



# CHICAGO UX LAB

## Lab Overview and Visitor's Guide

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227 W. Monroe St.  
11<sup>th</sup> Floor  
Chicago, IL 60606

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# Location

**A hub for user research, Chicago provides access to a diverse and representative group of users, and is a central location for travel within the US**



# Chicago UX Lab Location



222 W. Monroe St.  
Suite 1100  
Chicago, IL 60606  
[Directions](#)



[312-665-0528](tel:312-665-0528)

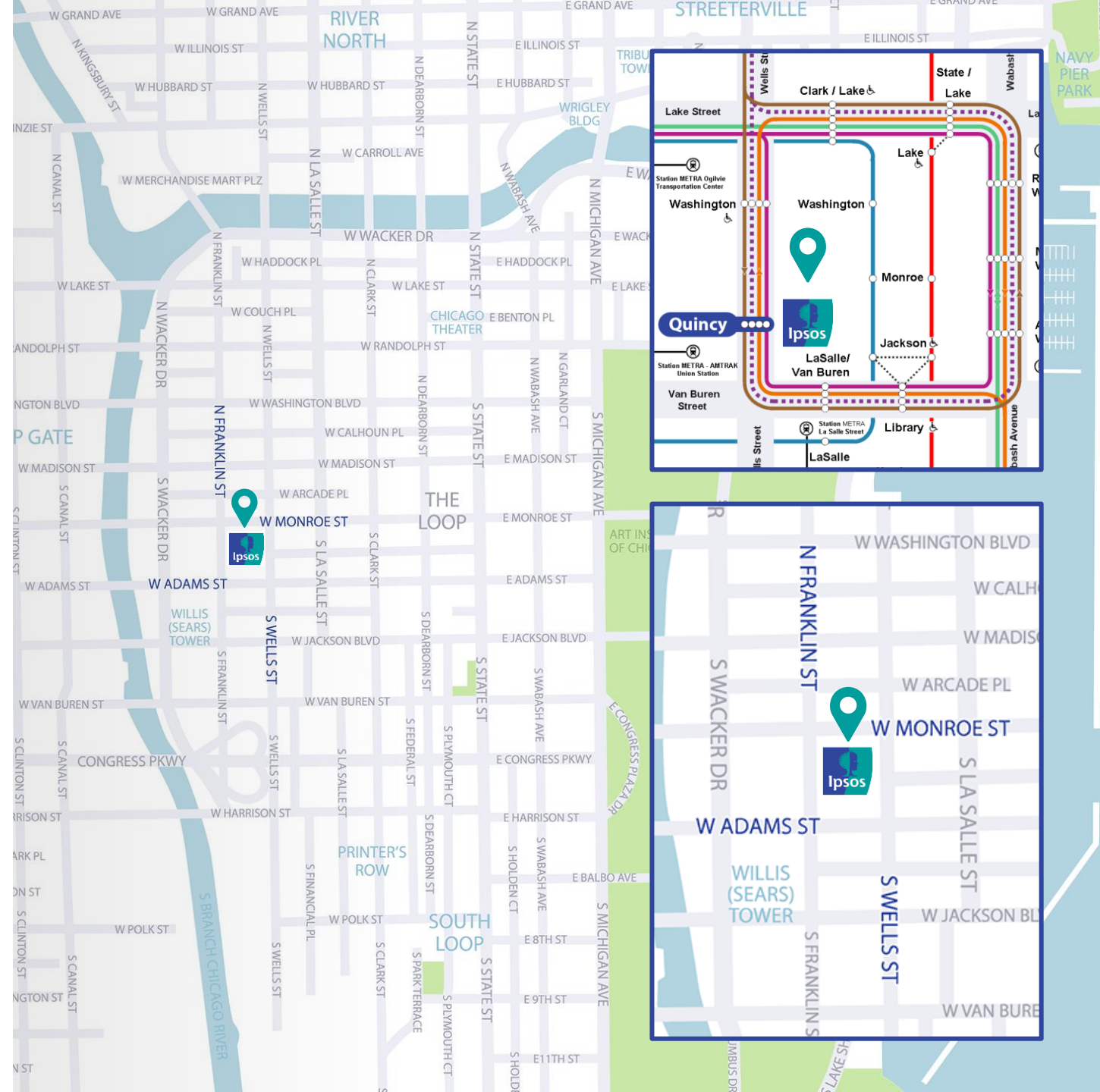
## Upon Arrival

To access the facilities please **check-in with security** when you enter the building. You'll need to present a **photo ID** with the full first and last name you used when you planned your visit with us.

After you have your visitor badge, take the **escalator to the 2<sup>nd</sup> floor**. As you exit the escalator, turn left to the bank of elevators that will take you to the **11<sup>th</sup> floor**.

As you exit the escalators on the 11<sup>th</sup> floor, look for the Ipsos glass door.

For privacy concerns, at our front desk, we ask that you please **check in with our receptionist using your Ipsos contact name rather than sharing the study**.



