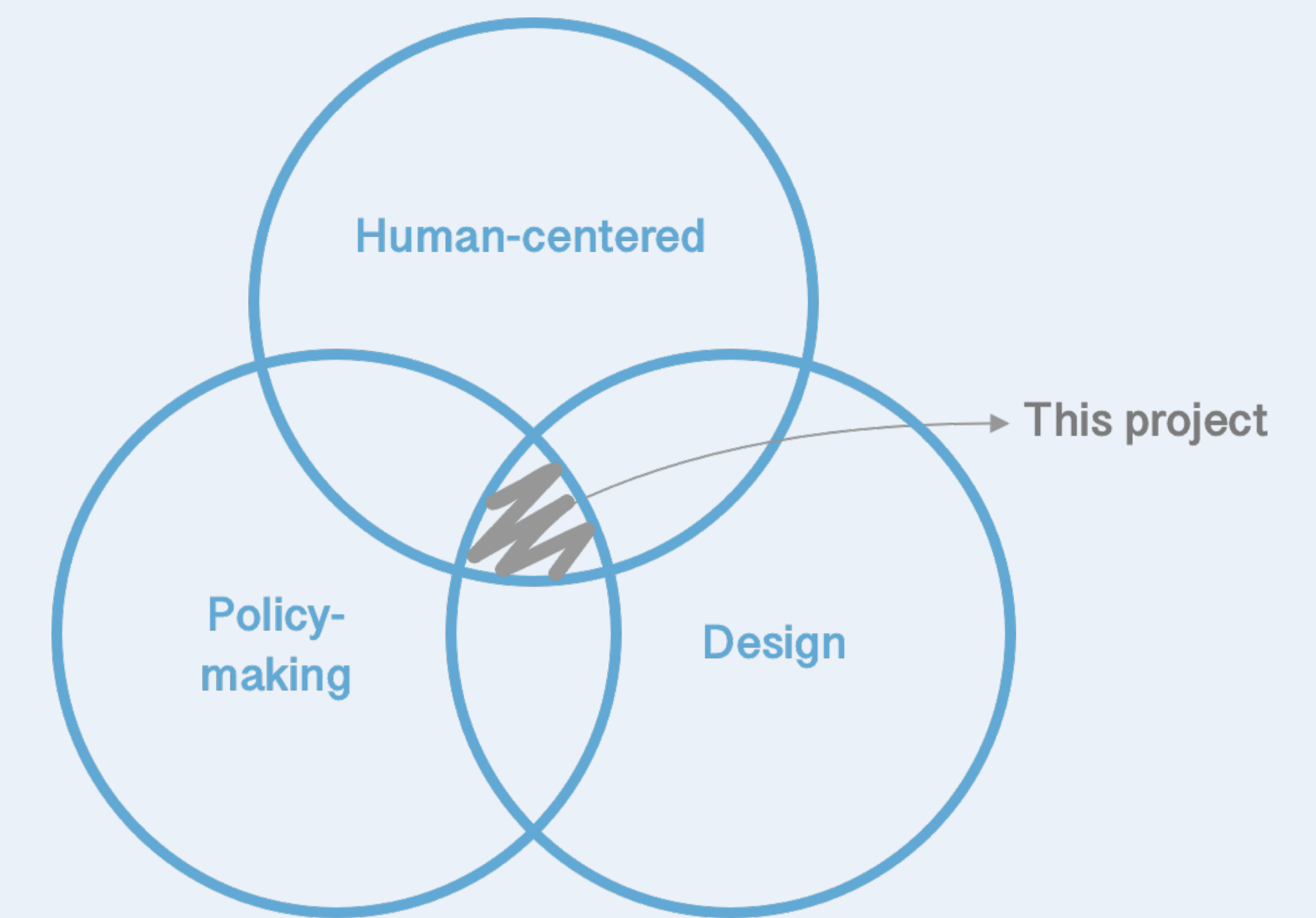


The impact of Human-Centered Design on policy-making

The current gap between what municipalities do and what citizens expect, is demanding a new approach for creating public services. This is portrayed by the amount of complaints that the Nationale Ombudsman received in 2021 about municipal actions. An opportunity to make room for the citizens' perspective is to apply the design expertise in the policy-making process. Since design has shifted towards Human-Centered Design in combination with co-creative practices, it has become highly suitable in addressing the challenges that municipalities face (Norman, 2013; Camacho, 2016). Consequently, Human-Centered Design has become valuable in the context of policy-making, because of its tools and methods which can carefully consider the human perspective throughout the policy-making process.



