

PUBLIC CONSULTATION

Formal process for seeking public views on matters that affect them

SLOW FAST
CHEAP EXPENSIVE
EXPERT GENERALIST
HIGH PROFILE LOW PROFILE
FACE-TO-FACE REMOTE
HIGH VOLUME LOW VOLUME
ATTITUDE BEHAVIOR



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1a

SPEED

What is the pace of your work?



SLOW

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COST

How much do you have to spend?




EXPENSIVE

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SCALE

How many people do you need?



HIGH VOLUME


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1b

LOCATION

Where do you want to meet people?



REMOTE

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LENS

What kind of evidence do you need?



ATTITUDE

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EXPERTISE

How much expert support do you need?




EXPERT

Image created by iStock from Shutterstock



VISIBILITY

How visible do you want to be?



HIGH PROFILE

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RESOURCE FLOW

Map the flow of money. By organizing and visualizing how a person or organisation spends money, you'll see how it comes in, goes out, and opportunities for more efficiency in the system

<http://www.danarini.com/methods/01>

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BEHAVIOR

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2b

EXPERTISE

How much expert support do you need?



GENERALIST

Image created by iStock from Shutterstock



VISIBILITY

How visible do you want to be?




LOW PROFILE

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LOCATION

Where do you want to meet people?



FACE-TO-FACE

Image created by iStock from Shutterstock



SCALE

How many people do you need?



LOW VOLUME

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PHOTO JOURNAL

A straightforward and visual way to get a glimpse into how a person lives his or her life and also helps empower individuals to tell their own stories

<http://www.designkit.org/methods/56>

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COST

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BEHAVIOR


Image created by iStock from Shutterstock



3b

LOCATION

Where do you want to meet people?



REMOTE

Image created by Shutterstock from Shutterstock



SCALE

How many people do you need?



LOW VOLUME

Image created by iStock from Shutterstock

EXPERTISE

How much expert support do you need?



GENERALIST

Image created by Shutterstock from Shutterstock



VISIBILITY

How visible do you want to be?



LOW PROFILE

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STORY WORLD

Build a rounded picture of the person that will use your policy, product or policy

<https://storyworld.org/storyworld/>

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4a

LOCATION

Where do you want to meet people?



FACE-TO-FACE

Image created by Pexels.com from Pexels

SCALE

How many people do you need?



LOW VOLUME

Image created by Joss Elmore/Unsplash from Pexels

LENS

What kind of evidence do you need?



BEHAVIOR

Image created by iStock/Photograph from Pexels

4b

EXPERTISE

How much expert support do you need?



GENERALIST

Image created by Pexels.com from Pexels

VISIBILITY

How visible do you want to be?



LOW PROFILE

Image created by Openi/Unsplash from Pexels

SPEED

What is the pace of your work?



FAST

Image created by iStock/Unsplash from Pexels

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How much do you have to spend?



CHEAP

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QUESTION LADDER

Ask questions that get to the heart of what motivates people

<https://www.stuvia.com/doc/1000000/question-ladder>

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5a

LOCATION

Where do you want to meet people?



FACE-TO-FACE

Image created by Pexels.com from Pexels



SCALE

How many people do you need?



LOW VOLUME

Image created by Joss Elmore/Unsplash from Pexels

LENS

What kind of evidence do you need?



BEHAVIOR

Image created by iStock/Photograph from Pexels



5b

EXPERTISE

How much expert support do you need?




GENERALIST

Image created by Pexels.com from Pexels



VISIBILITY

How visible do you want to be?



LOW PROFILE

Image created by Open/Close from Pexels

SPEED

What is the pace of your work?



FAST

Image created by iStock from Pexels



COST

How much do you have to spend?



CHEAP

Image created by Open/Close from Pexels

INTERVIEW

Conversations to learn more about people, their circumstances and what they need

<https://www.you.ac.uk/your-manual/your-research/using-the-depth-interview-toolkit/your-toolkit/your-toolkit-overview>

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6a

LOCATION

Where do you want to meet people?



FACE-TO-FACE

Image created by Federico Muro Pignatelli



SCALE

How many people do you need?



LOW VOLUME

Image created by Jane Mitchell-Lachlan from Pexels

6b

EXPERTISE

How much expert support do you need?




GENERALIST

Image created by Deepak Choudhary from Pexels



VISIBILITY

How visible do you want to be?



LOW PROFILE

Image created by Deepak Choudhary from Pexels

SPEED

What is the pace of your work?



FAST

Image created by GPF from Pexels



COST

How much do you have to spend?



CHEAP

Image created by Deepak Choudhary from Pexels

EXPERIENCE TOUR

Immerse yourself in an environment so you can gain first-hand perspective of the situation

<https://testbit.com/book/experience-tour-2/>

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7a

LOCATION

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FACE-TO-FACE

Image created by Federico Muro Pizarro



SCALE

How many people do you need?



