

Start

with user needs

www.gov.uk/design-principles

Government Design Principles

- 1 Start with user needs
- 2 Do less
- 3 Design with data
- 4 Do the hard work to make it simple
- 5 Iterate. Then iterate again
- 6 This is for everyone
- 7 Understand context
- 8 Build digital services, not websites
- 9 Be consistent, not uniform
- 10 Make things open: it makes things better

1



Do less

www.gov.uk/design-principles

Government Design Principles

- 1 Start with user needs
- 2 Do less
- 3 Design with data
- 4 Do the hard work to make it simple
- 5 Iterate. Then iterate again
- 6 This is for everyone
- 7 Understand context
- 8 Build digital services, not websites
- 9 Be consistent, not uniform
- 10 Make things open: it makes things better

2

Design with

d a t a

www.gov.uk/design-principles

Government Design Principles

- 1 Start with user needs
- 2 Do less
- 3 Design with data
- 4 Do the hard work to make it simple
- 5 Iterate. Then iterate again
- 6 This is for everyone
- 7 Understand context
- 8 Build digital services, not websites
- 9 Be consistent, not uniform
- 10 Make things open: it makes things better

3

Do the
~~difficult~~
~~complicated~~
hard work
to make it
simple

www.gov.uk/design-principles

Government Design Principles

- 1 Start with user needs
- 2 Do less
- 3 Design with data
- 4 Do the hard work to make it simple
- 5 Iterate. Then iterate again
- 6 This is for everyone
- 7 Understand context
- 8 Build digital services, not websites
- 9 Be consistent, not uniform
- 10 Make things open: it makes things better

4

 GOV.UK

Iterate.

Iterate.

Iterate.

Iterate.

Iterate.

Iterate.

Iterate.

Iterate.

**Then
iterate
again**

www.gov.uk/design-principles

Government Design Principles

- 1 Start with user needs
- 2 Do less
- 3 Design with data
- 4 Do the hard work to make it simple
- 5 Iterate. Then iterate again
- 6 This is for everyone
- 7 Understand context
- 8 Build digital services, not websites
- 9 Be consistent, not uniform
- 10 Make things open: it makes things better

5

This is for one one one one everyone

www.gov.uk/design-principles

Government Design Principles

- 1 Start with user needs
- 2 Do less
- 3 Design with data
- 4 Do the hard work to make it simple
- 5 Iterate. Then iterate again
- 6 This is for everyone
- 7 Understand context
- 8 Build digital services, not websites
- 9 Be consistent, not uniform
- 10 Make things open: it makes things better



Under-stand context

Government Design Principles

- 1 Start with user needs
- 2 Do less
- 3 Design with data
- 4 Do the hard work to make it simple
- 5 Iterate. Then iterate again
- 6 This is for everyone
- 7 Understand context
- 8 Build digital services, not websites
- 9 Be consistent, not uniform
- 10 Make things open: it makes things better



Build digital services

not web

sites

www.gov.uk/design-principles

Government Design Principles

- 1 Start with user needs
- 2 Do less
- 3 Design with data
- 4 Do the hard work to make it simple
- 5 Iterate. Then iterate again
- 6 This is for everyone
- 7 Understand context
- 8 Build digital services, not websites
- 9 Be consistent, not uniform
- 10 Make things open: it makes things better

8

Be consistent not uniform

www.gov.uk/design-principles

Government Design Principles

- 1 Start with user needs
- 2 Do less
- 3 Design with data
- 4 Do the hard work to make it simple
- 5 Iterate. Then iterate again
- 6 This is for everyone
- 7 Understand context
- 8 Build digital services, not websites
- 9 Be consistent, not uniform
- 10 Make things open: it makes things better



Make
things
open;
It makes
things
better

www.gov.uk/design-principles

Government Design Principles

- 1 Start with user needs
- 2 Do less
- 3 Design with data
- 4 Do the hard work to make it simple
- 5 Iterate. Then iterate again
- 6 This is for everyone
- 7 Understand context
- 8 Build digital services, not websites
- 9 Be consistent, not uniform
- 10 Make things open: it makes things better

10