Experience-based co-design approach

1. **START-UP AND ENGAGE**
   Frame the challenge or opportunity

   Build the right team of consumers, families and staff
   Open-minded, empathetic, collaborative and curious

2. **GATHER**
   Prioritise and agree on areas for improvement together

   ASK WHY...
   Gain understanding and empathy by observing and listening
   Research broader context and review data collectively

3. **UNDERSTAND**
   Experiences using a range of techniques

   PART 1
   Identify the emotions and touch-points
   PART 2
   Map the emotions to the touch-points
   PART 3
   Create and interact with a journey map

4. **IMPROVE**
   Use collective experiences and include everyone in identifying opportunities for improvement

   ASK HOW MIGHT WE...
   Prioritise and agree on areas for improvement together

5. **MEASURE**
   Identify key indicators to measure impact
   Measure impact using words and numbers
   Communicate achievements with others and celebrate success

- PART 1: Create a project plan and engage with decision makers early
- PART 2: Learn from real-world experiences, adapt ways of engaging with people and communities
- PART 3: Create a project plan and engage with decision makers early
**Principles**

**EQUAL PARTNERSHIP**
Consumers, families and staff work together from the beginning with an equal voice and shared ownership and control.

**OPENNESS**
Work together on a shared goal, trust the process and learn together.

**RESPECT**
Acknowledge and value the views, experiences and diversity of consumers, families and staff.

**EMPATHY**
Practice empathy and maintain an environment which feels safe and brings confidence to everyone.

**DESIGN TOGETHER**
Consumers, families and staff work together to design, implement and evaluation improvements, activities, products and services.

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**Definition**

Co-design brings consumers, families and staff together to improve health services. Giving people an equal voice as active partners in healthcare improvement leads to better outcomes for all.

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"I wondered why I was asked to be involved but now I realise I have a lot of value to add."  
Consumer

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**About ACI**

The Agency for Clinical Innovation (ACI) works with consumers, clinicians and managers to design and promote better healthcare in NSW.

Ethical principles frame how you will work with consumers, families and staff and it is your responsibility to protect their rights and dignity. If required, seek local ethical and governance approval.