NHS design principles

01 Put people at the heart of everything you do

Patients, family, carers, staff. Design things that understand and respect people's needs. Take the time to learn about the whole person – their emotional, physical and technical needs.

Design with compassion.
What will good look like? What are the health, wellbeing or other measurable outcomes that your work will impact? Your work should improve lives, either directly or indirectly.
NHS design principles

03  Be inclusive

NHS services are for everyone. Make sure people with different physical, mental health, social, cultural or learning needs can use your design.
Don’t just design your part of a service. Consider people’s entire experience, and the infrastructure and processes involved.

Think about how people begin and end their time with what you are designing.
People trust the NHS. Take care not to jeopardise that.

Design things that are reliable and secure.
NHS design principles

06 Test your assumptions

Design and test your work with real people. Observe behaviour and gather evidence. Work with subject experts and existing research. Do not rely on hunches.
07 Make, learn, iterate

Start small. Experiment with different ways of doing things. Make prototypes to improve your understanding. Test and refine.
Healthcare journeys can be complex. Take the time to understand what you are trying to solve. Do not push complexity onto the people using what you are designing.
NHS design principles

09

Make things open: it makes things better

Share your learning. Share your work. Be transparent in your design decisions. Be accountable and have confidence in your solutions.