

Servicestandard- Implementierung in Großbritannien

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Cabinet Office

Policy paper

Government Digital Strategy: December 2013

Updated 10 December 2013

This was published under the 2010 to 2015 Conservative and Liberal Democrat coalition government

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Foreword by Francis Maude, MP

[Watch a video of Francis Maude's foreword](#)

In just over 2 decades the internet has become a huge part of our everyday lives. Today 82% of adults in the UK are online. Completing transactions online has become second nature, with more and more of us going online for shopping, banking, information and entertainment. Why? Because online services tend to be quicker, more convenient and cheaper to use.

But until now government services have stood out by their failure to keep up with the digital age. While many sectors now deliver their services online as a matter of course

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[Government Digital
Service](#)

Policy paper

Digital transformation exemplar services

Published 1 June 2013

This was published under the 2010 to 2015 Conservative and Liberal Democrat coalition government

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Government is building digital services that are simpler, clearer and faster to use. We're starting with 25 'exemplar' services.

Current status

Phase	Number of services in phase	Description of phase
Discovery	0	User needs are researched and identified. Learn more

2013

Digital by Default Service Standard: The criteria

- 1** Understand user needs. Research to develop a deep knowledge of who the service users are and what that means for digital and assisted digital service design.
 - 2** Put in place a sustainable multidisciplinary team that can design, build and operate the service, led by a suitably skilled and senior service manager with decision-making responsibility.
 - 3** Evaluate what user data and information the service will be providing or storing, and address the security level, legal responsibilities, and risks associated with the service (consulting with experts where appropriate).
 - 4** Evaluate the privacy risks to make sure that personal data collection requirements are appropriate.
 - 5** Evaluate what tools and systems will be used to build, host, operate and measure a service, and how to procure them.
 - 6** Build the service using the agile, iterative and user-centred methods set out in the manual.
 - 7** Establish performance benchmarks, in consultation with GDS, using the 4 key performance indicators (KPIs) defined in the manual, against which the service will be measured.
 - 8** Analyse the prototype service's success, and translate user feedback into features and tasks for the next phase of development.
 - 9** Create a service that is simple and intuitive enough that users succeed first time, unaided.
 - 10** Put appropriate assisted digital support in place that's aimed towards those who genuinely need it.
 - 11** Plan (with GDS) for the phasing out of any existing alternative channels, where appropriate.
 - 12** Integrate the service with any non-digital sections required for legal reasons.
 - 13** Build a service consistent with the user experience of the rest of GOV.UK by using the design patterns and style guide.
- THIS IS THE
NEW RELEASER
VERSION
FOR THE
GOV.UK
- 14** Make sure that you have the capacity and technical flexibility to update and improve the service on a very frequent basis.
 - 15** Make all new source code open and reusable, and publish it under appropriate licences (or provide a convincing explanation as to why this cannot be done for specific subsets of the source code).
 - 16** Use open standards and common government platforms (eg identity assurance) where available.
 - 17** Be able to test the end-to-end service in an environment identical to that of the live version on all common browsers and devices. Use dummy accounts and a representative sample of users.
 - 18** Use analytics tools that collect performance data.
 - 19** Build a service that can be iterated on a frequent basis and make sure resources are in place to do so.
 - 20** Put a plan in place for ongoing user research and usability testing to continuously seek feedback from users.
 - 21** Establish a benchmark for user satisfaction across the digital and assisted digital service. Report performance data on the Performance Platform.
 - 22** Establish a benchmark for completion rates across the digital and assisted digital service. Report performance data on the Performance Platform.
 - 23** Make a plan (with supporting evidence) to achieve a low cost per transaction across the digital and assisted digital service. Report performance data on the Performance Platform.
 - 24** Make a plan (with supporting evidence) to achieve a high digital take-up and assisted digital support for users who really need it. Report performance data on the Performance Platform.
 - 25** Make a plan for the event of the service being taken temporarily offline.
 - 26** Test the service from beginning to end with the minister responsible for it.

