PARTICIPATION PRODUCTS AND EXPERIENCES

A GUIDE TO DESIGNING PARTICIPANT-CENTRED PRODUCTS AND EXPERIENCES

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CONTENTS

SETTING THE SCENE

A quality experience is the main factor that attracts and keeps people returning to sport. This guide helps sports explore opportunities for retention and growth and outlines a detailed approach and key actions to co-design quality participation products and experiences.

The guide is suitable for sport organisations at different points on their design journey, offering tips and templates, as well as market and participant insights to help in designing products and experiences that meet participant needs.

WHY SHOULD WE REDESIGN EXISTING OR DESIGN NEW PARTICIPATION PRODUCTS AND EXPERIENCES?

The way people want to be active and engaged is changing. If sports don't evolve and put participant needs at the core of design and delivery, they risk losing market relevance. Poor experiences can turn participants away from the sport and can have a negative impact on their overall physical activity level and perception of sport more broadly.

WHAT DO WE MEAN BY PARTICIPATION PRODUCTS AND EXPERIENCES?

Products and experiences includes the overall product design and experience delivery to a participant both on and off the field.

Products are characterised by their format and features.

- Format – the type or style of program, number of sessions and range of activities etc. Introductory programs, competitions, social sports and event-based series are all examples of different participation formats.

- Features – the product attributes. Examples include the role of the deliverer, time commitment, costs, facilities and equipment requirements.

The format and features should be designed together to complement each other and deliver value to the participant.

Experience is where design meets delivery; where the designed product is delivered to and experienced by the participant. It is important to understand participant motivations and the moments that matter before, during and after the core product delivery both on and off the field, including promotion of the product, the registration process, the welcome or arrival, on field delivery and environment and follow-up communications.

HOW CAN WE PUT PARTICIPANTS AT THE CORE OF PRODUCT DESIGN?

Examples of participant motivations and how they can be used to shape the design of product formats and features are outlined below. These are examples only, it is important to spend time to understand your target participant motivations as you embark on your own product design.

"I want to learn some skills so I can play the game"

"I want to play sport to have fun with my friends"

"I get a kick out of winning and want to compete"

Formats to explore – introductory or 'learn to play' programs; modified games; skill progression sessions.

Features to consider – supportive, patient deliverers; holistic development of participants; and modified equipment to reduce barriers and encourage learning.

Formats to explore – social sport products; modified games and participation events or carnivals.

Features to consider - relaxed deliverers who are happy to let the play happen; short time commitment, with space and time for socialising and minimal equipment to reduce the barriers for people to join.

Formats to explore – competitions and leagues; competitive events and add-on skill and training sessions.

Features to consider – skilled deliverers that can improve participants and their team; quality facilities and the ability for participants to track achievement.

KEY RESOURCE

Doing Sport Differently from VicHealth explores ways to offer social sport that is engaging, accessible and appropriate for new markets, including less active people.

OPPORTUNITIES

Sports strategies, plans and objectives often highlight participation growth, which can be achieved through recruitment, retention and transition tactics. Product design helps sports develop experiences that attract new participants, keep people connected and engaged with the sport for longer, or transition people from one experience to another. Each sport should make informed decisions about the participants and markets they will target and the tactics that will best achieve their participation objectives.

Opportunities to consider when prioritising and designing products are outlined below.

RECRUITMENT

Using data and insights to target key market segments can be an effective strategy to attract new people to a sport. Segments include:

Children – develop a love and connection to sport early in life.

Targeted populations – create inclusive products for new markets or demographics.

Inactive – design a welcoming experience and appropriate offer for people who may lack confidence and/or fitness to join a sport.

Insufficiently active – encourage people to join your sport by offering flexibility and fun experiences.

Active – appeal to the active market by offering an alternative or additional sport or product choice.

RETENTION

Understanding why people leave your sport can help address issues, barriers and reduce your participant churn. Consider the following:

Youth – design experiences that are less competitive, lower commitment and fun.

Dissatisfied – seek feedback and be prepared to change products to improve the participant's experience.

Lapsed – target lapsed members by addressing their reasons for dropout through your product offers.