# While You Are Here...

**Please remember there may be other clients onsite during your visit.**

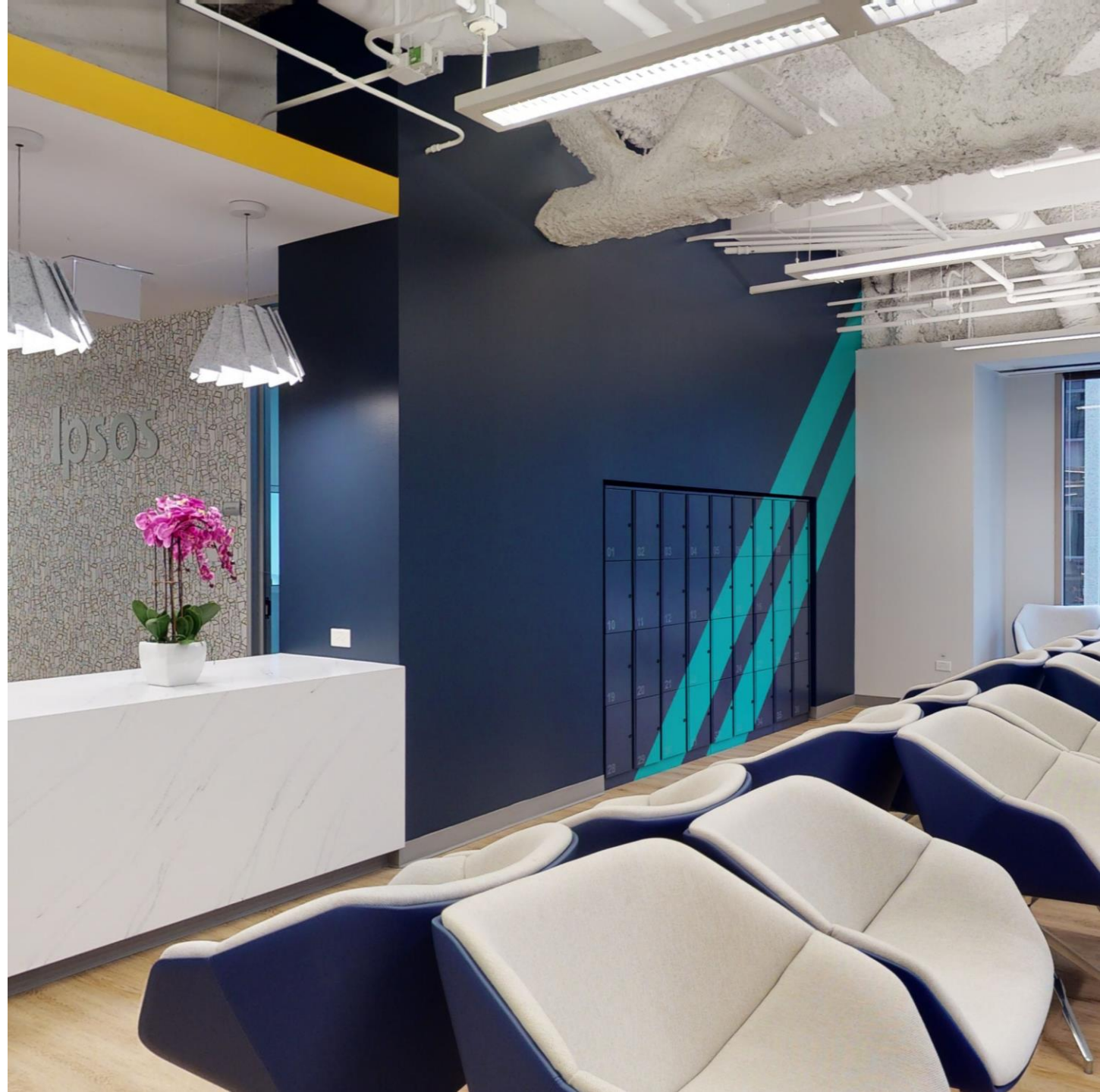
Please help us **maintain confidentiality** by being mindful of sharing your affiliation. For example, when arriving, **avoid mentioning the company or study**. Instead, please ask for your Ipsos contact by name.

## **Need privacy to take a call?**

Talk to our receptionist, who may be able to help you find an available room for a while.

## **Office services**

Ask our receptionist if you need help with supplies, printing, shredding, or connecting to our guest WiFi network during your stay.



# Flexibility

Bright and spacious, this space brings fun and creativity to our interactions. It can easily support large and small workshops, device testing, interviews, focus groups, and nearly anything else.



# Overview

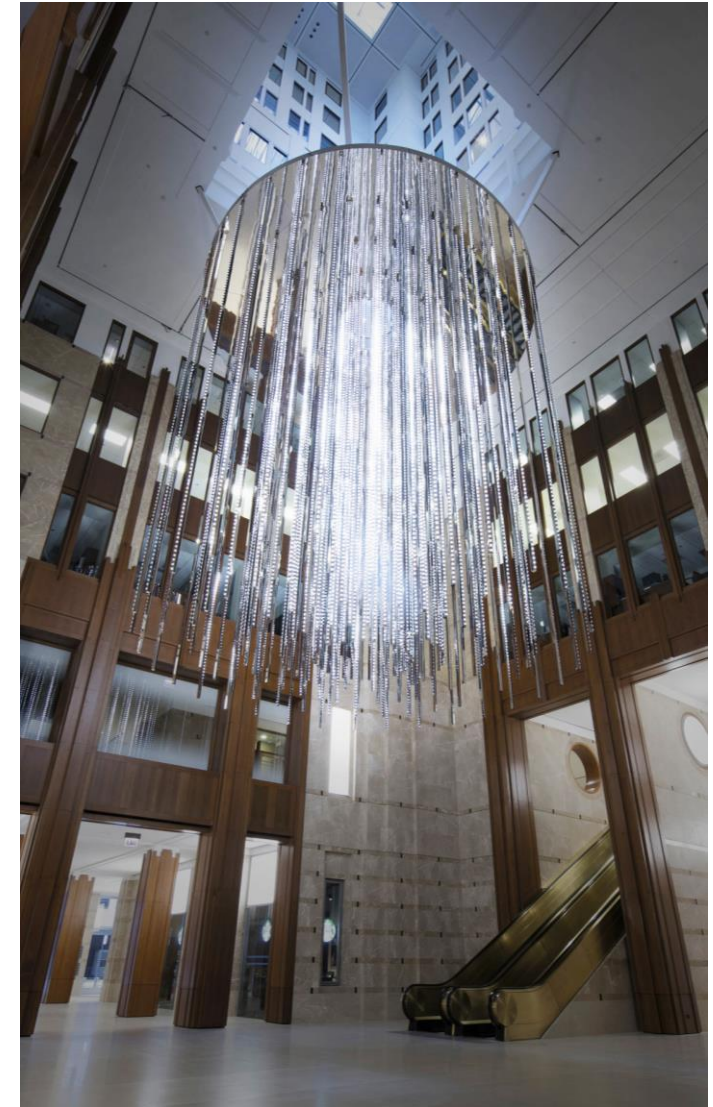


[The Franklin](#), considered one of downtown Chicago's most architecturally significant properties, houses the Chicago Ipsos UX Lab on its 11<sup>th</sup> floor.

