

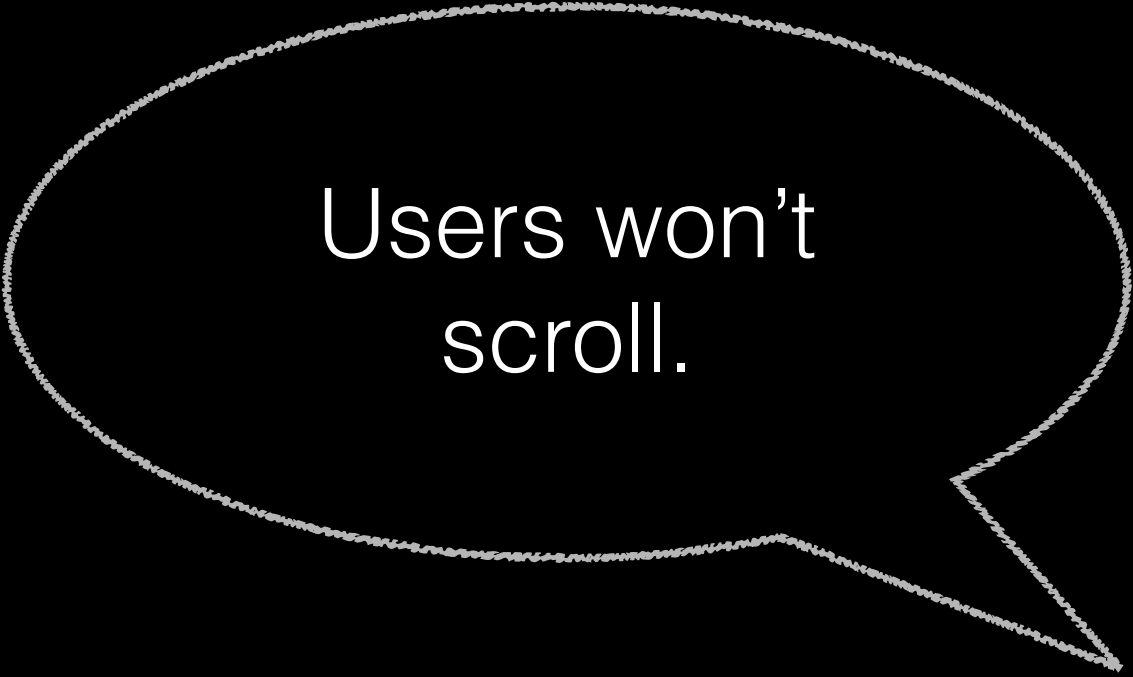
Interactions with **clients**

@MarianaMota

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Move 1 pixel
to the left.



Users won't
scroll.



My parrot
didn't like it.

