

## Working With Clients



Client work is all about relationships

### **Understanding**

You have to develop the skill of being able to deal with people and read them. The more you can understand the client, the more effective you will be able to understand what they are trying to convey

when they discuss what they want. Ergo, the more efficient you will be able to be in your work.

- Put yourself in your client's shoes, they hired you for a job they can't solve on their own
- Clients want to be guided, clearly define the roles of the client relationship
- Agree on project goals

## **Trust**

Always be upfront when dealing with clients. If there is bad news, tell them the bad news and try not to sugar coat it. When there is good news, tell them the good news. You have to be able to be real with people to gain their trust.

- Honesty, don't over promise and under

deliver

- Give updates, even if there isn't much to report
- Be reliable, deliver when you say you will
- Transparency, involve your client throughout the design process

## **Communication**

Part of being able to deal with people is learning the art of communication. Being able to concisely and precisely describe things is part of this but also being able to understand what you are going over and being able to break it down into layman's terms so anyone can understand it. This is especially true when dealing with tech.

- Actively avoid misinterpretation
- Keep design critiques goal oriented
- Share sketches, wireframes and

prototypes

<http://tinyurl.com/y7kls56g>

<http://tinyurl.com/y76vhbp6>

<http://tinyurl.com/hccd984>

<http://tinyurl.com/y7d4kyec>

## Types of Design Clients and How to Handle Them

### High maintenance

-Be firm and fair and give them clear processes in advance. The sense of achievement of seeing the project move forward when they follow the instructions will give them faith in you or your company.

### High expectations

- Give this type of client detailed breakdowns of every stage. Whenever they make overly ambitious demands, agree a cost implication and work on it with them.

### Totally unrealistic

- When this type of client has a wild, crazy idea they just won't let go of, persuade them to place it in a predefined 'phase 2' of the project.

### Straight to the point

- They want to know you have received their requests and so always reply back with a summary of what you have understood, plan to do and by when. In other words, if your client is on the ball, so should you be!

## Graveyard

- This type of client is keen at the start but then the project goes cold. You have to be firm but fair. First set dates and times for deadlines and explain the consequences if they are missed.

<http://tinyurl.com/ya9cw62x>

<http://tinyurl.com/yanfsh55>

## Presenting to Clients

### Tell a Story

Describe how you were inspired. What influenced you to create your design?

Pay attention to non-verbal communication

- Posture
- Eye contact

- Purposeful movement
- Avoid fidgeting
- Keep notes unstapled

Nervousness is normal. Audience mirrors what you are

showing them. If you are relaxed and present, they will be too

## Develop a Design Rationale

Describe why you designed what you designed.

Symbolism: Clarify and identify the meanings behind the elements you chose to incorporate into the design. Go into as much detail as you feel necessary, the

history, cultural relevance and so on.

**Style:** Why did you choose this style for the website? Did you give it a distressed look because it is for an outdoors company, or is it clean and orderly because it's for a closet organization company, etc.

**Typography:** Explain why you chose the typefaces used in the website. How do they relate to the rest of the design and the company it represents?

**Relationship:** How does the concept relate to the company's personality, goals, vision and values?

**Colour:** Explain the color choices. Why did you choose them? What does the color represent? How does the color choice

relate to the business?

Research: Talk about the competition.  
How does your design stand out from the rest?