



Digital Transformation Blueprinting

Get successful organizational adoption using blueprinting

Ensuring stakeholders embrace a culture where all deliver a great experience across every touchpoint they may have with your organization is complex – but a digital transformation blueprint guides the way. We work with your teams to implement this critical innovation approach.

THIS SERVICE HELPS TO...

Capture critical elements to deliver on the transformed experience

Close the gap between current realities and future goals

Identify the digital blueprint and where it will be improved



WHAT YOU GET

We are focused on critical aspects of all digital experiences. We deliver a practical digital transformation blueprint including:

- ✓ Clarity on key aspects of the intended digital experiences, resources, systems, interactions, and dependencies required
- ✓ A highly interactive, engaging digital blueprint that is well understood throughout the organization
- ✓ A data visualization of the digital experiences and pathways, and how those experiences align with the organization



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HOW WE DO IT

- 1** To start, we consult with your stakeholders to understand your vision, customers, and goals for the service blueprint.
- 2** We conduct blueprint workshops to better understand current digital experiences: from both operational (staff, tools, systems) and experiential (customer, client, user) perspectives.
- 3** We communicate the comprehensive digital transformation blueprint that will fit your team and business process needs.
- 4** We conduct in-depth customer research, user research and service research to validate assumptions and deeply understand the digital journeys.



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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