



## AN INTERFACE THAT VISUALIZED DATA AT A GLANCE PROVED TO BE AN EFFECTIVE FEATURE FOR VOICES USERS

IntelliResponse is the leading provider of virtual agent technology solutions.

CLIENT IntelliResponse LOCATION Toronto, Canada WEBSITE [www.intelliresponse.com](http://www.intelliresponse.com) INDUSTRY Software

### SERVICES RENDERED



**INNOVATION**

Envisioning Road Map  
Scenario Sketching



**RESEARCH**

Stakeholder Research



**DESIGN**

Interaction Design  
Visual Design



**TESTING**

Concept Testing



**CONSTRUCTION**

Front-end Coding  
Design Support

### CHALLENGE

IntelliResponse wanted a new experience for their product, Voices, that would allow users to translate their web questions into visualized themes. IntelliResponse wanted their clients to be able to drill down into content to offer insight into specific customer inquiry trends in a self service style without assistance from IntelliResponse support staff.

### APPROACH

Akendi generated concepts, researched these concepts with end users and other stakeholders to arrive at a solid concept design that was brought forward to the UX design phase. Akendi developed an attractive experience that uses bubbles of varying sizes to represent the frequency of terms and offers the ability to track and compare questions through various filtered views. This approach provided a accessible visual representation of frequency and quantity as well as other valuable pieces of information.

### IMPACT

The result is a user experience that is both fun and useful and that can be leveraged to show the value of the rich data provided by IntelliResponse’s virtual agent application.

**“WORKING WITH AKENDI HAS BEEN A PLEASURE. THEY HAVE A TEAM OF EXCEPTIONAL UX AND DESIGN PROFESSIONALS WHO ARE PASSIONATE ABOUT WHAT THEY DO, AND WILL DRIVE TO MEET TARGETS ... I WOULD RECOMMEND AKENDI.”**

**Paul Smith** VICE PRESIDENT, PRODUCT & SERVICES