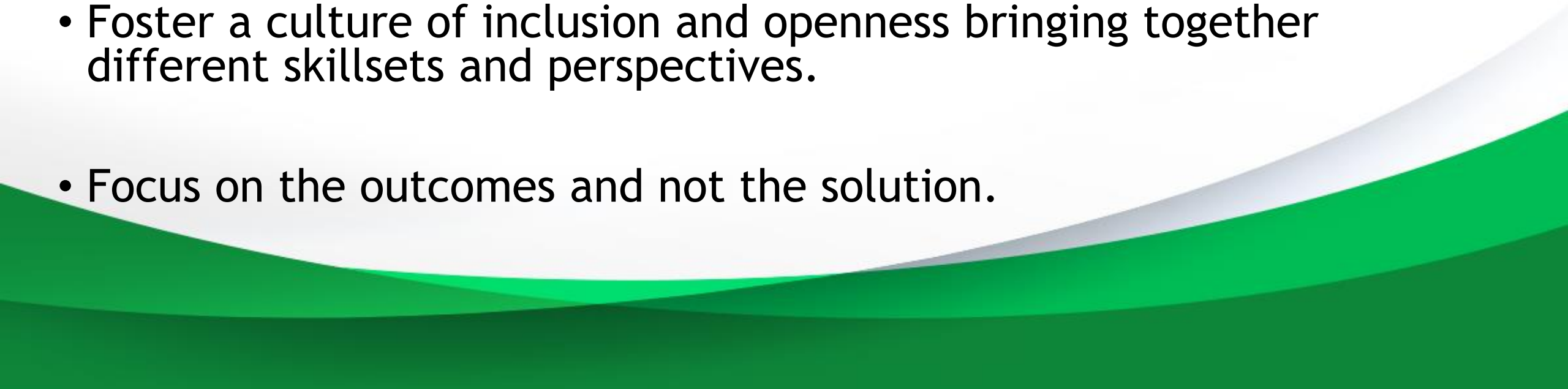# Walking the Walk: making co-design a reality in app development

Helena Painting |Head of Software Development

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Bridging the Reality Gap

- The reality gap – the disconnect between requirements and reality.

- Recognising that effective co-design is a complex undertaking.

- Foster a culture of inclusion and openness bringing together different skillsets and perspectives.

- Focus on the outcomes and not the solution.

Avoiding the Transformation Trap

- Remembering that digitisation does equal transformation.

- Adding value to the business process early in the process.

- Understand that usability is contextual and design accordingly.

- Create space for virtuous circles to flourish.

Walking the walk

- The power of the polo shirt – the joy of blending in.

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Secret weapon