GOV.UK

Make government work for users

1 provide coherent services that are easy to discover and use

2 make government participative, open and accountable

3 help government communicate with authority and trust

4 make great digital and user-centred publishing easy

5 make government content easy to re-use and build on

GOV.UK

1

Provide coherent services that are easy to discover and use

GOV.UK will
meet every valid user need, from the most common to the most specialist

bring content, transactions and support together as coherent services

make services easy to find through navigation, search and notifications

make information clear, concise and simple at every level of detail

remove the need to know how the state works, not just central government

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Make government participative, open and accountable

2

GOV.UK will **make government structure, leadership and policy clear**

make it easy to see what government is doing, saying and changing over time

make it easy to see evidence for decisions, and of outcomes

help users feed back on and influence government plans

👑 **GOV.UK**

3 Help government communicate with authority and trust

GOV.UK will
give users reassuring, definitive answers in a single place

provide information people need during emergencies and major events

convey the UK government's unmediated position, domestically and internationally

support clear and effective announcements and campaigns

GOV.UK

Make great digital and user-centred publishing easy

GOV.UK will

make high quality digital publishing easy, fast and cheap

provide HTML formats so good PDFs become the exception

make it easy to base content decisions on evidence of need

show how well needs are being met, and highlight failure

make it easy to test and iterate different approaches

GOV.UK

Make government content easy to re-use and build on

GOV.UK will
- provide government content and data in stable, machine-readable formats
- provide digital representations of real world things, backed by registers
- offer ways for government (and suppliers) to share our publishing service
- fully open-source GOV.UK's code for others to run and contribute to