



SHOWCASING A REVOLUTIONARY PRODUCT THAT SHAPES THE FUTURES OF UNION MEMBERS

The Professional Institute of the Public Service of Canada (PIPSC) partnered with Akendi to develop a career development tool. This website features the product, and shares resources and information to members and the public.

CLIENT PIPSC Navigar **LOCATION** Ottawa, ON **WEBSITE** www.navigar.ca **INDUSTRY** Government & Public Services

SERVICES RENDERED



STRATEGY

Journey Mapping
Personas



RESEARCH

Stakeholder Research
User Interviews



DESIGN

Branding
Information Architecture
Interaction Design
Visual Design
Explainer Video



TESTING

Usability Testing



CONSTRUCTION

Style Guide
Front-end Development

CHALLENGE

The Navigar website contains a wide array of valuable information, including articles, webinars, and bite-sized insights. By ensuring an intuitive structure, we allowed users to locate specific content and browse topics of interest to keep them coming back. The overall visual look and feel needed to connect with the look and feel of the digital product brand but with a bolder presence.

APPROACH

Armed with all of our knowledge from the product research and design, Akendi established flows and scenarios of use to begin. Wireframes were designed and tested with future users to provide valuable feedback, allowing for iteration and improvements ahead of visual design.

IMPACT

The Navigar tool allows PIPSC members to advance in their careers while feeling more engaged with their union. The tool helps the union achieve its goal of assisting its members and having their best interests as their priority. The Navigar brand and website instills a fresh, modern, yet welcoming feeling, helping PIPSC engage with young and experienced members.