

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

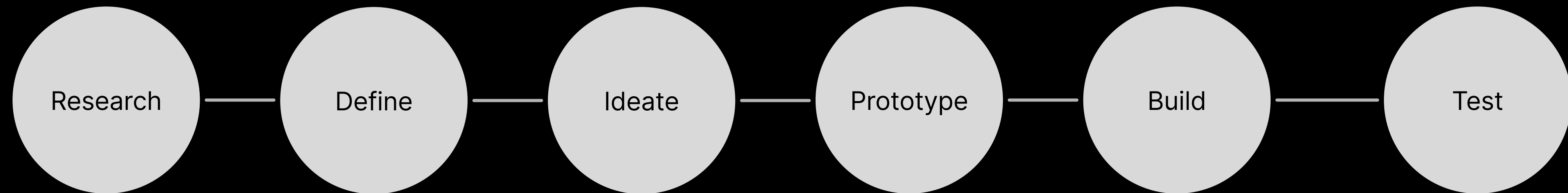
Coach designers on:

**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.



Define your end-to-end journey

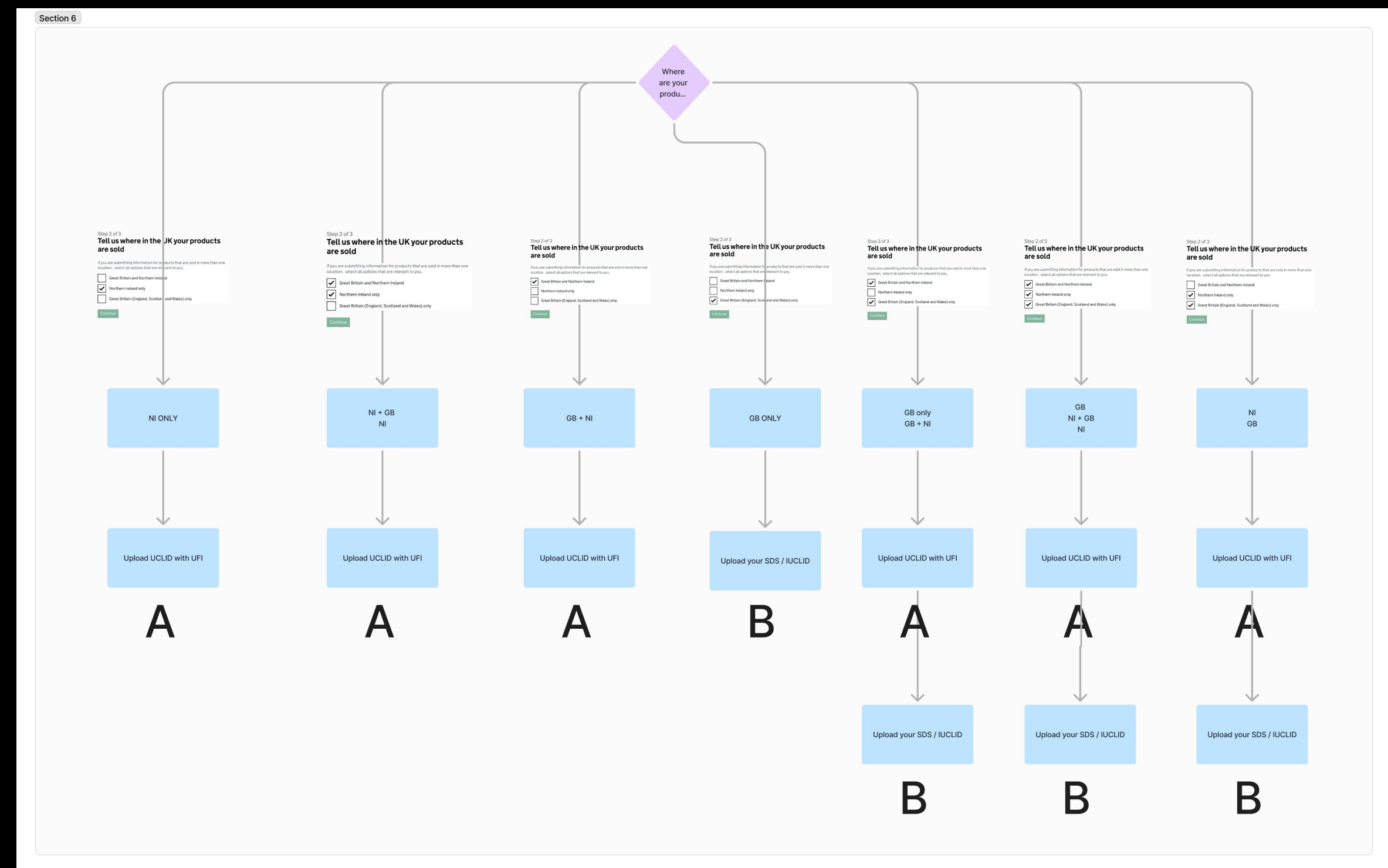
Collaborate with researchers and service designers to map out the entire user journey from start to finish. Ensure you understand the user's experience across all touchpoints, and design an intuitive flow that meets their needs effectively.



