



# User Persona Research

Keep your users top of mind during digital product design

Your software product will be as successful as the majority of its users. With a user persona, you can set yourself up for great success! We work with you to develop these personas that keep real users front-and-centre during the planning, design, and development of digital products and apps.

## THIS SERVICE HELPS TO...

Pinpoint your users and their digital product goals

Uncover the characteristics and behaviours of your users

Learn about their context of use and product experiences



## WHAT YOU GET

You benefit from our broad and deep experience as user persona researchers. You get:

- ✓ A set of user personas that can be reproduced and shared throughout your product and development organizations
- ✓ Clarity on who your users are, how they think, and what they need to complete tasks and achieve their goals
- ✓ Validation of assumptions about your users, clarity on their tasks and journeys, and new insights into opportunities to delight them



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## HOW WE DO IT

**1** Through discovery workshops, we collaborate with your stakeholders and staff to capture their invaluable insight into your software users.

**2** We then conduct field research with your end-users, gathering both qualitative and quantitative data through interviews, job shadowing, and surveys to validate assumptions and gain new user insights.

**3** Lastly, we create user persona tools that represent each key type of user in a highly visual, engaging way that captures the key information needed to design what they really need.



## 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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