



Cabinet Office

**Sam Dub**

Lead Product Manager, GOV.UK

Government Digital Service

@samdub

Hi, I'm Sam 🖐️

I'm a Lead Product Manager on GOV.UK



# 9 challenges of running GOV.UK



**How do you make  
it easy for people  
to find what they  
are looking for?**

# Welcome to GOV.UK

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

## Popular on GOV.UK

- [Check benefits and financial support you can get](#)
- [Limits on energy prices: Energy Price Guarantee](#)
- [Find a job](#)
- [Coronavirus \(COVID-19\)](#)
- [Universal Credit account: sign in](#)

## Search



## Topics

### [Benefits](#)

Includes eligibility, appeals, tax credits and Universal Credit



### [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



### [Cost of living support](#)

Includes income and disability benefits, bills, childcare, housing and travel



### [Crime, justice and the law](#)



### [Disabled people](#)



### [Driving and transport](#)



# Renew or replace your adult passport

## Contents

[Overview](#)[Renew](#)[Replace a lost, stolen or damaged passport](#)

## Renew

You must renew your passport before you can travel if either:

- your passport has expired
- you do not have enough time left on it

How much time you need on your passport depends on the country you're visiting. [Check the entry requirements of the country you want to travel to.](#)

There are different rules if your [passport is lost, stolen or damaged](#) or you need to [change your name or personal details](#).

If your passport is burgundy or has 'European Union' on the cover, you can still

## Related content

[Cancel a lost or stolen passport](#)[Getting your first adult passport](#)[Get a passport urgently](#)[Get a passport for your child](#)[Passport fees](#)[Visiting the EU, Switzerland, Norway, Iceland or Liechtenstein](#)

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If your passport is burgundy or has 'European Union' on it, you must renew it before it expires.

## Collection

# Guidance on importing and exporting live animals or animal products

Collection of guidance and forms for importing, exporting and moving live animals and animal products.

From: [Animal and Plant Health Agency](#) and [Department for Environment, Food & Rural Affairs](#)

Published 12 September 2014

Last updated 6 June 2022 — [See all updates](#)

## Contents

- [Topical issues](#)
- [Imports or moves to the UK from all countries](#)
- [Exports or moves from the UK to all countries](#)
- [Moving goods or animals between EU countries](#)
- [Balai rules](#)
- [Endangered species](#)
- [Non-native animals](#)
- [Poultry Health Scheme](#)

## Part of

[Get UK customs clearance when importing goods into the UK: step by step](#)

[Import goods into the UK: step by step](#)

## Related content

[Import live animals and germinal products to Great Britain under Balai rules](#)

# Renew or replace your adult passport

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- [Poultry Health Scheme](#)

## Guidance

# Keeping a pet pig or 'micropig'

Find out how to register your land and animals, how to get a walking licence and what you can feed pet pigs.

From: [Department for Environment, Food & Rural Affairs](#) and [Animal and Plant Health Agency](#)

Published 31 December 2014

[Get emails about this page](#)

## Applies to England

[Guidance for Wales](#)

[Guidance for Scotland](#)

## Contents

- [Register as pig keeper](#)
- [Get a licence to walk a pet pig](#)

## Related content

[Charity Commission: registration decisions](#)

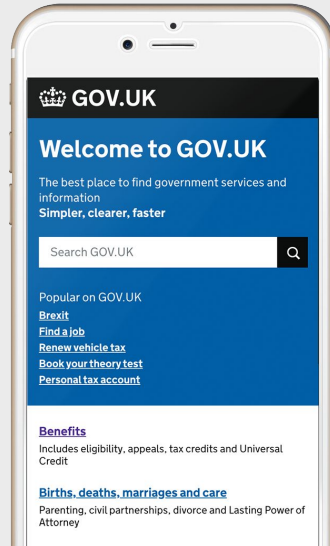
[Pigs movement general licence](#)

[Keeping sheep, goats, pigs and deer](#)

[Pig keepers: report and record movements to or from your holding](#)

[Pig keepers: identify animals before moving them](#)

# GOV.UK brought 2,000 sites to a single domain



- 23** ministerial departments
- 20** non-ministerial departments
- 419** agencies and other public bodies
- 108** high profile groups
- 15** public corporations
- 3** devolved administrations



