

Ipsos UX Capability Deck

GAME CHANGERS



Summary

1. What is UX and why is it relevant to your business?
2. How do you create industry leading UX?
3. Our UX Process
4. Why Ipsos UX?

What is UX and why is it relevant to your business?

1

What is UX?

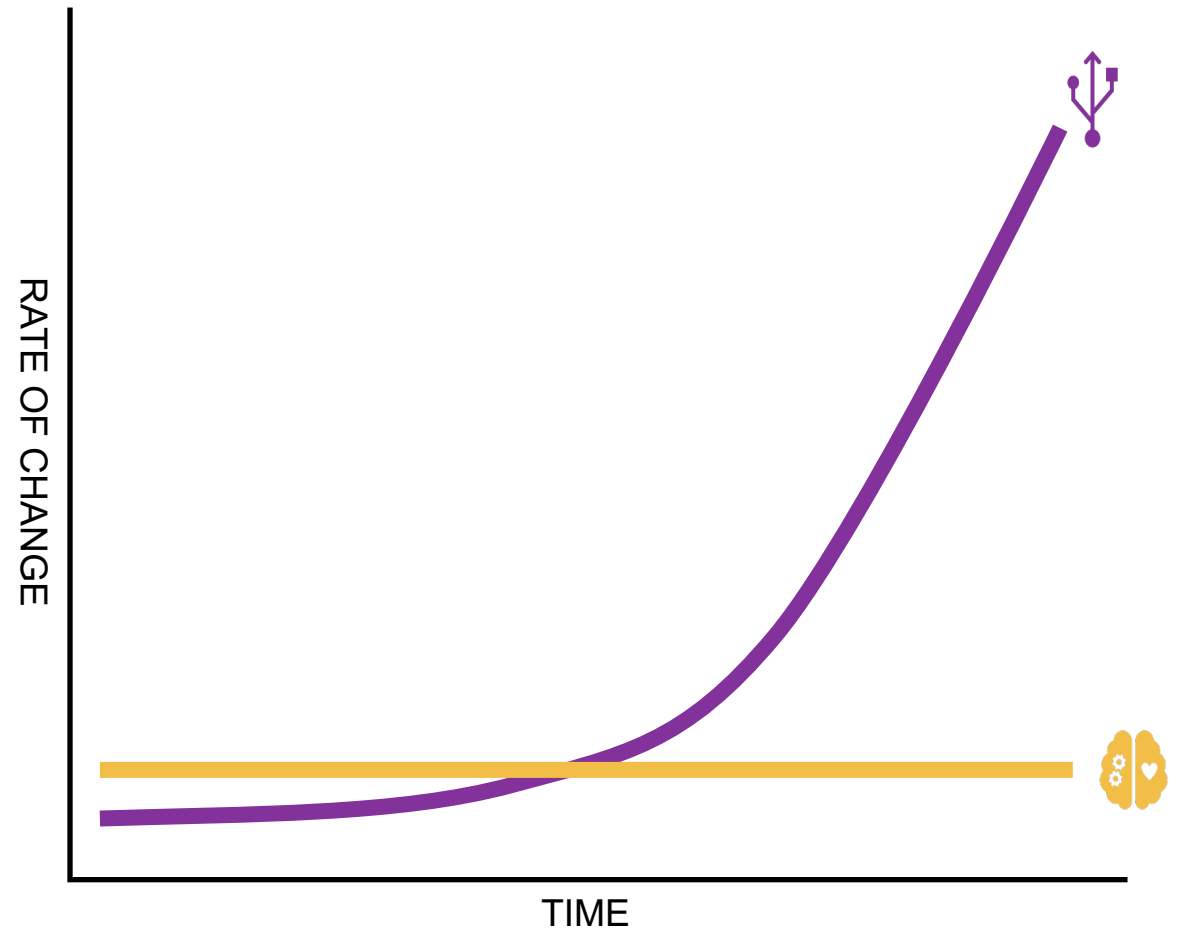
**Evidence driven
approach to
designing products
and services that
exceed user
expectations**



Modern life is complicated, and we're often in **cognitive overload**.

Meaning our tolerance for complexity is very low.

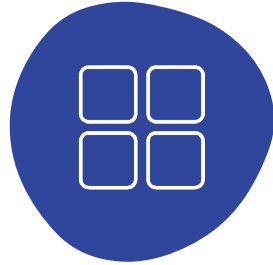
Anything we use **MUST** be **simple** and **easy** or it may be rejected.



