- 1. problem statement
- 2. opportunity/objective
- 3. situation/constraints/context
- 4. recommendation: Big Idea
- 5. recommendation: smaller ideas/releasing early value/validation
- 6. principles, models







Design Principles

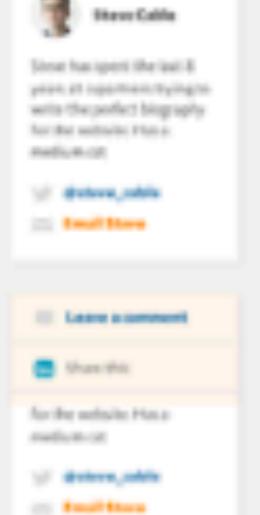
cxpartners.co.uk/our-thinking/design-principles



DURAPHDADY OUR WORK DURTHRANG CARREST D

PUBLICACIO LE JUNE 2010

Design Principles - a guide



What are they?

Design principles are a set of loose rules that I design to, specific to the project i'm working on For example:

- Show don't tell
- Don't break the main experience to cater for edge cases.
- Enhance conversations, don't replace them

There were also some principles published on the Government Digital Service aflew years back.

Why use them?

They help make design decisions. Often two solutions to a problem will present themselves. You can use the design principles to determine which solution is the most appropriate. Most importantly they help explain and defend design actionals.

Getting a solid set of principles agreed and signed off by the client gives them a great framework to critique the designs against. Critique becomes less about what the client likes and more about what's appropriate to the principles you've set out.

You'll never completely get nid of feedback based on opinions, but design principles definitely help.

How to make them

Writing good design principles is actually quite hard, but worth it. It takes a bit of discussion and a bit of re-writing to get those few statements right.

thesign principles should be created once you've get all your research and before you start designing, wireframing or even sketching.

A good place to start is look at any user research that you have and answer the questions: What should we do for the user? What should we not do for the user? Once you've listed the answers out your design principles tend to present thomselves.

If you were not the person who conducted any research it's always a good idea to ran your principles past whoever did conduct user research to see if the principles you wrote are inline with what they experienced first hand talking to users.