

User-centered design

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Service definition



1. Service definition

Our User-centred design service ensures your products and services meet the needs and expectations of the people who use them.

Bringing a unique blend of policy and design expertise, and working to government service standards, our team includes User Researchers, Service Designers, Content Designers and Interaction Designers.

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Features



2. Features

1. Comprehensive analysis to understand the work done to date.
2. Definition of policy/business objectives and appropriate metrics.
3. Thorough, targeted research to fill knowledge gaps or test ideas.
4. Facilitated co-design sessions with policy teams, stakeholders and users.
5. Creative and holistic idea generation to solve user/business problems.
6. Development of prototypes and proof-of-concepts to test viability.
7. End-to-end blueprint designs for digital and non-digital platforms.
8. Creation of compelling materials to communicate problems, proposals and plans.
9. Work to Buyer's style guidance and GDS standards/design patterns.
10. Unique blend of policy and design expertise.



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Benefits



3. Benefits

1. **Informed services:** Well-defined problems and metrics, grounded in real-life experiences.
2. **Inclusive services:** Co-created with communities, enhancing effectiveness and acceptance.
3. **Collaborative innovation:** Fosters sustainable solutions through multidisciplinary consensus.
4. **Data-driven:** Informed by robust, mixed-method research.
5. **Continuous improvement:** Iterative development guided by user feedback and prototyping.
6. **Efficiency/effectiveness:** Maximises resources and impact, focusing on cost-effective solutions.
7. **Deliver policy intent:** Turns policy ideas into effective, real-world services.
8. **Intuitive products and services:** Through expert service and interaction design.
9. **Reduce risk:** Spot potential issues early and resolve them quickly
10. **Knowledge transfer:** Equips stakeholders with skills for long-term UCD impact.



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Planning



4. Planning

Our services can be applied to any phase of the service design lifecycle – from problem framing and strategy development through to evaluation once an initiative has been implemented.

Our unique blend of experience and expertise is best suited to the very start of the policy development process:

- gathering a whole new level of insight to understand the problem space and the users, and bring it to life
- developing and testing ideas to see what works
- conducting impact assessments
- plotting the road to success with clear strategies, roadmaps and delivery plans
- conducting evaluations to learn lessons for the future.

We have a track record of successful product development, including pre-discovery work, Discovery, Alpha and the things that didn't make it as far as a real project.

Lighthouse will provide a dedicated account manager and delivery lead for all engagements.

Our team has decades of experience delivering public sector services to government standards – both on the inside as civil servants, and on the outside as consultants delivering policies, products and services used by millions.



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Other Lighthouse services



Training for digital teams working with policymakers

Our training service equips digital teams with the knowledge to effectively collaborate with policymakers.

By understanding the complexities of public policy—beyond immediate public sentiments and incorporating complex concessions and long-term considerations—we bridge the gap between digital professionals and policymakers.

This flexible and modular training is tailored to digital professionals seeking a deeper appreciation of the policy landscape, focusing on building relationships and fostering a dialogue that enhances idea-sharing and mutual understanding.



Training for policymaker teams

Our flexible and modular training for policymaker teams is designed to bridge the knowledge gap between policy creation and digital execution, fostering mutual understanding and collaboration.

The program starts with the Lighthouse Policymaker Mindsets survey to identify attitudes towards policy creation, and the integration of user-centred policy design (UCPD) techniques.

Tailored workshops, group discussions, and potential one-to-one coaching sessions explore practical applications of UCPD, focusing on shared goals and empathy with digital team colleagues.

Our 'Charting the Course' workshop uses interactive scenarios to further this integration, equipping policymakers with the skills to collaborate effectively with digital teams.



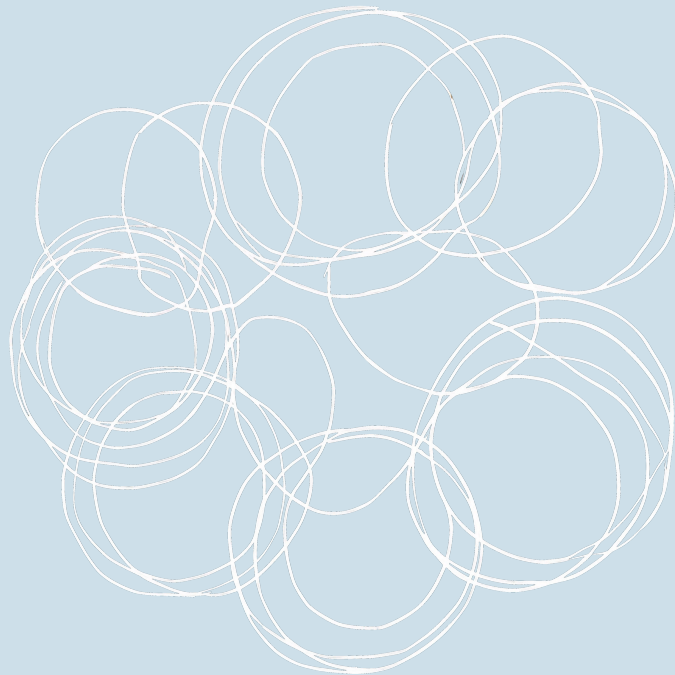
User-centred policy design

We help create, evaluate and adapt policies that are not only people-focused but also practical and sustainable.

Our User-Centred Policy Design (UCPD) service expertly integrates diverse voices and innovative methodologies into the policy development process, ensuring root problems are understood, and decisions are deeply informed and grounded in real-world experiences.

We champion evolutionary progress by enriching established policymaking practices with design-driven insights. We help policymakers analyse data trends, implementation challenges, and cross-sector impacts. This approach not only accelerates understanding, but also ensures policies are viable, adaptive, effectively communicated, and continuously refined.

Our strategic fusion of design and policy expertise empowers stakeholders and those that work with them, to drive measurable, impactful and sustainable outcomes.



Who we've helped



Cabinet Office



Department
for Environment
Food & Rural Affairs



Department
for Work &
Pensions



Ministry
of Justice



UK Health
Security
Agency



Department
for Education



LLOYDS
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Lighthouse

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