

## CRITERIA

**1** Understand user needs. Research to develop a deep knowledge of the users and their context for using the service.

**2** Establish a sustainable multi-disciplinary team to design, build, operate and iterate the service, led by an experienced product manager with decision-making responsibility.

**3** Design and build the product using the [service design and delivery process](#), taking an agile and user-centred approach.

**4** Understand the tools and systems required to build, host, operate and measure the service and how to adopt, adapt or procure them.

**5** Identify the data and information the service will use or create. Put appropriate legal, privacy and security measures in place.

**6** Build the service with responsive design methods using common design patterns and the style guide.

**7** Build using open standards and common government platforms where appropriate.

**8** Make all new source code open by default.

**9** Ensure the service is accessible to all users regardless of their ability and environment.

**10** Test the service from end to end, in an environment that replicates the live version.

**11** Measure performance against KPIs set out in the guides. Report on public dashboard.

**12** Ensure that people who use the digital service can also use the other available channels if needed, without repetition or confusion.

**13** Encourage users to choose the digital service and consolidate or phase out existing alternative channels where appropriate.