

# A Guide to Co-design

An easy guide to working with other people in a genuinely collaborative and creative way to design programs and initiatives based on real human needs.

LEARN MILESTONE:  
Are we clear and agreed on the focus for our design?

DESIGN MILESTONE:  
Do we have a clear and easily understood program design?  
Is it clear and easily understood how we will measure it?

DO MILESTONE:  
Are we ready to learn about the program?

REVIEW MILESTONE:  
Can we take what we've learnt and apply it to this and other programs?

phase 1:  
**LEARN**

phase 2:  
**DESIGN**

phase 3:  
**DO**

phase 4:  
**REVIEW**

\*For more detailed questions and guidance, refer to the Co-design Guidebook.

**Explore all the things to help you land on the right problem and design the right program with the right people.**

**Learn about who to work with and how to work:**

Consider who we need to work with, what we know about them and how we can create the conditions to work successfully together.

**Learn about things that impact how we work and what we come up with:**

Think about constraints on our work, and what our realistic timeframes are. It's important to establish our decision making process in light of these factors.

**Learn about the issue or problem:**

Think about the knowledge we already have and what that means we need to learn and from whom.

**Understand the issue or problem:**

Dig deeper into the information we collect and think about patterns emerging and human needs and values. This is the time to consider where to focus our design work based on the experiences we know people want to have.

**Learn about how to talk about this work:**

Think about how we should talk about what we're learning, with whom and how we're going to do that. We want to be clear and approachable.

**Make and test the program that has the people we are in service with at its core.**

**Create the space for design:**

Think about what conditions we can set up that will make the design process feel successful and authentic.

**Come up with our ideas:**

Think about being divergent in our thinking, how we can generate more ideas and how we can make sure we hear from everyone.

**Narrow and test our ideas:**

Consider which ideas are most appropriate and how we are going to test them with people we are in service with.

**Refine our ideas:**

Consider ways that we can prototype our ideas, and get feedback from people we're in service with. We then think about how to integrate feedback into our design.

**Design to measure:**

Consider what we need to measure about our design and how we will know we've been successful with people who will be interacting with our design.

**Work with our partners to implement our program, to achieve agreed outcomes. See the program in action in the communities we are in service with.**

**Select our partner/s to implement our design:**

Think about the equity of access for partners and communities to our opportunity and how we can support them. Think about the lead times and communicating clearly about our decision.

**Do the work:**

Consider our ongoing involvement with our partner/s, and how we can support them and keep learning from the program as it progresses.

**Understand how the program went and what it achieved to build into future work.**

**Set up the review:**

Think about who we need to hear from and how we are going to set up a review that allows for constructive feedback. Base it on the measures we came up within 'Design'.

**Doing the review:**

Stay open to feedback and think about how we can learn more. Consider what value we can provide to people in this review.

**Attitudes for co-design**



Be flexible



Be clear



Be appreciative



Be curious



Be prepared



Be timely



Be relevant