Making public services more effective and accessible for all New Yorkers.

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Better Brainstorms

How to make it rain

Start brainstorm questions with "How might we" instead of "How will we" or "How would we." This tiny shift in wording helps free our thinking from known or perceived limits, and instead allows us to more fully embrace possibility.
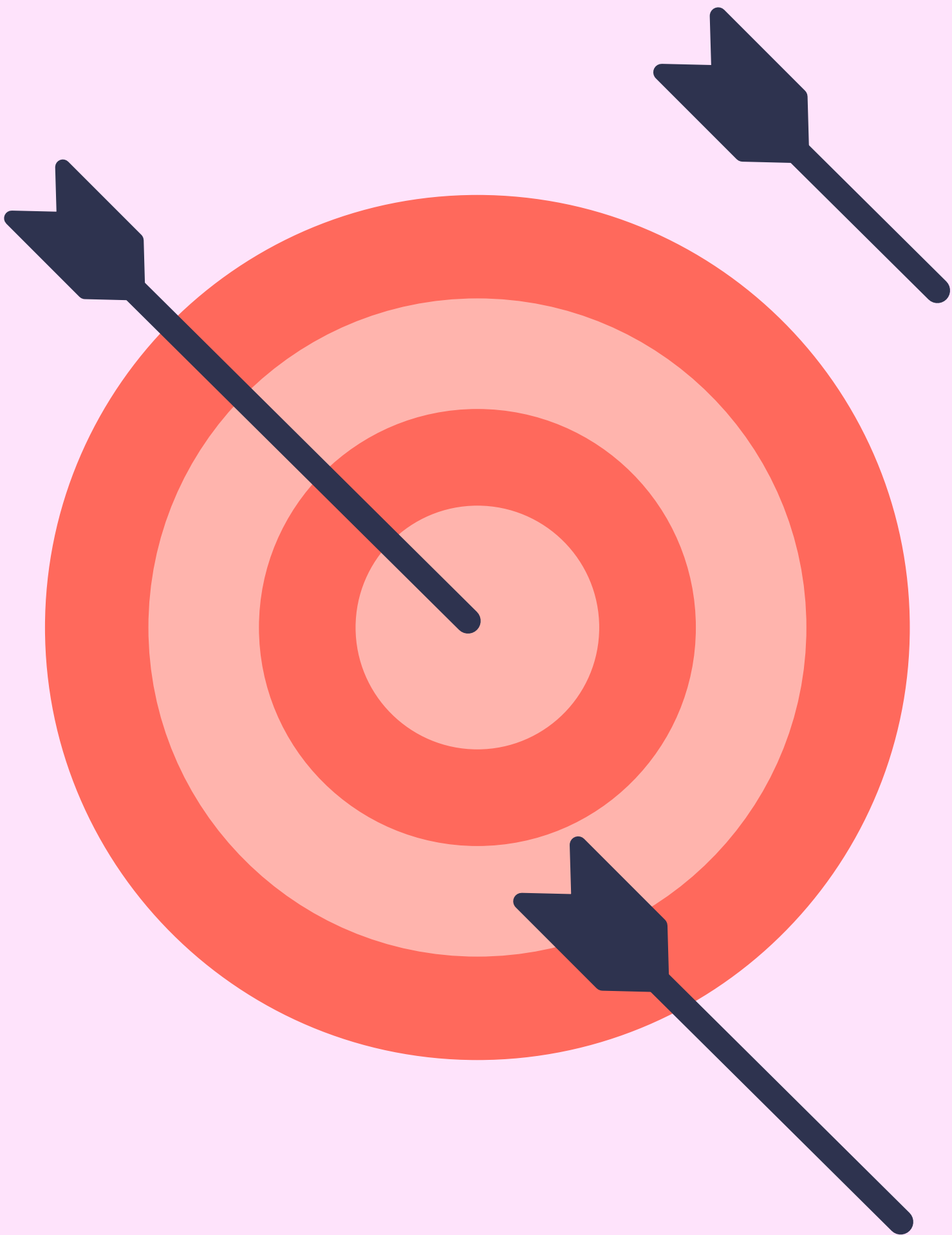
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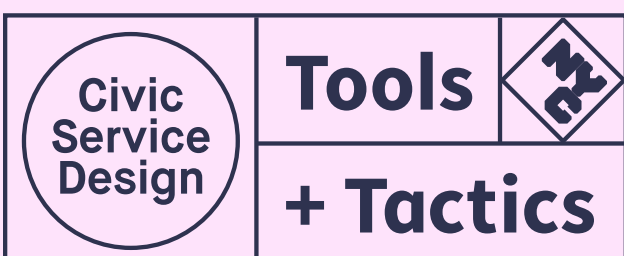Civic Service Design

