



Service Personas

Keep customers front-and-centre as you plan and design the service experience

Ensuring a customer-centric service is easier to do when you research your customers' behaviour and include stand-ins of your customers in the design process. That's the power of service personas! We work with you to develop personas that keep real customers top-of-mind during service design and development.

THIS SERVICE HELPS TO...

Uncover your customers' expectations of the service

Learn where customers approach you and what their environment and context is

Understand how to keep customers engaged and part of your ecosystem



WHAT YOU GET

Our broad and deep experience in service persona research lets us hit the ground running with proven processes and tools. You get:

- ✓ A customized visualization of service personas that can be shared throughout your organization
- ✓ Knowledge and understanding of who your customers are, how they think, and what they need to achieve their goals
- ✓ Validation of assumptions about customers; clarity on their motivations; insights into ways you can surprise and delight them during onboarding or purchase



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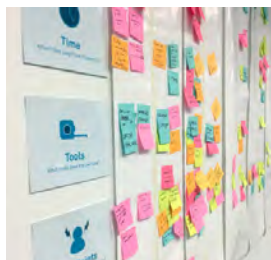
HOW WE DO IT

1 We conduct collaborative workshops with internal stakeholders and staff to capture valuable in-house knowledge about your service experience and the customers.

2 We conduct service persona research with actual customers, gathering both qualitative and quantitative data through interviews, surveys and diary studies, validating any assumptions, and gaining new insights.

3 We visualize service personas representing each key customer segment, bringing the customer to life and keeping them front and centre during service design and development.

Duration: On average, the development of User Personas and Profiles ranges from three to six weeks.



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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