

DESIGN

WHAT IT IS

At Iriss we view design as an innovative problem solving process which can be used to address challenges in services, systems and processes, in addition to more familiar areas like communications, branding and look-and-feel.

WHY YOU MIGHT NEED IT

It can be hard sometimes to break with the familiar or to see a way forward with a challenge. We can help you to understand what you're really trying to solve by working with you to better frame your problem and to explore possible solutions.

HOW IRISS CAN HELP

- **BESPOKE SOLUTIONS:** Our team uses design thinking to research and fully understand the problem, explore a wide range of possible solutions, and then iterate through a programme of prototyping and testing to identify and implement the most sustainable final design.
- **EXPERIENCED TEAM:** With specific skills and experience in the areas of service design, data and systems development, user experience and visual design, across web, print, audio and video, Iriss can be your digital problem solver.



For more information on Iriss's services in this area and how we could help you, please visit www.iriss.org.uk/services or contact us at:

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