



# UX capabilities in Brazil

# Meet the UX Team Leads

## Yana Beranek

Global Head of User Experience

With 18 years of experience, she's an advocate for accessible UX research and design. She specializes in financial services, online learning, e-commerce, consumer healthcare, and consumer electronics. As a global lead, she oversees strategic global projects.

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## Gilmar Miranda

Business Director of User Experience

With over 10 years of experience as a UX Research professional, have worked across diverse industries, including automotive, finance, marketplace, delivery, and mobility. At Ipsos, responsibilities range from project negotiation to strategic planning.

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## Susana Lopez

Manager of User Experience

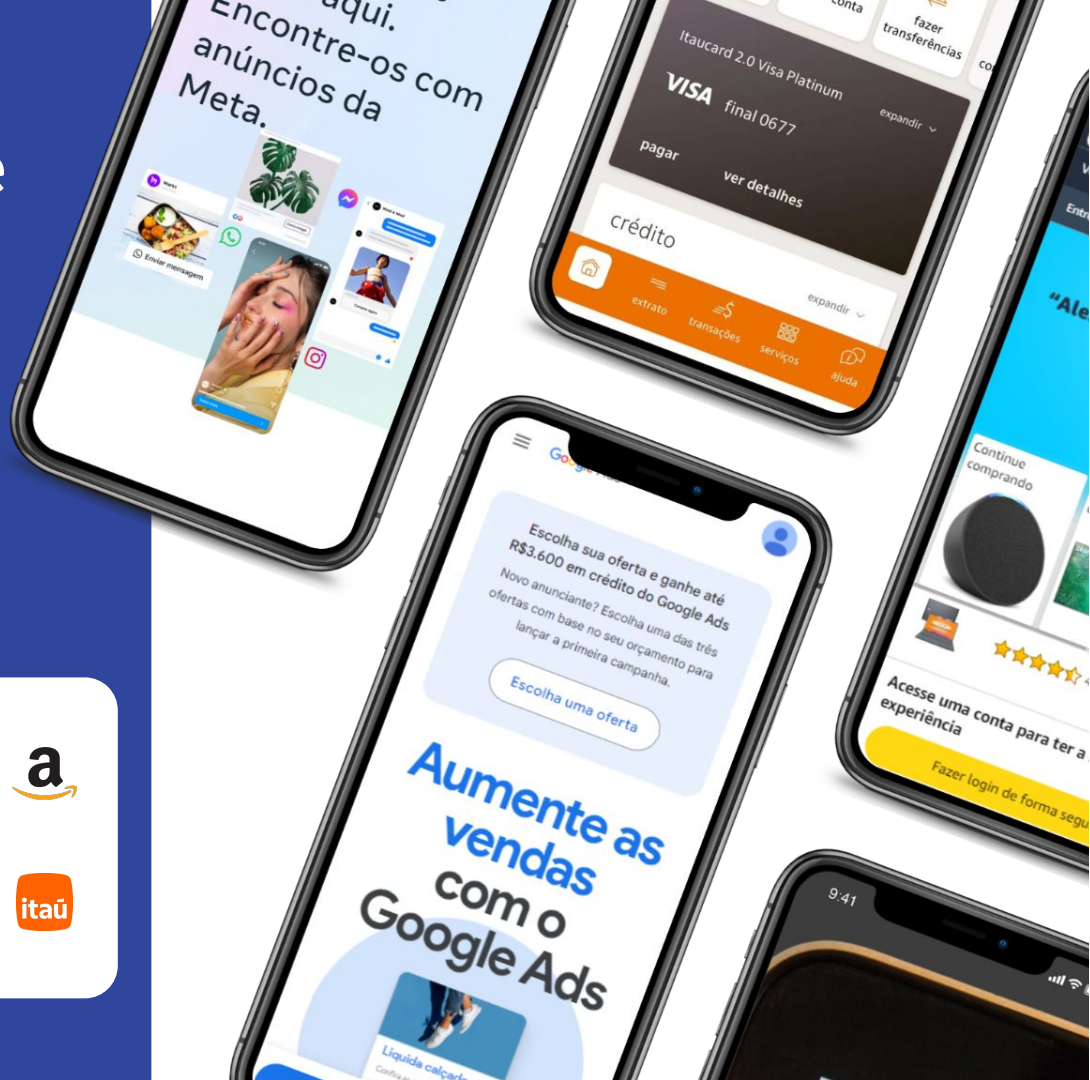
With a background in Product Design, Service Design, and Project Management, she leads a multidisciplinary team at Ipsos Brasil. Susana plans and executes UX and Digital Product projects from start to finish, ensuring high-quality deliverables for clients.

