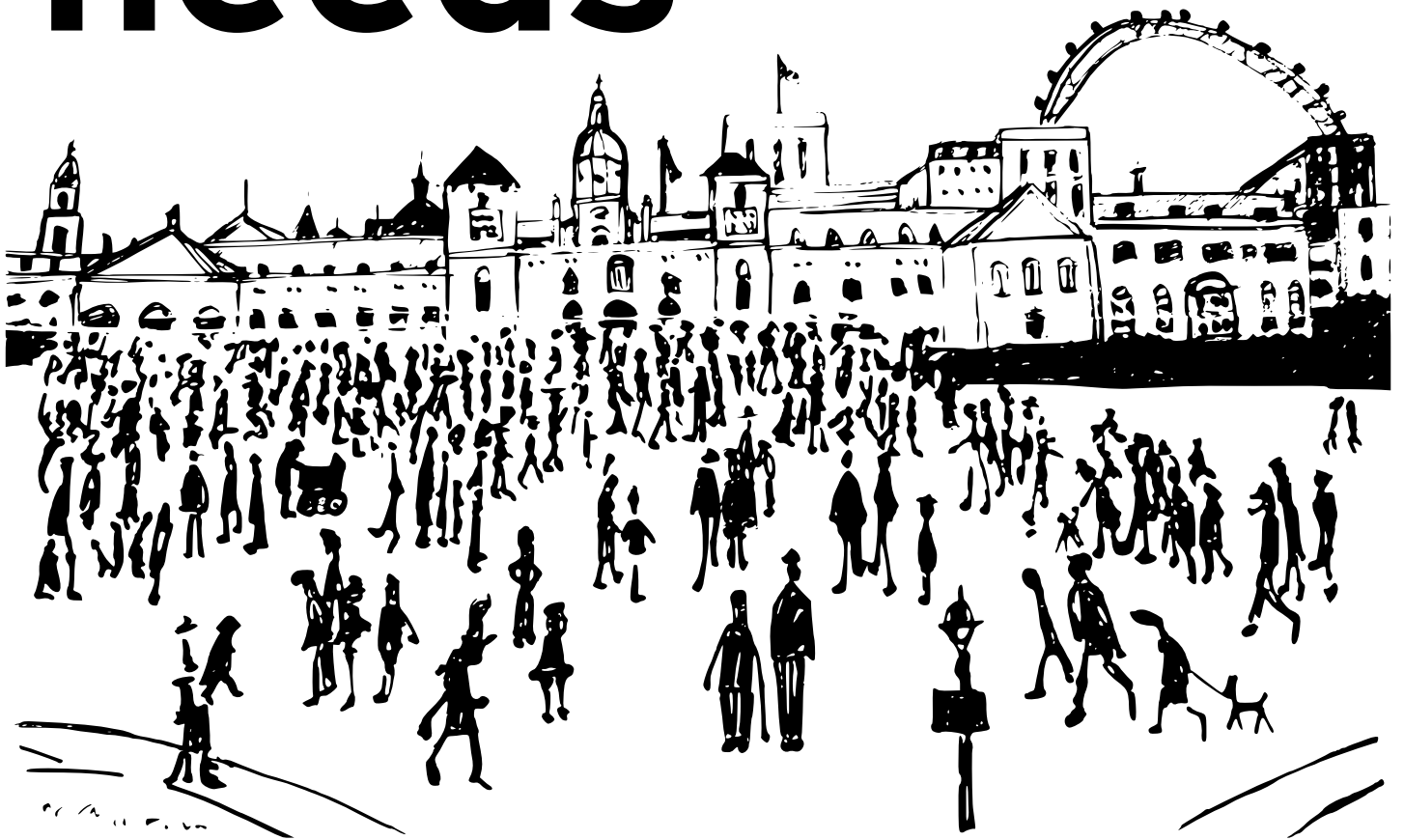


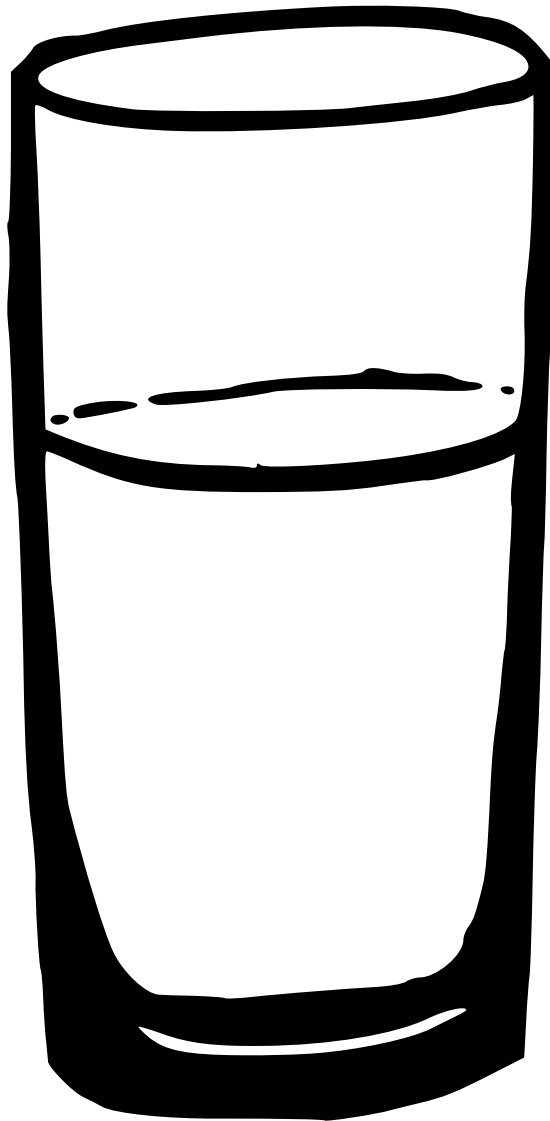
# User needs, not government needs



Government Digital Service  
Design Principles

1. User needs, not government needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate. Then iterate again.
6. This is for everyone
7. The unit of delivery is the team
