

RESEARCH ARTICLE

Open Access

THE ROLE OF A CLIENT-ORIENTED APPROACH IN MANAGING WEB DESIGN PROJECTS

Romanov Alexander Alexandrovich

Founder and CEO of the web design studio "AARO" Saint Petersburg, Russia

Abstract

The article is devoted to the study of the place of the client-oriented approach in the management mechanism of web design projects. In the context of the dynamic development of the digital economy, as well as increased competition in the market of services in this area, the task of adapting development processes to individual customer needs becomes urgent.

The purpose of the study is to identify the most effective methods of implementing a client—oriented approach to web design project management and characterize their impact on the final result.

There are contradictions in understanding the optimal level of client participation in the project: on the one hand, high customer engagement helps to ensure that their needs are met, on the other hand, it sometimes significantly slows down the development process and significantly increases costs.

It was concluded that the use of a client-oriented approach, provided that there is a well-organized process of interaction with the customer, can improve the quality of services and customer satisfaction, which, in turn, contributes to the successful implementation of projects.

The novelty lies in the fact that an innovative methodology "Integrative client-centered design" is proposed. It is based on the synthesis of best practices of project management, design thinking, Agile approaches adapted to the specifics of web design projects.

The article will be useful for web design project managers, developers, as well as management and marketing specialists who seek to implement effective strategies for interacting with customers.

Keywords Web design, client-oriented approach, project management, customer satisfaction, digital economy.

INTRODUCTION

In the context of rapid digitalization, web design plays a pivotal role in shaping the online presence of organizations and individuals. However, the success of a web project depends not only on aesthetic appeal and functionality but also on how thoroughly and effectively client needs and expectations are addressed. Numerous publications characterize and justify the importance of a client-oriented approach in managing web design projects, providing a

comprehensive analysis of its impact on specific aspects of the development process.

The research problem lies in the insufficient effectiveness of traditional methods for managing web design projects amid growing client demands and the need for an approach based on client-oriented principles to improve the quality of the final product and client satisfaction. This formulation encompasses the key aspects of the topic: existing challenges in web design project

management and the importance of considering client needs and expectations.

METHODS

In preparing this article, methods of comparison, systematization, generalization, and analysis of scientific works were used. Sources addressing the client-oriented approach and its nuances are appropriately divided into several groups.

One group covers the theoretical aspects of this approach in business processes and management. This category includes works where authors focus on the general understanding and development of a client-oriented management model. For example, A.A. Iliukhin describes in his publication how the application of this approach enhances business efficiency [3]. P.D. Milovanov examines the organization of business process management based on client orientation in the context of the information-digital economy, highlighting the particular role of digitalization [6]. K.Yu. Posokhov, in turn, emphasizes the importance of implementing a client-oriented policy within a company, underscoring the significance of constant adaptation to customer needs [8]. The work of S.A. Kucheriavenko and colleagues is aimed at studying this approach within the quality management system as a necessary condition for ensuring competitiveness [5]. N.N. Trofimova and A.S. Budagov investigate the application of a client-oriented model at the management level of a modern enterprise [10].

An essential component is client interaction at all stages of the project. G.N. Gladysheva examines effective collaboration between web designers and clients, noting its importance for achieving positive results [2]. K.A. Konoreva highlights the specific aspects of client communication in web design projects, stressing the importance of addressing needs and expectations at every stage [4]. K. Safronov's article explores the key principles of client orientation in IT projects in detail [9].

The topics of sustainable development and project life cycle are also central to this research. E.A. Antonova's work investigates companies' prospects based on a client-oriented mechanism, justifying the role of continuous analysis and satisfaction of client needs for long-term success [1]. K.R. Mullahmetova and E.N. Abdullova provide an in-depth analysis of the stages in the life cycle of web development, focusing on the need to adapt the process to meet client needs [7].

The reviewed sources and materials demonstrate that a client-oriented approach in managing web design projects is based on principles of active client interaction, flexibility in business processes, and continuous consideration of client needs. The authors of the publications prioritize the importance of integrating this approach at all levels of project activities, from planning to support of the launched product.

RESULTS AND DISCUSSION

First and foremost, it is advisable to address the conceptual foundations of the client-oriented approach in the context of web design. This approach represents a methodology in which all stages of website planning and development are aimed at satisfying client needs and achieving their goals [1, 3]. Within this paradigm, a deep understanding of the client's business model, target audience, and competitive environment is assumed [10].