TRANSITION

Connecting participants from one product or experience to another can positively impact sustainable growth. Examples include:

School to club – encourage school participants to connect with community sport by offering fun, engaging and age appropriate sport.

Casual to engaged – develop a product suite that encourages participants to deepen the connection they have with the sport.

Life transition points – design products to cater for the impact of major life events and transitions.

Changing motivations – understand that people's motivations are different and may even change at times eg learning, playing, competing, volunteering etc.
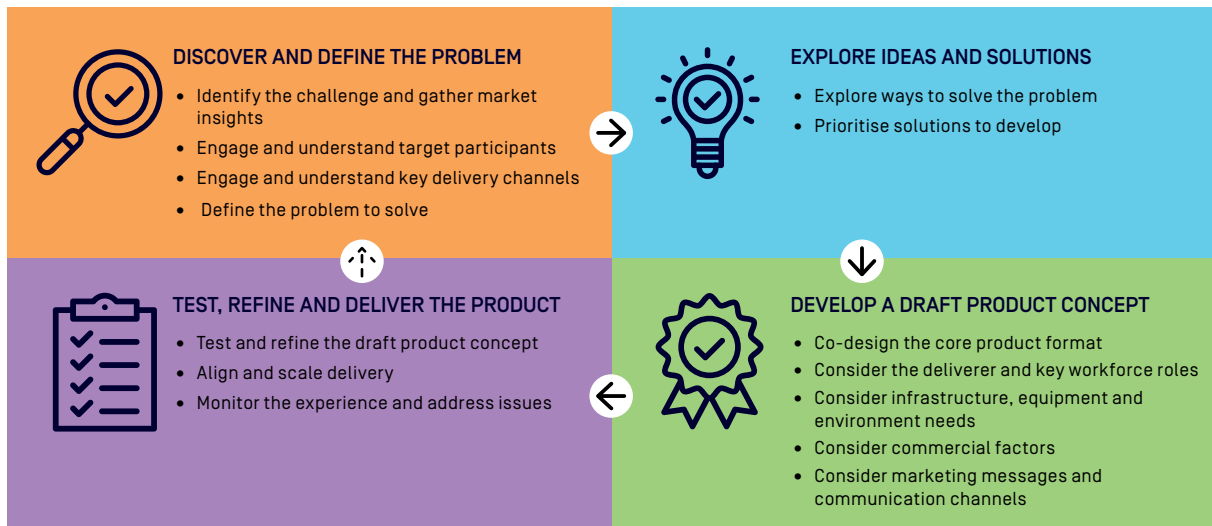
KEY RESOURCES

The **Participation Design Toolkit** on the Sport Australia website includes more information to help you identify opportunities for your sport. The following sections are particularly relevant:

- **Participation planning**
- **Market trends**
- **Life stage insights**.

DESIGN APPROACH

Ensure the products and experiences you offer, align with the evolving wants and needs of your target participants. This will help you achieve maximum growth through recruitment, retention and transition.

The design approach was developed in collaboration with **VicHealth** and outlines key actions to take when designing new products or redesigning existing products and experiences to better meet the needs of your target participants.

DISCOVER AND DEFINE THE PROBLEM

- Identify the challenge and gather market insights
- Engage and understand target participants
- Engage and understand key delivery channels
- Define the problem to solve

EXPLORE IDEAS AND SOLUTIONS

- Explore ways to solve the problem
- Prioritise solutions to develop

TEST, REFINE AND DELIVER THE PRODUCT

- Test and refine the draft product concept
- Align and scale delivery
- Monitor the experience and address issues

DEVELOP A DRAFT PRODUCT CONCEPT

- Co-design the core product format
- Consider the deliverer and key workforce roles
- Consider infrastructure, equipment and environment needs
- Consider commercial factors
- Consider marketing messages and communication channels

KEY RESOURCE

Use the design canvas at **Appendix 1** to capture outputs from key actions as you step through the design approach.

DISCOVER AND DEFINE THE PROBLEM

Identify the challenge and gather market insights

The design approach starts with a challenge you want to explore, such as:

- a new product opportunity (design)

- an issue with an existing product you want to address (redesign).