Zeitleiste



The Digital by Default Service Standard is a set of criteria for digital teams building government services to meet. Meeting the standard will mean digital services are of a consistently high quality. This includes creating services that are easily improved, safe, secure and fulfill user needs.

Digital by Default Service Standard

Erste Version



Government Service Design Manual

Erste Hilfestellungen



Verpflichtende Einführung für Services mit hohem Volumen



100 Service-standard-Assessments mit 70% Abnahmerate

March
2013

March
2013

April
2014

April
2015

“

Wir gehen davon aus, dass die meisten Services, die im Laufe dieses Jahres bewertet werden, nicht alle 26 Kriterien erfüllen werden – zumindest anfangs. Das ist nicht verwunderlich, denn der Standard ist Teil eines neuen Ansatzes, der bewusst als ‚Herausforderung‘ gedacht ist, um die Qualität der digitalen Dienste der Verwaltungen zu verbessern.“

Richard Sargent, 7. Juni 2013, ›Getting up to Standard‹,
Government Digital Service Blog



Digital Service Standard

- 1 Understand user needs. Research to identify what users need and what they expect for the design of the service.
- 2 It is easy to do for the majority user research and availability testing to continuously seek feedback from users to refine the service.
- 3 Put a person or a committee in charge of the digital strategy and make sure that this person or committee has the authority to make changes with decision-making responsibility.
- 4 Build the service using the agile iterative and user centred methods set out in the manual.
- 5 Build the service that can be tested by experts as it is a repeatable base and make sure that you can demonstrate how the service is built.
- 6 Test the new service against the service design principles and the service design manual.
- 7 Evaluate what you did and determine the digital transformation impact on the service delivery at the user level. Identify responsibilities, areas for improvement and opportunities for further development.
- 8 Make a new service open and modular, and connect my dependencies as we can to other services.
- 9 Set the standards and common agreement platforms where available.
- 10 Be able to test the end-to-end service as an integrated whole, including all the components and parts of the service, including on-the-move delivery and access to a remote office or digital service delivery using security offsite.
- 11 Create a service that is simple and intuitive enough for users to learn to use it.
- 12 Create a service that is reliable and has the right support in place to deal with any challenges with decision-making responsibility.
- 13 Build a service that is based on a design pattern, using the design patterns and style guide.
- 14 Encourage all users to use the Digital Service both avoided digital support if required, and make sure that the service is accessible for all.
- 15 Make sure that the service performs well, fast, fit, fair, operates and measures the service and is secure.
- 16 Identify performance indicators for the service, including KPIs and service delivery indicators (SDI) defined in the manual. Establish a baseline for the service and measure the performance of the service over time.
- 17 Report performance data on the Performance Platform.
- 18 Set the service from beginning to end with the minister responsible for it.

