

Design Principles

Design principles describe the core experience and values of a solution. They should describe the “essence” of the experience.

Design principles provide a framework for the rest of your work since they provide the tangible link between what your users need and what your solution provides. They can help focus your team during the Imagine phase as you generate new ideas, and they can be translated into measures of success when you test and develop your solution in the Play and Transform phases.

Design principles should be:

- Short, simple, and **memorable**
- **Based on research** from your exploration
- **Specific** to your project
- **Cross-solution** so you can apply them to a range of possible ideas
- **Descriptive** (‘not easy-to-use’) so it is clear when a solution is or is not aligning with the design principles

To generate design principles, use your insights as a way to imagine what the solution should provide in order to meet your users’ needs. Once you have 5-7 design principles, write a sentence or two for each one so anyone inside or outside the project can understand what it means.

TD4Ed Design Principles:

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| 1 | Provide a meaningful experience | 4 | Invigorate teachers’ practice |
| 2 | Use storytelling to highlight change | 5 | Foster sustained engagement |
| 3 | Create value together that can’t be created alone | 6 | Integrate into teacher’s already busy lives |