

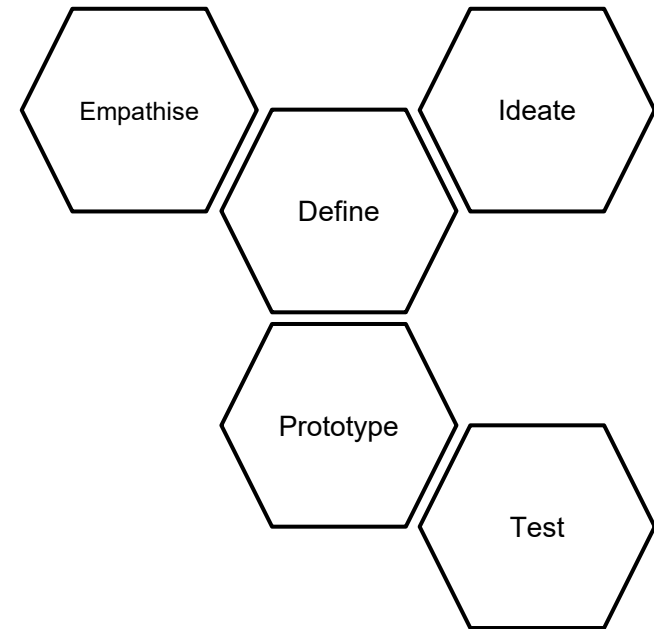
The Design Process

Design is an iterative process of envisioning, planning and developing a product, system or resource. Design is no longer the exclusive domain of designer specialists; everybody can – and does – design .

Design is an integral part of how we, as archaeologists and heritage practitioners, develop and share our work and engage with our audiences.

The design process is based on five core elements:

- **Why** it is made
- **Who** makes it
- **Who** uses it
- **What** is made
- **How** it is made



Design thinking framework, Stanford d.school

Design has increasingly evolved toward a human-centred and participatory approach **putting people at the heart of the design process.**

Human-centred design is a group of methods focusing on people's needs and aspirations, challenges assumptions, and develops creative solutions together with stakeholders and communities.

Values-led Design

Values-led design is not new and has been around for several decades. It is based on the notion that design is not a neutral activity, rather it is laden with values.

Values-led Design seeks to draw attention to, embed and manifest human values across the design process and into the designed outputs.

The term 'human values' here refers to what people care about and strive to obtain.

Other definitions of values

Values-led participatory design

Values are enduring beliefs that we hold concerning desirable modes of conduct or end-state of existence in different situations, societies and cultural contexts.

Value Sensitive Design

Human values are what is important to people in their lives, with a focus on ethics and morality.

Design Justice

Social justice values: shift advantages to those who are currently systematically disadvantaged within the matrix of domination (white supremacy, heteropatriarchy, capitalism, ableism and settler colonialism).

Whose values?

Working with values is challenging: they are difficult to isolate, open to diverse definitions and operate across both professional and personal levels.

Designers, organisations and stakeholders bring their own values (and assumptions) into the design work.

Before starting the design process, all people involved should **collectively discuss and reach a consensus on what values are guiding it and the meaning of such values.**

What kind of values?

- Project values
- Individual values, personal and professional
- Sector values
- Organisations values
- Communities or individuals who use or are impacted by the design, directly and indirectly

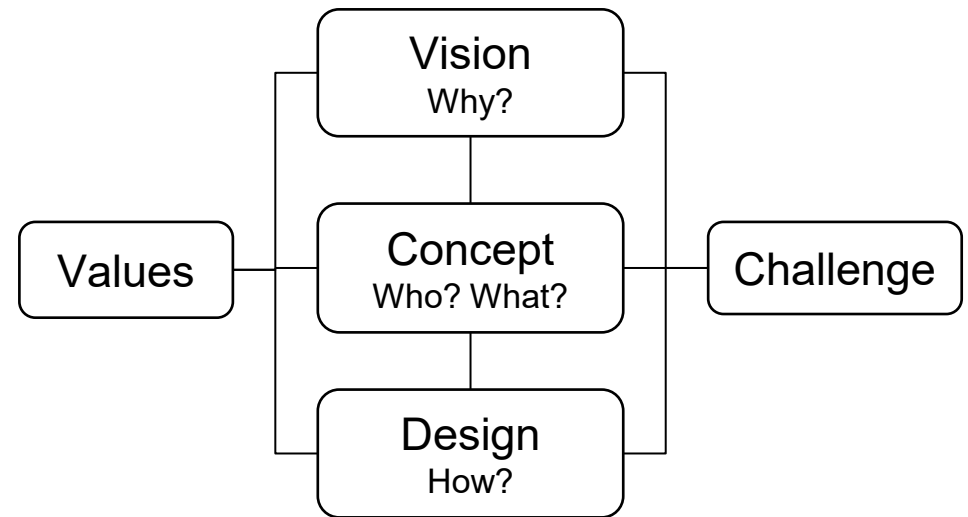
The Values-Led Design Toolkit

The Values-Led Design Toolkit aims to guide you - the Designer(s) – throughout the design process with five decks of cards: **Values**, **Vision**, **Concept**, **Design** and **Challenge**.

