# Meeting users' needs

- 1 Understand users and their needs
- 2 Solve a whole problem for users
- 3 Provide a joined up experience across all channels
- 4 Make the service simple to use
- **5** Make sure everyone can use the service

### Providing a good service

- 6 Have a multidisciplinary team
- **7** Use agile ways of working
- 8 Iterate and improve frequently
- **9** Create a secure service which protects users' privacy
- **10** Define what success looks like and publish performance data

## Using the right technology

- 11 Choose the right tools and technology
- **12** Make new source code open
- 13 Use and contribute to common standards, components and patterns
- 14 Operate a reliable service

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