

Executive Summary

Gaining Sustainability Through Customer Centered Design

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Moderator(s): [Wendy Havenstrite](#)

Speaker(s): [Christy Montgomery-Jones](#) & [Shannon Norton](#)

Hear what Customer Centered Design strategies you can put into action NOW as you work to sustain your project after the WIF funding ends. Learn how these methods and strategies can be built into your everyday work processes.

Shannon Norton, Executive Director, MassHire Lowell Career Center shares the steps taken to successfully incorporate customer insight into their sustainability process.

Run of Show

Objectives	2:00
Reflections of thoughts on Sustainability including a WordCloud	2:22
Keeping customer focused during transition	5:38
What is Customer Centered Design	7:13
Overview of Customer Centered Design process	7:28
Understanding your customer	8:33
Current methods of researching your customer	10:45
Future focused research (Building Customer feedback into normal work processes)	11:45
Research methods	20:36
• Qualitative approaches	23:17
• Using sample size of 5	24:00
Exercise on methods to get feedback from customers and stakeholders	26:06
MassHire Lowell Career Center (MA)	41:53
Going through the process	45:40
Outcomes	56:20
Wrap up, Q & A	1:01:54