

From April 2014, digital services from the government must meet the new Digital by Default Service Standard. [Read the standard »](#)



# Digital by Default Service Standard

## Government Service Design Manual

Build services so good that people prefer to use them

### Think differently about digital delivery

Discover what it means to be part of an agile, user-focused and multidisciplinary team, delivering digital services in government.

[Start building digital by default services](#)

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### Making a service

Learn about the different phases of service design and get guidance for the phase you're in now.



#### Discovery

A short phase, in which you start researching the needs of your service's users, find out what you should be measuring, and explore technological or policy-related constraints.

[Learn about the discovery phase](#)



#### Alpha

A short phase in which you prototype solutions for your users needs. You'll be testing with a small group of users or stakeholders, and getting early feedback about the design of the service.

[Learn about the alpha phase](#)



#### Beta

You're developing against the demands of a live environment, understanding how to build and scale while meeting user needs. You'll also be releasing a version to test in public.

[Learn about the beta phase](#)



#### Live

The work doesn't stop once your service is live. You'll be iteratively improving your service, reacting to new needs and demands, and meeting targets set during its development.

[Learn about the live phase](#)

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