1

START WITH
NEEDS

USER NEEDS, NOT
GOVERNMENT NEEDS

**Design
principles**

Government Digital Service

1 Start with needs (user needs, not government needs) **2** Do less **3** Design with data **4** Do the hard work to make it simple **5** Iterate. Then iterate again **6** This is for everyone **7** Understand context **8** Build digital services, not websites **9** Be consistent, not uniform **10** Make things open: it makes things better
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DO LESS

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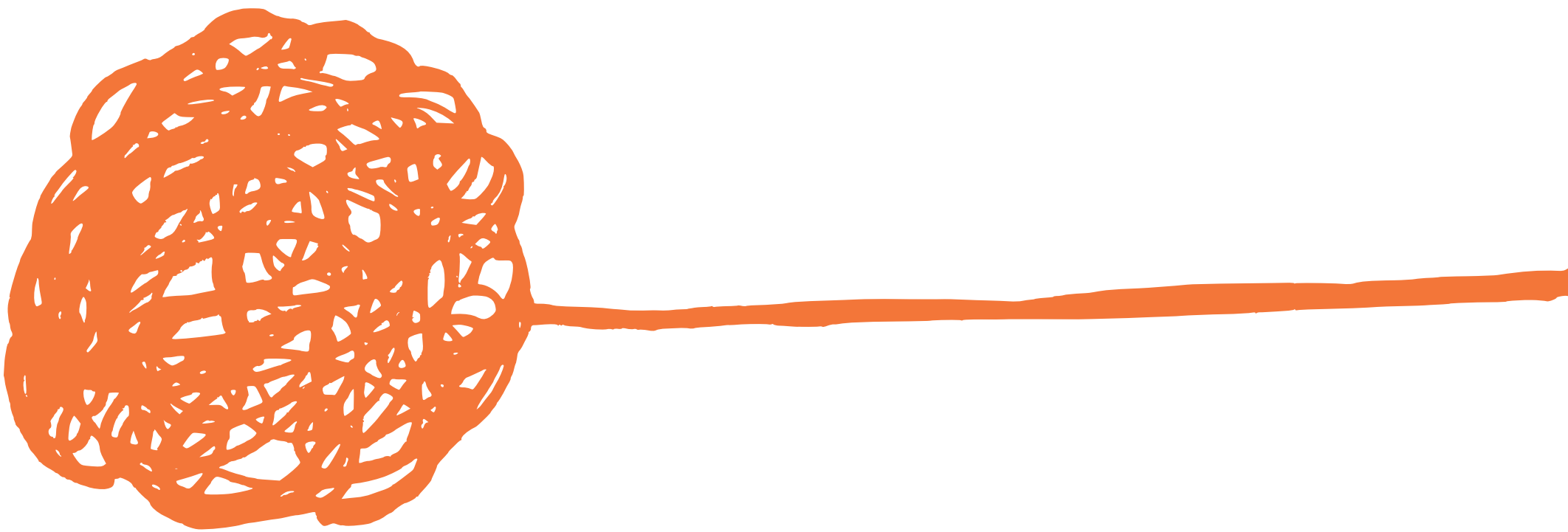**www.gov.uk/designprinciples**

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DESIGN WITH DATA

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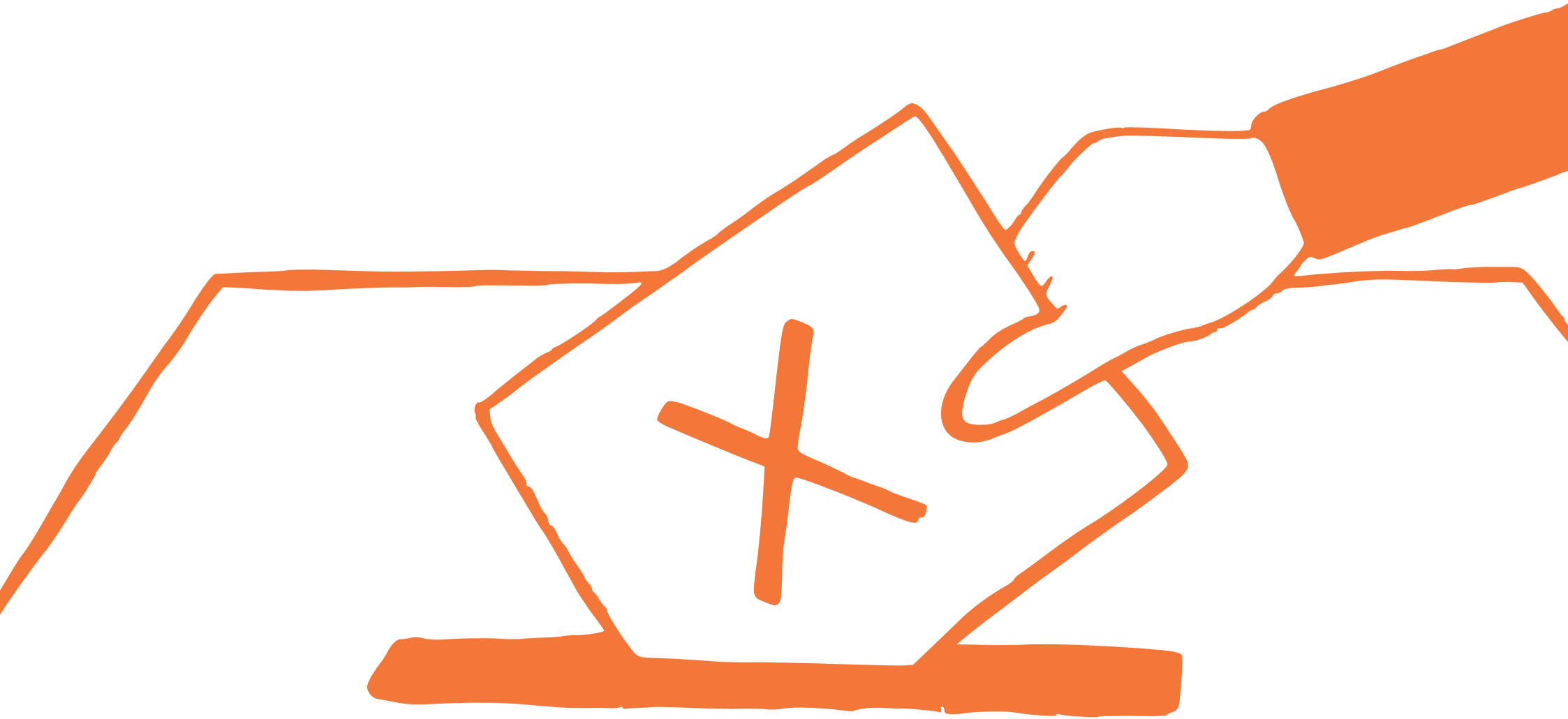
4