8. Build things people can build on
9. Be consistent not uniform
10. Make things open, it makes them better

# Do less



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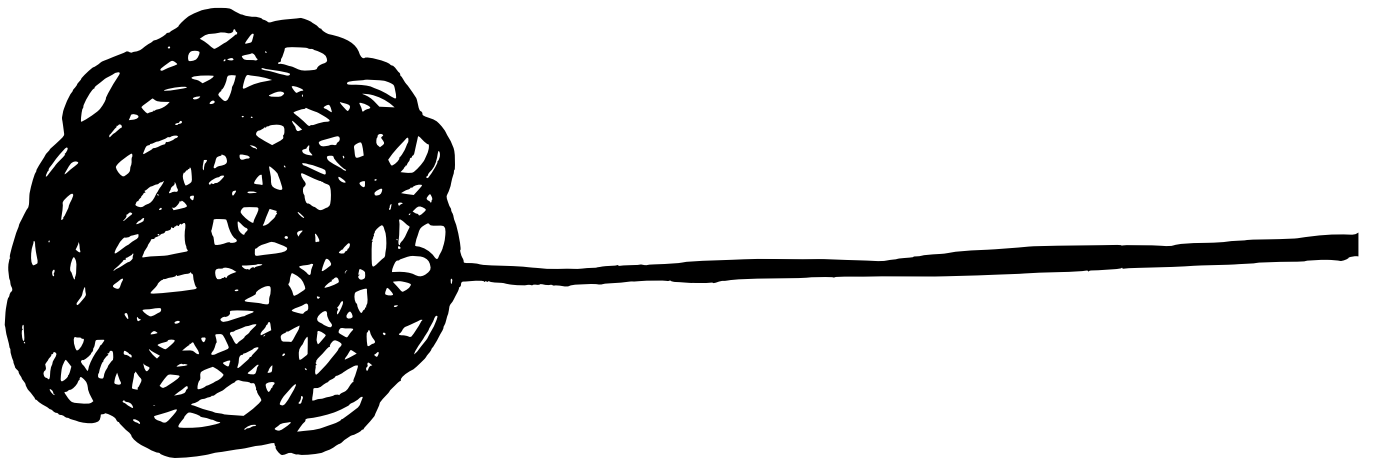
# Design with data



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# Do the hard work to make it simple



