Driving User Centred Design

Ipsos UX

11 July, 2023

GAME CHANGERS

Ipsos UX can help transform your user experiences by putting users at the center.

Understand your users – find out what they want and need

By talking to your current and potential users, we can understand their goals, motivations, needs and desires to inform product and service design.

**Identify their pain points** – uncover problems you can help solve

By uncovering obstacles and barriers to the ideal experience, we can help you find new ways to delight current and prospective users.

Solve through design – create and test ideas that really work

By testing with users and designing iteratively based on their feedback, we can help you launch innovative experiences with confidence.

Ipsos UX Process
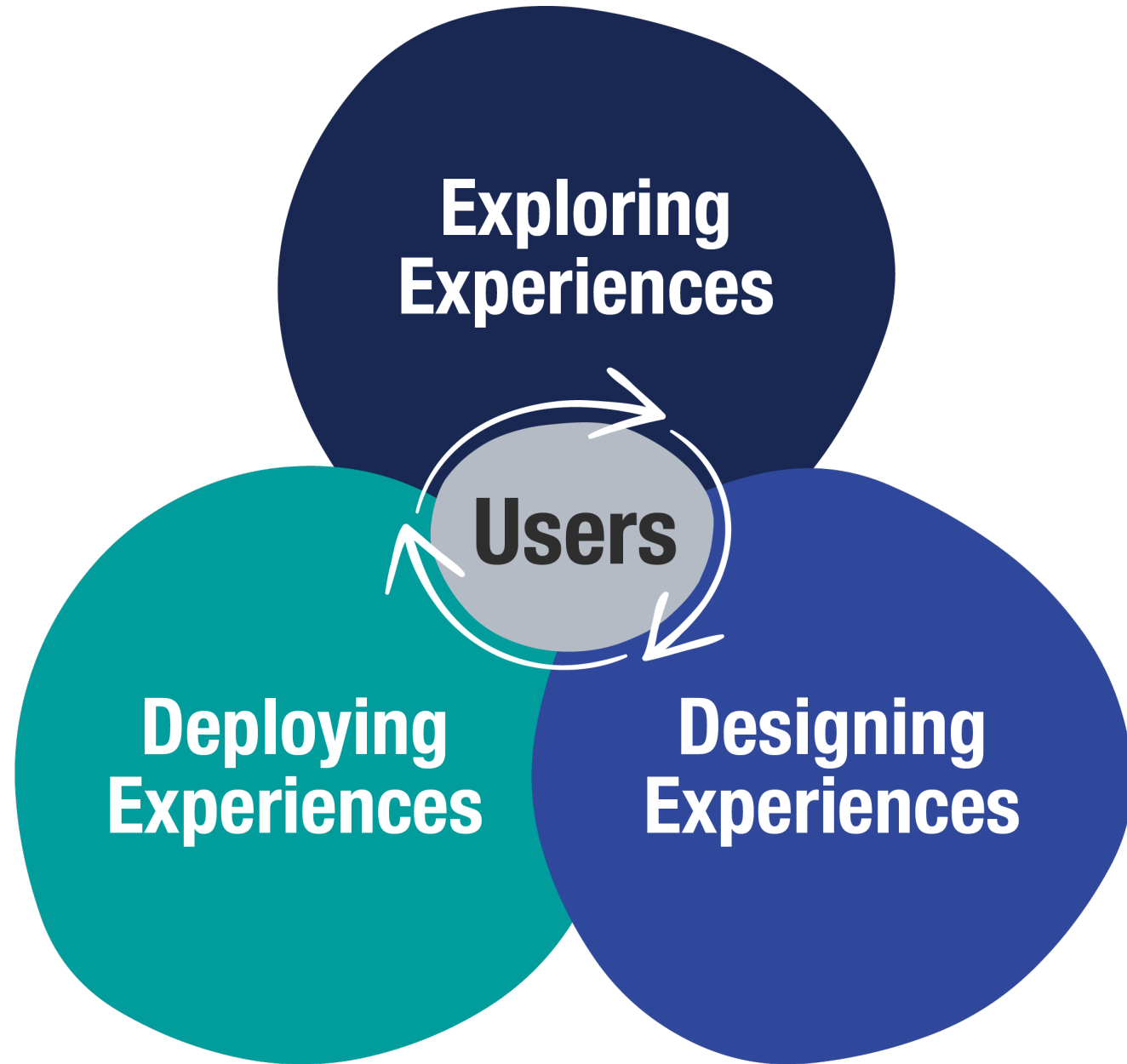
Ipsos UX can work with you to answer key business questions

