

User Centred Policy Design

Service definition document

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Meet Lighthouse





Lighthouse is a strategic public design practice that helps governments and complex organisations turn ambition into action.

We bring together policy, strategy, service and product design, research and behavioural insight to tackle complex challenges and deliver outcomes that work in the real world.

We specialise in evidence led, user centred approaches that reduce risk and increase confidence in decision making.

Our teams work closely with clients to design, test and refine solutions, bridging the gap between strategy and delivery while building lasting capability along the way.



Our mission



Amplify diverse voices

Understanding the needs of the people affected

We identify and listen to the people most affected by an issue, going beyond formal consultation to understand lived experience and real world context.

This helps ensure that decisions and services are informed by how things actually work in practice, and are shaped with the people they are intended to support.



Bring balance

Navigating competing needs and perspectives

We bring together a wide range of perspectives, including practitioners, decision makers, subject experts and stakeholders, to support balanced and inclusive decision making.

We recognise that complex challenges involve trade offs, competing priorities and long term considerations, and we help organisations navigate these with clarity and confidence.



Catalyse change

Turning insight into action

We accelerate change through strategic, evidence based design and delivery.

By combining research, iterative testing and systems thinking, we help organisations reduce risk, validate approaches and deliver solutions that are effective, sustainable and able to adapt as contexts evolve.

Who we've helped



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Service definition



User Centred Policy Design

User Centred Policy Design helps to develop policies that are grounded in real world evidence and shaped by a clear understanding of how they will work in practice.

We integrate lived experience, research and service design methods into policy development to help teams clarify problems, explore options and make better informed decisions.

Our approach brings together qualitative and quantitative evidence, stakeholder insight and system analysis to test assumptions and surface risks early.

By working collaboratively with policymakers, delivery teams and affected communities, we help translate complex issues into clear policy objectives, credible options and well evidenced recommendations. This complements traditional policy processes, strengthening rather than replacing them.

Through structured exploration, co design and early testing of policy options, teams gain confidence in what is feasible, where trade offs sit and how policy intent can be realised through delivery.

The outcome is policy that is more inclusive, more robust and better aligned to operational reality, leaving organisations better equipped to design, adapt and deliver policy in a changing context.



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Features



Features

1. Integration of lived experience into policy development and decision making
2. Qualitative and quantitative research to inform policy insights and hypotheses
3. Clear definition of policy objectives, success measures and evaluation criteria
4. Facilitated co design with policymakers, stakeholders and affected communities
5. Prototyping and testing of policy options before commitment or rollout
6. System analysis to understand context, dependencies and constraints
7. Framework based approach aligned to government policy and service standards
8. Development of compelling policy narratives and supporting materials
9. Support across pre discovery, discovery and alpha policy phases
10. Knowledge transfer through coaching, mentoring and collaborative working



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Benefits



Benefits

1. Improves policy decisions by grounding them in real world evidence
2. Increases policy effectiveness through early testing and iteration
3. Builds shared understanding across policymakers, delivery teams and stakeholders
4. Reduces risk by identifying issues before policy implementation
5. Creates more inclusive policies shaped by affected communities
6. Supports adaptive policies that respond to change over time
7. Strengthens confidence in policy options presented to decision makers
8. Improves alignment between policy intent and delivery reality
9. Enhances credibility through transparent, evidence based approaches
10. Leaves teams better equipped to apply user centred methods independently



A photograph of a lecture hall with a speaker at a podium and an audience. The room is dimly lit with warm, orange-toned lights along the walls and ceiling. The audience is seen from behind, seated in rows. The speaker is standing at a podium on the right side of the stage. The logo and text 'Lighthouse' are overlaid in the center of the image.

Lighthouse

