

10 Design Principles for a Better World

Good design has a reason to exist

No more designing for design's sake, every product must have a valid reason to be brought into the world and we must consider the rationale for each aspect of that product throughout the design process.

Good design is built on honesty

Honesty and transparency is key, between manufacturer, designer, brand and consumer. We need to be able to understand the environmental implications of the decisions that we make in order to take responsibility for them.

Good design has an appropriate lifespan

Where a product is likely to stay useful and desired, resist trends and design for longevity, repair and upgrade. Where it isn't, design for a finite life, ensuring it doesn't persist as waste forever.

Good design is people and planet-centred

Whilst we design for users, if we do not put the needs of our planet at the centre of our design process we are effectively putting those same people at risk.

Good design is beautiful

Designs should bring joy to the user both through aesthetic and user experience.

Good design is inclusive

A diverse design team produces better outcomes. A wider range of viewpoints is likely to identify more challenges and opportunities not just for improving sustainability, but for meeting the needs of a wider audience.

Good design is thorough through to end-of-life

Design considers both the creation, use and destruction of products and works to minimise the impact of each stage of the life cycle.

Good design meets people where they are

Products should recognise a user's starting point and take them on a logical journey without sacrificing joy and experience for the sake of convenience.

Good design encourages positive change

The influence of our work should extend beyond its use, we should endeavour to affect positive behaviour change in our users.

Good design is considered down to the last detail

The level of care and human judgement in an object is evident, and builds a longer-lasting relationship between user and product.