

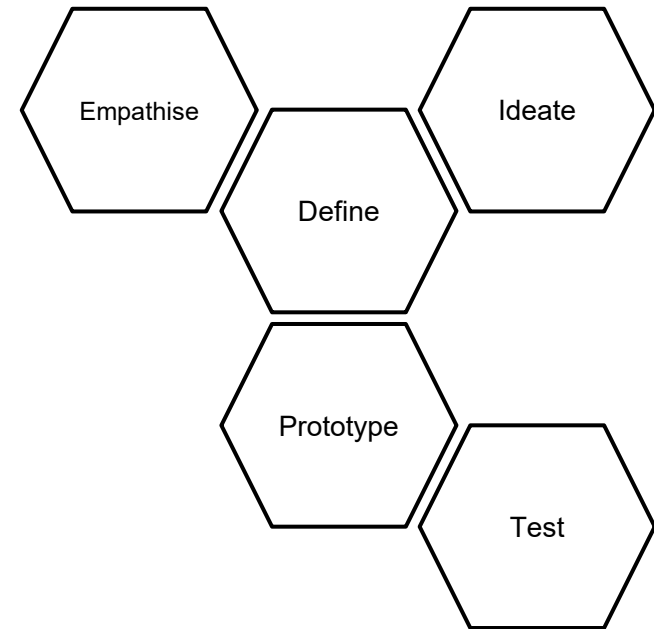
The Design Process

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

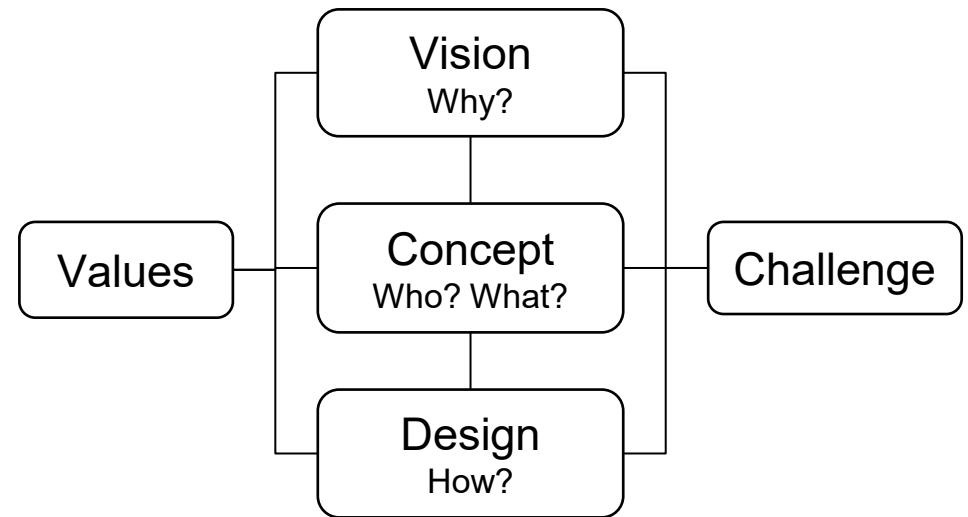
The Values-Led Design Toolkit

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.

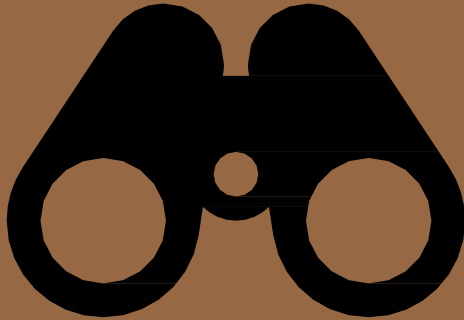
Resources:

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

Equity

Being fair such that people's needs guide the distribution of opportunities for well-being.

ETHICSFORDESIGNERS.COM

 flip over

Respect

Having due regard for the feelings, wishes, or rights of others.

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Freedom

The power or right to act, speak, or think as one wants, the power of self-determination.

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Curiosity

A strong desire to know or learn something, inquire into or discuss something in detail.

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 flip over

Community

Sharing or having certain attitudes and interests in common, belonging to a group.

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 flip over

Mastery

Having comprehensive knowledge or skill in a particular subject or activity.

ETHICSFORDESIGNERS.COM

 flip over

 flip over

 flip over

Allow its users to understand how it was made.
Teach users something new.
Suggest there's more to discover than initially thought.
Surprise the user.
Avoid that users are un- or misinformed.
Reward a user's curiosity.
Encourage users to try something new.



next card



Promote freedom of speech.
Allow users to adapt the design to their needs.
Empower users to live independently.
Discourage dependency on the design.

next card

Respect the user's abilities.
Respect the user's concerns.
Respect the user's wishes.
Promote respect for other people.
Promote respect for the earth.



next card

Give every user what they need to achieve their goal, based on their opportunities.
Break down implicit social biases.
Make use of partnerships to address a diversity of users.
Take existing barriers for different user groups to access the design, into account.
Incorporate users into its design process?
Allow for measuring its impact on the community and various user groups.
Unearth or even tackle root causes of existing social differences.



next card

Encourage users to master a certain skill?
Promote learning and improvement?
Allow users to track their growth?
Support users in discovering their capabilities?



next card



next card



next card



Give users insight into their social network.
Foster social intimacy.
Support a shared understanding.
Emphasize contact quality over quantity.
Stimulate gratitude among people.
Encourage social activities and making contact with other people.

next card



Design team

What qualities do you need to design the experience?



Design Team Goal(s)

What issue/opportunity are you designing for?



