

# 01 **Put people at the heart of everything you do**

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Patients, family, carers, staff. Design things that understand and respect people's needs. Take the time to learn about the whole person – their emotional, physical and technical needs.

Design with compassion.

## 02 **Design for the outcome**

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What will good look like? What are the health, wellbeing or other measurable outcomes that your work will impact? Your work should improve lives, either directly or indirectly.

## 03 **Be inclusive**

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NHS services are for everyone. Make sure people with different physical, mental health, social, cultural or learning needs can use your design.

# 04 Design for context

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Don't just design your part of a service. Consider people's entire experience, and the infrastructure and processes involved.

Think about how people begin and end their time with what you are designing.

## 05 **Design for trust**

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People trust the NHS. Take care not to jeopardise that.

Design things that are reliable and secure.

# 06 **Test your assumptions**

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Design and test your work with real people. Observe behaviour and gather evidence. Work with subject experts and existing research. Do not rely on hunches.

# 07 **Make, learn, iterate**

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Start small. Experiment with different ways of doing things. Make prototypes to improve your understanding. Test and refine.

# 08 **Do the hard work to make it simple**

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Healthcare journeys can be complex. Take the time to understand what you are trying to solve. Do not push complexity onto the people using what you are designing.



# 09 **Make things open: it makes things better**

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Share your learning. Share your work. Be transparent in your design decisions. Be accountable and have confidence in your solutions.