

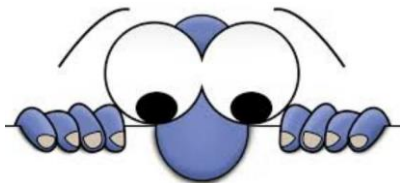


Their  
Futures  
Matter

# 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



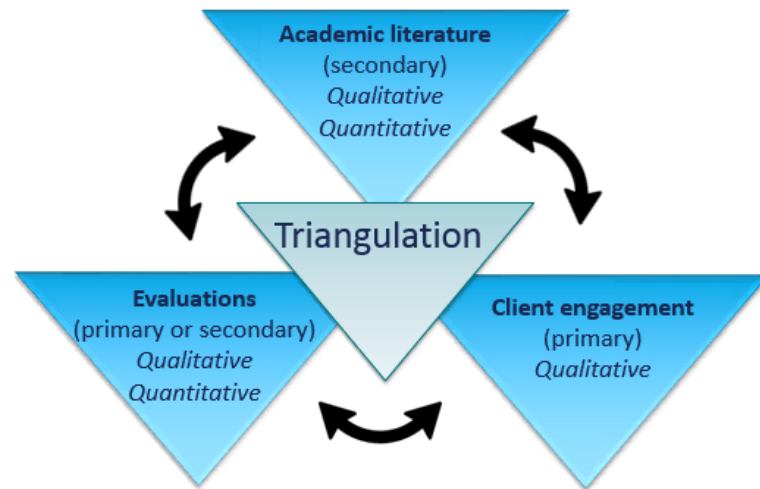
## Myth: Evidence-based approach and client engagement are two opposing models

### 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

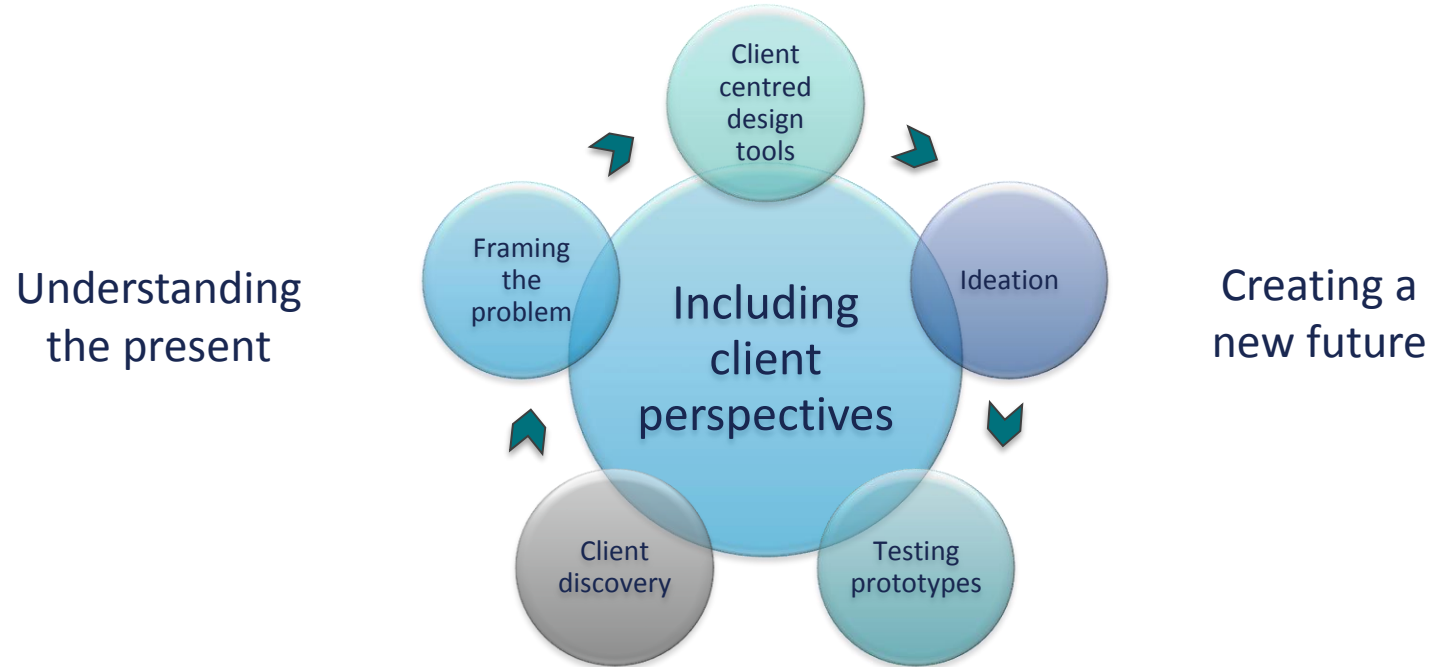
- Smaller sample sizes can yield meaningful results about the 'why' and 'how'
- Help us understand client's perceptions, opinions and beliefs; social constructions, process and situations



