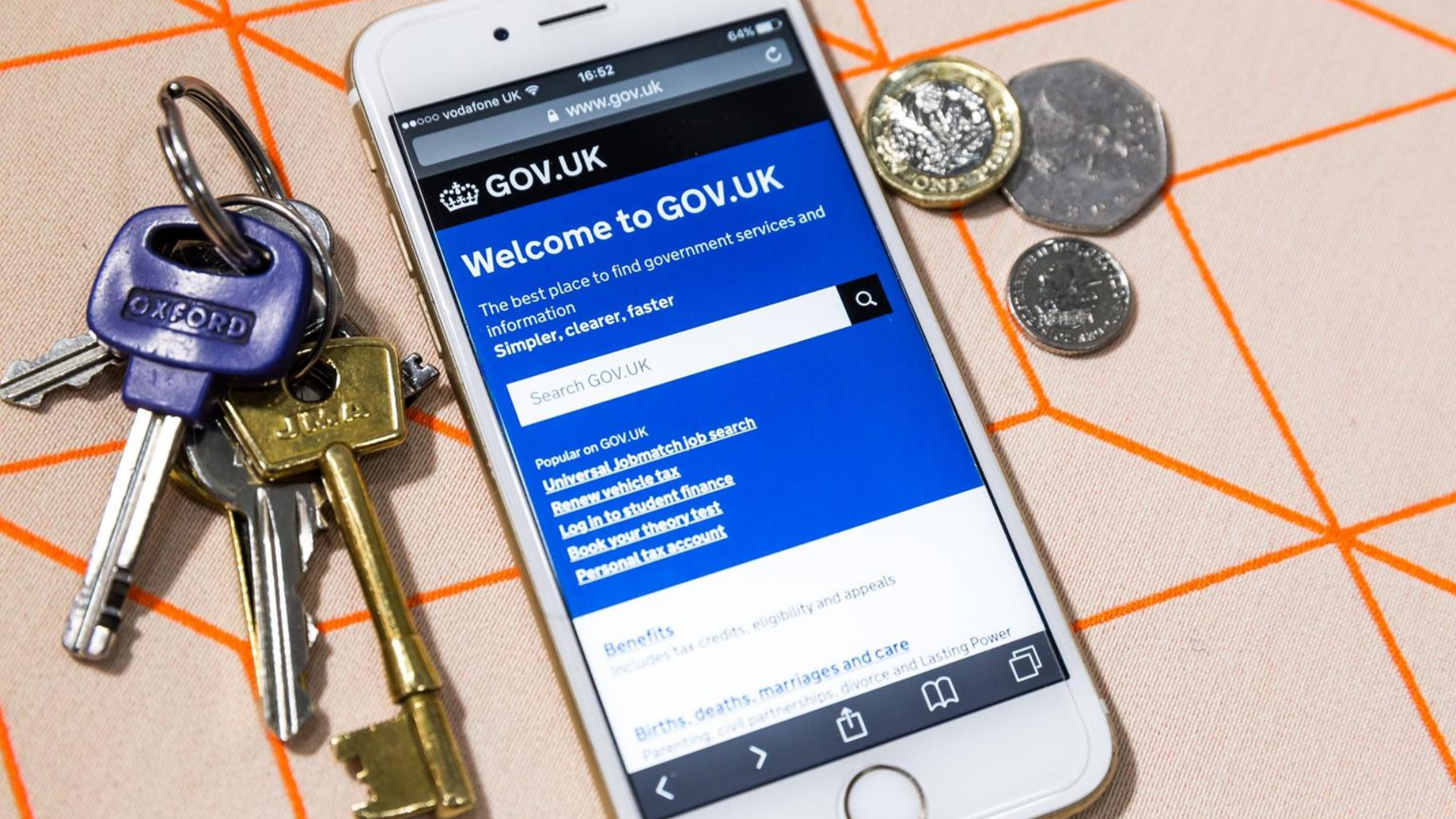


Hello!



**We do the hard
work to make public
services simple**



GOV.UK

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

Send emails and text messages to your users

using GOV.UK Notify



For more information visit www.gov.uk/service-toolkit

GOV.UK

Deploy and run government applications

using GOV.UK Platform as a Service



For more information visit www.gov.uk/service-toolkit

GOV.UK

Stephen McCarthy @loft27design · 23 Jan 2017
You should really visit gov.uk/service-toolkit if you are building or running government services #govdesign

£3.5 billion saved

3.31 billion transactions every year

We're 7 years old

6 years older than the average startup

So, you're done right?

