

Discipline

Design for policy

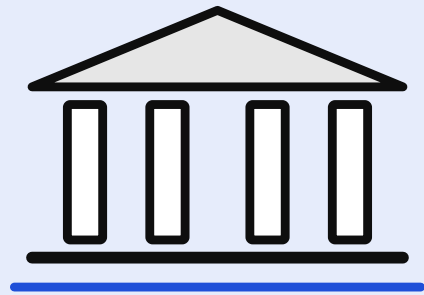
Applies design methods to creating and improving public policy: researching with citizens, prototyping measures and testing them before rolling them out.

In Spanish

Diseño de políticas públicas

Origin

Bason (2014); Kimbell (2015)



What it deals with

Policies are often designed in offices, and their flaws only come to light once they already apply to millions of people.

Principles

From experience

See how people experience the problem.

Prototype the policy

Test on a small scale before legislating.

Collaborate

Bring together government bodies, experts and citizens.

Applications in design

✓ Use it like this

Test a measure with a small group before extending it.

✗ Avoid

Using design only to make the communication of a policy look nicer.

👁 Don't fall for it

Policies have effects you can't see in a workshop: measure in the real world.

Especialidad

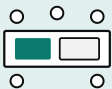


Specialty

Civic design

Designs the touchpoints between citizens and democracy: voting, paperwork, getting informed.

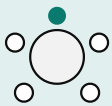
Methods and tools



Method

Charrette

An intensive multi-day workshop where design teams and affected people propose and review together.



Approach

Participatory design

Designing with the people affected as full partners, not just as informants.



Method

Usability testing

Watching real people attempt tasks with the product to find out where they get stuck.

Connections

Builds on

■ Behavioral economics

■ Nudge and choice architecture

■ Default effect

■ Leverage points

Related to

■ Service design

■ Behavioral design

■ Systemic design

■ Social design

Authors and works

2014	Christian Bason	Collected experiences of collaborative design applied to public policy innovation.
2015	Lucy Kimbell	Studied the UK Government's Policy Lab from the inside and what design brings to policy.

Sources

Original sources

- Kimbell, L. (2015). Applying design approaches to policy making: Discovering Policy Lab (Working paper). University of Brighton. [View source \(https://ualresearchonline.arts.ac.uk/id/eprint/91111/\)](https://ualresearchonline.arts.ac.uk/id/eprint/91111/)

Secondary sources

- Bason, C. (Ed.) (2014). Design for policy. Gower.

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