

Mobile Usability Design

Products and services can reach more customers and generate greater use with mobile interfaces.

To capture the rapidly growing customer base that uses mobile devices to accomplish common daily tasks, you will require an effective mobile interface for your applications, website, service or product. Mobile product strategies – and well-designed mobile user interfaces are core elements of many product and service strategies.

Our Service

Akendi's mobile experts are experienced in the research, design and testing of user interfaces for mobile devices such as Blackberry, iPhone, Windows Mobile, Symbian/S60 and Linux-based devices. We create effective mobile applications that work in small formats and in the hands of mobile workers and customers.

Duration

Typically Mobile Design projects range from two to twelve weeks in duration.

About Akendi

Akendi is a human experience design firm, leveraging equal parts user experience research and creative design excellence. We provide strategic insights and analysis about customer & user behaviour, combine this knowledge with inspired creative design, and architect the user's experience to meet organization goals. The result is intentional products and services that enable organizations to improve effectiveness, engage users and provide remarkable customer experiences to their audiences.

Benefits

- Improves customer satisfaction through greater accessibility to your product or service on their mobile device
- Captures new customers
- Increases customer usage
- Provides developers and designers with easy-to-follow mobile interface guidelines

Call for a Consultation

Learn how our user centred approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

1.866.585.1660
contact@akendi.com

Our Mobile Usability Design Process

Mobile User Research

- Define business requirements
- Determine customers and users

Information Architecture

- Create User Models
- Develop Task Function Maps

Interaction Design

- Determine navigation and UI patterns
- Design wireframes, low/high fidelity prototypes

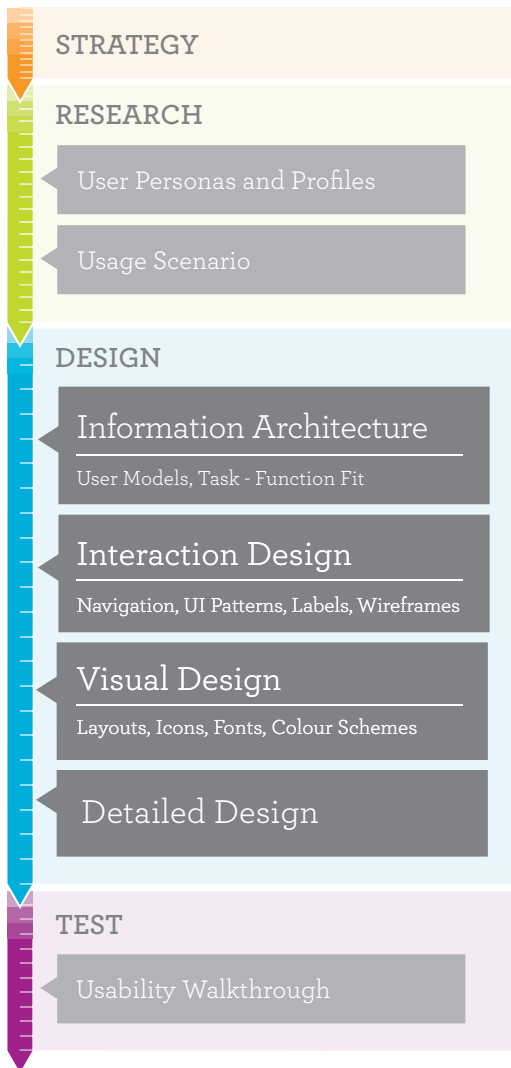
Visual Design

- Define graphics and branding
- Determine colours, fonts, icons, layout, animation

Akendi

Intentional Experiences

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Our Approach

We understand the complex trade-offs between usability and functionality that arise when a software interface is re-tooled for the small screen of a mobile device. Our established design process and user research ensure that new innovations in mobility are balanced with proven usability concepts:

- **Research and Strategy** – we balance the goals of the business with the needs of the intended users to develop a mobile design strategy that is both on-brand and successful in the hands of users
- **Design** – based on solid research and best practices, we will create design concepts for the mobile version of your website, service or online product
- **Testing and Analysis** – we can test mobile design concepts with intended users to help you evaluate the options and make the best decisions about your final mobile interface