**Government is the
oldest and largest
service provider in
the UK**





267 years before America was a
country

10k services

10k services

25 departments

10k services
25 departments
418,343 people

Reporting of Injuries, Diseases and Dangerous Occurrences
Regulations 1995 (RIDDOR)
Registrations for Knowledge Transfer Network (KTN)/connect access
(MEMBERS)
Request for a further search under section 17(6) or payment for a
supplementary certificate under section 17(8)/Request for search
(F9/F9A)
Employer Ownership Pilot (EOP)
Well Operations Notification System (WONS): consents and
notifications
Charity Letter Forwarding Service

Top content

Most pageviews in past 7 days

- 1 [Tax your vehicle](#)
- 2 [Find a job with Universal Jobmatch](#)
- 3 [State Pension calculator](#)
- 4 [Student finance login](#)
- 5 [Check if a vehicle is taxed](#)
- 6 [Check if you need a UK visa](#)
- 7 [Child maintenance calculator](#)
- 8 [Contact DVLA](#)
- 9 [View or share your driving licence information](#)
- 10 [Pay the Dartford Crossing charge \(Dart Charge\)](#)



Trending content

Largest percentage increase in pageviews week-on-week

- 1 [Record MOT test results](#)
- 2 [Disability Living Allowance is ending](#)
- 3 [South Korea travel advice](#)
- 4 [Simeprevir with sofosbuvir: risk of severe bradycardia and hear...](#)
- 5 [Oil and gas: field data - Detailed guidance](#)
- 6 [Drowning in swimming pool on the passenger cruise ship Sapp...](#)
- 7 [Macedonia travel advice](#)
- 8 [What happens if you don't report payroll information on time - ...](#)
- 9 [Charging base for surgical hair clippers - recall of specific lots d...](#)
- 10 [Apply for a licence to market a medicine in the UK - Detailed gu...](#)

Top policies

Most pageviews in past 7 days

- 1 [Immigration and borders](#)
- 2 [Welfare reform](#)
- 3 [Building regulation](#)
- 4 [British nationals overseas](#)
- 5 [School behaviour and attendance](#)
- 6 [Counter-terrorism](#)
- 7 [Waste and recycling](#)
- 8 [Road safety](#)
- 9 [Tax evasion and avoidance](#)
- 10 [Childcare and early education](#)

Top announcements

Most pageviews in past 7 days

- 1 [Driving licence changes](#)
- 2 [Vehicle tax changes](#)
- 3 [Hiring a vehicle](#)
- 4 [Smoking in vehicles](#)
- 5 [New National Minimum Wage rates announced](#)
- 6 [Driving licence check code extended from 72 hours to 21 days](#)
- 7 [Launch of the new Companies House public beta service](#)
- 8 [Transport Direct website closes on 30 September 2014](#)
- 9 [AAIB Special Bulletin on Hawker Hunter T7, G-BXFI](#)
- 10 [Civil Service Fast Stream now open for applications](#)

How people access GOV.UK

Breakdown of desktop, mobile and tablet usage on GOV.UK over time

**The 8th most popular
service on GOV.UK is
a phone number**

**Our services were
not designed for the
internet**



THORNEYRY POST OFFICE



POST OFFICE

POST OFFICE

STATIONERY. THORNEYRY POST OFFICE.

