



Product Design Sprint

Agile experience design with empathy

Our product design sprint is for teams who want to quickly apply human-centred design principles using the latest tools and techniques. Based on the Google Ventures Sprint framework, our design sprints allow everyone to set aside their preconceived ideas and discover how to empathize with stakeholders, customers, and users. Together, we deliver new design solutions in multi-disciplinary pods and teams tackling real-life challenges.

THIS SERVICE HELPS TO...

Improve alignment within your teams and pods

Encourage flexible exploration for innovation

Integrate an agile UX design environment



WHAT YOU GET

Our evidence-based, human-oriented approach provides:

- ✓ Clearly mapped product goals that include internal stakeholder views and customer input
- ✓ Focused design solutions through guided experience thinking and informed inspiration
- ✓ Designs based on prioritized and balanced business and customer goals
- ✓ Practical design solutions and rapid insights from your customers and users



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HOW WE DO IT

1

Together, we envision, plan and map the product design challenge. We discover business and user needs, capture experience journeys, and leverage empathy to build innovations.

2

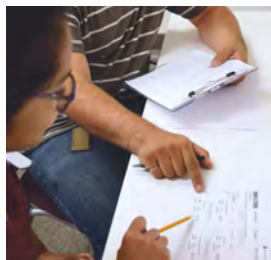
We explore product experience options using diverging and converging design techniques and rapid prototyping to uncover critical opportunities for success.

3

Collaboratively, we prioritize the options while balancing business and customer goals. The result is a promising list of experience opportunities that provide a natural step forward.

4

We bring it all together through first-hand observation of your customers and users as they interact with the most promising experiences. We advance with key insights and practical designs.



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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