Informed by existing resources on co-design, we use this spectrum as a guiding tool to establish and nurture partnerships with communities.

**CRAFT-CENTRIC**
Designers craft ideas from their frame of reference and their interpretation of the people's needs.

**HUMAN-CENTRIC**
Those who are impacted by the solution are consulted to inform or inspire the final output.

**PARTICIPATORY**
Designers invite active participation and engagement from the end user in generative moments of making.

**CO-CREATION**
Those who will benefit, deliver, or have the power to influence the solution create the design solution at each stage of the project progression.

**SELF-DETERMINED**
The manifestation of solutions are led and determined by people who serve to benefit.

The Co-Design Spectrum

Informed by existing resources on co-design, we use this spectrum as a guiding tool to establish and nurture partnerships with communities.
Scan this QR code to find more tools and resources to increase vaccine confidence in your communities.

What’s resonating with you?
What’s inspiring you?

Given what you’ve heard today, how are you inclined [or not] to rethink the way you approach your work?

contact us
claudia@ideo.org
ridhi@ideo.org
slw@umn.edu