1

START WITH NEEDS
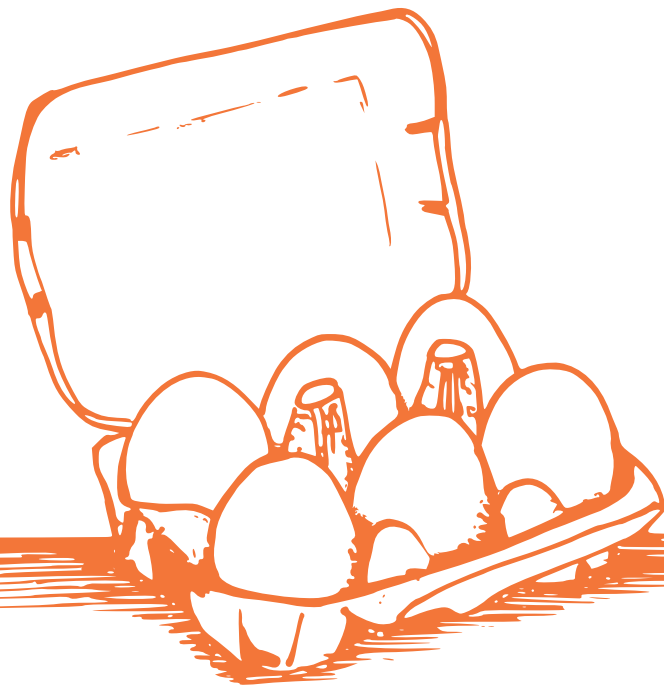
USER NEEDS, NOT GOVERNMENT NEEDS

Design principles

Government Digital Service

1 Start with needs (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** 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 **www.gov.uk/designprinciples**

DO LESS

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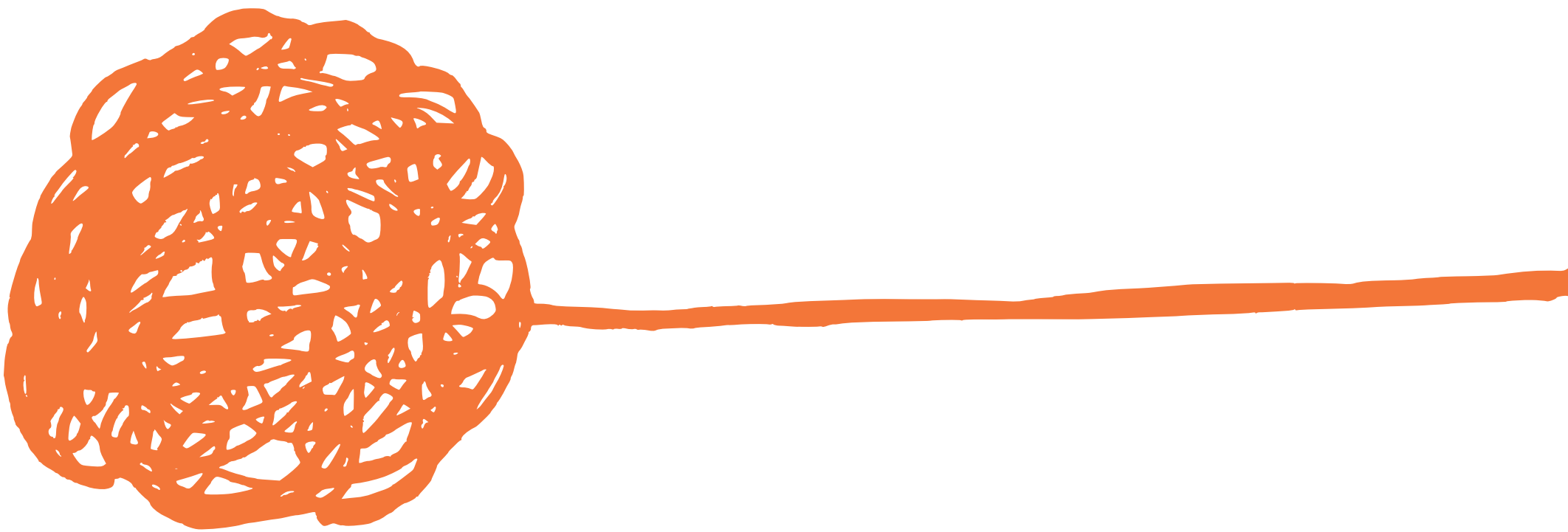
3

