

1. Be easy to find
2. Clearly explain its purpose
3. Set a users expectations of the service
4. Enable each user to complete the outcome they set out to do
5. Work in a way that is familiar
6. Require no prior knowledge to use
7. Be agnostic of organisational structures
8. Require the minimum possible steps to complete
9. Be consistent throughout
10. Have no dead ends
11. Be usable by everyone, equally
12. Encourage the right behaviours from users and service providers
13. Quickly respond to change
14. Clearly explain why a decision has been made
15. Make it easy to get human assistance