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

Guides and resources for...
Service managers
Designers
Developers
User researchers
Web operations
Performance analysts

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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