Exploring Experiences

Our approach starts with understanding **users** and the **context of use**.

- Who are the current + intended users?
- What is the context of use?
- What experiences are users having now?
- What are the gaps and opportunities?
- What is the ideal outcome?

Designing Experiences

Once we know who the users are we **ideate and iterate** on our designs.

- How might we solve this problem?
- How can we learn from other experiences?
- Which solutions should we develop further?
- What's the best option to take forward?

Deploying Experiences

When we are confident in our approach we **release, monitor and improve**.

- Is the solution easy and satisfying to use?
- Does the design meet business goals?
- Is our solution delivering improvements?
- How can we adapt and refine the experience?

We can provide UX insights at any stage in the life cycle

Exploring Experiences

Designing Experiences

Deploying Experiences

Listen & Observe:
- Expert Review/Heuristics
- Ethnography
- Experience Diaries
- Contextual Interviews
- Competitor Benchmarking

Discover Needs:
- Journey Mapping
- User Personas
- Strategy Workshops
- Accessibility

Ideation & Design
- Information Architecture
- Instructional Design
- Wireframing & Prototyping
- User Interface Design
- Tree Testing & Card Sorting
- Co-Creation Workshops
- Concept Creation & Illustrations

Iterative Evaluation
- Usability Testing (with prototypes, existing screens, etc.; moderated and/or unmoderated)
- Heat Mapping & Eye Tracking

Validate Design
- Validation / Pre-launch Testing
- Quality Assurance
- Unmoderated Usability Testing

Analytics & Monitoring
- UI Design Guidelines
- Training Materials
- Digital Analytics
- A/B Testing
- Benchmarking (via proprietary Ipsos UX Score, SUS or equivalent)

Ipsos

Our team is equipped to conduct robust accessibility research

UX Accessibility Discovery – Gather insights from people with disabilities in their context of use to understand activities, behaviors, assistive technology use and accessibility needs.
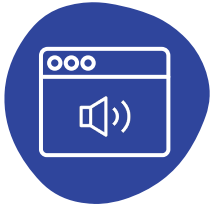
UX Testing with Assistive Tech – Understand the user experience of disabled people and identify accessibility barriers to inform more inclusive and effective design solutions.

UX Accessibility Panels – Create an infrastructure that supports fast, frequent insights to keep accessibility top of mind for product development and organization initiatives.

Get Started with Accessibility – Develop a strategy and approach to incorporate Accessible UX best practices into your organization's product development process.

We use three dimensions of the user experience to assess digital products and experiences

USABILITY

Considers whether features and functionality are easy for users to learn and understand.

Addresses whether the app/site does what users expect and if the features are frictionless and intuitive.

RELEVANCE

To be relevant, an app must also deliver a digital experience that online customers want, need and identify with.

The experience also needs to inspire online customers by showing them the deeper values the brand stands for.

DESIGN APPEAL

Beyond usability, the visual design needs to be appealing to online customers.

The design elements include images, videos, sound, product presentation and context as well as tone and style.

The Ipsos UX Score measures those dimensions

Our proprietary UX Score uses five attributes that measure **usability, relevance and design appeal** to determine how good the UX of a site, app or digital product is.

Apps, sites and tools which implement these attributes well are **correlated with high NPS and purchase intention**.