Once you identify the issue or opportunity, gather desktop market insights to help build out your understanding. It is important to remember this stage starts with exploration. Gather and consider different sources of information, both internal and external to your organisation before you move on to the next action, where you will engage with and learn about your target participants.

QUESTIONS TO ASK

1. What are the current product issues our sport wants to address (e.g. high product churn)?

2. What are the product opportunities our sport wants to explore (e.g. growth targets, transition opportunities)?

3. What are the key market trends within the sporting landscape?

4. What can we learn from our market competitors offerings?

5. What are our sports participation objectives?

6. What are the gaps in our sports current product offerings to meet our objectives and market demand?

USE YOUR OWN RESOURCES

- Sport-specific trend data (participation rates, membership drop-out points)

- Recent competitor analysis (sport benchmarking data)

- Strategic and participation plans (participation objectives)

- Product suite mapping.

SPORT AUSTRALIA RESOURCES

- Market trends

- Participation across life stages

- Inclusive Sport Toolkit: Diversity in Australia

- Participation planning

- Product opportunities

METHODS TO CONSIDER

- **Framing the design challenge** means you have a clear problem and appropriate scope to use in design.

- Conduct **desktop research** to gather and analyse documents, research studies, evaluation reports, trend data and market/competitor analysis. Key insights from this research will set the scene as you move through to the next actions of user engagement and research.

- **Mapping** your current product suite against your participation objectives and life stages/markets will help identify gaps in your product suite.

OUTPUT OF THIS ACTION

The **opportunity or issue** you want to explore and the **key market insights** you have gathered

Engage and understand target participants

This is a key step in any design process; drawing on different sources and undertaking user research to discover who the target participant is – their likes, dislikes, barriers and motivations. The ideal scenario is to engage directly with participants and empathise with and learn about them, in particular, delving into the pain points or issues they have with engaging in sport experiences. These are the key insights to take forward to the next stage.

You need to look at how the offer can address people's needs and wants and be something they value. This is the case if you are designing a new product offer or addressing an existing product issue. This helps you start out participant-centred and keep that as a key focus throughout the approach.

QUESTIONS TO ASK

1. Who will be/are the target participants and what are their barriers to participation?

2. What are our target participants pain points?
   What are their problems or issues?

3. What is the value we could provide the target participant? What do they need and want from our product and why will or do they choose our product?

4. What are the moments that matter to the target participant?

5. What have we learnt through feedback from current and lapsed participants?

6. What have we learnt through observing the participant product experience?

USE YOUR OWN RESOURCES

- Member satisfaction survey results

- Post-product surveys (participants, parents etc.)

- Informal participant feedback (verbal, interviews, group sessions etc.)

- Observation notes on participant product experience.

SPORT AUSTRALIA AND VICHEALTH RESOURCES

- **Participation across life stages**

- **AusPlay**

- **Youth participation** (understanding disengaged youth and the secondary school demographic)

- **VicHealth: How to co-design**

- **Leisure Networks - Power to Pedal: Designing your program** (using the **Doing Sport Differently** Principles from VicHealth)

- **Count Me In: engaging young people from migrant and refugee backgrounds in sport**

METHODS TO CONSIDER

- Conducting **user research** can take different forms such as contextual enquiry (interviewing and observing people in their environment), observation, focus groups and interviews. Different techniques can be used depending on situation, timeline, resources etc.

- A **persona and empathy map** can help you understand the participant - their needs, goals and the things they say, do, think and feel.

- **User insight statements** can help create compelling and actionable insights to help explore ideas and solutions

- Use the **VicHealth: How to co-design** resource to explore methods to use for this action.

OUTPUT

Identified **target participant/s** and the **value** you could provide to them

Engage and understand key delivery channels

While participant-centred design is critical to product success and participant experience, delivery channels are also important.

Just as you explore the value you create for participants, you need to think about why delivery partners do or will value delivering your offer. The traditional sport delivery channel is club sport, but there are other delivery partners in the market, such as private providers and schools. Whether this is a new design or addressing an existing issue, think creatively and explore different options before you narrow down on a target delivery channel.

