



# User Experience Research

Optimize the digital user experience by crystallizing user needs and goals

A digital application is only as successful as those who use it. Let's understand your product's user needs and goals through user experience research. We work closely with your team to provide specific user insights that are actionable during experience design and development.

## THIS SERVICE HELPS TO...

Understand your users and their journeys

Uncover the characteristics and behaviours of your users

Learn about their context of use and user goals



## WHAT YOU GET

You benefit from our deep experience as user researchers. You get:

- ✓ An in-depth research report that can be shared throughout your organization
- ✓ The results become a reference to keep users top-of-mind
- ✓ Clarity on who your digital product's users are and what they need to be successful
- ✓ Validation of assumptions about your users, clarity on their tasks and journeys, and new insights into opportunities to delight them



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## HOW WE DO IT

- 1** Starting with discovery workshops, we work closely with your team, stakeholders, and staff to understand what they already know about the digital product's users.
- 2** We conduct user experience research to gather qualitative and quantitative data about your users. This may include survey research, interviews, ethnographic research, focus groups, card sorting and analytics, and others.

- 3** We present our user experience research findings in the form of a visualization that brings the users to life and focuses designers & developers around user needs.



## 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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