

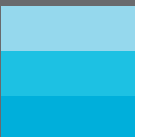
CREATE INTENTIONAL EXPERIENCES

WWW.AKENDI.COM

225 Richmond St West, Suite 402
Toronto, ON M5V 1W2
416.855.3367

375 Richmond Rd, Suite 2
Ottawa, ON K2A 0E7
613.688.0906

Akëndi
Intentional Experiences



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, design, testing and strategic thinking. We hold academic designations in:

Cognitive Psychology

Library Science

Human-Computer Interaction

Industrial Design

Media Design

Graphic Design

Human Factors

Business

INTENTIONAL EXPERIENCE CREATION™

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

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

STRATEGY

Align business factors and audience values to create goals and create business case

- > Business Requirements
- > Customer/Client Requirements
- > User Requirements
- > Experience Audit
- > Brand Strategy
- > Creative Brief
- > Web Strategy
- > Governance Development
- > Discovery Report

RESEARCH

Understand stakeholder and customer/user wants, needs and influences

- > Focus Groups
- > Card Sorting
- > User Personas
- > Usage Scenarios
- > Experience Mapping
- > Ethnographic Field Research
- > User Research
- > Usability Research
- > Customer/User/
Stakeholder Interviews

DESIGN

Create experiences that resonate with users to create fans of your products and brand

- > Information Design
- > Interaction Design
- > Visual Design
- > User Flows
- > Wireframes
- > Concept Generation
- > Information Architecture
- > Branding
- > User Experience

TEST

Validate that the intended experience meets customers/users needs and expectations

- > Usability Walkthroughs
- > Expert Review
- > Eye Tracking
- > Out of Box Testing
- > Web Analytics
- > Concept Testing

WHY AKENDI

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 Users

SERVICES

Akendi's comprehensive Intentional Experience Creation™ process provides the scientific and systematic foundation for all of our design and usability consulting services, including:

Web & Customer Portal Design	We create and validate the user experience of business web portals, ensuring delivery of experiences that reflect organizational values and messages and meet user needs.
Mobile User Experience Design	Akendi optimizes mobile user experiences to allow you to support more users and generate greater loyalty.
Usability Consulting	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.
Business Software Design	Akendi creates effective graphical user interfaces for business software and applications, allowing users to easily fulfill their tasks and reach their goals.
Customer Experience	Through customer research, service design, experience mapping and testing, we create intentional customer experiences that meet customer expectations, keeping customers engaged and satisfied.
Product Design	From paper sketch to finished physical product, we strategize, research and design remarkable product experiences.
Brand Experience	Akendi uses research and design to help organizations convey their intended messages through brand and corporate communications design, creating a successful brand journey for customers.
Wayfinding Design	Akendi employs user research, contextual inquiry, spatial analysis and design to ensure that physical spaces allow users to easily navigate through spaces and painlessly reach their destination.
User Experience Training	Akendi offers specialized training courses to increase the quality of user experience research and design practises within your organization.

INDUSTRY EXPERTISE

Akendi successfully applies our experience design process to ensure international product service and brand experiences across many industries.

Business Software	Akendi assists software engineering teams to ensure that their GUI, SaaS, RIA, MMI and CLI are adopted, delivered and used as intended.
Consumer Products & Services	We work with consumer product manufacturers to create products that match consumer expectations, needs and desires.
Enterprise Portals & Intranets	Akendi increases effectiveness and engagement within organizations for employees, partners and suppliers by creating strategies and governance as well as visual design and content management solutions.
Finance, Insurance & Banking	Akendi ensures that online transactional websites are usable, enhance customer self-service and increase internal efficiencies.
Government & Public Service	Akendi provides government bodies with public opinion and user research, experience design and strategies that improve satisfaction, efficiencies and self-service.
Healthcare & Medical Devices	We work with creators of medical devices and software to ensure that their products are safe, easy to use and minimize human error.
Library & Information Science	Akendi helps ensure that information science websites and library products and systems are user-centric and aligned with organizational goals and objectives.
Mobile Apps & Devices	Akendi designs for mobile application developers and device manufacturers to ensure that their products generate greater use and create loyal users.
Non-profit Organizations	Akendi helps non-profit organizations to increase the speed and effectiveness of their fundraising campaigns, issue awareness and policy advocacy through user research, design and usability testing.
Telecommunications Systems	We work with manufacturers of telecommunications equipment and mobile devices to ensure that website systems, devices and services work as intended in the hands of users.

