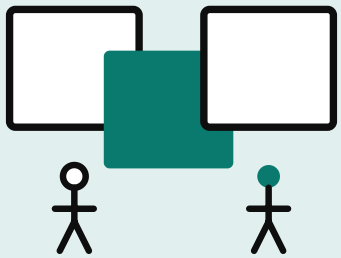
Approach

Co-design

The collective creativity of designers and people not trained in design, applied throughout the whole process. It is a specific case of co-creation.



In Spanish
Codiseño

Origin
Sanders and Stappers (2008)

What it's for

It gives people tools to express and propose ideas from what they know about their own experience.

Principles

Experts in their experience
People contribute what only they know.

Tools for expression
The design team prepares materials so anyone can create.

From the start
People take part from the "fuzzy front end," while what to design is still being decided, before there is a solution to defend.

How it's done

1 

The design team prepares materials so anyone can create.

2 

People create from their own experience.

3 

Together, everyone interprets what was made and decides what to design.

Applications in design

When to use it

At the start of the project, while you are still defining what to design.

Avoid

Inviting people to co-design when the solution has already been decided.

Don't fall for it

Designing the sessions is also design: test the materials beforehand.

Connections

Used by

- Design for policy
- Service design
- Transition design
- Strategic design
- Graphic design
- Inclusive design
- Design for health
- Systemic design
- Social design
- Sustainable design
- Food design

Related to

- Charrette
- Human-centered design
- Participatory design
- Pair writing
- Generative tools
- Design justice
- LEGO® Serious Play®
- Stakeholder map

Authors and works

2008	**Elizabeth B.-N. Sanders and Pieter Jan Stappers**	Defined co-design as collective creativity applied across the whole design process, a case of co-creation.
2002	**Elizabeth B.-N. Sanders**	Proposed moving research toward participation, with tools that let people create.

Sources

Original sources

- Sanders, E. B.-N., & Stappers, P. J. (2008). Co-creation and the new landscapes of design. CoDesign, 4(1), 5–18. View source (https://doi.org/10.1080/15710880701875068)
- Sanders, E. B.-N. (2002). From user-centered to participatory design approaches. In J. Frascara (Ed.), Design and the social sciences: Making connections (pp. 1–8). Taylor & Francis.

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