User 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