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# Ipsos' UX experience

Over 60 studies have been executed or are in progress, including over 35 international studies conducted since 2023. Numerous mixed-method quantitative/qualitative studies have been carried out for Meta, Google, Amazon, and Itaú. We have executed studies with many product teams, including more recently with...







## **We have a dedicated UXR team for each client, bringing product and process knowledge to every project**

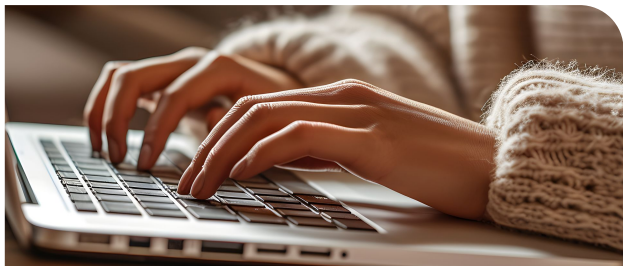
Our team of researchers makes Ipsos one of the largest UX teams worldwide. Every study has an experienced Oversight dedicated to the specific client.

## **Our project managers ensure excellent project execution and clear communication throughout**

Each study has a PM managing participant privacy, data security, and project timelines.

## **Our team has a strong digital product background, which ensures the study aligns with client goals**

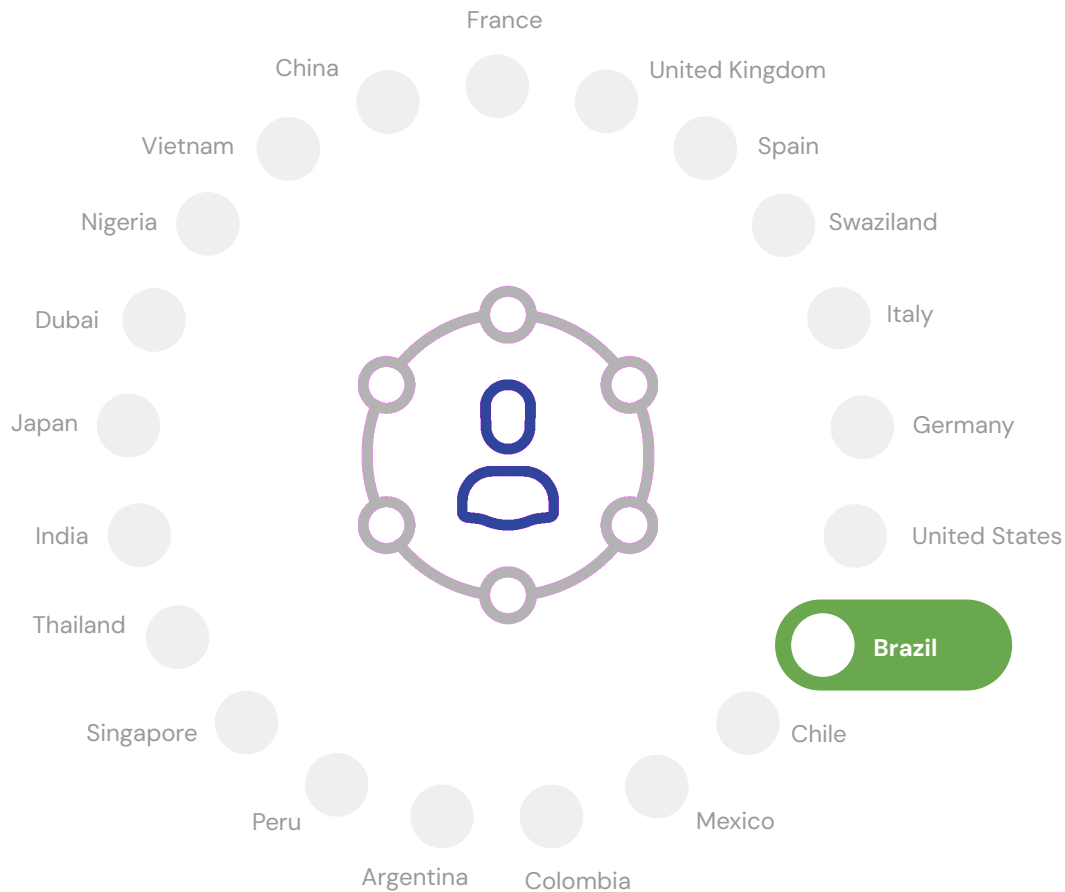
Each member of the UXR team receives weekly in-house training with different professionals worldwide. They consistently study digital products, product discovery, user experience, project management, and English.



