The service manual is here to help service managers and digital delivery teams across government make services as good as people prefer to use them. It’s made up of two things:

1. **The Digital by Default Service Standard**, a list of criteria that services and teams must meet before they go live.
2. The **Government Service Design Manual**, a pool of guidance and advice about how to design and build digital services from teams across government.

Watch our video about the Digital by Default Service Standard.

## Putting users first

Building good services means meeting the needs of users. The UK public is savvy about services. They have high expectations for what makes a good digital service, whether it’s from a bank, a travel agent, a retailer, or a broadcaster, and when services don’t meet those standards they let the people responsible know.

Government needs to learn from users on how to build successful, world-class services. It needs to place users at the heart of service design, incorporating the user feedback at every step of the way.

### A new way of doing things

Typically, government services are built after lengthy, costly procurement processes. There is a lot of prescriptive policy, which then forms the basis of the requirements document. Instead, teams need to constantly iterate against user feedback.

This means building and testing in small chunks, working quickly to deliver improvements to a service. Teams will work out how to best meet the needs users, releasing code regularly and working in an agile way.

### Essential reading

The **GDS Design Principles** present a clear vision of how delivery teams can think about designing digital by default services. These should be a touchstone for every member of a delivery team.

The **Government Digital Strategy** sets out the context we are working in. The departmental responses to the strategy contain a detailed breakdown of which services in particular will be tackled first.

And the **Digital by Default Service Standard** lists the criteria against which all new and redesigned services will be judged from April 2014. And the breakdown of which services in particular will be tackled first.

The departmental responses to the strategy contain a detailed breakdown of which services in particular will be tackled first.

### The service manual

The service manual is here to help service managers and digital delivery teams across government make services as good as people prefer to use them. It’s made up of two things:

1. **The Digital by Default Service Standard**, a list of criteria that services and teams must meet before they go live.
2. The **Government Service Design Manual**, a pool of guidance and advice about how to design and build digital services from teams across government.

Watch our video about the Digital by Default Service Standard.

## Putting users first

Building good services means meeting the needs of users. The UK public is savvy about services. They have high expectations for what makes a good digital service, whether it’s from a bank, a travel agent, a retailer, or a broadcaster, and when services don’t meet those standards they let the people responsible know.

Government needs to learn from users on how to build successful, world-class services. It needs to place users at the heart of service design, incorporating the user feedback at every step of the way.

### A new way of doing things

Typically, government services are built after lengthy, costly procurement processes. There is a lot of prescriptive policy, which then forms the basis of the requirements document. Instead, teams need to constantly iterate against user feedback.

This means building and testing in small chunks, working quickly to deliver improvements to a service. Teams will work out how to best meet the needs users, releasing code regularly and working in an agile way.

### Essential reading

The **GDS Design Principles** present a clear vision of how delivery teams can think about designing digital by default services. These should be a touchstone for every member of a delivery team.

The **Government Digital Strategy** sets out the context we are working in. The departmental responses to the strategy contain a detailed breakdown of which services in particular will be tackled first.

And the **Digital by Default Service Standard** lists the criteria against which all new and redesigned services will be judged from April 2014. And the breakdown of which services in particular will be tackled first.

### The service manual

The service manual is here to help service managers and digital delivery teams across government make services as good as people prefer to use them. It’s made up of two things:

1. **The Digital by Default Service Standard**, a list of criteria that services and teams must meet before they go live.
2. The **Government Service Design Manual**, a pool of guidance and advice about how to design and build digital services from teams across government.

Watch our video about the Digital by Default Service Standard.