DESIGN
WITH DATA

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4

DO THE HARD WORK TO MAKE IT SIMPLE

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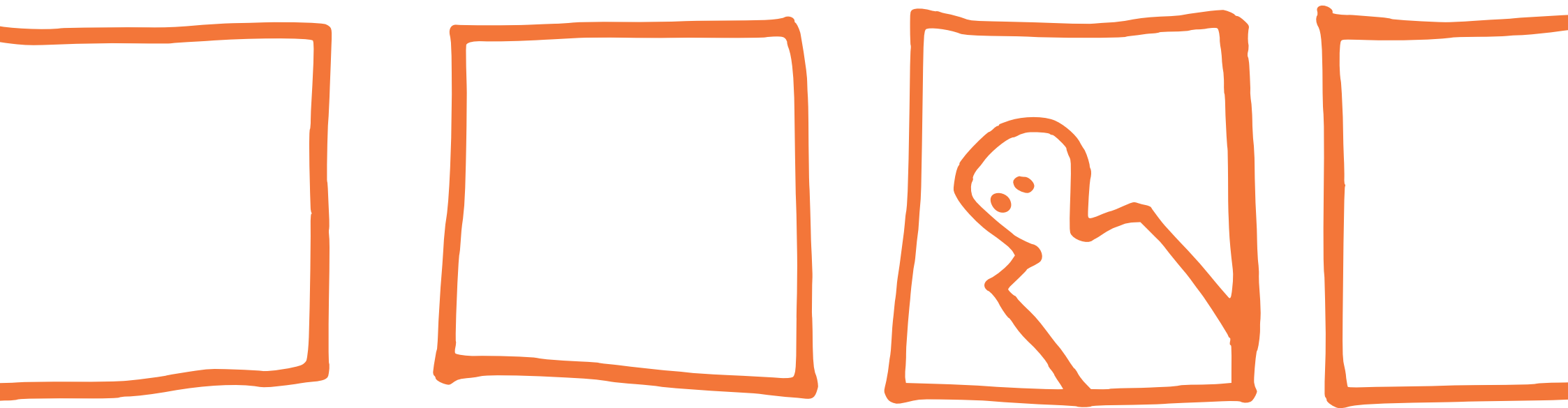**www.gov.uk/designprinciples**

5

ITERATE.
THEN ITERATE AGAIN

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BUILD FOR
INCLUSION

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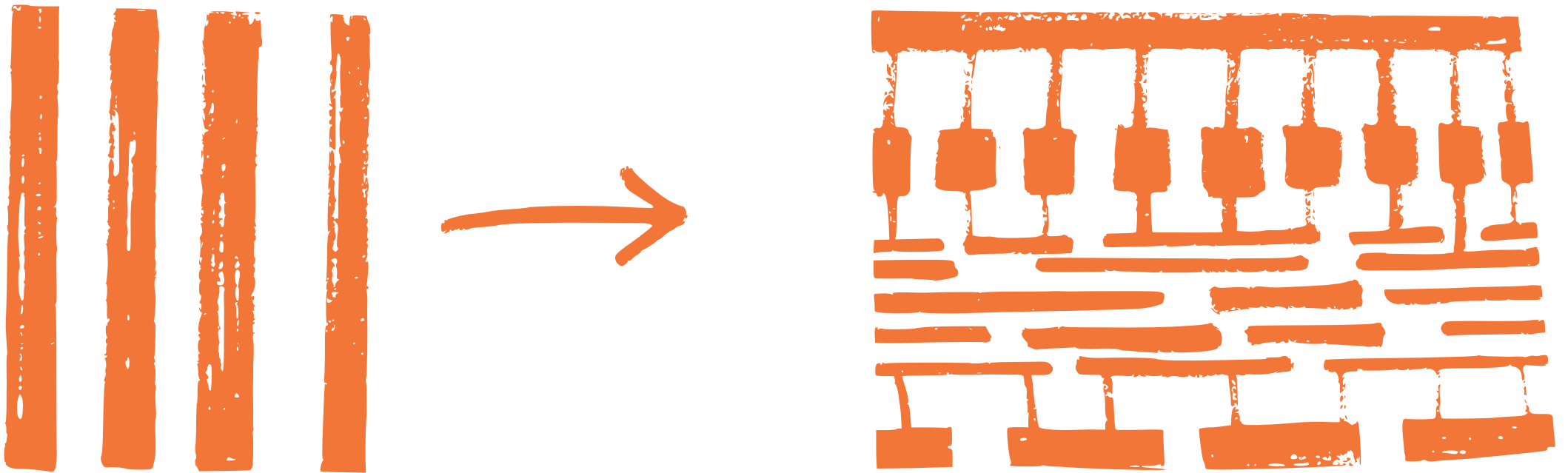**www.gov.uk/designprinciples**