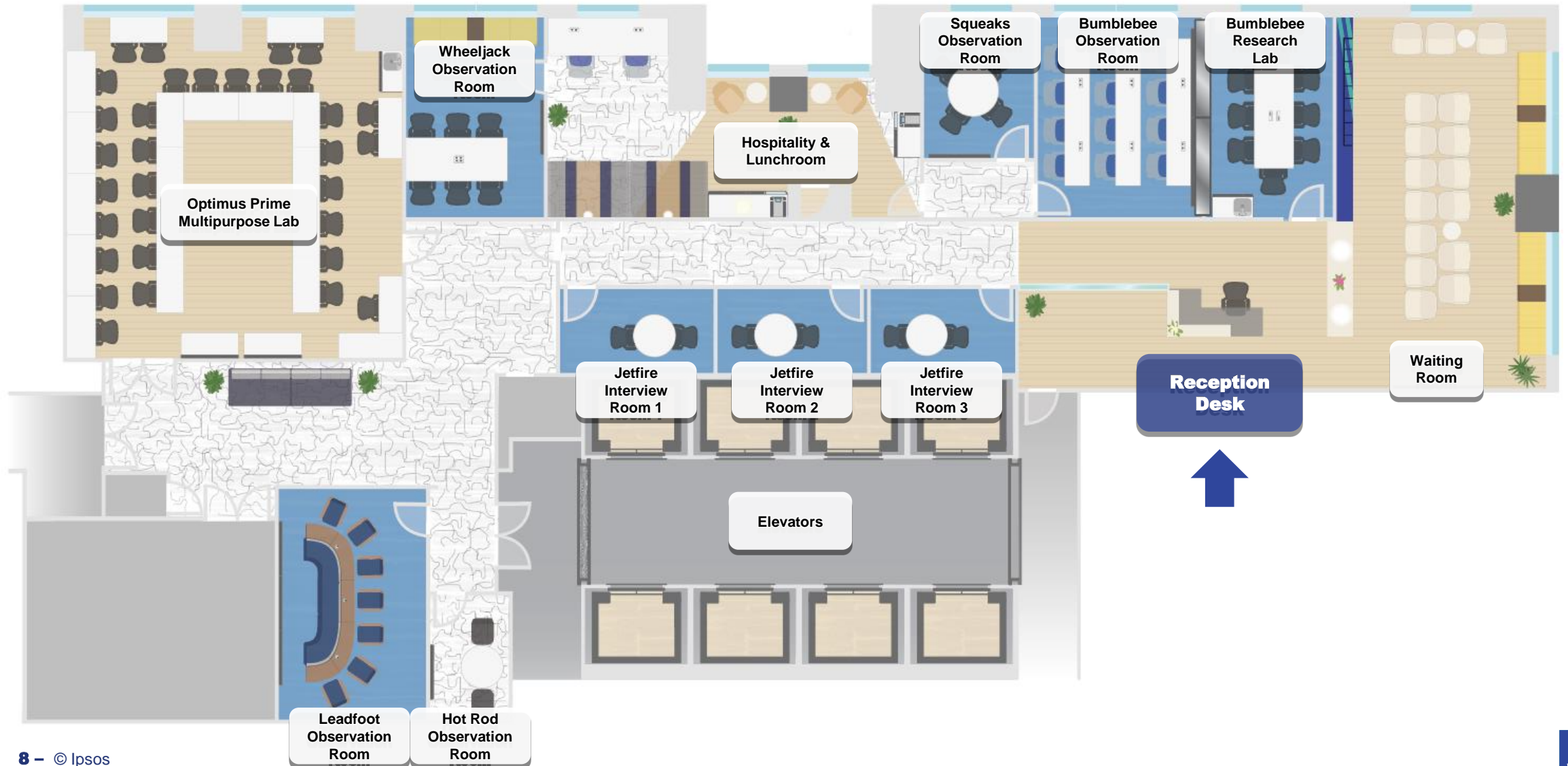
This state-of-the-art space is a 6,000-square-foot facility with a variety of research, collaboration, and observation spaces.

Bright and flexible, this space offers many different spaces to work independently or collaboratively. It brings fun and creativity to our interactions, making in-office moments even more valuable.

It can easily support large and small studies, including ideation and co-creation workshops, device testing, in-depth interviews, focus groups, Rapid Iterative Testing and Evaluation (RITE) studies, and nearly anything else.



# Chicago UX Lab Floor Plan





## Reception





# Reception

Upon arrival at the building lobby, an attendant will direct you up the escalators to the elevators which will take you to the 11<sup>th</sup> floor and a dedicated entrance to our lab facility.

## Digital Check-in

Visitors can check in quickly and seamlessly, with check-in tablets located at the receptionist's desk.

## Waiting Room

Our ample seating area has great views of downtown Chicago.

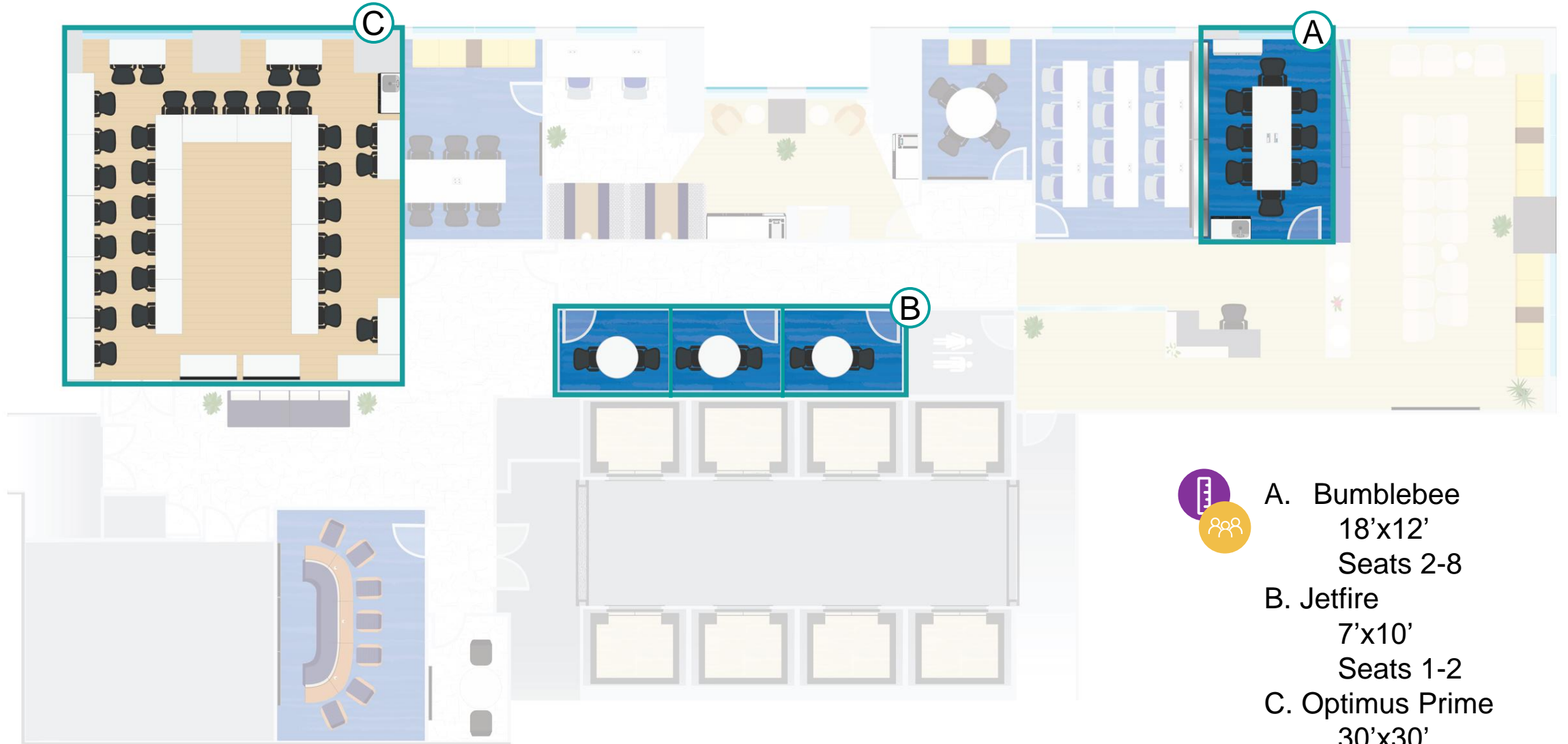
**Safety Lockers** are provided for confidential studies which require electronics and other personal belongs to be left outside of research area.

