



Cabinet Office

Anna Goss

Lead service designer

Government Digital Service

@annagoss

I'm from London



**I'm from the
Government
Digital Service**





Users First

Users First

Users First

Users First

Users First



Welcome to GOV.UK

The best place to find government services and information
Simpler, clearer, faster

Search GOV.UK



Popular on GOV.UK

[Universal Jobmatch job search](#)

[Renew vehicle tax](#)

[Log in to student finance](#)

[Book your theory test](#)

[Personal tax account](#)

[Benefits](#)

Includes tax credits, eligibility and appeals

[Births, deaths, marriages and care](#)

Parenting, civil partnerships, divorce and Lasting Power of Attorney

[Business and self-employed](#)

Tools and guidance for businesses

[Childcare and parenting](#)

Includes giving birth, fostering, adopting, benefits for children, childcare and schools

[Citizenship and living in the UK](#)

Voting, community participation, life in the UK, international projects

[Crime, justice and the law](#)

Legal processes, courts and the police

[Disabled people](#)

Includes carers, your rights, benefits and the Equality Act

[Driving and transport](#)

Includes vehicle tax, MOT and driving licences

[Education, training and skills](#)

Early years learning, schools and academies, further and higher education, skills and vocational training, student funding

[Employing people](#)

Includes pay, contracts and hiring

[Environment and countryside](#)

Includes flooding, recycling and wildlife

[Housing and local services](#)

Owning or renting and council services

[Money and tax](#)

Includes debt and Self Assessment

[Passports, travel and living abroad](#)

Includes renewing passports and travel advice by country

[Visas and immigration](#)

Visas, asylum and sponsorship

[Working, jobs and pensions](#)

Includes holidays and finding a job

1. What's a service anyway?
2. Service design in UK government
3. What helps at scale

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**A service is a thing
that helps someone
do something**

Renew a passport

EUROPEAN UNION
UNITED KINGDOM OF
GREAT BRITAIN
AND NORTHERN IRELAND



PASSPORT



DELIVERY

**Register
to vote**



Fish!



In the private sector: a competitive advantage

In the private sector: a competitive
advantage

In the public sector: a must

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1 website

24 departments

700+ services



Register as a childminder
(Ofsted)

View or share your driving licence
(DVLA)

Service design in government is like archaeology



What to do when someone dies

Department for Work and Pensions

HM Courts & Tribunal service

HM Revenue and Customs

Land Registry

[Home](#) > [Births, deaths, marriages and care](#)

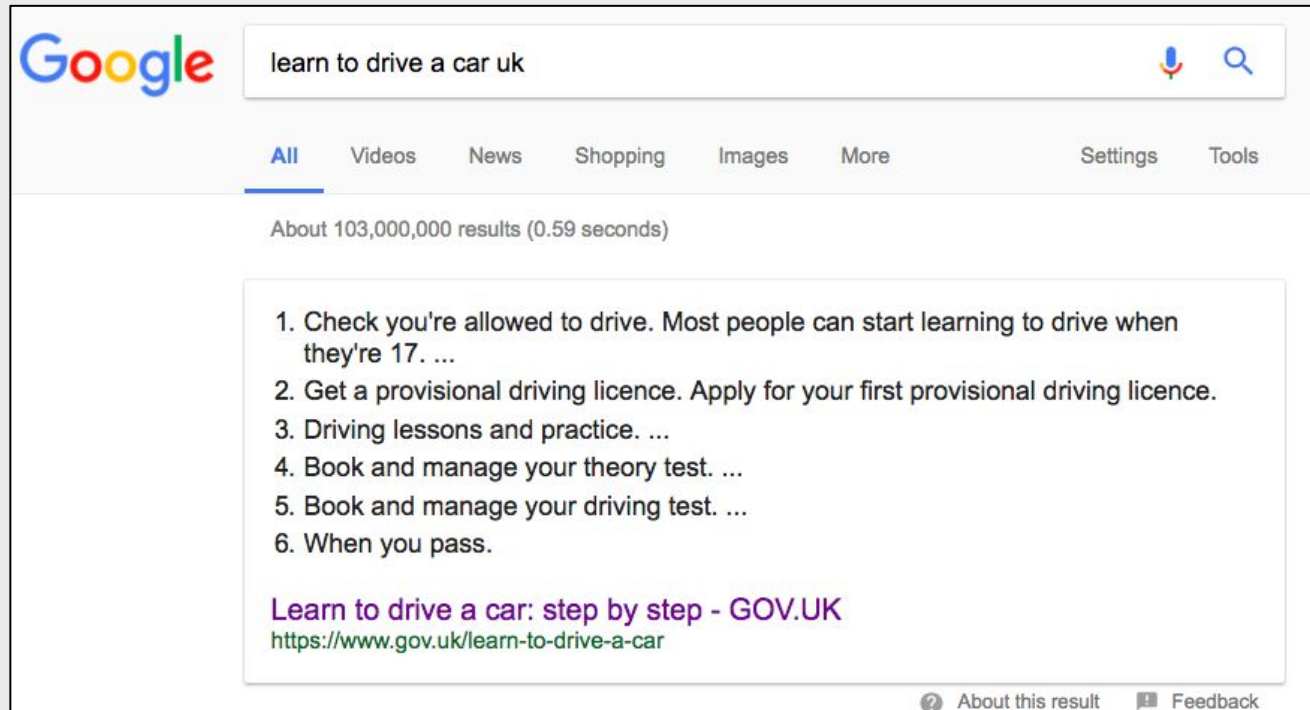
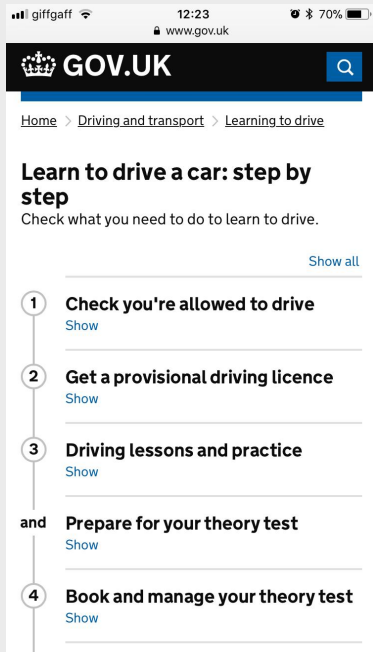
> [Certificates, register offices, changes of name or gender](#)

