



# CREATE INTENTIONAL EXPERIENCES

Akendi Corporate Overview

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**Akendi**  
Intentional Experiences





# WHAT WE DO

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Akendi leverages equal parts user experience expertise and creative design excellence. We uncover insights about user behaviour, combine this knowledge with inspired creative design, and scientifically architect the user's experience to meet organizational goals. The results are intentional product and service experiences that enable organizations to increase uptake, engage users, and improve their effectiveness.

## OUR EXPERTS

Our expertise and background includes decades of experience in user research, design, testing and strategic thinking. We hold academic designations in:

Cognitive Psychology  
Library Science  
Human-Computer Interaction  
Industrial Design

Media Design  
Graphic Design  
Human Factors  
Business

# OUR EXPERIENCE THINKING™ PROCESS

Every encounter you have with a product, service, software or space comes with an experience. The difference between an intentional user or customer experience and an accidental one can mean the difference between an organization's success or its failure.

Akendi's process includes strategy, research, design, testing and construction to ensure your product's success.

## STRATEGY

Align business factors and audience values to create goals and create business case

- > Business Requirements
- > Customer/Client Requirements
- > User Requirements
- > Experience Audit
- > Brand Strategy
- > Creative Brief
- > Web Strategy
- > Governance
- > Discovery Report

## RESEARCH

Understand stakeholder, customer and user wants, needs and influences

- > Focus Groups
- > Card Sorting
- > User/Customer Personas
- > Usage Scenarios
- > Experience Mapping
- > Ethnographic Research
- > User Research
- > Competitive Landscape
- > Customer/User/Stakeholder Interviews

## DESIGN

Create experiences that resonate with users to create fans of your products and your brand

- > Information Architecture
- > Interaction Design
- > Visual Design
- > User Flows
- > Wireframes
- > Concept Generation
- > Packaging
- > Branding
- > Corporate Communications

## TEST

Validate that the intended experience meets customer and user needs and expectations

- > Usability Walkthrough
- > Usability Review
- > Eye Tracking
- > Out of Box Testing
- > Web Analytics
- > Concept Testing
- > Usability Testing
- > Human Factors Review

## CONSTRUCT

Turn your strategy into reality with design driven coding and support

- > Experience Specification
- > UX Specifications
- > Style Guides
- > Development Support
- > Detailed UX Design
- > Visual Assets
- > Final Code
- > Responsive Design



# WHY AKENDI

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We work with you to create intentional, evidence-based software, product, spatial and service experiences. We help you align your business strategies with business goals by applying customer research, innovative design and user validation so that you deliver remarkable experiences. We apply systematic steps that involve you, your users and your customers — at the right times and in the right amounts.

## RESULTS



Better Human Experiences



De-Risked Investments



Engaged Users

# CAPABILITIES

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Akendi's comprehensive Experience Thinking process provides the scientific and systematic foundation for all of our design and usability consulting services, including:

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## **Websites & Web Portals**

We create and validate the user experience of websites, ensuring delivery of experiences that reflect organizational values, messaging and user needs.

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## **Mobile Design**

Akendi optimizes user experiences for mobile websites and applications helping you meet demand across a new landscape of interaction.

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## **Software UX Design**

Akendi creates effective graphical user interfaces for software and applications, allowing users to easily fulfill their tasks and reach their goals.

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## **Intranets & Enterprise Portals**

We help you ensure that the experience for your employees and partners is a positive one from beginning to end.

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## **Brand Design**

Akendi uses research and design to help organizations convey their intended messages through brand and corporate communications design, creating successful brand touchpoints for customers.

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## **Customer Experience Design**

Through customer research, service design, experience mapping, wayfinding and testing, we create intentional experiences that meet customer expectations, keeping customers engaged and satisfied.

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## **Usability Consulting**

Akendi helps you understand the barriers that users encounter with a product or service by conducting usability reviews, usability testing, mobile usability tests and human factors analysis.

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## **User Experience Training**

Akendi offers specialized training courses to increase the quality of user experience research and design practises within your organization.

# INDUSTRY EXPERTISE

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Akendi successfully applies our Experience Thinking process to ensure intentional product service and brand experiences across many industries.

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| <b>Software</b>                          | We offer software solutions for a full spectrum of devices – from mobile phones and desktop computers to medical and touch screen interfaces.                  |
| <b>Healthcare</b>                        | We help ensure that healthcare devices, as well as medical systems, software and services are safe, efficient and effective.                                   |
| <b>Technology &amp; Innovation</b>       | We have a deep understanding of the technologies and user-centred innovations used to deploy digital systems.  |
| <b>Finance &amp; Banking</b>             | Akendi works with large financial institutions to ensure that customers have successful experiences with applications, products and services.                  |
| <b>Library &amp; Information Science</b> | We work with librarians and content aggregators to improve ease of access to complex information structures.   |
| <b>Education</b>                         | Akendi has vast expertise in the education sector, working to raise the profile of institutions challenged with communicating to a broad and diverse audience. |
| <b>Government &amp; Public Services</b>  | We help municipal, provincial and federal agencies increase self-service capabilities and improve citizen satisfaction.  |
| <b>Non-profit Organizations</b>          | We work with non-profits and charities to increase the effectiveness of their websites, print collateral and campaigns.  |
| <b>Telecommunications</b>                | From service providers to hardware manufacturers Akendi ensures that systems, devices, and interfaces work as intended in the hands of users.                  |
| <b>Consumer Products &amp; Services</b>  | From product interface design to service and package design, Akendi helps you exceed ever increasing client expectations.                                      |

