

# WEBSITE & PORTAL DESIGN

*The online experience that a user has with your brand is one of the most important. Make sure it's intentional.*

You are likely using one or more of these tools — websites, social media, online videos, e-demos, banner ads — to reach your intended audiences. To ensure that prospects, customers, partners and others have a positive brand experience when they interact with you through these mediums requires efficient, eye-catching and easy-to-use design.

## OUR SERVICE

Akendi's design experts are experienced in developing online corporate communications and product and service interfaces that are both practical and compelling. Our focus is on helping you to reach your target audiences through powerful websites and portals that also deliver an excellent user experience.

Through our proven approach, we will work with you to ensure that your intended image and messages are conveyed with visual impact, brand consistency and ease of use. We are experts in the design and usability of corporate websites, intranets, extranets, mobile product and web interfaces, social media interfaces, and online collateral such as PDFs, videos, interactive demonstrations, online ads and more.

## ABOUT AKENDI

Akendi is a human experience design firm, leveraging equal parts user experience research and creative design excellence. We provide strategic insights and analysis about customer and user behaviour, combine this knowledge with inspired creative design, and architect the user's experience to meet organization goals. The result is intentional products and services that enable organizations to improve effectiveness, engage users and provide remarkable customer experiences to their audiences.

## BENEFITS

- Expand market reach through more media channels
- Convey your corporate image consistently through online media
- Increase lead generation, online demand, conversions and time-on-site
- Stand out from the competition by engaging target users where they are
- Reduce costs by providing electronic access to product and company information
- De-risk the user experience and website and portal development processes

## CALL FOR A 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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## OUR WEBSITE & PORTAL DESIGN PROCESS

### Research

- Define business requirements
- Determine customers & users

### Information Architecture

- Create User Models
- Develop Task Function Maps
- Create sitemap (IA)

### Interaction Design

- Determine navigation and user interface patterns
- Design wireframes

### Visual Design

- Use style, shape, typography, colour to represent brand voice
- Create icons and graphics

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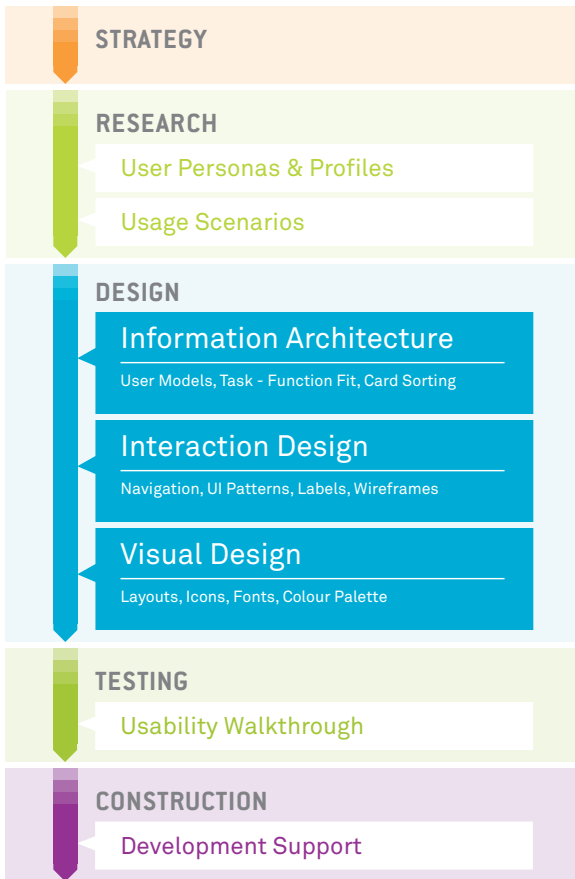


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Akendi





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## OUR APPROACH

Our approach to Website and Portal Design follows our trademark Experience Thinking™ process. We begin by conducting visioning sessions with key company stakeholders to understand the corporate brand, products, services and market positioning. We examine your competitors' presence to identify opportunities to stand out. Where possible, we conduct research with existing customers, partners and web users to understand their challenges, needs, expectations and preferences.

Next we create an information architecture and wireframes to define the content layering, navigation and function of the final deliverable. These can be tested with sample end-users to identify potential usability challenges before the creative design is applied.

The visual design phase is iterative and collaborative. We present you with multiple creative concepts that meet business objectives and captivate your target audience. We then challenge our concepts against the project goals and audience needs and expectations, arriving at an engaging solution that meets user needs and expectations every time.

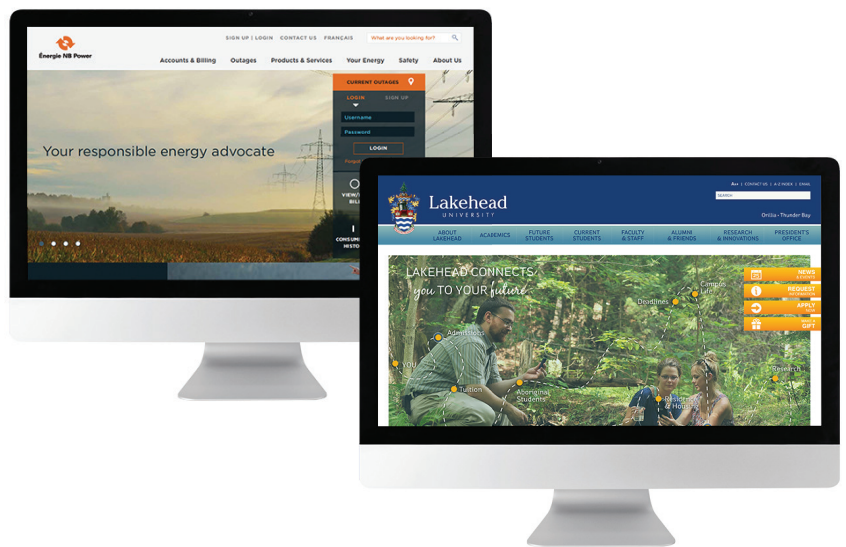
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Website & Portal Design examples

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