

Digital Service Standard

CRITERIA

TO DO

DOING

DONE

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

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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