WEB STRATEGY

With a web strategy, businesses can leverage a range of online technologies to help achieve key business goals.

Web-based tools are increasingly important to businesses, and making the optimal investments in online tools can help to achieve many business objectives, from lead generation to internal process improvement. To ensure that the online investments you make will generate the desired returns for your organization, you need an objective Web Strategy that is driven by business goals and user needs rather than the "hot technology" of the moment.

OUR SERVICE

Akendi's experts are experienced in researching, analyzing and creating optimal web strategies. We are well versed in the full range of online tools and technologies including websites, e-commerce sites, intranet sites, extranet sites, web services, web applications and mobile websites and applications.

Our deep expertise in end-user research sets us apart. By understanding the intended users of online tools, their contexts of use, their needs and expectations, we help our clients direct their online investments toward the combination of tools and technologies that will best meet their business goals.

Duration

On average, Web Strategy projects range from four to eight weeks in duration.

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

- Increases lead generation
- Improves online revenue generation
- Increases employee and/or channel productivity
- Helps reduce costs through self-services
- Enables creation and nurturing of communities of interest
- Establishes Key Performance Indicators

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!

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OUR WEB STRATEGY PROCESS

Establish Business Goals
- Define vision, mission
- Create business cases

Stakeholder Analysis
- Conduct interviews, workshops and/or surveys
- Competitive analysis

Customer Analysis
- Experience mapping
- Scenario research
- Value analysis

Strategy Development
- Short to long-term planning
- Analytics
- Success metrics, KPIs

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Akendi

STRATEGY

Web Strategy
Vision, Mission, Business Cases

Brand Foundation

RESEARCH

Stakeholder Analysis

End-user Research & Surveys

Experience Mapping

DESIGN

Information Design

Interaction Design

Visual Design

TESTING

CONSTRUCTION

CONTACT US

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WEB STRATEGY

OUR APPROACH

To develop an effective Web Strategy for your organization, we begin by understanding the goals of your organization and its stakeholders to create a vision and mission for the Web Strategy. We then conduct User Research to align those goals with users' needs and the online channels available. This approach results in a Web Strategy that is successful from both the business and the end-user perspectives.
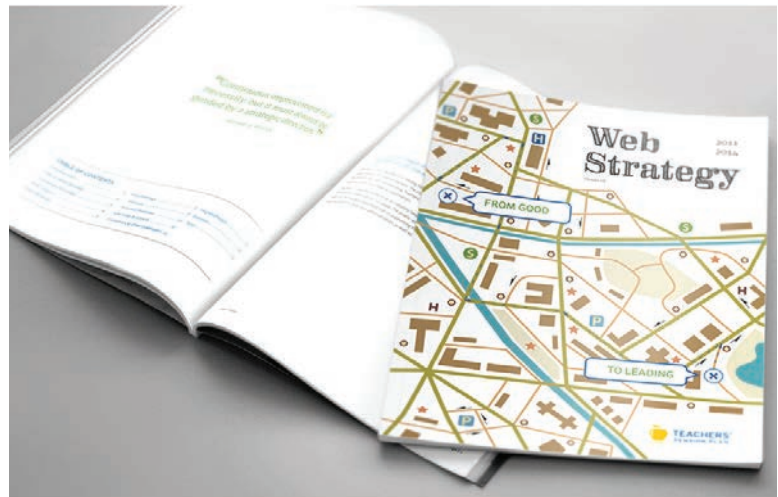
We draw on our full range of experience design and usability expertise, techniques and services. These may include:

- Stakeholder analysis
- End-user research and surveys
- Experience mapping
- Mobile user experience
- Brand foundation
- Corporate identity

Our breadth of expertise, combined with our business and user-centred approach, will ensure that your online strategy is driven by value and executed with purpose.

DELIVERABLES

Typical deliverables include a stakeholder analysis report, experience mapping, and a strategy plan with short and long-term goals and milestones.

Web Strategy example