**Users shouldn't need  
to understand the  
structure of  
government to find  
what they need**

More than  
**3,000**  
active publishers

More than  
**1½ million**  
web pages

Replaced  
**1,882**  
government sites

**3 million**  
average visits  
per day

**30 billion**  
page views  
since launch

**23rd**  
most visited website in  
the UK

**60%**  
of people access the site  
through phone or tablet

**71%**  
of people access the site  
via external search

**100%**  
uptime

**9 challenges**

**1. How do you  
get started?**

**Find influential  
support  
(or friends in  
high places...)**



oving Barriers Aside

reating an Environment for T

Don't do

by Leaders to Flou

Anything Yourself

14<sup>th</sup> October 2010

Dear Francis Maude,

#### DIRECTGOV 2010 AND BEYOND: REVOLUTION NOT EVOLUTION

You asked me to oversee a strategic review of Directgov and to report to you by the end of September. I have undertaken this review in the context of my wider remit as UK Digital Champion which includes offering advice on “how efficiencies can best be realised through the online delivery of public services.” This means that I have not reviewed Directgov in isolation but as part of how the government can use the Internet both to communicate and interact better with citizens and to deliver significant efficiency savings from channel shift. This letter sets out my findings and key recommendations.

Directgov as an organisation does two different things. It **provides access to online transactional services** such as student loans, car tax and Jobseekers’ Allowance, and it **publishes government information** for citizens in one place on the Web. Currently, it is focussed on providing information that people need and on providing access to online transactions with less focus on government news, campaigns, and engagement. For me, the acid test for Directgov is whether it can **empower, and make life simpler for, citizens** and at the same time allow government to **turn other things off**. A focus on vastly increasing the range, usage and quality of online transactions will deliver the greatest impact; less hassle for citizens & businesses, and greater efficiency.

There has been a reinvention of the Internet and the behaviour of users in the last few years. Digital services are now more agile, open and cheaper. To take advantage of these changes, government needs to move to a ‘**service culture**’, putting the needs of citizens ahead of those of departments. This increase in



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Popular on GOV.UK

[Transition period](#)

[Find a job](#)

[Renew vehicle tax](#)

[Book your theory test](#)

[Personal tax account](#)