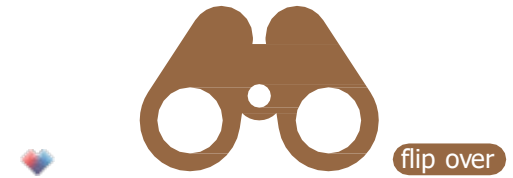
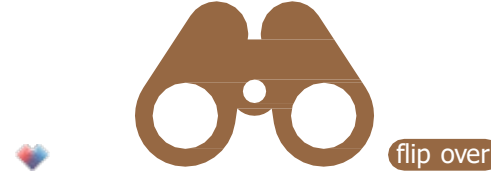
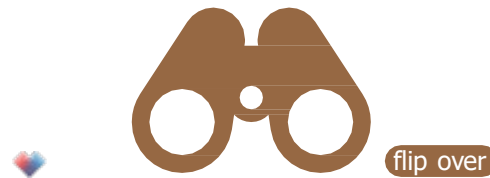
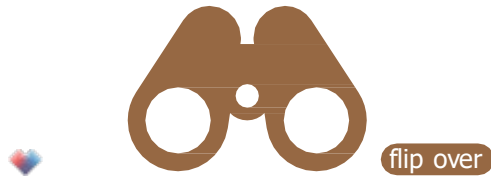
Design Team Motivation

What will keep you excited and on track?



Design Team Environment

When and how do you work best?



Stakeholders Takeaway(s)

When your stakeholders leave what kind of experience will they have had?



Stakeholders

Who are your stakeholders?



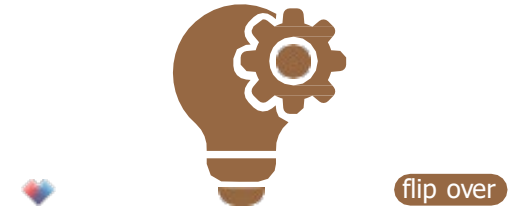
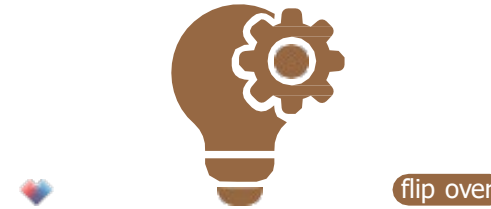
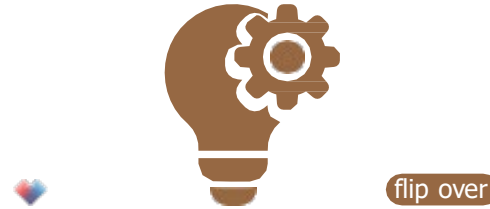
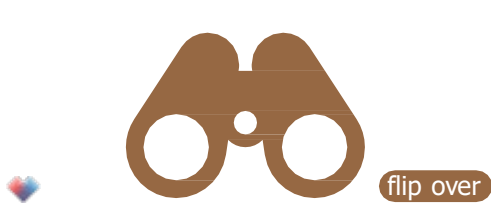
The Experience

How will your design offer a meaningful or transformative experience for your stakeholders?



Emotions

What emotions should the experience evoke?



At what time of day / day of week / type of space do you prefer?

How will you resolve dispute and reach consensus?

How will you ensure your own and collective wellbeing?

What does this work mean to you?

What do you each bring to this design work?

What do you each wish to takeaway from this design work?

Who is not engaging with you?

Are you designing from scratch or redesigning something that already exists?

Why do you need to design or redesign?

What skills and knowledge do you have?

How will you ensure all team members have a say?

Who is missing from your design team?



next card



next card



next card



next card

Are the emotions you wish to evoke before, during and after your experience appropriate for your stakeholders?

What unexpected emotions might be triggered?

How will you offer support for your stakeholders if negative emotions are triggered?

What sensory engagements will your stakeholders experience?

What elements will deliver meaning or transformation to your stakeholders?

How will your experience encourage your stakeholders to think critically?

Who are your stakeholders?

What might your stakeholders: Say, Think, Do & Feel?

What stakeholders need(s) must your experience satisfy?

How will your experience impact your stakeholders?

What does success look like for them?

How will your stakeholders describe their experience?



next card



next card



next card

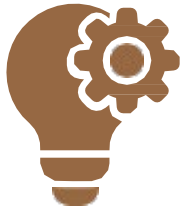


next card



Progression

How will your stakeholders move through your experience?

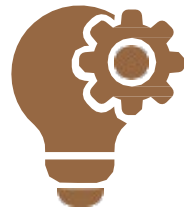


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Perspective

What different points of view will your experience encourage?

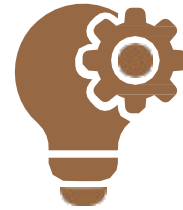


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Resources

What tangible and intangible resources do you want to convey?

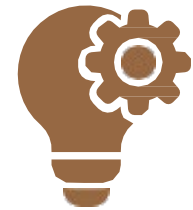


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Experience Environment

Where and when will your experience take place?



flip over



Personas

Use the Persona Template to create profiles of your stakeholders



flip over



Content

What key digital content is required?



flip over



Visual elements

What is the look and feel at this point in the experience?



flip over



Multi-Sensory Elements

What sensory elements are included in this point in experience?



flip over

Where and when are the 'before', 'during' and 'after' phases of your experience?

Is the space and time you have available adequate to deliver your experience?

How will the physical and virtual interact and enhance each other in your experience?

Will the resources you have chosen support your defined emotions and takeaways?

Are the resources you have chosen suitable for your stakeholders?

To what extent can your stakeholders interact with the selected resources?

How will your experience embrace multiple perspectives?

How can your stakeholders add their own perspective?

How will you convey ambiguity?

How will your stakeholders be guided, from point to point, through the experience?

Is your chosen approach suitable for your stakeholders and stakeholders takeaway(s)?

How will your chosen approach deliver your goals?



next card



next card



next card



next card

What non-visual sensory element(s) could enhance your experience?

Are these suitable for your defined personas?

