



Akendi

CREATE INTENTIONAL EXPERIENCES

Corporate Overview

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Human insights, forward thinking experiences, change that matters

Akendi is an experience research and design team who will guide you through complex challenges so you can get ahead.

We leverage equal parts of research-led analysis and inspired creative design. This stellar combination is what enables us to be nimble yet powerful thinkers and creators.

16+ years | 509+ projects

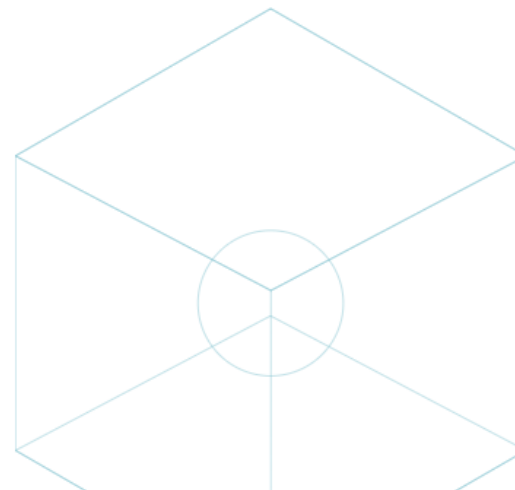


Akendi

We are Experience Thinkers

Experience Thinking is our unique, collaborative approach.

There are four key experiences that need to be considered to improve and innovate customer and user journeys: [Brand](#), [Content](#), [Product](#), and [Service](#). Often, all four need to be researched, strategized and designed in close collaboration with all stakeholders.



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BRAND



Defining a strong brand requires a process of discovery to define your vision and design for the qualities you want associated with your organization. This means your brand becomes not just what you want it to be, but also what your audience thinks and feels about you over time.

PRODUCT



At some point, your product or service will be used by your customers, so why not involve them during design? When you engage people early in the process, you learn if the flow and interactions work to deliver an intentional experience at launch.



CONTENT



With ever growing information available to us, content is now the product. You must understand how users think so you can match the way they want to find information. The need to design your content to enhance the product and service experience is integral.

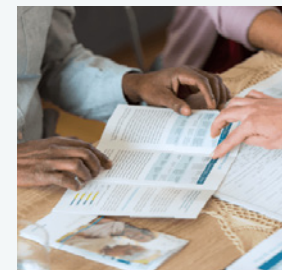
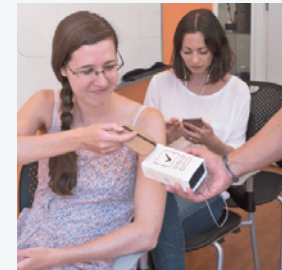
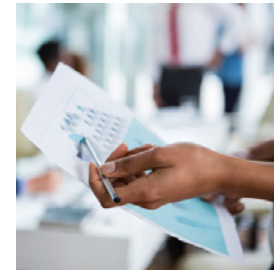
SERVICE



Since people experience your organization through the service they receive, we design the service as an end-to-end experience. Here is where we tie brand, content, and product experiences together to make them work in a connected, holistic way.

We're by your side the whole way

- 1** We work with you to create intentional, evidence-based digital, product, spatial and service experiences that exceed expectations.
- 2** We help you align your business strategies with business goals by applying customer research, innovative design and user validation.
- 3** We apply systematic steps that involve you, your users and your customers – at the right times and in the right amounts.





Excellence

Dedication to providing top quality results that meet the expectations and requirements.



Integrity

Collaboration means keeping clear communication and total transparency with all.



Sustainability

Commitment to designing timeless solutions that last beyond trends and keep humans at the core.



Openness

Curiosity feeds our process, allowing us to truly understand and design empathetically.

STRATEGY

Uncover opportunities and guide your initiatives with a robust plan.

RESEARCH

Understand your users and learn how they engage with your products.

DESIGN

Make your product experience useful, easy and delightful.



TRAINING

Elevate your skills with expert-led UX training courses and certifications.

TEAM SOLUTIONS

Flexible and collaborative engagement models that meet you where you are.



We'll make it happen together.

Discover our wide range of services, from strategy, research, and design to team solutions and professional training and development. Whether you're at the beginning, middle, or end, let us help you get a step or a leap beyond.

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INNOVATION & STRATEGY

UX Strategy
CX Strategy
Content Strategy
Ecosystem Mapping

Road Mapping
Service Blueprinting
Web Governance
UX Concept Evaluation

USER RESEARCH

Customer Research
Ethnographic Research
Journey Mapping
Card Sorting

Focus Groups
User Interviews
Surveys
Personas

PRODUCT & SERVICE DESIGN

Product Design
Web Design
Service Design
Information Architecture

Software Development
UI Design
Style Guides
Design Prototypes

TRAINING

UX Certification
Workshops
Custom Courses

Virtual Training
In-house Training
Self-paced Training

TEAM SOLUTIONS

UX Staff Augmentation
Team Enhancement
Multi-disciplinary Teams

Digital Team Growth
Self-managed Teams
Design Ops Consulting

Select Clients

Canada



LCBO



Edmonton



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HEALTHCARE

Canadian Breast Cancer Foundation
Canadian Digestive Health Foundation
Canadian Partnership Against Cancer
Health Canada
Humanware
MedAvail
Nuance

FINANCE & INSURANCE

Aviva
Blueshore Financial
Credit Suisse
Cybersource - VISA
Interac
RBC - Royal Bank Of Canada
Worldbank

TECHNOLOGY & INNOVATION

[24]7.Ai
ARM
Automic
Blackberry
Opentext
Wind River
XSENSOR Technology

GOVERNMENT & PUBLIC SERVICE

City Of Edmonton
City Of Markham
Elections Canada
ISED
Legislative Assembly Of Ontario
Natural Resources Canada
Service Canada

ASSOCIATIONS

Alberta Motor Association
Canadian Real Estate Association
College Of Registered Nurses Of Manitoba
Municipal Information Systems Association
Ontario Medical Association
Ontario Real Estate Association
YMCA

EDUCATION

Canadian Museum Of History
Canadian War Museum
Lakehead University
NYC Department Of Education
Ontario Teachers' Pension Plan
Ottawa Public Library
University Of Toronto

ENERGY

Canadian Nuclear Safety Commission
Ecobee
Hydro One
NB Power
Nova Scotia Power
Shell
Toronto Hydro

MEDIA & COMMUNICATIONS

CBC
Cineplex
Global News
Postmedia
Rogers
Shaw
Thompson Reuters

TELECOM

Clear-Com
Fido
Koodo
Ooredoo
Rogers
Telecom Italia Group
Telus



We're here to help.

We offer complimentary telephone consultations and educational white papers. Contact us today!

Learn how our user-centered approach can help you.

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