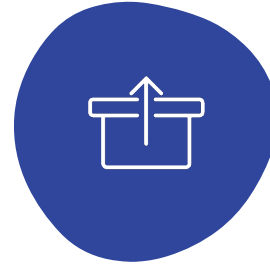
Examples of touchpoints we focus on



Website



App



Unboxing



Service



Device



Vehicle



Voice interface



Consumer electronics /
durables

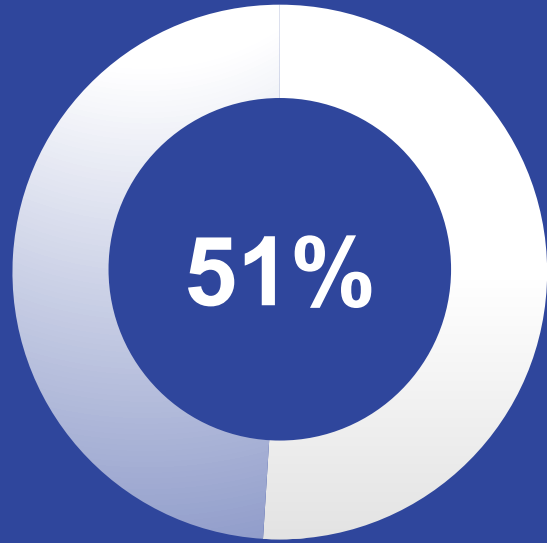
In 2020 there were **218bn**
app downloads across
Android and iOS

Yet, only **25%** were used
more than once.

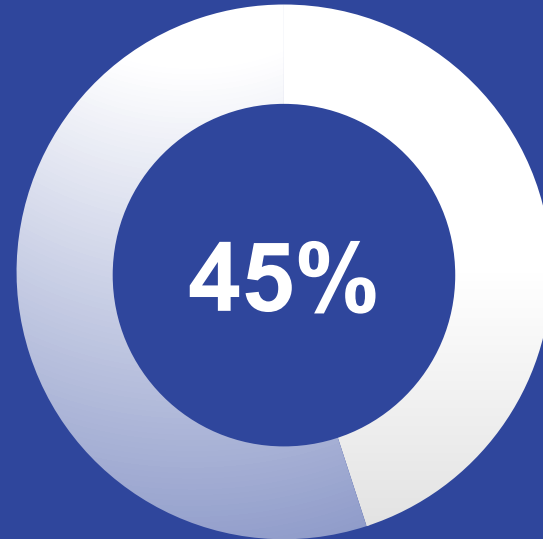
That's a huge waste of time
and money due to poor UX



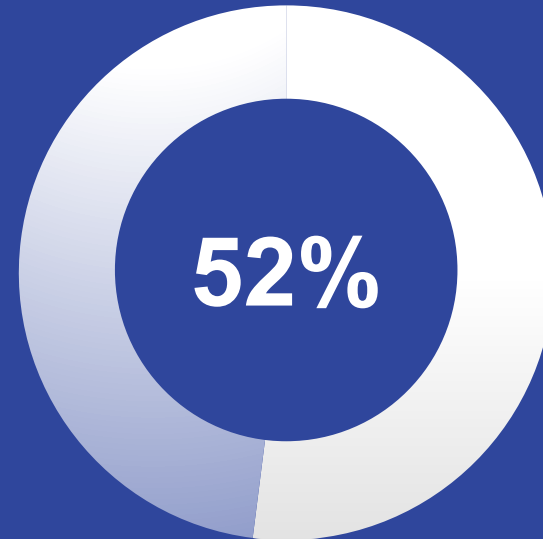
Key reasons UX is important to your business



have stopped using a website because it was too confusing ¹



have switched companies due to a poor online experience ²



of users said a bad mobile experience made them less likely to engage with a company ³



of investment in UX results in a return of \$100 ⁴

1 + 2 - Ipsos: Rep sample of n=1050 adults across the UK (May 2021), 3 - Think with Google Research from 2012, 4 - Forrester 2016 report titled "The Six Steps For Justifying Better UX"

How do you create industry leading UX?

2

Great experiences don't happen by accident

We need fast, easy and intuitive experiences.

But making things simple, is not as easy as it sounds. Difficult design decisions need to be made.

Each interaction must be considered carefully.

UX is about doing the hard work behind the scenes, so users don't have to work hard when they interact with your business.



