



## **Service Design Principles and Standards**

To guide the work of the service design team we have set out the following design principles which are based on the Government Service Design Standards - <https://www.gov.uk/service-manual/service-standard>

### **Understand service customers and their needs**

Develop a deep understanding of customers and the problem we are trying to solve for them.

### **Solve a whole problem for customers**

Work towards creating a service that solves one whole problem for customers, collaborating across organisational boundaries where necessary.

### **Provide a joined up experience across all channels**

Work towards creating a service that meets customers' needs across all channels, including online, phone, social media, paper and face-to-face.

### **Make the service simple to use**

Build a service that's simple, intuitive and comprehensible. And test it with customers to make sure it works for them.

### **Make sure everyone can use the service**

Provide a service that everyone can use, including people with disabilities or other legally protected characteristics. And people who don't have access to the internet or lack the skills or confidence to use it.

### **Have a multidisciplinary service design team**

Have a multidisciplinary team that can create and operate the service in a sustainable way.

### **Use agile ways of working to deliver service improvements**

Create the service using agile, iterative user-centred methods.

### **Iterate and improve frequently**

Make sure we have the capacity, capability, resources and technical flexibility to iterate and improve the service frequently.

### **Create a secure service which protects customers' privacy**

Evaluate what data the service will be collecting, storing and providing.

### **Define what success looks like and publish performance data**

Work out what success looks like and identify metrics which will tell us what's working and what can be improved, combined with user research.

### **Use the right tools, and technology to meet customers needs**

Choose tools and technology that let you create a high quality service in a cost effective way. Minimise the cost of changing direction in future.

### **Operate a reliable service**

Minimise service downtime and have a plan to deal with it when it does happen.