

# Digital Service Standard, 2021

-  **Understand users and their needs**
-  **Establish the right team**
-  **Be consistent**
-  **Design the service from start to finish**
-  **Ensure users succeed the first time**
-  **Test the end-to-end service**
-  **Make it accessible and inclusive**
-  **Be agile and user-centred**
-  **Use open standards and common platforms**
-  **Embed privacy and security by design**
-  **Support those who need it**
-  **Measure performance**
-  **Be a good data steward**