



Web Concept Testing

De-risk your investment in a new website with reliable concept testing

A new website is a significant investment and you want to be sure that the new design and architecture will be well received by users. We work with you on concept testing to discover which functions, features, designs, and architecture will win with your target audiences.

THIS SERVICE HELPS TO...

Ensure that your new site will improve the user experience

Ensure that your new web design easy to use

Check that the new design gives customers and users the experience they need



WHAT YOU GET

We bring great experience in concept testing and a customer perspective on how to make website concepts successful. You get:

- ✓ A visual report that communicates what website concepts are engaging to your intended audiences – and why
- ✓ Clarity on which website concepts and experiences are truly of value
- ✓ Certainty on the website investments that make the most sense – and which ideas can be returned to the drawing board



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HOW WE DO IT

1

We consult with your stakeholders to understand the vision, mission, and objectives for the new website.

2

We develop a concept testing protocol, recruit the participants, and conduct the testing.

3

We may recommend other research as required, such as focus groups and surveys.

4

We deliver the test findings in an engaging visual format that clearly shows the strengths and weaknesses of each concept, and what should – or should not – be brought forward into the Strategy phase.



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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