Superior UX demands relentless focus on users

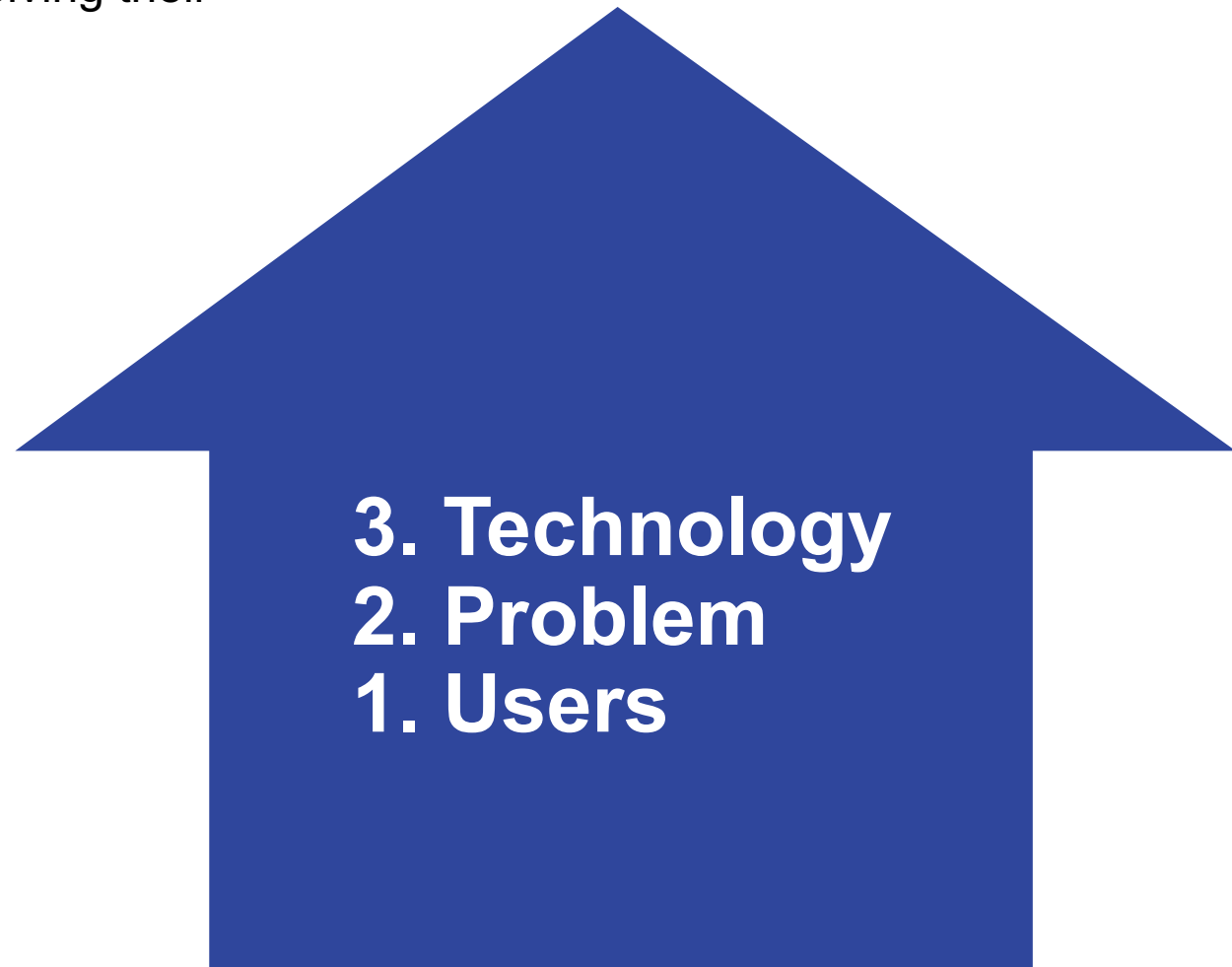
Designing great experiences needs a constant focus on users, their needs, and the problem we are solving for them.

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



Industry leaders focus on users first

Its easy to get excited about the technology and this is where many companies focus first. But, the most successful organisations focus on people first and technology as an enabler to solving their problems.



