

MOBILE UX DESIGN

Products and services can reach more customers and generate greater use with mobile interfaces.

Capturing the rapidly growing customer base that uses mobile devices to accomplish common daily tasks requires an effective mobile interface for your application, website, service or product. Mobile product strategies and well-designed mobile user interfaces are core elements of many product and service strategies.

OUR SERVICE

Akendi's mobile experts are experienced in the research, design and testing of user interfaces for mobile devices such as iPhone, Android, Blackberry, Windows Mobile, Symbian/S60 and Linux-based devices. We create effective mobile applications that work in the hands of mobile users and customers.

Duration

On average, Mobile UX Design projects range from two to twelve weeks in duration.

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

- Improves customer satisfaction through greater accessibility to your product or service on mobile devices
- Captures new customers
- Increases customer usage
- Provides developers and designers with easy-to-follow mobile interface guidelines

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!

+1 866.585.1660 (CAN)
+44 (0)1223 853907 (UK)
contact@akendi.com

OUR MOBILE UX DESIGN PROCESS

Research

- Define business requirements
- Determine customers and users

Information Architecture

- Create User Models
- Develop Task Function Maps

Interaction Design

- Determine navigation and UI patterns
- Design wireframes, low/high fidelity prototypes

Visual Design

- Define graphics and branding
- Determine colours, fonts, icons, layout, animation

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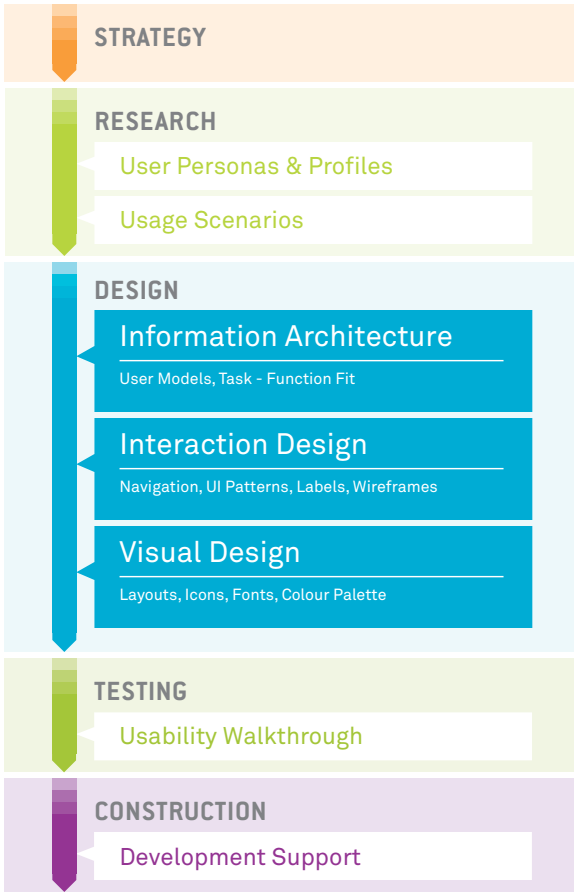


Toronto / Ottawa, Canada
T +1.866.585.1660
E contact@akendi.com

London / Cambridge, UK
T +44 (0)1223 853907
E contact@akendi.co.uk

Akendi





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OUR APPROACH

We understand the complex trade-offs between usability and functionality that arise when a software interface or website is re-tooled for the small screen of a mobile device. Our established design process combined with User Research ensures that new innovations in mobility are balanced with proven usability concepts:

- **Strategy and Research** – we balance the goals of the business with the needs of the intended users to develop a mobile design strategy that is both on-brand and successful in the hands of users
- **Design** – based on solid research and best practices, we will create design concepts for your mobile website, application, service or online product
- **Testing and Analysis** – we test mobile design concepts with intended users to help you evaluate the options and make the best decisions about your final mobile interface

CONTACT US

TORONTO
30 Duncan Street, Suite 203
Toronto, ON M5V 2C3 Canada
T: 416.855.3367

OTTAWA
375 Richmond Road, Suite 2
Ottawa, ON K2A 0E7 Canada
T: 613.688.0906

CAMBRIDGE
The Tram Shed
184 East Road
Cambridge, UK CB1 1BG
T: +44 (0)1223 853907

LONDON
ScreenWorks, Studio 2.15
22 Highbury Grove
London, UK N5 2EF
T: +44 (0)20 3598 2601



Mobile Website example

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