Ethnographic UX Research

Improve the product experience with immersive field research

Your digital product's designers can be vastly more successful when they become aware of how users actually engage with the product. Through ethnographic UX research, we provide your digital UX organization with comprehensive and specific insights about the context of use.

THIS SERVICE HELPS TO...

Learn the difference between what users say they want and what they actually need

Understand how the context of use affects the experience

Begin to fully understand the users' end-to-end journey

WHAT YOU GET

You benefit from specific, targeted insights into your user groups and their actual experiences interacting with the software. You get:

- ✓ A visualized report that captures the ethnographic research results in an engaging form that can be easily understood and shared throughout your organization

- ✓ Concrete data and insights about the context of use, & supporting artefacts, photographs and video

- ✓ Clarity about how to plan the direction of your software product experience design and development to create an optimal user experience

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HOW WE DO IT

1 We begin by interviewing and holding collaborative workshops with your team, stakeholders and staff to learn what they already know about the product's users.

2 We develop an ethnographic UX research protocol that incorporates a range of techniques best suited to your goals and the product. This may include contextual inquiry, apprenticeship, job/task shadowing, diary and journaling, silent observation, and more.

3 We may also recommend complementary research methods, such as focus groups, interviews, concept testing, card sorting, usability testing, eye tracking, and others.

4 We visualize our findings in an engaging format that creates instant understanding and buy-in throughout your organization, and which can be shared and used daily.

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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