Are they actually needed to deliver takeaways?

Do your visual elements evoke the emotions you want your stakeholders to experience?

For usability, are the visual elements and their specific meanings applied consistently?

Are they suitable for all your defined personas?

What type of digital content do you need to source and/or create?

Can you reuse existing content in a different way?

Can your stakeholders create content as part of the experience?

Think about the diversity - social, cultural, physical, neurological, environmental - of your stakeholders.

Create at least two personas profiles representing this diversity, adding enough detail that you would be able to recognise them.



next card



next card



next card



next card

5 D

Technology/ Device

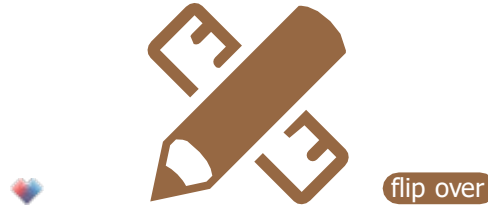
What technologies does this point in the experience require?



6 D

User interface

What type of interface is required for this point in the experience?



7 D

User navigation

What type of user navigation is required for this point in the experience?



8 D

Integration

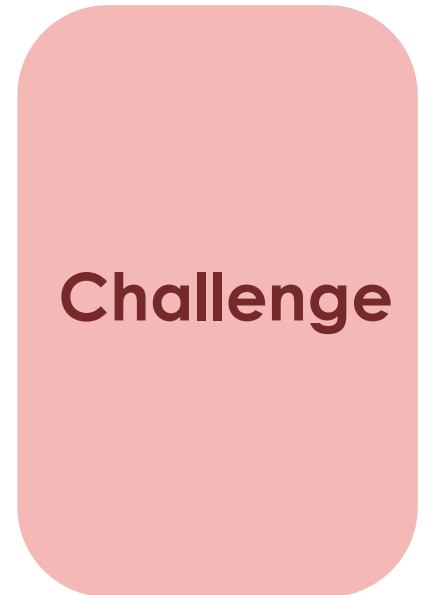
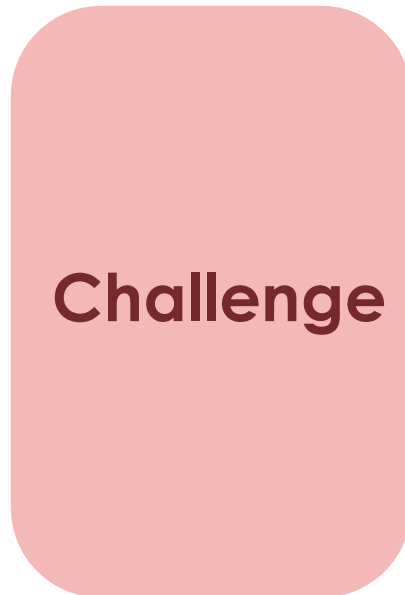
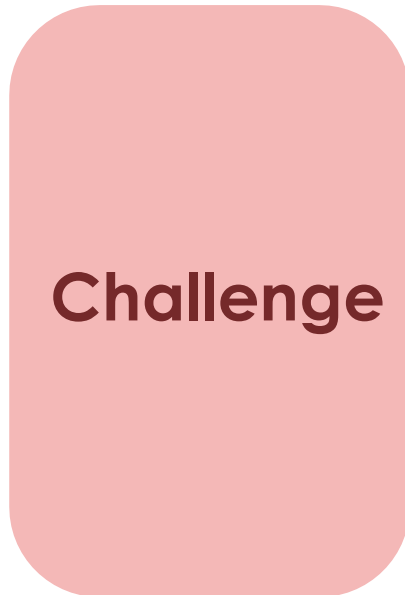
What type of integration is required for this point of the experience?



9 D

Evaluation

How do you design evaluation into this point in the experience ?



How do the physical and digital elements work together?

How do multiple devices communicate with each other?

How would your stakeholders enter, exit and navigate within the digital component of the experience?

How does your audience move around the physical space at this point?

How does your audience move to the next point in the experience?

How will your stakeholders interact with your selected resources and content?

How will you make this user interface intuitive?

Are your personas comfortable with the user interface you have chosen?

What technology(s) are needed to deliver your takeaways for your personas?

How does the technology facilitate shared experiences between individuals?

How does the technology help your stakeholders to progress through their experience?



next card



next card



next card



next card

If not used as intended would this design cause people to lose trust in your organisation?

How does your design build trust in your organisation?

What stakeholders does your design empower?

Who does it disenfranchise?

What stakeholders have been forgotten?

Whose voice and perspective is missing from this design?

Where might you design in actionable evaluation at this point?

How will you ensure that any evaluation does not disrupt the stakeholders experience?



next card



next card



next card



next card

Challenge

flip over

Challenge

flip over

Challenge

flip over

Challenge

flip over

Challenge

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Challenge

flip over

Challenge

flip over

Challenge

flip over

Are there any scenarios where your design will distract rather than engage your stakeholders?

Could your design impede the engagement of other people?

Does your design optimise resources?

Can your design fully or partially reuse existing resources?

How could your design be misinterpreted or misused?

How will you identify and respond to misuse effectively and in a timely manner?

How are you mitigating or eliminating the environmental impact of your design?

How does your design address existing environmental impacts?



next card



next card



next card



next card

Can you think of a scenario where your design could cause social harm?

Is your design promoting inequality, prejudices or marginalisation?

Is your design supporting new ways for social interactions among your stakeholders?

If needed, does your design protect privacy?

Does your design take into account cultural differences within your defined stakeholders i.e. habits, social norms and traditions?

Are you speaking for other cultures? Do you have the right to do so?

What is the worst headline you can imagine for your design?

How would the world interpret your word choice?



next card



next card



next card



next card

Challenge

flip over

Challenge

flip over

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Challenge

flip over

Challenge

flip over

How does your design ensure the sustainability of your experience throughout its lifespan?

