



Ecosystem Mapping

Identify and prioritize critical product relationships

Experiences don't occur in a vacuum. AI products don't work in a vacuum. When you are developing an AI product, you need to understand your users context and the broader system context. Ecosystem mapping allows you to do this in a structured and actionable way. This leads to insights on what you already understand about your customer, but also where you are lacking information and goals.

THIS SERVICE PROVIDES...

Identification and prioritization of critical relationships

Insights on the product ecosystem that would otherwise be hidden

A roadmap to help determine the best path forward



WHAT YOU GET

An ecosystem map of the current and future state of your product or service:

- ✓ Visualization of the Ecosystem, both current and future state
- ✓ A clear plan with qualitative, statistical and data science opportunities for research
- ✓ Assessment of risks and opportunities transitioning from current to future state
- ✓ Identification of key journeys and relationships in the ecosystem and potential metrics



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HOW WE DO IT

We create an initial ecosystem map prior to a journey workshop through in-depth internal one on one stakeholders interviews. During strategic workshops we then discuss business goals, and existing research and data that illuminates details of the ecosystem.

- 1 Create the initial Object Inventory - what people, technologies, and institutions are relevant to your business environment?
- 2 Identify the frame(s) of reference: who or what is the focus of the challenge - there can be more than one frame of reference
- 3 Analysis of the current state of the ecosystem and the desired future state
- 4 Explore the implications on your strategy, product and/or service roadmap



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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