



Local Government Digital Service Standard

- 1 Understand user needs. Research to develop deep knowledge of who the service users are and what that means for the design of the service.
- 2 Ensure a suitably skilled, sustainable multidisciplinary team, led by a senior service manager with decision making responsibility, can design, build and improve the service.
- 3 Create a service using the agile, iterative and user-centred methods set out in the Government Service Design Manual.
- 4 Build a service that can be iterated and improved in response to user need and make sure you have the capacity, resources and technical flexibility to do so.
- 5 Evaluate what tools and systems will be used to build, host, operate and measure the service, and how to procure them, looking to reuse existing technologies where possible.
- 6 Evaluate what user data and information the digital service will be providing or storing and address the security level, legal responsibilities, privacy issues and risks associated with the service.
- 7 Use open standards, existing authoritative data and registers, and where possible make source code and service data open and reusable under appropriate licenses.
- 8 Be able to test the end-to-end service in an environment similar to that of the live version, including all common browsers and devices.
- 9 Make a plan for the event of the digital service being taken temporarily offline, and regularly test.
- 10 Make sure that the service is simple enough that users succeed first time unaided.
- 11 Build a service consistent with the user experience of government digital services, including using common government platforms and the Government Service Manual design patterns.
- 12 Encourage maximum usage of the digital service (with assisted digital support if required).
- 13 Identify performance indicators for the service, incorporating existing indicators and publishing to a performance platform, if appropriate.
- 14 Put a process in place for ongoing user research, usability testing to continuously seek feedback from users, and collection of performance data to inform future improvement to the service.
- 15 Test the service from beginning to end with appropriate council member or senior manager responsible for it.

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