Phase 3: Develop solutions

**As you build the solution, make sure you stay aligned to the research findings.**

# Understand your users

Show that the built solution meets user needs.

**Risk**

If there has not been enough direct engagement, the end product is unlikely to satisfy user needs

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| The project can show that... | Metrics |
| We have prioritised the user needs identified in Phase 1 and any further needs uncovered in Phase 2, and have shown clear reasoning for that prioritisation. | **Yes:** User needs to be addressed are documented and prioritised.  **Partial:** User needs are documented but not prioritised.  **No**: We did not carry out user research, or have not documented the findings. |
| The needs identified above are addressed in the built solution. | **Yes:** Design elements clearly map to prioritised user needs, and this is documented.  **Partial:** Some design elements map to user needs but these are not prioritised needs.  **No**: We did not carry out user research, or did not refer to it when designing. |
| All members of the team engaged with the user research, saw users being exposed to the built solution (directly or indirectly) and discussed these findings collaboratively. | **Yes:** All members of the team saw users engaging with the built solution (directly or through video footage) and/or participated in workshops/events exploring the findings.  **Partial:** Most members of the team saw users with the built solution or came to workshops.  **No:** Only a limited number of team member of the team observed users. |
| The solution(s) built evolved as a result of testing with representative users | **Yes:** Built solution(s) have been tested with representative users and have evolved iteratively if necessary, or worked as planned due to effective prototype testing.  **Partial:** Built solution(s) have been tested but not with representative users and/or improvements identified as needed haven’t been made.  **No**: We haven’t tested any prototypes. |
| Users were clear how the solution we built addressed their needs | **Yes:** Users clearly understood how the design built could help them.  **Partial:** Users understood how it could help them after a simple explanation.  **No:** Users did not think the built solution was a useful tool, or only understood after protracted explanation. |
| We have gained appropriate consent for participation in our research and data recording | **Yes:** We are clear that we have all necessary consent in place.  **Partial:** Some of our research had to be discarded as we didn’t have the right consent.  **No:** All of our research had to be discarded as we didn’t have the right consent. |

# Design for context

**Observe users with the built solution and make sure you document any other contexts you uncover.**

**Risk**

Insufficient understanding of the users’ context(s) of use means the end product is unlikely to be effective in all common usages.

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| The project can show that... | Metrics |
| We have observed users trying to engage with the ongoing build solution in their previously established context(s). | **Yes:** We have directly observed (live or through video footage) a relevant number of users interacting with the built solution.  **Partial:** We have observed only a small number of users.  **No:** We have not observed any users. |
| Any further contexts of use identified at this stage have been reported and one or more of the following happened:   * We accommodated them into ongoing user engagement plans while the build was in progress. * We scheduled another session to validate these contexts. * We continued with development having awareness of this. Although we did not validate further with users, we recorded it as a risk. | **Yes:** We have fully documented any new contexts identified; or we have already identified all contexts in Phases 1 and 2.  **Partial:** We have identified some further context(s), but haven’t fully documented them.  **No:** We know there are undocumented contexts of use. |

# Design for inclusivity

Show that you have met the legal obligations around providing services to users with accessibility requirements.

**Risk**

If this isn’t met, not all users will be able to use the end product.

