UX London: Leading Service Design

## The test of a good user need

- ✓ If you showed it to a user, would they recognise it as their need?
- Is it written with words real users use?
- Does it describe the problem rather than the solution?
- Will it stay the same regardless of changes to technology, policy and existing services?
- Does it help you organise and prioritise work?

Inspired by Leisa Reichelt @leisa