

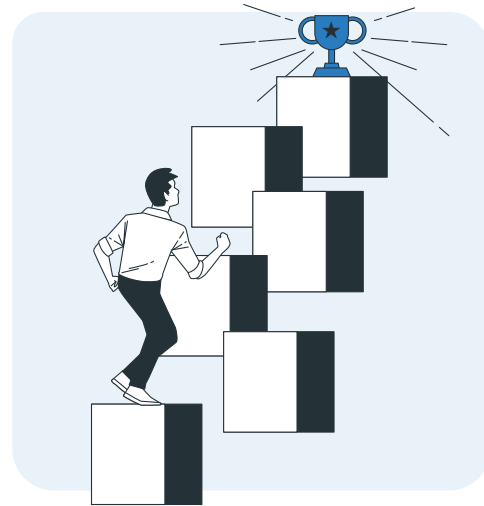
Design value



Safety

Ensuring that people feel safe and protected when using the design.

Design value



Achievement

Helping people reach their goals and unlock their full potential.

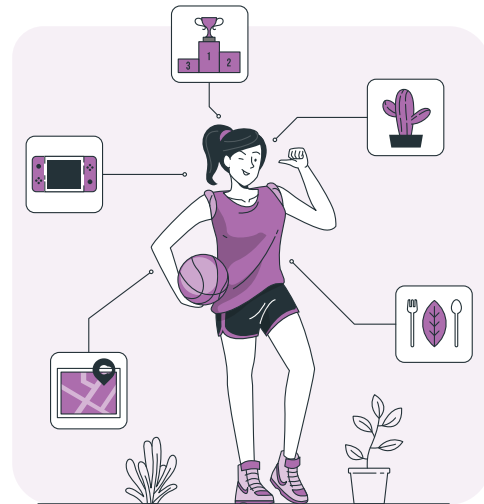
Design value



Fun

Bringing joy and playfulness into people's lives.

Design value



Identity

Allowing people to express who they are and what makes them unique.



Value



Context



Define



Ideate



Test

Achievement

What?

Focus on helping people **reach their goals**.

Your design should **inspire** people to keep improving and achieving their dreams.

How?

- Encourage setting goals and tracking progress.
- Add ways to celebrating small successes.
- Give users chances to think about their progress.



Value



Context



Define



Ideate



Test

Safety

What?

Focus on making sure people feel **secure** and **protected**.

Your design should help people feel safe both **in person** and **online**.

How?

- Avoid sharp edges or harmful materials.
- Make your design strong and reliable.
- Protect users' personal information.



Value



Context



Define



Ideate



Test

Identity

What?

Focus on helping people express who they are and what makes them **unique**.

Your design should help users feel confident expressing who they are.

How?

- Include abilities for people to customize the design.
- Add symbols that represent different cultures.
- Add ways to help people think about themselves.



Value



Context



Define



Ideate



Test

Fun

What?

Focus on making your design **exciting, playful**, and **enjoyable** to use.

Your design should encourage **imagination** and bring **joy** to those who use it.

How?

- Add bright colors.
- Surprises, jokes, and games keep people interested.
- Encourage users to be creative.

Design value



Environmental sustainability

Protecting the environment by designing in ways that don't harm nature.

Design value



Well-being

Supporting people's physical and emotional well-being by showing care, kindness and consideration.

Design value



Spirituality

Helping people feel connected to something bigger and more meaningful.

Design value



Equity

Making sure the design is fair and easy for everyone to use, no matter their ability or background.

★
Value

🔍
Context

✍️
Define

💡
Ideate

👤
Test

Well-being

What?

Focus on making people feel **happy, healthy, comfortable,** and **cared** for.

Your design should support both **physical** and **emotional** health.

How?

- Design things that are easy to use.
- Encourage healthy habits.
- Support relaxation and positive feelings.

★
Value

🔍
Context

✍️
Define

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Ideate

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Test

Equity

What?

Focus on making your design **usable for everyone**, no matter their abilities, culture, or income.

Your design should be **fair and welcoming to all people**.

How?

- Sight, hearing, touch, speech, and movement: Make sure it's accessible for people with different abilities.
- Add options for different languages and cultural symbols.
- Keep it affordable.

★
Value

🔍
Context

✍️
Define

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Ideate

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Test

Environmental sustainability

What?

Focus on **protecting the planet**.

Your design should minimize environmental **impact** or **encourage** people to be more environmentally responsible.

How?

- Use sustainable materials.
- Create things that can be reused, repaired or recycled.
- Help people make more eco-friendly decisions.

★
Value

🔍
Context

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Define

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Ideate

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Test

Spirituality

What?

