

## LANDMARK INFORMATION

### INTRODUCTION

Landmark Information is a leading provider of land and environmental information services to property professionals including architects, surveyors, consultants, lenders and estate agents. Using key partnerships with public bodies, such as the Ordnance Survey, The Environment Agency, HM Land Registry, the Coal Authority and the British Geological Survey to source the most accurate information for its customers from one of the largest data repositories in Europe.

Providing system users with a seamless ordering process is therefore integral to Landmark's core values and business strategy.

### THE OPPORTUNITY

Landmark Information recently underwent a companywide technology refresh programme, which involved implementing new order management processes and updating existing online portals to provide a better experience to system users.

Realizing the benefits of Certified Experience Research (CXR) as part of the overall project, the Group appointed a UX co-ordinator and commissioned Akendi UK to run companywide 5-day Certified Experience Researcher (CXR) training course, further to a team member attending an Akendi public training course on the principles of UX, run by Leo Poll.

### KEY PROJECT REQUIREMENTS

- Seamless transition from paper to digital ordering systems
- Overhaul existing online portals to deliver a better user experience
- Maximise results through more efficient processes
- Ensure interdepartmental managers understood the value of UXR in delivering the above

### THE CHALLENGE

Many online portals were operating as standalone systems that involved laborious manual processes and the corporate UX training course needed to satisfy the diverse requirements of all key stakeholders, who were required to sit an exam on completion.

## APPROACH

Further to liaising with the Group's departmental Product Managers to understand their different objectives, Akendi's training team prepared and delivered a bespoke User Experience Researcher (CXR) course, covering all UX principles, to ensure participants had a clear understanding of UX creation processes, as well as the tools and techniques needed to carry out in-depth UX research for all future projects.

The corporate CXR training course covered the following:

- Customer/User analysis to understand the experience
- Introduction to UX
- Design & experience thinking
- User experience research
- Experience mapping
- Usability Testing

\*Akendi UK Ltd is accredited by the [British Accreditation Council for Independent Further and Higher Education](#) as a Short Course Provider. Accreditation covers courses delivered in the UK only.

## THE IMPACT

The Product Managers at Landmark Information Group now have a detailed understanding of all UX principles and are able to apply this knowledge to all new system development projects.

Additionally, Landmark appointed a dedicated UX Designer who is involved in new projects to ensure that UX principles are applied throughout the design, development, testing and implementation phases and to confirm all criteria/expectations have been satisfied.

The new order processing systems and online portals are delivering enhanced customer experiences, thus maximizing the Group's performance and results.

**"WE WERE SO IMPRESSED WITH THE STANDARD OF THE WORKSHOP AND LEO'S IN-DEPTH KNOWLEDGE OF THE SUBJECT THAT WE CHOSE AKENDI TO RUN AN ONSITE TRAINING WORKSHOP ACROSS OUR PRODUCT DEVELOPMENT TEAMS, SO WE COULD APPLY UX PRINCIPLES INTO OUR PRODUCT DESIGNS GOING FORWARDS."**

Client quotation