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Client UX: Think About Your Client's In-Box

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By [Karen Clark Cole](#)

I am always saying "think about it from the client's perspective." That's what I call Client UX. At Blink, we think a great deal about designing and evaluating sites and applications from the end-user's perspective, but what about thinking about *our* services from our end-user's perspective – the client? What is their user experience like when they get our emails, meeting invites, invoices and deliverables?

It all starts with an email and a proposal. Make sure the email subject line includes *your* company name (Blink), rather than theirs (Company Zeebra). Imagine a very crowded in-box and a marketing director who is frantically running from one thing to the next. Your email needs to be easy to spot, and then find again later. They are looking for *your name* when scanning or searching their inbox, *not theirs*.

This is especially true when sending a meeting invite. **Imagine how it's going to look in their calendar**. Would they know what the meeting is about when it's called Zeebra Kickoff Meeting? Not likely, or they might think it's something internal. If it's just you attending from your company try: Blink Kickoff Meeting. Or, if you have internal folks who need to also figure it out, try: Blink/Zeebra Kickoff Meeting. It may not look as good in your calendar, but the client is more important and you'll know your naming convention.

When you are sending documents such as deliverables, invoices, or other important things that you don't want to get lost, **put your company name first**. It doesn't matter that it looks better for your accountant in Quickbooks when an invoice starts with your client's name (and a clever number) imagine trying to find that invoice on your client's crowded desktop or in-box. They are not going to search for Zeebra company – no, **they are going to search for your company name** – because that's who they are trying to pay.

Now imagine your client is going to forward your final deliverable document to the rest of their department. It's going to be really confusing to the rest of the client team when they get a document with only their company name on it (and a similar subject in the email). Try: *Blink_UsabilityTestingReport_ Zeebra.pdf*, instead of Zeebra Report if you want them to open, find, or read all your hard work.