



Digital Service Standard

- 1 Understand user needs, conduct research to develop a deep knowledge of who the service users are and what that means for digital and assisted digital service design
- 2 Establish a sustainable multi-disciplinary team that can design, build, operate and iterate the service, led by an experienced service manager with decision-making responsibility
- 3 Adopt a user-centred design approach
- 4 Establish benchmarks to measure user satisfaction, digital take-up, completion rates and cost per transactions and report performance publicly
- 5 Evaluate what data, tools and systems will be used to build, host, operate and measure the service and how to adopt, adapt or procure them
- 6 Assess what personal user data and information the service will be providing, using or storing and put in place appropriate measures to address security risks, legal responsibilities and privacy considerations
- 7 Build the service using agile, iterative, collaborative and user-centred methods
- 8 Build the service with consistent look, feel, tone and function that meets the needs of users including those with disability
- 9 Use web service APIs, open standards and common government solutions where possible and make all new source code open and reusable where appropriate
- 10 Test the service on all common browsers and devices, using dummy accounts and selecting representative samples of users
- 11 Integrate the service with any non-digital interactions
- 12 Put appropriate assisted digital support in place that's aimed towards those who genuinely need it
- 13 Consolidate or phase out existing alternative channels where appropriate
- 14 Undertake ongoing user research and usability testing to continuously inform service improvement
- 15 Use data and analytics tools to collect and report performance data; informing continual service improvements
- 16 Provide ongoing assurance, supported by analytics, that the service is simple and intuitive enough that users succeed first time unaided