Digital Service Standard

Zweite Version mit 18 statt 26 Punkten



Externe Assessors

Verschiedene Ministerien involviert



Konsultations-workshops

für die nächste Version des Servicestandards



Service Standard

Dritte Version mit 14 Punkten und Fokus auf Ende-zu-Ende-Services

Mai
2015

Januar
2016

Mai
2018

June
2019

April 2014-June 2015

Digital by Default Service Standard

- 1 Understand user needs. Research to understand a user's needs and what they need to do and the service they will need to access.
- 2 Put a plan in place to evaluate the existing service and identify what needs to change. Work with the service manager with decision-making.
- 3 Evaluate what user data and information the service needs to collect. Decide what data is needed, add the new data to the service. Test the service to make sure it works well with the new data.
- 4 Evaluate the privacy risks to see that personal data requirements are met.
- 5 Evaluate what tools and systems will be used to support the delivery of the digital service, and review the risks.
- 6 Add the payment route to the digital service. Considered methods can run on the internet.
- 7 Publish performance metrics for the digital service. Set up a system to measure the service against the digital service standard.
- 8 Analyse the digital service's success and success factors to help improve the service.
- 9 Create a contract that a citizen could choose through DfD that agrees for the first time, updated.
- 10 An accessible online digital service. Give users choice over how they're helped who can't use a computer.
- 11 Data (GDPR) for the sharing of any personal data with other public sector organisations.
- 12 Integrate the service with any digital services required by the user.
- 13 Build a service consistent with the user's needs (DfD and GOV.UK by 2018).
- 14 Make sure digital users have the security and service they expect from a physical service, including a secure connection (use this code of conduct).
- 15 Make sure there are open and reusable digital services available for reuse (make a reusing contract so any other service can reuse the code of conduct).
- 16 Make sure citizens can comment government before the GOV.UK website.
- 17 Audit the service and ensure it is an environment friendly that the user can access and use easily, including the use of accessible devices and services of users.
- 18 Make sure the service is there in a digital space and available to all users.
- 19 Make sure the service is there in a digital space and available to all users.
- 20 Put a plan in place for ongoing user research and evaluation to make sure the service is effective from users.
- 21 Establish benchmarks across the digital and physical estate service delivery to make sure the service is effective from users.
- 22 Aligning benchmarks to continuous improvement. Review the performance on the Performance Platform.
- 23 Digital products and services produced to meet the needs of the public sector and the public sector to avoid digital services. Review the performance on the Performance Platform.
- 24 Make sure DfD is supporting projects to make sure digital support is there for people who need it. Digital support is there for people who need it.
- 25 Make sure DfD is there for the service being taken responsibility off it.
- 26 Ensure the DfD team is there to help the minister responsible for it.

June 2015-June 2019

Digital Service Standard

- 1 Understand user needs. Understand what needs to happen to deliver a new experience that the service can offer and what this means for the design of the service.
- 2 Do ongoing user research. Use digital methods to improve the service and enable learning. Review the user research to improve the service.
- 3 Have a multidisciplinary team. Put place a multidisciplinary team that is design, build, test, and evaluate. Make sure the team has the right skills and expertise to work together effectively.
- 4 Use agile methods. Put place an iterative process that is designed to work well with the multidisciplinary team and the user research.
- 5 Iterate and improve frequently. Make sure the service is always improving and the user research is always being used to inform the service.
- 6 Evaluate tools and systems. Assess the tools and systems used to support the delivery of the service, and review the tools and systems to make sure they have the capacity, resources and expertise to support the delivery of the service.
- 7 Understand security and privacy issues. Make sure the service is secure and private, and that the user's data is protected and handled correctly.
- 8 Make all source code open. Make all the source code open and available, and make sure the code is used in a way that makes it easy for others to use and reuse the code to support the delivery of the service.
- 9 Use open standards and common platforms. Make sure the service uses open standards and common platforms, including the use of open APIs for identifying services.
- 10 Test the end-to-end service. Make sure the end-to-end service is tested and evaluated, and that the user journey is checked and improved before going live.
- 11 Make a plan for being digital. Make sure the service is designed to be delivered online, including the use of digital channels and digital delivery.
- 12 Plan more user centred test times. Ensure the service is designed to be user centred throughout, and that user testing is done at every stage of the development process.
- 13 Plan the user experience consistent with GOV.UK. Build digital services with the user experience in mind, including the use of digital design principles, digital channels and digital delivery.
- 14 Encourage everyone to use the digital service. Encourage all users to use the digital service and make sure the service is accessible and easy to use for all users.
- 15 Calculate performance data. Make sure the service is measured and evaluated to make sure the service is effective and efficient.
- 16 Identify performance indicators. Make sure the performance indicators (PIs) defined for the service are being tracked and evaluated to make sure the service is effective and efficient.
- 17 Report performance data on the Performance Platform. Make sure the service is tracked and evaluated to make sure the service is effective and efficient.
- 18 Test with the minister. Make sure the service is being tested to make sure the minister is impressed by the service.