**Our goal is to empower everyone in the organization to become the world's leading experts on users and customers. We aim to deeply understand:**

- Who our users and customers are.
- Their needs and unmet needs.
- Their current experiences.
- How their experiences could be improved in the future.

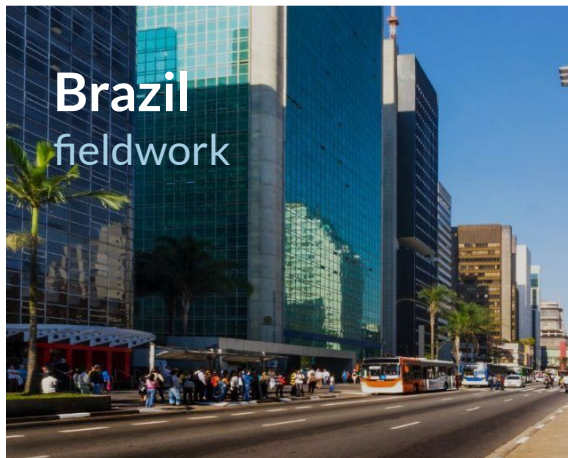
Achieving this requires going beyond simple usability testing. We need to engage in a variety of in-depth research methods that provide a comprehensive understanding of our users' experiences, not just their interactions with specific product features. This "deep hanging out" approach will be crucial in uncovering insights that drive truly user-centered innovation.



## A global UXR team present in over 20 countries

brings valuable exchange  
experiences and diverse  
perspectives to every challenge.

**We have the capabilities to conduct studies in over 30 markets**



**Field remotely or in-person, including in our research facility in Sao Paulo, Rio de Janeiro, or at partner facilities throughout BR**

Able to conduct BR-based research in English, Spanish, Portuguese, etc.



**Ipsos Global UX and our trusted partners allow us to conduct research in over 30 markets**

Our project management process and oversight of local teams ensures you receive the same quality of research anywhere in the world with a competitive price.

# We collaborate and partner with you throughout the project



## Scoping

- Always available for pre-RFQ scoping conversations
- Quick turnaround on proposals with iterations as needed
- Blind, semi-blind or unblinded research with the legal approved NDA



## Prep

- Project tracker file keeps milestones and materials easily accessible
- Shared project folders in Drive
- Weekly sync calls
- Iteration and approval of all study materials



## Fieldwork

- Streaming and in-person observation of fieldwork
- Backroom chat with moderators during field
- Written field updates keep your team learning alongside us
- In-field oversight of international research



## Analysis

- Report outline provided for your review and approval
- Iteration of deliverables, with a focus on storytelling and insights
- Jointly-led readout(s) for your team



**Fully equipped office space ideal  
for conducting any type of  
research study**

Ipsos Experience Lab in downtown São Paulo and Rio de Janeiro offers comfort, flexibility and security for clients and participants alike.



**With a variety of room layouts, our labs can be transformed into real-world spaces**

## **Ipsos Experience Lab has you covered**

- 4 small labs, one medium lab, and a 3 large multipurpose 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/from any room
- Dedicated staff and reception with sign in kiosks
- Easily accessible by train, bus, or car





## 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.

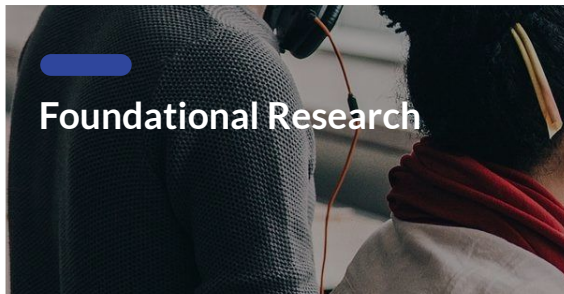


## Flexibility

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.



