Product Design Onboarding 101

For UKHSA

Agenda

1. Problem solving and design evolution

2. Developing our ways of thinking

3. The fundamentals

4. How to engage designers

Coach designers on:

Problem solving and design evolution

A clear design process

Start with user research to understand needs, move into wireframing and prototyping with accessibility in mind, and continuously test and iterate.

Ensure your designs align with GDS principles, focusing on simplicity, usability, and inclusivity.

Research — Define — Ideate — Prototype — Build — Test
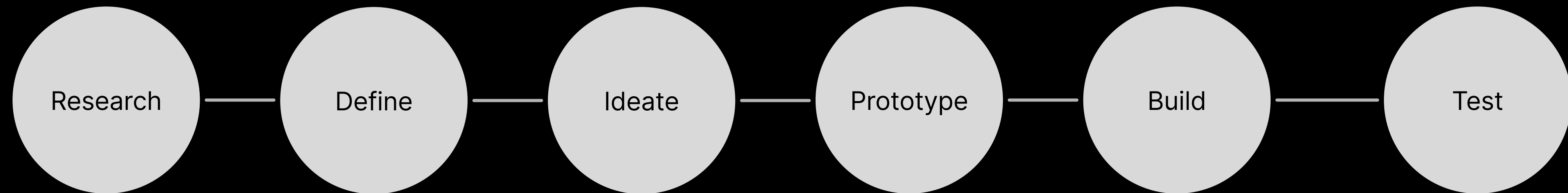
Define your end-to-end journey

Collaborate with researchers and service designers to map out the entire user journey from start to finish. Ensure you understand the user's experience across all touchpoints, and design an intuitive flow that meets their needs effectively.

Early service flow thinking

Explore alternative solutions

There is often more than one for users to reach their goals, consider all alternatives and experiment
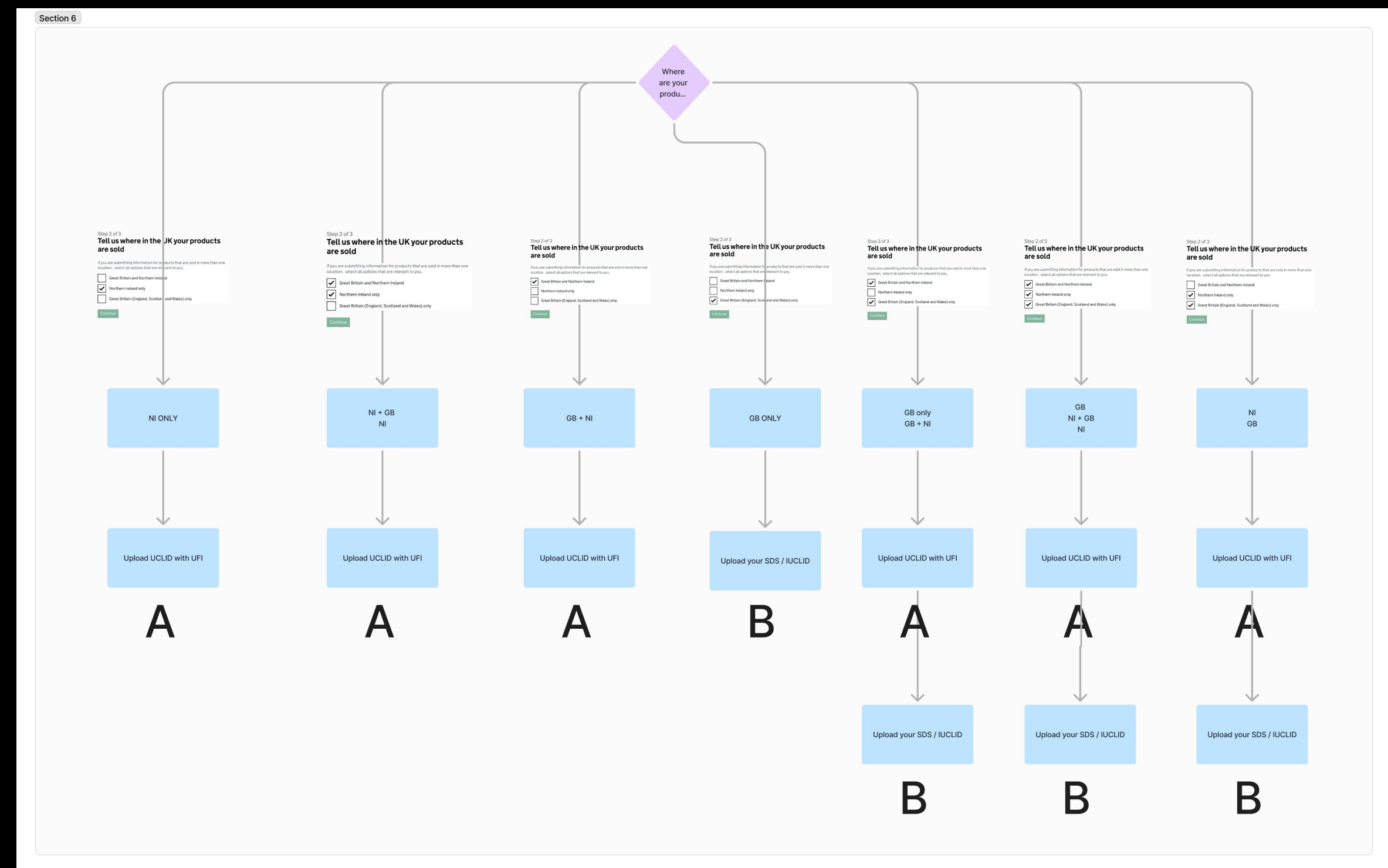
Problem solving for complex flow

