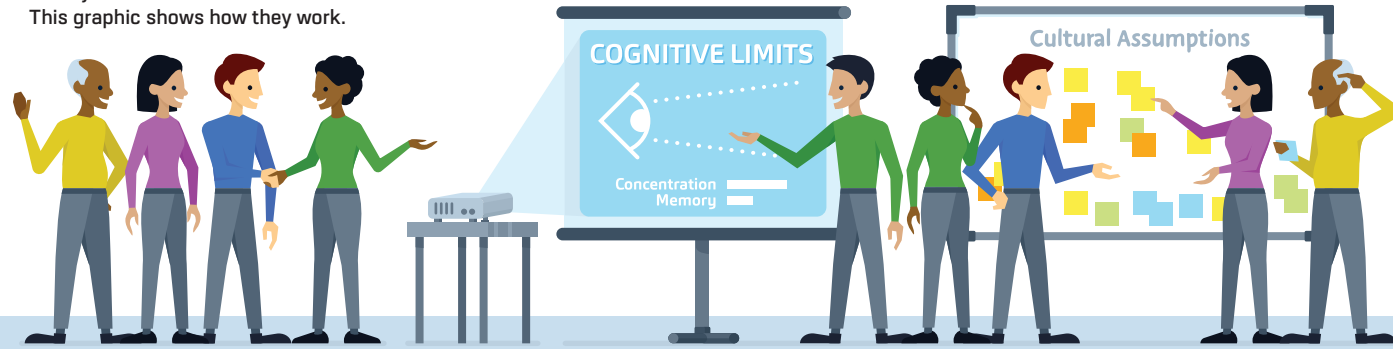


Design labs make public services client-centred and system savvy, not merely convenient for administrators. This graphic shows how they work.

A EXPLORE



INVOLVING

A diverse group of stakeholders (including clients) are invited into the design process to co-create a service.

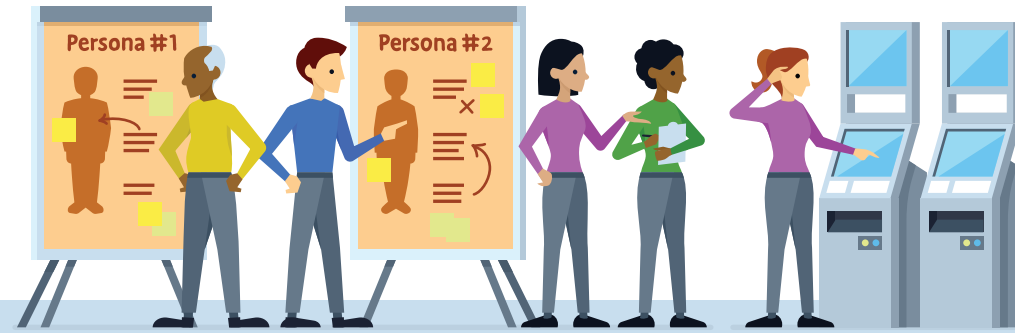
ORIENT TO DESIGN THINKING

Design is a sensibility, a way of seeing the world, and a set of applied disciplines. Yet laypeople should not be excluded. So a new way of thinking is taught.

UNDERSTAND NATURE OF CHALLENGE

Instead of rushing to "solutions," co-creators explore a challenge holistically, getting to the roots of the matter and revisiting taken-for-granted assumptions.

B EMPATHIZE

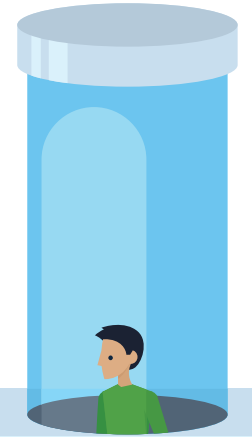


UNDERSTAND THE VARIOUS CLIENTS

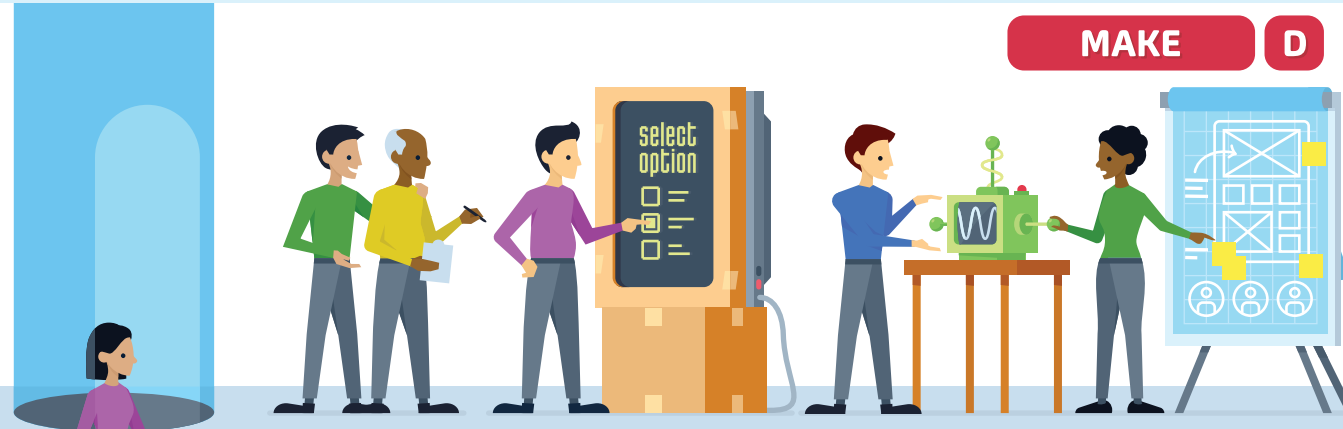
Clients are diverse, with their own goals and aspirations, their own quirks and foibles. Instead of designing for an imagined ideal-client, co-creators engage with real ones.

GATHER BEHAVIOURAL INSIGHTS

Clients interact with services according to their own habits, tendencies, and mental models. Service tweaks and issue framings can reorient clients for the better.



MAKE D



EXPERIMENT AND TEST ASSUMPTIONS

New service designs are put to the test with real clients. The trial-and-error provides a more assured basis to proceed with certain design decisions.

PROTOTYPE PROMISING OPTIONS

Working versions of the service are mocked up quickly to establish viability and explore options. Discoveries emerge. Revisions and refinements are made.

SITUATE C



SPECULATE ON FUTURE SCENARIOS

Bad services become prematurely obsolete. Good ones are built to evolve as new trends emerge. The best services use foresight to influence the future.

SITUATING WITHIN A CONTEXT

Services are not experienced in isolation. The immediate context of use has an influence. So does the interplay of larger systems. These complex dynamics are studied.

E SCALE



TELL THE STORY, SHOW THE BENEFITS

The merits of a design are not obvious to everyone. A new story is created. Benefits are made tangible: shown to clients and stakeholders, not just talked about.

BUILD THE SUPPORT SYSTEM

Services rely on technological platforms built with open standards. Behind-the-scenes processes are required. Those logistics help the service scale to meet demand.

F EVOLVE



IMPLEMENT IN THE FIELD

A viable version of the service is installed in context. Broader communities of clients and stakeholders are engaged. New ideas for improvement emerge.

ASSESS AND IMPROVE

Research and testing does not stop outside the lab. The service evolves as clients expose weaknesses and opportunities. Features and refinements are added.

THE HAND-OFF

Co-creators do not become dependent on the lab but develop the capacity to evolve the service themselves.