Ipsos' UX Score has also been **effective in predicting brand equity** as well as the **likelihood that the digital products will be used in the future.**
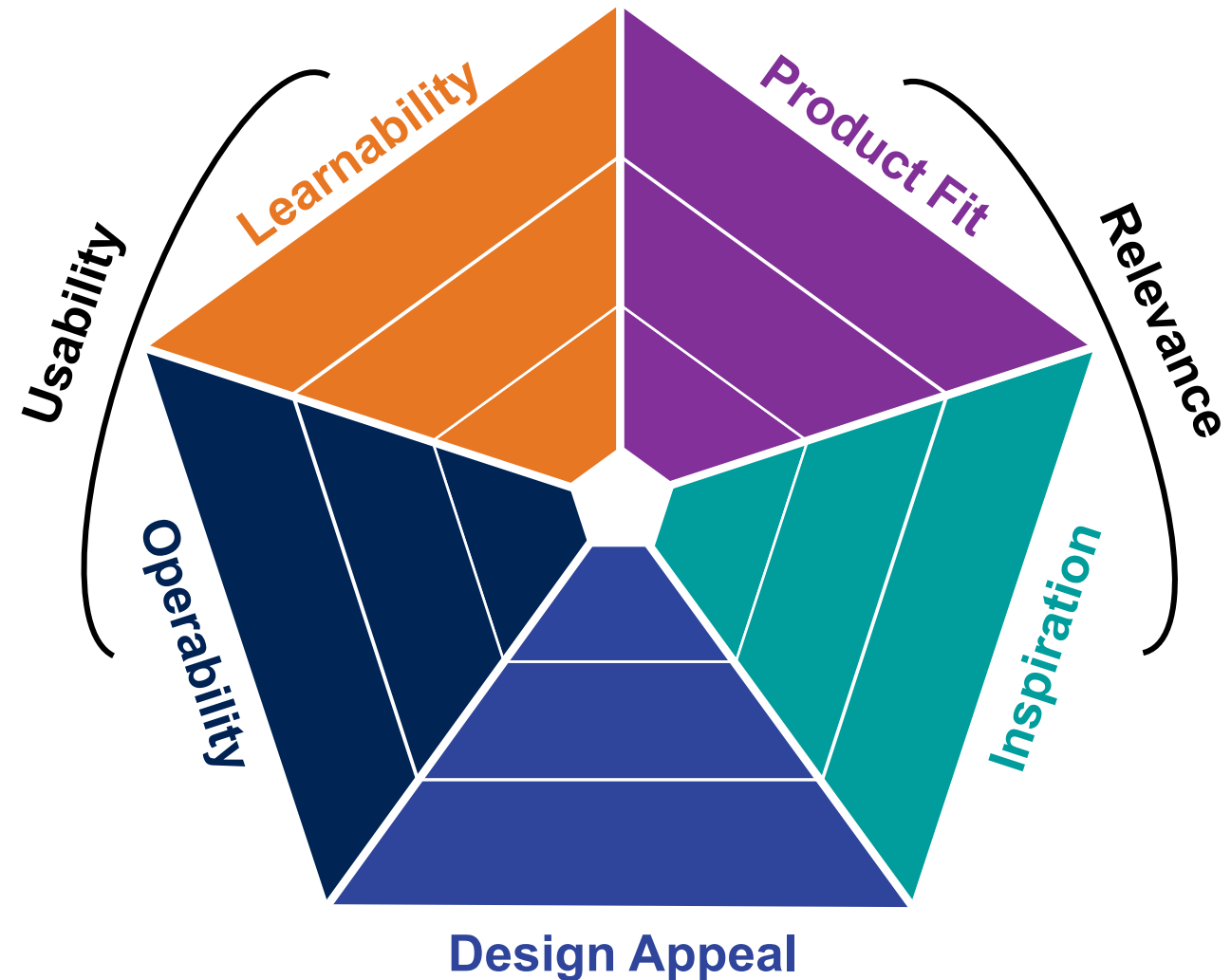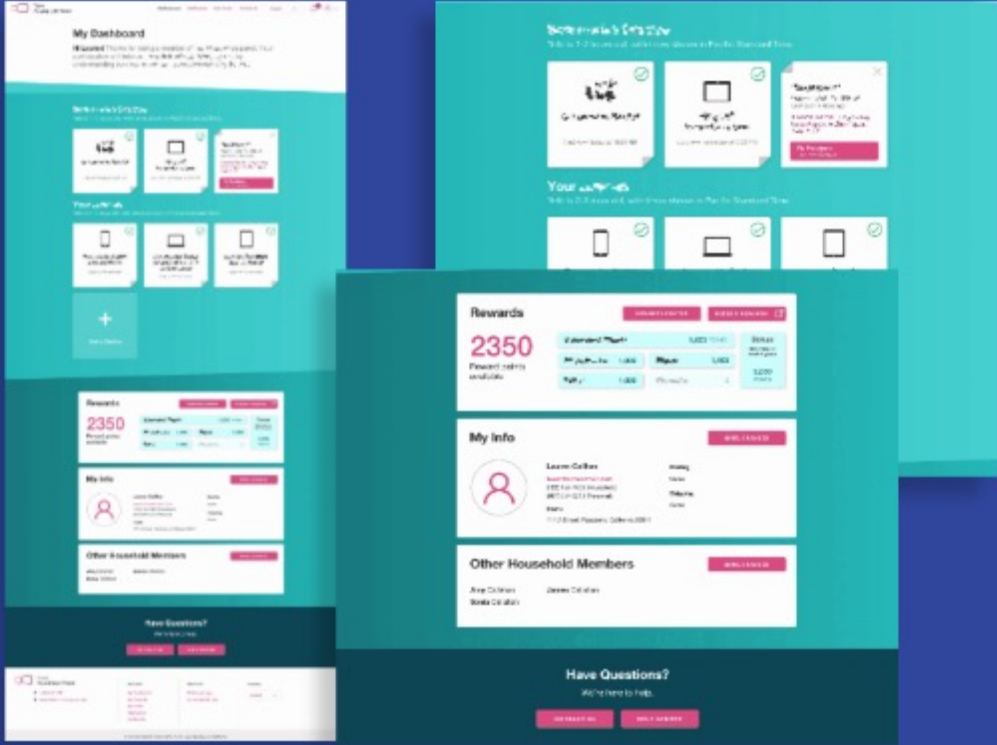
We deliver design recommendations when we find UX problems