For highly confidential studies, the entryway to our secured research area is equipped with a **metal detector**.





# Research Labs



A. Bumblebee  
18'x12'  
Seats 2-8

B. Jetfire  
7'x10'  
Seats 1-2

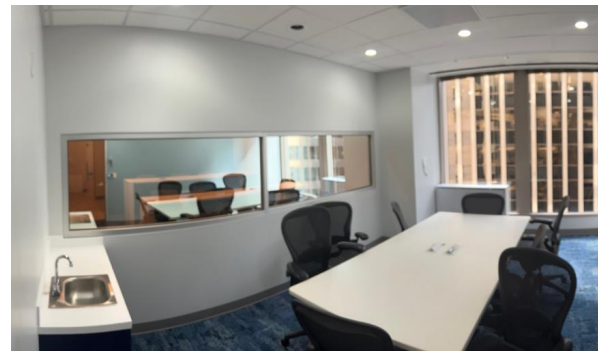
C. Optimus Prime  
30'x30'  
Seats 2-25

# Research Labs

We can design, plan, manage, and execute a variety of types of research throughout the product lifecycle. Our world-class facilities include spacious, customizable, and plumbing equipped lab spaces and several interview rooms. Equipped with CCTV streaming the research conducted in these spaces can be streamed to any of the observation rooms in our facilities, as well as to our streaming portal for offsite observers.

## Bumblebee

Large enough for focus groups, with one-way mirror & plumbing.



## Jetfire 1, 2, & 3

Our three interview rooms. Best for one-on-one research studies.



## Optimus Prime

Our large multipurpose room for both research & observation.





# Bumblebee Research Lab

Equipped with a sink, a 1-way mirror, a ceiling mounted camera, and connected to our Bumblebee observation room, this is also our only research space to offer full spectrum lighting capabilities with LED control, RGB lighting, brightness and saturation.

This lab room supports a variety of research objectives and may be repurposed to meet any need from focus groups to medical reprocessing.



18x12



8 People



# Jetfire Research Labs

Jetfire consists of three individual research rooms perfect for 1-1 interviews without need for large technical setup. These small spaces allow the researcher and participant to focus on the research.



7x10



2-3 People







# Optimus Prime (Multipurpose Room)

Our largest room can be configured and subdivided as needed providing flexibility depending on study requirements.

## For Research

This room is large enough to subdivide and is even equipped with plumbing and large double doors, allowing us to simulate a variety of environments for research, for example:

- A living room or smart kitchen
- Multiple medical stations with cleaning capabilities
- A network of VR stations for multiple participants to engage simultaneously
- Innovation and co-design workshops

## For Observation & Collaboration

CCTV streaming capabilities in all rooms mean your team can view research from anywhere in real time. This flexible space can comfortably accommodate a large team for workshoping and other activities, all while watching research being conducted in the labs.