## [Benefits](#)

Includes eligibility, appeals, tax credits and Universal Credit

## [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,

## [Disabled people](#)

Includes carers, your rights, benefits and the Equality Act

## [Driving and transport](#)

Includes vehicle tax, MOT and driving licences

## [Education and learning](#)

Includes student loans, admissions and apprenticeships

## [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](#)

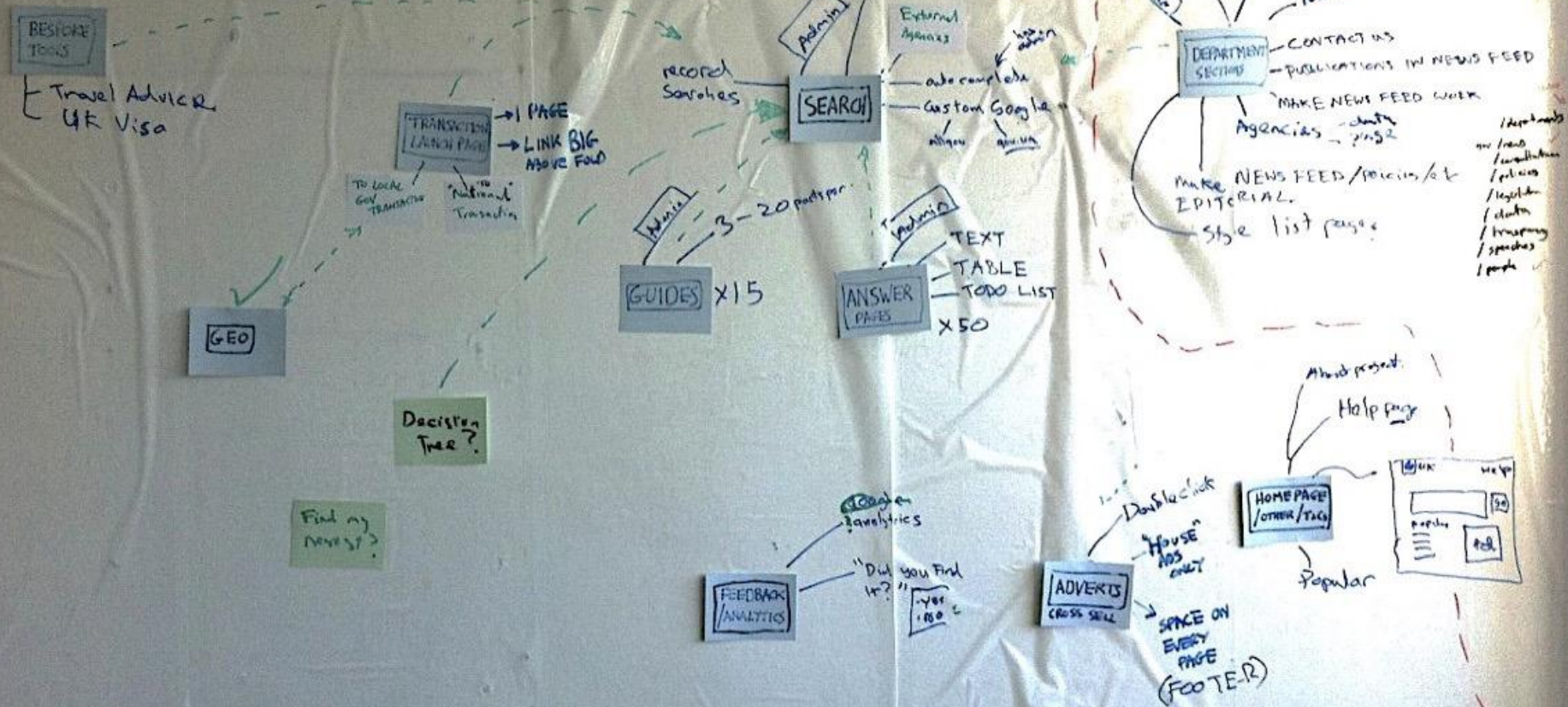
Visas, asylum and sponsorship

## [Working, jobs and pensions](#)

Includes holidays and finding a job

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...<!--<![endif]>-->
</head>...</head>
<body class="mainstream homepage js-enabled">
  <script>...</script>
  <div id="skiplink-container">...</div>
  <div id="global-cookie-message" class="gem-c-cookie-banner govuk-clearfix" data-
module="cookie-banner" role="region" aria-label="cookie banner" data-nosnippet style=
"display: none;">...</div>
  <header role="banner" id="global-header" class>
    <div class="header-wrapper">
      <div class="header-global">
        <div class="header-logo">
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govuk-header__link govuk-header__link--homepage" id="logo" data-module="track-
click" data-track-category="homeLinkClicked" data-track-action="homeHeader">
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              <svg role="presentation" focusable="false" class="govuk-header__logotype-
crown" xmlns="http://www.w3.org/2000/svg" viewBox="0 0 132 97" height="30"
width="36">...</svg>
              <span class="govuk-header__logotype-text">
                GOV.UK
              </span>
            </span>
          </a>
          ::after
        </div>
        ::after
      </div>
    </header>
    <div id="user-satisfaction-survey-container"></div>
    <div id="global-header-bar"></div>
    <!--<![if gt IE 7]><!-->
    <div id="global-bar" class="global-bar dont-print" data-module="global-bar">...</div>
    <!--<![endif]>-->
    <div id="wrapper" class="...">...</div>
    <footer class="group js-footer" id="footer" role="contentinfo">...</footer>