POST OFFICE

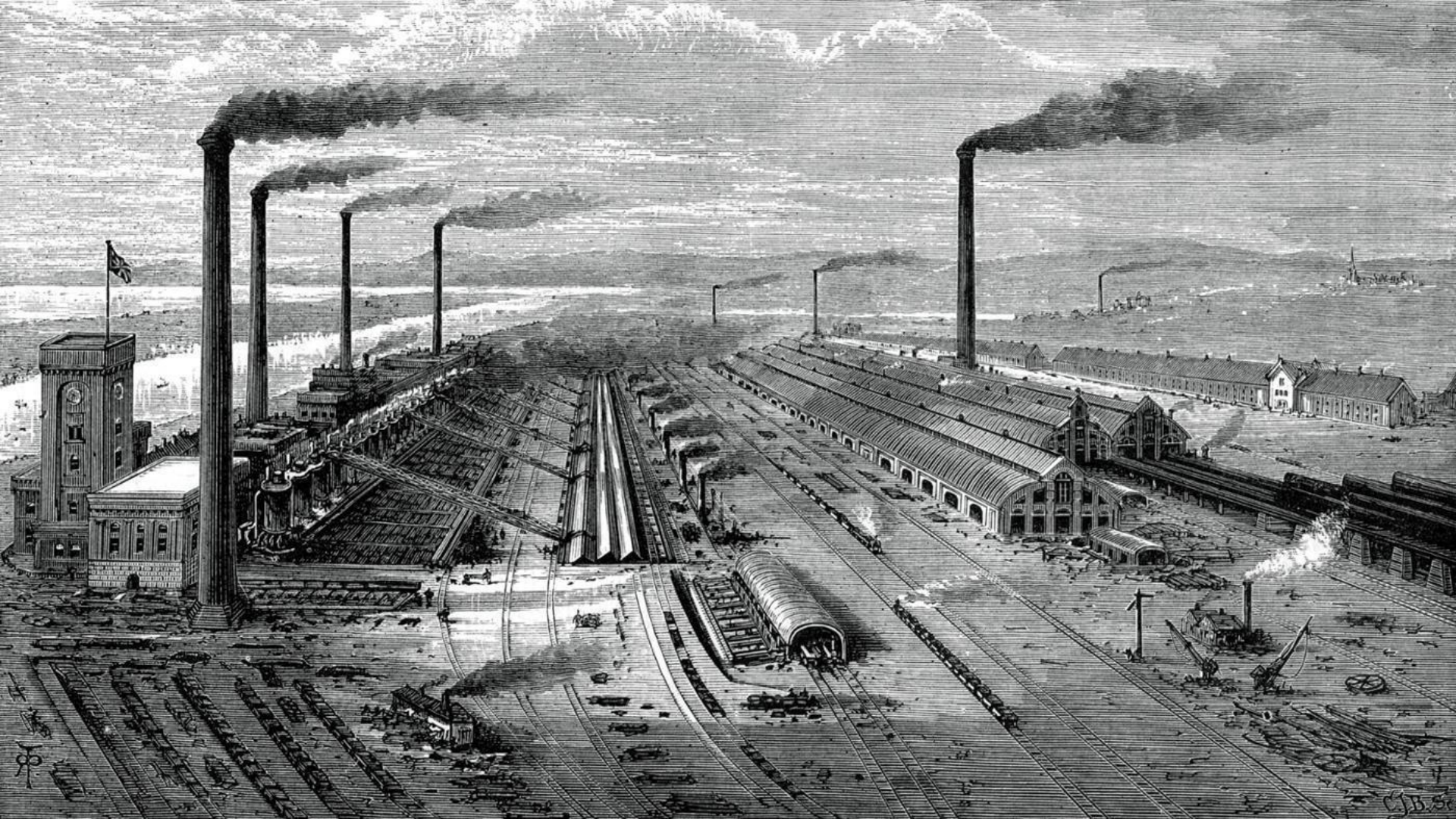


TAYLOR



PURVEYOR

**Our government
wasn't designed for
the internet**



Import or export something
4 departments

Start a business

9 departments

**Develop a medical condition
and stop working**

3 departments

80% of the cost of services is spent
on services

60% of that cost is spent on calls
and casework

20% of UK GDP
is spent on public services

**Bad public service design
is one of the biggest
unnecessary costs to the
UK taxpayer**

New technology is not going to
make our services better

So, you're done right?

**We haven't even
started**

Centralisation doesn't scale

We need to fundamentally
rethink the way we deal with
change





Printed Publicity
Use of Symbol
with other identifications



The two symbols may be used in any of the colour combinations shown here.



Literature relating to this service will generally be printed with a standard yellow background.
Yellow S.S. 0-967.



Rail/Road/Air Link



Rail/Road/Air Link

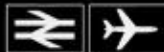


Rail/Road/Air Link



Rail/Air Link

In certain cases it may be necessary to delete one of the words from the title.




