



Digital principles

1. Start with people's needs
2. Use data to make decisions
3. Advocate standards and structure
4. Make things simple and intuitive
5. Release iteratively and often
6. Provide support
7. Share



Start with people's needs

Build successful products and services that meet people's needs, so that they have a reason to use them.

- find out what people need to do
- think about the whole experience
- learn about the market and technology
- understand the business goals



Use data to make decisions

Make better design and technical choices about how we build products and services for people using data.

- listen to people's feedback
- learn from what people do, not what they say they do
- respect people and their right to privacy
- monitor changes in technology that affect how people use our products and services
- measure the effectiveness of what we build



Advocate standards and structure

Use shared standards and structure to make it easier to collaborate with colleagues to build products and services.

- adopt industry standards
- agree standard ways of working with colleagues
- structure information so that it can be reused
- advocate the use of shared standards and structure across the organisation



Make things simple and intuitive

Make products and services simple and intuitive so people can use them successfully.

- follow a consistent visual design
- choose the right tone, voice and style
- establish common interactions and workflows
- use the most effective channel
- only give information at the point it's needed
- design for people whatever their background, circumstance, skills or subject knowledge



Release iteratively and often

Put products and services in people's hands quickly so we can test our thinking and make adjustments based on data.

- don't be afraid to experiment
- break down projects into smaller parts so they are easier to deliver
- prioritise what needs to be delivered
- release quickly, learn fast and make improvements



Provide support

Support the technology that runs our platforms and help colleagues who look after services to make sure that users have the best experience.

- document how things work
- keep our infrastructure up-to-date
- provide support where and when it's needed
- train colleagues to make the best use of the products we've built



Share

Build better products and services by sharing what we've learnt with colleagues.

- talk about what we're making as we make it and explain why
- put in the effort to help and encourage each other
- listen to colleagues
- make time for the community by actively contributing