UNDERSTAND CONTEXT

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8

BUILD DIGITAL SERVICES NOT WEBSITES

BE CONSISTENT NOT UNIFORM

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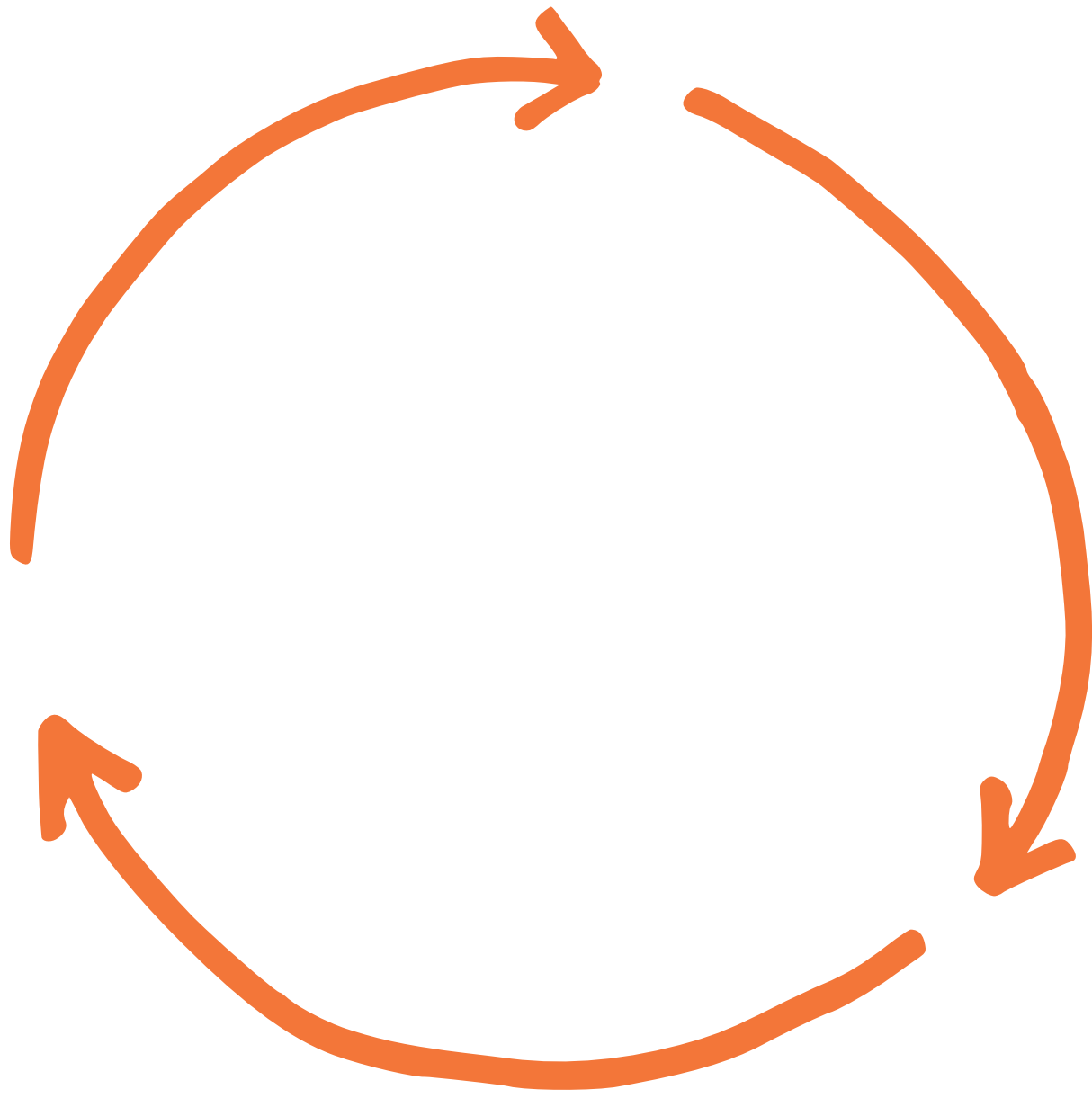**www.gov.uk/designprinciples**

MAKE THINGS OPEN

IT MAKES THINGS BETTER

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