Rail/Road/Air Link



Rail/Road/Air Link

Uniforms
Ticket Office Clerk

	sheet no.	9/22
	issued	Mar1969

Ticket Office Clerk

Ticket Office Clerks are issued with a lightweight jacket in pale grey 'Terylene' linen. The only embellishment is a gold symbol in the left lapel.





‘The reconditioning and re-designing public utility services’

Design Research Unit



Press to close ...
don't forget! press bottom
button to lock after door
has closed

Press to unlock ...
& to open

When door is closed
press button to lock



Close ↓



Open ↓



Lock ↓





**Press the 'lock' button
to secure the toilet door**



**Transformation isn't about
the ability of one team to
design and deliver a
service**

**Transformation is the
ability of an organisation to
deliver and maintain a
service over time**

The strategy is delivery

~~**The strategy is delivery**~~

**The strategy is scale and
sustainability**

If you're not planning for your own
obsolescence you're not doing it right

4 lessons for the future

**‘Digital’ is just a
means to an end**

Most of government is service design
most of the time

Matt Edgar, Head of Design, NHS

BETA This is new guidance. Complete our quick 5-question survey to [help us improve it](#).

[Service manual](#) > Digital Service Standard

Digital Service Standard

The Digital Service Standard is a set of 18 criteria to help government create and run good digital services.

All public facing transactional services must meet the standard. It's used by departments and the Government Digital Service to check whether a service is good enough for public use.

1. Understand user needs

Understand user needs. Research to develop a deep knowledge of who the service users are and what that means for the design of the service.

[Read more about point 1](#)

Get notifications

When any points in the Digital Service Standard are updated

 [email](#)

2. Do ongoing user research

Put a plan in place for ongoing user research and usability testing to

Digital Service Standard

~~**Digital Service Standard**~~

**Government Service
Standard**

**Design your
infrastructure, or your
infrastructure will
design you**





Register your vehicle as off the road (SORN)

Tell DVLA you're taking your vehicle off the road, for example if you're keeping it in a garage. This is sometimes called a 'Statutory Off Road Notification' (SORN).

This page is also available in [Welsh \(Cymraeg\)](#).

You'll [get a refund](#) for any full months of remaining tax. You can't use the vehicle on the road until you [tax it again](#).

Choose when it starts

Immediately

Use the 11-digit number on your vehicle log book (V5C) to take the vehicle off the road immediately.

On the first day of next month

Use the 16-digit number on your vehicle tax reminder letter (V11) to take the vehicle off the road from the first day of next month. You can only use this number once.

If the vehicle isn't registered in your name you'll have to tell DVLA it's off the road by post.

[Start now >](#)

Related content

[When you need to make a SORN](#)

[Check if a vehicle is taxed](#)

[Vehicle tax disc abolished: changes you need to know](#)

Explore the topic

[Buy, sell or scrap a vehicle](#)

[Manufacture or adapt a vehicle](#)

[Number plates, vehicle registration and log books](#)

[Vehicle tax, MOT and insurance](#)

DVLA spend **£19M a year**
answering 'How do I... ?'
phone calls

[Home](#) > [Driving and transport](#) > [Learning to drive](#)

Learn to drive a car: step by step

Check what you need to do to learn to drive.

[Show all](#)

1

Check you're allowed to drive

[Show](#)

2

Get a provisional driving licence

[Show](#)

3

Driving lessons and practice

[Show](#)

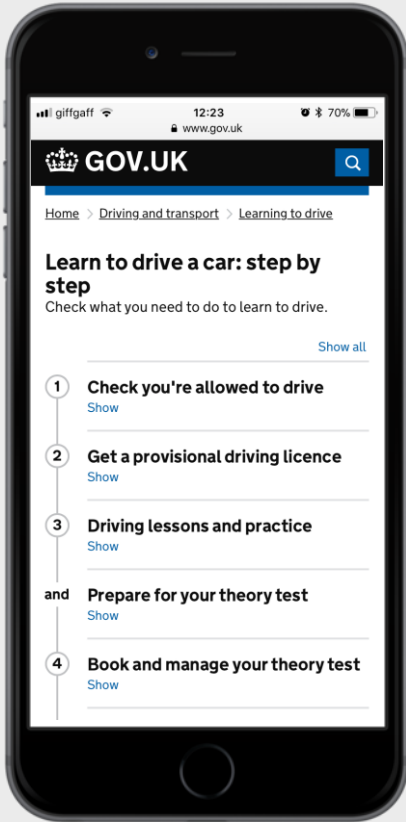
and

Prepare for your theory test

[Show](#)

4

Book and manage your theory test



Used 800,000
times in 15 weeks



**Design something
that the future can
design**

BETA This is a new service – your [feedback](#) will help us to improve it.