June 2019-present

Service Standard

- 1 Understand user needs. Understand what needs to happen to deliver a new experience that the service can offer and what this means for the design of the service.
- 2 Solve a user problem for users. Solve a user problem for users to improve the service.
- 3 Provide a joined-up experience across all channels. Make sure the user experience is consistent across all channels.
- 4 Make the service simple to use. Make sure the service is easy to use.
- 5 Make sure everyone can use the service. Make sure the service is accessible to everyone.
- 6 Have a multidisciplinary team. Make sure the team has the right skills and expertise to work together effectively.
- 7 Use agile ways of working. Make sure the team uses agile ways of working.
- 8 Iterate and improve frequently. Make sure the service is always improving and the user research is always being used to inform the service.
- 9 Create a secure service which protects users' privacy. Make sure the service is secure and private, and that the user's data is protected and handled correctly.
- 10 Define what success looks like and publish performance data. Make sure the service is tracked and evaluated to make sure the service is effective and efficient.
- 11 Choose the right tools and technology. Make sure the service uses the right tools and technology.
- 12 Make new source code open. Make sure the source code is open and available.
- 13 Use and contribute to open standards, common components and patterns. Make sure the service uses open standards and common components and patterns.
- 14 Operate a reliable service. Make sure the service is reliable and available.

KEY

- Meeting users' needs
- - - → Providing a good service
- Choosing the right technology
- Ministerial commitment

April 2014-June 2015

Digital by Default Service Standard

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

- 2 Put in place a sustainable multidisciplinary team that can design, build, operate and improve the service, led by a suitably skilled and senior service manager with decision-making responsibility.

- 3 Evaluate what user data and information the service will be providing or storing, and address the security, legal responsibilities, and risks associated with the service (consulting with experts where appropriate).

- 4 Evaluate the privacy risks to make sure that personal data collection requirements are appropriate.

- 5 Evaluate what tools and systems will be used to build, host, operate and measure the service, and how to procure them.

- 6 Build the service using the agile, iterative and user-centred methods set out in the manual.

- 7 Establish performance benchmarks, in consultation with GDS, using the 4 key performance indicators (KPIs) defined in the manual, against which the service will be measured.

- 8 Analyse the prototype service's success, and translate user feedback into features and tasks for the next phase of development.

- 9 Create a service that is simple and intuitive enough that users succeed first time, unaided.

- 10 Put appropriate assisted digital support in place that's aimed towards those who genuinely need it.

- 11 Plan (with GDS) for the phasing out of any existing alternative channels, where appropriate.

- 12 Integrate the service with any non-digital sections required for legal reasons.

- 13 Build a service consistent with the user

June 2015-June 2019

Digital Service Standard

1. Understand user needs

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.

[Read more about point 1](#)

2. Do ongoing user research

Put a plan in place for ongoing user research and usability testing to continuously seek feedback from users to improve the service.

[Read more about point 2](#)

3. Have a multidisciplinary team

Put in place a sustainable multidisciplinary team that can design, build and operate the service, led by a suitably skilled and senior service owner with decision-making responsibility.

[Read more about point 3](#)

4. Use agile methods

Build your service using the agile, iterative and user-centred methods set out in the manual.

[Read more about point 4](#)

5. Iterate and improve frequently

Build a service that can be iterated and improved on a frequent basis and make sure that you have the capacity, resources and technical flexibility to do so.

[Read more about point 5](#)

6. Evaluate tools and systems

Evaluate what tools and systems will be used to build, host, operate and measure the service, and how to procure them.

[Read more about point 6](#)

7. Understand security and privacy issues

Evaluate what user data and information the digital service will be providing or storing and address the security, legal responsibilities, privacy issues and risks associated with the service (consulting with experts where appropriate).

[Read more about point 7](#)

8. Make all new source code open

Make all new source code open and reusable, and publish it under appropriate licences (or provide a convincing explanation as to why this can't be done for specific subsets of the source code).

[Read more about point 8](#)

9. Use open standards and common platforms

Use open standards and common government platforms where available, including GOV.UK Verify as an option for identity assurance.

[Read more about point 9](#)

10. Test the end-to-end service

Be able to test the end-to-end service in an environment identical to that of the live version, including on all common browsers and devices, and using dummy accounts and a representative sample of users.