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| The project can show that... | Metrics |
| The final build solution has been tested for accessibility. | **Yes:** We have tested all the accessibility implications of the built solution, with real users.  **Partial:** We have tested the accessibility implications with testers playing the role of users.  **No:** We have not tested the accessibility implications of the built solution. |
| Findings from accessibility testing have been addressed as part of development plans and/or support and mitigation strategies | **Yes:** We have fully documented the findings and have a clear plan in place to address any issues or are confident the solution is fully accessible.  **Partial:** We have a clear idea of what needs to be addressed, but only a partial plan on how to address this.  **No:** We haven’t made any plans to address these issues. |
| Supporting materials:   * [Web Content Accessibility Guidelines (WCAG) Overview](https://www.w3.org/WAI/standards-guidelines/wcag/) – introducing guidelines and other standards related to web accessibility * [Accessibility - Interaction Design Foundation](https://www.interaction-design.org/literature/topics/accessibility) – a constantly-updated definition of Accessibility and collection of topical content and literature * [Making your service accessible: an introduction - gov.uk](https://www.gov.uk/service-manual/helping-people-to-use-your-service/making-your-service-accessible-an-introduction) – A full introduction on how to make your service accessible, from gov.uk | |
| The established accessibility needs had been met effectively within the build | **Yes:** Testing shows that all accessibility needs have been met in the most effective way  **Partial:** All needs have been met, but some of these solutions are clunky or inefficient.  **No:** Not all needs have been met. |

# Always evidence decisions

Show that your designed solution meets your users’ needs.

**Risk**

If this isn’t met, the end product is unlikely to be fully useful and usable.

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| The project can show that... | Metrics |
| Decisions relating to solution build have been informed and altered based on user validation of the work-in-progress | **Yes:** Full usability testing has informed iterative development of the built, with documented justification of why each change has been made; or all changes needed were established in Phase 2.  **Partial:** We’ve only tested the built solution with a limited number of users, or some significant findings have not been incorporated into the design.  **No:** We haven’t tested the built solution. |
| The solution delivered was effective, efficient and satisfying in terms of the user completing priority tasks | **Yes:** A relevant number of users were able to complete tasks in an effective, efficient and satisfying way.  **Partial:** Users were able to complete tasks effectively but not efficiently; or we only tested with a limited number of users.  **No:** Users could not satisfactorily complete tasks; or we did not carry out usability testing. |
| Any new user needs and problems identified as part of the ongoing user engagement have been logged and prioritised | **Yes:** We have fully documented any new needs identified, to be tested in the next phase; or we are confident we identified all needs in Phases 1 and 2.  **Partial:** We have identified some further needs, but haven’t fully documented them.  **No:** We know there are more user needs but have not documented them at all. |
| Any problems uncovered in usability testing have been addressed or are being addressed as part of project plans | **Yes:** All problems have been addressed or there is a clear, documented plan to address any outstanding problems.  **Partial:** Some problems have not been fully documented.  **No:** There are known problems that have not been addressed and there is no plan to do so. |
| Our decisions during the solution build have been informed and altered based on user validation | Yes/Partial/No |

# Evaluate continuously

Keep involving users in the digital development process.

**Risk**

Insufficient engagement means user perspective is likely to be diluted or lost.

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| The project can show that... | Metrics |
| Plans for continuous evaluation of work-in-progress have been executed and are ongoing. | **Yes:** We are carrying out the evaluation plans documented in Phase 1 and we have a clearly documented plan for ongoing evaluation.  **Partial:** We have not fully followed the plan, or have only a partial idea on how this will be ongoing.  **No:** We have not followed the plan form phase 1, or we have no plans for ongoing engagement. |
| Users have been exposed to multiple iterations of the work-in-progress build. | Yes/Partial/No |
| A plan has been agreed to capture user feedback when the project is over. | Yes/Partial/No |

# Be consistent, but not uniform

Do all you can to make the design consistent and sensible.

**Risk**

Not meeting this means the project won’t meet University design and branding standards, and that the overall Digital Experience across University services will be fragmented and inconsistent.

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| The project can show that... | Metrics |
| The direction that has been taken since aligning with EdGEL and that has been through design, continues to development and is completed. | Yes/Partial/No |
| If required, new elements that are not available in EdGEL have been created. | Yes/Partial/No |
| Any new elements and components that have been created that were not available within EdGEL, have been communicated back to and shared with the EdGEL service. | Yes/Partial/No |
| The EdGEL material that has been used and incorporated as part of the project has been tested with users to ensure it benefits the experience. | Yes/Partial/No |