



BETTER ACCESS TO SUPPORT MATERIALS ALLOWED USERS TO FIND THE RIGHT INFORMATION FASTER AND EASIER

Wind River offers a spectrum of real-time operating systems and embedded solutions for connected devices.

CLIENT Wind River LOCATION Ottawa, Canada WEBSITE www.windriver.com INDUSTRY Technology & Innovation

SERVICES RENDERED



STRATEGY

Business Requirements
User Personas & Scenarios
Experience Map



RESEARCH

Stakeholder Research
User Interviews



DESIGN

Information Architecture
Interaction Design
Visual Design



TESTING

Usability Testing



CONSTRUCTION

Style Guide
Front-end Coding

CHALLENGE

We were charged with creating an easier user experience for the Wind River Support Network. Akendi provided UX design for the entire user experience including portal design, information architecture, content and functionality, support, and product configuration – touching nine different internal web applications.

APPROACH

We worked with Wind River to gather feedback from internal and external stakeholders. We identified and analyzed user requirements to understand user types, their tasks, scenarios of use, and contexts of use. We combined these findings into customer journeys to illustrate how customers use the products together, not in isolation. This informed the design of the information architecture, followed by wireframes that were used to gain usability testing insights. Finally, we created a captivating visual experience.

IMPACT

An effective user experience strategy was implemented across the different Wind River services to create a cohesive and consistent user experience across products and web properties. The result is an easier and more efficient experience across platforms, services and systems, which Wind River customers appreciate.

“AKENDI HELPED US TO SEE OUR WEBSITE THROUGH OUR CUSTOMERS’ EYES, PROVIDING US WITH THE KNOWLEDGE TO MAKE IT MORE USEFUL AND VALUABLE. THEY WERE VERY APPROACHABLE, INFORMATIVE AND RESPONSIVE. WE SEE THEIR VALUE EVERY TIME A CUSTOMER USES OUR SITE.”

Carl Orsi DIRECTOR, CUSTOMER SERVICES ONLINE