BEFORE – Dashboard was made up of pages that each contained details of the member's account

AFTER – Homepage provides a summary of most important content in one place and buttons to drilldown to details

Wireframing of Digital UI and Print Materials

## Approach reality step-by-step, from boxes-and-arrows to pixel-perfect

Our designers can assist as-needed with early or late formative design, including information architecture, interaction design, instructional design, print design, visual design, style guides, and more.

- A range of fidelity levels to suit any stage of the design lifecycle

- Our designers can work with a variety of print and digital UI design tools

- Interactive digital prototypes & hand-made physical / print prototypes

- Can be scoped and estimated as fixed-price or performed as-needed on an hourly basis

Low fidelity
wireframe mockups
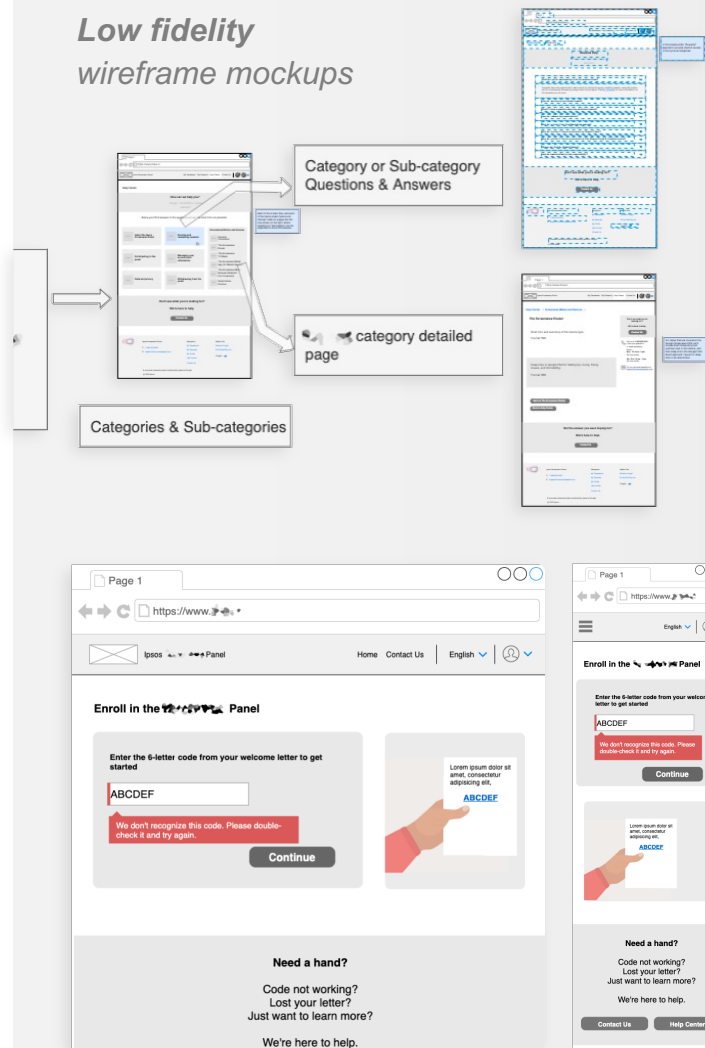
High fidelity visual design comps with full branding
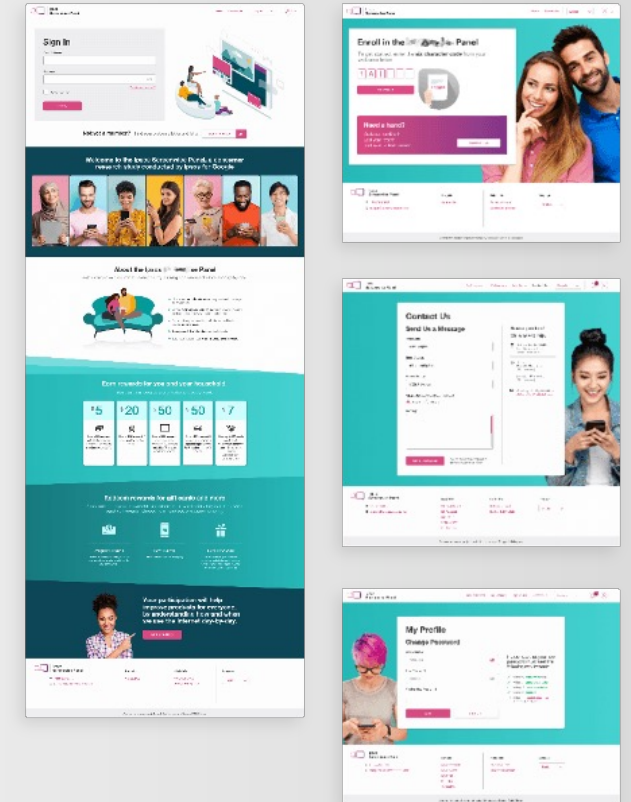
Medium fidelity
mockups or prototypes

