

Product and design leadership for public sector services

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



Product and design leadership for public sector services

This service supports organisations to develop strategy, set clear direction and deliver efficiently.

We combine product leadership with strategic design to align policy intent, user needs and delivery realities.

Product and design leadership drives teams to define purpose, prioritise confidently and steward services across their full lifecycle.



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Features



Features

1. 'North star' framing to align teams around a compelling vision
2. Vision and outcome definitions meeting both user and policy needs
3. Design led exploration of opportunities before committing to delivery
4. Prioritisation of work based on value, impact and feasibility
5. Development and stewardship of product and service roadmaps
6. Alignment of policy intent with service and delivery decisions
7. Support establishing effective product and design governance
8. Use of evidence, insight and learning to inform direction
9. Coaching for product owners, service managers and leaders
10. Support embedding product and design leadership across organisations



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Benefits



Benefits

1. Clarifies long term service intent beyond short term delivery pressures
2. Aligns teams around a shared, credible direction for services
3. Improves prioritisation by linking vision to practical decisions
4. Reduces risk by shaping direction before committing to build
5. Strengthens connection between policy intent and service outcomes
6. Improves collaboration across policy, design and delivery disciplines
7. Supports more coherent and sustainable service evolution
8. Builds confidence in leadership decisions under uncertainty
9. Develops stronger internal product and design leadership capability
10. Improves outcomes for users through clearer direction and stewardship



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 'Lighthouse' is overlaid in the center of the image.

Lighthouse

