

# Digital Service Standard



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

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

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**03** Design and build the product using the service design and delivery process, taking an agile and user-centred approach.

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

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

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

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

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

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

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

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

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

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