



AI UX Strategy

Effectively integrate data science research and AI modelling into UX strategy plan

Traditional qualitative and quantitative research techniques can give powerful insights into your customers and users and often drive product strategy. Emerging AI and data science techniques can complement these methods when correctly integrated with traditional methods. The insights feed off one another rather than being different independent data streams, ensuring a holistic UX design strategy that includes AI/data science without sacrificing traditional, proven UX methods.

THIS SERVICE PROVIDES...

Understanding of what users and customers really need from your AI

Insight into why the AI experience might be failing

Get the organization on board with a UX strategy



WHAT YOU GET

You benefit from our deep experience in UX strategies for AI. You get:

- ✓ An ecosystem map, provisional customer journey and personas with the key areas for potential research identified
- ✓ An assessment based on what data is currently not available and/or interpreted as relevant to the product or service design
- ✓ A recommended strategy with qualitative, statistical and/or data science opportunities for insights



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HOW WE DO IT

1

Through in-depth internal stakeholders interviews and strategy workshops, we map out the business, UX and AI challenges, and opportunities.

2

The tools we collaboratively employ include: Ecosystem Mapping, System Effect Analysis, Current State/Future State SWOT, Service Blueprinting.

3

We execute Provisional Customer Journeys, Provisional Personas, Integrated Research and Product Planning.

4

We develop an integrated and focused product plan combining data science and UX research approaches to your UX design and development approach.



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!

+1.416.855.3367 (CAN)

+1.929.989.3367 (US)

+44 (0)1223 853907 (UK)

contact@akendi.com