

Executive Summary

Universal Design: A Customer Centered Approach

03/15/2017

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Universal Design is a significant component of the Customer Centered Design framework to provide exemplary service in American Job Centers (AJC). This webinar provides an overview how universal design is a creative vehicle in applying “design thinking” for innovation across the workforce system to benefit job seekers with a wide range of learning styles, language levels, and physical mobility to meet customer’s needs more efficiently.

One way to achieve Universal Design is through applying the methods of the Customer Centered Design process. This method has been proven to help break down barriers to ensure a welcoming environment for all our customers in the AJC. These steps include:

- Research
- Synthesis
- Ideation
- Prototyping
- Testing

Dawn Karber and *Kevin Williams* of *The Spokane Area Workforce Development Council (WA)* and *Stacey Thompson* of *The Career Center of Lowell (MA)* share their experiences of implementing the Customer Centered Design process to maximize Universal Design by:

- Collecting and identifying customer feedback
- Meeting customer needs
- Physical and functional redesign
- Improving customer experience
- Streamlining communication and setting outcome standards
- Training and bolstering staff expertise

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▶ <https://www.workforcegps.org/events/2017/02/01/11/59/WIOA-Wednesday-Universal-Design-A-Customer-Centered-Approach>