

Ipsos iris



INSTALL

Thank you very much for agreeing to take part in the Ipsos iris panel!

Full instructions on how to install and use the App on your Android mobile phone can be found in this document.

If you would like to print this document to follow along while installing, we suggest printing in black and white or greyscale.

Ipsos
iris
blue

UKOM

Ipsos iris
The UK industry standard for
online audience measurement

Ipsos MORI





Support ▼



Thank you for joining the Ipsos iris panel!

This installation guide will help you get the Ipsos iris blue app set up and running on your Android phone so that we can start collecting data about your media consumption.

Don't hesitate to get in touch with us if you have any questions regarding the download process:



via email at
panel@ipsosiris.com



or call our Freephone helpline
08000 149464



or send a text on
07507303032

Please note that by downloading and installing this App, you are agreeing to the Ipsos iris terms of use that can be found by visiting the Ipsos iris website:



panel@ipsosiris.com



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Monday – Friday 10am – 6pm





The process ▾

Note

These instructions/images may vary depending on the device model you are using.

Please **tap** on the link we have sent you by email / SMS message.

This will open Google Play Store and put you onto the “Ipsos iris blue” app page.

Step #1

Once Google Play Store has opened on the “Ipsos iris blue” page, please tap **Install**

The app will begin to download and install.

Once installed, tap **Open**

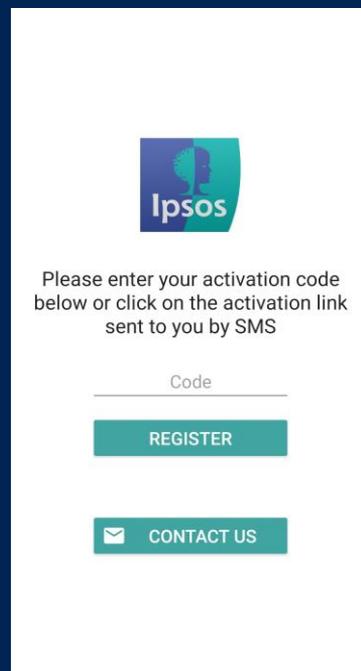


Step #2

You will need to activate “Ipsos iris blue” with the activation code we’ve sent you by Email/SMS message.

Please open up this message/email on your smartphone and **tap** on your Activation Link.

Note: If prompted after tapping the link, select **Ipsos iris blue** and tap **Always**.



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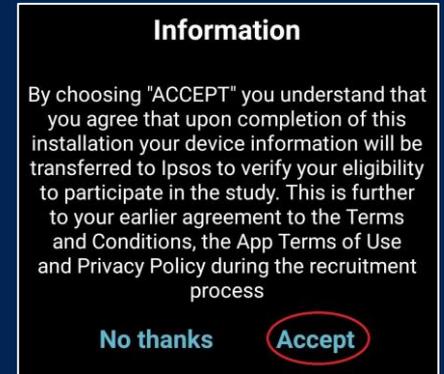


The process ▼

Step #3

You will now be asked to read/accept the app terms.

Please tap 'Accept' to continue.



Step #4

You will now be asked to enable the required app permissions for Ipsos iris blue.

Phone Call

Ipsos iris blue needs to “read the phone state”, when it uses the microphone to check the status of phone calls to be able to release the mic where required.

We do not under any circumstances record or listen to phone calls.

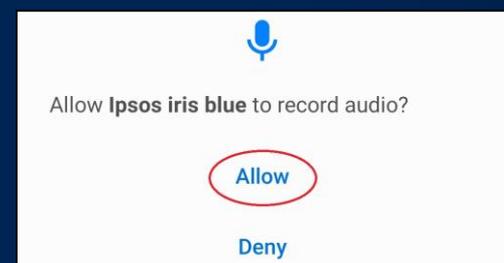
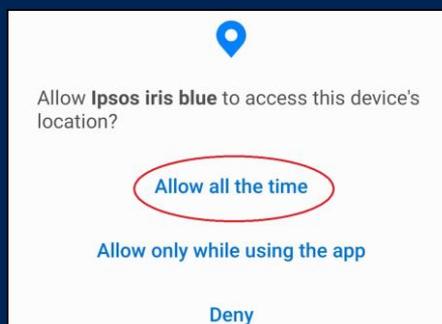
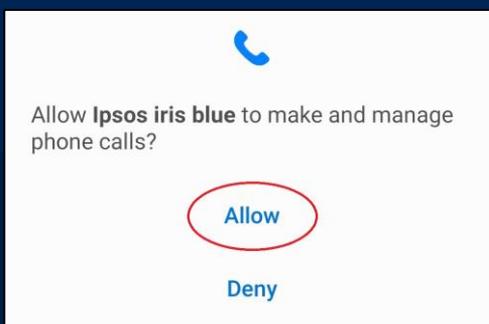
Location

Required for the app to be able to gather exact or approximate location via Wireless Network / GPS to understand if the device is moving.

