



Web User Research

Get to know your users and how they use your website or portal

Creating user-centred websites and web portals is enhanced by understanding the users and their behaviour. We work with you to conduct user research that uncovers specific insights into your website or web portal users.

THIS SERVICE HELPS TO...

Understand your web users and their goals

Uncover users' key journeys and usage scenarios

Learn the information your users expect to find and where they go to find it



WHAT YOU GET

You gain specific insights into your website and portal users and their specific experiences. You get:

- ✓ A visualized report that captures the user research findings in an engaging form that can be shared throughout your organization
- ✓ Clarity about who your web users are, how they think, their key tasks, journeys, and scenarios of use
- ✓ Validation of assumptions about end-users, and insights into opportunities to surprise and delight them



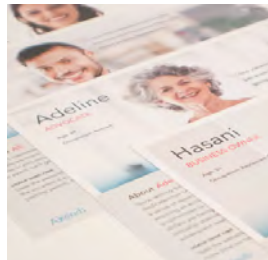
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HOW WE DO IT

1 Through initial discovery workshops, we work with your stakeholders and staff to capture the knowledge they hold about your users.

2 We conduct user research to validate assumptions and gather qualitative and quantitative data about users. This may include interviews, survey research, ethnographic research, focus groups, job shadowing, card sorting and web analytics, and others.

3 We bring the users to life with a visualization of our user research findings that can be shared throughout your organization.



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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