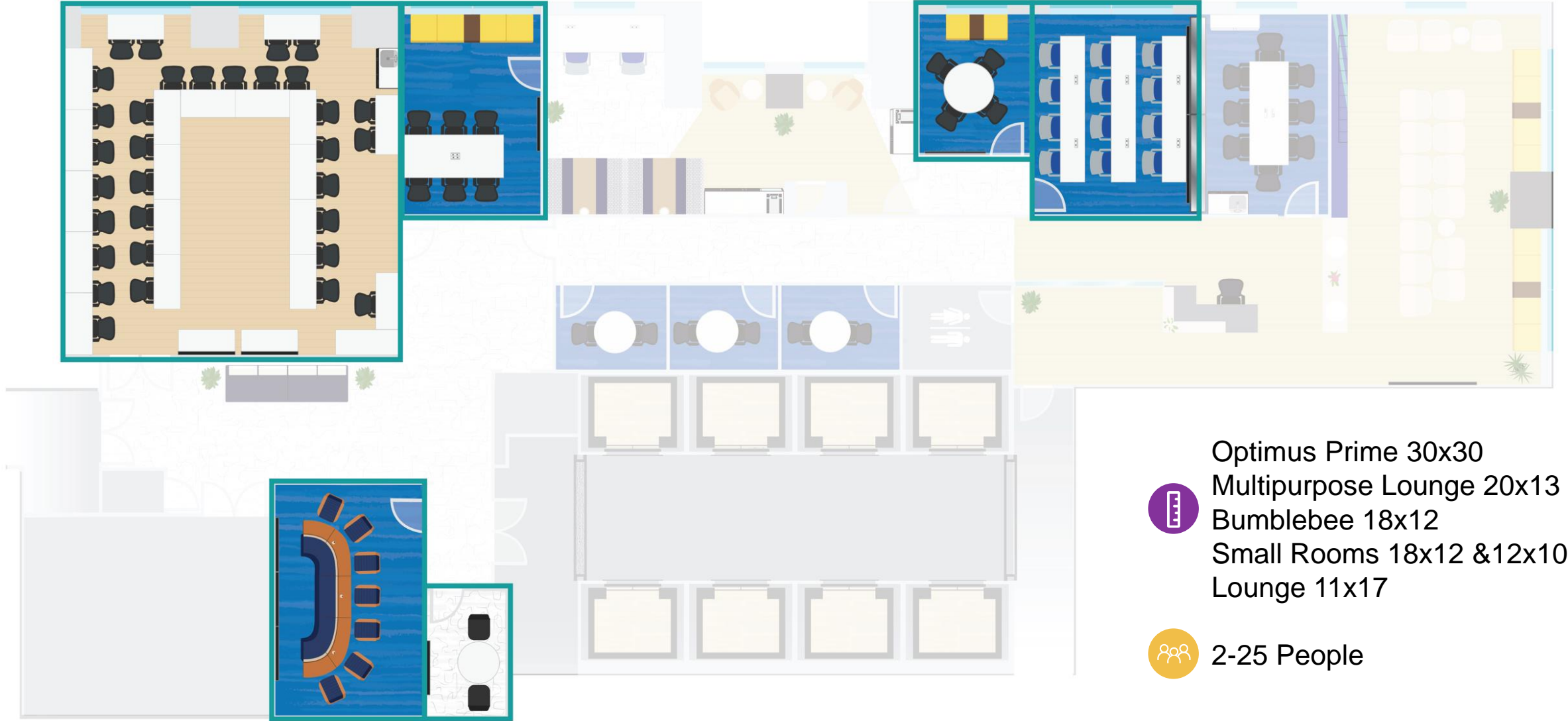
30x30



25 People

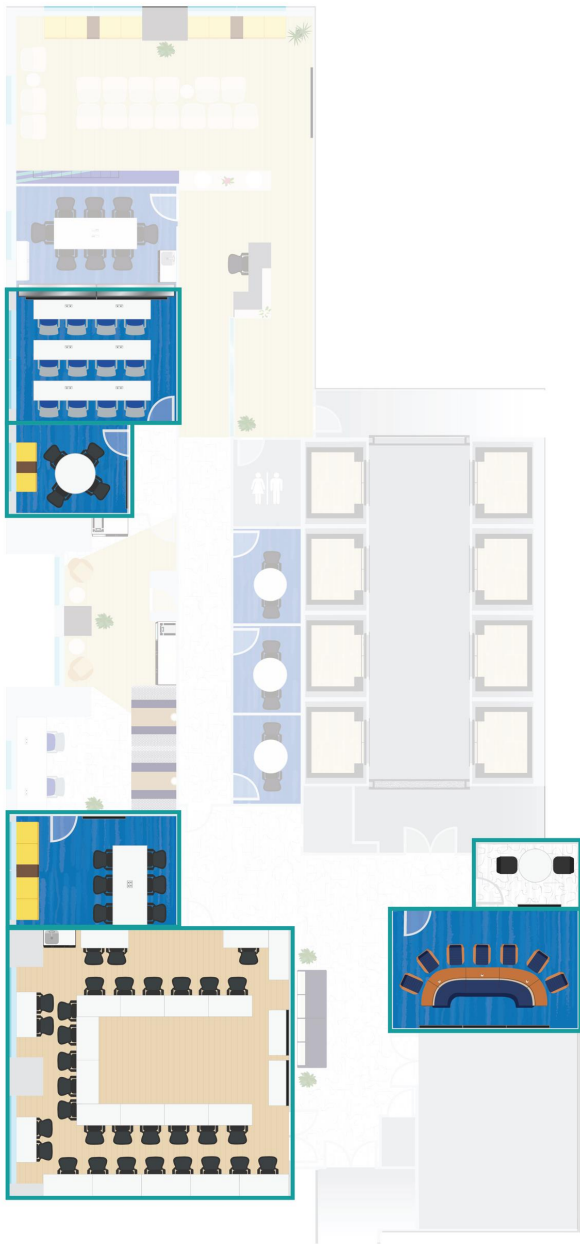


# Observation



- Optimus Prime 30x30
- Multipurpose Lounge 20x13
- Bumblebee 18x12
- Small Rooms 18x12 & 12x10
- Lounge 11x17

2-25 People



# Observation

We encourage you and your team to join us to observe research sessions onsite. Our observation rooms range from conference style to lounge style spaces accommodate a variety of sizes of clients or observers. All are equipped with CCTV to allow real time observation with disrupting research.

## Bumblebee

Our largest observation room features a one-way mirror to the adjacent research lab.

More info on pg. 15



## Smaller Observation Rooms

Good for small group observation or break out conference space, allowing for specific viewing or easy collaboration.

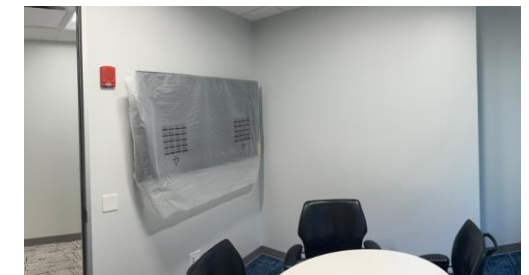
More info on pg. 16



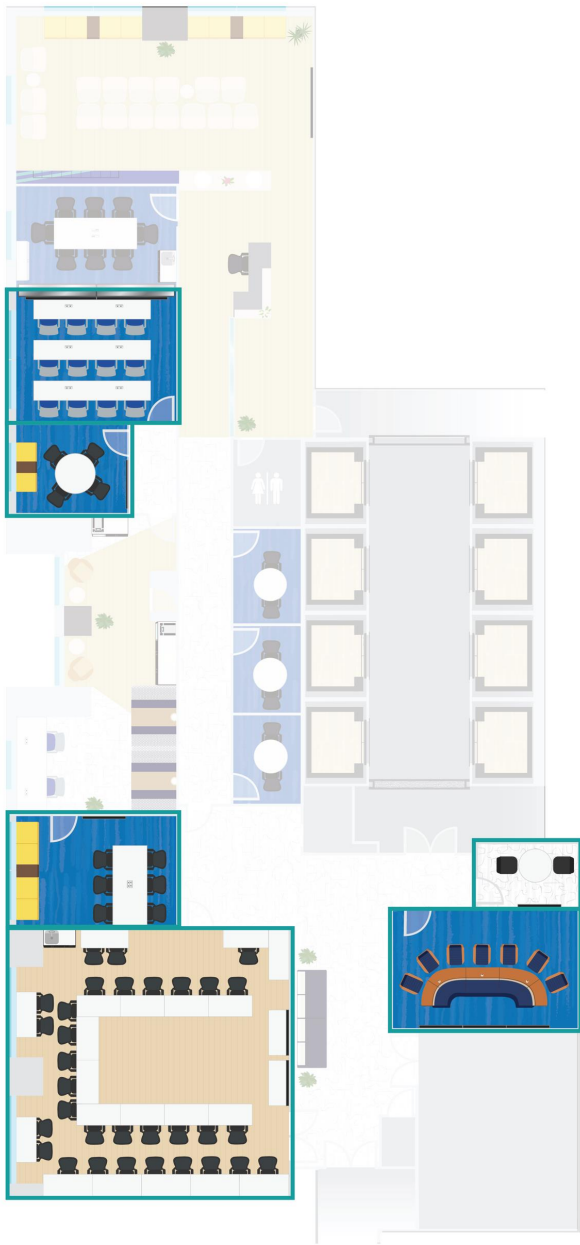
## Observation Lounge

A comfortable and casual space great for creative interaction and relaxation while observing research in progress.

More info on pg. 16







# Observation

We encourage you and your team to join us to observe research sessions onsite. Our observation rooms range from conference style to lounge style spaces accommodate a variety of sizes of clients or observers. All are equipped with CCTV to allow real time observation with disrupting research.

## Optimus Prime

Our large multipurpose room can be used for research, observation, and workshops.

