

# Digital and technology need **Service Design**

GDS  
Service Design  
and Standards

To transform government we need to design our services around user needs. So they are joined up and work from end to end and across all channels.

**To transform government around user needs we need service design.**

# Transformation needs **Service Design**

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# Users need **Service Design**

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# Government needs **Service Design**

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# What you need is: **Service Design**

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