[About](#) [Styles](#) [Components](#) [Patterns](#)

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.

Styles

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

Components

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

Patterns

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

COMPOSE



digital-service-

Add to circles

digital-service-designers@d...

Hang out with digital-serv... Start a video call with digital...

Inbox (184)

Starred

Sent Mail

[Gmail]Drafts

1. TO ACTION (1)

2. FOR INFO

3. Archive (1)

- Richard .. Marian (6) 3. Archive [digital-service-designers] E-Signatures - thanks for the collateral and the interesting thoughts about e-signatures! I've created a uk-gi 6 Mar
- Richard Payne 3. Archive [digital-service-designers] Design patterns for pre-populating answers/data using APIs - Morning all, I was wondering whether we hav 6 Mar
- Laura, Keith (3) 3. Archive [digital-service-designers] HMRC terms of collaboration pattern help - Hi Keith, Thanks for your reply and advice. I guess I was intere 3 Mar
- Kieron Kirkland 3. Archive [digital-service-designers] new member - hello, could you please add ariana.mihoc@digital.cabinet-office.gov.uk to this list. big thank: 3 Mar
- Kara Kane Inbox [digital-service-designers] ConCon5: content conference tickets - Hi all, The cross-government content conference is coming up soon! Cr 3 Mar
- paul.matson, Jason (2) 3. Archive [digital-service-designers] Apply for a waste permit - supporting docs - No worries Paul. Regarding Save and Return, it's very much a 28 Feb
- Richard .. emilenecove. (3) Inbox 3. Archive [digital-service-designers] The /info/ page on GOV.UK - Fantastic! Thank you On Tuesday, February 28, 2017 at 11:24:13 AM 28 Feb
- Holliday .. Ed, 'Trevor' (13) 3. Archive [digital-service-designers] Re: How many dependent children do you have? - digital-service-designers@digital.cabinet-office.gov.uk " 27 Feb
- Chris Harding 3. Archive [digital-service-designers] New Designer - Hi, Could you please add Chris Walker (christopher.walker@digital.hmrc.gov.uk) to the em 23 Feb
- Helen, Jason, Stephen (6) 3. Archive [digital-service-designers] Explaining means tested benefits regulations - digital-service-designers@digital.cabinet-office.gov.uk Subje 22 Feb
- Rachel .. John, Stephen (10) 3. Archive [digital-service-designers] Email content to direct user to a page - Hi, That's the HMRC security settings - usually works if you view it 17 Feb
- Alex .. Stephen, Andy, Ed (5) 3. Archive [digital-service-designers] Service unavailable screens - Attaching some screenshots of various 'non-journey' pages from passports a 17 Feb
- Jason .. Jeremy, ty (5) Inbox 3. Archive [digital-service-designers] People and Permissions - Thanks Stephen, That's really useful to look at. There's a lack of support 13 Feb
- Jeni, Laura, Asli, Raj (5) 3. Archive [digital-service-designers] Looking for the GDS font - Boom! Alright? ----- 9 Feb
- Richard, John (3) [digital-service-designers] Asking only for required information - Thanks John, I will pass on the details from your response (it is internal, not an e) 9 Feb



Sign in

Signing in will sign you in to Hangouts across Google Learn more

People overwhelmed and
struggling to find answers

GDS

One of the other things that
people were overwhelmed par
because
accessibility is a broad thin
do you start? And when you s
on the internet you get load
back and don't know what to t

**Give people the skills
to help themselves**



10k
people trained
every year

A woman with curly hair, wearing a dark top, stands at a wooden podium on a stage, addressing an audience. The audience is seated in rows of dark chairs, viewed from behind. The background features a wall with large, dark wood panels and a wooden door with a green exit sign above it. The text "30 community events every year" is overlaid in large white font across the center of the image.