More info on pg. 12

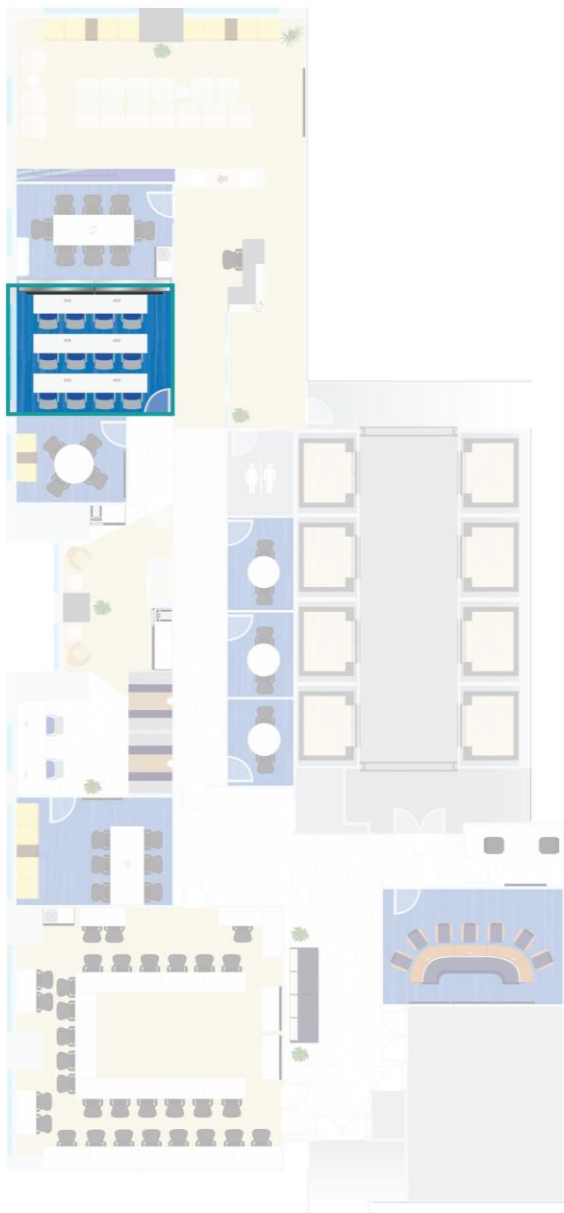


## Multi-Purpose Lounge

Equipped with multiple screens that can be independently tuned to different labs, this room is perfect for war-room style viewing.

More info on pg.





# Bumblebee Observation Room

Our only observation room with direct viewing into a research room, Bumblebee's observation allows for streaming as well as direct views for up to 12.

## Ways to View

Aside from CCTV capabilities throughout the facility our Bumblebee lab is also equipped with a 1-way mirror adjacent to our large observation room allowing your team and up-close and personal view of the study.

## Easy Access

Conveniently placed this room has direct access to our hospitality zone through a private corridor.



18x15



12 People



# Other Observation Rooms

Our smaller rooms offer the same live streaming capabilities & working- while-viewing amenities as our larger observation rooms in a more intimate setting.

## Ways to View

All labs are fully equipped with CCTV with capabilities to stream multiple views to any observation room regardless of distance.

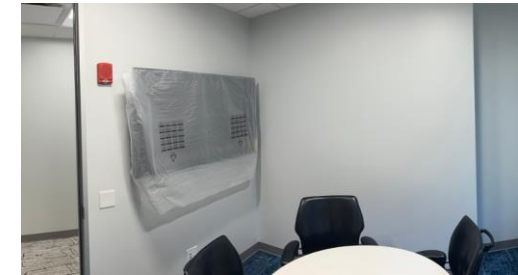
The intrinsic value of this is immediate collaboration. As trends emerge, your team can discuss key insights in real time without worry of disturbing the research being conducted.

## Easy Access

Several of the observation rooms are conveniently placed with direct access to our hospitality zone.

## Multi-purpose Lounge

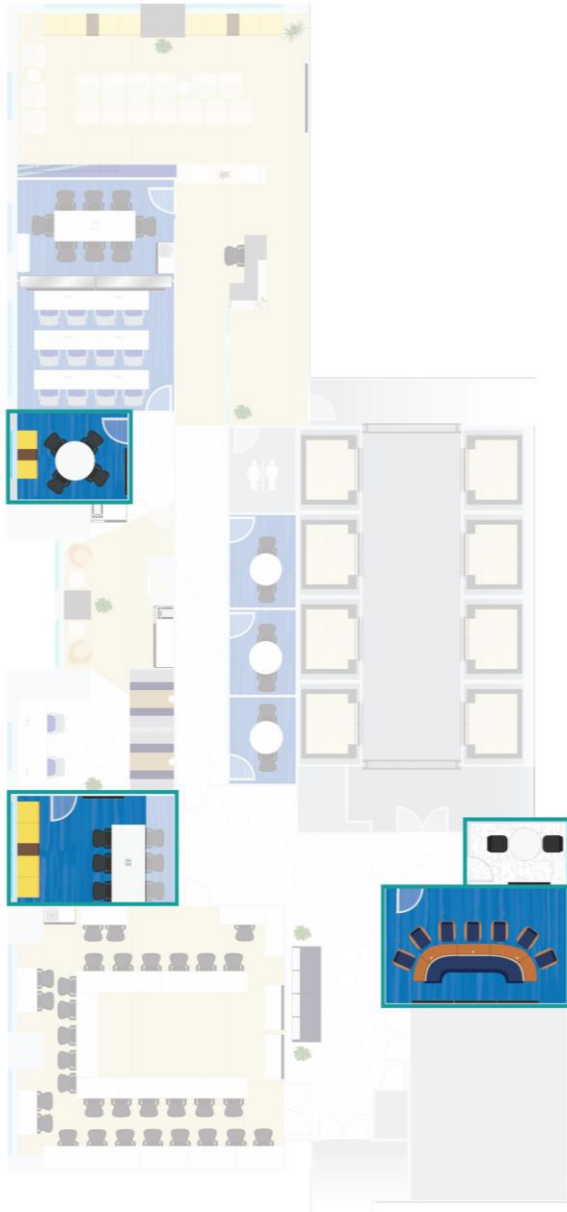
This space is equipped with 3 TVs that can independently stream CCTV from different rooms, allowing for a central hub when testing in multiple rooms.