QUESTIONS TO ASK

1. Who are/will be the key delivery partners and what are their barriers to delivery?

2. What is the value provided to the delivery partners? What do they want and need from our product? Why will/do they choose to deliver our product?

3. What additional stakeholders are/could be important in product delivery?

4. What have we learnt through feedback from delivery channel partners?

5. What have we learnt through observing the delivery channel experience?

USE YOUR OWN RESOURCES

- Deliverer satisfaction survey

- Post-product surveys (coaches, officials etc.)

- Informal deliverer feedback (verbal, interviews, group sessions etc.)

- Observation notes on deliverer product experience.

SPORT AUSTRALIA AND VICHEALTH RESOURCES

- **Youth participation** (building successful sport-in-school relationships)

- **VicHealth: How to co-design**

METHODS TO CONSIDER

- Conducting **user research** can take different forms such as contextual enquiry (interviewing and observing people in their environment), observation, focus groups and interviews. Different techniques can be used depending on situation, timeline, resources etc.

- A **persona and empathy map** can help you understand the delivery channel - their needs, goals and the things they say, do, think and feel.

- **User insight statements** can help create compelling and actionable insights to help explore ideas and solutions.

- Use the **VicHealth: How to co-design** resource to explore methods to use for this action.

OUTPUT

Identified **delivery channel/s** and the **value** you could provide them

Define the problem to solve

This action is a culmination of the previous two actions; defining the problem to solve and understanding who you will solve it for.

The problem may have shifted from the issue or opportunity you first identified at the start of the process. This shift may have occurred due to market insights you uncovered or narrowing down from a broad issue to the core problem. It is also important to be clear on who you are solving the problem for; this should be the target participants and/or the key delivery channels identified in the previous step.

Articulating a clear problem statement keeps you grounded in the value you can provide and this should be your design approach north star.

QUESTIONS TO ASK

1. What is the problem we are trying to solve and for who?
2. Does the problem statement allow for a variety of potential solutions?

METHODS TO CONSIDER

Turning insights or problem statements into a **'How Might We'** format can help you explore solutions as you can answer these questions in a variety of ways. This method encourages innovative thinking.

OUTPUT

The **problem** you are trying to solve and for who (i.e. target participant/delivery channel)

EXPLORE IDEAS AND SOLUTIONS

Explore ways to solve your problem

Now that you have articulated a clear problem statement, it's time to start thinking about all of the possible ways to solve that problem.

This is a time for creative thinking, so stretch your thinking and don't stop at the first idea. Often the best ideas arrive when you think you have exhausted them all. Use different brainstorming or ideation techniques and involve a variety of viewpoints and stakeholders at this point. It's also important to get ideas from target participants and delivery stakeholders where possible.

QUESTIONS TO ASK

1. What are all the possible solutions to the problem statement?

2. What other organisations are leaders in solving a similar problem and/or at providing value to our target participants?

3. What techniques can we use to expand our thinking?

4. Who else can we get involved in exploring ways to solve the problem?

METHODS TO CONSIDER

- Get creative in the way you **brainstorm and ideate.** There are plenty of techniques you can try to stretch your thinking and be more innovative.

- One way to explore ideas is to consider who is the **best in the world** at solving similar problems.

- Tools such as an **idea canvas** may help you flesh out ideas.

OUTPUT

Possible solutions to your problem statement

Prioritise ideas and solutions to develop

While you may like all the ideas you came up with, you need to narrow down and prioritise ideas/solutions to take through and develop further. There is no perfect number of ideas to take through to development. It will depend on your situation, resources, time etc.

You can prioritise using different methods. For example, you may want to develop two ideas – one that is most likely to succeed and one that excites you. It is always important to get buy-in from within your sport, so consider different viewpoints and perspectives on the ideas to develop further.

All the ideas you came up with won't be lost, you can always loop back and develop others as needed.