# CLIENTS

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## TECHNOLOGY & INNOVATION

AMD  
AOL / Pictela  
Autodesk  
Computer Sciences Corporation  
Eastlink  
Embotics  
Humanware  
Microsoft  
OpenText  
Sage  
SAP  
Schneider Electric  
Softchoice  
Siemens  
Whitecap Canada  
Wind River

## TELECOMMUNICATIONS

Bell  
Blackberry - RIM  
Rogers Wireless

## GOVERNMENT & PUBLIC SERVICE

Agriculture & Agri-Food Canada  
Canada Border Services Agency  
Canada Post  
City of Hamilton  
City of Ottawa  
City of Toronto  
Department of Fisheries and Oceans  
Department of Justice Canada  
Environment Canada  
Export Development Canada  
Government of Ontario  
Human Resources & Skills  
Development Canada  
Industry Canada  
National Research Council Canada  
Ontario Securities Commission  
Public Works & Government  
Services Canada  
Regional Municipality of York  
Service Canada  
Statistics Canada  
Town of Oakville  
Transport Canada  
Treasury Board of Canada

## FINANCE & BANKING

AXA Insurance  
Bank of Montreal  
Central 1 Credit Union  
CIBC  
Coller Capital  
CPP Investment Board  
Cybersource / VISA  
Foresters  
KPMG  
Ontario Securities Commission  
Ontario Teachers' Pension Plan  
Royal Bank of Canada  
TD Bank

## UTILITIES & ENERGY

Canberra  
Canadian Real Estate Assoc.  
Crossby Dewar  
Ecobee  
Ellis Don  
Geosoft  
Noveda  
Schneider Electric  
Toronto Hydro

## HEALTHCARE

Canadian Institutes of  
Health Research  
Canadian Medical Association  
Canadian Nurses Association  
Canberra  
Cancer Care Ontario  
Content Formula  
Dr. Foster Intelligence  
Elekta  
MediResource  
Unitron  
Visualsonics  
WorkSafeBC  
XSensor

## DEFENCE

BAE Systems  
Cobham  
Department of National Defence  
Thales

## MEDIA

CNW Group  
DBB Canada  
Grey Canada  
Maclean's  
Rogers Communications  
TFO

## EDUCATION

Canadian Museum of Civilization  
Canadian War Museum  
Imperial College London  
Lakehead University  
Open University  
Ryerson University  
University of Toronto

## TRANSPORTATION

GTAA Pearson Int'l Airport  
NAV Canada  
Thales

## LIBRARY & INFORMATION SCIENCE

Ottawa Public Library  
Toronto Public Library

## CONSUMER PRODUCTS

Airkrete  
Canadian Springs  
Ecobee  
Flakeboard  
Gordon Food Services  
Lowe's  
Staples

## NON-PROFIT ORGANIZATIONS

Canadian Breast Cancer Foundation  
Canadian Digestive Health Foundation  
Canadian Partnership Against Cancer  
Conference Board of Canada  
Daily Bread Food Bank  
National Ballet of Canada  
Unicef  
United Way  
World Presidents' Organization

# CONTACT AKENDI

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Contact us today to discover how our Experience Thinking process can help you to create the experience you intend for your clients, customers and users.

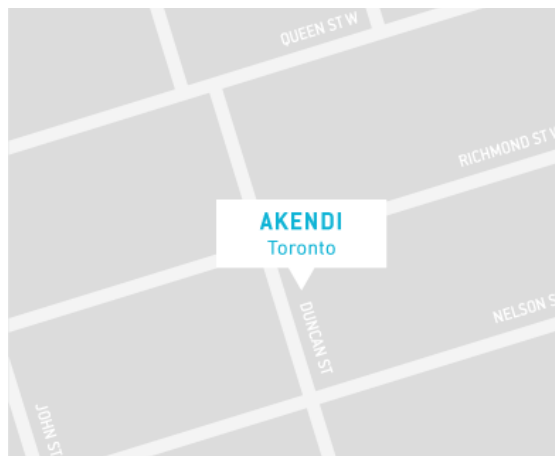
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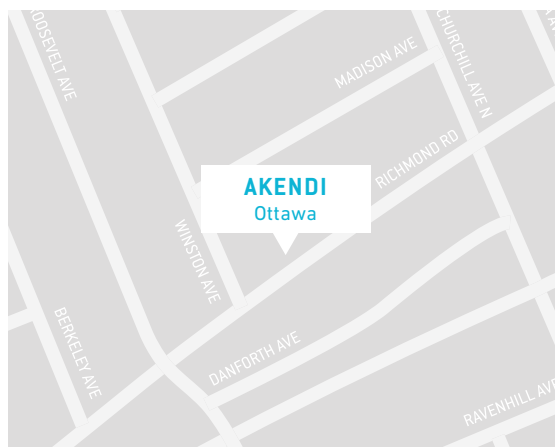
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