Guides, Reference Guides, and User Manuals) including:

- **34** Unique IFUs
- **9** Initial Visual Concept Designs
- **7** Expert Evaluations
- **39** Formative Usability studies
- **14** Summative Usability studies

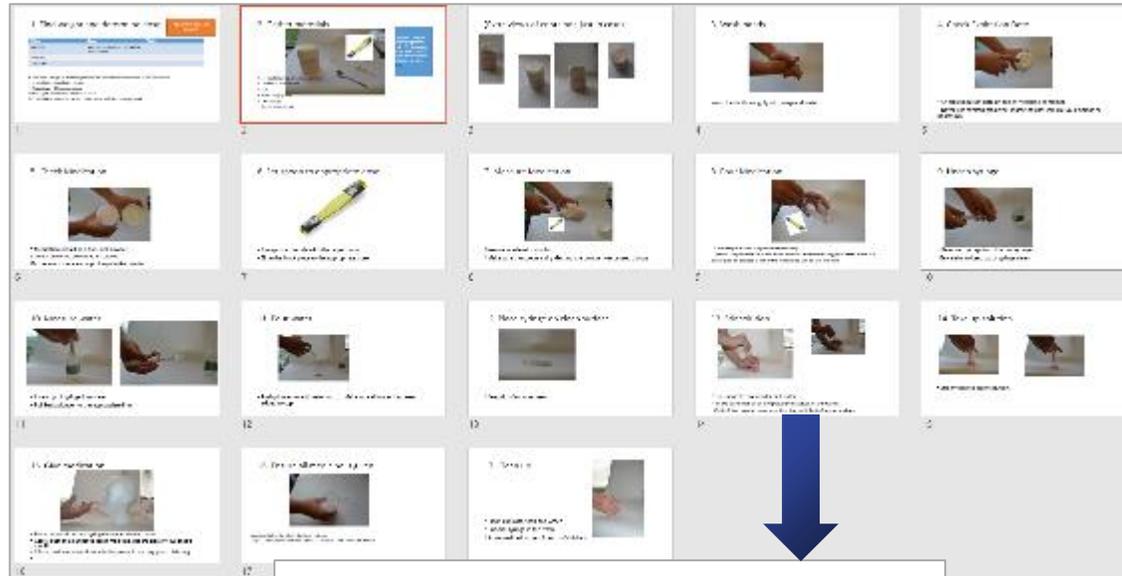
Multiple presentations on IFUs at conferences including:

- Applied Human Factors and Ergonomics (AHFE) International
- Human Factors and Ergonomics Society (HFES) Healthcare Symposium
- Intellus Worldwide

Webinar on IFU:



