

User Research

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 Research

User research provides qualitative and quantitative research to understand needs, behaviours and experiences.

The service combines research methods with meaningful engagement of people directly affected by services or policy, generating evidence that informs design, delivery and decision making across public sector contexts.



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Features



Features

1. Qualitative and quantitative research
2. Structured engagement with people affected by services or policy
3. Inclusive approaches to reach diverse and underrepresented groups
4. Ethical recruitment and safeguarding appropriate to public contexts
5. Use of interviews, surveys and participatory methods
6. Integration of lived experience into insight and findings
7. Clear synthesis linking research to design implications
8. Documentation suitable for governance and decision making
9. Recommendations for action based on evidence gathered



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Benefits



Benefits

1. Improves understanding of user and resident needs
2. Strengthens decisions through real lived experience insight
3. Supports more inclusive and equitable service design
4. Reduces risk of designing services that won't work
5. Builds trust through meaningful engagement approaches
6. Improves relevance and effectiveness of services
7. Aligns design decisions with real world experiences
8. Provides credible evidence for leaders and stakeholders
9. Supports better outcomes for people using services
10. Encourages user centred thinking across organisations



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

