

# Create Design Principles

## Name of your project:

### LIST KEY INSIGHTS:

Describe the existing condition. These are the realities you have uncovered in your discovery research that provide opportunities to transform what exists into something that is preferred.

### CRAFT PRINCIPLES:

To establish the ethos of how you want to shape a new reality.

### STATE INTENT:

By articulating the impact you intend to have. This gives you clues of what to test for in prototyping.

### NOTES:

**EVALUATE:** using the principles as your guiderails for ideation. For each concept you consider, create a design expression for, and test, how

how might you embody these principles? What features or attributes of a product, service, or system could be shaped to surface these values? Remember:

Project principles aren't fixed — they, too, can be iterated on. As you move through the process, they can be edited, grouped, and prioritized as you learn

more. They will help you keep your eye on the big picture as your decisions get more granular and you refine your designs.

**Need more space? Print out additional sheets as necessary or make your own framework on blank sheets of paper!**