

# CREATE INTENTIONAL EXPERIENCES

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Akendi  
Intentional Experiences



# WHAT WE DO

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Akendi leverages equal parts user experience expertise and creative design excellence. We uncover insights about user behaviour, combine this knowledge with inspired creative design, and scientifically architect the user's experience to meet organizational goals. The results are intentional product and service experiences that enable organizations to increase uptake, engage users, and improve their effectiveness.

## OUR EXPERTS

Our expertise and background includes decades of experience in user research, design, testing and strategic thinking. We hold academic designations in:

Cognitive Psychology

Library Science

Human-Computer Interaction

Industrial Design

Media Design

Graphic Design

Human Factors

Business

# HUMAN EXPERIENCE CREATION™

Every encounter you have with a product, service, software or space comes with an experience. The difference between an intentional user or customer experience and an accidental one can mean the difference between an organization's success or its failure.

Akendi's process includes strategy, research, design and testing to ensure your product's success.

## STRATEGY

Align business factors and audience values to create goals and create business case

- > Business Requirements
- > Customer/Client Requirements
- > User Requirements
- > Experience Audit
- > Brand Strategy
- > Creative Brief
- > Web Strategy
- > Governance Development
- > Discovery Report

## RESEARCH

Understand stakeholder and customer/user wants, needs and influences

- > Focus Groups
- > Card Sorting
- > User Personas
- > Usage Scenarios
- > Experience Mapping
- > Ethnographic Field Research
- > User Research
- > Usability Research
- > Customer/User/  
Stakeholder Interviews

## DESIGN

Create experiences that resonate with users to create fans of your products and brand

- > Information Design
- > Interaction Design
- > Visual Design
- > User Flows
- > Wireframes
- > Concept Generation
- > Information Architecture
- > Branding
- > User Experience

## TEST

Validate that the intended experience meets customers/users needs and expectations

- > Usability Walkthroughs
- > Expert Review
- > Eye Tracking
- > Out of Box Testing
- > Web Analytics
- > Concept Testing

# WHY AKENDI

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We work with you to create intentional, evidence-based software, product, spatial and service experiences. We help you align your business strategies with business goals by applying customer research, innovative design and user validation so that you deliver remarkable experiences. We apply systematic steps that involve you, your users and your customers — at the right times and in the right amounts.

## RESULTS

Better Human Experiences

De-Risked Investments

Engaged Users

# SERVICES

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Akendi's comprehensive Human Experience Creation™ process provides the scientific and systematic foundation for all of our design and usability consulting services, including:

<b>Web &amp; Customer Portal Design</b>	We create and validate the user experience of business web portals, ensuring delivery of experiences that reflect organizational values and messages and meet user needs.
<b>Mobile User Experience Design</b>	Akendi optimizes mobile user experiences to allow you to support more users and generate greater loyalty.
<b>Usability Consulting</b>	Akendi helps you understand the barriers that users encounter with a product or service by conducting usability reviews, usability testing, mobile usability tests and human factors analysis.
<b>Business Software Design</b>	Akendi creates effective graphical user interfaces for business software and applications, allowing users to easily fulfill their tasks and reach their goals.
<b>Customer Experience</b>	Through customer research, service design, experience mapping and testing, we create intentional customer experiences that meet customer expectations, keeping customers engaged and satisfied.
<b>Product Design</b>	From paper sketch to finished physical product, we strategize, research and design remarkable product experiences.
<b>Brand Experience</b>	Akendi uses research and design to help organizations convey their intended messages through brand and corporate communications design, creating a successful brand journey for customers.
<b>Wayfinding Design</b>	Akendi employs user research, contextual inquiry, spatial analysis and design to ensure that physical spaces allow users to easily navigate through spaces and painlessly reach their destination.
<b>User Experience Training</b>	Akendi offers specialized training courses to increase the quality of user experience research and design practises within your organization.

# INDUSTRY EXPERTISE

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Akendi successfully applies our experience design process to ensure international product service and brand experiences across many industries.

<b>Business Software</b>	Akendi assists software engineering teams to ensure that their GUI, SaaS, RIA, MMI and CLI are adopted, delivered and used as intended.
<b>Consumer Products &amp; Services</b>	We work with consumer product manufacturers to create products that match consumer expectations, needs and desires.
<b>Enterprise Portals &amp; Intranets</b>	Akendi increases effectiveness and engagement within organizations for employees, partners and suppliers by creating strategies and governance as well as visual design and content management solutions.
<b>Finance, Insurance &amp; Banking</b>	Akendi ensures that online transactional websites are usable, enhance customer self-service and increase internal efficiencies.
<b>Government &amp; Public Service</b>	Akendi provides government bodies with public opinion and user research, experience design and strategies that improve satisfaction, efficiencies and self-service.
<b>Healthcare &amp; Medical Devices</b>	We work with creators of medical devices and software to ensure that their products are safe, easy to use and minimize human error.
<b>Library &amp; Information Science</b>	Akendi helps ensure that information science websites and library products and systems are user-centric and aligned with organizational goals and objectives.
<b>Mobile Apps &amp; Devices</b>	Akendi designs for mobile application developers and device manufacturers to ensure that their products generate greater use and create loyal users.
<b>Non-profit Organizations</b>	Akendi helps non-profit organizations to increase the speed and effectiveness of their fundraising campaigns, issue awareness and policy advocacy through user research, design and usability testing.
<b>Telecommunications Systems</b>	We work with manufacturers of telecommunications equipment and mobile devices to ensure that website systems, devices and services work as intended in the hands of users.

