Public Service Design

Impact-oriented
Understand the status quo, uncover blind spots, generate target knowledge, develop for the common good

Human-centered
Pursue qualitative and quantitative inquiry, proceed empathetically, turn stakeholders into participants

Evidence-based
Make decisions based on data and evidence that is informed by theory and practice, critical thinking and action

Design-led
Visualization, prototyping, testing, error-friendliness, iterative processes, legitimized experimentation space

Multi-perspective
Cross-disciplinary or cross-departmental collaboration, understanding between types of professional language, diversity through accessibility

Co-creative
Collaborative knowledge generation, structured involvement of a wide range of actor groups in the development process

Responsibility

Transparency

Participation

Sustainable administrative action

Fig. Paulick-Thiel & Várnai, 2017