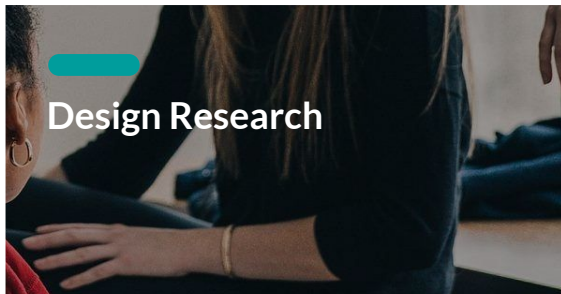
# Key points insights and impact for every stage of product development



## Foundational Research

### Understand users and context

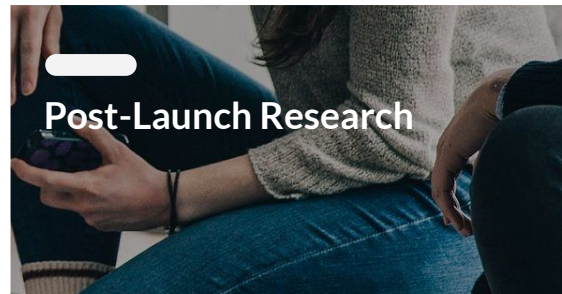
- Who are our current + intended users?
- What is the experience for users now?
- What are the gaps and opportunities?



## Design Research

### Ideate new solutions and test

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

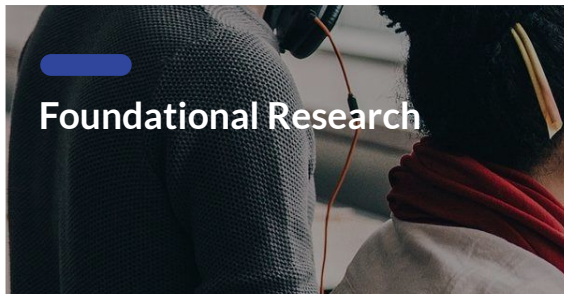


## Post-Launch Research

### Measure success and iterate

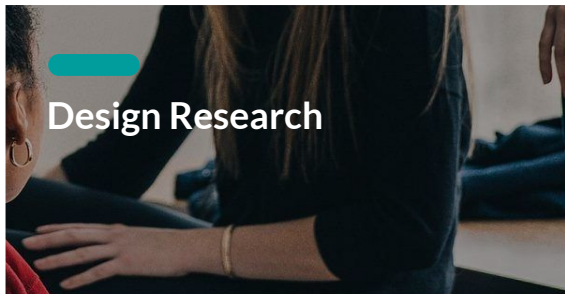
- Is our solution delivering improvements?
- Is the solution easy and satisfying to use?
- Does the design meet business goals?
- How can we adapt and refine the experience?

# Methods for every stage of product development



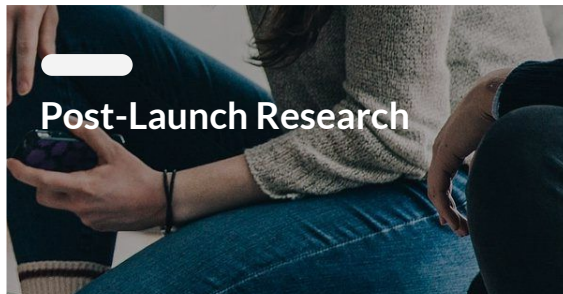
## Foundational Research

- Diary Studies
- In-depth Interviews
- Expert Review/Heuristics
- Jobs to be Done
- Journey Mapping
- Desk Research



## Design Research

- Co-Creation Workshops
- Feature Prioritization Surveys
- Information Architecture
- Language and Localization Test
- Prototype Testing
- Usability Testing
- Wireframing & Prototyping



## Post-Launch Research

- Usability Testing
- Benchmarking
- Design Guidelines
- Measuring User Satisfaction
- UX Score
- Validation



**We offer customized research programs that act as an extension of your team, taking care of the entire process so you don't have to worry**

**Our programs cater to different needs, such as:**

**E-commerce businesses:**

→ Continuous conversion monitoring and in-depth research on consumer behavior.

**Customer-centric companies:**

→ Long-term measurement of customer behavior through recurring research.