Wireframe Mockups

Wireframes are used early in the design process, to focus attention on flow and layout and prevent users from getting distracted by matters of aesthetic merit.
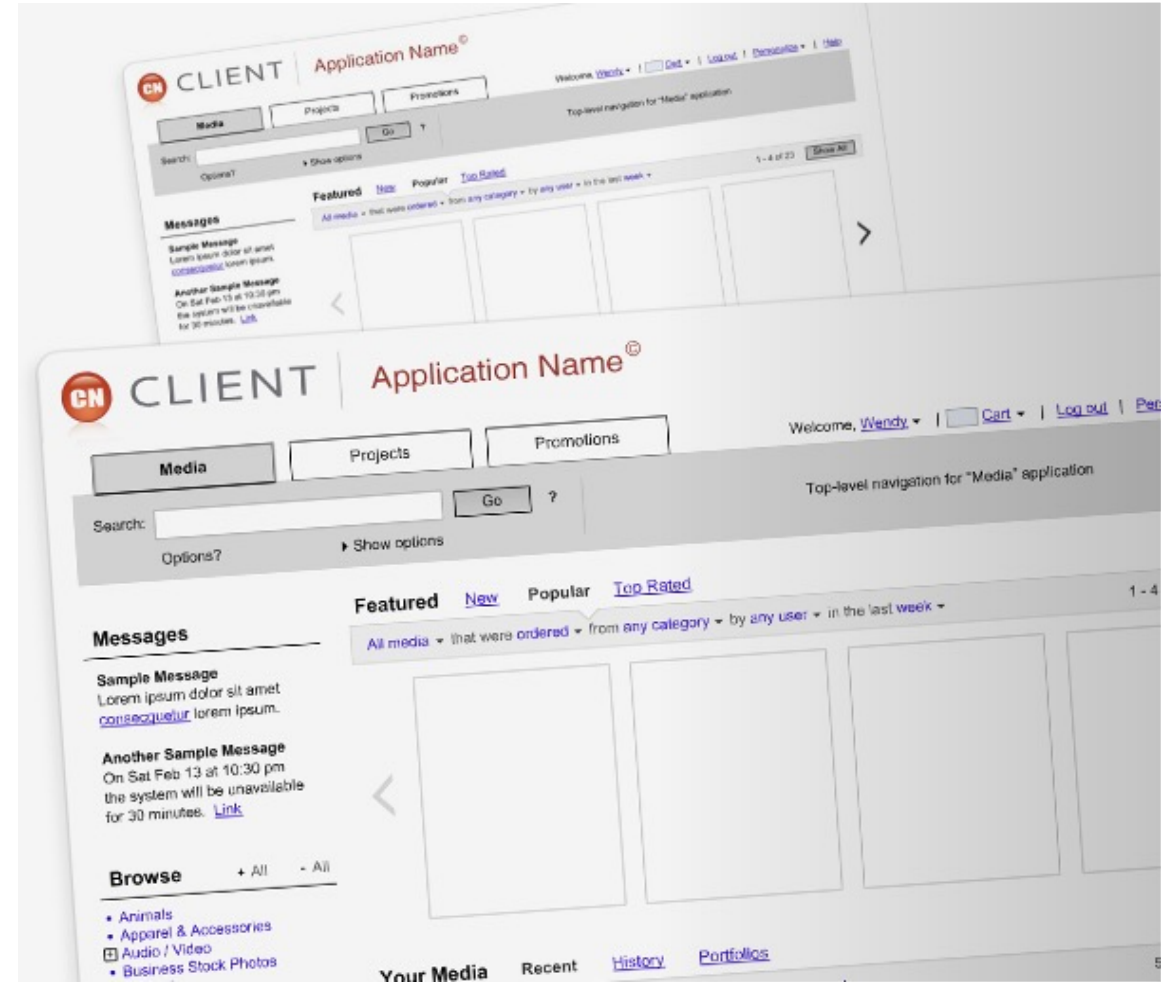
Goals
- Quickly design and iterate UI screens
- Gather feedback during evaluation

Methods
- Simple black-and-white mockups
- Created over several weeks of reviews/revisions with stakeholder team
- Interactivity added via prototyping (next page)

Artifacts
- Wireframes in Axure or similar format
- Exports to images, PDF, etc. as necessary

Rapid Prototyping

Wireframe mockups can be connected in a clickable prototype to simulate the experience of using an interactive application

Goals
- Provide a more realistic experience during usability testing
- Demonstrate complex or hard-to-describe interactions

Methods
- Typically created by adding interactivity to mockups using Figma, InVision, Axure or similar
- Updated when wireframes are updated based on feedback (if further testing is required)

Artifacts
- HTML prototype in downloadable (Axure) or cloud (Figma, InVision) format
- Exports to PDF or images as needed

Optimizing Usability for Insurance Customers Across Site Environments

Business Issue

An insurance company created **multiple environments** for customers to access insurance information and materials. In addition to testing general usability, the client wanted to ensure the **experience transitioning between environments** felt seamless and easy to navigate.

