CREATE INTENTIONAL EXPERIENCES

Akendi Corporate Overview
WHAT WE DO

Akendi leverages equal parts user experience expertise and creative design excellence. We uncover insights about user behaviour, combine this knowledge with inspired creative design, and scientifically architect the user’s experience to meet organizational goals. The results are intentional product and service experiences that enable organizations to increase uptake, engage users, and improve their effectiveness.

OUR EXPERTS

Our expertise and background includes decades of experience in user research, experience design, product testing and strategic thinking.

Cognitive Psychology  
Human–Computer Interaction  
Industrial Design  
Visual Design  

Data Science / AI  
Human Factors  
Business Consulting
## OUR EXPERIENCE THINKING PROCESS

Every encounter you have with a product, service, or space comes with an experience. The difference between an intentional experience and an accidental one can mean the difference between an organization's success or its failure.

Akendi’s process includes innovation, strategy, research, design, testing and construction to ensure your product’s success.

### INNOVATION
Explore big ideas and boil them down to discover where and how to innovate
- Opportunity Scouting
- Experience Immersion
- Envisioning Road Map
- Scenario Sketching
- Feasibility Assessment
- Exploring Experiences
- Concept Screening
- Concept Evaluation
- Success Indicators

### STRATEGY
Align business factors and audience values to create a business case for how to achieve your vision
- Business Requirements
- Customer/Client Requirements
- Competitive Analysis
- User Requirements
- Experience Mapping
- Customer & User Personas
- Brand Strategy
- Creative Brief
- Web Strategy
- Governance
- Workflow Analysis
- Usage Scenarios

### RESEARCH
Understand stakeholder, customer and user wants, needs and influences to uncover meaningful insights
- Focus Groups
- Card Sorting
- Task Analysis
- Surveys
- Journey Mapping
- Ethnography
- Customer / User / Stakeholder Interviews
- Mood boards

### DESIGN
Create experiences that resonate with users to create fans of your products and your brand
- Information Architecture
- Interaction Design
- Visual Design
- User Flows
- Wireframes
- Concept Generation
- Templates
- Branding
- Corporate Communications

### TESTING
Validate that the intended experience meets customer and user needs and expectations
- Usability Walkthrough
- Expert Review
- A/B Testing
- Out of Box Testing
- Web Analytics
- Concept Testing
- Usability Testing
- Paper Prototype Testing

### CONSTRUCTION
Turn your strategy into reality with design driven coding and support
- UX Specifications
- Style Guide
- UX Design Patterns
- Front End Code
- Responsive Design
- QA & UX Reviews
- Design Support
- Usability Support

**Contact:**
- @akendi.com
- www.akendi.com
We work with you to create intentional, evidence-based software, product, spatial and service experiences. We help you align your business strategies with business goals by applying customer research, innovative design and user validation so that you deliver remarkable experiences. We apply systematic steps that involve you, your users and your customers — at the right times and in the right amounts.

RESULTS

Better Human Experiences
De-Risked Investments
Engaged People
Akendi’s comprehensive Experience Thinking process provides the scientific and systematic foundation for all of our design and research consulting services, including:

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<thead>
<tr>
<th>CAPABILITIES</th>
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<tbody>
<tr>
<td><strong>Web Apps &amp; Web Portals</strong></td>
<td>We create and validate the user experience of apps, websites, software solutions ensuring delivery of experiences that reflect both organizational and user needs.</td>
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<tr>
<td><strong>AI / ML and Data Science</strong></td>
<td>Akendi optimizes user experiences for artificial intelligence driven experiences helping you create engagement in a new landscape of interactions.</td>
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<tr>
<td><strong>Software UX Design</strong></td>
<td>Akendi creates effective user experiences for software and applications, allowing users to easily fulfill their tasks and reach their goals.</td>
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<td><strong>Intranets &amp; Enterprise Portals</strong></td>
<td>We help you ensure that the experience for your employees, management and partners is a positive one from beginning to end.</td>
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<td><strong>Brand Design</strong></td>
<td>Akendi uses research and design to help organizations convey their intended messages through brand and corporate communications design, creating successful brand touchpoints for customers.</td>
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<td><strong>Customer Experience Design</strong></td>
<td>Through customer research, service design, experience mapping, wayfinding and testing, we create intentional experiences that meet customer expectations, keeping customers engaged and satisfied.</td>
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<td><strong>Usability Consulting</strong></td>
<td>Akendi helps you understand the barriers that users encounter with a product or service by conducting usability reviews, usability testing, mobile usability tests and human factors analysis.</td>
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<td><strong>User Experience Training &amp; Certification</strong></td>
<td>We offer specialized training courses through our community of Experience Thinkers to increase the quality of user experience research and design practises within your teams and organization.</td>
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INDUSTRY EXPERTISE

Akendi successfully applies our Experience Thinking process to ensure intentional product, service and brand experiences across many industries.