What happens at the end of your experience's lifespan?

How do you ensure your own and others Intellectual Property & Copyright?

What measures are in place to identify and correct Intellectual Property & Copyright infringement?

Does your design truly reflect your values, vision and goals?

Did creating your design promote mutual learning among your team?



next card



next card



next card



next card



next card



next card



next card



next card

Persona

Fictional name, age, language spoken:

Occupation (if any):

Hobbies:

Motivations for using experience:

Technology preferences:

Using experience alone or in group:

Needs and anticipated challenges:

Persona

Fictional name, age, language spoken:

Occupation (if any):

Hobbies:

Motivations for using experience:

Technology preferences:

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Persona

Fictional name, age, language spoken:

Occupation (if any):

Hobbies:

Motivations for using experience:

Technology preferences:

Using experience alone or in group:

Needs and anticipated challenges:

Non-human Persona

Name:

Species:

Life span:

Local population:

Needs:

Challenges:

Motivations:

Stressors:

Non-human Persona

Name:

Species:

Life span:

Local population:

Needs:

Challenges:

Motivations:

Stressors:

Non-human Persona

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Life span:

Local population:

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Challenges:

Motivations:

Stressors:

Non-human Persona

Name:

Species:

Life span:

Local population:

Needs:

Challenges:

Motivations:

Stressors:

Interacts with:

Interacts with:

Interacts with:

Interacts with:

Habitat

Habitat

Habitat

Habitat

Descriptive narrative of behaviour for one
[hour/day/month/year]

Descriptive narrative of behaviour for one
[hour/day/month/year]

Descriptive narrative of behaviour for one
[hour/day/month/year]

Descriptive narrative of behaviour for one
[hour/day/month/year]

Interacts with:

Interacts with:

Interacts with:

Interacts with:

Habitat

Habitat

Habitat

Habitat

Descriptive narrative of behaviour for one
[hour/day/month/year]

Descriptive narrative of behaviour for one
[hour/day/month/year]

Descriptive narrative of behaviour for one
[hour/day/month/year]

Descriptive narrative of behaviour for one
[hour/day/month/year]

Vision Statement

Identify the problem/opportunity, motive/purpose for designing this experience and what are your goals.

Identify the key takeaway(s) you want for your audience.

List the values you have chosen to embed in the design of your experience

We are designing this new experience because

.....
.....
.....
.....

and by doing this we will contribute to delivering

.....
.....
.....

The key takeaway(s) for our audience is

.....
.....
.....

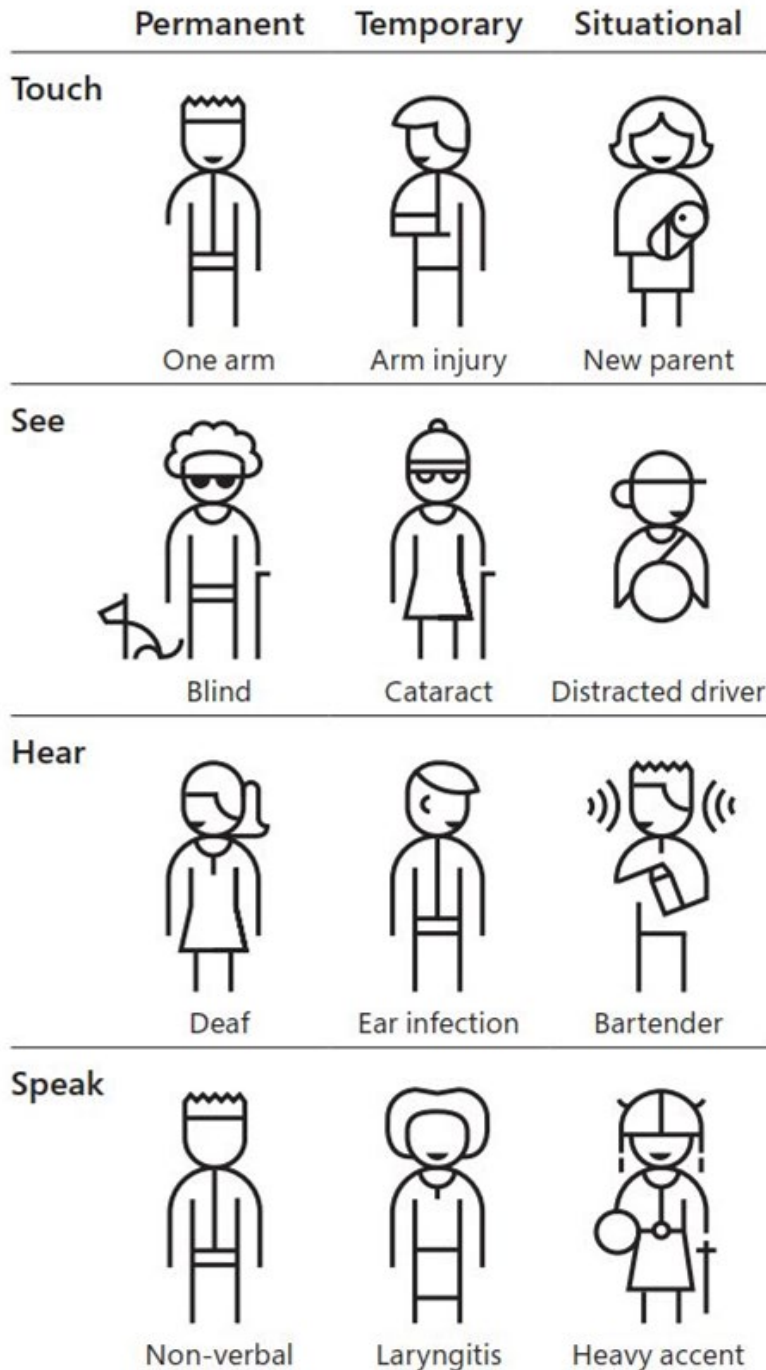
We will ensure that the experience we design identifies social/environmental/political consequences by embedding

.....
.....
.....

into all our actions and decisions.