LOW VOLUME

Image created by Jane Elmroth Lachon from Muro Pizarro

LENS

What kind of evidence do you need?



BEHAVIOR

Image created by Niko Pothmann from Muro Pizarro



7b

EXPERTISE

How much expert support do you need?




GENERALIST

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Make sense of existing evidence to understand people

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COST

How much do you have to spend?



CHEAP

Image created by Doreen Clarke from Meet Paper



EXPERTISE

How much expert support do you need?




EXPERT

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SCALE

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HIGH VOLUME


Image created by Alan Marshall from Meet Paper



8b

VISIBILITY

How visible do you want to be?




LOW PROFILE

Image created by Doreen Clarke from Meet Paper



LOCATION

Where do you want to meet people?



REMOTE

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LITERATURE REVIEW

Summary of current knowledge and trends found in academic papers

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ATTITUDE BEHAVIOR

LITERATURE REVIEW

Summary of current knowledge and trends found in academic papers

SLOW FAST
CHEAP EXPENSIVE
EXPERT GENERALIST
HIGH PROFILE LOW PROFILE
FACE-TO-FACE REMOTE
HIGH VOLUME LOW VOLUME
ATTITUDE BEHAVIOR

EXPERTISE


How much expert support do you need?



EXPERT

VISIBILITY


How visible do you want to be?



LOW PROFILE

LOCATION

Where do you want to meet people?



REMOTE

9b

SPEED

What is the pace of your work?



SLOW

COST

How much do you have to spend?



EXPENSIVE

ONLINE SURVEY

A questionnaire that people can complete over the internet

SLOW FAST
CHEAP EXPENSIVE
EXPERT GENERALIST
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FACE-TO-FACE REMOTE
HIGH VOLUME LOW VOLUME
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10a

EXPERTISE

How much expert support do you need?



GENERALIST

VISIBILITY

How visible do you want to be?



HIGH PROFILE

LENS

What kind of evidence do you need?



ATTITUDE

10b

LOCATION

Where do you want to meet people?



REMOTE

SCALE

How many people do you need?



HIGH VOLUME

SPEED

What is the pace of your work?



FAST

COST

How much do you have to spend?



CHEAP

INTERACTIVE WORKSHOPS

Group activities that users can take part in to explore issues

<https://www.gov.uk/service-manual/user-research/remote-small-group-workshops>
<http://www.liberaltrust.org.uk/20-digovern-activedefocus>

- SLOW FAST
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11a

SPEED

What is the pace of your work?



FAST

Image created by iStockphoto from iStock Photo



COST

How much do you have to spend?




CHEAP

Image created by iStockphoto from iStock Photo

SCALE

How many people do you need?



HIGH VOLUME


Image created by iStockphoto from iStock Photo



11b

VISIBILITY

How visible do you want to be?




LOW PROFILE

Image created by iStockphoto from iStock Photo



LOCATION

Where do you want to meet people?



FACE-TO-FACE

Image created by iStockphoto from iStock Photo

SOCIAL MEDIA ENGAGEMENT

Understand people's views and needs, and work with them through social media

<https://www.gsu.edu/institutes/institute-for-social-media-engagement/>
<https://social-media-engagement.com/>

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12a

LOCATION

Where do you want to meet people?



REMOTE

Image created by Pexels.com from Max Pixel



SCALE

How many people do you need?



HIGH VOLUME

Image created by Jarek Urbanski from Max Pixel

LENS

What kind of evidence do you need?



ATTITUDE

Image created by iStock-Photograph from Max Pixel



12b

EXPERTISE

How much expert support do you need?




EXPERT

Image created by Pexels.com from Max Pixel



VISIBILITY

How visible do you want to be?



HIGH PROFILE

Image created by Oleg Chirak from Max Pixel

SPEED

What is the pace of your work?



FAST

Image created by iStock from Max Pixel



COST

How much do you have to spend?



CHEAP

Image created by Pexels.com from Max Pixel

POP-UP RESEARCH

Short informal interviews or tests in places used by the people you want to talk to

<https://www.gov.uk/service-manual/user-research/doing-pop-up-research>

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13a

SPEED

What is the pace of your work?



FAST

Image created by iStock.com/Mark Pappas



COST

How much do you have to spend?



CHEAP

Image created by iStock.com/Mark Pappas

13b

EXPERTISE

How much expert support do you need?




EXPERT

Image created by iStock.com/Mark Pappas



VISIBILITY

How visible do you want to be?




LOW PROFILE

Image created by iStock.com/Mark Pappas

LOCATION

Where do you want to meet people?



FACE-TO-FACE

Image created by iStock.com/Mark Pappas



SCALE

How many people do you need?



LOW VOLUME

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