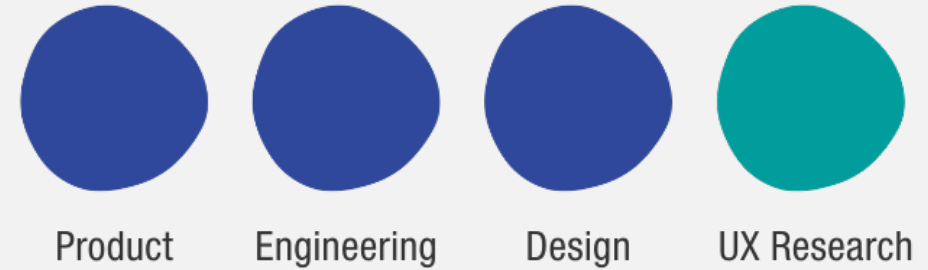
We offer a service based UX model

Industry leaders incorporate UX Research as a key part of their product design process.

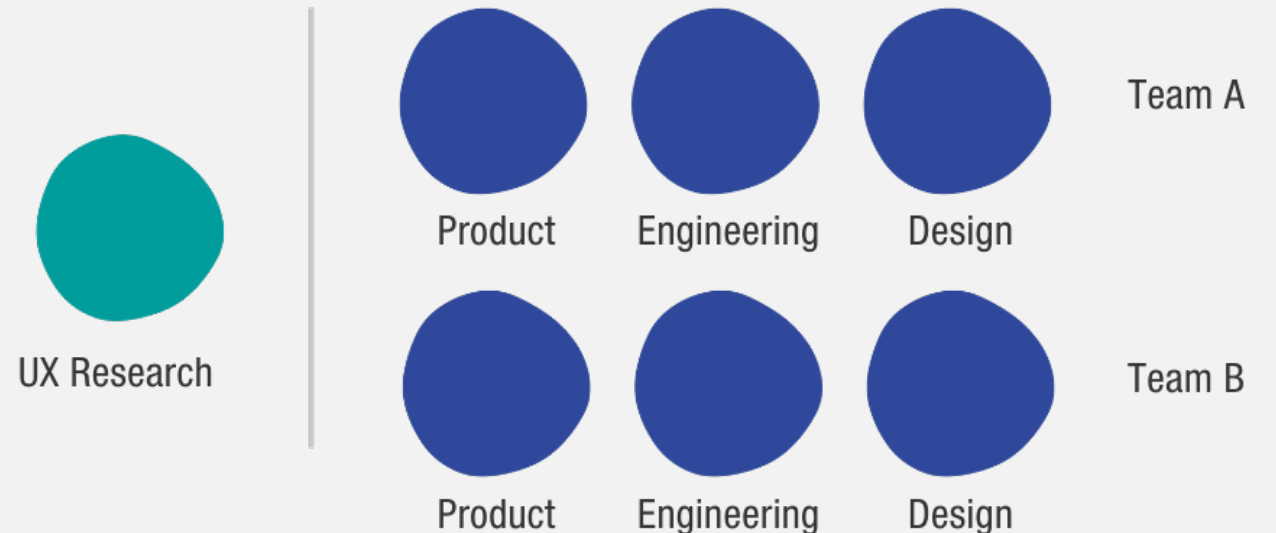
UX Researchers are either hired internally and embedded within each product team which is effective but expensive and time consuming, or they operate a service model where teams have access to research as required.

We are currently working with the most advanced companies in the world to ensure the products and services they launch have users at the heart of the design process.

Embedded Model



UX as a Service Model



Our UX Process

3

Ipsos approach to User Centered Design

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?

Ipsos approach to User Centered Design

Exploring Experiences

Listen & Observe:

- Expert Review/Heuristics
- Ethnography
- Experience Diaries
- Contextual Interviews
- Competitor Benchmarking

Discover Needs:

- Journey Mapping
- User Personas
- Strategy Workshops
- Accessibility

Designing Experiences

Ideation & Design

- Information Architecture
- Service Design
- Instructional Design
- Wireframing & Prototyping
- User Interface Design
- Co-Creation Workshops

Iterative Evaluation

- Prototype Testing (in lab, on-site, remote)

Deploying Experiences

Validate Design

- Validation / Pre-launch testing
- Quality Assurance

Analytics & Monitoring

- UI Design Guidelines
- Training Materials
- Digital Analytics
- A/B Testing

Why Ipsos UX?

4



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



Understand Your Users – find out what they want and need

By talking to potential users in new markets, we can understand their goals, motivations, needs and desires.



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 your 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 mobile banking experiences with confidence.

