

Experience Based Co-Design (EBD or EBCD) Overview

What is Experience-based co-design?

Experience-based co-design (EBCD) is an approach that enables staff and clients (or other service users) to co-design services and/or care pathways, together in partnership. The approach is different to other service improvement techniques.

Experience-based co-design (EBCD) is a different approach to service improvement because it captures the experiences of clients, carers and staff through emotion questionnaires, discussion, observation and filmed interviews.

Gathering information about clients' experience is not new – but it is usually done through audits or surveys, which can be unsophisticated tools for discovering what really matters to clients. By enabling clients and service users to tell the stories of their experiences from their point of view, EBCD often reveals unexpected areas for improvement that can be surprisingly simple to overcome.

In this approach, clients and staff work alongside each other to identify problems that can be practically overcome and to develop implementable solutions that benefit everyone. The result can be long-lasting change that genuinely makes a difference to clients' experience, along with many wider benefits that result from participating in a revealing, challenging and inspiring collaboration.



There are four steps to follow when applying the EBD approach

Associated tool kit can be downloaded here:<https://improvement.nhs.uk/resources/the-experience-based-design-approach/>

The EBD approach centres on four key steps. It goes beyond finding out what clients did or didn't like about their care. The aim is to understand how an individual's contact with each part of a service (or process) made them feel, for example:

- Confident or confused
- Scared or safe
- Valued or overlooked
- Empowered or insignificant

And then asking them what was it about that experience that made them feel that way; the trigger or touch point for the emotion.

the ebd approach™

experience based design

Using patient and staff experience to design better healthcare services

NHS
Institute for Innovation
and Improvement

Good service design consists of...

Performance
How well does it do the job?
Is it fit for the purpose?
Functionality

+

Engineering
How safe, well engineered and reliable is it?
Safety

+

The Aesthetics of Experience
How is the whole interaction with the product/service felt/experienced?
Usability

(Bate & Robert, 2007, adapted from Berkun)

the ebd approach | The four steps

All the tools are available for you to download from the ebd approach web pages at:
www.institute.nhs.uk/ebd



Key points

- EBCD is a very straightforward and flexible approach that can lead directly to action and genuine improvement.
- EBCD offers an opportunity for dialogue that provides rich insights into the nuance and meaning of client feedback and can complement other feedback methods, such as surveys and audits.
- EBCD can help organisations meet strategic objectives within the quality agenda, including improving clients' experience and involving clients, and engaging large numbers of staff in service improvement.
- There is a growing body of evidence of effectiveness of EBCD as an approach to improve client experience.
- Ensuring genuine client involvement can be a challenge in the face of competing demands. This approach brings the client voice to the heart of service development in a way that helps staff feel inspired and motivated to make and sustain the changes.
- EBCD is a fresh approach that moves service improvement discussions away from the usual topics, to reveal the often hidden factors shaping client experiences – for example, it might identify that the most frustrating aspect of long waiting times relates to poor communication rather than the wait itself.
- The approach focuses on solutions that clients and staff develop together, to produce realistic goals that will benefit staff and clients alike.
- Clients provide both positive and negative feedback through a constructive, collaborative process that participants often describe as motivating and inspiring. This reduces the challenges of receiving feedback that may be critical.
- The two-way process develops connections across staff teams and between staff and clients, and can boost confidence and motivation levels.
- Because clients are involved throughout the development process, EBCD offers the opportunity to check back with clients to make sure that the changes made succeed in improving clients' experience.
- Importantly, the approach involves clients and staff working together to design and make improvements to their services.
- The approach can easily be adapted to encompass the views of carers too.
- EBCD focuses on client and staff experience and emotions rather than attitudes or opinions.
- The approach uses storytelling to identify opportunities for improvement and focuses on the usability of the service for clients and staff.
- It empowers staff and clients to make changes.
- Because the approach is qualitative, not quantitative, it provides rich insights into the experience of clients. By filming the stories of people's experiences, and then bringing staff and clients together to prioritise areas for improvement and define key actions, it becomes extremely focused and leads to clearly demonstrable results.
- EBCD is an adaptable approach.
- EBCD involves gathering experiences from clients and staff through emotion questionnaires, in-depth interviewing, observations and group discussions, identifying key 'touch points' (emotionally significant points) and assigning positive or negative feelings.

Additional Resources:

E-QIP Webinar 9: [Client and Family Member Engagement QI: experiences from community MH&A](#)

Link: <https://www.youtube.com/watch?v=kxBJlNfyHQ&t=3s>

E-QIP Webinar 10: [EBD: Capture, Understand and Improve Your Client's Experience](#)

Link: <https://www.youtube.com/watch?v=kxBJlNfyHQ&t=3s>