The client team partnered with Ipsos to **assess three key site areas**:

1. Log In & Registration
2. Account Dashboard
3. Account Details Page

Our Solution

Ipsos UX conducted **60-minute remote, moderated, in-depth interviews** with a mix of insurance customers.

During sessions, participants **explored the site** on their own before **completing a series of tasks** such as finding insurance claims and plan information materials.

Sessions also allowed the moderator to **probe deeply into any issues,** feelings toward content, and optimization **opportunities to improve** user experience.

Impact

Research **identified pain points and unearthed gaps** in the current experience, and uncovered issues within the **sites' information architecture**.

Specifically, research recommendations addressed significant **information architecture** and **navigation issues.**

Ipsos provided a succinct list of **short- and long-term optimizations** that the client quickly acted upon. Based on the success of this research, the client **returned for an additional round** of **unmoderated usability** testing.

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Streamlining Credit Card Referral Journeys for Existing Cardmembers and Prospects
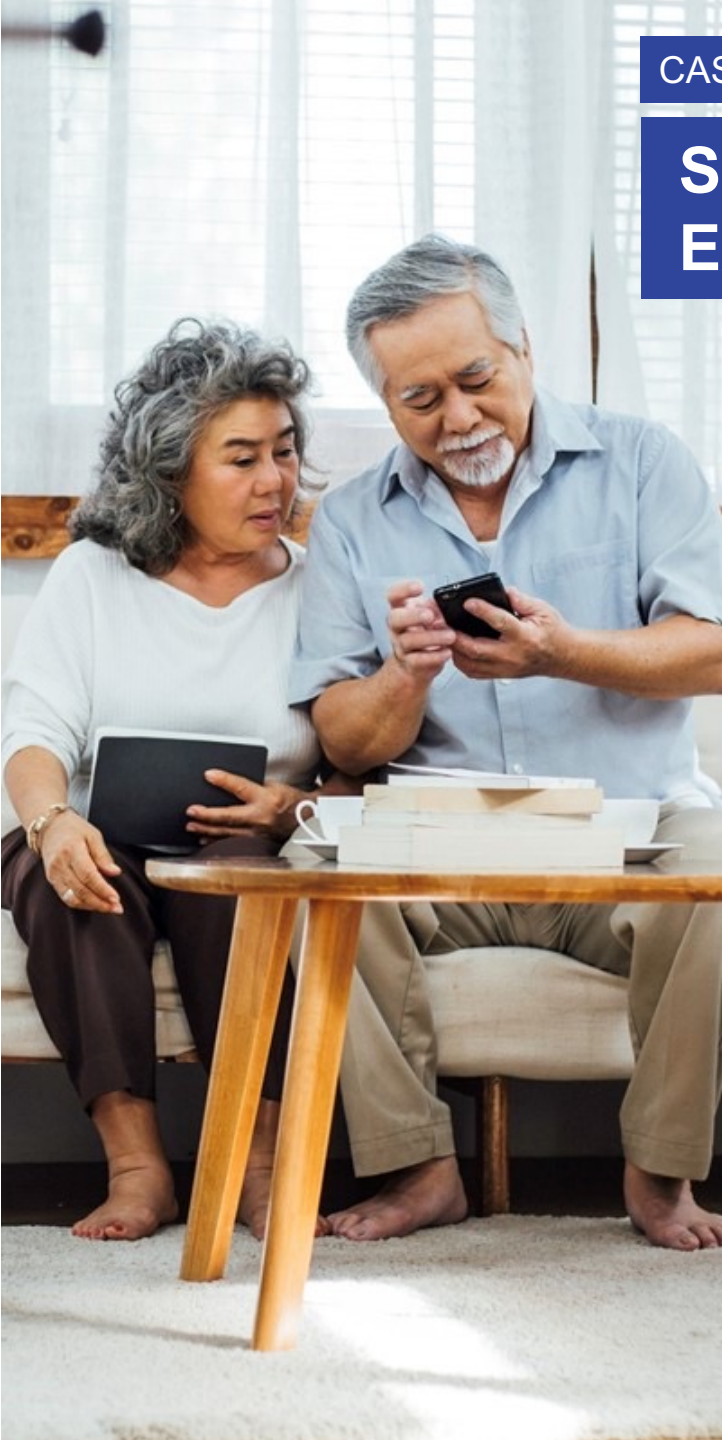
Business Issue

