

# Canadian Internet Registration Authority

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## Revamping member website for improved usability and brand experience

“Akendi helped us connect the psychology of using a website to the actual everyday use of websites. This has resulted in a site that will be highly effective and impactful.”

– JENNIFER AUSTIN

SENIOR MANAGER OF COMMUNICATIONS & MARKETING, CIRA

## Challenge

As the organization that manages the .CA domain space, CIRA's business is intrinsically linked to the web. But, feedback from a varied user base — including CIRA members, the general public, individuals purchasing .CA domain names (registrants) and the companies who provide registration service (registrars) — made it clear that people were having difficulty navigating its websites.

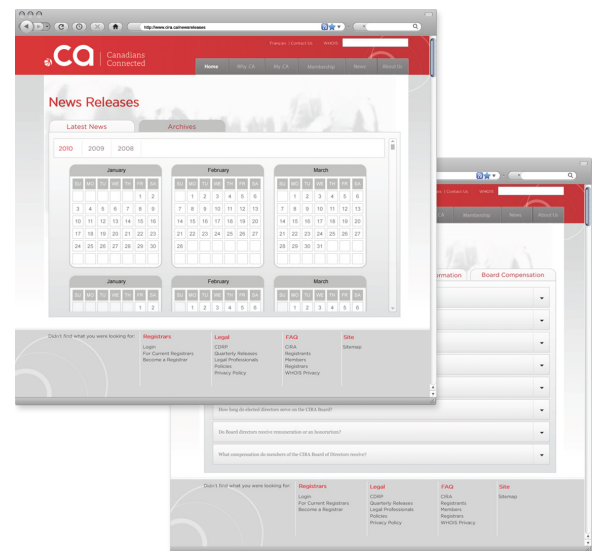
## The Akendi Solution

Akendi worked collaboratively with CIRA's key stakeholders to address these key issues on the website: helping a varied user base quickly find the information it needed; providing a clear workflow for domain name registration; and accurately presenting the authority of CIRA's brand on the web. Akendi began with stakeholder workshops and profiled each of the website's user types and tasks. Akendi then developed an interaction design and wireframes and lab-tested these on users before finalizing the new website layout, workflows and information architecture.

## Results

The stakeholder workshops emphasized the importance of usability in the CIRA organization and got all key stakeholders on board with the goal. Thanks to the process of profiling users and their tasks, and testing the new interaction design with real users, CIRA is confident that it will deliver on the goals of brand experience and ease of use.

CIRA next intends to work with Akendi on a new interaction design for the organization's member website.



## About Akendi

Akendi combines insights and analysis about user behaviour with award-winning creative design, scientifically architecting the user's experience to meet organizational goals: increasing sales, engaging users, and improving customer experiences. Learn how our user centred approach can help you.

Contact us today!

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