# Digital by default

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Digital

# Government Digital Services





Created by Francis Maude in response to Martha Lane Fox's 2010 report

# What is digital by default?

Building services that are so good, people prefer to use them:
- 20 times cheaper than by phone
- 30 times cheaper than post
- 50 times cheaper than face-to-face

# GDS principles

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

# How do we do it?
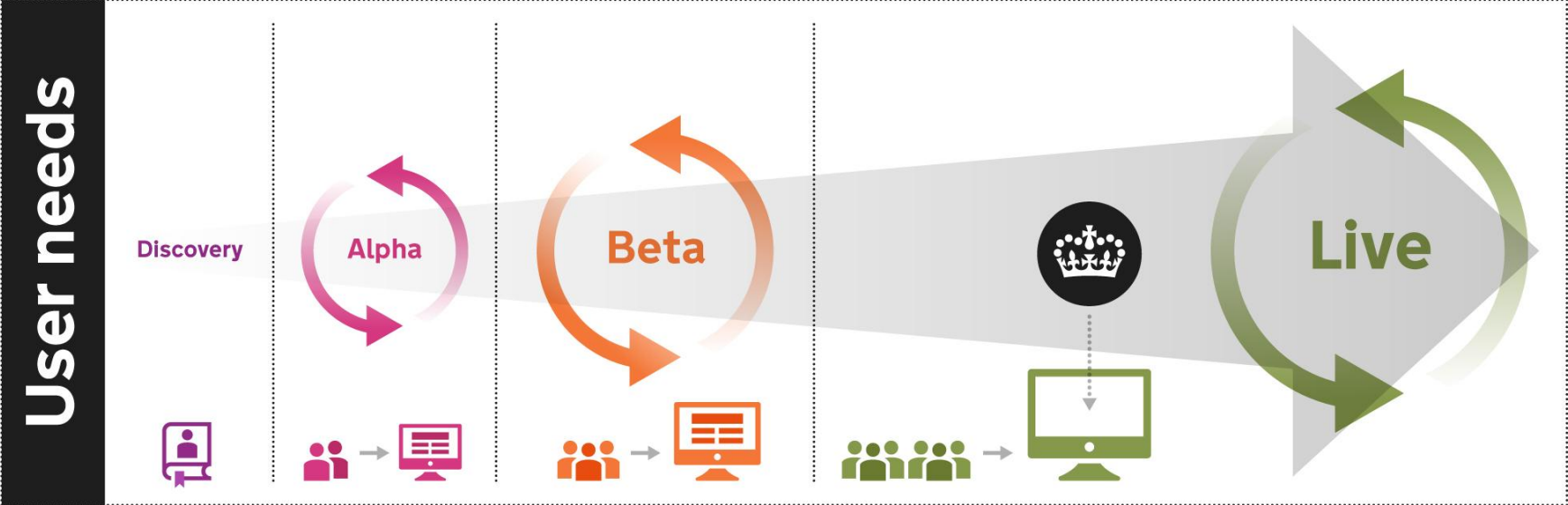
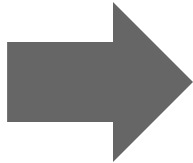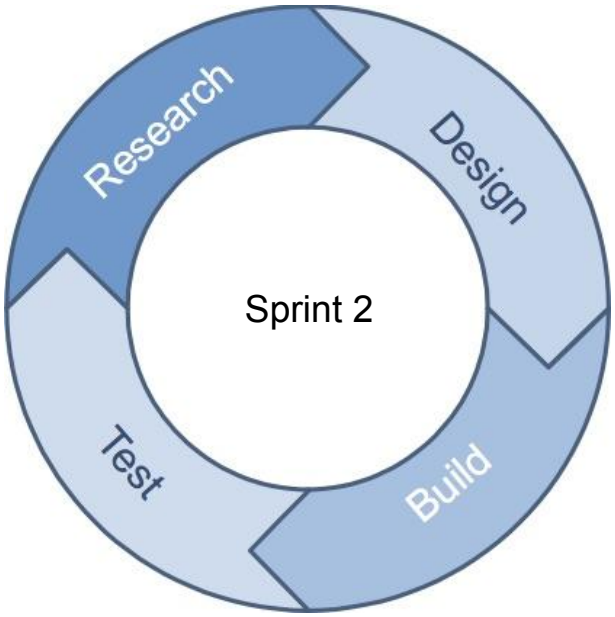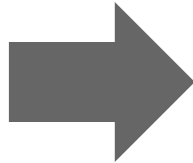# Minimum Viable Product - MVP



Not like this....

