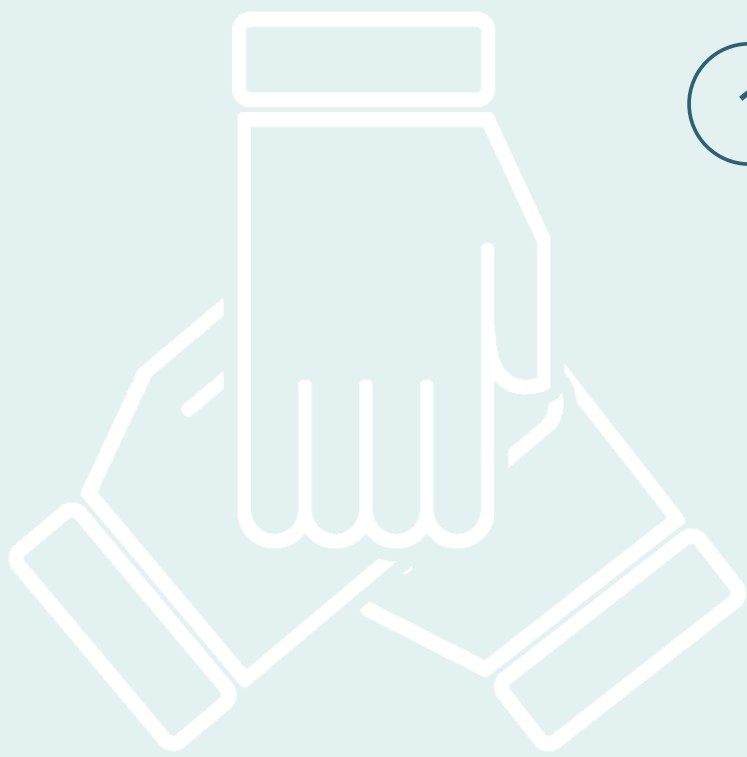


## Design Manifesto

# Lucky 7

*Here are seven design principles to keep in mind when innovating and designing in digital learning environments.*



### 1 Place learners at the center of the design process.

PURPOSE: to actively involve learners throughout the design process as experts, designers, and co-creators of their learning experiences

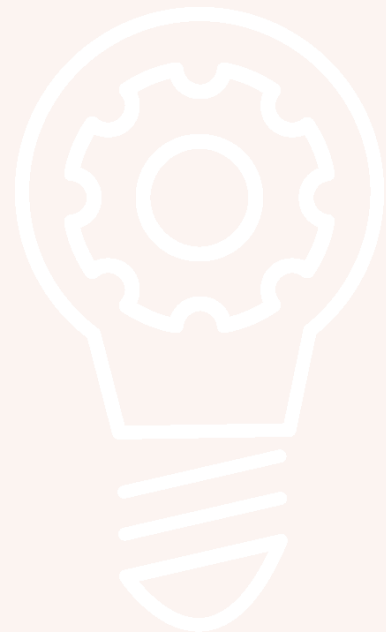


### 2 Invest as much time as possible in your audience analysis.

PURPOSE: to focus on the learners' pain points, placing solving their problems at the forefront of their design.

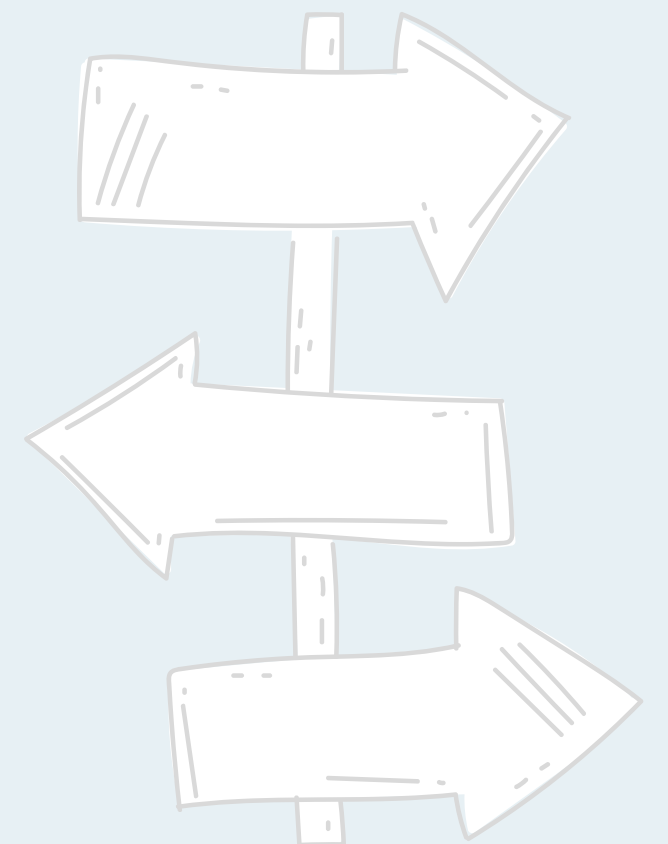
### 3 Challenge the status quo.

PURPOSE: embrace out-of-the-box thinking to be innovative.



### 4 Generate as many solutions (as possible) that will solve the problem.

PURPOSE: to recognize multiple ways to solve ill-structured problems



### 5 Don't overlook the technology component.

PURPOSE: to encourage mindfulness when selecting between different media and technologies for learners to engage with.



### 7 Gather insights from diverse perspectives and learn from them.

PURPOSE: to ensure designers collaborate creatively with learners and people with diverse perspectives in other fields throughout the creative process, but especially in the test and evaluation phase.



### 6 Rapidly create prototypes and share them with the learners.

PURPOSE: to actively involve learners throughout the design process as experts, designers, and co-creators of their learning experiences