DO THE HARD WORK TO MAKE IT SIMPLE

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ITERATE.
THEN
ITERATE
AGAIN

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THIS IS FOR EVERYONE

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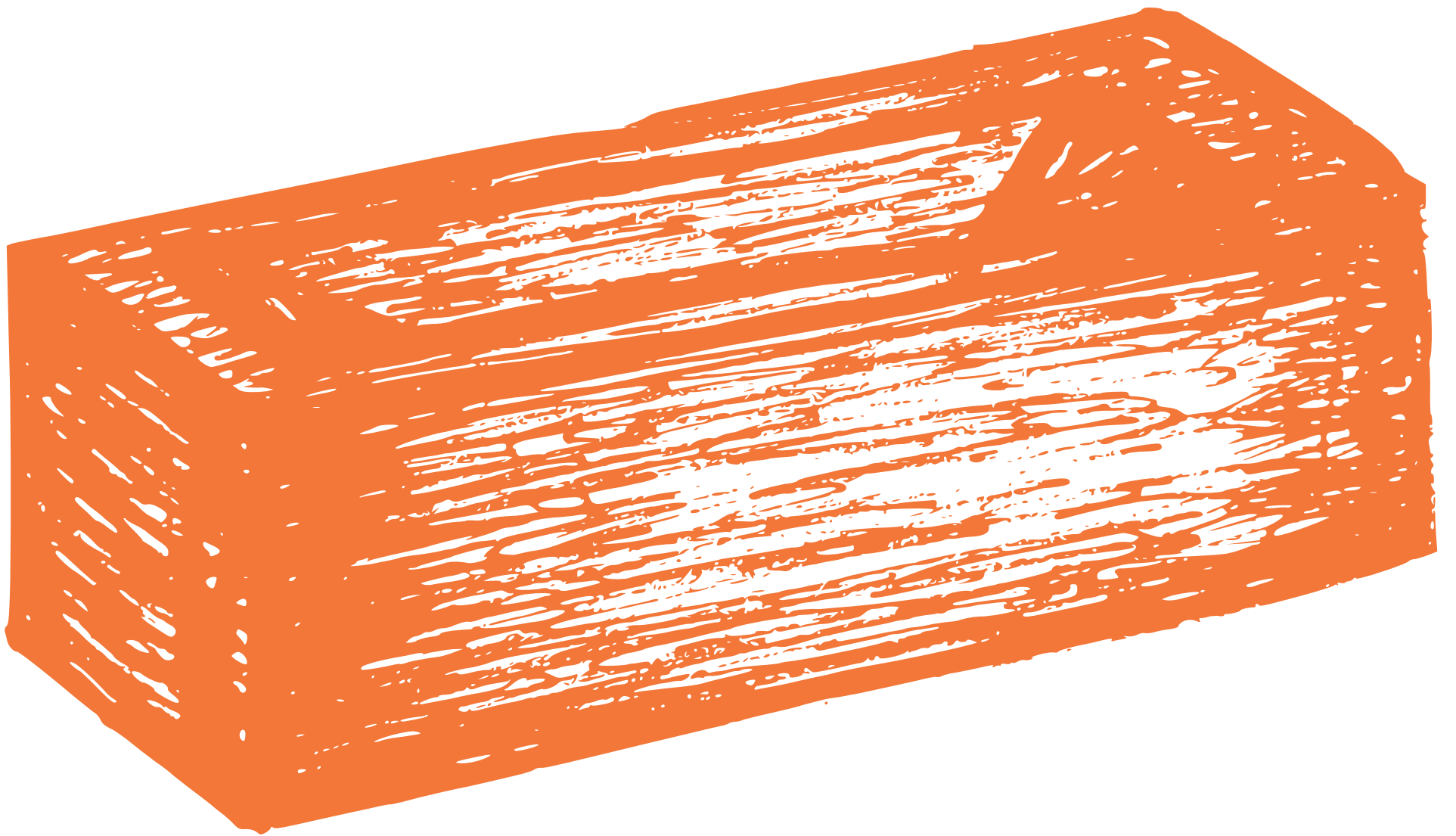**www.gov.uk/designprinciples**

