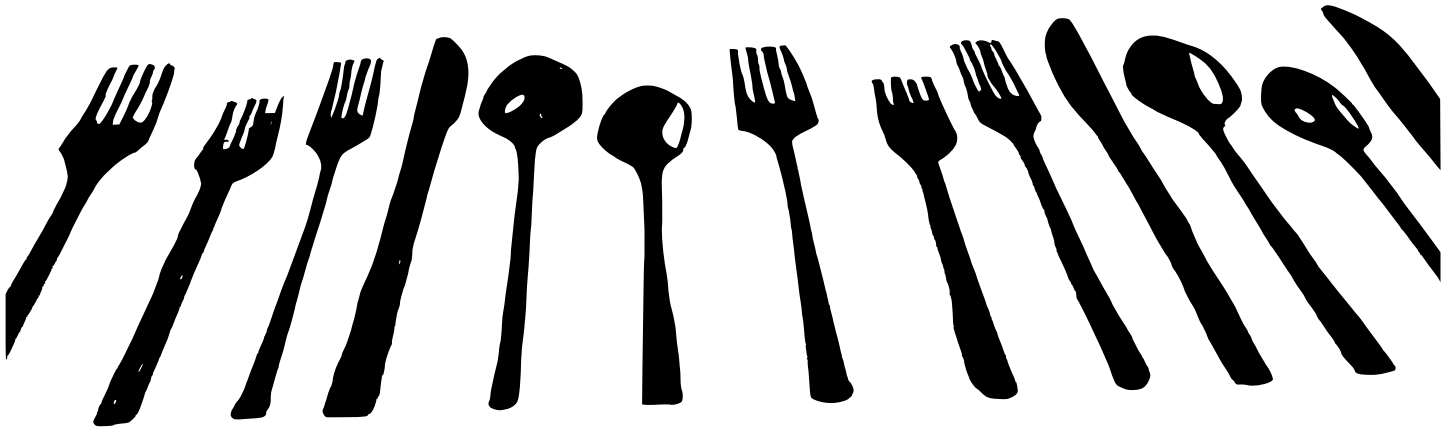


Be consistent not uniform



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