**30 community
events every year**

2015 - 115 designers

2018 - 950 designers

**Collaboration is
a privilege**

**(don't expect it to
happen on its own)**

The three biggest barriers to collaboration are **money**, **time** and **access to data**

Change means giving the privilege
you have to others

UK Border

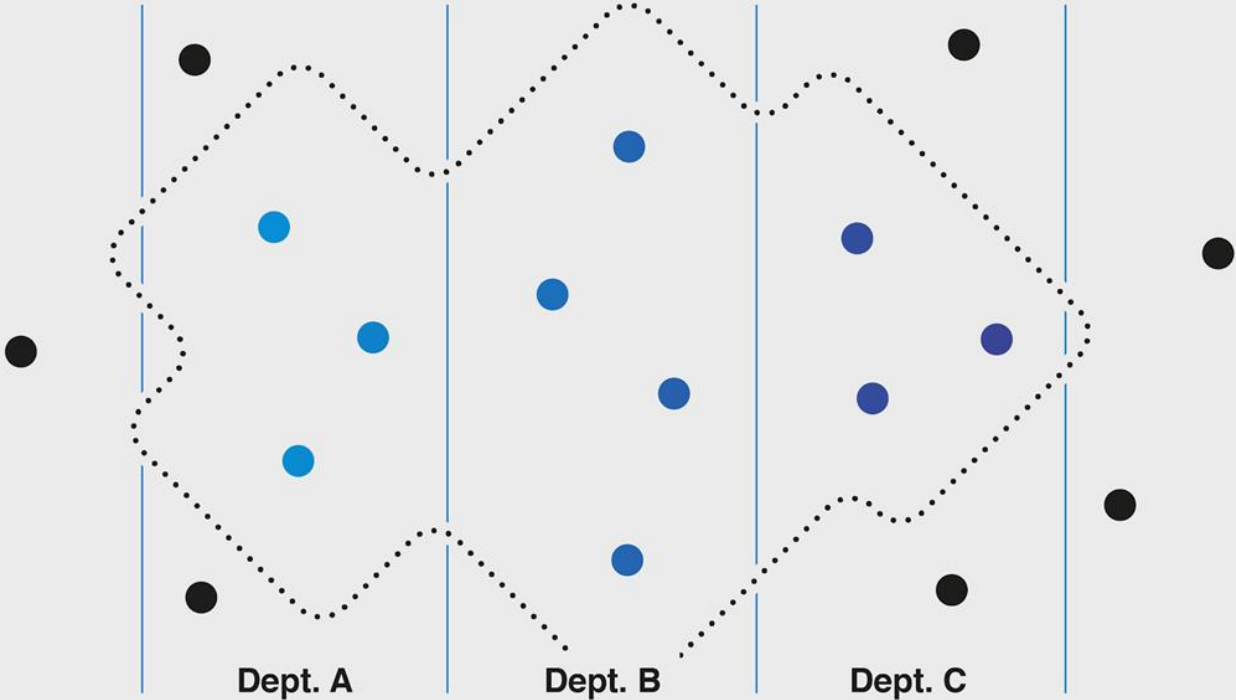
RANGE ROVER
P777 RTH

W338 UNN

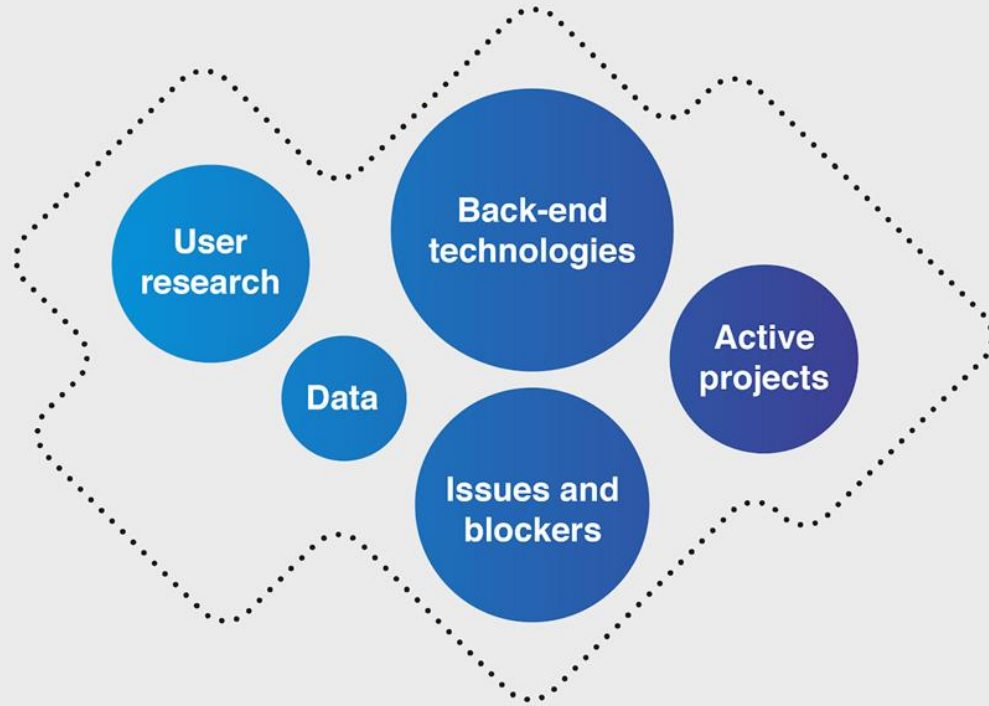
Supporting the 10 most affected services



Setting up the service network – 'I want to start a business'



The network shares resources



**We can only fix the
big problems if we
work together**

Most countries share a core
set of services

Blog

GDS design notes

Organisations: [Government Digital Service](#)

Building an international group of government designers

Louise Downe, 2 February 2017 — Design





GDS design notes

