



Service Prototyping

Dry run your service design to ensure you're making the right investments

Just as software and hardware products are prototyped, we create service prototypes during service experience design. Working closely with your stakeholders and real customers, we capture the proposed service design and de-risk your investment.

THIS SERVICE HELPS TO...

Define how your service design will really work in the marketplace

Capture the innovative aspects of your service experience

Early review the design choices in your service delivery model



WHAT YOU GET

You gain deep insights into your service and its users' experiences. We'll 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 first understand from your stakeholders the current service experience and goals you have for the service prototype.
- 2 We prototype the experience – or specific aspects of the service experience – including digital, in-person interactions and physical spaces.

- 3 We gain deep service experience insights with service research, testing and service blueprinting.
- 4 We iterate the service prototype with high impact design improvements.



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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