



Web Strategy

A game plan to make your web portal an effective launch pad

A strategically planned web portal attracts users and connects them with information they need. Let's work together to make your web portal a go-to resource! We collaborate with you to discover the role that your users want your web portal to play, and will map the path forward in a web portal strategy.

THIS SERVICE HELPS TO...

Learn how to leverage your web portal to meet organizational goals

Get your organization aligned and on board with a strategy

Capture what your users really want and need from the web portal



WHAT YOU GET

You will benefit from our broad and deep experience in web portal strategy. You get:

- ✓ A guide that captures the vision, mission, and objectives for the web portal
- ✓ Clarity on what your web portal needs to be, where to invest, and how to roll it out successfully to users
- ✓ A roadmap defining what your organization will need to support and onboard users to a web portal



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HOW WE DO IT

- 1 Through interviews and workshops, we work with your stakeholders to articulate the vision, mission, and objectives of the web portal.
- 2 We talk to your web portal users to understand their perspectives, needs, and expectations.

- 3 We audit your web portal – or other information-sharing model – to learn what works, what doesn't, and what's missing.
- 4 We develop a web portal strategy that aligns organizational goals with user expectations and needs.

Duration: On average Web Strategy 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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