

Policy

team

Design

Design is the process of shaping ideas to become practical and attractive propositions for users or customers.

(Adapted from Sir George Cox)

01

Adding a designer to your team can help you clarify your proposition to your audience(s), and make it tangible.

02

Different types of design\* are applicable to different issues.

- \* For example:
  - Graphic Design attracts attention & communicates your point.
  - Branding establishes your organization as credible & desirable.
  - Interaction Design helps you make more useful digital applications.
  - Product Design helps users get the most from your product.
  - Service Design improves the way your services are delivered.
  - Interior Design creates an atmosphere conducive for your goal.
  - Architecture and Engineering create the structures that house and shape public interactions.

03

Defining the GOAL of your audience interaction is the most important step. Who do you want to do what?

04

The design process roughly goes like this:



## A PRIMER FOR POLICY ANALYSTS WORKING WITH DESIGNERS

05

See the world from the point of view of your audience. User-Centered Design prioritizes how they use things, and what they like.

(Their taste matters, not yours. (Not even the designer's.))

06

Some helpful tips for smooth working with a designer:

- Assign a point person to handle reviews and edits for the designer.
- Obtain and combine ALL relevant reviews at each phase to deliver one set of feedback.
- Give the designer direct (not unlimited) access to the final decision-maker; filtering through subordinates is often counter-productive.

07

The materials, production values, and distribution channels are also the message. Context and presentation of your content counts.

08

A thorough design process takes time and money. Be clear upfront how much of each you have.

09

But the results are worth it. The UK's Design Council has estimated a 15% average return.

01

Policy analysis consists of *various qualitative and quantitative techniques*, within the efficiency criterion of choice paradigm,\*† to support policy maker decision making.

(Adapted from Hank Jenkins-Smith)

\* Under the "Efficiency Criterion of the Choice Paradigm" a change that makes at least one person better off without making anyone worse off is an acceptable standard for action.

† See point 07.

02

Working with policy analysts on projects will introduce you to an intersection of government and politics where the *potential for positively affecting the lives of people* is part of a complex balancing act.

03

Government plays several roles in any issue area—for example, it may provide services, regulate to protect public welfare, or enforce laws. Thus, government's role(s) in a particular area will determine the nature and goals of the design approach.

04

There are usually *hidden legal and operational complexities* behind any policy communication; understanding and navigating these is key to achieving meaningful and intended impact.

05

Prior to getting to design, the policy analyst will have gone through this process:

Question -> Literature Survey -> Working Hypothesis -> Related Qualitative and Quantitative Data Analyses -> Conclusions Supported by Analyses -> Recommendations for Possible Action

# A PRIMER FOR DESIGNERS WORKING WITH PUBLIC POLICY

06

Your policy partner *may* have data... and that data *may* be relevant and useful for the analysis and communication at hand.

(Not to mention the basis for some lovely infographics.)

07

Policy analysts use much topic-specific language, sometimes called *jargon*. If you don't understand what something means, your audience won't either. Ask and translate!

08

Move from an authorship model of design focused on *form*, to a participatory model focused on *service*.

09

Look for ways to *improve the systems* that your client is using for their mission. Help them to look holistically, since they may have been down in the details. Similarly, search out the substance within your client's work; they may take for granted what would enrich the public to know.

10

Laws designed to protect the public fisc mean that the wheels of public work grind slowly and not particularly fine. A city is a very complex organism that may seem to follow irrational rules. Be *patient*.