QUESTIONS TO ASK

1. What are some of the common themes of our ideas?

2. Which ones excite us and which ones have the highest chance of success?

3. Which ones best address the problem we are trying to solve?

4. Which ideas do different stakeholders think should be developed?

5. Which do we want to develop out further?

METHODS TO CONSIDER

- Techniques such as **dot voting** allow people to express their views without succumbing to groupthink. You can use different colours to indicate different idea categories (e.g. what excites us, what has a high likelihood of success).

- If you still need to flesh out your prioritised ideas, a tool such as an **idea canvas** may help.

OUTPUT

Prioritised solutions to develop into a draft product concept

DEVELOP A DRAFT PRODUCT CONCEPT

Co-design the core product

Whether it be a new product offer or a redesign process, this is the stage where insights and ideas from earlier actions translate into a draft product concept. This is when the product starts to take shape as you work through the drivers of participation to design the core product and the key product features. Co-designing with target participants, key delivery partners and stakeholders is best practice and results in a better product concept to take forward.

The core product is the detail of the product format that is delivered to the participant – **what** they do and **when** they do it.

- **What,** includes details of the product format i.e. program, competition, event/s, activities, sessions etc. This is the core participation activity and shapes the other product features.
- **When,** includes features such as the time of year the product is delivered, the length of the program/ sessions and the days/times it will be offered etc.

✅ **Tip:** Make sure you keep participant motivations at the centre of your design and check that the product format you are exploring matches what your target participants are after

QUESTIONS TO ASK

1. Who can we involve in co-designing the core product format? Experienced coaches, PE or movement experts with target age group knowledge, diverse participants and stakeholders such as member associations may all have valuable contributions.
2. What are the key desired product outcomes that match participant wants and needs and the product vision? This may include fun, skill development, teamwork and match play. What formats might help you achieve this? For example, programs, competitions, activities, sessions or modified games.
3. How can the core product develop participants' physical, psychological, social and cognitive skills and behaviours?
4. What enabling approaches and best practice methods can you learn from and embed in your design? Consider physical literacy, universal design, game sense etc.
5. How will participants progress in a way that challenges and keeps them interested? How can we design activities that vary in challenge level for different ages/capabilities etc?
6. How can we provide opportunities to participate at times/days which align with the wants and needs of target participants?
7. How can we design the product to match time commitment wants and needs of participants?

USE YOUR OWN RESOURCES

- Format, session or activity planning tools
- Activity and skills cards
- Existing product manuals

SPORT AUSTRALIA AND VICHEALTH RESOURCES

- Physical literacy alignment guidelines
- Youth participation (product design and delivery strategies for disengaged youth/students)
- Playing for Life activity cards
- Inclusive sport framework process
- Inclusive Sport Toolkit: Universal Design
- Golf Australia: product design case study (physical literacy)
- VicHealth: How to co-design
- Leisure Networks - Power to Pedal: Designing your program (using the Doing Sport Differently Principles from VicHealth)

OUTPUT

The core product features (i.e. the **what** and **when**) of the draft product concept

Consider the deliverer profile and product workforce

Workforce refers to the people that play a role in delivering the product to the market; the people **who** are the interface between the product and participant. These can include paid and unpaid/voluntary roles. The workforce includes:

- **Deliverer** – people who deliver the core product to the participant; typically the coach or program deliverer.

- **Product workforce** - other people responsible for delivering key features of the product experience to the participant (e.g. official, registrar, facility manager).

Tip: The deliverer is often one of the key factors in a participants experience and can be the difference between whether they keep coming back each week

QUESTIONS TO ASK

1. What are the key skills, attributes and capabilities of the ideal deliverer?

2. What are the skills, attributes and capabilities of current product deliverers? Do they match the ideal deliverer and could they deliver the redesigned product as intended?

3. What avenues could we explore to engage ideal deliverers?

4. What roles are key in delivering all components of the product experience?

5. What types of training and upskilling might deliverers need to deliver the designed product? This will be fleshed out more in delivery actions.