Microphone

Required for the app to periodically wake itself every few hours to listen for encoded radio/television stations/broadcasts only.

Please enable/allow these as they appear in order to proceed.



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Step #5

The iris blue app will now prompt you to enable the accessibility service for the app.

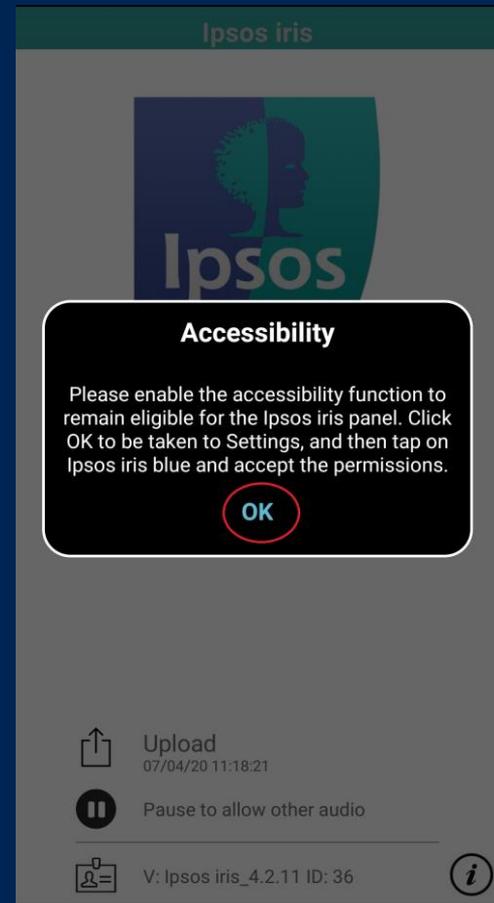
Please tap 'OK'.

You will then be taken to your phone's 'Accessibility' settings.

Find "**Ipsos iris blue**" and drag the toggle to the right to turn it ON.

Note: Some device models may have the app's listed under "Installed Services".

Now go back to the "Ipsos iris blue" app.