Regarding the implementation of this approach in the management process, it is reflected at every stage of project development:

- project initiation;
- planning phase;
- design stage;
- development and testing;
- launch and post-release support [2].

At the initial stage, a detailed briefing with the

client plays a decisive role. This process involves not only gathering technical requirements but also identifying the client's implicit expectations. The use of active listening techniques and structured interviews helps to form a holistic understanding of the client's vision for the project.

In the planning phase, it is important to emphasize that project planning considers not only technical aspects but also the client's business goals. The creation of a "roadmap" is based on key performance indicators (KPIs) defined by the client. These metrics typically include conversion rate, time spent on the site, bounce rate, and so forth.

During the creation of the design concept, special attention is paid to the client's brand identity. The use of design thinking methodology enables the generation of innovative solutions tailored to the unique needs of the client. An iterative approach to

prototype development provides the option to make timely design adjustments based on client feedback.

In the project implementation phase, the client-oriented approach is demonstrated through regular delivery of interim results to the client. This enables timely adjustments and minimizes the risk of deviating from the initial project vision. Usability testing with representatives of the client's target audience validates the decisions made.

After the website launch, the client-oriented approach remains relevant. Analyzing user behavior and collecting and processing feedback help to continuously improve the product, adapting it to the evolving needs of the client and their audience.

It is essential to focus on characterizing the advantages of the client-oriented approach (Fig. 1).

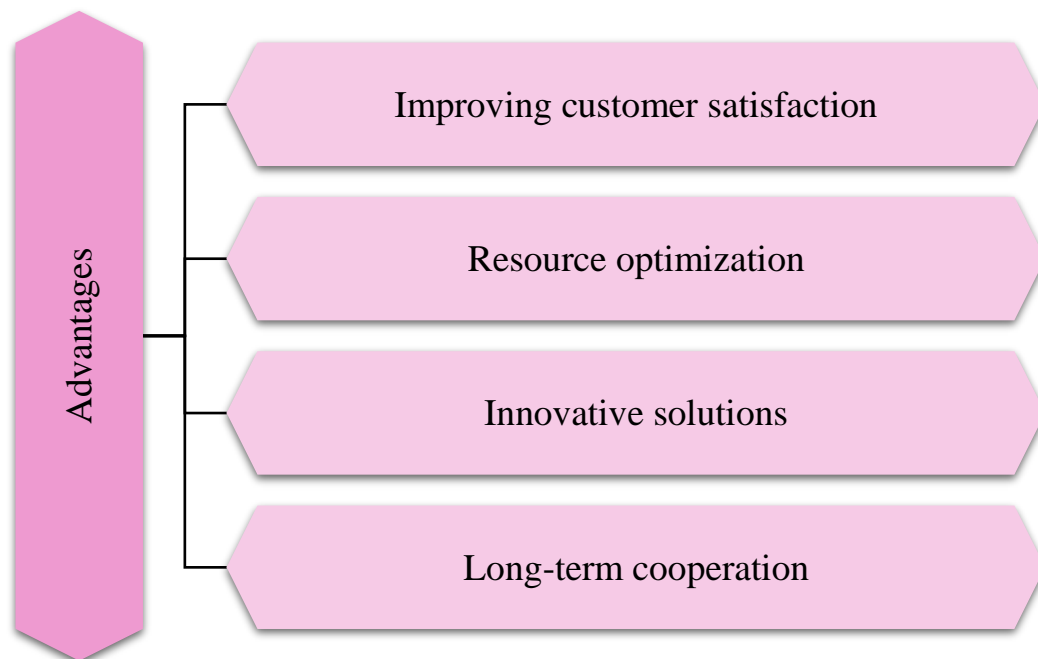


Fig. 1. Designation of the basic advantages of implementing a client-oriented approach in managing web design projects [3, 4, 6]

Close collaboration with the client at all stages of the project fosters trust-based relationships and increases the likelihood of successful implementation. In turn, a clear understanding of client priorities enables effective allocation of time and budget, focusing on the most critical aspects. Deep immersion in the specifics of the client's business encourages the search for

unconventional solutions to web design challenges. Finally, the successful implementation of the project, taking into account all nuances of client needs, creates a foundation for further collaboration and web resource development.

Despite the obvious advantages, the client-oriented approach involves several challenges, which are systematized in Figure 2.