USE YOUR OWN RESOURCES

- Coaching and officiating framework and competencies

- Sport organisational roles and responsibilities

SPORT AUSTRALIA AND VICHEALTH RESOURCES

- **Coaching & Officiating**

- **Surfing Australia: Workforce and deliverer design case study**

- **Leisure Networks - Power to Pedal: The Non-Traditional Coach** (using the **Doing Sport Differently** Principles from VicHealth)

OUTPUT

The ideal deliverer profile and key workforce roles (the **who**) to deliver the draft product concept

Consider product infrastructure, environment and equipment needs

Infrastructure, environment and equipment are key details of the product that is delivered to the participant - **where** and **how** they participate.

- **Where,** includes the details on the places, spaces and environment each component of the product is delivered in.

- **How,** includes details on the equipment needed to participate in the product.

QUESTIONS TO ASK

1. What are the high-level infrastructure and equipment needs based on core product design and participant needs?

2. Can we meet these needs through our current facility supply?

3. Can we use non-traditional facilities, places and spaces to reduce barriers to participation for participant and deliverers?

4. Can we use cost-effective and modified equipment to reduce barriers to participation for participant and deliverers?

5. Can we consider different locations and equipment to suit different environments? For example, regional versus metro.

6. How can we create environments that are welcoming, inclusive, accessible and safe to reduce barriers to participation for participant and deliverers?

USE YOUR OWN RESOURCES

- Infrastructure strategy or plan
- Current sport facility audit including locations, use/availability, accessibility features, travel options etc
- Existing equipment supplier offerings

SPORT AUSTRALIA RESOURCES

- Inclusive Sport Toolkit: Accessibility
- Inclusive Sport Toolkit: Universal Design
- Play Australia: Infrastructure and equipment design case study

OUTPUT

The infrastructure and equipment needs (the **where** and **how**) of the draft product concept

Consider commercial factors of the business model

Commercial involves considering factors to lead to a financially sustainable product and how to maximise financial gains from product assets.

Aligned products and delivery within your sport puts you in a better position to pursue commercial interest and support.

QUESTIONS TO ASK

1. What is the high-level product business model?

2. What are the key drivers, risks and assumptions behind the commercial success of the product?

3. What is the size of the potential market for our product offering?

4. What is the propensity to pay of the target participant and what value do they place on the product?

5. What are the key fixed and variable costs to consider in a product financial model?

6. What are the product revenue items and an indicative price point?

7. How does the indicative price and value proposition compare to benchmark market competitors?

USE YOUR OWN RESOURCES

- Consumer/market sizing insights
- Benchmark data and competitor analysis
- Organisational risk appetite and management
- Brand strategy
- Financial and revenue data.

SPORT AUSTRALIA RESOURCES

Generating Commercial Revenue: The sustainable approach

OUTPUT

High-level **commercial factors** of the draft product concept

Consider product marketing messages and communication channels

A marketing message is a communication designed to influence your target audience, which will include participants and deliverers. Good marketing messages get to the point quickly, creating demand or building brand awareness.

Traditional communication channels include face-to-face verbal communication, phone and print advertising. Digital channels, such as websites, email, blogs, social media and SMS messaging can often provide an inexpensive, quick and targeted way to reach current and potential participants, supporters and deliverers.

The best channels are those that most effectively deliver your messages so they reach and are understood and trusted by your audience. Use multiple channels to reach a broad audience and to reinforce important messages.

When designing products, consider how best to communicate with participants at key moments in their journey.

QUESTIONS TO ASK

1. How can we use market insights to inform our product marketing and communications?
2. What messages express the unique value proposition of the product or experience to target participants and deliverers?
3. Will different audiences need different messages at different times?
4. What traditional and digital communication channels will best engage target participants?
5. Do we have existing channels we can use to deliver product marketing messages?
6. How can we create a two-way dialogue for deeper engagement with our audience?
7. Are our product marketing messages aligned with our sport's broader brand, marketing and commercial activities?