[Read more about point 10](#)

11. Make a plan for being offline

Make a plan for the event of the digital service being taken temporarily

June 2019-present

Service Standard

1. Understand users and their needs

[Read more about point 1](#)

2. Solve a whole problem for users

[Read more about point 2](#)

3. Provide a joined up experience across all channels

[Read more about point 3](#)

4. Make the service simple to use

[Read more about point 4](#)

5. Make sure everyone can use the service

[Read more about point 5](#)

6. Have a multidisciplinary team

[Read more about point 6](#)

7. Use agile ways of working

[Read more about point 7](#)

8. Iterate and improve frequently

[Read more about point 8](#)

9. Create a secure service which protects users' privacy

[Read more about point 9](#)

10. Define what success looks like and publish performance data

[Read more about point 10](#)

11. Choose the right tools and technology

[Read more about point 11](#)

12. Make new source code open

[Read more about point 12](#)

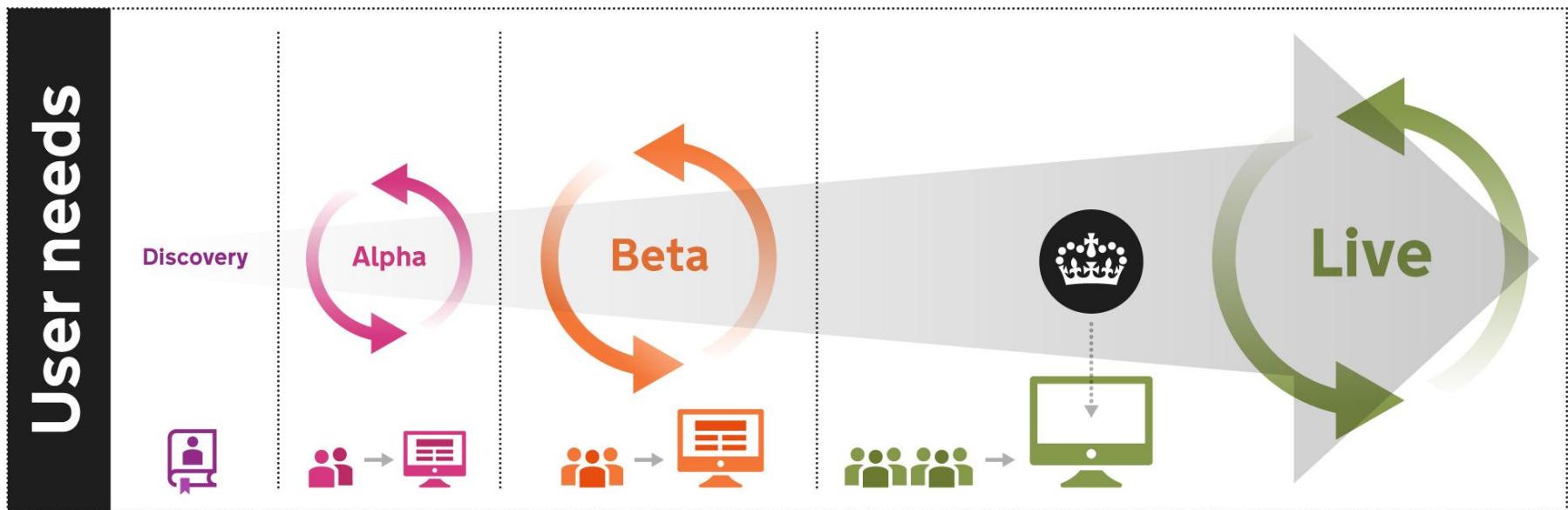
13. Use and contribute to open standards, common components and patterns

[Read more about point 13](#)

14. Operate a reliable service

[Read more about point 14](#)

Phasen



Discovery
Exploring
the problem
space

Alpha
Testing options
with hypotheses



Alpha
assessment

Beta
assessment

Live
assessment

Beta
Building and
refining options

Live
Continuously
improving



Überprüfung ↗

Gutachten-
prozess



Unterstützung ↗

Anleitungen
und Richtlinien



Weiterbildung
und fachlicher
Austausch



Beratung



Servicestandard



Überprüfung

Unterstützung

Gutachtenprozess



Anleitungen und Richtlinien



Weiterbildung und fachlicher Austausch



Beratung



Servicestandard



Digital by Default Service Standard

The Digital by Default Service Standard is a set of criteria for digital teams building government services to meet. Meeting the standard will mean digital services are of a consistently high quality. This includes creating services that are easily improved, safe, secure and fulfill user needs.