Approach

Together with the municipality of The Hague, a project was set up to research how the design team contributes to human-centered policy-making in collaboration with policy and policy execution experts. The research revealed that some challenges arise within the collaboration between designers and experts. Among these challenges are the fact that the working procedures of designers and experts are diametrically opposed to each other, and that the true value that design offer is not entirely seen within the municipality. This led to the following vision:

Before designers can take on a larger role in the policy-making and add human-centered value to policy-making at the municipality of the Hague, policy and policy execution experts need to truly understand and see the added value of applying design.

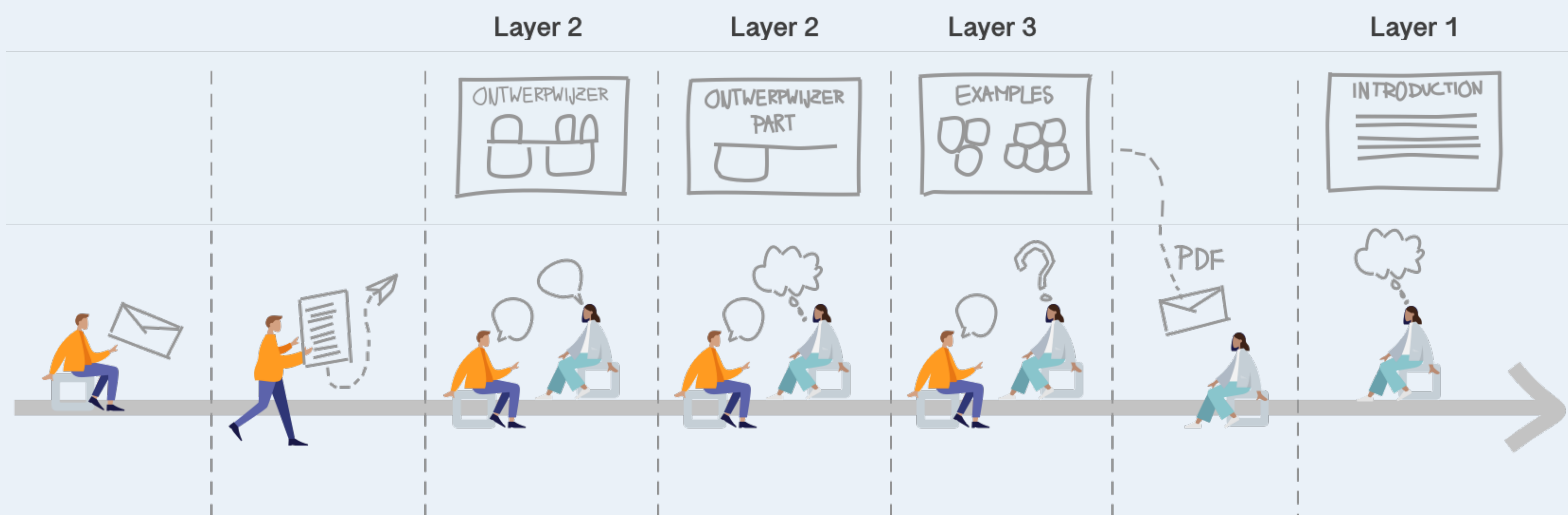


The Ontwerpwijzer

The insights from the research have led to the design of the Ontwerpwijzer, a conversation tool which aims to build a bridge between the two worlds of design and policy-making and to guide the collaboration in its early stages.

The Ontwerpwijzer is used during the intake meeting, in which the details of the project and potential contributions of the designer are discussed. Consequently, this forms an interesting opportunity to show why, what and when design has something valuable to offer to the policy-making process.

1. Layer 1: The Ontwerpwijzer explains why design is valuable in policy-making which is illustrated by literature.
2. Layer 2: The Ontwerpwijzer describes and visualizes in which policy phases design can be valuable.
3. Layer 3: The Ontwerpwijzer shows concrete design examples of what can be delivered to experts.



Esmeralda van den Berg
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Design for Interaction

Committee Froukje Sleeswijk Visser (chair)
Charlotte Kobus (mentor)
Ilse van der Hoeven (company mentor)
Veerle Migchelbrink (company mentor)
Company Gemeente Den Haag

