

# UX DESIGN

*Make your content and functions easily accessible to users.*

The experience that users have with a digital product can define its competitive advantage or herald its failure. We'll work with you to ensure your digital product UX design is a differentiator, and a key to your success in the marketplace.

## OUR SERVICE

Akendi's UCD experts will work with your development team to plan and design an effective user interface. Our established UX design process complements Agile or Waterfall development processes.

Whether your product is a desktop application, an embedded system, mobile computing, part of a software oriented architecture (SOA) or software as a service (SaaS), we will ensure that the UX meets the needs of the business and of users.

## Support

After the design is complete, Akendi will support your development team throughout the implementation phase and launch. We can also offer Usability Testing services as a complement to UX Design.

## Duration

On average, UX Design projects range from two to six weeks in duration or longer, depending on the length of the implementation phase.

## 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

- Enables users to access the full range of your software's functionality
- De-risks product design
- Increases users' efficiency
- Reduces support costs and end-user frustration
- Reduces training costs
- Helps turn end users into evangelists who adore your product and create excitement within your user community
- Results in UX design that is both visually appealing and effective for users

## 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!

**+1.416.855.3367 (CAN)**  
**+44 (0)1223 853907 (UK)**  
**contact@akendi.com**

## OUR UX PROCESS

### User 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

### Visual Design

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

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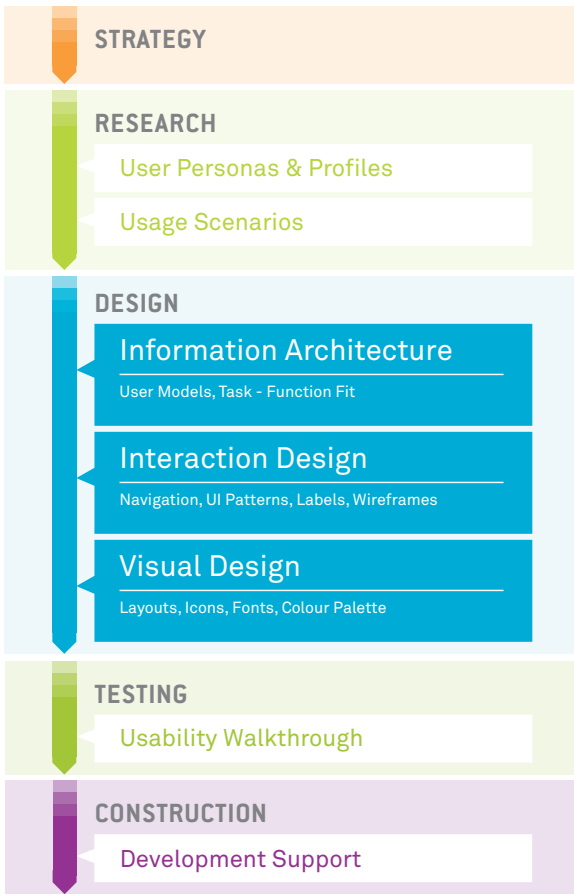


Toronto / Ottawa, Canada  
T +1.416.855.3367  
E contact@akendi.com

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

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## OUR APPROACH

### Information Architecture

This design stage ensures that the UX will achieve a good fit between the tasks that users must complete and the functionality that is available.

### Interaction Design

Interaction design captures how users will navigate the interface to complete their tasks. Wireframe layouts are used to capture the navigation, controls and labels for each function – the wireframes can also be used for early Usability Testing.

### Visual Design

Our creative design team will work with your product team to create an appropriate visual design for the approved interaction design. This includes designing the layout, icons, fonts and colour scheme – everything that end users will see.

### Development UX Support

During development, the previous three design stages are executed into the actual experience. We support this phase with detailed design systems and specifications. Agile development environments benefit from our rapid user experience production, review and test cycles.

## CONTACT US

**TORONTO**  
30 Duncan Street, Suite 701  
Toronto, ON M5V 2C3 Canada  
T: 416.855.3367

**OTTAWA**  
150 Elgin Street, 10th Fl.  
Ottawa, ON K2P 1L4  
T: 613.688.0906

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

**LONDON**  
Kemp House  
152-160 City Road  
London, UK EC1V 2NX  
T: +44 (0)20 3598 2601



UX Design example

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