Experience Journey Map

<i>Journey</i> →	Step 1 (eg. Enter Site, Landing Page)	Step 2 (eg. Navigate through room/space, access search)	Step 3 (eg. Gather Information, visualise returned data)	Step 4 (eg. Exit experience)
↓ <i>Perspective</i>				
<i>What do you see?</i>				
<i>What do you feel?</i>				
<i>What do you do?</i>				
<i>What motivates you to move?</i>				




The Persona Spectrum

We use the Persona Spectrum to understand related mismatches and motivation across a spectrum of permanent, temporary, and situational scenarios. It is a quick tool to help foster empathy and to show how a solution scales to a broader audience.

Inclusive. A Microsoft Design Toolkit
[\(https://www.microsoft.com/design/inclusive/\)](https://www.microsoft.com/design/inclusive/)

Storyboard Title:

Scene



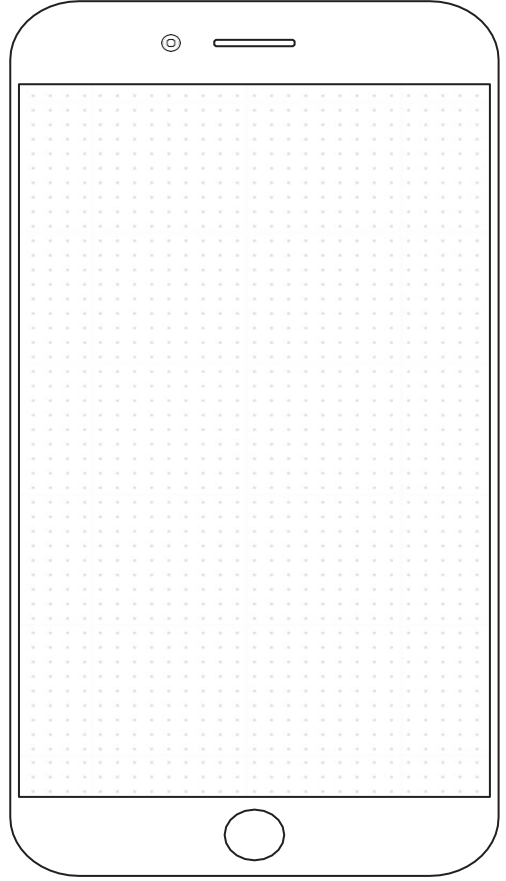
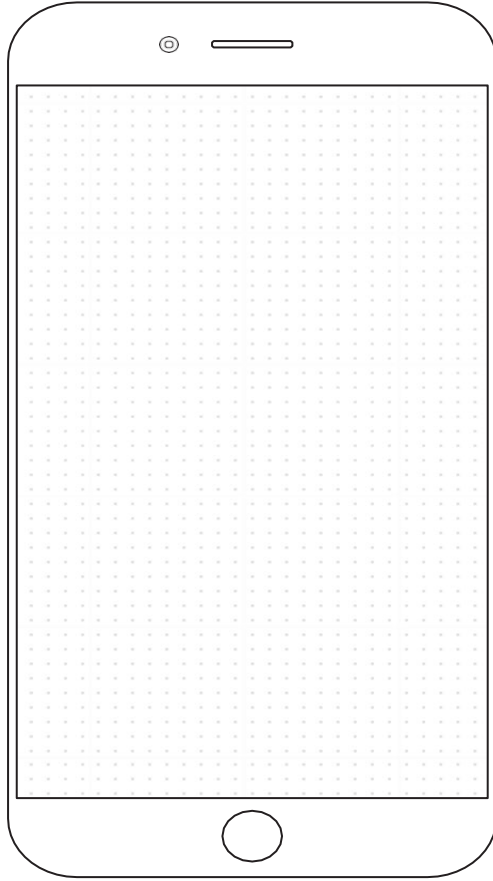
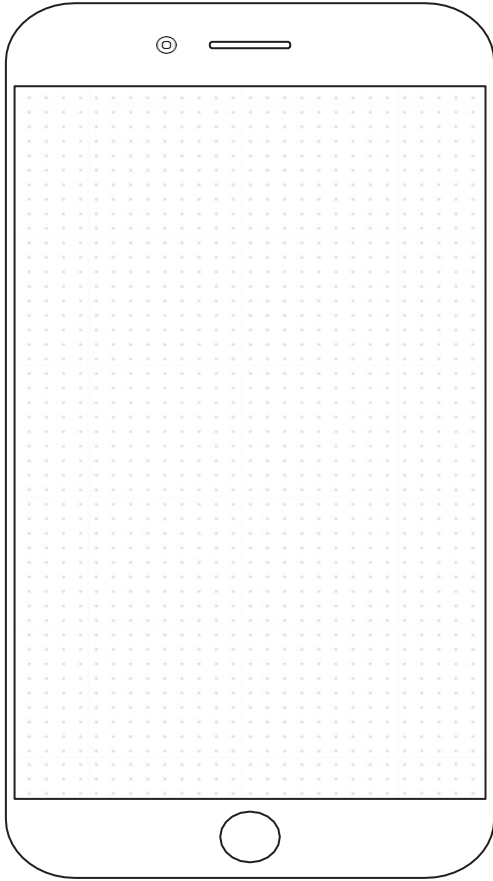
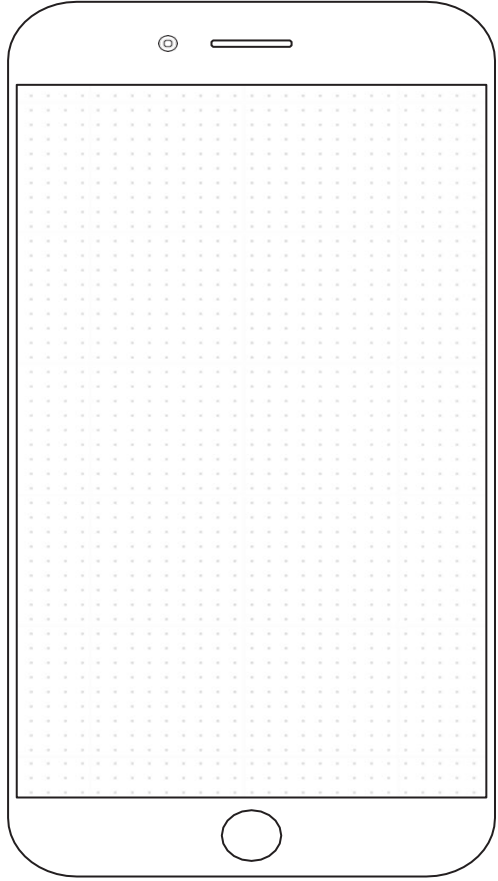
Mood:

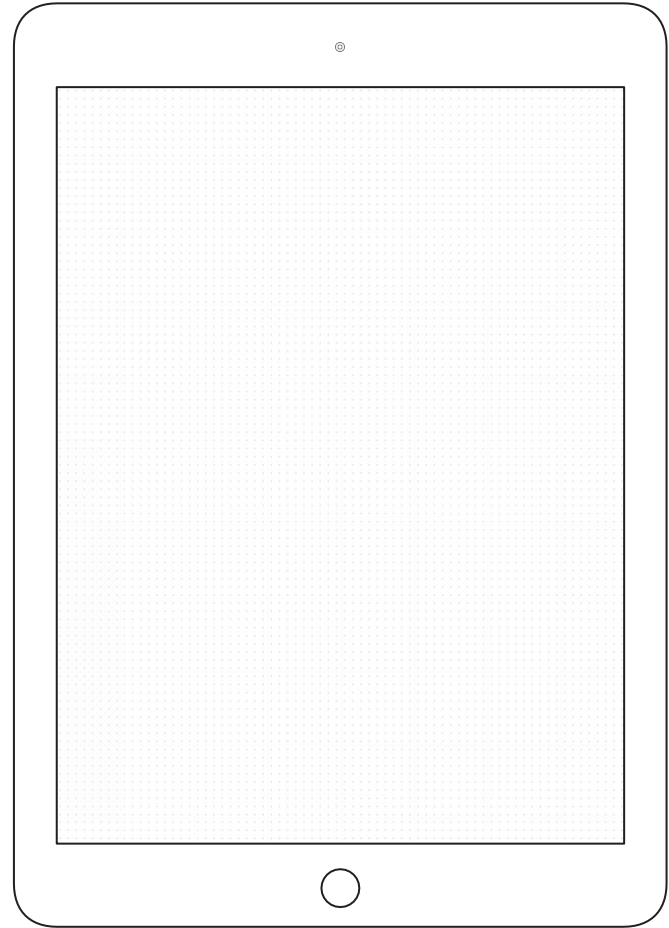
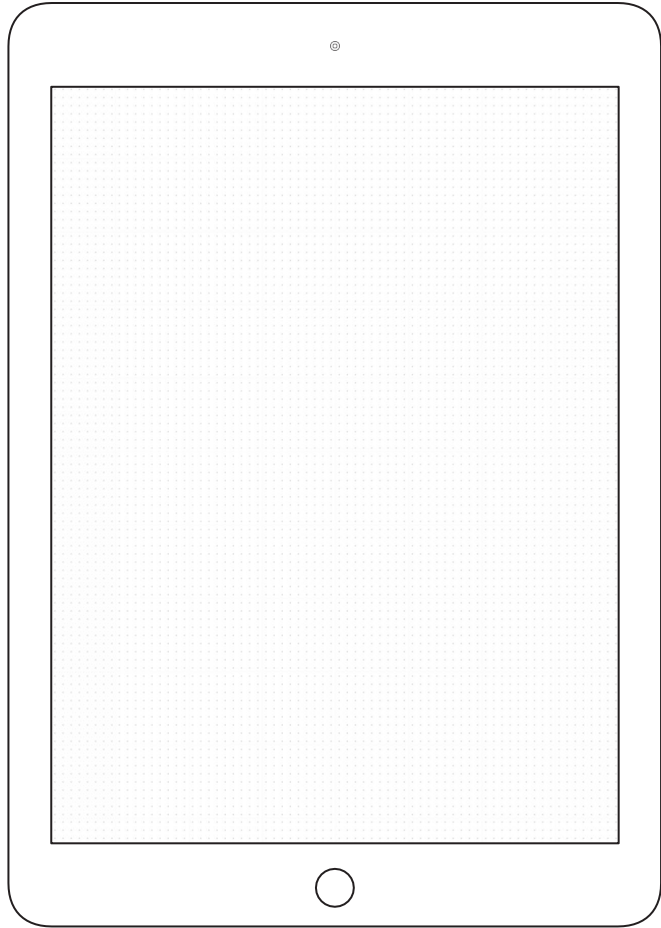
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