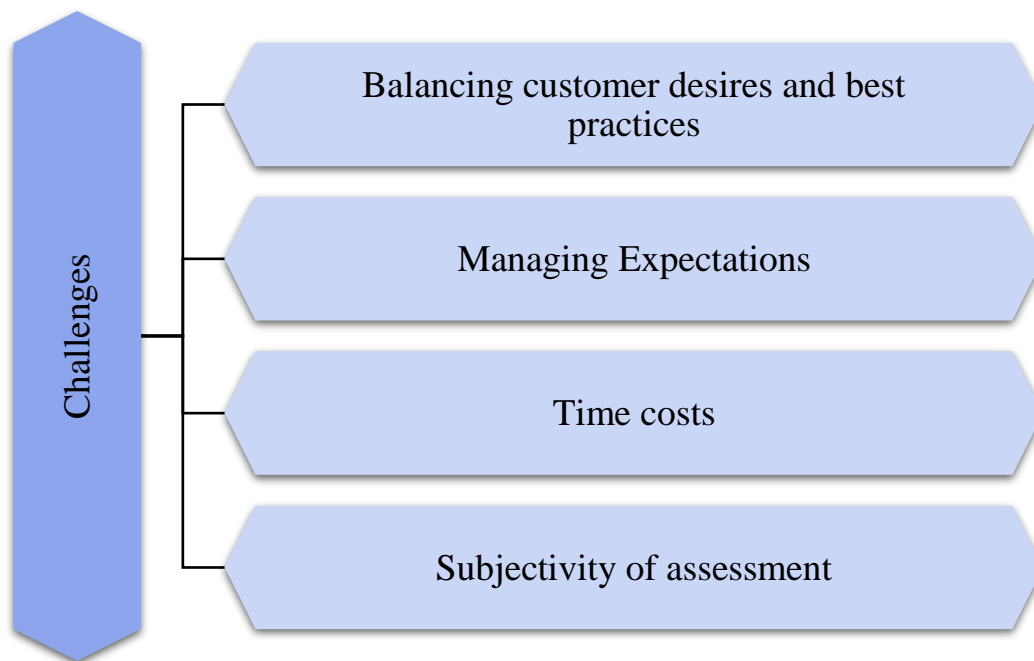


Fig. 2. Systematization of challenges to the implementation of a client-oriented approach in the management of web design projects [2, 3, 8, 9]

At times, client requirements may contradict established web design principles. The task of the project team is to find an optimal solution that satisfies client needs without compromising usability or resource efficiency. Excessive client involvement in the development process can lead to constant changes in requirements. It is necessary to establish clear boundaries and procedures for making changes to the project.

Constant communication with the client and adapting the project to meet their needs naturally

extends development time, presenting a significant issue of time costs. Exclusively focusing on client opinion often results in disregarding objective data and analytics, highlighting the risk of subjective evaluation.

For the effective implementation of a client-oriented approach in managing web design projects, an innovative methodology, "Integrative Client-Centric Design" (ICCD), is proposed by the author. This methodology is based on a synthesis of advanced project management practices, design

thinking, and Agile approaches adapted to the specifics of web design projects. Its key components are presented in Table 1.

Table 1 – The content of the recommended methodology "Integrative Client-Centric Design" (compiled by the author)

Component	Description
1. Multidimensional client profiling	Development of an interactive digital client map that includes not only traditional business requirements but also psychographic characteristics, cultural context, and the client's long-term strategic ambitions. Deep interviewing methods are used to uncover hidden needs and expectations.
2. Dynamic feedback system	Implementation of an AI assistant for continuous monitoring and analysis of communications with the client. The system automatically detects changes in client mood and priorities, providing the project team with recommendations for adapting the interaction strategy.
3. Immersive prototyping	Use of virtual and augmented reality technologies to create interactive prototypes of the web resource. This allows the client to "immerse" themselves in the future product at early development stages, fostering deeper understanding and engagement.
4. Predictive analytics of user behavior	Integration of machine learning systems to predict target audience reactions to various design elements. This enables informed decision-making by balancing client preferences with anticipated effectiveness.
5. Value alignment matrix	Development of a tool for visualizing and quantitatively assessing the alignment of project decisions with the client's company values and mission. This ensures strategic coherence of the design with the client's long-term goals.
6. Agile coaching for the client	Implementation of a program to educate the client on Agile development principles. This helps in setting more realistic expectations and enhances the effectiveness of client participation in the project.
7. Biometric analysis of user experience	Use of eye-tracking technologies and emotional response measurement to evaluate prototypes. This step provides the client with objective data on the target audience's perception of the design.