**Benefits of a long-term partnership:**

→ Deep and always up-to-date understanding of consumer behavior.

→ Personalized payment plans and more competitive prices.

→ Agility in carrying out smaller studies with high frequency, guaranteeing continuous learning.

→ Experienced professionals dedicated to each client.

# Recruitment



## B2B & B2C expertise

We ensure the right people are in the room including user's hard to reach audiences

**B2C:** Whether Gen Pop or Gen Z, power user or brand critic, our recruits go deeper than basic demographics

**B2B:** We recruit developers, Ads buyers, SMBs, and more

More than

# 3,000

users were recruited for Quali UXR studies in 2024

The average time to recruit target users is

## 3 days

The no-show rate is less than

## 2%

The Cancellation rate is less than

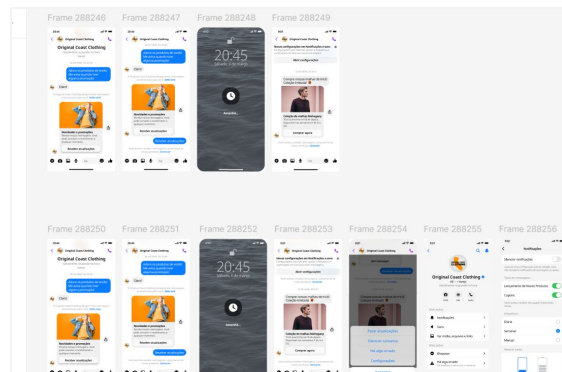
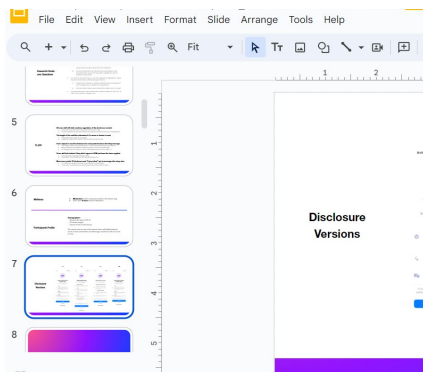
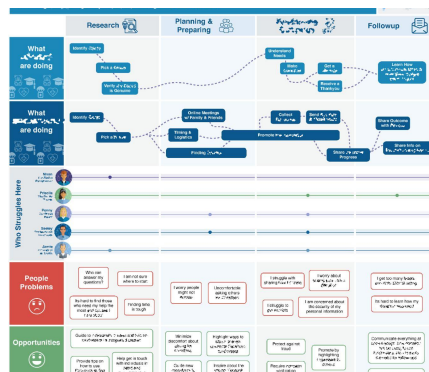
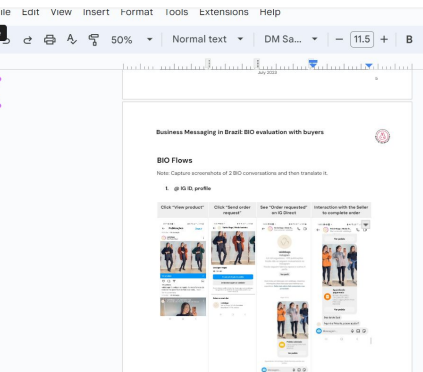
## 1%

We handle all recruitment

## internally

with a dedicated UXR Ops team to ensure we source high quality users

# Research artifacts designed so that your insights deliver impact



## Daily debriefs

Written field updates in Docs keep your team learning alongside us while the study is underway. Daily debriefing meetings after. Daily debriefings after user sessions to discuss key insights and observations

## Design artifacts

Visual reference materials to share with your team.

## Topline

For straightforward studies or when you need fast reporting, a topline in Docs can get you the facts in just three days.

## Video clips and highlight reels

Put a human face to the findings and demonstrate key issues identified in testing through video clips incorporated into the final report. Audio recordings of user responses

## Reports

Actionable insights written to the level of detail you need, whether that is a presentation ready Slides deck or a report chock-full of information you can break apart to share out to different audiences.

## Session artifacts

Keep learning from your research with session artifacts including English language or local language transcripts and video recordings.

