



Ethnographic Research

Improve the service experience
by seeing the customer's context
of use

When designing the experience a customer has, there's no substitute for watching them actually engage with your service. With ethnographic research, we provide you with invaluable insight about how your users actually experience the service.

THIS SERVICE HELPS TO...

Find the deltas between what customers say they need and what they actually do

Understand how the environment impacts the customer experience

Learn if your customers follow in-market onboarding



WHAT YOU GET

You obtain targeted insights into your audiences and their actual experiences when interacting with your products, services, and organization. You get:

- ✓ A visualization that captures the ethnographic research results in an engaging form that can be easily understood and shared throughout your organization
- ✓ Measurable data and insights about the context of use, as well as supporting images and video
- ✓ Clarity about how to plan the direction of service and product design to optimize the experience



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HOW WE DO IT

- 1** We start by conducting stakeholder interviews and collaborative workshops to learn about the experience and user challenges that you're already aware of.
- 2** We develop an ethnographic research protocol encompassing a range of techniques best suited to your research goals. This may include contextual inquiry, job shadowing, diary studies, silent observation, and more.

- 3** We may also conduct complementary modes of research, such as focus groups, interviews, surveys, and others.

- 4** We visualize the ethnographic research findings in an engaging format that creates immediate understanding and buy-in throughout your organization.

Duration: on average, Ethnographic Field Research projects range from three to six weeks in duration.



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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