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.

The screenshot shows the 'Your submissions' page on the NPIS website. The page header includes the GOV.UK logo and the title 'National Poisons Information Service'. Below the header, there is a navigation bar with a 'Back' link and a message: 'ALPHA This is a new service – your feedback will help us to improve it.' The main heading is 'Your submissions', followed by the text: 'Here you can find a list of all the products you have submitted to the NPIS.' There is an 'Export page as .csv' button and a search bar with a 'Search' button. The search bar contains the text: 'Search submissions by product name, company name, reference number or UFI.' Below the search bar is a table of submissions. The table has columns for 'Product name', 'Reference number', 'Date of submission', and three action links: 'Update', 'Mark as discontinued', and 'Archive'. The table lists four submissions. To the right of the table is a 'Sort by' dropdown menu with options: 'Newest', 'Recently published', 'Most views', and 'Most comments'. There is also an 'Alphabetical sort' button. The page footer includes a 'Clear data' link, the OGL logo, and the text: 'All content is available under the Open Government Licence v3.0, except where otherwise stated'. The Royal Coat of Arms and '© Crown copyright' are also present.

What formats do the industry users want to receive this information in?

How do users want to download any information?

What is the standard view? How do users want to view and sort?

Would discontinued products still need to remain as they are still available in market or in households?

When they upload any product, what details should be displayed?

What is the difference between Archive and mark as discontinued? Can you unarchive?

What user type can use these functions?

If industry users do not mark a product as discontinued, should we enable SPIs to be able to do that?

Which user type has the authority to mark a product as discontinued? e.g. master, submit, view etc.

Should we allow users to add comments or notes against each submission?

If they are uploading images, do we want to give them visibility of that here which might push them to upload images?

Do we need update functionality here if the industry user will resubmit information when they make an error?

views and comments aren't shown here.

Product name	Reference number	Date of submission	Update	Mark as discontinued	Archive
Large Household Goods Original Dish Washing Up Liquid	HDJ2123F	29 11 2023	Update	Mark as discontinued	Archive
Large Household Goods Washing Up Liquid Max Power Original	HDJ2123F	15 09 2023	Update	Mark as discontinued	Archive
Large Household Goods Platinum Antibacterial Washing Up Liquid Eucalyptus	HDJ2123F	13 08 2023	Update	Mark as discontinued	Archive
Large Household Goods Lemon Hand Wash	HDJ2123F	2 03 2023	Update	Mark as discontinued	Archive

