



UX Concept Ideation

Innovate new ways for users to interact with your user experience

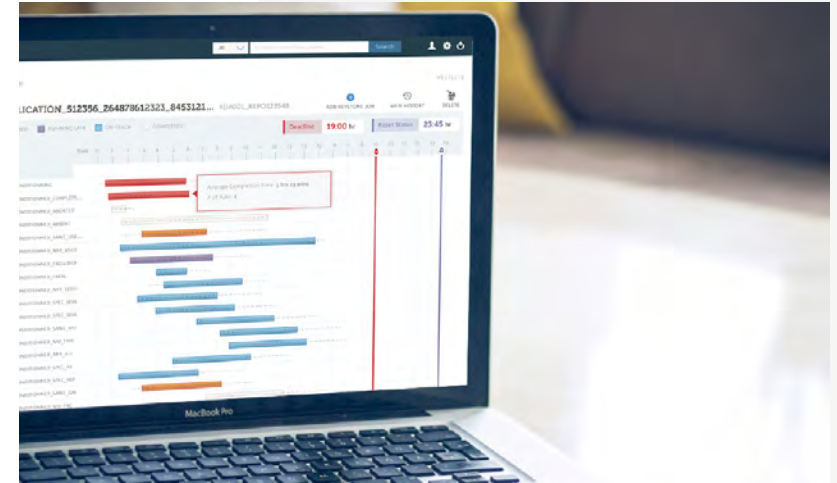
Keeping pace with your markets, your competitors, and your users' expectations requires ongoing innovation. UX concept ideation ensures that your offering continues to impress and even delight users through successful interactions.

THIS SERVICE HELPS TO...

Assess how experiences might meet your users' expectations

Uncover great user experience (UX) concepts that you may be overlooking or have yet to discover

Learn how to adopt the UX strategy in your organization



WHAT YOU GET

Because we're focused on all aspects of user experience, we can follow through on our concept work with new product user experience design and testing. You get:

- ✓ An engaging visual report that captures the UX concept ideation discoveries and which of the ideas are most likely to succeed
- ✓ Understanding of the elements necessary to ensure that the new concept will succeed in the marketplace
- ✓ Confidence in where to invest in new UX concepts



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HOW WE DO IT

- 1** We facilitate stakeholder sessions to understand the goals for UX ideation and how it fits into the product strategy.
- 2** We lead ideation sessions to surface and elaborate the most innovative concepts for the user experience.
- 3** We conduct user research, usability testing and UX concept testing to validate the ideas with real users.
- 4** We validate the new UX concept ideas and highlight the best ones to invest in.



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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