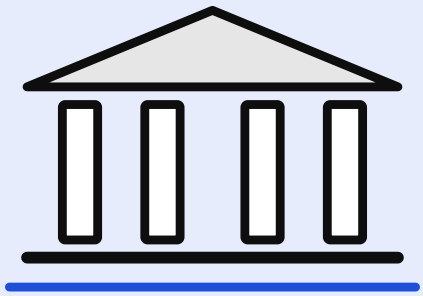
Discipline

Design for policy

Applies design methods to creating and improving public policy: researching with citizens, prototyping measures and testing them before rolling them out.



In Spanish
Diseño de políticas públicas

Origin
Bason (2014); Kimbell (2015)

What it deals with

Policies are often designed in offices, and their flaws only come to light once they already apply to millions of people.

Principles

From experience
See how people experience the problem.

Prototype the policy
Test on a small scale before legislating.

Collaborate
Bring together government bodies, experts and citizens.

Applications in design

✓ Use it like this
Test a measure with a small group before extending it.

✗ Avoid
Using design only to make the communication of a policy look nicer.

👁 Don't fall for it
Policies have effects you can't see in a workshop: measure in the real world.

Especialidad

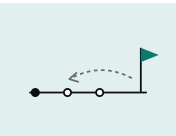


Specialty

Civic design

Designs the touchpoints between citizens and democracy: voting, paperwork, getting informed.

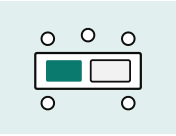
Methods and tools



Method

Backcasting

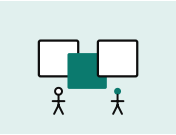
Imagining the future you want and walking back to today to see which steps lead there.



Method

Charrette

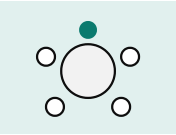
An intensive multi-day workshop where design teams and affected people propose and review together.



Approach

Co-design

Designing together with the people who will live with the result, with tools so they can create too.



Approach

Participatory design

Designing with the people affected as full partners, not just as informants.

Connections

Builds on

- Behavioral economics
- Nudge and choice architecture
- Default effect
- Social model of design
- Leverage points

Related to

- Service design
- Behavioral design
- Systemic design
- Social design

Authors and works

2014	**Christian Bason**	Collected experiences of collaborative design applied to public policy innovation.
2015	**Lucy Kimbell**	Studied the UK Government's Policy Lab from the inside and what design brings to policy.

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Last reviewed: October 29, 2026

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