Good client relationships

Empathy

Communication

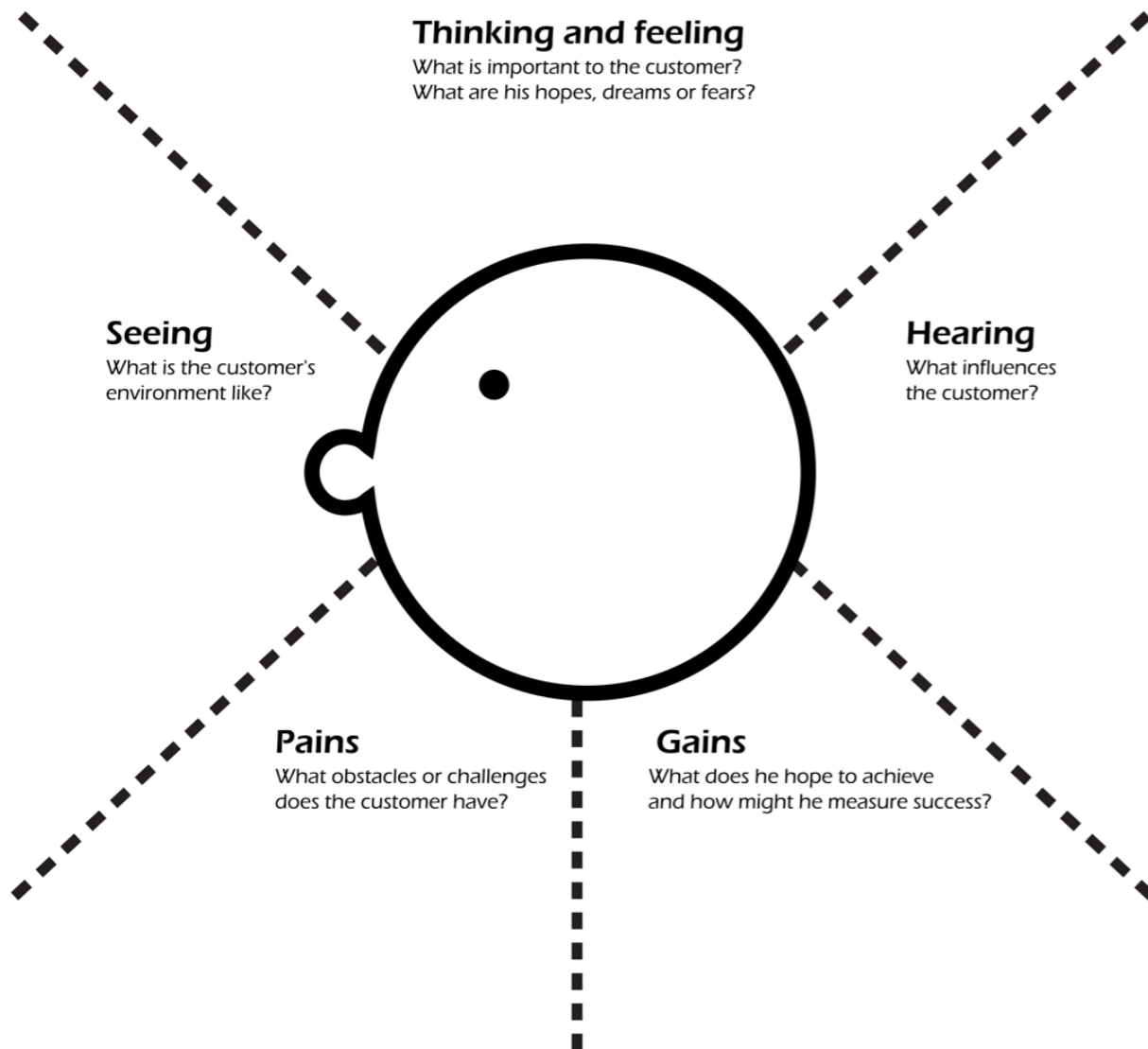
Trust

Empathy

“Empathy is the art of stepping imaginatively into the shoes of another person, **understanding their feelings and perspectives**, and using that understanding to guide your actions.”

Roam Krznaric, *Empathy: A Handbook for Revolution*

Customer Segment



innovation games



Photos:

<http://www.bouty.net/2013/11/empathy-map-a-simple-canvas-for-customer-insights/>

<http://www.uxforthemasses.com/blog/wp-content/uploads/2013/11/Personas.jpg>

Who is your client?

Who is your client?

- Why
- Background
- Work environment
- Fears
- Expectations

Warmth & Competence

“Prioritising warmth helps you connect immediately with those around you, demonstrating that you hear them, understand them, and can be trusted by them.”

“Connect then lead” by Amy Cuddy on Harvard Business Review
<http://hbr.org/2013/07/connect-then-lead/>

In practice

Before meeting

Know who you are meeting

First meeting

Meet clients early
Observe body languages
Connect (warmth)

Ongoing relationship

Face-to-face conversations
Informal chats
HALT (hungry, angry, lonely, tired)

Communication

“Listening is not an automatic pilot. It is a conscious decision... **stop everything you’re thinking and listen.** (...) Focus externally. Turn off your ego. (...) Give the stage in your head to someone else!”

Sunni Brown

“Talking is like **eating dessert** whereas listening is like **eating vegetables.**”

Rob LaZebnik, The Simpsons writer

Verbal communication

Facilitator & Leader

Facilitator-mode	Leader-mode
Warmth	Competence
Neutral	Expert
Actively listening	Direct
Passive language	Muscular language
Briefing meeting & workshops	Presenting designs & expert opinion

Use “muscular” language

“Muscular language is active, definite and positive. It lacks hesitation, clutter and passivity.”