Focus on helping people feel **connected** to something greater than themselves.

Your design should help people think about **what matters to them**.

How?

- Encourage reflection and meditation.
- Help people feel close to what they believe in.
- Make people feel amazed and curious.

Design value



Status

Making people feel important and valued.



Value



Context



Define



Ideate



Test

Status

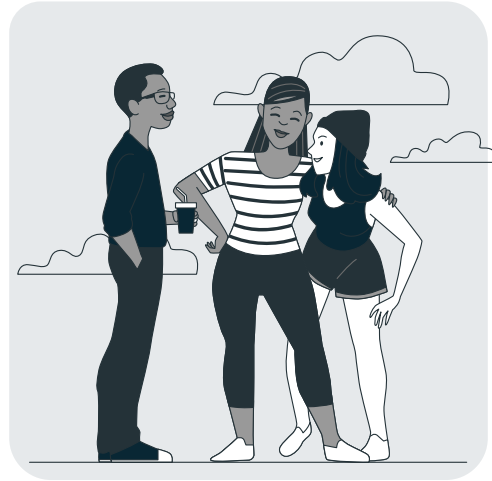
Understanding context

How do the people we are designing for feel valued in their community?

Example: By sharing their talents
Example: By taking on responsibilities
Example: By wearing cool clothes

Reflection question

Design value



Community

Helping people connect with others and feel like they belong.



Value



Context



Define



Ideate



Test

Community

Understanding context

What types of connections are most important to the people we are designing for?

Example: Family connections
Example: Their cultural group
Example: Online friends

Reflection question

Community

What?

Focus on helping people **connect, collaborate**, and feel like they **belong**.

Your design should make everyone feel **included** and **valued** in a group.

How?

- Connect people with each other.
- Encourage teamwork.
- Allow people to give input.

Community

Defining

Why might people not feel connected to others in the context we are designing for?

Example: Being shy
Example: Living far away

Reflection question

Status

What?

Focus on making people feel **valued, important**, and **recognized**.

Your design should make people feel **proud** and **special** when they use it.

How?

- Use high-quality materials.
- Offer exclusive features.
- Celebrating the achievements of the users.

Status

Defining

Why might people not feel valued in the context we are designing for?

Example: Not getting listened to
Example: Not getting credit

Reflection question

Well-being

Understanding context

What aspects of well-being are most important to the people we are designing for?

Example: Getting enough rest
Example: Connection to others
Example: Reducing stress

Reflection question

Environmental sustainability

Understanding context

What environmental problems are related to this project that we need to learn more about?

Example: Impact of plastic on the world
Example: Animal habitats
Example: Pollution

Reflection question

Equity

Understanding context

How can we include the perspectives of different kinds of people in our design process?

Example: Research other cultures and communities
Example: Test our idea with different groups

Reflection question

Spirituality

Understanding context

What is spiritually important for the people we are designing for?

Example: Finding peace and calmness
Example: Time for reflection
Example: Feeling connected to something bigger

Reflection question

Value Context **Define** Ideate Test

Environmental sustainability

Defining

What environmental challenges are relevant to the context or people we are designing for?

Example: Water pollution
Example: Energy use
Example: Plastic waste

Reflection question

Value Context **Define** Ideate Test

Well-being

Defining

What could stop people from being happy or healthy in the context we are designing for?

Example: Unhealthy food
Example: Too much stress
Example: Feeling lonely

Reflection question

Value Context **Define** Ideate Test

Spirituality

Defining

How can we help the people we are designing for feel connected to something greater than themselves?

Example: Encourage reflection
Example: Include nature
Example: Create quiet spaces

Reflection question

Value Context **Define** Ideate Test

Equity

Defining

What challenges or unfairnesses do different groups of people face in the context we are designing for?

Example: Language barriers
Example: Gender inequality
Example: Disability
Example: Financial difficulty

Reflection question



Fun

Understanding context

What things do the people we are designing for usually find fun and exciting?

Example: Creative activities
Example: Playing games
Example: Trying out new things

Reflection question



Identity

Understanding context

What are ways the people we are designing for express what is unique about them?

Example: Through art, music or dance
Example: On social media
Example: The clothes that they wear

Reflection question



Safety

Understanding context

What worries do the people we are designing for have about safety?

Example: Getting hurt
Example: Privacy concerns
Example: Being bullied

Reflection question



Achievement

Understanding context

What goals do the people we are designing for have?

Example: Learning new skills
Example: Helping others
Example: Staying healthy

Reflection question



Identity

Defining

What stops people from expressing what is unique about them in the context we are designing for?

