## Understand users and their needs Meeting 1 users' needs Solve a whole problem for users 2 3 Provide a joined up experience across all channels Make the service simple to use Make sure everyone can use 5 the service **Providing** 6 Have a multidisciplinary team a good service Use agile ways of working 7 8 Iterate and improve frequently 9 Create a secure service which protects users' privacy Define what success looks like 10 and publish performance data **Using** Choose the right tools and 11 technology the right Make new source code open technology Use and contribute to common 13

14

standards, components and patterns

Operate a reliable service

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14

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