



# Ecosystem Mapping

Identify critical connections that accelerate your UX design

Design does not happen in a vacuum. Product experiences don't appear in a vacuum, either. When you design experiences, understanding your users' context and the broader system context is critical. Ecosystem mapping allows your team to map and structure insights about your customers and opportunities for design differentiation.

## THIS SERVICE HELPS TO...

Identify and prioritize critical experience relationships

Capture a robust and rapid view of your ecosystem

Utilize key ecosystem maps for strategy and design



## WHAT YOU GET

A complete ecosystem map with the current and future state of your product experience:

- ✓ In-depth assessment of opportunities and risks moving from current to future product
- ✓ Design of your ecosystem map creating deeper awareness in your teams
- ✓ A clear approach with UX and data science opportunities for further research and design
- ✓ Capture of key customer journeys and user relationships in your ecosystem that include product success metrics



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## HOW WE DO IT

1

At the start, we create a draft ecosystem map through in-depth internal stakeholder interviews. During our strategic mapping workshops we capture business goals, past research that illuminates elements of the ecosystem.

2

We create our initial inventory – what people, experiences and technologies are relevant to the business environment?

3

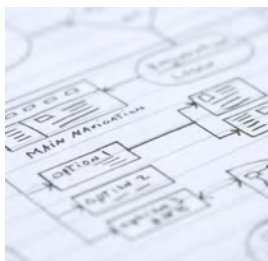
During the project, we identify the frame(s) of reference: who or what is the focus of the ecosystem challenge?

4

Followed by an analysis of the current state of the ecosystem from the stakeholder workshop and potential future states.

5

Lastly, we explore business implications on the UX strategy, product and/or service design roadmap.



## 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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