What to do when someone dies: step by step

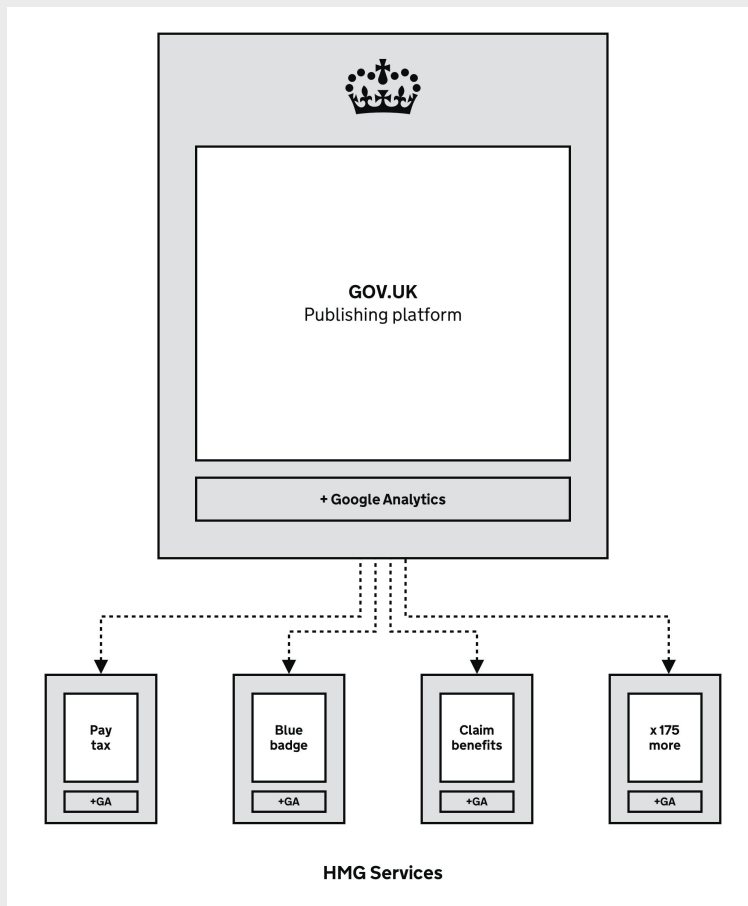
Check what to do after a death - how to register the death, notify government departments and manage financial issues.

[Show all](#)

- 1 Register the death**
[Show](#)
- 2 Arrange the funeral**
[Show](#)
- 3 Tell government about the death**
[Show](#)
- 4 Check if you can get bereavement benefits**
[Show](#)
- and **Deal with your own benefits, pension and taxes**
[Show](#)
- and **Check if you need to apply to stay in the UK**
[Show](#)
- 5 Deal with their estate**
[Show](#)



Current architecture of GOV.UK (simplified!)



Now:

Reactive single transactions

Renew my
passport

Apply for
child benefit

Future:

Proactive user journeys

Start a business

Buy a house

Have a child

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Communities

Cross-Government
Design Meetup #26

11–5

15 January 2019

Press Briefing Room
Home Office
2 Marsham Street
London SW1P 4DF

designing
for
people
in crisis

Platforms

Design your service using GOV.UK styles, components and patterns

Use this design system to make your service consistent with GOV.UK. Learn from the research and experience of other service teams and avoid repeating work that's already been done.

[Get started >](#)

Styles

Make your service look like GOV.UK with guides for applying layout, typography, colour and images.

[Browse styles](#)

Components

Save time with reusable, accessible components for forms, navigation, panels, tables and more.

[Browse components](#)

Patterns

Help users complete common tasks like entering names and addresses, filling in forms and creating accounts.

[Browse patterns](#)

Standards



Service Standard

Meeting users' needs

- 1 Understand users and their needs
- 2 Solve a whole problem for users
- 3 Provide a joined up experience across all channels
- 4 Make the service simple to use
- 5 Make sure everyone can use the service

Providing a good service

- 6 Have a multidisciplinary team
- 7 Use agile ways of working
- 8 Iterate and improve frequently
- 9 Create a secure service which protects users' privacy
- 10 Define what success looks like and publish performance data

Using the right technology

- 11 Choose the right tools and technology
- 12 Make new source code open
- 13 Use and contribute to common standards, components and patterns
- 14 Operate a reliable service

End to end

Front to back

Across every channel

**Delivering
outcomes not
transactions**

SERVICES
BETTER
GOVERNMENT

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Thanks!

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