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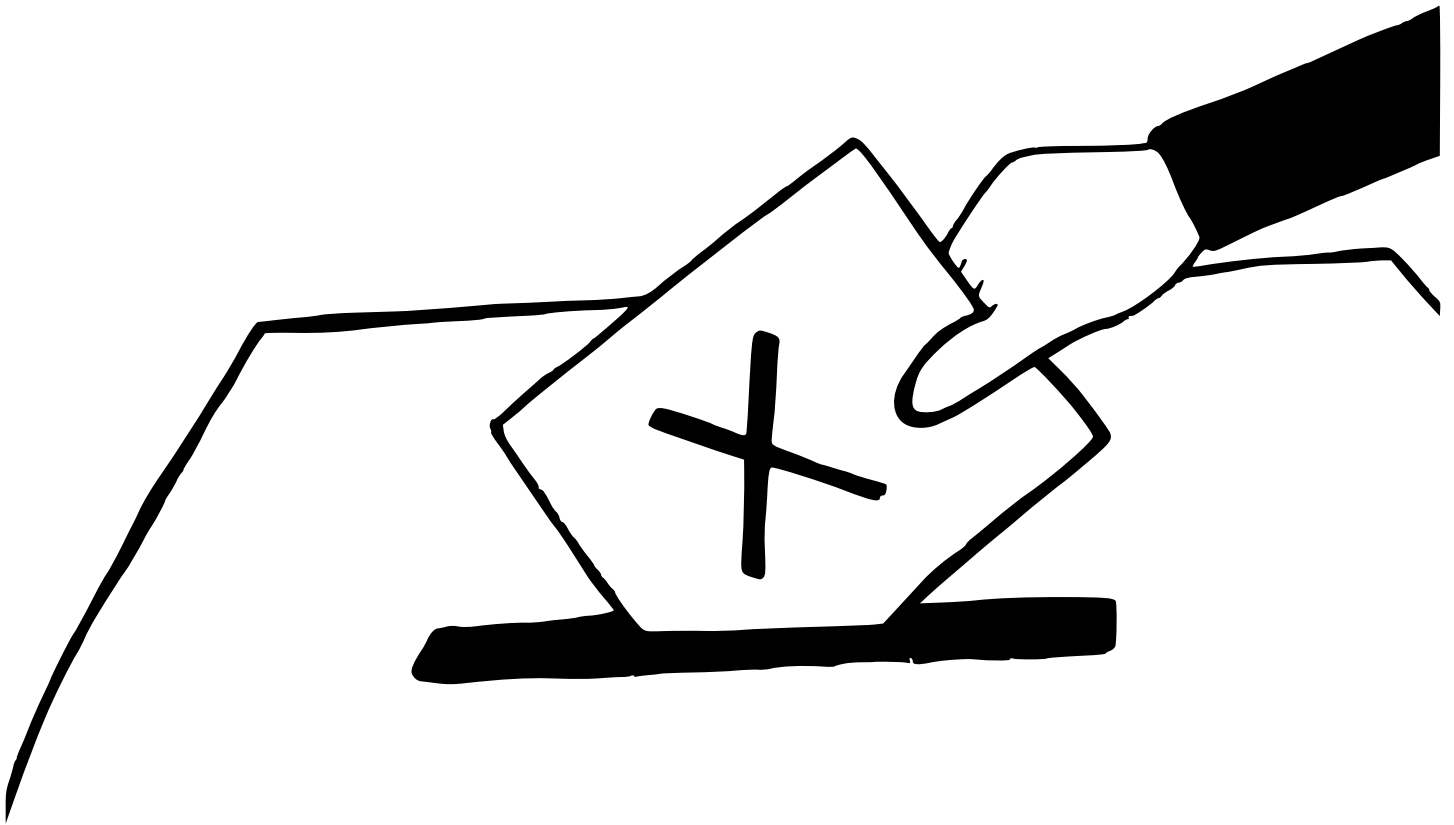
# Iterate, then iterate again



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# This is for everyone



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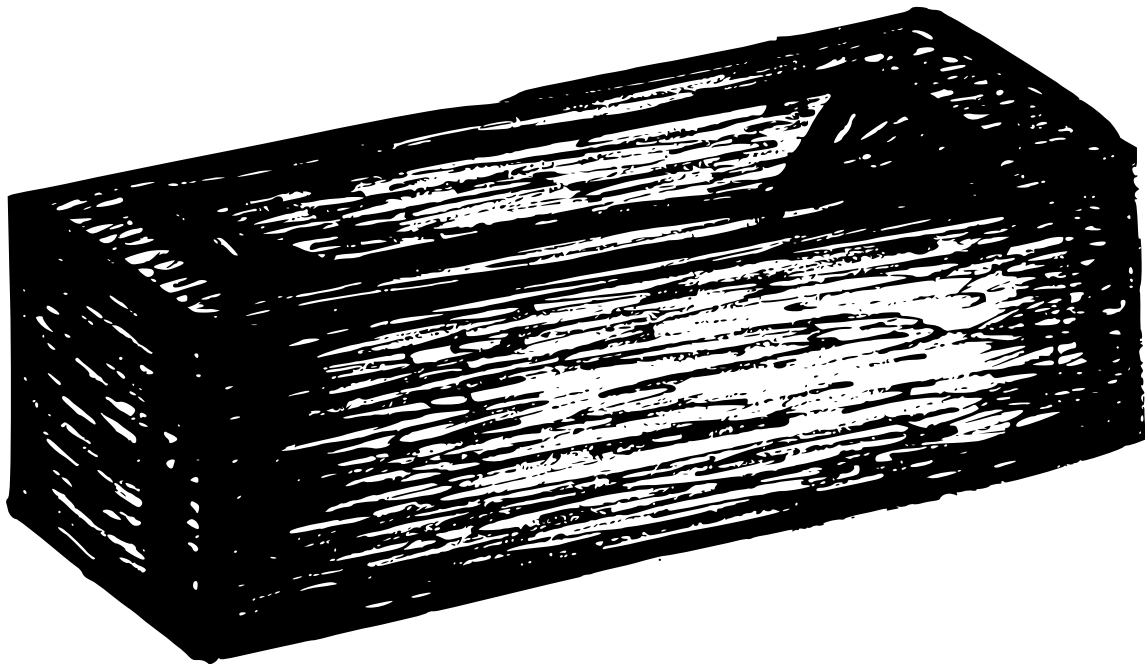
# The unit of delivery is the team



