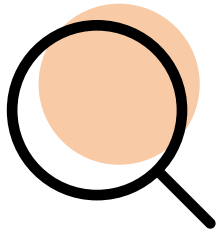


15 good service design principles

A good digital public service...

1



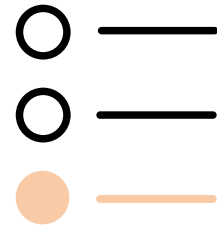
Is easy to find

2



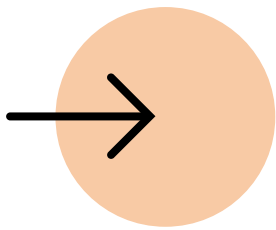
Clearly explains its purpose

3



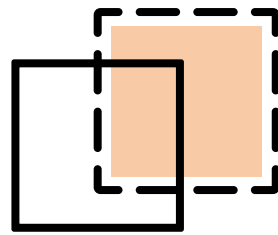
Sets the expectations a user has of it

4



Enables a user to complete the outcome they set out to

5



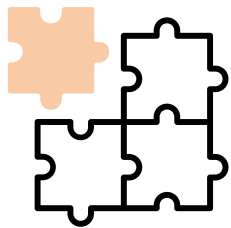
Works in a way that is familiar

6



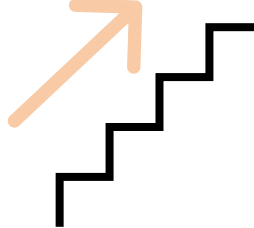
Requires no prior knowledge to use

7



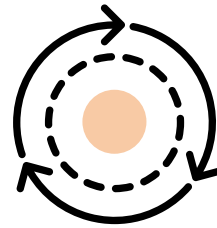
Is agnostic of organisational structures

8



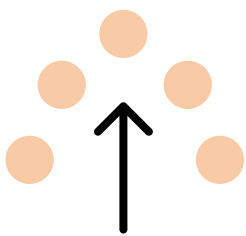
Requires the minimum possible steps to complete

9



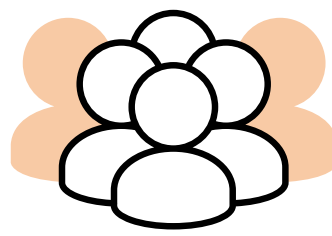
Is consistent throughout

10



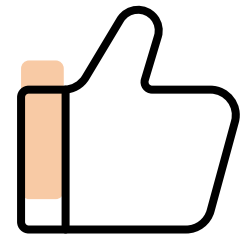
Has no dead ends

11



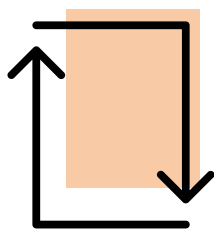
Is usable by everyone equally

12



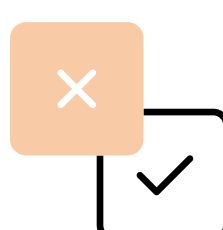
Encourages the right behaviours from users and staff

13



Responds to change quickly

14



Clearly explains why a decision has been made

15



Makes it easy to get human assistance