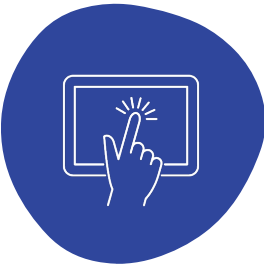
UX is at the heart of how customers and businesses interact in the future



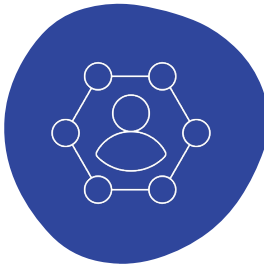
Digital Self Service



Augmented & Virtual Reality



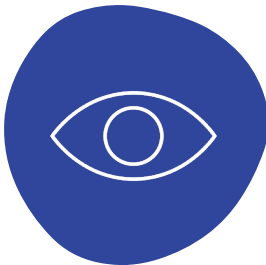
Low-touch economy



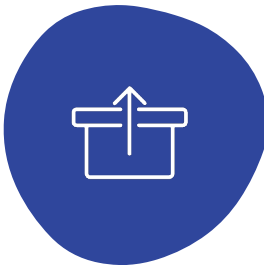
Hyper-personalisation



Trust, Privacy & Ethics



Inclusivity & Vulnerability



Unboxing



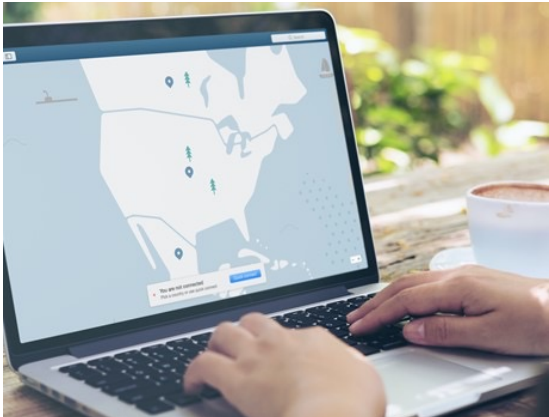
Voice User Interfaces



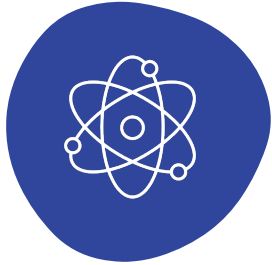
We're highly experienced with a variety of technologies



