

Introducing The Ipsos UX Lab



AT A GLANCE

Location. Flexibility. Security. Comfort.

Ipsos North America is launching a state-of-the-art UX Lab in Chicago, where our clients can host studies to meet any need – from a simulated emergency room to a home environment – and accommodate everything from focus groups to individual interviews.

A user experience comprises everything a person experiences and feels before, during and after using a product, system or service. Ipsos helps clients create transformative experiences by keeping users at the heart of the design process through the entire product lifecycle.

Our Chicago lab is standardized to deliver consistent quality. You can trust that all aspects of the research will be high quality and not interrupt the integrity of the data or project.

Why Ipsos UX?

We are a team of researchers, design thinkers, developers and artists constantly thinking about the human experience. Over the years, we have helped our clients create their first e-commerce experiences, their first mobile apps, their first digital medicines and their first AI-driven support chatbots.

Let us guide you through the process of creating experiences that put your customers first.

Why Ipsos?

Ipsos harmonizes the right approaches, the right data sources and the right technology to provide our clients a Total Understanding of people and the context in which they make choices.

We represent the voice of all people as citizens, customers, employees, audiences and patients. We sound the full spectrum of voices in the rooms where decisions are made.

Ipsos clients make better, bolder decisions based on our data and our underlying understanding of the diverse communities and individuals that data stands for.

LAB FEATURES

Reception

Our receptionist is present during all lab studies to greet participants, help them register with our electronic visitor registration system and ensure that any required consent forms are completed.

Hospitality & Comfort

We take care of our clients and our participants, with refreshments available in locations convenient to reception and the labs.

Lockers for Participants and Visitors

For studies with heightened security, research participants may be asked to leave their electronic devices in these lockers during their session.

Custom Environment Lighting

Fine-tuned full-spectrum RGB lighting controls allow us to recreate exact light levels and tones to simulate a variety of environments.

One-way Mirrors

Our large research room features a one-way mirror, allowing clients to observe from our largest observation room.

Plumbing

Plumbing in our large lab and multipurpose room allows us to conduct research with working appliances, or research that requires handwashing before or after activities.

Observation Rooms

We encourage you and your team to join us and observe research sessions onsite. Our observation rooms range in size and layout, including a 12-person room with one-way glass, an observation lounge built for relaxed conversation, and a variety of smaller rooms for quick huddles or breakout chats.

All rooms are fully equipped with CCTV, allowing your team to interact and work in real time while streaming multiple sessions at once, without worry of noise or light disturbing the study.

For more information
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