

# Project-Fit

# Lenses

## User suggestions



**Care for Creativity**  
arts and culture

# Introduction

The Project Fit Lenses help you explore, clarify, and manage expectations in any creative collaboration, whether you're working with a client, within a team, or starting a new project.

Each card represents a different lens that can reveal hidden assumptions and help you ask the right questions at the right time. The Project Fit lenses represent two perspectives: the client expectations and the designer's reflection.

You can use both perspectives combined or choose one perspective in particular, depending on your needs.

## When to Use the Reflection Lenses

- For self-reflection at the start of a new project or role
- Before an intake meeting with a client
- When in doubt about whether an assignment suits you
- As a team activity to understand each other's work preferences
- For your portfolio or to sharpen your bio

## When to use the Expectation Lenses

- At the start of a project (intake or briefing phase)
- When roles or goals feel unclear
- During team reflection or evaluation
- To prepare for or debrief after client meetings

# Five Reflection Lenses

The Reflection Lenses help you clarify your own working style, preferences, and conditions.

By using five reflection lenses (each with its own color), you gain insight into what you need to function well in design projects. This way you create your designer-profile which will help you to communicate better with clients, choose projects that suit you, and work more consciously on your professional growth.

## Green – Client Question & Goal

Do you prefer working with clear frameworks, or do you thrive on open questions?

## Blue – Context & Impact

Do you want to make a social impact, or do you prefer small and concrete projects?

## Yellow – Design Needs & Strengths

Where does your strength lie as a designer, e.g. visualizing, facilitating, analyzing?

## Red – Collaboration & Roles

Do you prefer working independently or in teams? How do you handle clients?

## Black – Gaps & Conditions

What are red flags for you in a project? What do you need to work well?

# How to use the Reflection Lenses

## 1. Reflect Individually

Read the questions on each card and write your answers in keywords or sentences. Use the worksheet or post-its.

## 1. Create Your Profile

Summarize your reflections into statements like:

“I prefer working on projects that...”

“I disengage when...”

“My strength lies in...”

“I thrive when...”

## 1. Evaluate of a Project matches with your designer-profile

Use your profile as a checklist for new assignments. Do you recognize enough match? Do you see risks in the black areas?

## 1. Use It in Communication

Incorporate parts of your profile into your portfolio, bio, or conversations with clients: this positions you both powerfully and personally.

## Tips

- Work on one color at a time, choose one that fits your current need
- You don't need to use all cards at once, build it up
- Share your profile with a colleague for feedback or deeper insights

# Tips for practice

## Personalizing the Reflection Lenses

After you have used the Reflection Lenses for a while, you'll notice your patterns and triggers. This you can use to adapt and personalize the Reflection Lenses, to make them fit your own style and practice. Here are some ways to do this:

**Add your own questions:** Write down recurring themes or triggers you notice in projects and turn them into additional questions on the cards.

**Rephrase questions in your own words:** Adjust the language so it feels natural to you, making reflection more intuitive.

**Highlight your top signals:** Use colors, stickers, or symbols to mark the questions or statements that are most relevant for you.

**Create your own lens:** If you notice an important theme not covered by the five lenses, design a new card to capture it.

**Track changes over time:** Repeat the exercise every few months and compare. Which answers stay the same, which ones evolve?

**Link to real cases:** Add examples from past projects that illustrate your answers, so the lenses become a living tool instead of abstract prompts.

**Pair with coping strategies:** Write down strategies that help you when stress signals appear, turning the lenses into both a diagnostic and action tool.

# Five Expectation Lenses

The Expectation Lenses help you to understand your client's needs better. By empathizing with this perspective and postponing your own ideas, you will gain a faster and better understanding of what the assignment objectively requires of you.

Green – Client Request & Goal

What is the client really asking for? What does success look like?

Blue – Context & Impact

Why now? What change is the client hoping for in the short/long term?

Yellow – Design Needs & Strengths

Is this about a concrete design, a process, or a strategy?

Red – Collaboration & Expectations

What role do they expect you to play? Who decides?

Black – Gaps & Questions

What's missing, unclear, or risky?

# How to use the Expectation Lenses

1. Select a potential project or an assignment for a client  
Think of a real project or client situation where expectations are unclear.
1. Pick one or more cards  
Choose one card to start from that makes an easy start. What do you know about the assignment and what not? Read the guiding questions and reflect or discuss.
1. Document your insights  
Use post-its or a canvas to capture goals, doubts, and roles.
1. Repeat with another Expectation lens  
Try viewing the same project through a different lens to surface new questions and gaps. Ultimately use all the lenses to make sure you have a complete understanding of the context.
1. Turn insights into agreements  
Use your analysis and insights to negotiate clearer roles, boundaries, or deliverables with clients.

# Tips for practice

## Personalizing the Expectation Lenses

After you have used the Expectation Lenses for some time, you can adapt them to act as a diagnostic tool. This helps you check whether client expectations fit with the value you want to deliver. Here are some ways to personalize the Expectation Lenses:

Remove questions that are not relevant for your design practice.

Reframe and rephrase questions: Adjust prompts so they fit your practice better.

Compare client vs. designer expectations: Use two colors of post-its to note down the client's answers and your own, then spot the alignment or gaps.

Track patterns in expectation gaps: After several projects, review which expectations often create misalignment and mark these as priorities on the lenses.

Add your own questions: Identify recurring tensions or mismatches in past projects and turn them into new guiding questions.

Create custom criteria: Add your own success criteria to the cards, so you can directly check if a project setup allows you to deliver value.