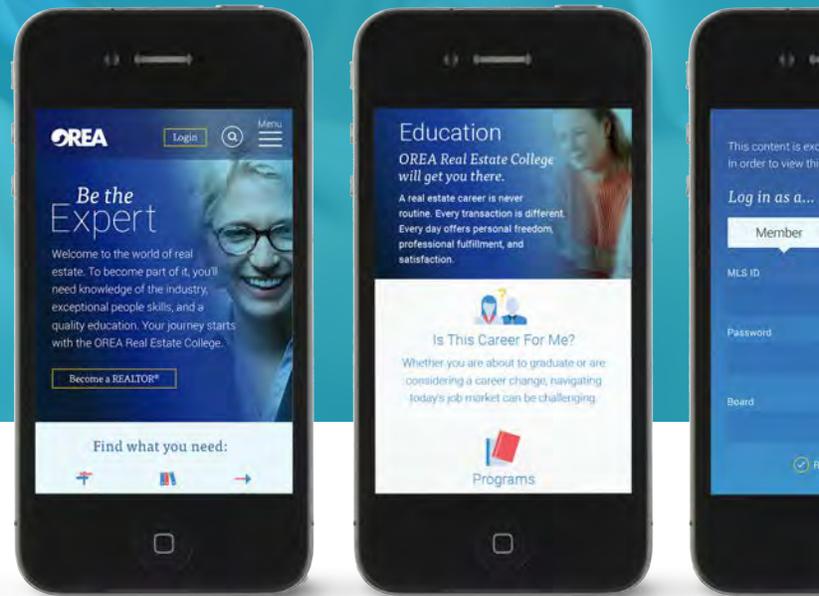# UX DESIGN FOR MOBILE APPS & WEB

User expectations of mobile apps and websites are constantly changing. We'll work with you to ensure that your mobile experience will delight your audiences and fulfill their needs.

WE'LL HELP YOU

- Create the right mobile UX strategy
- Test your design concepts with real users
- Design your mobile apps and responsive websites with confidence

OUR APPROACH

Our Experience Thinking process underpins every project we undertake. It aligns your business goals with user needs, and recognizes users and stakeholders as critical participants in the design phase. We hit the ground running and deliver powerful insights and intuitive design solutions that meet real users' and customers' needs.

OUR SERVICE

The best way to support mobile users is to begin design with a deep analysis of their needs, motivations, and journeys. We'll combine these research insights with our mobile design expertise to give you clarity about where your mobile experience stands, and show you the best opportunities for differentiation.

Next, we'll design your mobile app or responsive website and test the design with real users. The result: a mobile experience that really works in the hands of end-users.
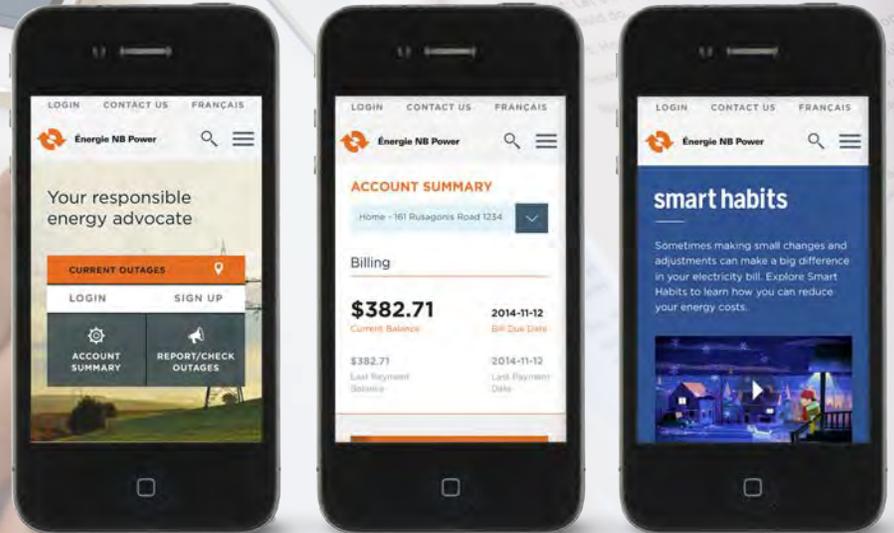
Ready for a consultation?

Learn how our researched-based design approach can help you. We offer free initial consultations and helpful white papers. **Contact us today!**

📞 **+1 416.855.3367 (CAN)**
   +44 (0)1223 853907 (UK)

✉ **contact@akendi.com**

Akendi
Intentional Experiences

UX DESIGN FOR MOBILE APPS & WEB

OUR VALUE

It's tough – nearly impossible – to win back someone who has given up on a mobile experience. Our mobile strategy, research, testing, and design services ensure that what you build will be successfully used by your customers.

STRATEGY

We answer your big questions about mobile product and service delivery. You get clarity about where your experience stands and find your best opportunities for differentiation.

- Stakeholder interviews, surveys, and workshops
- Competitive analysis
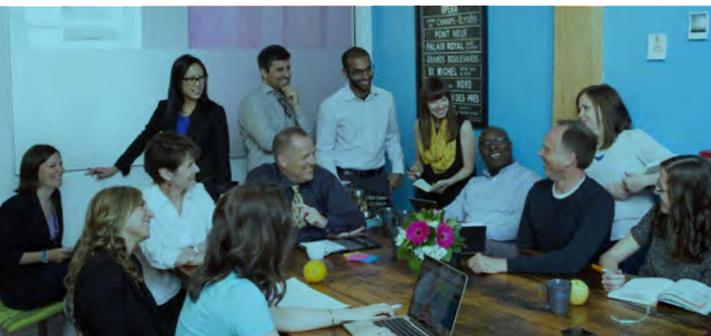- **Journey** mapping

RESEARCH & TESTING

We test apps and responsive websites in the hands of actual end-users to uncover weaknesses and pinpoint high-return improvements in mobile UX design.

- Wireframe testing
- Concept testing
- Usability walkthroughs

DESIGN

Based on solid research and best practices, we create a successful design for mobile apps, interfaces, and websites.

- Navigation and UI patterns
- Wireframes and low/high fidelity prototypes
- Graphics and branding

ABOUT AKENDI

Akendi is an experience design firm, leveraging equal parts user experience research and creative design excellence. The result is intentional products and services that enable organizations to improve business, engage users, and provide remarkable experiences to their audiences.