



User Experience Standard

Understand user needs. Research to develop a deep knowledge of who the service users are and what that means for the design of the service.

For help and advice on User Experience Standards contact: nss.communications@nhs.net



Searchable
users can find what they need when they need it



Useful
remain useful and are reassessed regularly



Accessible
accessible and equitable to all



Valuable
add value to our stakeholders and improve customer experience



Desirable
Of a high standard reflecting our image and brand



Usable
user gets what they need for the least amount of effort