



AI Persona Research

Keep your AI users at the centre of UX strategy and design

An AI can be a powerful tool for productivity, collaboration, and engagement building – when your audience feels good about using it. That’s the power of AI personas! We’ll work with you to develop these personas that keep your users front and centre while designing and developing data-driven AI solutions.

THIS SERVICE HELPS TO...

Uncover who your AI personas are and learn their specific information needs

Understand your AI users’ characteristics & behaviours

Determine how your AI users’ needs change over time



WHAT YOU GET

You’ll benefit from our deep experience as AI persona researchers and designers. You’ll get:

- ✓ A visualization of AI personas that is shareable among your communications and development teams
- ✓ This tangible reference keeps AI users “real” and top-of-mind during strategy, design, and development activities
- ✓ Validation of assumptions about AI users; clarity on their needs; and new insights into opportunities to surprise, delight, and get them more engaged



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HOW WE DO IT

- 1** Through in-depth workshops, we'll collaborate with your internal stakeholders and staff to capture their insights into the current AI solution usage and structure.
- 2** We'll then conduct user research with your AI users, gathering both qualitative and quantitative data through interviews, consultations, and surveys – validating assumptions and gaining new insights.
- 3** Finally, we'll create AI personas that represent each type of AI user in a highly visual, engaging way that captures the key characteristics of each persona type.



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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