UNDERSTAND
CONTEXT

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BUILD DIGITAL SERVICES NOT WEBSITES

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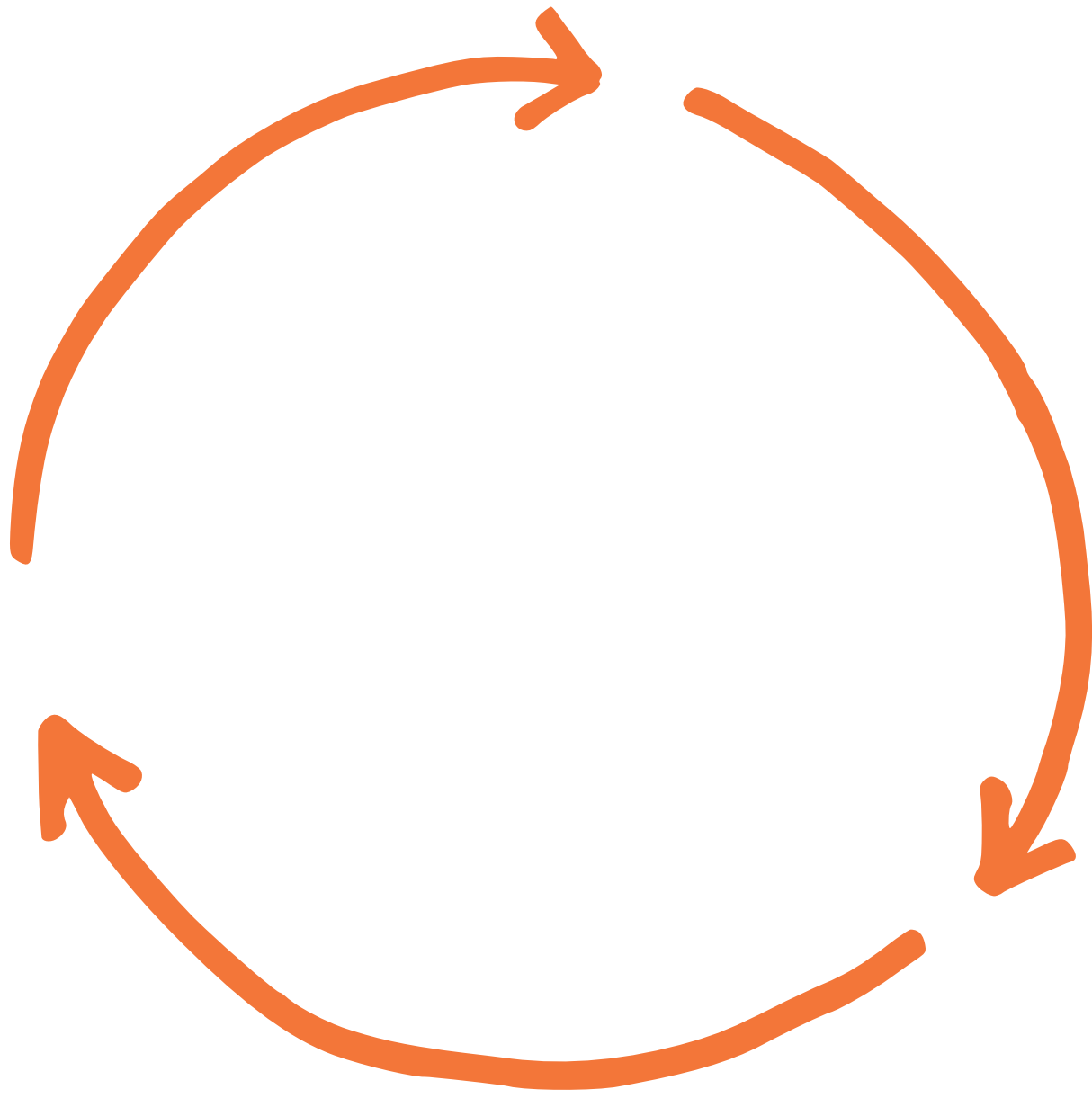**www.gov.uk/designprinciples**

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BE CONSISTENT NOT UNIFORM

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MAKE THINGS OPEN

IT MAKES THINGS BETTER

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