

Web Persona Research

Keep website and web portal users top-of-mind during planning and design

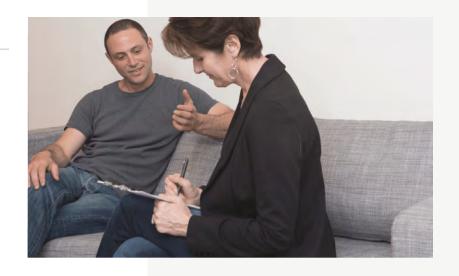
A website or web portal is a powerful tool for communicating, branding, selling, and supporting users – if people enjoy using it. That's the power of web personas! We work with you to develop personas to keep users front-and-centre during the planning, design, and development of websites and portals.

THIS SERVICE HELPS TO ...

Understand your web users and their goals

Uncover the characteristics and behaviours of your users

Learn about your users' context of use and current experiences



WHAT YOU GET

You benefit from our deep experience as web persona researchers. You get:



Clarity on who your web users are, how they think, and what they need to complete tasks and achieve their goals

Validation of assumptions about web users, clarity on their tasks and goals, and insights into opportunities to delight and exceed their expectations.





Web Persona Research

HOW WE DO IT

- Through discovery workshops, we collaborate with your stakeholders and staff to capture insights into the current website or web portal and its users.
- We then conduct web research with real users, gathering both qualitative and quantitative data through interviews, observation, surveys and analytics. This allows us to validate assumptions and gain deep insights.
- Finally, we create web personas that represent each key type of web user in a highly visual, engaging way that captures the key information needed to serve them well.







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 multidisciplinary 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!

- +1.416.855.3367 (CAN)
- +1.929.989.3367 (US)
- +44 (0)1223 853907 (UK)
- contact@akendi.com

