

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

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.	<p>Yes: User needs to be addressed are documented and prioritised.</p> <p>Partial: User needs are documented but not prioritised.</p> <p>No: We did not carry out user research, or have not documented the findings.</p>
The needs identified above are addressed in the built solution.	<p>Yes: Design elements clearly map to prioritised user needs, and this is documented.</p> <p>Partial: Some design elements map to user needs but these are not prioritised needs.</p> <p>No: We did not carry out user research, or did not refer to it when designing.</p>
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.	<p>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.</p> <p>Partial: Most members of the team saw users with the built solution or came to workshops.</p> <p>No: Only a limited number of team member of the team observed users.</p>
The solution(s) built evolved as a result of testing with representative users	<p>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.</p> <p>Partial: Built solution(s) have been tested but not with representative users and/or improvements identified as needed haven't been made.</p> <p>No: We haven't tested any prototypes.</p>
Users were clear how the solution we built addressed their needs	<p>Yes: Users clearly understood how the design built could help them.</p> <p>Partial: Users understood how it could help them after a simple explanation.</p> <p>No: Users did not think the built solution was a useful tool, or only understood after protracted explanation.</p>
We have gained appropriate consent for participation in our research and data recording	<p>Yes: We are clear that we have all necessary consent in place.</p> <p>Partial: Some of our research had to be discarded as we didn't have the right consent.</p> <p>No: All of our research had to be discarded as we didn't have the right consent.</p>

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.

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: <ul data-bbox="212 790 770 1048" style="list-style-type: none">• 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.

The project can show that...	Metrics
The final build solution has been tested for accessibility.	<p>Yes: We have tested all the accessibility implications of the built solution, with real users.</p> <p>Partial: We have tested the accessibility implications with testers playing the role of users.</p> <p>No: We have not tested the accessibility implications of the built solution.</p>
Findings from accessibility testing have been addressed as part of development plans and/or support and mitigation strategies	<p>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.</p> <p>Partial: We have a clear idea of what needs to be addressed, but only a partial plan on how to address this.</p> <p>No: We haven't made any plans to address these issues.</p>
<p>Supporting materials:</p> <ul style="list-style-type: none"> • Web Content Accessibility Guidelines (WCAG) Overview – introducing guidelines and other standards related to web accessibility • Accessibility - Interaction Design Foundation – a constantly-updated definition of Accessibility and collection of topical content and literature • Making your service accessible: an introduction - gov.uk – A full introduction on how to make your service accessible, from gov.uk 	
The established accessibility needs had been met effectively within the build	<p>Yes: Testing shows that all accessibility needs have been met in the most effective way</p> <p>Partial: All needs have been met, but some of these solutions are clunky or inefficient.</p> <p>No: Not all needs have been met.</p>

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.

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	<p>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.</p> <p>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.</p> <p>No: We haven't tested the built solution.</p>
The solution delivered was effective, efficient and satisfying in terms of the user completing priority tasks	<p>Yes: A relevant number of users were able to complete tasks in an effective, efficient and satisfying way.</p> <p>Partial: Users were able to complete tasks effectively but not efficiently; or we only tested with a limited number of users.</p> <p>No: Users could not satisfactorily complete tasks; or we did not carry out usability testing.</p>
Any new user needs and problems identified as part of the ongoing user engagement have been logged and prioritised	<p>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.</p> <p>Partial: We have identified some further needs, but haven't fully documented them.</p> <p>No: We know there are more user needs but have not documented them at all.</p>
Any problems uncovered in usability testing have been addressed or are being addressed as part of project plans	<p>Yes: All problems have been addressed or there is a clear, documented plan to address any outstanding problems.</p> <p>Partial: Some problems have not been fully documented.</p> <p>No: There are known problems that have not been addressed and there is no plan to do so.</p>
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.

The project can show that...	Metrics
Plans for continuous evaluation of work-in-progress have been executed and are ongoing.	<p>Yes: We are carrying out the evaluation plans documented in Phase 1 and we have a clearly documented plan for ongoing evaluation.</p> <p>Partial: We have not fully followed the plan, or have only a partial idea on how this will be ongoing.</p> <p>No: We have not followed the plan from phase 1, or we have no plans for ongoing engagement.</p>
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.

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