



Customer Personas

Keep customers front-and-centre during experience planning, and design

Becoming a customer-centric organization is easier when your entire organization comes face-to-face with its customers. That's the power of customer personas! We work with you to develop these tools that keep customers top-of-mind with everyone in the organization during design and development.

THIS SERVICE HELPS TO...

Understand your customers' traits and behaviours

Capture your customer segments and their goals

Uncover the customer's onboarding lifecycle



WHAT YOU GET

You'll benefit from our broad and deep experience in customer persona research and communication. You'll get:

- ✓ A customized visualization of service personas that can be shared throughout your organization
- ✓ Knowledge and understanding of who your customers are, how they think, and what they need to achieve their goals
- ✓ Validation of assumptions about customers; clarity on their motivations; insights into ways you can surprise and delight them during onboarding or purchase



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HOW WE DO IT

- 1** Through interactive workshops, we collaborate with your internal stakeholders and staff to capture valuable in-house knowledge about your customers.
- 2** We conduct external customer persona research with actual customers. We gather both qualitative and quantitative data through interviews, surveys and diary studies, validating any assumptions, and gaining new insights.

- 3** Finally, we create and visualize customer personas that represent each key customer segment in a highly engaging way that brings the customer to life and keeps them front and centre during subsequent design and development.

Duration: on average, the development of Customer Personas and Profiles ranges from three to six weeks.



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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