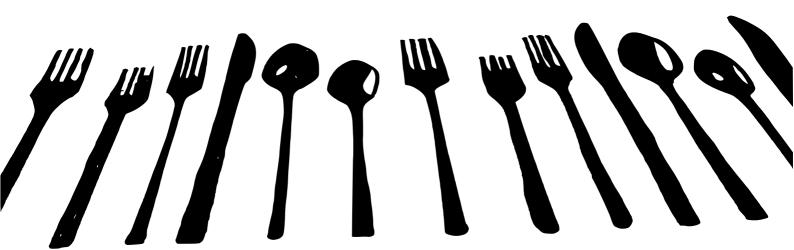
consistent not uniform



Government Digital Service **Design Principles**

- 1. Start with needs
- 2. Do less
- 3. Design with data
- 4. Do the hard work to make it simple
- 5. Iterate. Then iterate again.
- 6. Build for inclusion
- 7. Understand context
- 8. Build digital services, not websites
- 9. Be consistent, not uniform
- 10. Make things open: it makes things better