

## CRITERIA

<p><b>1</b> Understand user needs. Research to develop a deep knowledge of the users and their context for using the service.</p>	
<p><b>2</b> Establish a sustainable multi-disciplinary team to design, build, operate and iterate the service, led by an experienced product manager with decision-making responsibility.</p>	
<p><b>3</b> Design and build the product using the <a href="#">service design and delivery process</a>, taking an agile and user-centred approach.</p>	
<p><b>4</b> Understand the tools and systems required to build, host, operate and measure the service and how to adopt, adapt or procure them.</p>	
<p><b>5</b> Identify the data and information the service will use or create. Put appropriate legal, privacy and security measures in place.</p>	
<p><b>6</b> Build the service with responsive design methods using common design patterns and the style guide.</p>	
<p><b>7</b> Build using open standards and common government platforms where appropriate.</p>	
<p><b>8</b> Make all new source code open by default.</p>	
<p><b>9</b> Ensure the service is accessible to all users regardless of their ability and environment.</p>	
<p><b>10</b> Test the service from end to end, in an environment that replicates the live version.</p>	
<p><b>11</b> Measure performance against KPIs set out in the guides. Report on public dashboard.</p>	
<p><b>12</b> Ensure that people who use the digital service can also use the other available channels if needed, without repetition or confusion.</p>	
<p><b>13</b> Encourage users to choose the digital service and consolidate or phase out existing alternative channels where appropriate.</p>	