



Journey Mapping

Get inside the journeys your organization offers

Delivering a consistent experience to your audience can be a powerful differentiator. Journey mapping makes it possible. We work with your entire organisation and your customers to research, visualize, and connect every interaction and impression that people have as they use various channels to access your product, website or service – online, in person, over the telephone, in physical environments, and email.

THIS SERVICE HELPS TO...

Capture all the experience points a person has with your organisation

Determine where improvements can be made in peoples' experiences

Understand how your audience's journeys connect in the experience



WHAT YOU GET

You benefit from a tangible exploration of your experience delivery. You get:

- ✓ A powerful visualization of the various journeys, paths, and connections between your experience points and users
- ✓ Clarity on gaps that occur in the experience delivery, with prioritized recommendations based on greatest short-term and long-term impact
- ✓ Opportunities for improvement, as well as opportunities to innovate in the experience



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HOW WE DO IT

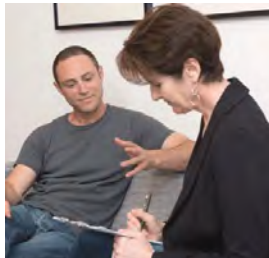
1 Through thoroughly conducted interviews and workshops, we capture your organisation's internal knowledge about the service experience you offer today.

2 We connect with real users and customers through methods such as interviews, job shadowing, mystery shopping, and other contextual and ethnographic research.

3 We analyze the research and turn it into actionable methods that empower you to intentionally design and manage the service experience you deliver.

4 Through experience mapping, we visualize the various journeys that customers and users take as they interact with your website, product or service.

Duration: on average, projects range from four to eight 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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