We believe in designing in the open. Most of the ideas on this blog will be iterated on over time, some of them will test badly and never make it onto GOV.UK, a few might end up being patterns that we use everywhere.

Categories

Sign up for updates



Email



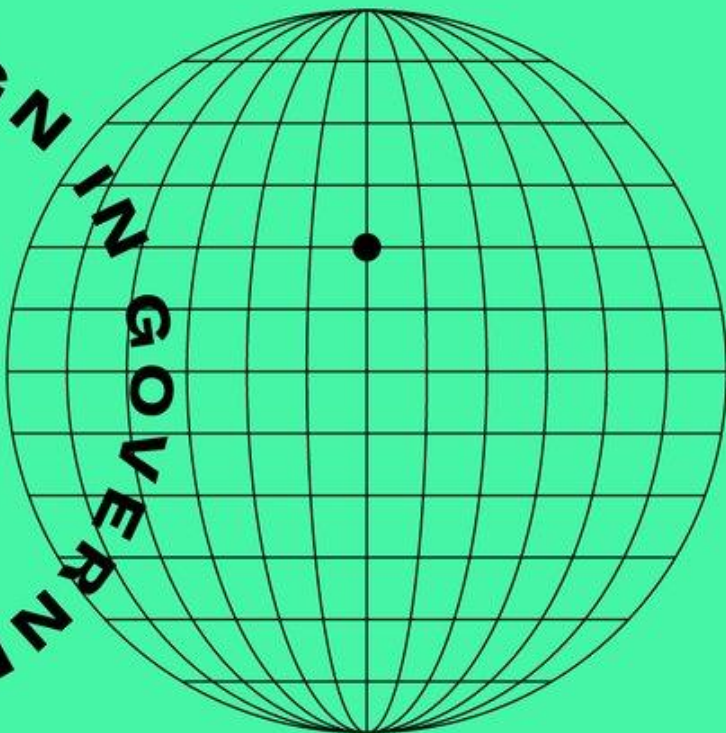
Atom

Aging
Immigration
Pollution and waste
Accessibility
Licensing

800 members
37 countries

INTERNATIONAL DESIGN •

GOVERNMENT •



CONFERENCE

Look after yourselves

People have been predicting the
'inevitable decline' of digital in
government since its inception

We need to stop treating change in government like being in a rock band

Be strong

Be kind

Carry on

Join our mailing list and watch our live show
and tells <https://goo.gl/aax16i>

Slides are available here
<https://goo.gl/tDuUgf>



Cabinet Office

Thanks!

Lou Downe

Government Digital Service

@LouiseDowne