



# Infographics

Capture attention and improve comprehension with infographics

On the web, in emails, on the street, and in direct mail, people are inundated with content every day. We love working with content developers to create infographics that visualize information which might otherwise be ignored or misunderstood.

## THIS SERVICE HELPS TO...

Improve understanding of complex and conceptual information

Find an engaging way to share key insights & research data

Create awareness and buy-in of business objectives



## WHAT YOU GET

Our Experience Thinking™ process ensures that the infographics we produce are relevant and appealing to the intended audiences. You get:

- ✓ A collaborative relationship with our design team
- ✓ On-brand infographics that reinforce your identity at the same time they convey information
- ✓ Infographics that work online, in print, and in person



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## HOW WE DO IT

- 1 We collaborate with your stakeholders and content developers to understand the vision, goals, purpose, and audience for the information you have to convey.
- 2 We develop a visual style that balances your budget, brand and subject matter.
- 3 One or more design concepts are presented for feedback and iteration.
- 4 We create a final infographic or set of infographics for use online, and/or in print.



## About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

## Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

## Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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