



# Ipsos User Experience

## Continuous user engagement for continuous innovation

### Growing Experiences

Engaging users to benchmark current performance, identify optimization opportunities and ongoing innovation



### Shaping Experiences

Engaging users to inspire, explore, determine new directions and validate new opportunities

### Building Experiences

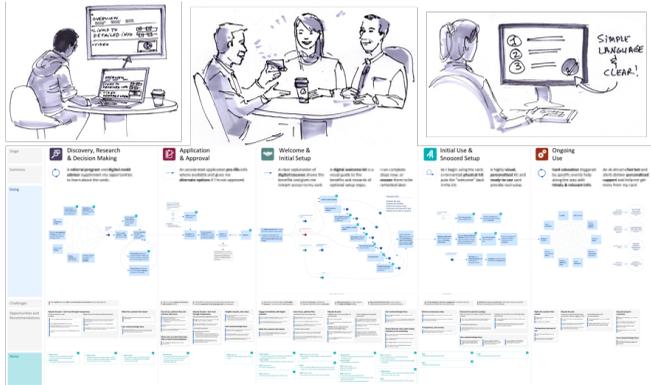
Engaging users in rapid testing to inform Agile development teams, reduce risk and guarantee usability

## Fast and continuous research, strategy, and design to ensure value

Bolstered by always advancing user expectations, UX Research is expanding to create value-chains across strategy, design, and product development to exceed user expectations in the marketplace and provide ongoing guidance for product and service teams.

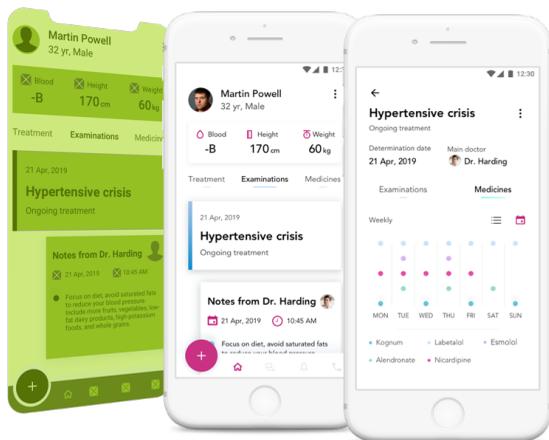
IPSOS UX is helping organizations gather and incorporate user insights for product, customer and employee success. Present in over 100 countries, we deliver at scale across all phases of the product lifecycle. We provide strategic and tactical insights, from discovery to strategy and design validation, with cutting-edge technologies for qualitative observation and quantitative measurement.

# UX expertise when and where you need it



## Service Experiences

Research informed Service Blueprinting and Service Story Mapping for understanding gaps, key opportunities, visualizing cross-channel impact and building a shared understanding of the holistic experience.



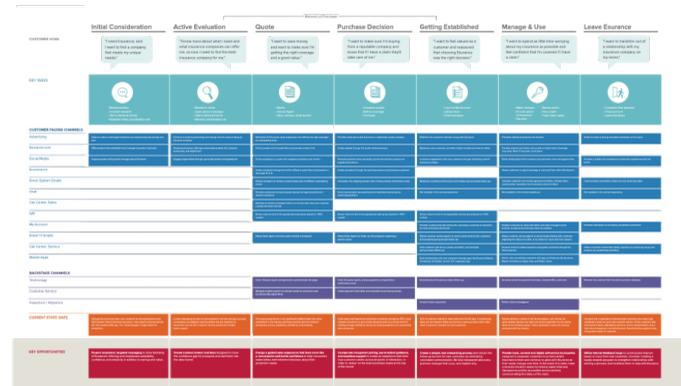
## Our team and testing labs

Our team of 200 experts provides a global platform to scale projects simultaneously and consistently. Local experts provide a wealth of knowledge to ensure your designs accommodate regional and cultural differences.

Our custom-built Use and Innovation Labs are standardized to deliver consistent quality in key markets. When testing outside the lab, our unmatched mobile labs create environments that mimic real life, resulting in better data.

## Product Experiences

Research informed Storyboarding, Experience Mapping and Conceptual Design for existing or proposed touchpoints across your full product and service ecosystem.



## Digital Experiences

Digital User Experience research, design, and testing across the latest devices and technologies, such as IoT and AI with Conversational Interfaces, as well as augmented teams for wireframing, visual designs and usability testing during Agile Development sprints.

## Our approach:

- ✓ Stakeholder and User Research
- ✓ Ideation workshops and Participatory Design
- ✓ Experience Mapping, Information Architecture and User Flows
- ✓ User Interface Design
- ✓ Interaction Design with wireframe prototyping and Usability Testing
- ✓ Visual Design and Branding with style guides and design specifications