    <div id="global-app-error" class="app-error hidden"></div>
    <script src="https://assets.publishing.service.gov.uk/static/libs/jquery/jquery-
1.12.4-c731c20...js"></script>
    <script src="https://assets.publishing.service.gov.uk/static/application-
5d0cdd8...js"></script>
    <script src="https://assets.publishing.service.gov.uk/static/surveys-f0adf26...js">
</script>
    <script>...</script>
    <script src="https://assets.publishing.service.gov.uk/frontend/frontend-
cc4c2ae...js"></script>
  </body>
</html>
<!-- Thanks Martha -->
```

**Start small,  
move fast**





Enter your Greens! / Pay your taxes! Recycle!!

Adventure

UK GOV. GOV. UK

What do you want to do?

GO

e.g. pay my tax or find help

Popular

☐ \_\_\_\_\_

☐ \_\_\_\_\_

Recently used

☐ \_\_\_\_\_

☐ \_\_\_\_\_

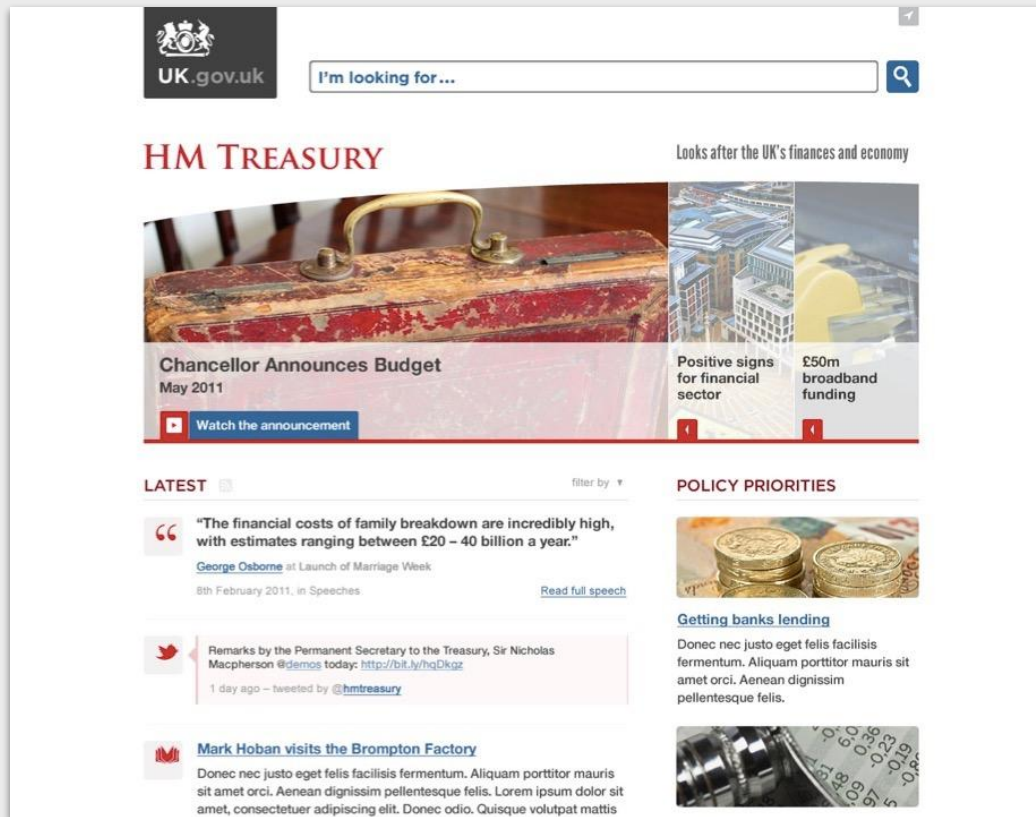
New You

Mexico

\_\_\_\_\_

\_\_\_\_\_

# An early HTML prototype







### Where are you?

If we know your location  
we can give you details  
of services local to you.

Set location

I'm looking for...

Go

e.g. Bank holidays, Lost passport or Department for Education

Olympic venues begin to open to the public

## Popular tools and topics



How much is the minimum



Calculate holiday pay



Guide to Childcare

# Welcome to GOV.UK, the best way to get to government services and information

[Search](#)

Try bank holidays, clock change, student finance, car tax

## BROWSE

[Crime and justice](#)[Driving](#)[Education](#)[Family](#)[Housing](#)[Life in the UK](#)[Money and tax](#)[Neighbourhoods](#)[Travel](#)[Work](#)

## POPULAR

[Get a tax disc](#)[UK bank holidays](#)[Student finance calculator](#)[Housing Benefit](#)[Maternity pay entitlement](#)[What to do after someone dies](#)[Pay your Council Tax](#)[VAT rates](#)

This is an aerial photograph of [The Angel of the North](#).



GOV.UK uses cookies to make the site simpler. [Find out more about cookies](#)

# Welcome to GOV.UK

The new place to find government  
services and information

Simpler, clearer, faster

This website replaces



## [Driving, transport, and travel](#)

Includes passports and car tax

## [Businesses and self-employed](#)

Tools and guidance for businesses