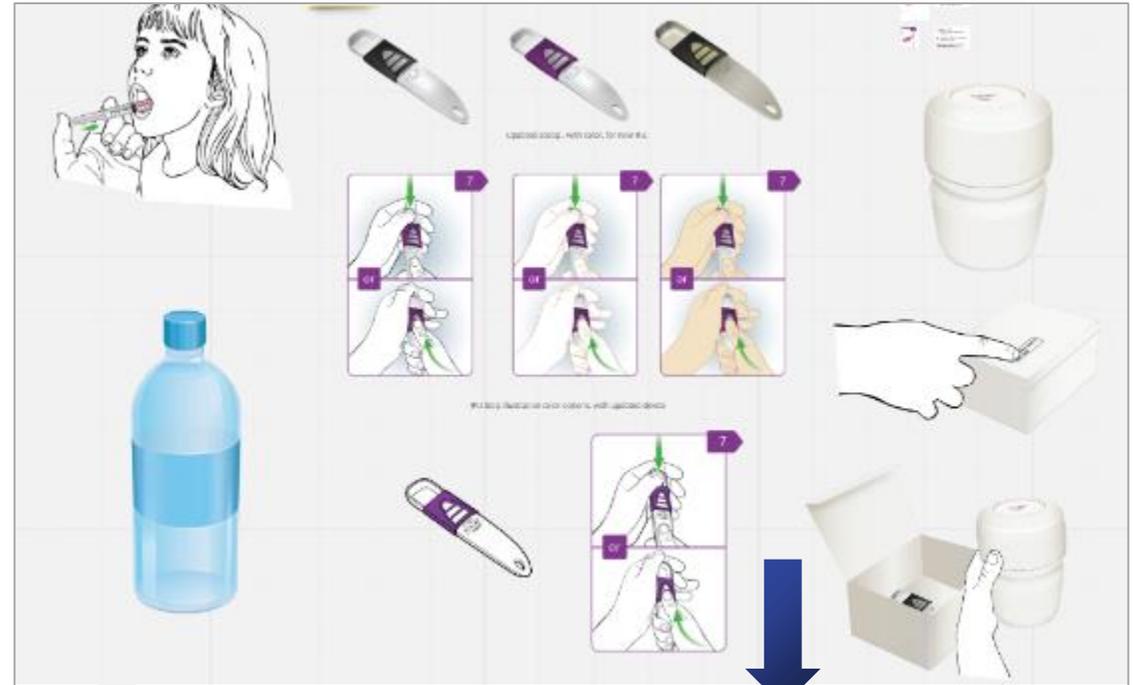
Storyboarding IFUs



13. Stir solution

- Use spoon to mix powder and water.
- Make sure that all of the powder dissolves in the water.

! If all of the powder does not dissolve, add 5ml of water and mix.



Converting to digital content

14 Make mixture
With mixing spoon, stir medication and water together until smooth

15 Check mixture
Check mixture to make sure there are no clumps
If there are clumps, add 5 mL of water and continue to mix

If mixture is clumpy or discolored, call 555.555.5555

BACK NEXT: GIVE MEDICATION

Section B: Prepare Dose

V.O. No [] it is on V.O.

-Illustrated image and type appear

Make mixture

46

Example IFU Formats

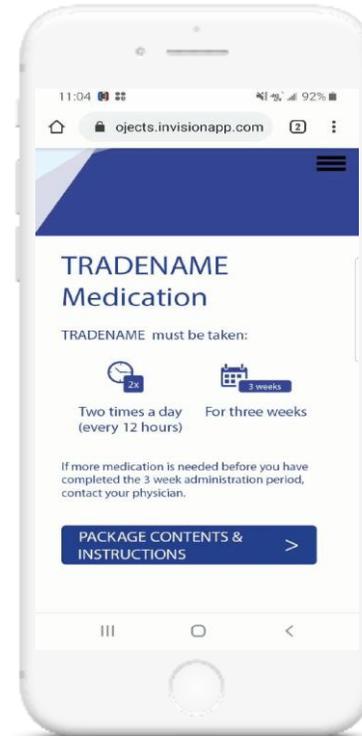
Foldout



Booklet



App



Video



Creating Visual Design for Targeted Population

Business issue

A global pharmaceutical manufacturer was developing a new prescription therapy for pediatric patients with a chronic condition. The manufacturer wanted to redesign an existing set of instructions for use (IFU) into a format that was more child-friendly.

Our solution

We developed several design illustration styles, with our design specialists, that could be used to explain the therapy procedures. During a workshop with key stakeholders and our research team, we determined which illustration style would be most appropriate.

We created a new optimized IFU that incorporated the new graphics, layout flow of information from the previous IFU, and updated language that would be more easily understood by children. This design was further refined with formative Human Factors usability testing.

Impact

The new optimized IFU aided study participants (both pediatric patients and adult caregivers) to perform better on safety critical tasks than their counterparts had with the previous iteration of the unmodified IFU.

As a result of the improved performance, we conducted summative Human Factors usability testing with the updated design before submitting it for FDA review.



07. Closing



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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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GAME CHANGERS

In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

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So that our clients can act faster, smarter and bolder.

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You act better when you are sure.

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**THANK
YOU.**

Ipsos MORI

