

User Centred Design Capability Building

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 Design Capability Building

User Centred Design Capability Building supports organisations to embed user centred design as a consistent and sustainable way of working.

The service focuses on building shared understanding, practical skills and confidence, enabling teams to apply UCD effectively within their own contexts, constraints and priorities.

Through a combination of assessment, tailored training and hands on support, we help organisations understand their current UCD maturity and identify where capability needs to be strengthened.

Learning is grounded in real service or policy challenges, supporting teams to integrate user research, lived experience and design methods into everyday decision making, governance and delivery processes.

The outcome is stronger, more consistent design practice and reduced reliance on external support.

Organisations are better equipped to collaborate across disciplines, apply user centred approaches independently, and sustain cultural change towards user focused working that improves the quality and impact of policies and services over time.



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Features



Features

1. Capability assessment to understand current user centred design maturity
2. Practical training tailored to organisational roles and contexts
3. Hands on learning through real service or policy challenges
4. Support embedding UCD into existing processes and governance
5. Guidance on tools, methods and standards for consistent practice
6. Facilitation of cross functional collaboration and shared understanding
7. Coaching to reinforce learning and behavioural change
8. Integration of lived experience and user research practices
9. Knowledge transfer to build internal ownership and confidence
10. Flexible delivery aligned to organisational goals and capacity



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Benefits



Benefits

1. Builds sustainable user centred design capability across organisations
2. Improves consistency and quality of design practice
3. Reduces reliance on external delivery over time
4. Supports better services and policies through stronger user focus
5. Aligns teams around shared language and approaches
6. Embeds UCD into everyday ways of working
7. Improves collaboration across disciplines and functions
8. Strengthens organisational confidence using design methods
9. Supports cultural change towards user centred working
10. Enables teams to apply UCD independently and effectively



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, facing the audience. The podium has a logo that reads "New College of Art".

Lighthouse

