



Tip sheet: Co-Design Your Intervention

Why is this step important?

Co-designing is a collaborative, iterative process where teams work with end users and partners to create interventions that fit the needs of the user and the setting. With user-centered design, engagement should be iterative and have rapid turnaround between cycles.

What are the key goals of this step?

- Design a product quickly, keeping in mind the needs of the end-users (patients, clinical staff) and system requirements (privacy, software compatibility, etc).
- Rapidly iterate toward a polished product ready for testing.
- Think about sustainment and dissemination early [See Sustainment and Dissemination Tip Sheets]

Key Steps

1. **Pre-Design: Define Objectives and What Users Need** [See Define the Problem Tip Sheet]
2. **Risk & Regulatory Compliance Review if necessary**
3. **Rapid Prototyping and Development**
 - a. Develop Content
 - b. Design Low-Fidelity Prototype-don't try for perfection early on
 - c. Rapidly Iterate & Improve
 - d. Design Higher-Fidelity 'Wireframe'
 - e. Rapidly Iterate & Improve
 - f. Build Product
4. **User Testing & Feedback**

Pro Tips

- **Create First, then Gather Feedback:** Build the first version before getting input from others.
- **Ask for Problems, Not Solutions:** Ask users to define the problem.
- **Create and Iterate:** Build and iterate based on feedback with empathy to the end-users' needs.
- **Aesthetic Importance:** When possible, aim to make early versions as visually appealing as possible to get the best feedback.
- **Put Your Ego Aside:** Feedback can be tough and you **want** to hear this. Focus on making something that works in the end.
- **Keep an Audit Trail:** Track major design decisions.

Common Pit Falls

- Trying to design for ALL possible end-users
- Moving to a high-fidelity product too soon: taking too much time trying to get things perfect before testing
- Falling in love with early versions

Actions to Avoid Them

- Clearly define users at the beginning. Get feedback from diverse partners to identify if there are unique needs.
- Ensure that all important partners have reviewed and are in support of the high-quality but low-fidelity product first to avoid delays and wasted expense.
- Let the user input guide the product based on their needs. They may not like an early version.