**WorkforceGPS**

**Transcript of WebCast**

**Universal Design: A Customer Centered Approach - Lowell**

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DAVID JONES: Hi, I’m David Jones. Welcome to the WebCast on Universal and Customer Centered Design. So, what do we mean by Universal Design and Customer Centered Design?

Universal design is a simply a strategy for making products, environments, operational systems, and services welcoming and usable to the most diverse range of people possible.

We can achieve universal design through applying Customer Centered Design which is applying a set of methods to gain a deeper understanding of the needs of our customers we are serving.

In universal design thinking, we are not targeting one group, but rather designing our facility and services for the average user, with a broad range of abilities, reading levels, learning styles, and culture.

The key principles of universal design are simplicity, flexibility, ease of access, and efficiency.

But to provide a welcoming environment for all, we first need to understand the needs of our individual customer.

The customer centered design process is one innovative way to identify the needs of our customers. On this page, we outline the five key steps of the customer centered design process.

This is a brief general overview on how we can achieve universal design though the customer centered design process. We hope you take a few moments to review the resource page and listen to two presentations previously presented as examples of those, that successfully applied design thinking to maximize a more seamless experience for our customers in the American Job Center.

Please take a few moments to utilize additional resources we have available:

* The first are two frontline webcasts from American Job Centers sharing how they worked through applying the customer centered design method;
* The second is a resource page with additional online links to get more information on what we covered today.

Again, thanks for joining as we continue to work together to maximize a more seamless experience for our customers in the American Job Center.