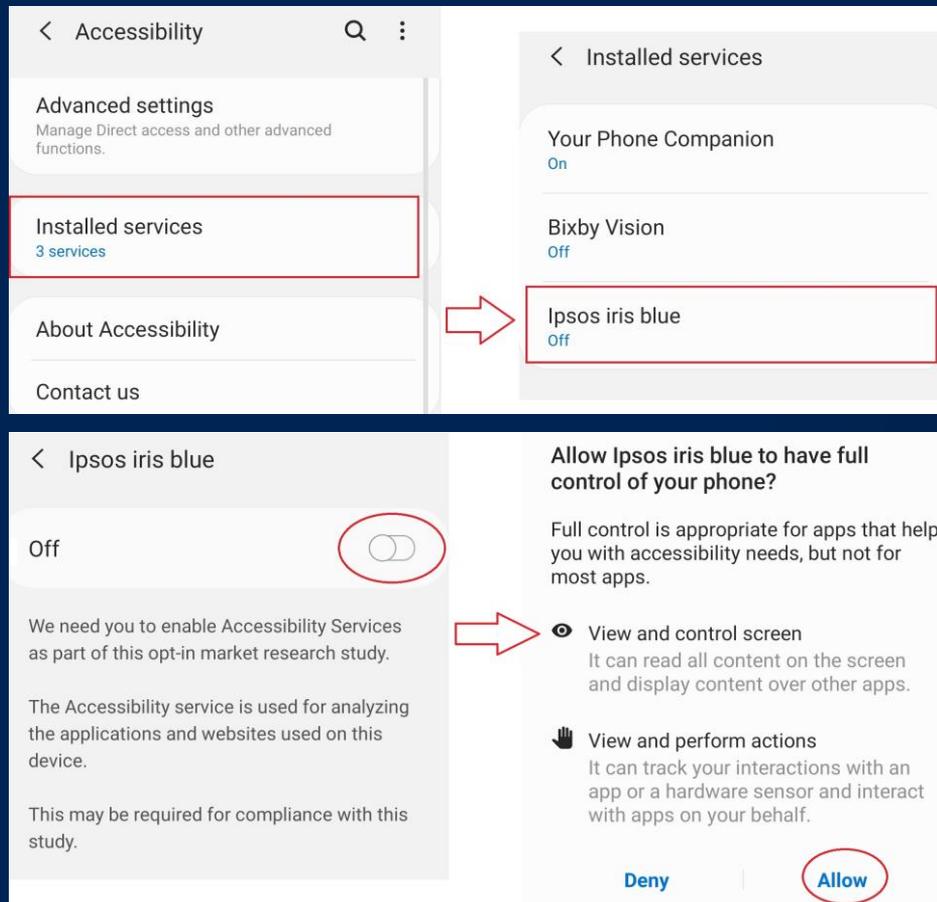


How will Ipsos iris blue use Accessibility Services?

To "**view**" apps actively moved into the foreground to understand time spent.

To "**view**" the browser address bar to determine web URL, how sites were accessed e.g. clicked on a hyperlink, redirected etc.

We **do not** under any circumstances modify what you see on your smartphone screen.



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Step #6

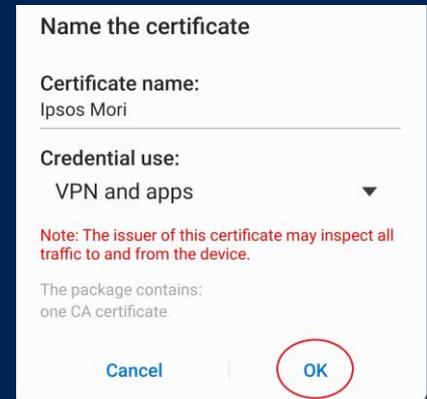
Ipsos iris blue will now prompt you to install a root certificate.

Please tap 'OK' to continue.

Note: You may need to enter your smartphone lockscreen password/pin/other.

You will then receive a prompt to name the certificate.

Simply tap 'OK'.

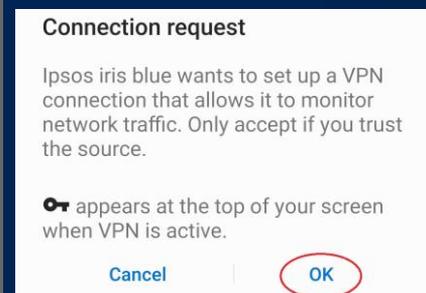


Step #7

You will now be prompted by Ipsos iris blue to enable the VPN on your Android Phone.

Please tap 'OK'

Once more, tap 'OK' to the connection request that appears.



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Step #8

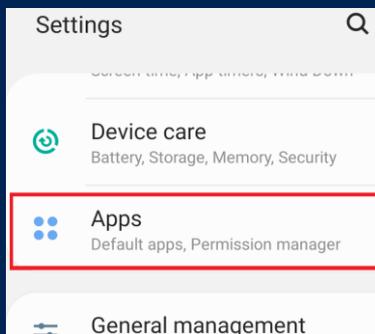
IMPORTANT

Disable Battery Optimisation

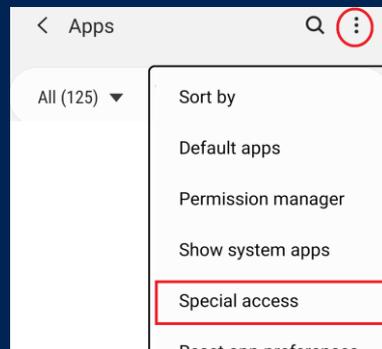
Devices running Android 6.x and higher include battery optimisation features which may close our app whilst running in the background.

- To prevent this impact, please carry out the instruction below to disable battery optimisation for the **Ipsos iris blue** app.

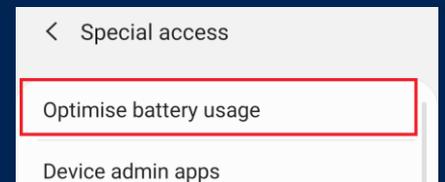
Note: The exact location of this setting may differ depending on device model used. You can search “battery” in the phone “Settings” app which may bring up the relevant setting for your device.



