



CX Concept Testing

Identify the experience that delivers & de-risks investments in customer innovation

To gain or maintain a leadership position, you must successfully innovate. Through customer experience concept testing, we determine which new ideas are worth your attention by identifying the best experience you can offer your target audience.

THIS SERVICE HELPS TO...

Understand the experience your audience has when engaging with you

Uncover what your audiences really expect, want, and need from your products & services

Learn how the customer experience impacts what you offer



WHAT YOU GET

You'll benefit from our deep experience in customer experience concept testing, and the customer perspective on how to make new ideas successful. You'll get:

- ✓ An engaging visual report to communicate to your organization about innovations and ideas that are of value to your customers – and why
- ✓ Clarity on which new customer experience concepts and experiences that are truly of value
- ✓ Certainty about which new investments make the most sense – and which ideas can be returned to the drawing board



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HOW WE DO IT

- 1** We consult with your stakeholders to understand the idea, the intended audience, identify the test objectives and what you want to learn or validate.
- 2** We develop a test protocol, recruit the participants, and conduct the test. This may include structured one-on-one concept test sessions, focus groups and storyboarding.
- 3** We conduct complementary research if relevant, such as focus groups and surveys.
- 4** We deliver the concept test findings in an engaging visual format that clearly shows why the concept should – or should not – be brought forward into the Strategy phase.



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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