Digital Service Standard

- 1 Understand user needs. Research to develop a deep knowledge of who the service users are and what they need from the service.
- 2 Put a plan in place for ongoing user research and make sure the service is always improving based on what you've learned.
- 3 Put a place where people can request help if they're having trouble using the service or need advice.
- 4 Build the service using the agile, iterative and user-centred methods set out in the manual.
- 5 Build a service that can handle any demand on it without losing basic and core user features.
- 6 Evaluate what tools and systems will be used to build the service. Make sure they're fit for the job, reliable and easy to learn.
- 7 Ensure what's used to build the information the digital service needs is of a high quality and reliable. Check the source, legal requirements and privacy impact statement before using it.
- 8 Have a plan in place for how the service will be tested and if user acceptance testing is required.
- 9 Use tools to analyse the collected performance data to understand how well the service is performing at the next stage of development.
- 10 Be able to test the end-to-end service in an environment close to its live one to find the live system works as expected and identify potential problems and a reasonable level of users.
- 11 Make a plan for the review of the digital service to make sure it's still meeting user needs.
- 12 Create a service that's simple and intuitive enough that users can understand them.
- 13 Build a service that's accessible and the user experience is the same across all channels and devices.
- 14 Encourage all users to use the digital service (not existing digital sources if required), including those with disabilities and those who don't have digital connectivity.
- 15 Use tools to analyse that collect performance data to understand how well the service is performing at the next stage of development.
- 16 Use off-the-shelf software to build the service, unless there's a good reason not to. Consider open source software and the manual, available online, for more information on how to make sure it's reliable and maintainable.
- 17 Make sure the code is clean and follows the best practices.



Service Standard

- 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
- 6 Have a multidisciplinary team
- 7 Use agile ways of working
- 8 Iterate and improve frequently
- 9 Create a secure service which protects user privacy
- 10 Define what success looks like and publish performance data
- 11 Choose the right tools and technology
- 12 Make new source code open
- 13 Use and contribute to common standards, components and patterns
- 14 Follow the principles of the Open Source License

- Providing a good service
Using the right technology



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[Home](#)

Guidance

Digital and technology spend controls (version 5)

Follow this guidance when you want to get spend approval for digital and technology activities.

What is a service assessment?

Agile



Überprüfung → Unterstützung

Gutachtenprozess



Anleitungen und Richtlinien



Weiterbildung und fachlicher Austausch



Beratung



Servicestandard



GOV.UK

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Request a standard or enhanced DBS check

The report for the Request a Standard or Enhanced DBS check alpha reassessment on 14/06/2023

Result: met Stage: alpha-reassessment Assessed: 14 June 2023

Assessment date

Result

Stage

Apply for a voter authority certificate beta assessment

This service enables electors who do not already have an accepted form of photographic ID they wish to use for voting in polling stations to apply for a new form of photographic identification called a Voter Authority Certif...

Result: met Stage: beta Assessed: 29 November 2022

Declare your business trade and cost information alpha assessment



James Pitman
Digital Assessor / Government Digital Service
David Singer
Principal Service Designer / HMCTS & Engine

