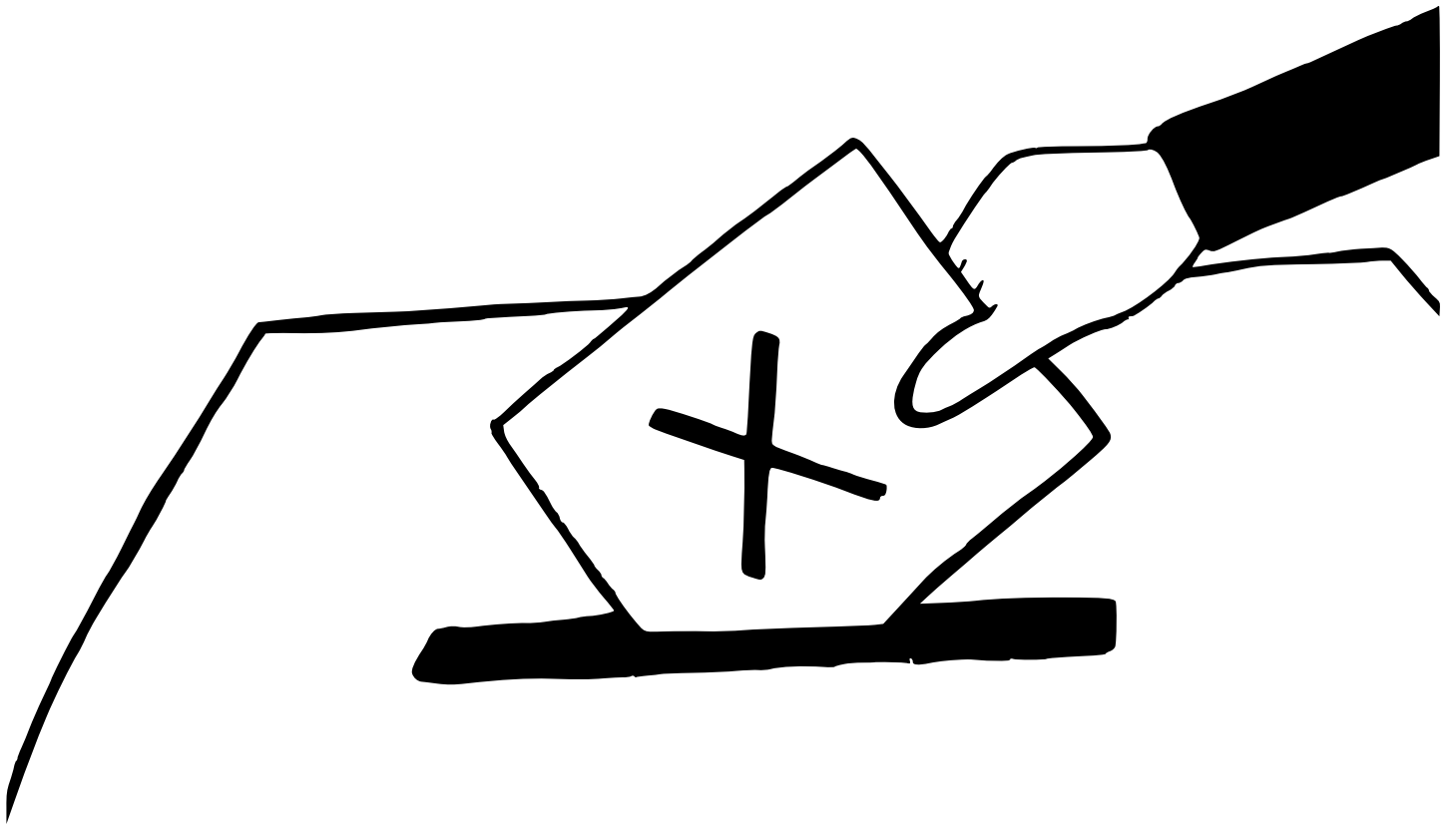


This is for everyone



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. This is for everyone
7. Understand context
8. Build digital services, not websites
9. Be consistent, not uniform
10. Make things open: it makes things better