Client centred approaches to design

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At a glance

- Why be client centred?
- Let’s debunk some myths
- Applying client perspectives in design
- Other avenues for client centred design
Why have a client centred approach to design?

- Human rights
- Creation of holistic interventions
- Understand the client’s experience
- Target services to our client’s needs
Myth: Evidence-based approach and client engagement are two opposing models

Evidence-based approach
• Helps us understand the situation
• Can answer big questions
  • Starting point for understanding clients

Client engagement
• Context and cohort specific
  • Builds a better understanding of client needs and perspectives
• Insights into whether a solution will work in practice
Myth: Client engagement is not evidence

- Smaller sample sizes can yield meaningful results about the ‘why’ and ‘how’
- Help us understand client’s perceptions, opinions and beliefs; social constructions, process and situations
Crucial points for client engagement

Understanding the present

Creating a new future

Including client perspectives

Framing the problem

Client centred design tools

Ideation

Client discovery

Testing prototypes
Client voice touch point: Client discovery

- Who are our clients?
- How do they live their lives?
- What is important to clients?
- What motivations, practices, relationships and resources do clients have?
- What outcomes do clients want to achieve?
Client voice touch point: Framing

- How the problem is defined determines the approach to finding a solution

Framing
What do clients need or want?
What are the barriers to achieving these?

Explore the ‘problem’ from multiple perspectives
Engage with a full range of stakeholders, including clients
Better understand the complexity of the situation
Client voice touch point: Client-centred design tools

- Visualisation of clients and processes
- Accurate and shared understanding of the client experience
- View clients and services in context when designing
Client voice touch point: Ideation

- Engage with a range of clients and stakeholders
- Together imagine a new and different future
- Explore whether solutions will work in practice
Client voice touch point: Prototyping

Written stories, graphic illustrations, virtual or physical models

Models of processes or service journey maps

Understand whether the proposed solution will work in practice
Client centred design beyond client engagement

- Subject matter experts
- Client advocacy groups
- Holistic approach
- Frontline workers
- Lead users
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