Digital Service Standard

Supporting agencies to deliver simple and seamless digital services

Version 2.0

1 Have clear intent

Deliver public value by understanding the drivers behind your service and the ecosystem it will exist in.

2 Know your user

Understand when, how and why people use your service within the context of their lives to make it valuable to them.

3 Leave no one behind

Be cognisant of all users and deliberate in your efforts to ensure services are inclusive and accessible for all.

4 Connect services

Supports users to move between individual systems, services and processes with ease.

5 Build trust in design

Build trust through useful, easy and stable services.

6 Don't reinvent the wheel

Deliver public value by identifying and using common platforms, patterns and standards.

7 Do no harm

Protect users from adverse and unintended consequences by considering digital rights and how your service impacts upon these.

8 Innovate with purpose

Pursue innovation with a clear and meaningful objective, and harness new technologies to meet contemporary challenges.

9 Monitor your service

Monitor your service to ensure it operates smoothly, remains secure and caters for evolving user needs.

10 Keep it relevant

Respond to changing user needs and preferences. Set out to deliver impactful improvements and upgrades.