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. Create a service that is simple and intuitive Put in place a sustainable multidisciplinary team that can design, build and operate the service, enough that users succeed first time. led by a suitably skilled and senior service manager with decision-making responsibility. Build the service using the agile, iterative and Build a service consistent with the user experience of the rest of GOV.UK including user-centred methods set out in the manual. using the design patterns and style guide. Encourage all users to use the digital service Build a service that can be iterated and improved (with assisted digital support if required). on a frequent basis and make sure that you have the capacity, resources and technical flexibility to alongside an appropriate plan to phase out non-digital channels/services. do so. Evaluate what tools and systems will be used to Use tools for analysis that collect performance build, host, operate and measure the service, and data. Use this data to analyse the success of 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 including the 4 mandatory key performance service will be providing or storing, and address indicators (KPIs) defined in the manual, Establish the security level, legal responsibilities, privacy a benchmark for each metric and make a plan to issues and risks associated with the service (consulting with experts where appropriate). enable improvements. 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 Report performance data on the Performance Platform. 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.