## Government Digital Service Design Principles

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# Build things people can build on

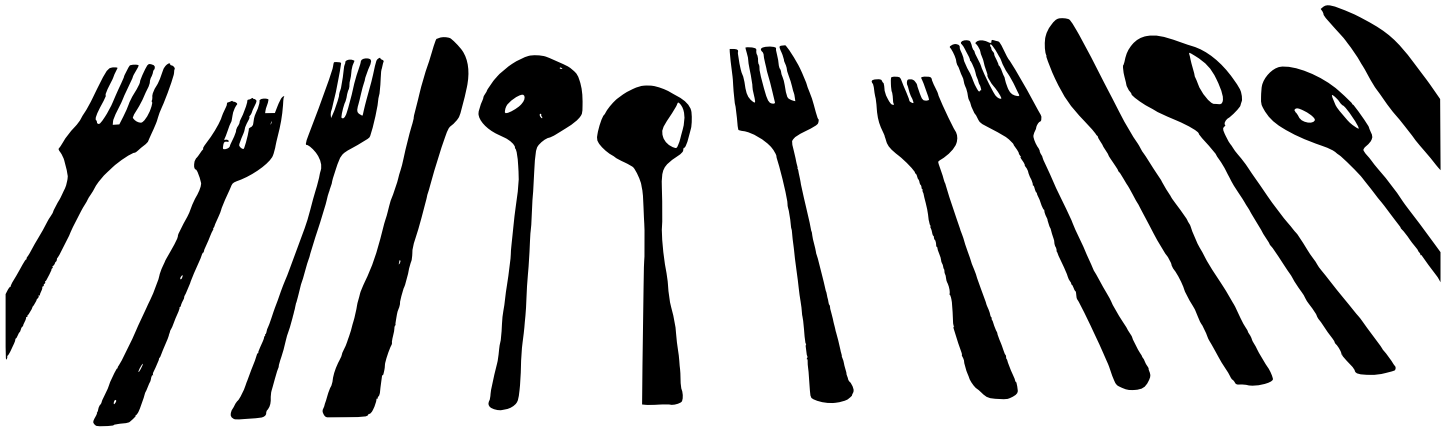


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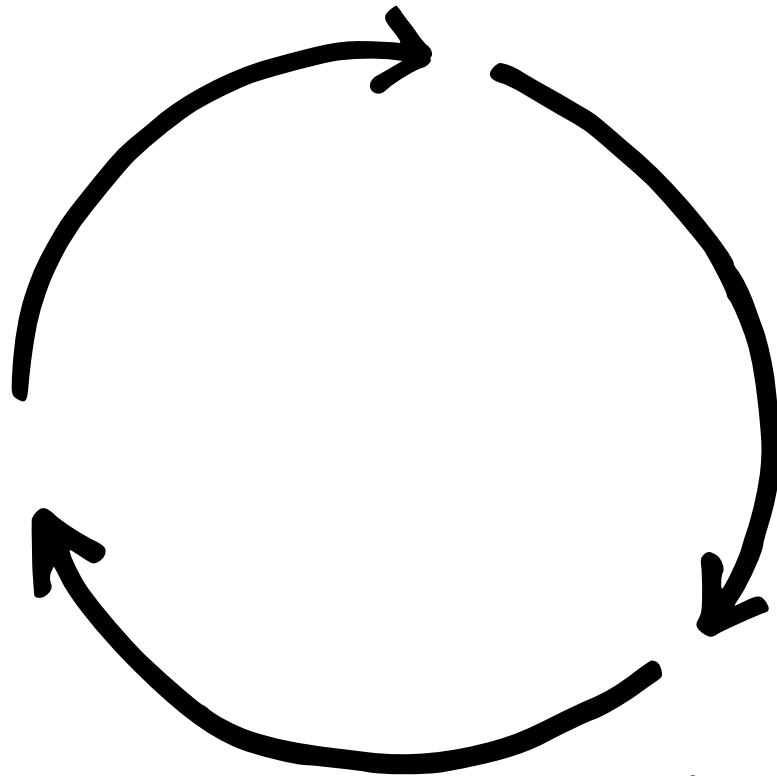
# Be consistent not uniform



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# Make things open, it makes them better



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9. Be consistent not uniform
10. **Make things open, it makes them better**