Structuring information

Understand the principles of structuring information in a way that is logical, user-friendly, and aligned with GDS standards.

Start low fidelity

Start with low fidelity sketches to brainstorm ideas and get quick feedback.

Once you understand the structure of your page increase fidelity.
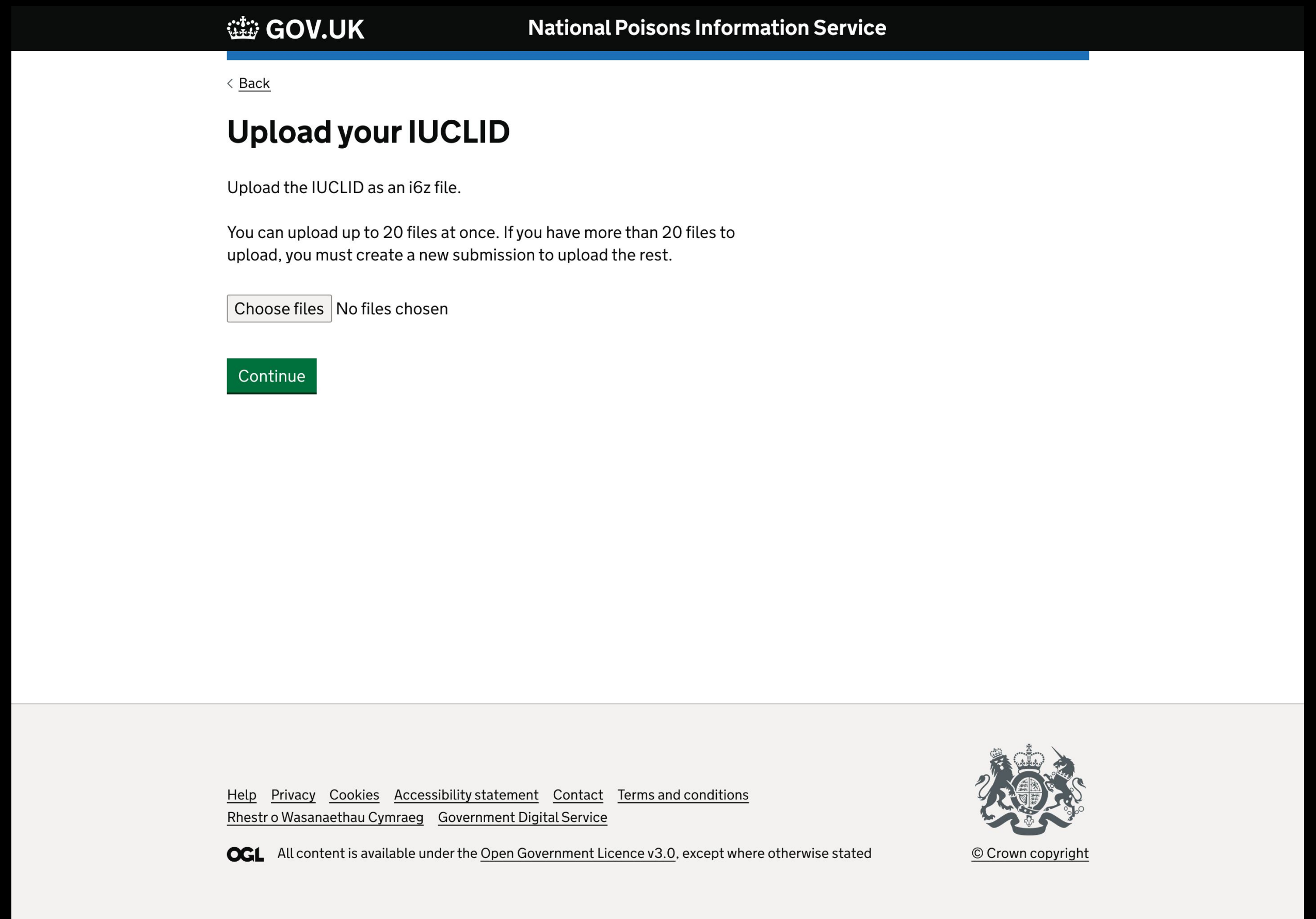
Low fidelity wireframes of file upload

