



# User Experience Strategy

A game plan to guide decisions about UX initiatives

Let's get your User Experience strategy off the ground! We work closely with you and your team to make it happen. Together, we determine what responsive web and software app combination is right for your business at this time, in what form, and what's needed get it done. You gain clarity about where your competition stands with their offering, and locate your best opportunities for differentiation.

## THIS SERVICE HELPS TO...

Identify where your functionality fits with key user journeys

Understand what your users are trying to achieve with your app

Learn how to adopt the UX strategy in your organization



## WHAT YOU GET

You benefit from our extensive experience in product UX strategies. You get:

- ✓ A guidebook that captures the vision, mission, and objectives for our UX strategy
- ✓ The information you need to make the right decisions about the experience, including insight into competitors' UX strategies, and opportunities to succeed through innovation and experiences
- ✓ Clarity on whether the UX initiative will get your business where you need to be



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## HOW WE DO IT

- 1** We talk to your team and stakeholders to understand your UX goals. The UX strategy that we develop provides confidence and direction in what to offer (or not offer) with the user experience.
- 2** Through interviews, consultations, and workshops we understand the end-to-end experience for building a holistic lifecycle journey that covers the user experience.

- 3** We develop the approach necessary to make your UX strategy feasible and successful.



## 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](mailto:contact@akendi.com)