Design Team Card
The Researcher
The Creative
The Maker
The Perfectionist
The Communicator
The Provocateur
The Mediator

The Researcher

All great ideas should be underpinned by research. This team member makes sure our ideas reflect the needs of stakeholders, are sustainable and have the potential for real impact.

The Creative

Creative vision is what drives our ideas. Each team needs a dreamer: someone who makes us excited about re-imagining current problems and speculating about the future.

The Maker

Making a creative mess is valuable. This is the person who gets things done, supporting the team to start prototyping early, encouraging thinking through making and promoting fun.

The Perfectionist

Not all ideas are good! This person helps us to continually evaluate and refine our thinking, reigning us in when go off-task and always encouraging us to deliver quality work.

The Communicator

Every design needs a story! This is the person who brings a design idea alive. They help to shape strong, convincing and clear arguments, supporting the team to communicate effectively.

The Provocateur

Risk and failure are core to design. This is the person who challenges us to design better, who questions our assumptions and supports us to fail (and learn) in a safe and friendly environment.

The Mediator

Working in teams is hard! This person is the glue that binds us together, helping us to collaborate and make decisions, while also ensuring that each voice is heard and valued.