Understand user needs. Research to develop a Be able to test the end-to-end service in an deep knowledge of who the service users are and environment identical to that of the live what that means for the design of the service. version, including on all common browsers and devices, and using dummy accounts and a representative sample of users. Put a plan in place for ongoing user research Make a plan for the event of the digital service and usability testing to continuously seek being taken temporarily offline. feedback from users to improve the service. Put in place a sustainable multidisciplinary team Create a service that is simple and intuitive enough that users succeed first time. that can design, build and operate the service. led by a suitably skilled and senior service manager with decision-making responsibility. Build a service consistent with the user Build the service using the agile, iterative and user-centred methods set out in the manual. experience of the rest of GOV.UK including using the design patterns and style guide. Build a service that can be iterated and improved Encourage all users to use the digital service on a frequent basis and make sure that you have (with assisted digital support if required), alongside an appropriate plan to phase out the capacity, resources and technical flexibility to do so. non-digital channels/services. Use tools for analysis that collect performance Evaluate what tools and systems will be used to data. Use this data to analyse the success of build, host, operate and measure the service, and the service and to translate this into features and how to procure them. tasks for the next phase of development. Identify performance indicators for the service, Evaluate what user data and information the digital service will be providing or storing, and address including the 4 mandatory key performance the security level, legal responsibilities, privacy indicators (KPIs) defined in the manual. Establish a benchmark for each metric and make a plan to issues and risks associated with the service enable improvements. (consulting with experts where appropriate). Report performance data on the Make all new source code open and reusable, and Performance Platform. publish it under appropriate licences (or provide a convincing explanation as to why this cannot be done for specific subsets of the source code). Test the service from beginning to end with the Use open standards and common government platforms where available. minister responsible for it.