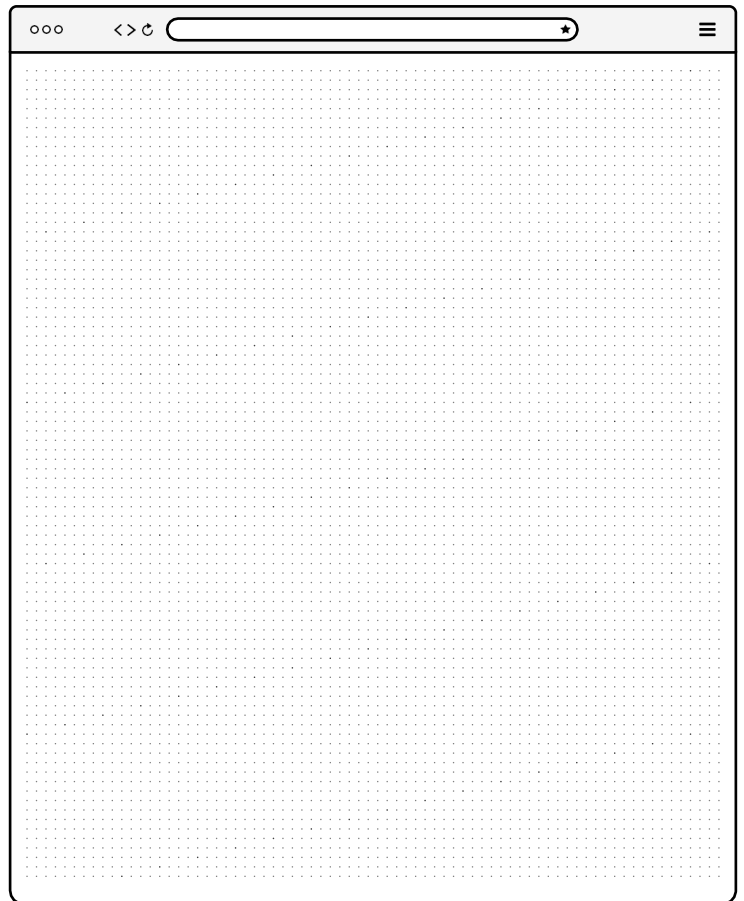
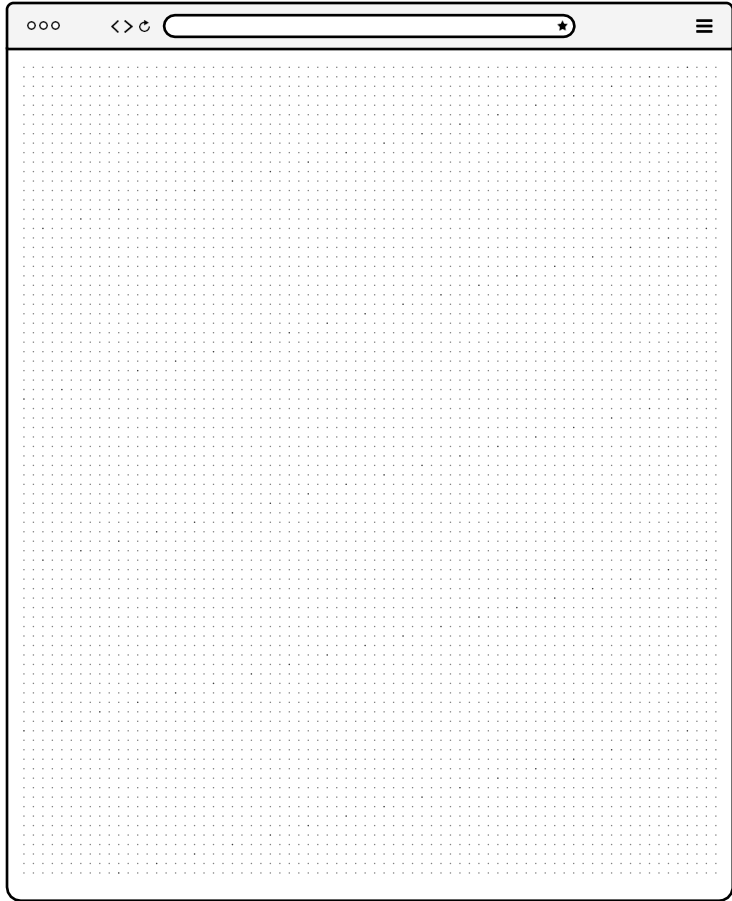
Music/Audio Effects:

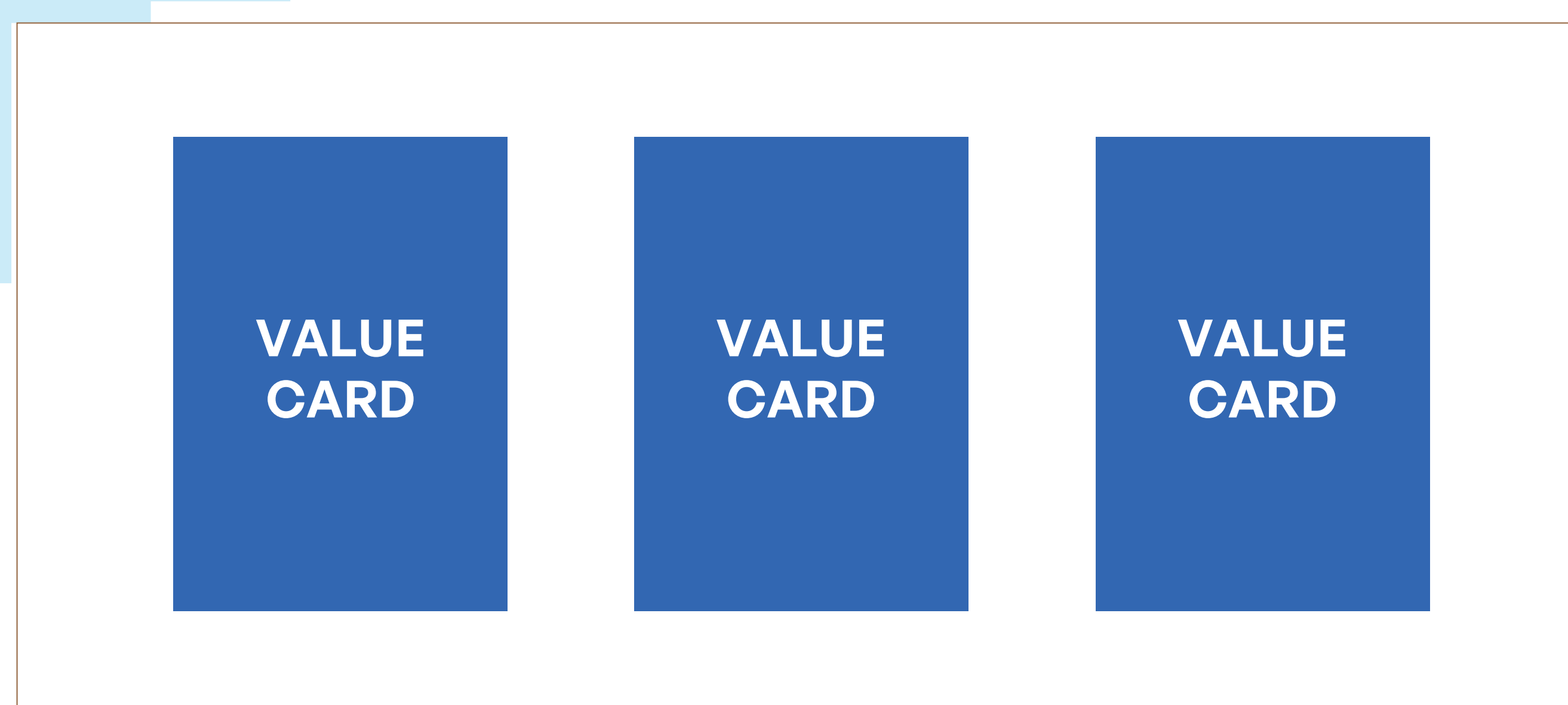
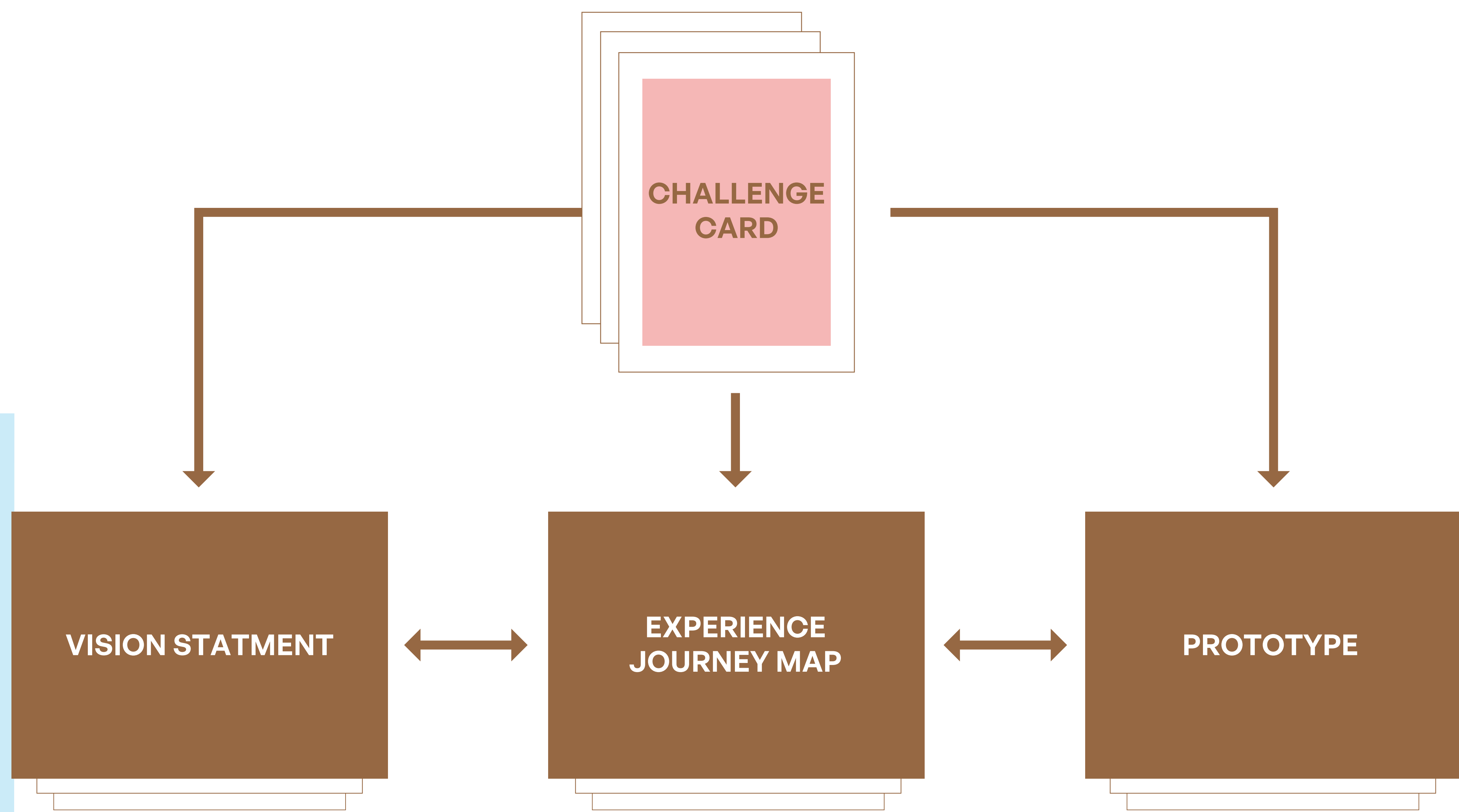
UX Mechanics:

Other:









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