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<tr>
<td>Software Apps</td>
<td>We offer software solutions for a full spectrum of devices – from mobile phones and desktop computers to medical, voice and touch screen interfaces.</td>
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<tr>
<td>Healthcare</td>
<td>We help ensure that healthcare devices, as well as medical systems, software and services are safe, efficient and effective.</td>
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<tr>
<td>Technology &amp; Innovation</td>
<td>We have a deep understanding of the technologies and user-centred innovations used to deploy digital systems.</td>
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<td>Finance &amp; Banking</td>
<td>Akendi works with large financial institutions to ensure that customers have successful experiences with applications, products and services.</td>
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<tr>
<td>AI &amp; Data Science</td>
<td>We work with big data and content aggregators to improve ease of access to complex information structures and interactions.</td>
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<td>Education</td>
<td>Akendi has vast expertise in the education sector, working to raise the profile of institutions challenged with communicating to a broad and diverse audience.</td>
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<td>Government &amp; Public Services</td>
<td>We help municipal, provincial and federal agencies increase self-service capabilities and improve citizen satisfaction.</td>
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<td>Non-profit Organizations</td>
<td>We work with non-profits and charities to increase the effectiveness of their websites, print collateral and campaigns.</td>
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<tr>
<td>Telecommunications</td>
<td>From service providers to hardware manufacturers, Akendi ensures that systems, devices, and solutions work as intended in the hands of users.</td>
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<tr>
<td>Consumer Products &amp; Services</td>
<td>From product experience design to service and package design, Akendi helps you exceed ever increasing client expectations.</td>
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# SELECT CLIENTS

## TECHNOLOGY & INNOVATION
- ARM
- Humanware
- Microsoft
- OpenText
- Softchoice
- Siemens
- Wind River
- XSensor

## FINANCE & BANKING
- Aviva
- AXA Insurance
- Blueshore Financial
- CIBC
- Coller Capital
- Credit Suisse
- Cybersource / VISA
- Goeasy
- Interac
- Ontario Teachers’ Pension Plan
- Royal Bank of Canada
- Valeyo
- Worldbank

## UTILITIES & ENERGY
- Canberra
- Canadian Real Estate Assoc.
- Ecobee
- Ellis Don
- FortisBC
- Geosoft
- Hydro One
- NB Power
- Schneider Electric
- Shell
- Toronto Hydro

## HEALTH
- Canadian Institutes of Health Research
- Canadian Medical Association
- Canadian Nurses Association
- Canberra
- Content Formula
- Elekta
- Medavie
- Nuance
- XSensor

## EDUCATION
- Canadian Museum of Civilization
- Canadian War Museum
- Imperial College London
- Lakehead University
- Open University
- Ryerson University
- University of Toronto

## TELECOMMUNICATIONS
- Bell
- Clear-Com
- Ooredoo
- Rogers
- Telecom Italia Group
- Telus

## GOVERNMENT & PUBLIC SERVICE
- Agriculture & Agri-Food Canada
- Canada Border Services Agency
- Canada Post
- City of Edmonton
- City of Markham
- City of Toronto
- Department of Fisheries and Oceans
- Department of Justice Canada
- Environment Canada
- Export Development Canada
- ISED
- Government of Ontario
- Human Resources & Skills Development Canada
- Health Canada
- Natural Resources Canada
- Public Works & Government Services Canada
- Regional Municipality of York
- Service Canada
- Statistics Canada

## TRANSPORTATION
- GTAA Pearson Int’l Airport
- NAV Canada
- Thales

## LIBRARY & INFORMATION SCIENCE
- Ottawa Public Library
- Toronto Public Library

## CONSUMER PRODUCTS
- Atlantic Lottery
- Cineplex
- Ecobee
- Enfamil
- Gordon Food Services
- Kijiji
- LCBO
- NHL Ottawa Senators
- Staples

## NON-PROFIT ORGANIZATIONS
- Canadian Breast Cancer Foundation
- Canadian Digestive Health Foundation
- Canadian Partnership Against Cancer
- Daily Bread Food Bank
- National Ballet of Canada
- Unicef
- United Way
- World Presidents’ Organization
- YMCA
CONTACT AKENDI

Contact us today to discover how our Experience Thinking approach can help you to create the experience you intend for your clients, customers and users.

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