How to pass the assessment and meet the new Service Standard

Überprüfung

Unterstützung

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Servicestandard





Überprüfung → Unterstützung

Gutachten-
prozess



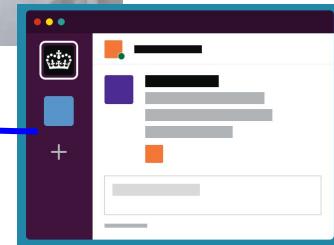
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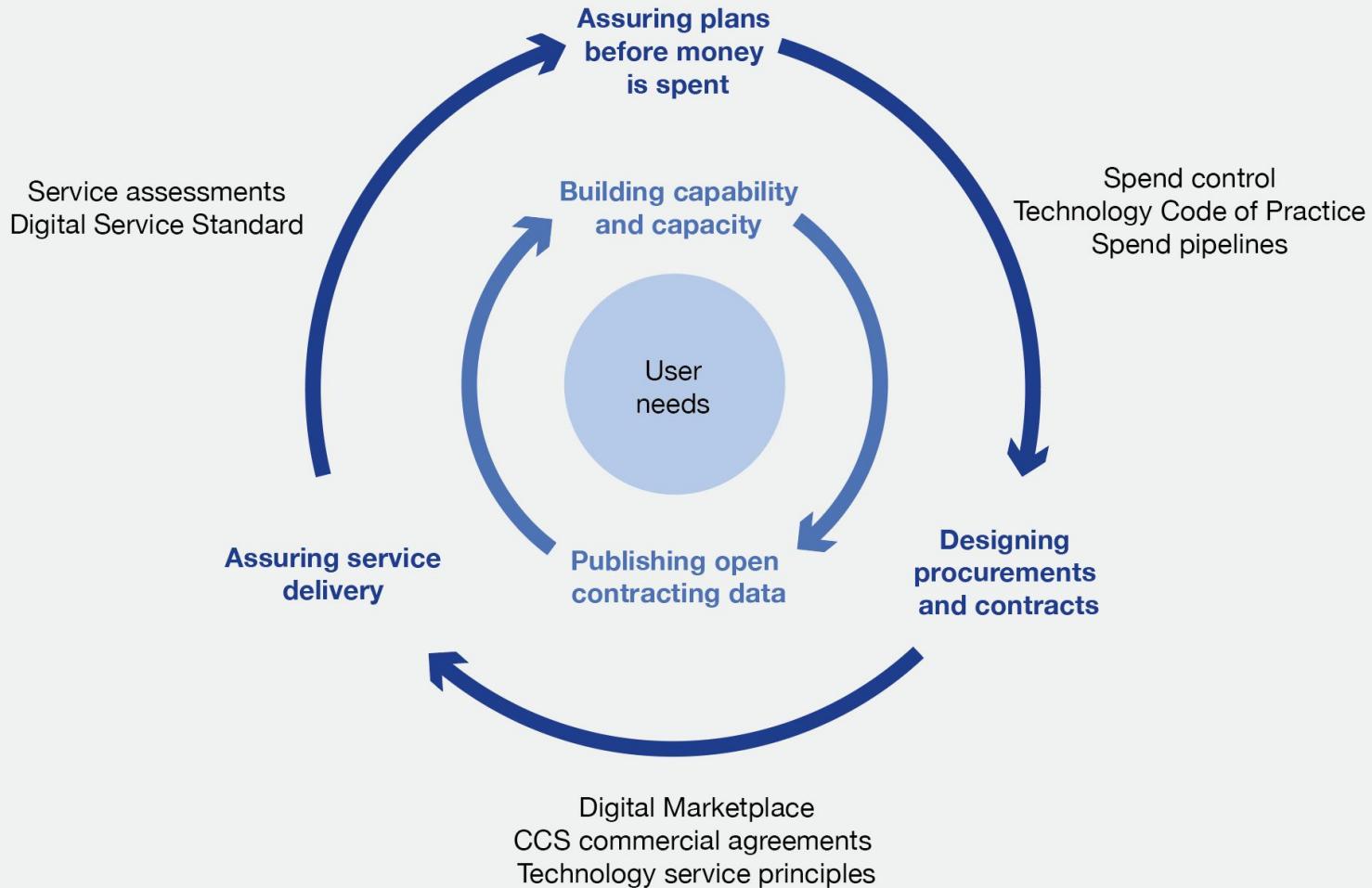


Beratung



Servicestandard







Service Standard

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

- 4 von 26 Punkte
- Services mit 100.000 Transaktionen pro Jahr
- Alpha → Beta → Live-Version
- Interne Services
- Ampelsystem

Fragen?