



# Web Persona Research

Keep website and web portal users top-of-mind during planning and design

A website or web portal is a powerful tool for communicating, branding, selling, and supporting users – if people enjoy using it. That's the power of web personas! We work with you to develop personas to keep users front-and-centre during the planning, design, and development of websites and portals.

## THIS SERVICE HELPS TO...

Understand your web users and their goals

Uncover the characteristics and behaviours of your users

Learn about your users' context of use and current experiences



## WHAT YOU GET

You benefit from our deep experience as web persona researchers. You get:

- ✓ A visualization of web personas that can be shared throughout your communications and development organizations
- ✓ Clarity on who your web users are, how they think, and what they need to complete tasks and achieve their goals
- ✓ Validation of assumptions about web users, clarity on their tasks and goals, and insights into opportunities to delight and exceed their expectations.



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## HOW WE DO IT

- 1 Through discovery workshops, we collaborate with your stakeholders and staff to capture insights into the current website or web portal and its users.
- 2 We then conduct web research with real users, gathering both qualitative and quantitative data through interviews, observation, surveys and analytics. This allows us to validate assumptions and gain deep insights.

- 3 Finally, we create web personas that represent each key type of web user in a highly visual, engaging way that captures the key information needed to serve them well.



## 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!

+1.416.855.3367 (CAN)

+1.929.989.3367 (US)

+44 (0)1223 853907 (UK)

[contact@akendi.com](mailto:contact@akendi.com)