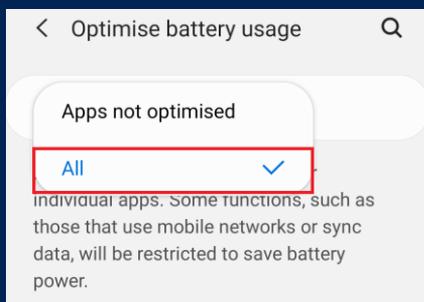
Open your “**Settings**” app and tap “**Apps**”



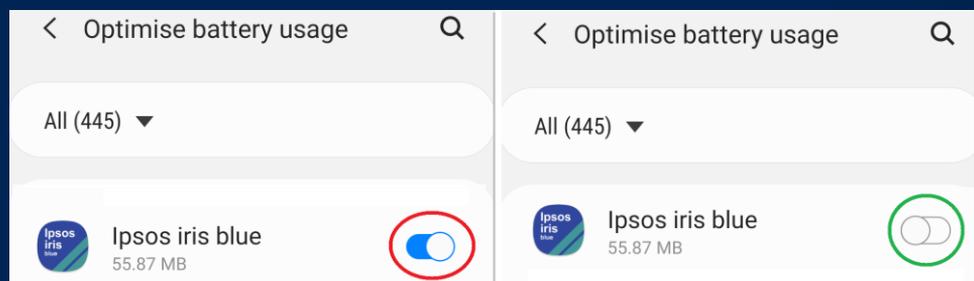
Tap the “**more options**” icon or “**Advanced**”
Tap “**Special access**”



Tap “**Optimise battery usage**” / “**Battery optimisation**”



Tap “**Apps not optimised**” and select “**All**”



Find and tap “**Ipsos iris blue**” to turn OFF the toggle

Some devices may need to tap “**Don't Allow**” / “**Don't Optimize**”



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YOU'RE ALL SET

The Ipsos iris blue app should now be up and running!

Status Bar: You will see the “Ipsos iris blue” app icon and VPN Key along the top.

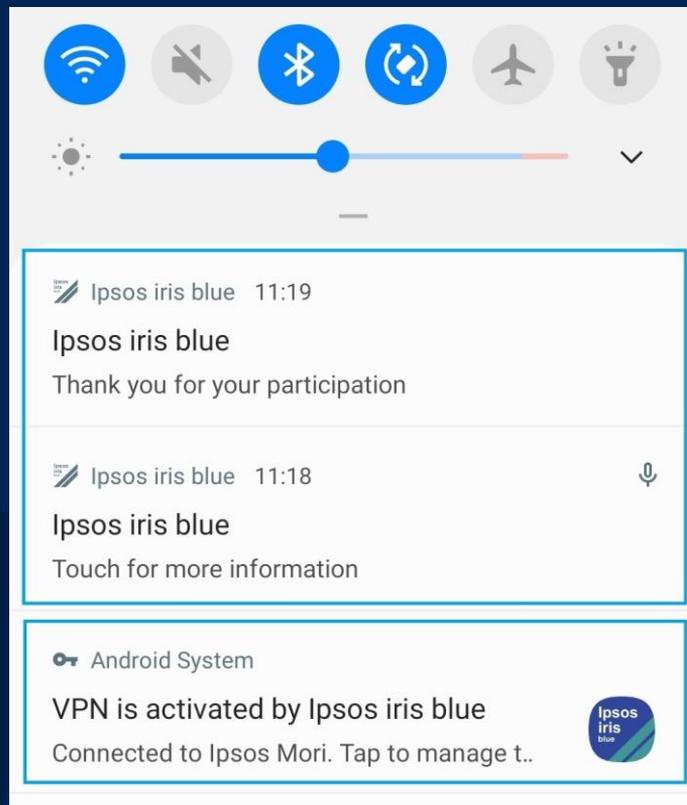
Notification Panel: You will see two notifications for “Ipsos iris blue” app and one notification for the VPN running.

Note: These icons and notification messages may vary depending on the device model being used.

Status Bar



Notification Panel



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Using the App ▼



Using the Ipsos iris blue app is really simple!

All you need to do is ensure that the app is running in the background at all times, and use your phone as you would normally.

You will know if the app is running because there **will be** a VPN key icon at the top of your screen, and two app notifications present on the notification panel.

Thank you for installing and using the Ipsos iris blue app!

If you have any questions, please don't hesitate to get in touch with us



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