

1. **Map the ecosystem** - Who + what influences
2. **Understand the dynamics** - Roles, flows, frictions, time.
3. **Design systemically** - Co-create, adapt, target leverage points.

### 1. Define the Focus of Design - Defining

- What service, product, or system are you designing or improving?
- What outcomes are you aiming for (short-term and long-term)?
- Who is typically defined as the "main user"?

### 2. Map the Full User Ecosystem (Who is involved?) - Discovery

*(Inspired by user ecosystem thinking)*

- Who are the **direct users**? (people using the service)
- Who are the **intermediaries**? (frontline staff, practitioners)
- Who are the **governing actors**? (policy, commissioners, leadership)
- Who are the **indirect users**? (family members, wider community)

Additional check:

- Have you included people who influence the experience but aren't visible?

### 3. Map the Layers of Influence (What shapes the experience?) - Discovery

*(Inspired by Urie Bronfenbrenner)*

- Micro level**: Immediate environment (family, frontline services)
- Meso level**: Interactions between services/actors
- Exo level**: Institutions (organisations, systems, infrastructure)
- Macro level**: Culture, policy, societal norms
- Chrono level**: Time (life stages, transitions, historical context)

Additional check:

- Are you capturing both **visible and invisible influences**?

### 4. Understand Roles + Context Together - Pre-Discovery/Discovery to Delivery

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- How does each actor's **role** shape the experience?
- How does each actor's **context** (environment, pressures, constraints) shape their behaviour?
- Where do roles and contexts **conflict or misalign**?

## 5. Identify Frictions (What makes things hard?) - Defining

- Where do users struggle or drop off?
- Where do actors experience tension or confusion?
- Where do system constraints (policy, funding, culture) create barriers?

## 6. Identify Leverage Points (Where could change have impact?) - Defining to Developing

- Where do small changes influence many parts of the system?
- Where are key decisions made?
- Where do behaviours get shaped (e.g. first contact, eligibility, handoffs)?

## 7. Map Flows Across the Ecosystem - Discovery to Delivery

- How does **information** flow?
- How do **people** move through the system?
- How do **resources/services** get accessed?
- How do **emotions or neuro-states** shift across the journey?

Additional check:

- Where are the bottlenecks, delays, or breakdowns?

## 8. Consider Time and Change (Chronosystem thinking) - Discovery and Delivery

- How do experiences change over time?
- What happens at key transitions (e.g. life events, service entry/exit)?

- Are there long-term consequences of current design decisions?

## **9. Design for Co-Creation (Not just delivery) - Developing**

- What do users need to *do* to benefit from the service?
- What capabilities or support do they need?
- How are different actors contributing to value creation?

## **10. Test for System Awareness and Inclusion - Developing**

- Does the design reflect real-life complexity (not ideal scenarios)?
- Have you considered underserved or less visible groups?
- Are power dynamics and governance structures acknowledged?
- Does the design work across organisational boundaries?

## **11. Build for 'Test and Learn' - Delivery**

- Are there feedback loops in place?
- Can the service evolve over time?
- How will you learn from real-world use?