



User Research Sprint

Get to know your users
and learn how they engage
with your products

Designing human-centred products and services becomes more focused when you understand who your users are and how they behave when using your product. We collaborate with you to conduct user research that is targeted at specific insights into your product offerings.

THIS SERVICE HELPS TO...

Uncover who your users are, and their product goals and motivations

Learn the characteristics and attitudes of your users

Understand how your users behave in their environments, their context of use



WHAT YOU GET

You gain deep insights into your users and their experiences. You get:

- ✓ Clarity on who your users are, how they behave, and what they need to achieve their goals
- ✓ Analysis with insights that will keep users “real” and top-of-mind
- ✓ A visualization that captures the user research results in a format that can be shared throughout your organization
- ✓ Validation of critical assumptions about users, clarity on their journeys, and new insights into opportunities to delight them



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HOW WE DO IT

- 1 We start with stakeholder interviews and collaborative workshops to capture the your knowledge you have about your users.
- 2 Then, we develop a user research sprint plan that encompasses a range of qualitative and quantitative techniques best suited to your goals.

- 3 Our 1 and 2-week research sprints fit an agile UX environment using techniques including interviews, focus group research, survey research, ethnographic research, and other custom research techniques.
- 4 We visualize your user research insights in an engaging format that brings critical insights to life for stakeholders and design teams throughout your organization.



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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