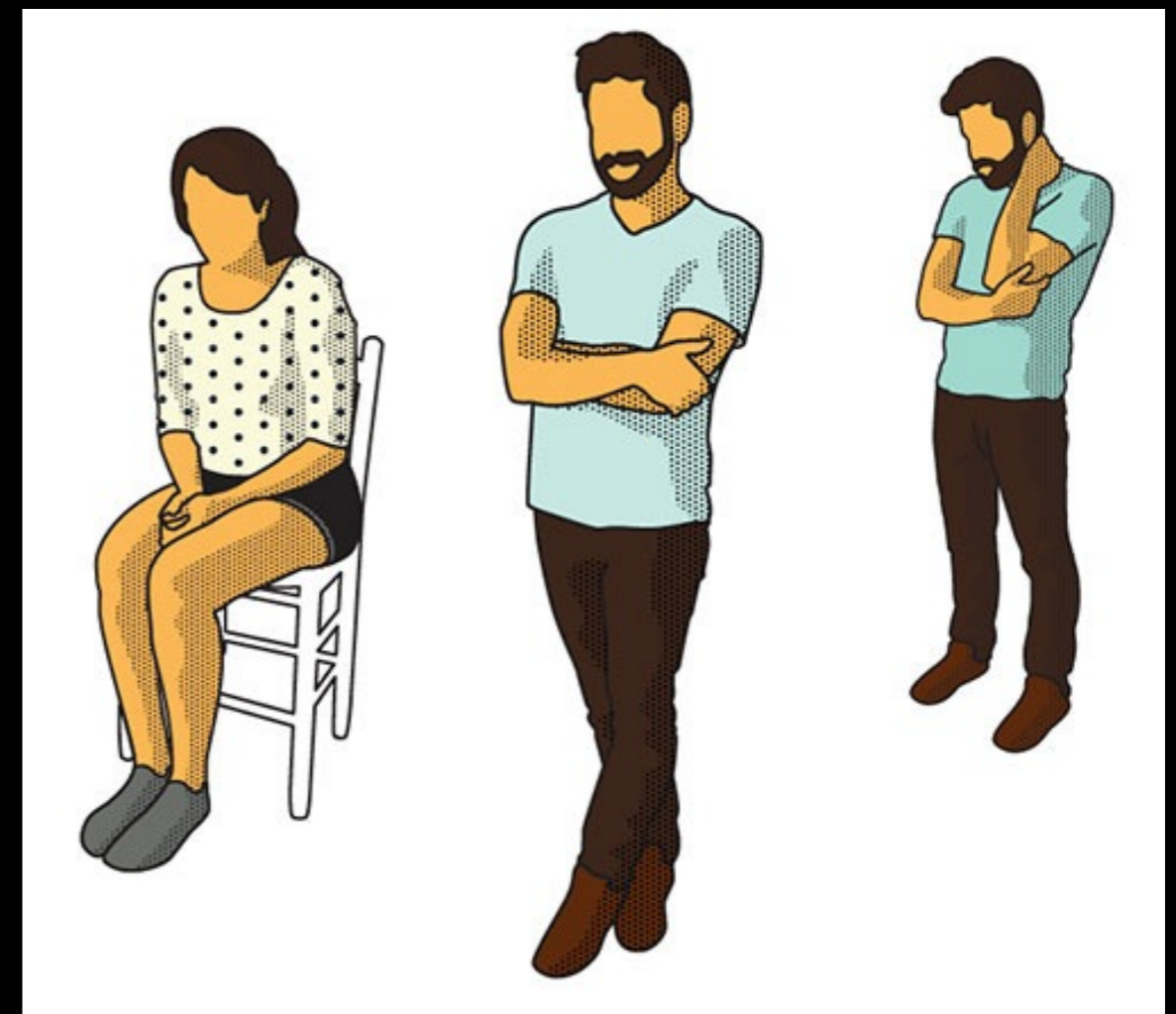
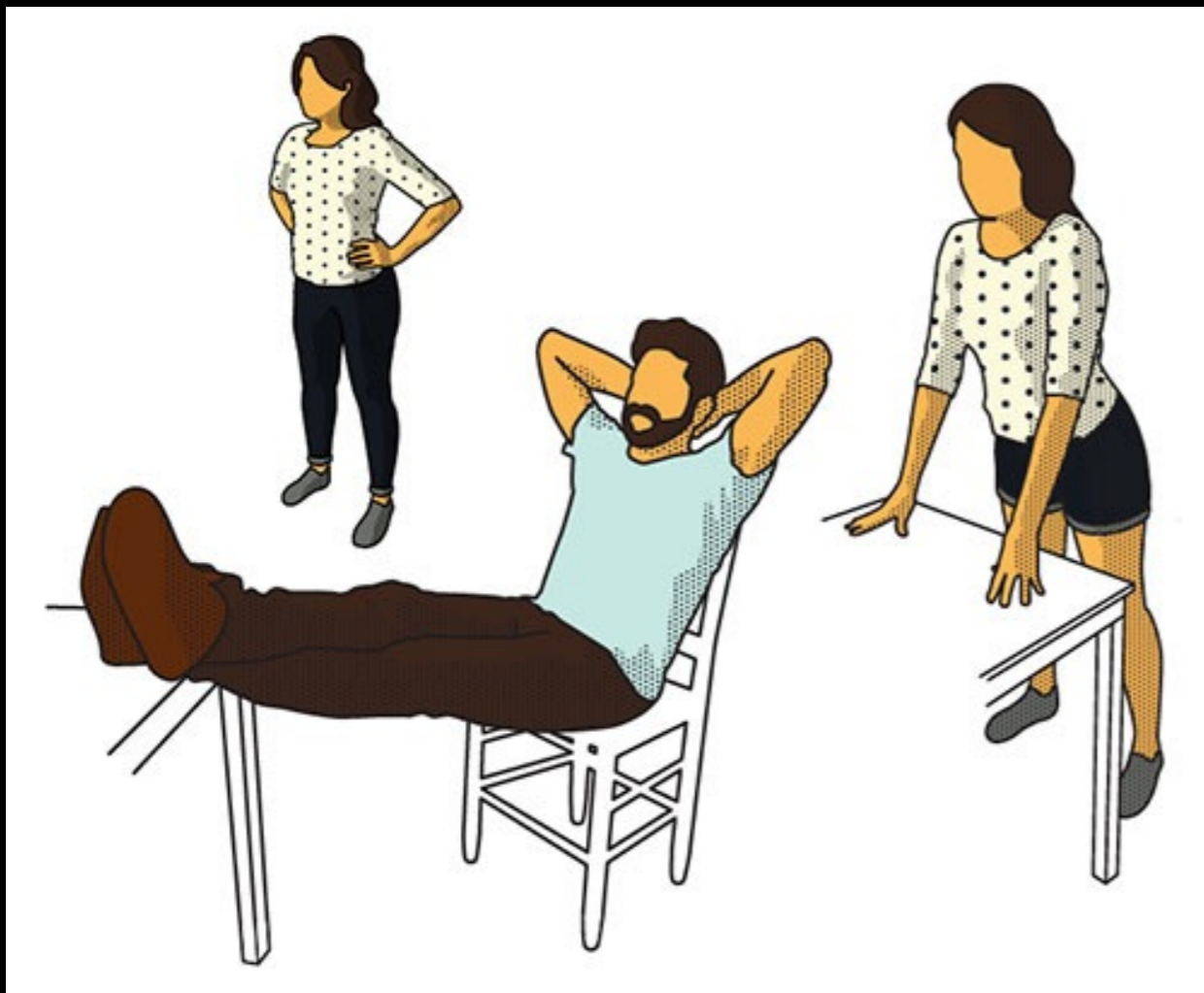
Instead of	Use this
How about...?	I strongly suggest...
I tend to agree.	That’s absolutely right, and here’s why...
I agree.	I agree completely, because...
Maybe we can...	Here is my plan...
Well, what if...?	I recommend...

Non-verbal communication

Gain confidence

High-power poses

Low-power poses



In practice

Before meeting

Know who you are meeting
Agenda

First meeting

Meet clients early
Observe body languages
Connect (warmth)
Listen actively and ask questions
Agree communication channels
Nominate 1 person to give feedback

Ongoing relationship

Face-to-face conversations
Informal chats
HALT (hungry, angry, lonely, tired)
Agile retrospectives
Speak their language. Avoid jargon

Trust

**Bother
to explain.**

In practice

Before meeting

Know who you are meeting
Agenda
Proposals

First meeting

Meet clients early
Observe body languages
Connect (warmth)
Listen actively and ask questions
Agree communication channels
Nominate 1 person to give feedback
Introduce yourself
Explain design process and deliverables

Ongoing relationship

Face-to-face conversations
Informal chats
HALT (hungry, angry, lonely, tired)
Agile retrospectives
Speak their language. Avoid jargon
Usability testing
Show designs early and often
Explain, explain, explain

Thank you!

Any questions?

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