

# A Continuum of Design Approaches

## Mature discipline

### Design for Service

*Design within existing socio-economic and political paradigms*

**Expert-driven** solutions reach users through many 'touch points' (relational ecologies) over time through the **design of experiences**. Solutions are based upon the observation and interpretation of users' behavior and needs within particular contexts. Service design solutions aim to **provide profit and benefits for the service provider and useful and desirable services for the user** (consumer). Solutions are usually **based within the business arena and existing, dominant economic paradigm**.

## Developing discipline

### Design for Social Innovation

*Design that challenges existing socio-economic and political paradigms*

Design that **meets a social need more effectively than existing solutions**. Solutions often leverage or 'amplify' existing, under-utilized resources. Social innovation is a 'co-design' process in which **designers work as facilitators and catalysts** within transdisciplinary teams. Solutions benefit multiple stakeholders and empower communities to act in the public, private, commercial and non-profit sectors. **Design for social innovation represents design for emerging paradigms and alternative economic models, and leads to significant positive social change.**

## Emergent discipline

### Transition Design

*Design within radically new socio-economic and political paradigms*

**Transdisciplinary/cross-sector design** aimed at systems-level change and societal transition toward more sustainable futures. Based upon the reconception of entire lifestyles that are place-based but cosmopolitan in their global awareness and exchange of information and technology. Requires an understanding of the **interconnectedness and interdependency of social, economic, political and natural systems**. **Transition Design challenges existing paradigms, envisions new ones, to catalyze radical, positive social and environmental change.**

**Scale of time, depth of engagement, and context expand to include social & environmental concerns**