



Akendi

CREATE INTENTIONAL EXPERIENCES

Corporate Overview

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Human insights, forward thinking experiences, change that matters

Akendi is an experience research and design team who will work with you to define and overcome your user experience challenges, putting you ahead of your competitors.

We combine equal parts of research-led analysis and inspired creative design. This stellar combination is what enables us to be nimble yet powerful thinkers and creators.

16+ years | 509+ projects

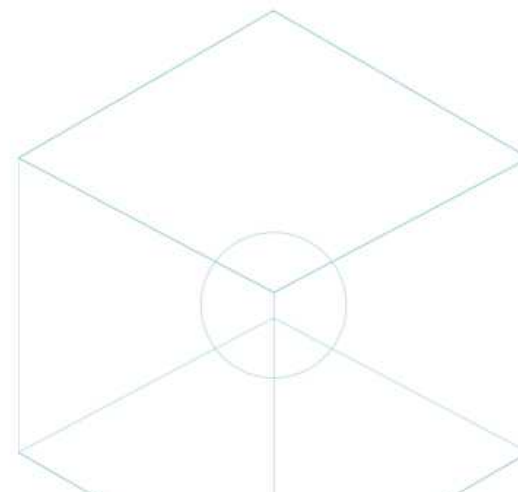


Akendi

We are Experience Thinkers

Experience Thinking is our unique, collaborative approach.

There are four key experiences that need to be considered to improve and innovate customer and user journeys: Brand, Content, Product, and Service. Often, all four need to be researched, strategized and designed in close collaboration with all stakeholders.



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BRAND



Defining a strong brand requires a process of discovery to define your vision and design for the qualities you want associated with your organization. This means your brand becomes not just what you want it to be, but also what your audience thinks and feels about you over time.

PRODUCT



At some point, your product or service will be used by your customers, so why not involve them during design? When you engage people early in the process, you learn if the flow and interactions work to deliver an intentional experience at launch.

CONTENT



With ever growing information available to us, content is now the product. You must understand how users think so you can match the way they want to find information. The need to design your content to enhance the product and service experience is integral.

SERVICE

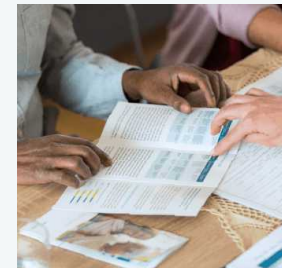


Since people experience your organization through the service they receive, we design the service as an end-to-end experience. Here is where we tie brand, content, and product experiences together to make them work in a connected, holistic way.



We're by your side the whole way

- 1** We work with you to create intentional, evidence-based digital, product, spatial and service experiences that exceed expectations.
- 2** We help you align your business strategies with business goals by applying customer research, innovative design and user validation.
- 3** We apply systematic steps that involve you, your users and your customers – at the right times and in the right amounts.





Excellence

Dedication to providing top quality results that meet the expectations and requirements.



Integrity

Collaboration means keeping clear communication and total transparency with all.



Sustainability

Commitment to designing timeless solutions that last beyond trends and keep humans at the core.



Openness

Curiosity feeds our process, allowing us to truly understand and design empathetically.

STRATEGY & INNOVATION

Uncover opportunities and guide your initiatives with a robust plan.

RESEARCH

Understand your users and learn how they engage with your products.



TESTING

Assess your product to optimize its user experience with end users.

DEVELOPMENT

Deliver a product that is effective and fluent across all platforms.

DESIGN

Make your product experience useful, easy and delightful.



We'll make it happen together.

Discover our wide range of services, from strategy, research, and design to team solutions and professional training and development. Whether you're at the beginning, middle, or end, let us help you get a step or a leap beyond.

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STRATEGY & INNOVATION

Web Strategy
Journey Mapping
Service Blueprinting

CX Strategy
Ecosystem Mapping

RESEARCH

User Experience Research
Service Research
Card Sorting

Customer Personas
Competitive Brand Analysis

DESIGN

UX Design
Digital Product Design
Co-Design

Product Design Sprint
Information Architecture

TESTING

Usability Testing
Service Experience Testing
Product Concept Testing

UX Testing Sprint
Brand Concept Testing

DEVELOPMENT

Front-End Web Development
Web Style Guide
Product Development

Front-End Development
Design System Dev.

Select Clients

arm

Leica
Geosystems

AVEVA

NHS

AstraZeneca 

بنك الرياض
riyad bank

 solutions
by stc

 The Open
University

 LexisNexis®

 Roche

 Gamma

 U switch

CATAPULT
Connected Places

 COMMONWEALTH
INFORMATICS



 **TIM**
GRUPPO TIM

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EDUCATION

Canterbury University
Knowledge Academy
MacMillan
Pearson College
St Mary's University
University Of Leicester
The Open University

ENERGY

Aveva
McKinsey
Shell
RVU
Ecobee
FortisBC
NB Power

FINANCE & INSURANCE

Coller Capital
Cybersource - VISA
LexisNexis
Lending Stream
NGage
Royal Bank Of Scotland
Riyad Bank

GOVERNMENT & PUBLIC SERVICE

Dwr Cymru - Welsh Water
Hackney Council
HMRC
Natural Resources Canada
South Wales Police HQ
The Cabinet Office
ITA Sultanate Of Oman

HEALTHCARE

Astra Zeneca
Careworks
Commonwealth Informatics
GSK
MyMeds&Me
NHS England
Roche

REAL ESTATE & CONSTRUCTION

BAM Nuttal
Connected Places Catapult
DMCC
EllisDon
Landmark
HM Land Registry
Omobono

RETAIL & CONSUMER

BAAZ
Expedia
Ogilvy
SafeToNet
Staples
WCRS
Zero Water

TECHNOLOGY & INNOVATION

[24]7.ai
1E
ARM
Bango
Domino UK
Leica Geosystems
Paxton Access

TELECOM

BT
EE
Gamma Telecom
Ooredoo
Saudi Telecom Company
Telecom Italia Group
USwitch Ltd



We're here to help.

We offer complimentary telephone consultations and educational white papers. Contact us today!

Learn how our user-centered approach can help you.

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