Clear data

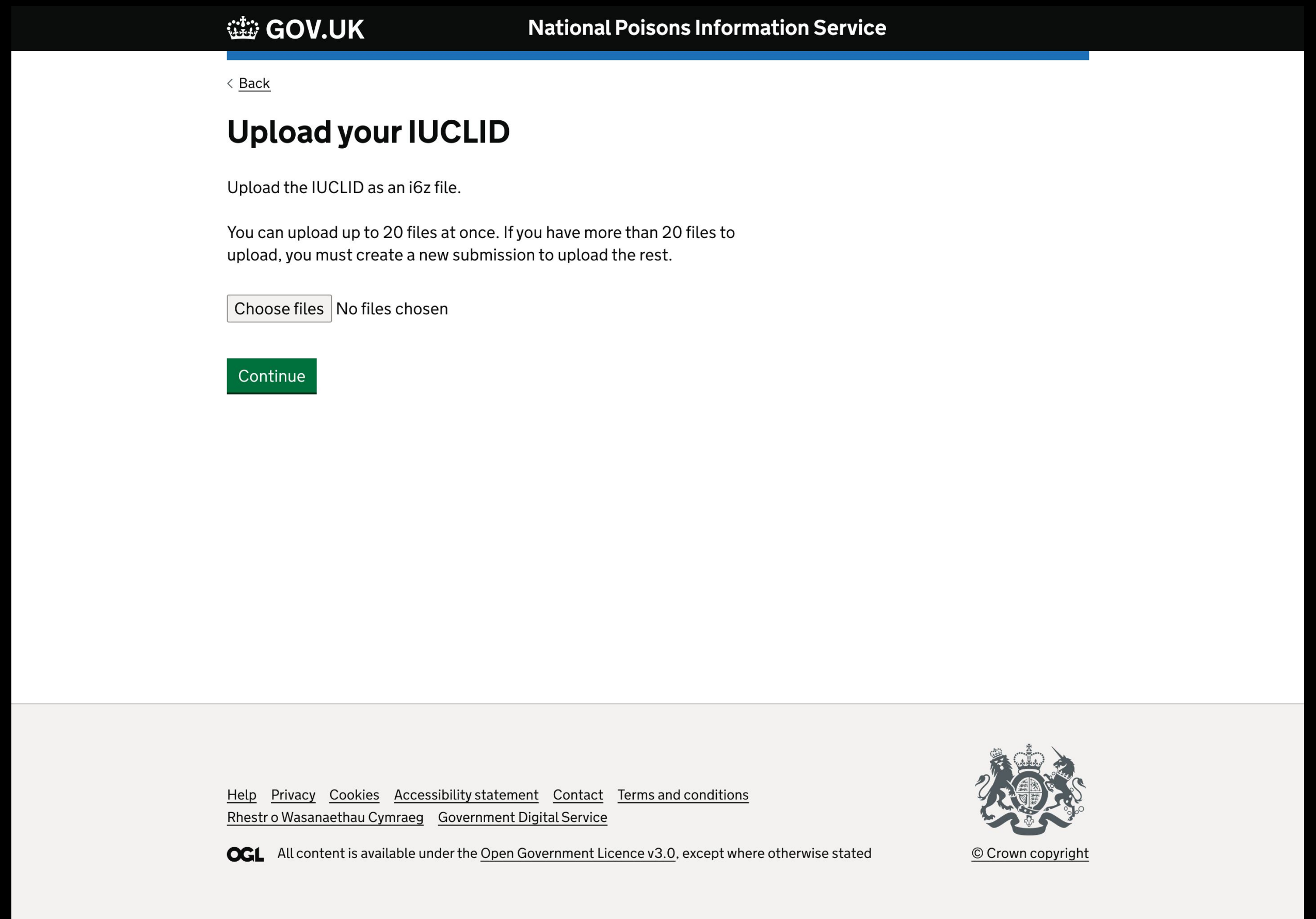
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Start low fidelity

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:

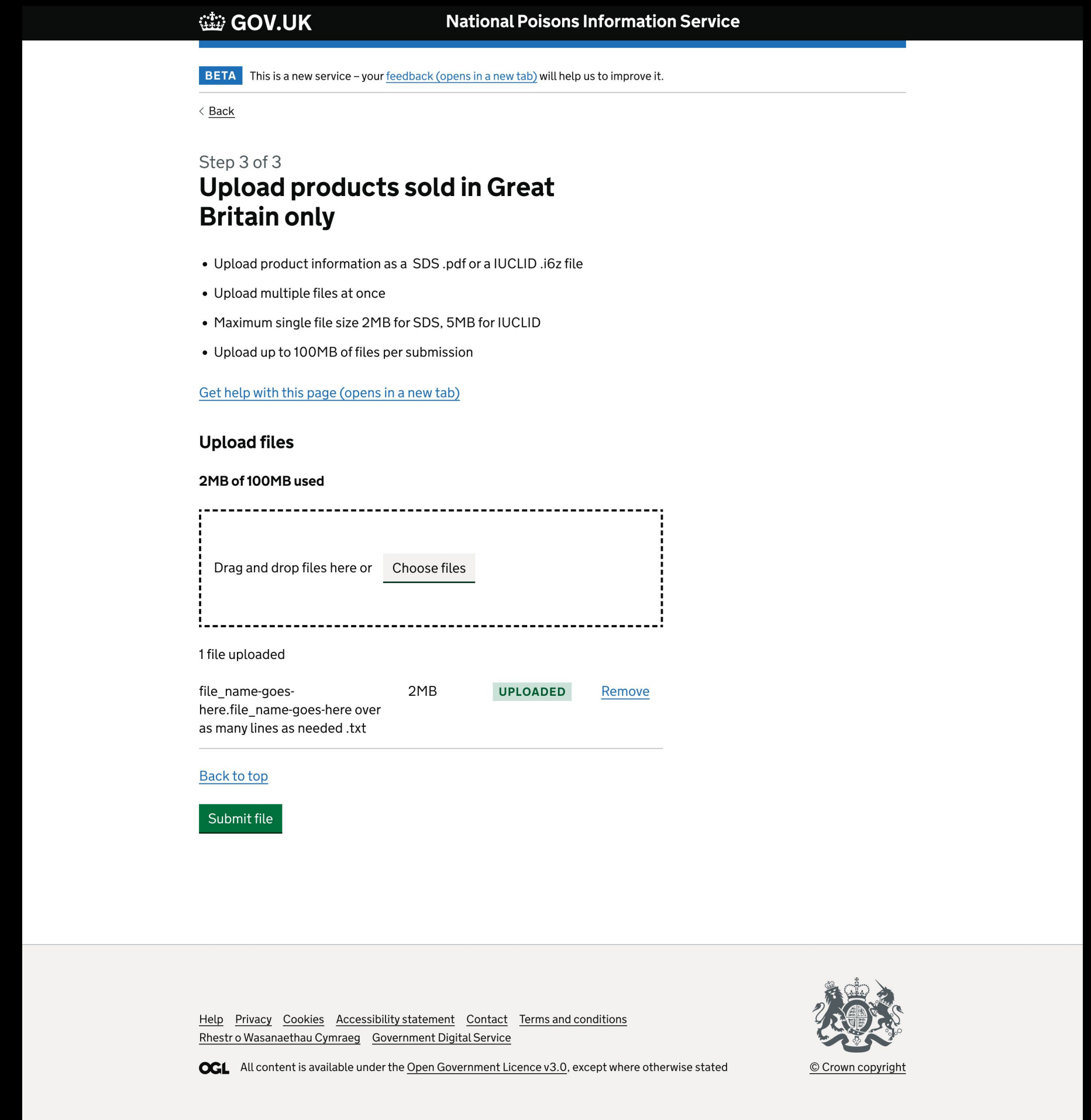
**Developing ways of
thinking**

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



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.

Onboarding 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.