



Unity's

Stamp of Approval Interviews

Emily Chuang
Insights Lead

Why did you involve Unity?

Our website is for the people we support, their loved ones, and the people who support them, so it was really important that the look, feel and language were right for them. We didn't want the website to be shaped only by internal assumptions or a marketing view. We wanted it to be shaped by real experience, so it would feel clear, meaningful, accessible and relevant to the people who would actually use it. For me, involving Unity meant making sure that the voices of people with lived experience were included in a genuine way, so the website could better reflect what matters to them.

How and when did you involve Unity?

Because the look, feel and language of the website needed to be right, co-production was included from the brainstorming stage. Workshops were held to explore what was important to people, what they wanted the website to deliver, and what would make it useful, reassuring and easy to understand. Unity were involved throughout the process, from the early direction of the look and feel, through to key page designs, modular layouts, page content and language, right up to the launch. Their input helped shape the website at many different stages, rather than being something added only at the end.

What did you learn from the process?

I learned how valuable co-production can be when it is genuinely built into a project. I really appreciated the support from the co-production team throughout the months of the project, and their unwavering encouragement made a complex and challenging project much easier. Their insights were incredibly valuable. In the marketing world, organisations often pay a lot of money for focus groups and audience testing, but through co-production we were able to hear directly from people with lived experience and people who understand the organisation from a different perspective. Their attention, time, sharing, suggestions, encouragement, questions and willingness to make time when needed were incredible. They helped us think more deeply about the website and made the final result stronger.

What would you change?

In terms of co-production, I don't think I would change anything. The project itself was complex, bringing together technical, design and content considerations, as well as marketing and operational needs across the organisation. It was also delivered within a tight timeline and with limited resources. Without those wider challenges, we would have had more time to explore some areas in even more depth. However, considering the complexity and the timescale, I think we did a really good job together.



Unity's Stamp of Approval Interviews

Emily Chuang
Insights Lead

What advice would you give others?

My advice would be to start engaging with co-production as early as possible, and to really listen. People involved in co-production bring invaluable views from the target audience, with insights not only from lived experience, but also from their understanding of the organisation.

It is important not to treat co-production as a tick-box exercise. The value comes from being open, asking questions, listening properly and being willing to let the feedback shape the work.

How did it feel to receive the stamp of approval?

It felt really great to know that Unity gave their approval, because this was a meaningful project for them too. It showed that the website had not only been delivered, but had been shaped in a way that respected and valued their voices.

I also want to thank everyone who was involved in the project, including social workers, operational colleagues, IT, Project Management and Data teams, marketing colleagues and the agency. It was a big team effort.

Working with co-production has helped me understand the value of lived experience even more. It has given me invaluable experience and learning, and I also feel like I gained some nice friends through the process.

Anything else you'd like to share?

This project showed me that co-production can add real depth and meaning to digital work. A website is not just about design, content or tech — it is about people. When the people who use or are affected by a service help shape it, the final result becomes more thoughtful, more human and more useful. In my new team, Data and Insights, we are now looking at how we can bring co-production into some of our data insight and dashboard work too — watch this space.