USE YOUR OWN RESOURCES

- Market research
- Marketing and communications strategy or plan
- Brand insights and strategy
- Communication analytics

SPORT AUSTRALIA AND VICHEALTH RESOURCES

- Inclusive Sport Toolkit: Communication
- Cycling Australia: Marketing and communications design strategy
- Leisure Networks - Power to Pedal: Creating your participant›s experience (using the Doing Sport Differently Principles from VicHealth)

OUTPUT

High-level **marketing messages and communication channels** for the draft product concept

TEST, REFINE AND DELIVER

Test and refine the draft concept

Once a draft product offer has been co-designed in the Develop stage, it should be tested both with target participants and delivery partners. This could include prototyping (light and quick) and piloting (sustained and longer-term). Both are ways to get real-time feedback and can minimise risks as you continue iterating. As you pilot, continue to refine the product with scale in mind.

When piloting, think about the different elements you need to test. This could include but is not limited to:

- whether your marketing attracts the target participant
- environment and locations
- delivery channel capability
- deliverer types and styles
- core product formats and features.

QUESTIONS TO ASK

1. How can we get quick and immediate feedback from target participants and deliverers?

2. What logistics would we need to consider for a pilot (e.g. securing facilities, equipment requirements)?

3. Can we run pilots alongside existing product delivery to enable comparison?

4. How would we communicate our pilot to the market? For example, participant and deliverer recruitment and marketing messages.

5. How can we showcase and create buy-in with key stakeholders? For example, could we invite and engage the executive, board members and sponsors?

6. Do we have a monitoring and evaluation plan to capitalise on pilot learnings?

OUTPUT

Plan to **test**, **learn** and **refine** the product concept

Align and scale delivery

These next two actions are significant steps and will take time, effort and probably some perseverance and negotiation.

Testing and piloting can give you confidence and direction in scaling up delivery of the product but the timeline and approach to scaling will be different for different circumstances - there will not be a one-size fits all solution. It is probably wise to consider what is achievable and realistic. You may also have found during piloting and testing that you need to loop back to earlier stages of the design approach if your product concept didn't hit the mark.

Aligning the delivery system is important for the integrity of the product as you broaden elements such as delivery locations, coaches/deliverers, partners and participant numbers etc.

QUESTIONS TO ASK

1. What product refinements need to be made from pilot to scale based on pilot monitoring and evaluation?

2. What are the delivery details of an achievable, phased, scale up plan? For example, product locations, participant numbers, cost, timeline and priorities.

3. Are key delivery channels and partners aligned and ready for scale up?

4. How will you train and upskill delivery channels and product deliverers? Consider seminars, presentations and training workshops etc.

5. Have you developed a communication plan that encompasses key stakeholder groups and do they all know and buy in to the product vision?

6. How can you solve product problems and keep consistency in product delivery as you scale up? For example, you could: facilitate peer-to-peer learning and communication to solve on the ground issues; share case studies of delivery learnings and create a comprehensive FAQ list for deliverers.

7. How can you make sure the participant's voice remains heard and doesn't get lost as you scale up delivery?

OUTPUT

Considerations in a product **scale-up** approach

Monitor experience and address issues

After a thorough product design process, don't just set and forget.

Monitoring the product success, gathering participant and deliverer feedback and a willingness to change will set your product and organisation apart in the market. Different mechanisms can be explored for feedback depending on resource limitations but the important thing is to consider and action the feedback you get and don't be afraid to loop back to early stages of this approach if you need to address issues.

QUESTIONS TO ASK

1. How will we track if we are achieving key product success measures?

2. How will we know if participants value and enjoy the product experience? If not, why not and what will we do?

3. How will we know if delivery partners value the product? If not, why not and what will we do?

4. How will we know if the product is financially viable? If not, why not and what will we do?

5. How will we monitor the product delivery of the delivery channels and product delivery team and work with partners to action any issues in a timely and efficient way?

OUTPUT

Plan to **monitor** the participant and deliverer experience and action the feedback you receive

MORE INFORMATION

For more information about designing participation products and experiences, contact the Participation Design team at **participation@ausport.gov.au**

APPENDIX 1: DESIGN CANVAS

The design canvas can be used to capture outputs from key actions through the product design approach. When completed, your canvas will provide a high-level summary from which you can build from.

Download an editable version of the **design canvas** on the **Sport Australia website**.

The image below is for illustrative purposes only.

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