U.S. Digital Services Playbook

The American people expect to interact with government through digital channels such as websites, email, and mobile applications. By building digital services that meet their needs, we can make the delivery of our policy and programs more effective.

Today, too many of our digital services projects do not work well, are delivered late, or are over budget. To increase the success rate of these projects, the U.S. Government needs a new approach. We created a playbook of 13 key "plays" drawn from successful practices from the private sector and government that, if followed together, will help government build effective digital services.

Digital Service Plays

1. Understand what people need

2. Address the whole experience, from start to finish

3. Make it simple and intuitive

4. Build the service using agile and iterative practices

5. Structure budgets and contracts to support delivery

6. Assign one leader and hold that person accountable

7. Bring in experienced teams

8. Choose a modern technology stack

9. Deploy in a flexible hosting environment

10. Automate testing and deployments

11. Manage security and privacy through reusable processes

12. Use data to drive decisions

13. Default to open