A large credit card company was interested in **testing their referral site's** navigability, functionality and ease of use for both existing cardmembers (referrers) and prospects (referees).

The client also wanted to **benchmark the experience against the previous** year's results.

Ultimately, they wanted to **improve the referral flow** for their current cardmembers and prospects by **identifying and understanding friction points** within the experiences as well as potential improvements.

Our Solution

Ipsos UX conducted **60-minute remote, moderated, in-depth interviews** with prospects and cardmembers.

Before testing the referral experience, participants shared their **recent referral experiences in and outside of financial services**.

Current **cardmembers** then tested the **process of referring a friend/family member** from within the existing experience.

Prospects tested the full journey from receiving a referral email all the way to applying for a card.

Impact

Research revealed **several persistent issues** with last year's results and provided **design recommendations** for how to address. It also illuminated the **key areas for improvement** for existing cardmembers and prospects.

Significant usability issues were unearthed that would **prevent or limit users from quickly accessing the information needed** to make and/or act on a referral – providing the client with critical information to improve their user experience and ultimately, their **referral conversation rate**.

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Creating Inclusive Personas and Mapping their Credit Card Shopping Experiences

Business Issue

A top financial institution wanted to better understand how a variety of customers and non-customers **search for and ultimately choose** a new financial product. They sought to do this by developing **inclusive personas** and **user journeys**.

Ultimately, they wanted to **identify a key set of personas**, illustrate their **financial journey** steps, pain points, and needs, as well as **obstacles to achieving financial goals and opportunities** for ways to better serve *all* users.

Our Solution

Ipsos UX partnered with Ipsos MSU (quantitative survey team) to conduct **an iterative, quant-qual hybrid study** with a focus on inclusivity and accessibility.

First, Ipsos UX conducted a round of **qualitative in-depth interviews** to explore financial experiences, perceptions, and pain points to **inform the survey design**. Second, Ipsos MSU fielded a **20-minute quantitative segmentation survey** to identify the set of personas and **key steps they take** in their search. In the third and final round, Ipsos UX conducted another set of **qualitative interviews** to fill in any remaining **gaps** in the **personas or journey map**.

Impact

This research identified and validated **five unique personas** and their **financial journey** including drivers, accessibility needs, and **opportunities** for our client to step in, provide support, and differentiate themselves.

These findings were brought to life in a **robust quantitative report**, as well as a **visually designed journey map** with distinct **personas and accessibility considerations**.

Our UX team has the expertise your clients need to create great experiences…

155,000	Participants tested face-to-face
7,000	User research projects
1,000	Assistive tech users recruited
425	Design projects
160	Speaking engagements
158	UX designers and researchers
57	HF/UX led IFU design projects
8	Successful ISO9001 Audits of our QMS
1	Point of contact for global research

Our Global Thought Leadership Guides Us

We produce regular thought leadership reports based on the global research we generate.

Our teams are fully informed and will ensure we bring leading edge insights to our UX work.

- [Check out our latest Webinars, POVs and Whitepapers](#)

- [Listen to our Podcast](#)

- [Read our blog](#)

THANK YOU

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for more information.

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