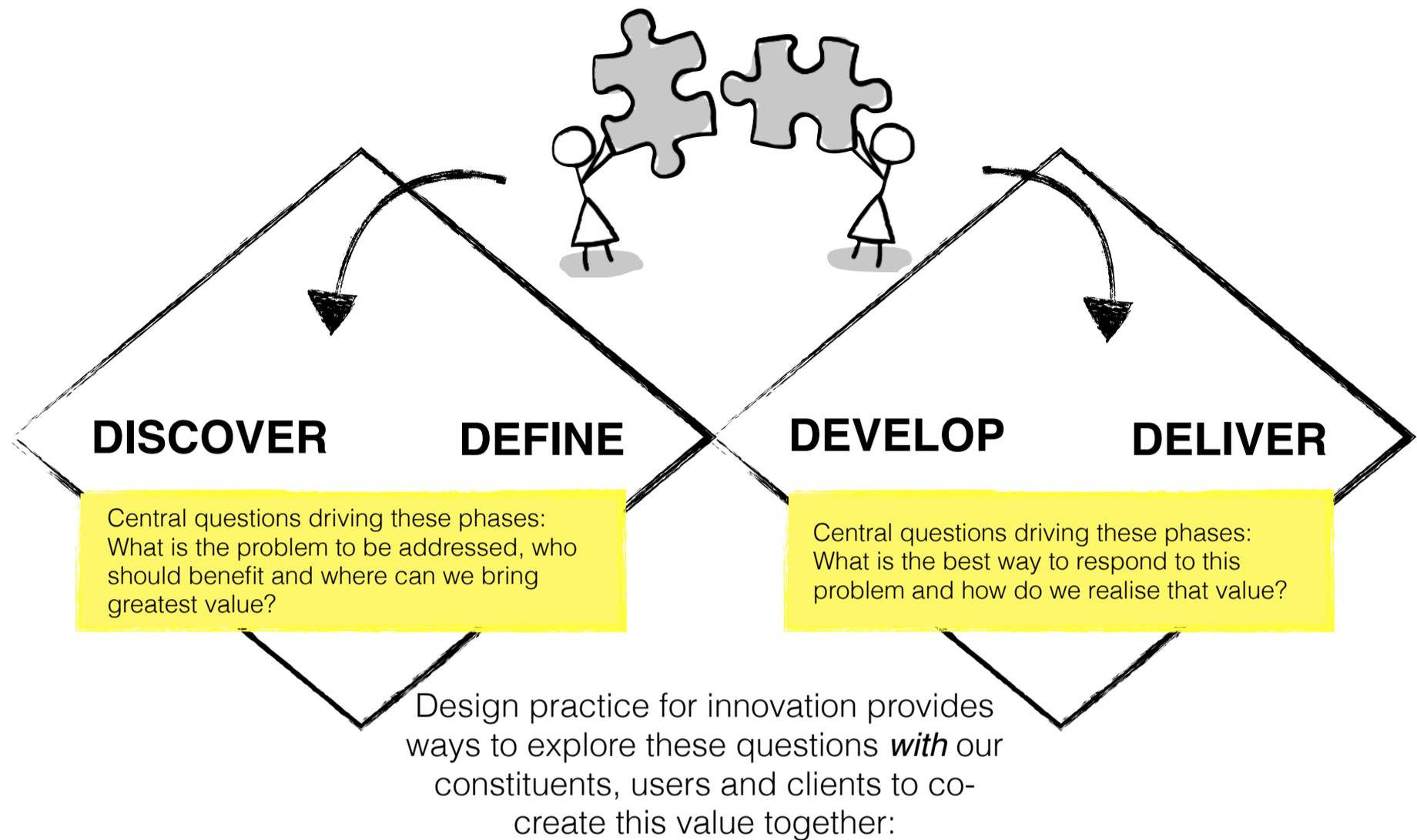


# THE DESIGN PROCESS

- adapted from the UK Design Council's four step Double Diamond Process



## HOW

Design starts with developing a deep understanding of the design context, through the experiences and perspectives of those impacted. This helps us to work with users to reframe the design problem in different ways, and to identify opportunities for intersection between what people value or need and what the organisation or service can offer. User Journey Mapping is one example of a design method that can help us do this.

## POTENTIAL BENEFITS

Design practice offers ways to innovate *with* users to:

- Rethink services
- Identify new service opportunities
- Clarify points of greatest shared value and impact

## HOW

Design makes use of rapid, accessible, iterative and tangible techniques such as prototyping to explore, make available and interrogate possible responses throughout the design process. This allows us to work with users to quickly test out the relevancy of ideas, improve them (and discount them) and make visible what is required for successful implementation and adoption. Prototyping can take the form of sketches, models, walk throughs, role plays, enactments and mini trial runs of the full concept or service.

## POTENTIAL BENEFITS

Design practice offers ways to work *with* users to:

- Generate, envision, explore and test ideas
- Improve existing services/concepts
- Identify potential issues
- Confirm relevancy and value
- Evaluate viability and likelihood of adoption earlier