



Data Visualization Design

Gain insights for effective decision making

As data analysis and processing becomes more advanced, the need for advanced data visualization becomes an essential aspect of product design. Whether the data analysis is stemming from AI or more traditional statistical analysis or both; data visualization is more than applying templates.

THIS SERVICE HELPS TO...

Produce efficient and intuitive insights

Leverage insights to increase business agility

Deliver to your business needs



WHAT YOU GET

Our evidence-based, human-oriented approach to data visualization design provides:

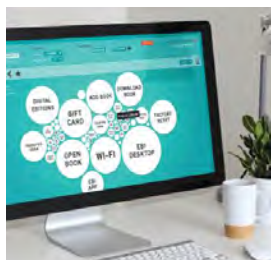
- ✓ Effective designs that support decision making, confidence, and efficiency
- ✓ A collaborative, iterative process which incorporates business goals and user requirements in the context of small or big data
- ✓ A data visualization that is coherent with your brand and overall user experience and maximizes the application of the data



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HOW WE DO IT

- 1 We work from the audience definitions, user stories and other key UX and business artefacts to understand user needs and context.
- 2 We develop interactive concepts – prototypes – that allow the user to view, analyze and interpret the relevant data.
- 3 With user feedback, we assess the effectiveness of the data visualization and overall experience.
- 4 We iterate the design so it meets both user experience needs and business goals.



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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