

Ipsos Experience Lab



Doing great research means capturing quality data in optimal test environments. Would you like to:

- Conduct research in an entire simulated apartment?
- Test a new device in a multi-room clinical environment?
- Run simultaneous interviews in 3 rooms at a time?
- Run a co-creation workshop or hackathon with up to 40 stakeholders and recruited users working together?
- Choose from flexible electric, plumbing, full-spectrum lighting, one-way glass, and closed-circuit video options?
- Observe from a comfortable lounge, bright conference room, or remotely via simple web-based HD streaming?

Ipsos Experience Lab has you covered.

- Three small labs, one medium lab, and a large multipurpose lab space, all with direct observer viewing
- A hospitality and lunch area with catering options
- Observation options including theater, lounge, breakout, conference, huddle, and private call rooms
- Closed-circuit or remote streaming to or from any room
- Dedicated staff and reception area with sign in kiosks
- Easily accessible by train, bus, or car



More
info:

227 W. Monroe St. Suite 1100 (the Franklin building)
Chicago, IL 60606
For more information please contact:
uxresearch@ipsos.com

WHAT YOU'LL GET



Comfort: Choose from a variety of observation spaces, take a break in the hospitality center, or duck into a private call room when needed. Need something else? Our dedicated staff is here to help.



Security: We offer safety and confidentiality for clients with secure storage, auto-locking doors, staff-managed entry, cameras, lockers (for participant use and for prototypes), and an optional metal detector.



Flexibility: Need something completely different? Try us. We designed this lab with our clients' help, to create a bright, friendly and inspiring space where your team can do its best work.

