

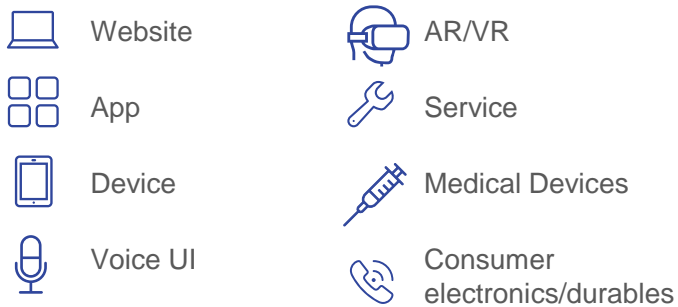
Introducing Ipsos User Experience

Ipsos

AT A GLANCE

What We Do

User experience (UX) focuses upon the goals and pain points a user has when interacting with a business at any touchpoint. When users can complete their goals quickly and easily, they are more likely to use that service again. Examples of touchpoints we focus on:



How Ipsos UX Can Help

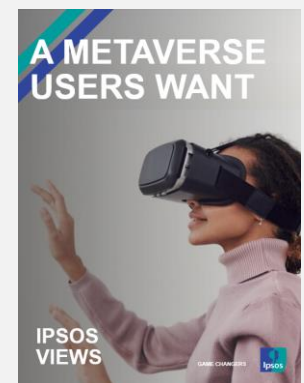
1. We help clients acquire and retain users by designing experiences that users want to adopt into their lives.
2. We help clients improve experiences to ensure users return regularly and interact more often with their products or services.
3. We help clients save money by focusing only on the features users really need, rather than what the client teams assume they need.

Our solutions place users at the heart of design decision making. We integrate experimentation, agile and iterative design into our approach to ensure we can support large and small projects with the same core methodology.

Business Questions We Can Help Answer

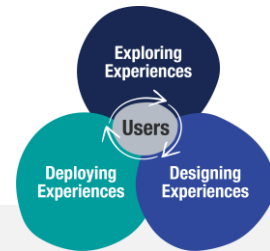
- How can your business design products and services that will encourage more users to interact with them and adopt them into their lives?
- How can you improve your conversion rate, to turn more visitors into customers?
- How can you ensure your product enhances user performance, minimises human error, and maximises safety?
- How can your organization reduce design and development costs by focusing on the key product features that users really need?
- How can the experience of your digital products and services be improved so they are better than the competition?
- How can we identify the pain points in our digital experience and remove barriers to usage?

Access Our Recent Thought Leadership



For more information please contact:

Global Head of User Experience: Yana Beranek
Head of UX (North America): Peter Mackey
Head of UX (UK): Tanya Lidstone
Head of UX (Germany): Joachim Winckler
Head of UX (China): Clark Zhong
Head of UX (France): Delphine Sajat



OUR SERVICES

Exploring Experiences

Our approach starts with understanding **users** and the **context of use**.

Key questions we answer:

- Who are the current and intended users?
- What is the context of use?
- What experiences are users having now?
- What are the gaps and opportunities?
- What is the ideal outcome?

Designing Experiences

Once we know who the users are we **ideate and iterate** on our designs.

Key questions we answer:

- How might we solve this problem?
- How can we learn from other experiences?
- Which solutions should we develop further?
- What's the best option to take forward?

Deploying Experiences

When we are confident in our approach we **release, monitor and improve**.

Key questions we answer:

- Is the solution easy and satisfying to use?
- Does the design meet business goals?
- Is our solution delivering improvements?
- How can we adapt and refine the experience?

OUR METHODS

Exploring Experiences

Listen & Observe:

- Expert Review/Heuristics
- Ethnography
- Experience Diaries
- Competitor Benchmarking

Discover Needs:

- Journey Mapping
- User Personas
- Strategy Workshops
- Accessibility

Designing Experiences

Ideation & Design

- Information Architecture
- Service Design
- Instructional Design
- Wireframing & Prototyping
- User Interface Design
- Co-Creation Workshops

Iterative Evaluation

- Prototype Testing (in lab, on-site, remote)

Deploying Experiences

Validate Design

- Validation / Pre-launch testing
- Quality Assurance

Analytics & Monitoring

- UI Design Guidelines
- Training Materials
- Digital Analytics
- A/B Testing

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