

5E workshop: Client experience

Guiding principles: empathy + design



ENTICE



ENGAGE



EXTEND

Transition → **ENTER**

Transition → **EXIT**



Understanding my needs and how your promise responds to them.



A gate at which I make a choice to work with you based on your promise.



The experience you create for me while you deliver.



How you close your engagement with me.



How you connect past the delivery and grow our relationship.



It's all about the promise. Who will I trust to help me manage the complexity of my world?

Making the choice. Who will I stake my reputation on? Value is a key part of this.

Key need. To have my emotional well being supported.

Wrapping up. Did we do what we said we would do?

What does our relationship look like. Outside of a specific product or service?

How will potential residents and clients first hear about us and access information on how we solve their challenges?



What first impression do we want our potential residents and clients to have? Across traditional media, digital media or social media.



Is this a short or long term interaction or the chance to form a relationship with the resident / client and/or family and friends?



What is the last impression?



Will they tell their friends about us? What sort of interaction will they have with us in the future, if any?



PEOPLE

PROCESS

DATA