CLIENTS

TECHNOLOGY

Affinity Systems
Autodesk
Control Microsystems
Coreworx
Eastlink
Embotics
Humanware
Macadamian
Microsoft
N-able
OpenText
Pricematrix
Radialpoint
Sage
SAP
Softchoice
Syscon
Systemscope
Track-assets
VFM Leonardo
Wind River
Whitecap Canada

TELECOM & MOBILITY

Blackberry - RIM
Rogers Wireless

GOVERNMENT & PUBLIC SERVICE

Agriculture & Agri-Food Canada
Canadian Nuclear Safety Commission
Citizenship and Immigration Canada
Department of Fisheries and Oceans
Department of National Defence
Environment Canada
Foreign Affairs & International
Trade Canada
Human Res. & Skills Dev. Canada
Industry Canada
National Research Council Canada
Public Health Agency of Canada
Public Works and Government
Services Canada
Public Safety Canada
Service Canada
Statistics Canada
Treasury Board of Canada

Transport Canada
Canada Post
Canadian Internet Registration
Authority
Export Development Canada
Ontario Securities Commission
WorkSafeBC
City of Ottawa
City of Hamilton

FINANCE, INSURANCE & BANKING

AXA Insurance
BMO
Central 1 Credit Union
CIBC
Cybersource / VISA
Foresters
KPMG
Ontario Securities Commission
Ontario Teachers' Pension Plan
Royal Bank of Canada

UTILITIES & ENERGY

Canberra
Crossby Dewar
Ecobee
Toronto Hydro

HEALTH & LIFE SCIENCES

Canadian Medical Association
Canberra
College of Registered Nurses
of Manitoba
Cancer Care Ontario
Visualsonics
Unitron
WorkSafeBC
XSensor

DEFENCE

Cobham

MEDIA & COMMUNICATIONS

CNW Group
DBB Canada
Grey Canada

Maclean's
MAD inc.
Mediahook
Rogers Cable
Stratcom
Summerhill
TPM Communications

EDUCATION

Ryerson University
University of Toronto

TRANSPORTATION

GTAA Pearson International Airport
NAV Canada

LIBRARY & INFORMATION SYSTEMS

Ottawa Public Library

CONSUMER PRODUCTS

Airkrete
Canadian Springs
Flakeboard
Staples
Te Aro

MUSEUM

Canadian Museum of Civilization
Canadian War Museum

NON-PROFIT

Canadian Breast Cancer Foundation
Canadian Digestive Health Foundation
Canadian Partnership Against Cancer
Conference Board of Canada
Daily Bread Food Bank
National Ballet of Canada
Unicef
United Way
World Presidents' Organization

CONTACT AKENDI

Contact us today to discover how our Intentional Experience Creation™ process can help you to create the experience you intend for your clients, customers and users.

Akendi Toronto

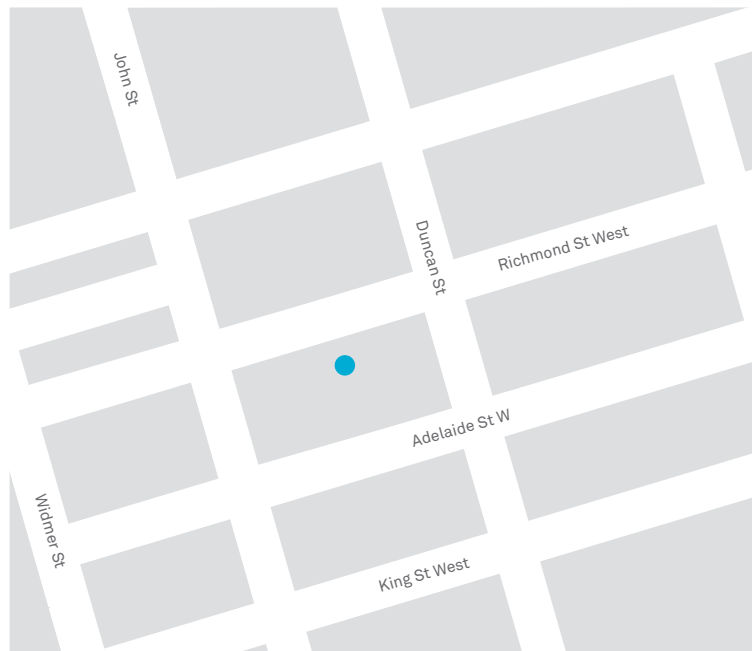
1.416.855.3367

1.866.585.1660 (toll free)

contact@akendi.com

225 Richmond St West, Suite 402

Toronto, ON Canada M5V 1W2



Akendi Ottawa

1.613.688.0906

1.866.585.1660 (toll free)

contact@akendi.com

375 Richmond Road, Suite 2

Ottawa, ON Canada K2A 0E7

