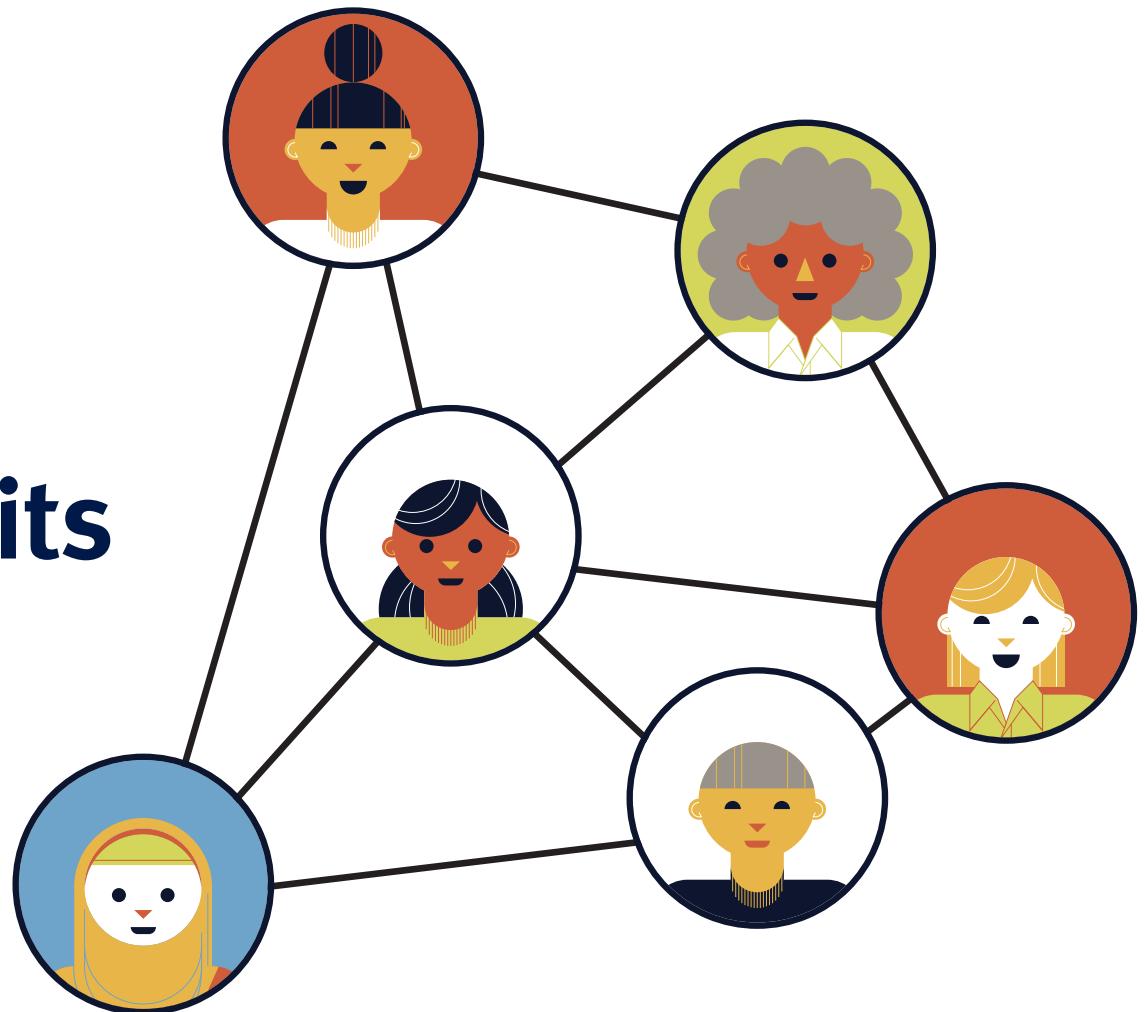# Building service design into financial empowerment programs
# Tips for non-profits

Prosper Canada

Tips for non-profits

Service design is a valuable methodology and approach for designing programs at frontline service organizations.

Here are five tips for non-profit organizations that may want to integrate service design into their work:

1. Learn more about service design: If this approach sounds appealing but you're still unsure how to begin, there are free online resources, blogs and articles on service design methodology. At Prosper Canada, we created our own video to share our experience with service design. **Watch the video**
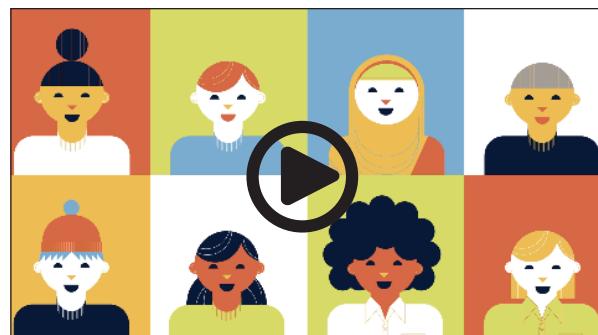
2. Give it a try: The best way to incorporate human centred design methodology in your work is to pilot the approach on an existing program. After learning about service design and how it aligned with our organization's values and mandate, we gave it a try and now we apply service design to all of our projects.

3. Service design does not have to be complicated or costly: As a non-profit, we appreciate that time and money are at a premium. You can apply service design approaches in ways that are cost-effective and efficient. For example, even blocking 30 minutes for a few client or staff interviews can generate helpful insights. Designing a client journey map can be as simple as developing a sketch of what you learned. Sticking to straightforward and uncomplicated prototypes of your new program or improved service can also save you money.

4. Service design works well in collaboration with all stakeholders: This includes management, staff, clients, and external stakeholders like community partners, funders and policy makers. Consider whom the problem or program affects, who funds it, who develops policies for it, and who delivers it across the entire service path. Ensure that you engage everyone you can along the journey.

5. It's worth the time invested: While it may be easier and faster to jump straight into generating ideas about your new program design, spending the extra time up front to better understand the people who will use and deliver the program and clearly defining the problem you are trying to solve will save you time and work down the road.