Example: Fear of being judged
Example: Lack of options

Reflection question



Fun

Defining

What stops people from having fun in the context we are designing for?

Example: Not understanding how to participate
Example: Too many rules
Example: Too much pressure

Reflection question



Achievement

Defining

What can get in the way of people reaching their goals in the context we are designing for?

Example: Feeling unmotivated
Example: Lack of support
Example: Unclear goals

Reflection question



Safety

Defining

What safety risks exist for people in the context we are designing for?

Example: Allergies
Example: Data privacy
Example: Getting lost

Reflection question

Well-being *Ideating*

What can we include to make sure our design promotes well-being?

Example: Features to make it more comfortable
Example: Encourage healthy habits
Example: Encourage a positive mindset

Reflection question

Environmental sustainability *Ideating*

How can we minimize the environmental impact of our design?

Example: Use eco-friendly materials
Example: Design for multiple uses
Example: Promote eco-friendly behavior

Reflection question

Equity *Ideating*

What features can we add to ensure our design promotes fairness and accessibility?

Example: Accessible for people with disabilities
Example: Options for different languages
Example: Inclusive content

Reflection question

Spirituality *Ideating*

How can our design encourage people to reflect on their values, beliefs, or personal goals?

Example: Connection to nature or the universe
Example: Positive reminders
Example: Reflection questions

Reflection question

Value Context Define Ideate **Test**

Environmental sustainability

Testing

Does our design harm the environment?

Example: No, because it has re-usable parts
 Example: Maybe, because it is hard to repair
 Example: No, because it has an automatic shut-off feature

Reflection question

Value Context Define Ideate **Test**

Well-being

Testing

Does our design add positively to the overall well-being of the people we are designing for?

Example: Yes, because it supports physical activity
 Example: Maybe, because it requires a lot of screentime
 Example: Maybe it could create stress through competition

Reflection question

Value Context Define Ideate **Test**

Spirituality

Testing

Does our design help people feel more connected to others, nature, or a greater cause?

Example: Yes, our design encourages people to support a cause
 Example: Yes, it lets people experience the importance of nature
 Example: Maybe, because it can only be used by one person

Reflection question

Value Context Define Ideate **Test**

Equity

Testing

Did we consider the needs and preferences of different groups of people in our design?

Example: Yes, our design reflects different cultures
 Example: Yes, we included features for people with different abilities
 Example: The design might be too complicated for kids or elders

Reflection question

Fun

Ideating

How can we add playful and imaginative elements into our design?

Example: Turn tasks into fun games
Example: Create a story around the design
Example: Elements that can be touched and changed

Reflection question

Identity

Ideating

What elements can we add that help people show what is unique about them?

Example: Customizable parts
Example: Areas where people can show their art
Example: Image or stories of people from different backgrounds

Reflection question

Safety

Ideating

How can we add elements that help people feel safe?

Example: Clear instructions
Example: Safe spaces for communication
Example: Emergency buttons, exits or ways to ask for help

Reflection question

Achievement

Ideating

What can we add to our design to help people set and reach their own goals?

Example: Rewards
Example: A goal-setting feature and progress tracker
Example: Options to adjust the design to fit individual needs

Reflection question

Identity Testing

Does our design help people show what is unique about them?

Example: Yes, it lets people share their ideas and feelings
Example: Yes, it provides encouraging messages
Example: Maybe it is too complicated

Reflection question

Fun Testing

Do people think our design is fun and exciting?

Example: Yes, it includes surprises and rewards
Example: Yes, it is easy to understand
Example: Maybe, it may become repetitive

Reflection question

Achievement Testing

Does our design offer challenges that help people grow and improve?

Example: Yes, we included challenges that help people learn
Example: Yes, our design offers different levels of difficulty
Example: We should add a way to show progress

Reflection question

Safety Testing

Would people feel safe when using our design?

Example: Yes, our design has privacy protection
Example: Maybe, our design does make loud noises
Example: Yes, because it uses soft and safe materials

Reflection question

Status

Ideating

How can we make people feel valued through our design?

Example: Include positive feedback
Example: Highlight individual contributions
Example: Exclusive features

Reflection question

Community

Ideating

What elements can we add to make people feel connected to each other?

Example: Chat or messaging options
Example: Teamwork features
Example: Shared spaces

Reflection question

Community

Testing

Does our design help people with building a community?

Example: Yes, our design encourages social connection
Example: Our design might exclude some groups of people
Example: Yes, it connects people with similar interests

Reflection question

Status

Testing

Does our design make people feel like they matter?

Example: Yes, because the design gives people rewards
Example: Maybe we focus too much on competition
Example: Yes, because we use luxury materials

Reflection question