

Policy experimentation and prototyping

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



Policy experimentation and prototyping

This service supports organisations to design and run experiments that test policy and service ideas before rollout.

We adapt experimentation approaches to real organisational contexts (including constraints, partnerships and governance), helping teams generate evidence, reduce risk and make informed decisions about scaling or stopping initiatives.



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Features



Features

1. Design of experiments aligned to clear policy or service hypotheses
2. Prototyping of a wide variety of policy interventions
3. Adaptation of experimentation to organisational and local contexts
4. Support running experiments in live or simulated environments
5. Data collection to assess impact, feasibility and effectiveness
6. Evaluation of learning against success criteria
7. Clear documentation of findings and recommendations
8. Support deciding whether to adapt, scale or stop initiatives



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Benefits



Benefits

1. Reduces risk by testing ideas before full implementation
2. Generates evidence to support confident decision making
3. Improves understanding of what works in real contexts
4. Enables safer innovation within organisational constraints
5. Identifies delivery and implementation challenges early
6. Supports more effective use of resources and funding
7. Improves policy and service outcomes through learning
8. Builds confidence experimenting in complex environments
9. Strengthens alignment between ideas and delivery reality
10. Supports successful scaling of effective approaches



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