Coding  
Patterns  
Themes  
Synthesizing



## Crucial points for client engagement



## Client voice touch point: Client discovery

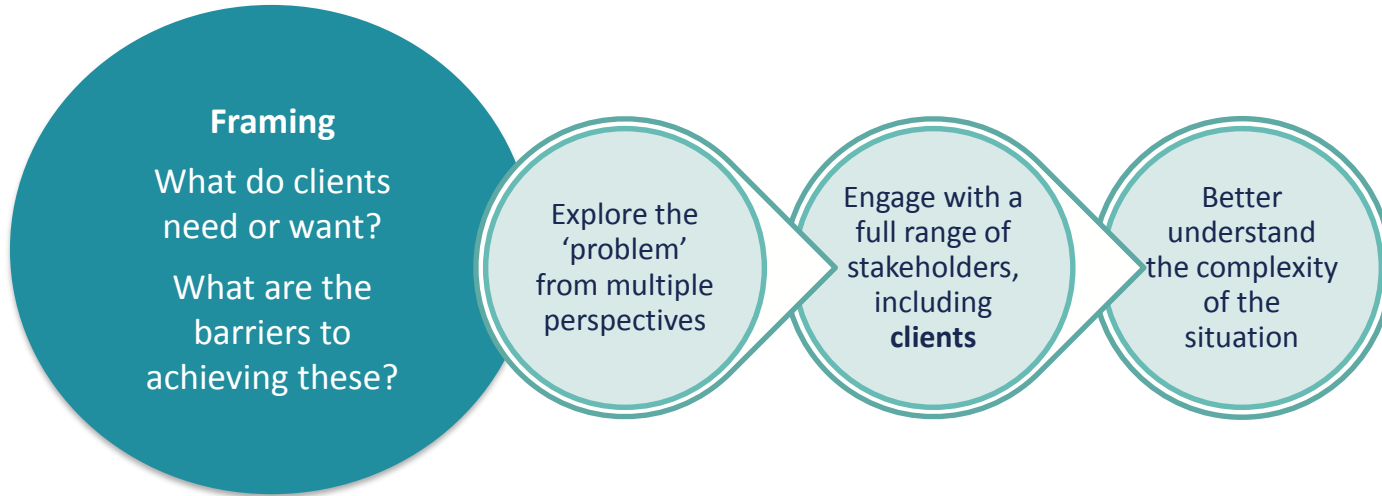
- Who are our clients?
- How do they live their lives?
- What is important to clients?
- What motivations, practices, relationships and resources do clients have?
- What outcomes do clients want to achieve?

Who?  
How?  
What?

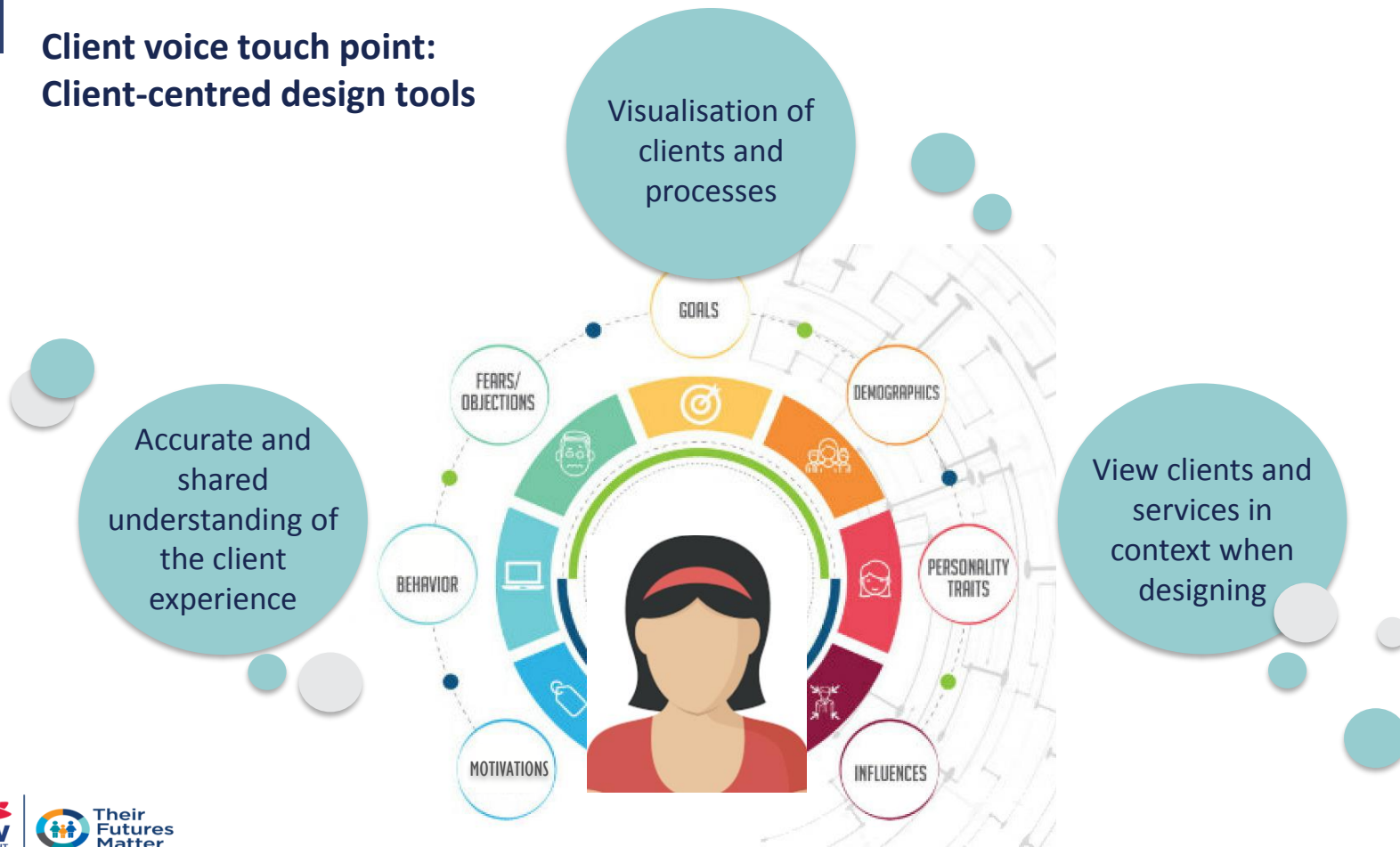


## Client voice touch point: Framing

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



## Client voice touch point: Client-centred design tools



## 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



