



Intranet Persona Research

Keep your intranet users at the centre of intranet strategy and design

An intranet can be a powerful enterprise tool for productivity, collaboration, and culture building – when employees feel good about using it. That’s the power of intranet personas! We work with you to develop personas that keep intranet users front and centre during the planning, design, and development processes.

THIS SERVICE HELPS TO...

Understand your intranet users as well as their information needs

Uncover your intranet users’ characteristics & behaviours

Learn how your intranet users’ needs change over time



WHAT YOU GET

You benefit from our deep experience as intranet persona researchers and designers. You get:

- ✓ A visualization of intranet personas that can be easily shared throughout your communications and development organizations
- ✓ A tangible reference that keeps intranet users “real” and top-of-mind during strategy, design, and development activities
- ✓ Clarity on who your intranet users are, how they think, and what they need to complete tasks and achieve their goals



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HOW WE DO IT

- 1 Through in-depth workshops, we collaborate with your internal stakeholders and staff to capture their insights into the current intranet usage and structure.
- 2 We then conduct user research with your intranet users, gathering both qualitative and quantitative data through interviews, card sorting, and surveys – validating assumptions and gaining new insights.

- 3 Lastly, we create intranet personas that represent each type of intranet 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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