



e-government & e-community

Ipsos, one of the world's leading research consultancies has a dedicated local team which will work closely with you to optimise outcomes for the community using your website.

Through citizen engagement, we will tell you how your website performs and outline the steps to optimise its utility.

Let us ask your audiences how you can make your website:

- more attractive
- easier to use and navigate
- better organised
- the best it can be so users keep coming back to it

We tailor our services according to your specific needs.

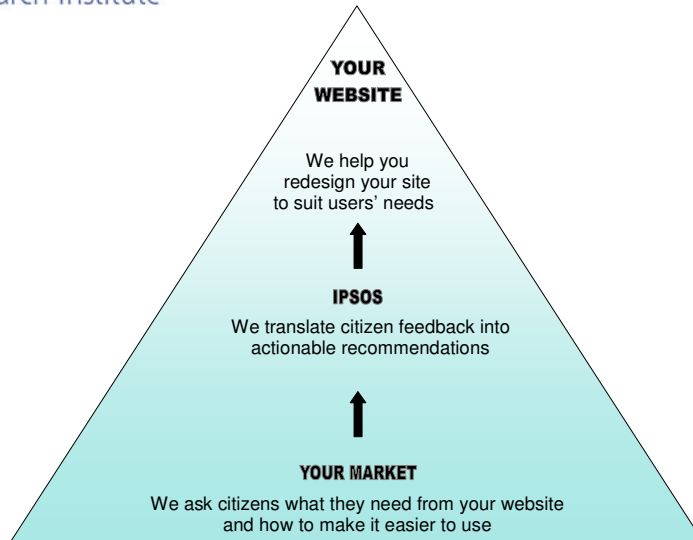
If you have launched or intend to launch your website on a mobile device, we can test it with users to determine its usability and recommend solutions to improve user satisfaction.

If you have your own website designer, we can work with them, too. We deliver strategies and precise recommendations to enhance your website design and usability.

Expertise

We have effectively evaluated the websites of major government and commercial organisations.

We have also helped organisations build websites from scratch and have recommended key changes to existing websites to improve functionality, design and usability. By engaging citizens in this process, our clients have benefited from increased site visitation and higher returns.



Working relationships

We form close working relationships with our clients. Ipsos-Eureka's relationship with our clients does not end at the completion of a project. We strive to build our knowledge and understanding of partner organisations to inform quality research now and in the future.

"Ipsos undertook qualitative research into the Australian JobSearch website. Ipsos clearly understood our business requirements and submitted a comprehensive, cost effective proposal. Their commitment to completing the work to a high standard within a very short time frame was appreciated and the results of the research have shaped the future development of JobSearch, with a new design and functionality to be implemented from financial year 2008."

Mark Jones – Assistant Director - Australian JobSearch, Department of Employment and Workplace Relations

Our portfolio leader

Stanislav Bondjakov
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Stanislav has undertaken specialised training in qualitative and quantitative website evaluations by Ipsos' founder of website evaluation services in Paris. Locally, he has successfully completed major large-scale evaluations for key government departments and global commercial organisations. His strategic recommendations have helped organisations significantly improve their website delivery tools. Stanislav works very closely with clients in all stages of the evaluation including discussion guide/questionnaire development, reporting and presentation of findings.

Offices in Canberra, Sydney, Melbourne and Brisbane

Up close we see certain details. But when we step back we discover something else.