The innovativeness of the described ICCD methodology is supported by the following points:

- the use of artificial intelligence, augmented and

virtual reality, and biometric tools to deepen the understanding of client and user needs represents a pioneering approach in web design;

- multidimensional profiling goes beyond traditional requirements gathering, incorporating psychological and cultural aspects;
- the combination of data-driven approaches (predictive analytics) with qualitative methods (immersive prototyping);
- a dynamic feedback system using AI provides a new level of flexibility in project management, helping to anticipate changes in client requirements;
- Agile coaching serves as an innovative approach to enhancing interaction effectiveness, transforming the client from a passive observer into an informed participant in the process;
- the value alignment matrix and biometric analysis offer new tools for quantifying and visualizing previously hard-to-measure aspects of client satisfaction and user experience;
- the ICCD methodology integrates approaches from various fields (psychology, neuroscience, data science) into the context of web design, creating a unique synthesis for the rapid and successful resolution of complex project tasks.

CONCLUSIONS

The client-oriented approach in managing web design projects is a powerful tool for improving development efficiency and client satisfaction. This methodology requires the project team to possess high levels of empathy, communication skills, and flexibility. When implemented correctly, the client-oriented approach contributes to the creation of web resources that closely align with the client's business goals and the needs of end-users.

It is important to note that successfully applying this approach does not imply blindly following all client wishes. The role of the project team lies in finding an optimal balance between client requirements, best practices in web design, and technological constraints. Only such balanced

steps will help ensure the creation of a truly effective and successful web resource.

The proposed authorial methodology, "Integrative Client-Centric Design," represents a qualitatively new approach to implementing the client-oriented approach in managing web design projects. It combines innovative technologies, interdisciplinary methods, and strategic thinking with the aim of achieving maximum synergy between client needs, technological capabilities, and best design practices.

REFERENCES

1. Antonova E.A. Prospects for sustainable development of the company based on a customer-oriented approach / E.A. Antonova // Internauka. – 2021. – № 33 (209). – Pp. 54-55.
2. Gladysheva G.N. Effective cooperation between a web designer and a customer to create a successful website design / G.N. Gladysheva // Economics, business, finance: current issues and modern aspects. Collection of articles of the International Scientific and Practical Conference. – Penza: 2020. – pp. 32-34.
3. Ilyukhin A.A. Customer-oriented approach in business processes / A.A. Ilyukhin // Trends in the development of science and education. – 2022. – No. 91-5. – pp. 63-66.
4. Konoreva K.A. Features of interaction with the customer during the implementation of a project in the field of web design / K.A. Konoreva // Economics and society. The yearbook. – Volgograd: 2019. – pp. 22-24.
5. Kucheryavenko S.A. Customer-oriented approach in the quality management system: an axiom or a requirement of time? / S.A. Kucheryavenko, I.V. Chistnikova, A.N. Nazarova // Economy. Computer science. – 2021. – vol. 48. – No. 2. – pp. 244-251.

6. Milovanov P.D. Organization of business process management based on a client-oriented approach in the information and digital economy / P.D. Milovanov // STIN. 2021. – No. 11. – pp. 16-19.
7. Mullahmetova K.R. Stages of the web development life cycle / K.R. Mullahmetova, E.N. Abdullova // Current problems of science and technology. Collection of scientific articles based on the materials of the XII International Scientific and Practical Conference. Ufa: 2023. pp. 223-230.
8. Posokhov K.Yu. Customer-oriented approach in the company's activities / K.Yu. Posokhov // Scientific Research Center "Science Discovery". – 2022. – № 10. – Pp. 451-459.
9. Safronov K. What is customer orientation in IT projects: five key principles / K. Safronov // URL: https://www.tadviser.ru/index.php/Статья:Что_такое_клиентоориентированность_в_ИТ-проектах:_пять_ключевых_принципов (date of application: 02.10.2024).
10. Trofimova N.N. Client-oriented approach to modern enterprise management / N.N. Trofimova, A.S. Budagov // Financial Economics. – 2021. – No. 11. – pp. 81-84.