# CLIENTS

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## TECHNOLOGY

Affinity Systems  
Autodesk  
Control Microsystems  
Coreworx  
Eastlink  
Embotics  
Humanware  
Macadamian  
Microsoft  
N-able  
OpenText  
Pricematrix  
Radialpoint  
Sage  
SAP  
Softchoice  
Syscon  
Systemscope  
Track-assets  
VFM Leonardo  
Wind River  
Whitecap Canada

## TELECOM & MOBILITY

Blackberry - RIM  
Rogers Wireless

## GOVERNMENT & PUBLIC SERVICE

Agriculture & Agri-Food Canada  
Canadian Nuclear Safety Commission  
Citizenship and Immigration Canada  
Department of Fisheries and Oceans  
Department of National Defence  
Environment Canada  
Foreign Affairs & International  
Trade Canada  
Human Res. & Skills Dev. Canada  
Industry Canada  
National Research Council Canada  
Public Health Agency of Canada  
Public Works and Government  
Services Canada  
Public Safety Canada  
Service Canada  
Statistics Canada  
Treasury Board of Canada

Transport Canada  
Canada Post  
Canadian Internet Registration  
Authority  
Export Development Canada  
Ontario Securities Commission  
WorkSafeBC  
City of Ottawa  
City of Hamilton

## FINANCE, INSURANCE & BANKING

AXA Insurance  
BMO  
Central 1 Credit Union  
CIBC  
Cybersource / VISA  
Foresters  
KPMG  
Ontario Securities Commission  
Ontario Teachers' Pension Plan  
Royal Bank of Canada

## UTILITIES & ENERGY

Canberra  
Crossby Dewar  
Ecobee  
Toronto Hydro

## HEALTH & LIFE SCIENCES

Canadian Medical Association  
Canberra  
College of Registered Nurses  
of Manitoba  
Cancer Care Ontario  
Visualsonics  
Unitron  
WorkSafeBC  
XSensor

## DEFENCE

Cobham

## MEDIA & COMMUNICATIONS

CNW Group  
DBB Canada  
Grey Canada

Maclean's  
MAD inc.  
Mediahook  
Rogers Cable  
Stratcom  
Summerhill  
TPM Communications

## EDUCATION

Ryerson University  
University of Toronto

## TRANSPORTATION

GTAA Pearson International Airport  
NAV Canada

## LIBRARY & INFORMATION SYSTEMS

Ottawa Public Library

## CONSUMER PRODUCTS

Airkrete  
Canadian Springs  
Flakeboard  
Staples  
Te Aro

## MUSEUM

Canadian Museum of Civilization  
Canadian War Museum

## NON-PROFIT

Canadian Breast Cancer Foundation  
Canadian Digestive Health Foundation  
Canadian Partnership Against Cancer  
Conference Board of Canada  
Daily Bread Food Bank  
National Ballet of Canada  
Unicef  
United Way  
World Presidents' Organization

# CONTACT AKENDI

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Contact us today to discover how our Human Experience Creation™ process can help you to create the experience you intend for your clients, customers and users.

## Akendi Toronto

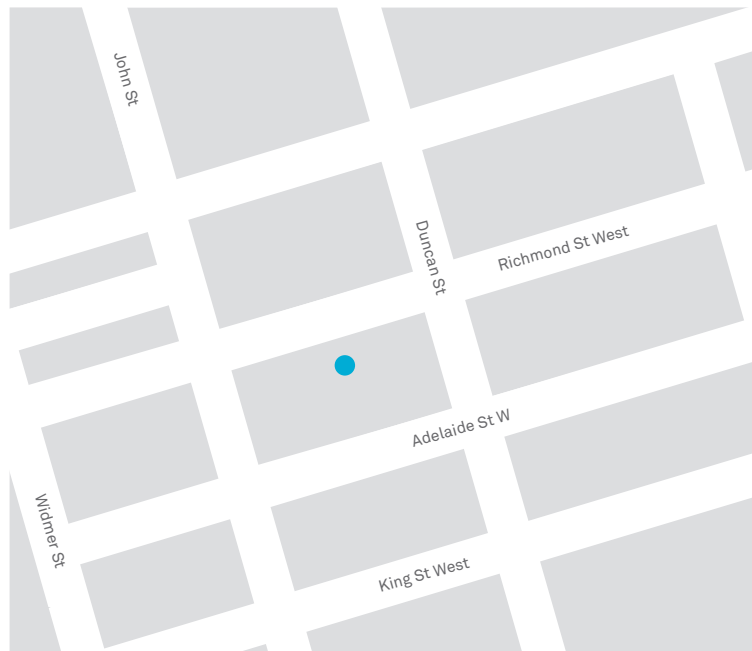
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