Multipurpose Lounge 20x13  
Small Rooms 18x12 & 12x10  
Lounge 11x17



2-8 People

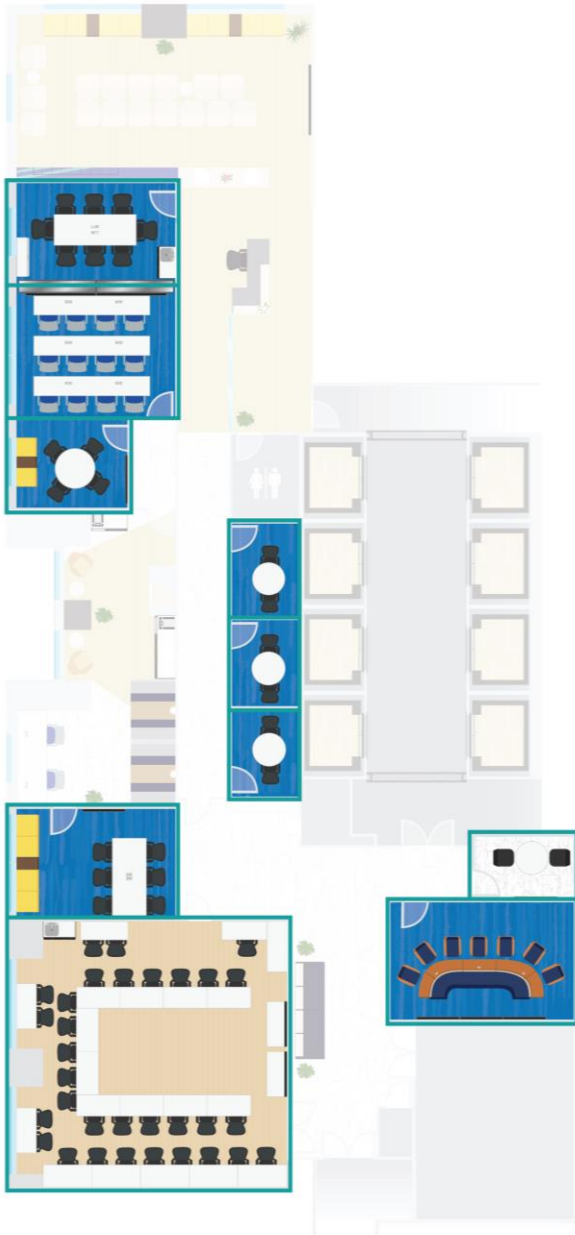




# Streaming Video System

Our Chicago lab includes full HD video & sound equipment as well as streaming capabilities in every research room.

Our video system provides total flexibility with streaming capabilities from each research lab into our observation rooms as well as anywhere in the world your team is placed. This allows the teams to process data from multiple feeds in real-time and collaborate immediately. As trends emerge, your team can discuss key insights in real time without worry of disturbing the research being conducted.



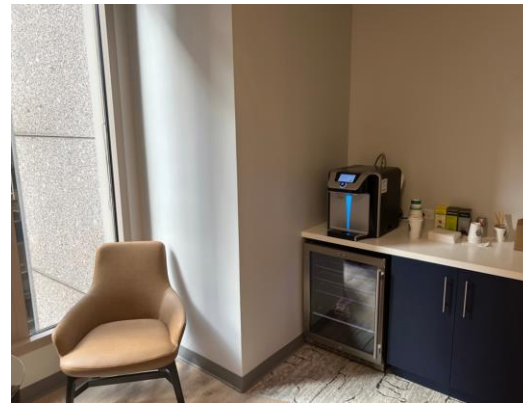
# Comfort

**When we were designing the lab, we worked directly with some of our clients to learn what would make it the ideal environment for them — not just for research, but as a place where people can be comfortable and think creatively. We really think both our clients and participants will enjoy spending time here.**



# Hospitality

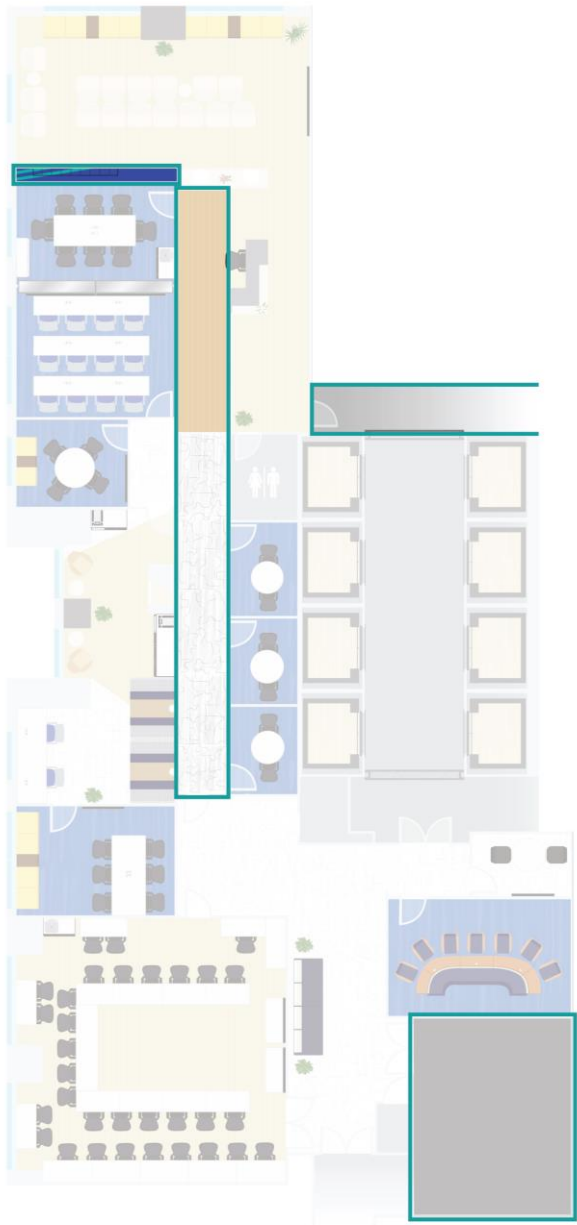
Located with quick access from multiple observation rooms is our hospitality zone. A perfect location to take a break, grab lunch or jump on a quick call in a semi-private setting. A variety of snacks and beverage options are provided in our lounge with catering accommodated on a client request basis.





# Security

Subtitle capturing the multiple levels of security  
in place



# Security

We strive to provide the most positive participant and client experience possible while protecting the confidential nature of research conducted. To achieve this, our labs are equipped with lockers, metal detectors, can enable discrete network capabilities, and all research labs are equipped with locks.

## Waiting Room & Lab Entrance

The waiting room has 36 lockers available where participants can leave electronics and other belongings before entering the research area.

Metal detectors are also installed at the entryway to the research labs and can be activated if the study requires.

## Network/ IT Security

The lab facilities have discrete network capabilities to add additional network security for highly confidential testing that requires WIFI capabilities for prototype or software.



Storage (12x21)  
AV closet (4x9)  
IDF closet (6x7)



# Security

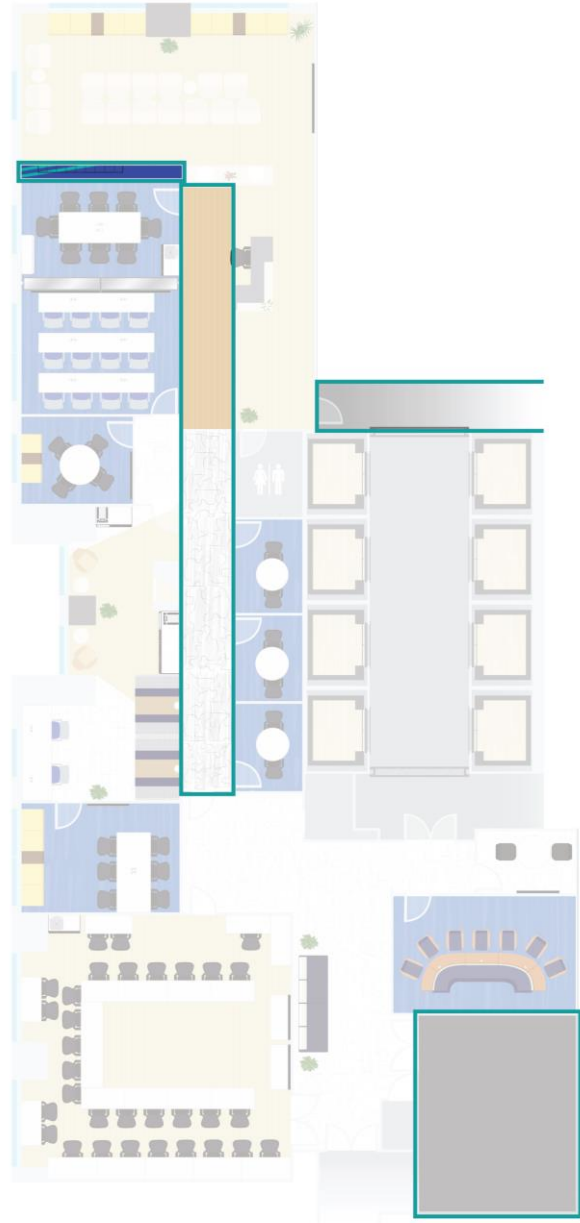
In addition to secure access, physical access and storage of devices have additional security in place to protect the confidentiality of research.

