



# Digital Product Design

Give users an optimal experience with your digital products

To fulfill their promise, digital products must be intuitive, engaging, and easy for people to use. Through digital product UX design, we help you gain competitive advantage by ensuring that users find the experience effective, seamless, and enjoyable.

## THIS SERVICE HELPS TO...

Create digital user experiences that are efficient and intuitive

Define workflows that reflect how your users actually want to interact with the product

Ensure competitive advantage through the product experiences



## WHAT YOU GET

You'll benefit from our research-based, human-centred approach to digital cloud product UX design and will get:

- ✓ A collaborative, iterative design process that engages stakeholders along the way
- ✓ A digital user experience that matches users' needs and exceeds their expectations
- ✓ A cloud based UX that gives users a positive brand impression through a successful experience



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## HOW WE DO IT

- 1 We start with understanding the user research that informs the digital product UX design project. This may include experience maps, user personas, use scenarios, and more.
- 2 We develop an information architecture that helps users easily find what they need and intuitively complete tasks.
- 3 We create navigation concepts and test them with real users for early feedback.

- 4 We design detailed interaction wireframes as part of several iteration cycles.
- 5 We bring it all together with your brand to create a fully realized, intuitive product UX experience.



## 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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