

User Centred Design Maturity Assessment

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 Maturity Assessment

The assessment provides a structured view of how user-centred design is understood, applied and supported, helping organisations see what is working well and where improvements are needed.

We assess current knowledge and practice of user centred design, how research and insight are generated and used, and how feedback from users and stakeholders informs decisions. This includes reviewing governance, resourcing, ways of working and how outcomes and impact are measured, to understand how consistently and effectively user centred design activity is being delivered.

The assessment provides a clear picture of strengths, gaps and maturity across defined capability dimensions, alongside practical, prioritised recommendations.

The outcome is a clear roadmap for strengthening UCD capability, supporting more consistent user centred practice, better decision making and greater confidence in the design and delivery of policies and services over time.



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Features



Features

1. Assessment of organisational understanding of user centred design principles
2. Review of practical application of UCD methods across teams
3. Evaluation of stakeholder engagement and feedback integration practices
4. Analysis of how outcomes and impact are measured and used
5. Review of governance, resourcing and support for UCD activity
6. Structured maturity scoring across defined UCD capability dimensions
7. Identification of strengths, gaps and areas for improvement
8. Context specific recommendations aligned to organisational goals and constraints
9. Clear roadmap outlining next steps to improve UCD maturity
10. Facilitated feedback session to discuss findings and recommendations



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Benefits



Benefits

1. Provides clear understanding of current user centred design maturity
2. Identifies practical actions to strengthen UCD capability and consistency
3. Supports better policy and service outcomes through improved user focus
4. Helps teams prioritise investment in UCD training and support
5. Reduces risk by embedding UCD earlier and more effectively
6. Improves stakeholder engagement and use of feedback in decision making
7. Builds shared understanding of good UCD practice across teams
8. Enables measurable improvement rather than ad hoc design activity
9. Supports long term cultural change towards user centred working
10. Increases confidence in policy and service design decisions



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

