CREATE INTENTIONAL EXPERIENCES

Akendi Corporate Overview

Akendi
Intentional Experiences

WHAT WE DO

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	Media Design
Library Science	Graphic Design
Human-Computer Interaction	Human Factors
Industrial Design	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 innovation, strategy, research, design, testing and construction to ensure your product's success.

INNOVATION
Explore big ideas and boil them down to discover where and how to innovate

> Opportunity Scouting
> Experience Immersion
> Envisioning Road Map
> Scenario Sketching
> Feasibility Assessment
> Exploring Experiences
> Concept Screening
> Concept Evaluation
> Success Indicators

STRATEGY
Align business factors and audience values to create a business case for how to achieve your vision

> Business Requirements
> Customer/Client Requirements
> Competitive Analysis
> User Requirements
> Experience Mapping
> Customer & User Personas
> Brand Strategy
> Creative Brief
> Web Strategy
> Governance
> Workflow Analysis
> Usage Scenarios

RESEARCH
Understand stakeholder, customer and user wants, needs and influences to uncover meaningful insights

> Focus Groups
> Card Sorting
> Task Analysis
> Surveys
> Experience Mapping
> Ethnography
> Customer / User / Stakeholder Interviews
> Mood boards

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
> Templates
> Branding
> Corporate Communications

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

> Usability Walkthrough
> Expert Review
> A/B Testing
> Out of Box Testing
> Web Analytics
> Concept Testing
> Usability Testing
> Paper Prototype Testing

CONSTRUCTION
Turn your strategy into reality with design driven coding and support

> UX Specifications
> Style Guide
> UX Design Patterns
> Front End Code
> Responsive Design
> QA & UX Reviews
> Design Support
> Usability Support

WHY AKENDI

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

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

Websites & Web Portals	We create and validate the user experience of websites, ensuring delivery of experiences that reflect organizational values, messaging and user needs.
Mobile Design	Akendi optimizes user experiences for mobile websites and applications helping you meet demand across a new landscape of interaction.
Software UX Design	Akendi creates effective graphical user interfaces for software and applications, allowing users to easily fulfill their tasks and reach their goals.
Intranets & Enterprise Portals	We help you ensure that the experience for your employees and partners is a positive one from beginning to end.
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.
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.
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.
User Experience Training & Certification	Akendi offers specialized training courses to increase the quality of user experience research and design practises within your organization.

INDUSTRY EXPERTISE

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

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

CLIENTS

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
Grey County
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

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

HEALTH
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

CONSTRUCTION
EllisDon

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

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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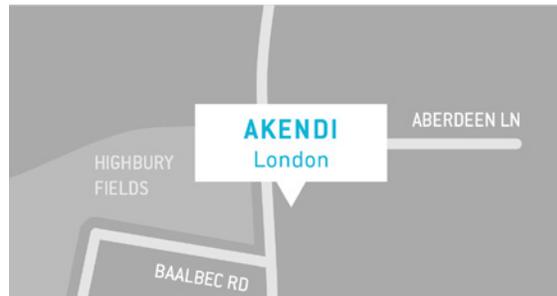1.866.585.1660 (toll free)

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