Capturing design feedback

Solicit

Asking for design feedback can be challenging depending on the clients UCD maturity. Set the scene and provide context and early thinking

Apply

Agree on proposed changes and update designs

Document

Use collaboration software to capture feedback

Engage and iterate

Keep your stakeholders engaged by sharing regular iterations and progress, even before you are ready to ask for final sign off.

Coach designers on:

Developing ways of thinking

Design decision logs

Maintain and share a decision log that documents key design choices, the rationale behind them, and their impact. This transparency ensures that everyone is on the same page and supports collective learning.

Multifile upload decision log simplified example

Assumptions	Action Taken	Outcome
Showing a status next to the file upload	Experiment with content design labels	Uploading and uploaded used
Upload files would sit above upload component in hierarchy	Create various iterations with different content hierarchy	Files populate below upload component but above green button for accessibility
File upload counter would help users track their uploads	File upload counter positioned above file line item	Proved to be valuable to users in testing

Muti-file upload page
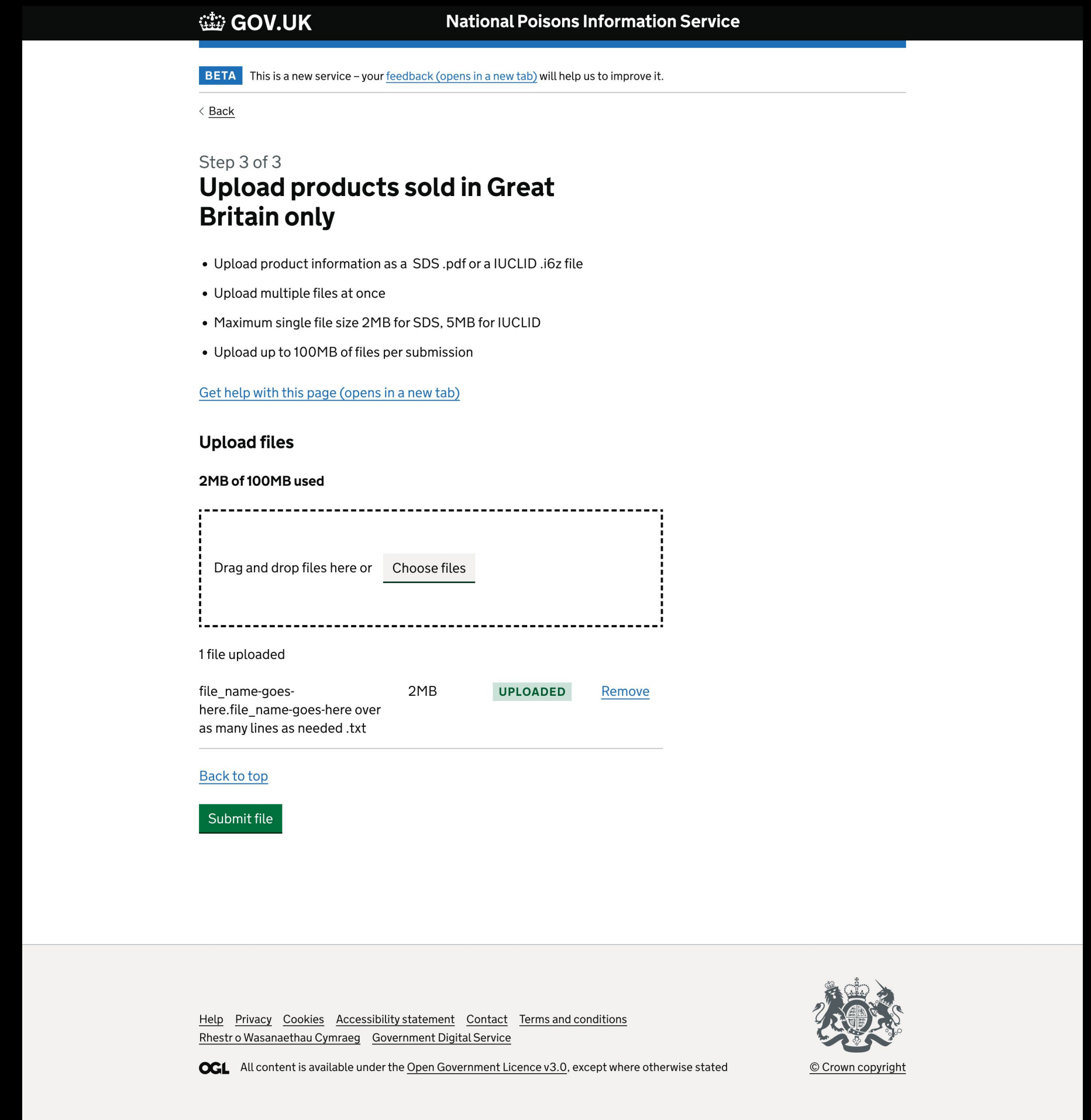
Develop Design Understanding

Incremental Building of Design Understanding

Develop a mindset of continuous learning and incremental improvement.

Integrate with the community

Weekly Tribe catch ups and integration with the broader design community.

Coach designers on:

The fundamentals

The fundamentals of UKHSA UCD project

Introduction to the 14 GDS Service Standards and the Role of UCD

Introduction to Figma

Introduction to the Figma Gov Kit

Visibility of other teams and Gov Services

Best Practices When Building Content

Working in Agile teams

Coach designers on:

Engaging with Designers

How we engage

Community-Built FigJam Board

- Participate in and contribute to a shared FigJam board where designers can collaborate, brainstorm, and document ideas in real-time. This shared space promotes teamwork and the collective evolution of design concepts.

Onbaording deck

- Familiarise yourself with the Onboarding 101 deck, designed specifically for new designers. This resource will provide you with essential information about UKHSA's design processes, tools, and expectations.

Shadowing other designers

- Engage in shadowing opportunities to learn from more experienced designers. By observing their workflows, techniques, and decision-making processes, you'll gain practical insights and accelerate your professional growth.