



AI UX Research

Get to deeply know your users and how they use your AI driven digital application

Creating human-centred AI is simpler when you understand who the users are and how they behave with AI driven experiences. We conduct AI UX research that uncovers specific insights into your AI ecosystem – be they customers, users or partners.

THIS SERVICE PROVIDES...

An understanding of your AI users' journeys and goals

Insight on time of use and the audience's experience when using the AI product

Stakeholder alignment on expectations for the AI product



WHAT YOU GET

You find deep insights into your AI users and their specific experiences. You get:

- ✓ Data visualizations that capture the AI UX research findings in an engaging form that can be shared throughout the organization
- ✓ Clarity on who your AI users are, how they think, and what they need to complete journeys and achieve their goals
- ✓ Validation of assumptions about your AI users; clarity on the user stories; and new insights into opportunities to surprise and delight them



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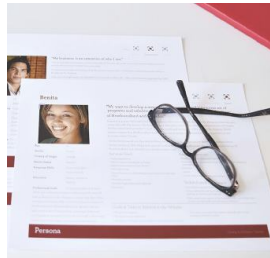
HOW WE DO IT

1 We begin with AI discovery workshops to capture the knowledge your stakeholders and staff already have about your AI users.

2 We conduct AI UX user research to gather both qualitative and quantitative data. This includes: interviews, survey research, ethnographic research, focus groups, data analytics, and other research techniques.

3 We analyse and synthesize the research data into the key insights that will drive product strategies.

4 We communicate those AI UX research findings to the team in a visual format that brings the insights to life and has a lasting impact in your AI product definition.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

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

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