1  2  3  4

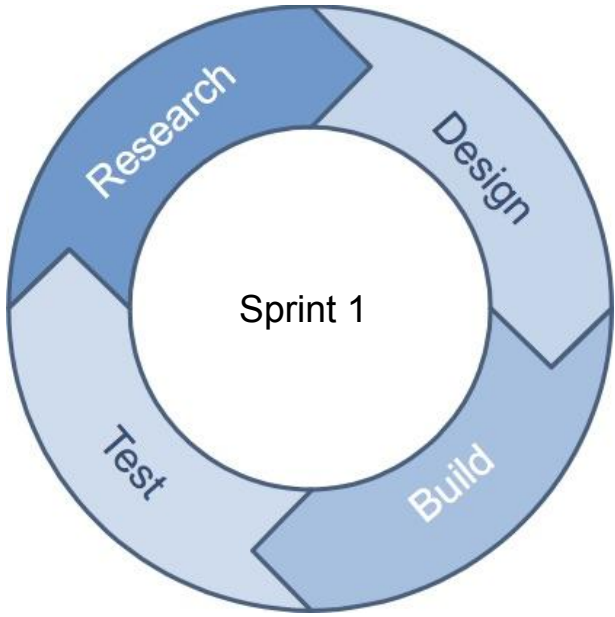Like this!

1  2  3  4  5

by Henrik Kniberg

# Agile approach

## Civil
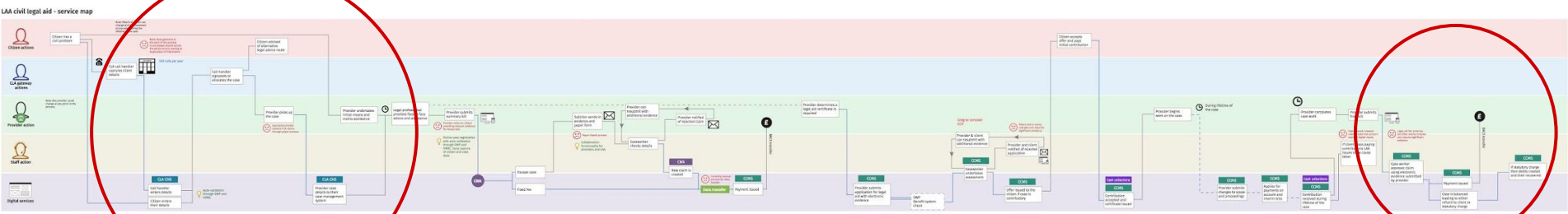


CLA

CCMS

## Criminal

DRS

CBO

# Leaving no one behind
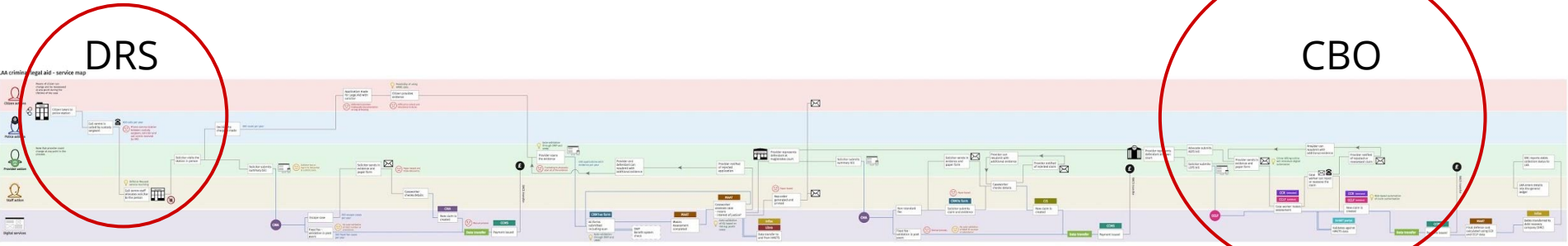
Assisted digital

- For people with low experience, skills, confidence, ability and/or motivation
- Guided by research
- Tailored for each service

# Thank you!

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