



# Welfare.ie Stakeholders Case Study



## Project Background – Visitor Profiling and Ux

The Department of Employment Affairs and Social Protection needed a strategic review of the Welfare.ie website. Welfare.ie is a website that hasn't been upgraded in over a decade and is the website the department uses to provide information to the public on social protection. The target audience Welfare.ie wanted to conduct research with was Stakeholders. Welfare.ie supports a wide range of Stakeholders, as well as the general public. A review was needed to uncover the current and future needs for all visitor types. iReach partnered with Clickworks; a digital marketing agency offering a unique blend of leading agencies across digital marketing strategic thinking and best in class research methodologies and insights.

### iReach Methodology

iReach ran integrated hybrid quantitative and qualitative research to gain a deep insight into the website user needs. This hybrid method of research allowed for us to reach both stakeholders and the general public through different touchpoints. The quantitative usability testing research was done using site intercept technology. This was located on the website and reached all stakeholders: customers, claimants and agency members to obtain live feedback on experiences and needs. Interactive focus groups were run with different stakeholder groups and user cohorts. In-Depth Interviews were held with various stakeholders in order to gain a deeper insight of those who use the website on a frequent basis but may not have taken part in our online survey. The insights gathered from both research methods were distilled down to produce meaningful and actionable insights to feed into the current and future Welfare.ie website and digital strategy.



### iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies.

iReach Insights is the only agency in Ireland to have built our own research panels of 40,000 adults consumers and 9,000 business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

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