We design for users in a variety of different environments



Understanding consumers is in our DNA



Behavioural
Science



Human Factors &
HMI Design



Semiotics



Ethnography



Service
Design



Customer
Experience



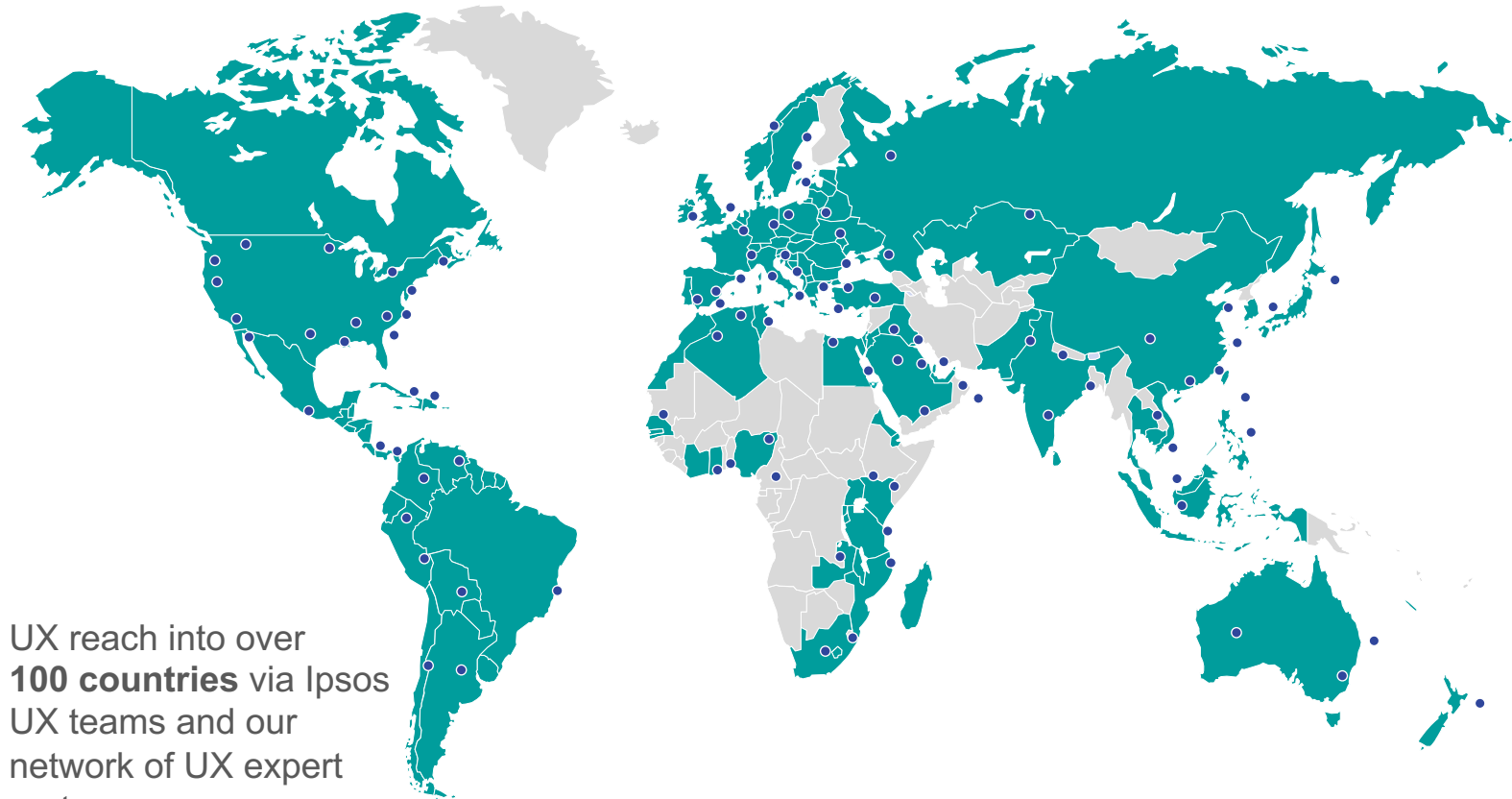
Trends &
Futures



Innovation



Providing a global offer like no-one else



UX reach into over **100 countries** via Ipsos UX teams and our network of UX expert partners

100+ Countries We Do Research in

ALBANIA ALGERIA ARGENTINA
AUSTRALIA BAHRAIN BELGIUM BOLIVIA
BOSNIA BRAZIL BULGARIA CANADA
CHILE CHINA COLOMBIA COSTA RICA
CROATIA CYPRUS CZECH REP. DENMARK
DOMINICAN REP. ECUADOR EGYPT
FRANCE GERMANY GHANA GREECE
GUATEMALA HONG KONG HUNGARY
INDIA INDONESIA IRAQ IRELAND ITALY
IVORY COAST JAPAN JORDAN KENYA
KOSOVO KUWAIT LEBANON MACEDONIA
MALAYSIA MEXICO MONTENEGRO
MOROCCO MOZAMBIQUE NETHERLANDS
NEW ZEALAND NIGERIA NORWAY
PANAMA PAKISTAN PERU PHILIPPINES
POLAND PORTUGAL PUERTO RICO
QATAR ROMANIA RUSSIA SAUDI ARABIA
SERBIA SINGAPORE SLOVAKIA SLOVENIA
SOUTH AFRICA SOUTH KOREA SPAIN
SWEDEN SWITZERLAND TAIWAN
TANZANIA THAILAND TUNISIA TURKEY
UAE UGANDA UK UKRAINE USA
VENEZUELA VIETNAM ZAMBIA

89 Countries With Ipsos Offices





Our UX team has the expertise you need to create great experiences...

115,000

Participants tested face-to-face

4,500

User research projects

275

Design projects

150

UX designers and researchers

140

Speaking engagements

25

Custom-built UX research labs

10

Offices around the world

2

Books on User Research

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.

[View the latest UX Thought Leadership.](#)

IPSOS ESSENTIALS

Tracking consumer attitudes and behavior in a time of crisis

Phase 4, Wave 35: Feb 25 – 28, 2021

Subscriber only report - Google

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CORONAVIRUS & BEHAVIOR CHANGE

What does this mean for brands?

By Erik Murphy, Robert Clark, and Cole Henry | April 2020

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INNOVATING IN CHALLENGING TIMES

Research during COVID-19

By Cole H., Virginia Bell, Ananya Bhowmik, and John O'Connell | March 2020

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BRAND RITUALS IN A LOW-TOUCH WORLD

What's next for brands?

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Thank You



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