



# Digital by Default Service Standard

The [Government Digital Strategy](#) committed the government to ensuring all new or redesigned digital services meet this standard from April 2014.

To do this, teams must demonstrate that they have met the criteria below, and must be able to maintain this quality for the full life of their service.

## Common questions

- [Does our service need to meet the standard?](#)
- [How will our service be assessed against the standard?](#)
- [How will we demonstrate we've met the standard?](#)
- [How can we continue to meet the standard after launch?](#)
- [What if we fail to meet the standard?](#)

## The criteria

<b>1</b>	Understand user needs, conducting research to develop a deep knowledge of who the service users are and what that implies for digital and assisted digital service design	Related guides <a href="#">Know your users</a> <a href="#">User needs</a> <a href="#">Assisted digital</a>
<b>2</b>	Assemble a multidisciplinary team who can design, build and operate the service, led by a single, suitably skilled and empowered Service Manager	Related guides <a href="#">The team</a> <a href="#">Service manager</a>
<b>3</b>	Consider what user data and information the service will be providing or storing, and address the security level, legal responsibilities and risks associated with the service, consulting with experts where appropriate	Related guides <a href="#">Cookies</a> <a href="#">Information security</a>
<b>4</b>	Consider the privacy risks to ensure that personal data collection requirements are appropriate	Related guides <a href="#">Information security</a> <a href="#">User accounts and logins</a>
<b>5</b>	Consider the tools and systems they will be using to build, host, operate and measure their service, and how to procure them	Related guides <a href="#">Making software</a> <a href="#">Operating a service</a>
<b>6</b>	Build a working prototype, using the agile, iterative and user-centred methods set out in the manual	Related guides <a href="#">Agile</a> <a href="#">Alpha phase</a> <a href="#">Working with prototypes</a>
<b>7</b>	Establish performance benchmarks, in consultation with GDS, using the four key indicators (KPIs) defined in the manual, against which the service will be measured	Related guides <a href="#">Measurement</a>
<b>8</b>	Analyse the prototype service's success, translating user feedback into features and tasks for the next phase of development	Related guides <a href="#">Continuous delivery</a>
<b>9</b>	Create a service that is simple and intuitive enough that users succeed first time, unaided	Related guides <a href="#">Completion rate</a>
<b>10</b>	Put appropriate assisted digital support in place, targeted towards those who genuinely need it	Related guides <a href="#">Assisted digital</a>
<b>11</b>	Plan (with GDS) for the phasing out of existing alternative channels where appropriate	Related guides <a href="#">Retirement phase</a>
<b>12</b>	Integrate the service with any non-digital steps required for legal reasons	Related guides No related guides yet
<b>13</b>	Build a service with the same look, feel and tone as GOV.UK, using the service manual	Related guides <a href="#">Design and content</a>
<b>14</b>	Make sure you have the capacity and technical flexibility to update and improve the service on a very frequent basis	Related guides <a href="#">Releasing software</a>
<b>15</b>	Make all new source code open and reuseable, and publish it under appropriate licences (or have provided a convincing explanation of why this cannot be done for specific subsets of the source code)	Related guides <a href="#">Choosing technology</a> <a href="#">Open standards and licensing</a>
<b>16</b>	Use open standards and common Government platforms (eg Identity Assurance) where available	Related guides <a href="#">Open standards and licensing</a>
<b>17</b>	Be able to test the end-to-end service as if it were in an environment identical to that of the live version, with dummy accounts and a representative sample of potential service users, on all common browsers and devices	Related guides <a href="#">Testing in agile</a> <a href="#">Operating a service</a>
<b>18</b>	Instrument analytics tools which collect performance data	Related guides <a href="#">Analytics Tools</a>
<b>19</b>	Build and resource a service that can be improved on a very frequent basis, in response to user feedback or performance data for example	Related guides <a href="#">Release strategies</a>
<b>20</b>	Put a plan in place for ongoing user testing, including the ability to support multivariate experiments	Related guides <a href="#">Know your users</a> <a href="#">User research</a> <a href="#">Multivariate testing</a>
<b>21</b>	Achieve ongoing high levels of user satisfaction across the digital and assisted digital service that are reported on the Performance Platform	Related guides <a href="#">User satisfaction</a>
<b>22</b>	Achieve ongoing high completion rates across the digital and assisted digital service that are reported on the Performance Platform	Related guides <a href="#">Completion rate</a>
<b>23</b>	Create a plan for, and evidence to support, achieving a low cost per transaction across the digital and assisted digital service that is reported on the Performance Platform	Related guides <a href="#">Cost per transaction</a>
<b>24</b>	Create a plan for, and evidence to support, achieving a high digital take-up (and targeted assisted digital support at people who really need it) that is reported on the Performance Platform	Related guides <a href="#">Digital take-up</a>
<b>25</b>	Create a contingency 'rollback' plan in place should the service have to be taken temporarily offline	Related guides No related guides yet
<b>26</b>	Successfully test the service from beginning to end with the Minister responsible for it	Related guides No related guides yet

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