The process starts by selecting **core values** to guide your experience design decisions across the three stages of **Vision**, **Concept** and **Design**.

Each stage terminates in a checkpoint with an associated output: **Vision Statement**, **Experience Journey Map** and **Prototype**.

The process ends with the Challenge to **ensure that the developed resources are reflecting the chosen values** and help **uncover unconscious biases or assumptions**.



Values

Purpose:

This activity allows to consciously reflect on and select guiding values for the following design process stages: Vision, Concept and Design.

The content of these values cards is selected from the Ethics for Designers toolkit (www.ethicsfordesigners.com).

Instructions:

- Find and select the Equity Card to one side - this is a mandatory Values Card.
- Read the remaining five Values Cards and make sure that everybody agrees on their meaning.
- Select at least two more Values Cards to guide your experience design. If the values you want to include are not present, fill the Blank Values Card.
- Keep these cards in sight throughout your design work as a reminder.
- If other values emerge after this phase, go back and make sure to embed them in all design stages and outputs.

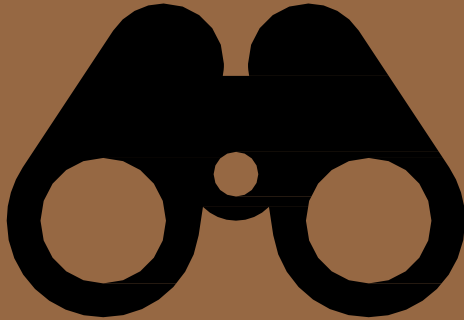
Resources:

Values Card Deck

Time:

45 mins

Vision



Purpose:

This first stage in the experience design process is about setting the scene, defining the aims and deciding the scope for the next two stages.

Checkpoint output:

Vision Statement

Instructions:

- From the Vision Card Deck, select Card #1.
- Read each question on the card and write down your answer.
- When you have finished, move to the next card in the deck.
- Repeat until you have read and answered all the cards.
- Use your answers to create a Vision Statement for your experience design.

Resources:

- Vision Card Deck
- Blank Vision Statement proforma
- Notepad/Post Its
- Pen

Time:

45 - 60 mins

Concept



Purpose:

This second stage in the experience design process is about defining the core elements of your experience for example your intended audience.

Checkpoint output:

Experience Journey map which will drive the next stage (Design).

Instructions:

- From the Concept Card Deck, select Card #1.
- Read each question on the card and write down your answer.
- When you have finished, move to the next card in the deck.
- Repeat until you have read and answered all the cards.
- Use your answers to create an Experience Journey Map for your experience design.

Resources:

- Concept Card Deck
- Blank Experience Journey Map proforma
- Notepad/Post Its
- Pen

Time:

60 - 90 mins

Design



Purpose:

This third stage in the experience design process is about describing in detail each point of the Experience Journey Map. This stage starts with definition of two or three personas, which will guide your design decisions, and considers the digital and physical components of your experience.

Checkpoint output:

Paper-based or low fidelity Prototype

Instructions:

- From the Design Card Deck, select Card #1: Personas.
- Develop your personas using the templates and consulting the Persona Spectrum for guidance.
- When you have finished, move to the next card in the deck.
- Repeat until you have read and answered all the cards.
- Use your answers to develop your prototype.

Resources:

- Design Card Deck
- Persona Spectrum from Inclusive Design Toolkit
- Persona templates (human and non-human), Storyboard and Wireframe proformas
- Lego
- Paper & Pens

Time:

150 mins

Challenge

Purpose:

As designers we often make design decisions unconsciously.

Use the Challenge cards to highlight aspects of your design which may have not been focused on consciously.

Instructions:

- Challenger, without looking pick one card from the Challenge Card Deck.
- Challenger, ask the Designer the two questions on the chosen card.
- Designer, reflect on and answer the questions.
- Challenger, make a note of the answers and repeat back to Designer to confirm.

Resources:

- Challenge Card Deck
- Pens & Paper

Time:

30 mins