A photograph of two women sitting at a table in what appears to be a library or study area. They are both looking at a laptop screen. The woman on the right is wearing a blue denim jacket over a white and green striped shirt and a black hijab. The woman on the left is wearing a dark jacket. The background shows bookshelves and a window. A decorative graphic of diagonal stripes in teal and blue is in the top-left corner.

INTRODUCING **USER EXPERIENCE**

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What We Do

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.

User Experience (UX) helps businesses design products that are usable and useful by exploring users' goals, needs and pain points. When users can complete their goals with ease and enjoyment, they are more likely to use that service again. We're experts in:



Extended Reality



Voice UI



Websites



Digital Self Service



Apps



Unboxing



Devices



Consumer electronics/durables

Business Questions We Answer

Core Reasons to Use Ipsos UX

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.



How can we design products and services that will encourage more users to interact with them and adopt them into their lives?

How can we improve engagement, to deepen our customer relationships?



How can we ensure our product enhances user performance, reduces complexity, and maximizes enjoyment?

How can we reduce our design and development costs by focusing on the key product features that users really need?



How can we improve the experience of our digital products and services, so they are better than our competitors?

How can we identify the pain points in our digital experience and remove barriers to usage?

Why Ipsos?



We place users at the heart of decision-making.

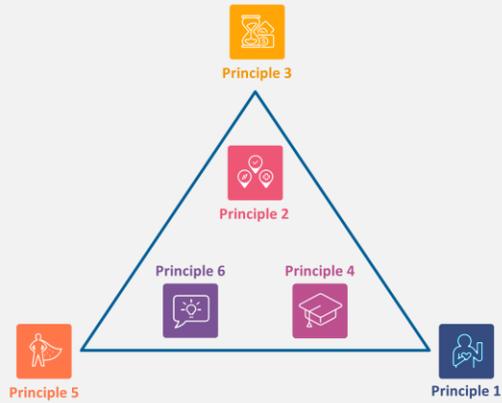


The process we use has been refined over decades and is founded on the principles of industrial design, applied psychology, human-computer interaction, and ergonomics.



Importantly, as part of Ipsos, our UX/ HF services are elevated through the integration of other Ipsos services, such as CX, Behavioral Science, Neuroscience and Innovation.

DESIGN PRINCIPLES FOR XR



Our Services

We guide you through Extended Reality

EXPERIENCE TESTING



HARDWARE TESTING



DESIGNING EXPERIENCES



Access Our Recent Thought Leadership

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Ipsos is one of the world's leading market research companies, operating in 90 markets and employing 18,000 people. Our passionately curious research professionals, analysts and scientists have built unique multi specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