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Guess & Test

Prototype your ideas

Prototyping allows you to try out ideas and test them with users in a low-risk way before making a larger commitment. Try prototyping with words, paper, or simple digital tools.

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Talk to people

Map out the stakeholders.
Outline what to ask and look for.
Start talking with people.
See a service in action.

Ask More

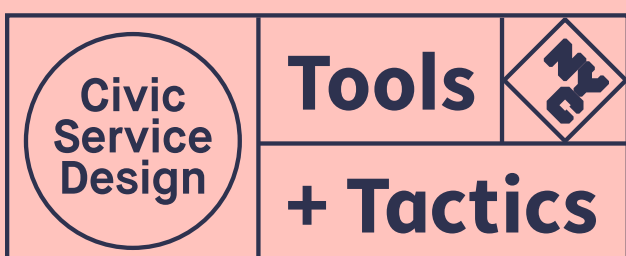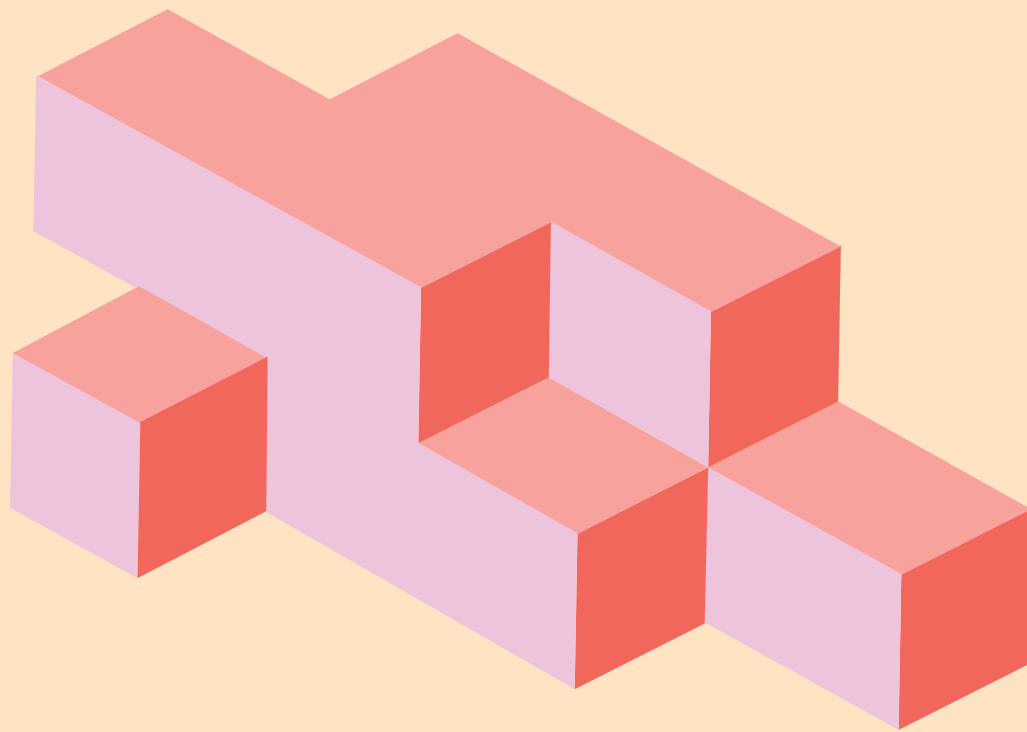## Assume Less

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Service Design Principles

We believe government services should be:

Created with the people who use and deliver them

Prototyped and tested for usability

Accessible to all

Equitably distributed

Rigorously tested and evaluated for impact and effectiveness

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