## Building & Lab Access

The Franklin has a 24-hour guarded lobby entrance and requires keycard access. All individual lab rooms are locked at all times and only accessible by key code.

## Storage Facilities

Confidential prototypes or research materials will be secured in boxes when being moved from storage into the lab. Equipment can also be stored in locking cabinets within our locked storage room and accessible only to members of staff who are facilitating research on the specific project.





# Travel to our Chicago UX Lab



## Transportation from O'Hare Airport

### Cab:

Fares are based on traffic conditions, an average fare is \$50-65

### Public Transportation:

Take a 45-minute ride on the **CTA Blue Line** from O'Hare to Monroe Station – it's best to take a cab from this point to your hotel or our UX lab (3 blocks west- 8 min. walk).



## Transportation from Midway Airport

### Cab:

Fares are based on traffic conditions, an average fare is \$35-40

### Public Transportation:

Take a 25-minute ride on the **CTA Orange Line** from Midway to Quincy Station – it's best to take a cab from this point to your hotel or our UX lab (1 blocks west- 2 min walk).

Not all transfers on the CTA are free. For more details, see [website](#).



## Public Transportation

Public Transportation in the city is recommended.

### CTA Bus:

- Buses #1, 7, 28, 126, 134, 135, 136, 151, & 156 stop at Adams & Wells
- Bus #37 stops at Wells & Monroe

### CTA Trains:

- Quincy Station is the closet stop to our facility. **Brown**, **Pink**, **Orange**, & **Purple** lines stop here.



# Travel to our Chicago UX Lab



## Driving Directions:

### From North

Take I-90/94 to S Franklin St (Chicago). Exit at Wacker Dr/Franklin St from IL-110 E.

### From South

Take Dan Ryan Expressway- I-90/94 to S Franklin St (Chicago). Exit at Wacker Dr/Franklin St from IL-110 E.

### From West

Take Eisenhower Expressway-290E to S Franklin St (Chicago). Exit at Wacker Dr/Franklin St from IL-110 E.

Plan ahead and note delays & detours



## Parking Information

Parking validation is not available.

- Valet parking at the Franklin
- Valet parking at nearby hotels
- Metered parking at street level

### Nearby Garages

- 183 Monroe Garage
- Quincy St. Parking
- 217 S. Wells St. Parking
- 1 S. La Salle St. Parking

To avoid searching and paying for parking, we suggest using public transportation.  
Uber, Lyft, and taxi services are all convenient to our facility.

# Hotels near our Chicago UX Lab

## [Krimpton Gray Hotel](#) ★★★★★

122 W. Monroe St.  
Chicago, IL 60603  
+1(312) 750-9012

## [Hyatt Central the Loop Chicago](#) ★★★★★

100 W. Monroe St.  
Chicago, IL 60603  
+1(312) 236-1234

## [W Chicago- City Center](#) ★★★★★

172 W. Adams St.  
Chicago, IL 60603  
+1(312) 332-1200

## [JW Marriott Chicago](#) ★★★★★

151 W. Adams St.  
Chicago, IL 60603  
+1(312) 660-8200

## [Hilton Garden Inn Chicago Central Loop](#) ★★★★★

245 S. Franklin St.  
Chicago, IL 60606  
+1(773) 809-6860

## [Canopy by Hilton Chicago Central Loop](#) ★★★★★

226 W. Jackson Blvd.  
Chicago, IL 60606  
+1(773) 809-6750

## [Hyatt Central the Loop Chicago](#) ★★★★★

100 W. Monroe St.  
Chicago, IL 60603  
+1(312) 236-1234

## [La Quinta Inn & Suites Chicago Downtown](#) ★★★★★

1 S. Franklin St.  
Chicago, IL 60606  
+1(312) 558-1020

All within .2 miles walking distance of facility



# Restaurants near our Chicago UX Lab

## [Boleo](#)

122 W. Monroe St.

+1(312) 750-9012

Chic South American rooftop restaurant & cocktail lounge with a retractable roof atop a hotel.

## [Roanoke](#)

135 W Madison St

+1 (312) 361-3800

Sophisticated hotel lounge with craft cocktails & beers, wine on tap, comfort food & flat-screens.

## [Southbranch Tavern and Grille](#)

100 S Wacker Dr.

+1(312) 546-6177

A vast menu & thoughtful beer list is offered in an airy dining room with scenic riverside seating.

## [The Berghoff](#)

17 W Adams St

+1(312) 427-3170

Institution since 1898 serving traditional German cuisine & steins of beer in an old-world setting.

## [The Gage](#)

24 S Michigan Ave

+1(312) 372-4243

Inventive American eats plus a long list of beers in a lively space with Millennium Park views.

## [The Kitchen](#)

316 N Clark St

+1(312) 836-1300

An imaginative array of globally-inspired shared plates & killer drinks crafted in a stylish, casual space.

All within 5 minutes by taxi.

# Things to do in Chicago



## Museums

### Museum Campus

[The Field Museum](#)

[Adler Planetarium](#)

[Shedd Aquarium](#)

[The Art Institute of Chicago](#)

111 S. Michigan Avenue

312.443.3600

[Museum of Contemporary Art](#)

220 E. Chicago

312.280.2660

[Millennium Park](#)

201 E. Randolph St.

312.742.1168



## Shopping & Attractions

[Magnificent Mile](#)

[Block 37](#)

108 North State Street

312.261.4700

[Navy Pier](#)

600 E. Grand Ave

800.595.7347



## Neighborhoods

- Andersonville & Lincoln Square
- The Loop
- Hyde Park
- Bucktown & Wicker Park
- Wrigleyville & Southport Corridor
- Lincoln Park
- West Loop



## Helpful links

[Calendar of Events](#)

[Chicago Tourist Pass](#)

[Time Out](#)

[Eater](#)



## Getting Around

[Chicago Transit Authority](#)

[Bike Chicago](#)