# Understanding the Consumer Decision-Making Process during Black Friday

## Business issue

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A large global retailer wanted to understand the consumer journey before, during, and after Black Friday. The initial objective was to analyze only the online journey. However, during the briefing, we expanded the scope of the research. Our suggestion was to investigate the influence of other channels, in addition to online, on consumer purchasing decisions. To better understand this journey, we focused on three main questions:

1. How does the consumer decision-making process work?
2. What factors influence the choice of company at the time of purchase during Black Friday?
3. Why did consumers choose the client company over the competition?

## Our solution

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We conducted mixed research, combining a Diary Study and In-depth Interviews, over two months. The Diary Study lasted for 2 months and involved 60 participants from the target audience, divided into 3 categories. Participants spent 15 minutes daily documenting, on the Recollective platform, their research habits and the decision-making process related to Black Friday shopping. We collected different types of data, such as videos, audios, prints, and interactions on the platform, to ensure richness of detail. Two moderators monitored participant interactions and responses, ensuring data quality. We sent weekly reports with relevant insights to the client. In-depth Interviews took place every two weeks, with 6 Diary Study participants selected. The goal was to deepen the understanding of specific points and test prototypes from the client company. Of the 60 participants in the Diary Study, only one dropped out after the first month, indicating a high level of engagement. We had 10 deliverables throughout the project. Part of the sample was people with partial vision, where we had a focus in part of the research on accessibility.

## Impact

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We uncovered influencing factors that the client was not aware of, which led to a shift in their mindset regarding consumer behavior during Black Friday. We brought to light many questions that had the potential to be extrapolated to a larger sample size, allowing for a quantitative understanding of whether these behaviors were significant. We gained valuable insights into the client's e-commerce platform, including customer purchasing experiences and the strengths and weaknesses of their main competitors. These results helped the client's product and business teams prioritize initiatives that were not originally planned for the following quarters.

# Global Research to Boost the Online Advertising Tool in Key Markets

## Business issue

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A large technology company was facing a decline in revenue from its online advertising tool, while competitors were gaining ground due to their user-friendliness and return on investment. Facing this challenge, and with pressure from investors for quick results, the company decided to conduct global research. The goal was to understand the reasons behind the decline and seek solutions to reverse the situation in its three main markets: India, Brazil, and the United States, where financial and user experience indicators were most critical. The pressure for results was high, with the expectation that all investigation and implementation of solutions would take place within a maximum of three months in 2024.

## Our solution

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To deeply understand user experiences with the ad platform and identify opportunities for improvement, we conducted in-person research with 300 in-depth interviews. Over 22 days, three teams simultaneously conducted 14 daily sessions, each lasting 90 minutes, at our office in São Paulo. The client's global presence was essential, with their team accompanying the sessions on-site. The report was constructed in real-time through a shared document, ensuring agility in data analysis. The interviews addressed crucial topics such as the user experience of the current platform, the main problems encountered, and a complete analysis of the competition, highlighting their strengths and weaknesses. Even with a high degree of difficulty in recruiting users, we had only 2 cancellations throughout the entire fieldwork.

## Impact

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The research revealed complex usability flaws in the ad platform, directly impacting crucial features such as the investment flow, one of the most critical pain points identified. Furthermore, the study provided a deep understanding of the competitors' strengths, both in terms of their digital product and user perception and preference. Based on these insights, the product and business teams were able to prioritize improvement initiatives, focusing efforts on areas with the greatest impact on platform performance.



# Consumer Behavior in Promotional Messages on WhatsApp

## Business issue

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The client wanted to qualitatively understand how people behave when they receive promotional messages from businesses on WhatsApp. They sought to understand their emotions, motivations, and mental models. They wanted to know if people feel excited, bothered, or indifferent when they receive these messages, and what factors influence these reactions, such as the type of company, the offer, and the timing of the message. They wanted to know if people mentally organize these messages, and if so, by what criteria, and if this organization influences their purchasing decisions. They also wanted to know if WhatsApp is seen as a positive environment for interacting with businesses and how its features impact that experience.

## Our solution

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A two-week diary study was conducted with 25 participants, investigating their experiences with receiving promotional messages on WhatsApp. In addition to traditional questions, the study included a co-creation stage where participants could suggest an ideal layout for the messages. To complement the diary study, 10 individual interviews were carried out, equally divided between Brazil and India.

## Impact

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The research uncovered interesting and diverse ways in which people organize their promotional messages, generating valuable insights for the product team to rethink solutions. Moreover, the study validated important business hypotheses and provided suggestions for naming and writing elements of the layout in production.