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