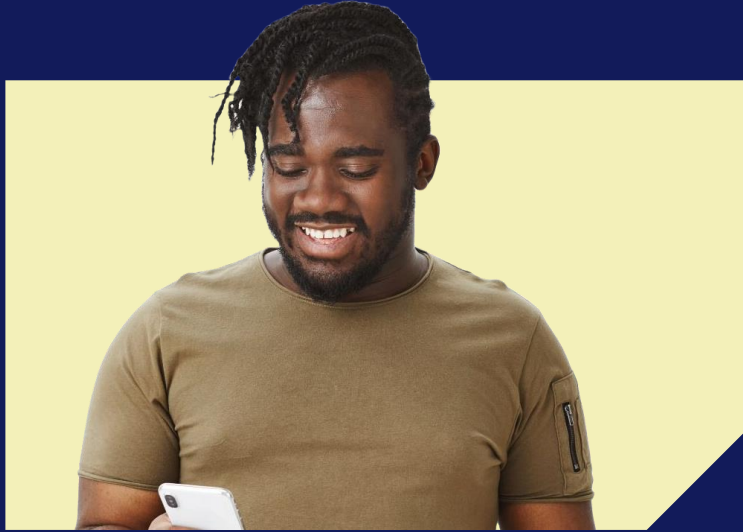


EXPERIENTIAL INNOVATION

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EXPERIENTIAL INNOVATION EXAMPLES OF OUR WORK



Navigating financial institutions into new frontiers

Identifying key features for a leading financial services provider to innovate in the cryptocurrency market



Elevating AR/VR experiences with artificial intelligence

Recommending desirable *and* feasible AI-powered use cases for more personalized, engaging and valuable user experiences

IPSOS USER EXPERIENCE (UX)



Boosting automotive giants with “buy now, pay later” services

Quantifying the ideal features and presentation strategies to maximize adoption and deliver a seamless experience

Navigating financial institutions into new frontiers

Identifying key features for a leading financial services provider to innovate in the cryptocurrency market



REAL ISSUE

A leading financial services provider wanted to understand consumer attitudes and behaviors about cryptocurrency as well as current and future use cases and identify what features and functionality should be included in the product.

REAL INSIGHT

Ipsos' UX research focused on understanding cryptocurrency behaviors via focus groups and interviews, exploring how people use and manage their cryptocurrencies. Ipsos' Innovation teams used these insights for quantitative testing to prioritize features for product launch.

REAL IMPACT

The client was able to determine the features needed in their MVP for cryptocurrency, understanding potential barriers to customer confidence in crypto investment.

Elevating AR/VR experiences with artificial intelligence

Recommending desirable *and* feasible **AI-powered use cases** for more personalized, engaging and valuable user experiences



REAL ISSUE

The client sought to understand the intersection of VR (virtual reality), AR (augmented reality) with AI and its integration into consumer life. This insight would inform their product capabilities and technology development strategy.

REAL INSIGHT

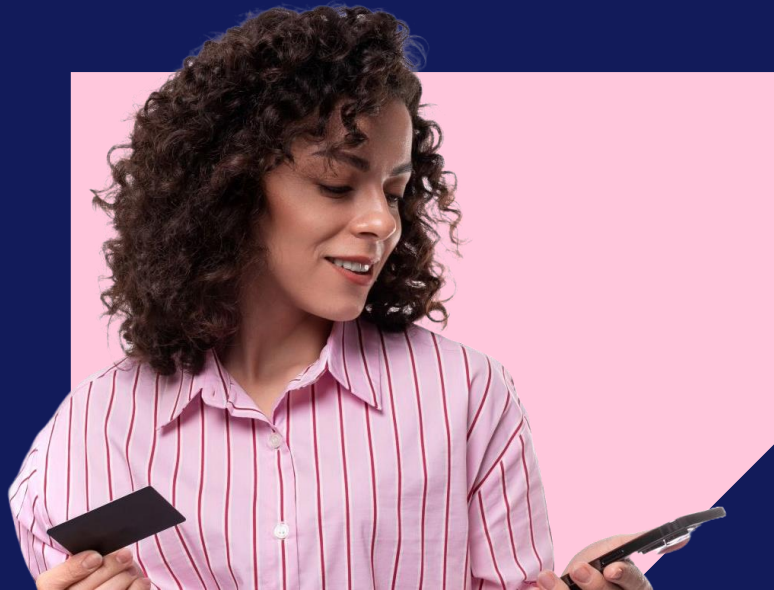
First, Ipsos interviewed experts, consumers, and developers to envision the technology client's potential future and identify desirable use cases and development challenges. Quantitative research clarified the opportunities and challenges, guiding our client's development roadmap.

REAL IMPACT

Through our research, Ipsos identified desirable and immersive AR/VR use cases and key technical constraints in current development tools. These insights led to recommendations for product improvements, enhancing user value in this emerging technology area.

Boosting automotive giants with “buy now, pay later” services

Quantifying the ideal features and presentation strategies to maximize adoption and deliver a seamless experience



REAL ISSUE

Ipsos' client, a financial services firm, planned to introduce pay-over-time options for auto repairs at dealerships. Through research with dealers and consumers, they aimed to gauge the potential of a buy-now, pay-later offering and determine the best product for both parties.

REAL INSIGHT

Interviews about BNPL offers with dealership service managers revealed strengths and weaknesses of the offer and what they needed to serve consumers. Surveying consumers helped explain why they sought dealership service and their awareness and perception of POSL offers.

REAL IMPACT

Ipsos quantified key BNPL features to assist the client in crafting an appealing auto service lending offer. The research revealed the best ways to present the product to customers, identified potential operational issues and outlined the market potential and key interest drivers.