## [Education and learning](#)

Includes student loans and admissions

## [Housing and local services](#)

Owning or renting and council services

## [Money and tax](#)

Includes debt and Self Assessment

## [Disabled people](#)

Includes your rights, benefits and the  
Equality Act

## [Benefits](#)

Includes tax credits and eligibility

## [Employing people](#)

Includes pay, contracts and hiring

## [Working, jobs and pensions](#)

Includes holidays and finding a job

## [Crime, justice and the law](#)

Legal processes, courts and the police

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

Includes civil partnerships and Lasting  
Power of Attorney

## [Citizenship and life in the UK](#)

Includes voting, how government works

The best place to find government  
services and information  
is [www.gov.uk](http://www.gov.uk)



# GOV.UK



**Paul Downey**  
@psd FOLLOWS YOU

I never reveal my sources. I always give attribution. I never use absolutes. I am never conflicted.

Joined November 2006



**Paul Downey**  
@psd



Following

shipped a nation's website. No biggie.

RETWEETS

26

LIKES

35



4:49 AM - 17 Oct 2012



Reply to @psd



**Lauren Wood** @laurendw · 17 Oct 2012  
@psd congratulations on a good job!



**Paul Downey** @psd · 17 Oct 2012  
@laurendw thanks Lauren. This thing called The Web is brilliant!



**Amy van der Hiel** @amyvdh · 17 Oct 2012  
@psd congrats!



**Paul Downey** @psd · 17 Oct 2012  
@amyvdh thanks Amy!



**2. How do you  
work in the  
right way?**



# Aligned autonomy

Aligned autonomy  
Agile ways of working



Aligned autonomy  
Agile ways of working  
**Communities of practice**



Aligned autonomy  
Agile ways of working  
Communities of practice  
**The unit of delivery is the team!**

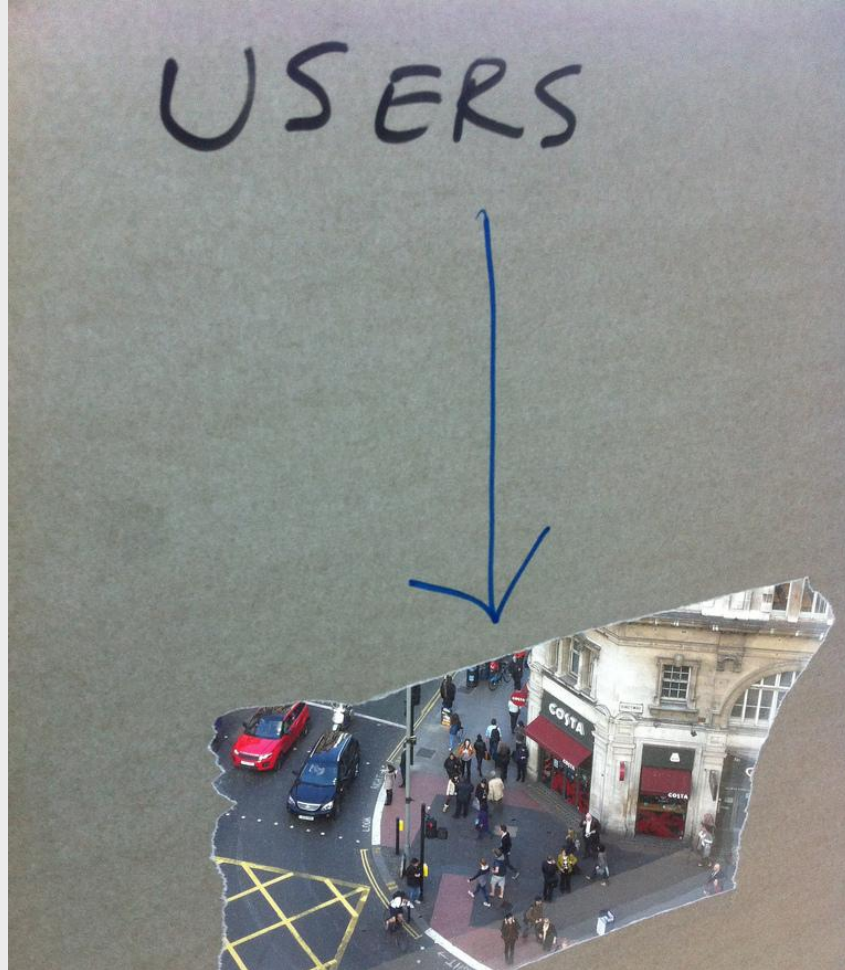
Aligned autonomy  
Agile ways of working  
Communities of practice  
The unit of delivery is the team!  
**User research is a team sport**

Aligned autonomy  
Agile ways of working  
Communities of practice  
The unit of delivery is the team!  
User research is a team sport  
**Work in the open**

**3. How do you  
know you're  
doing the right  
thing?**

# User research

Users!

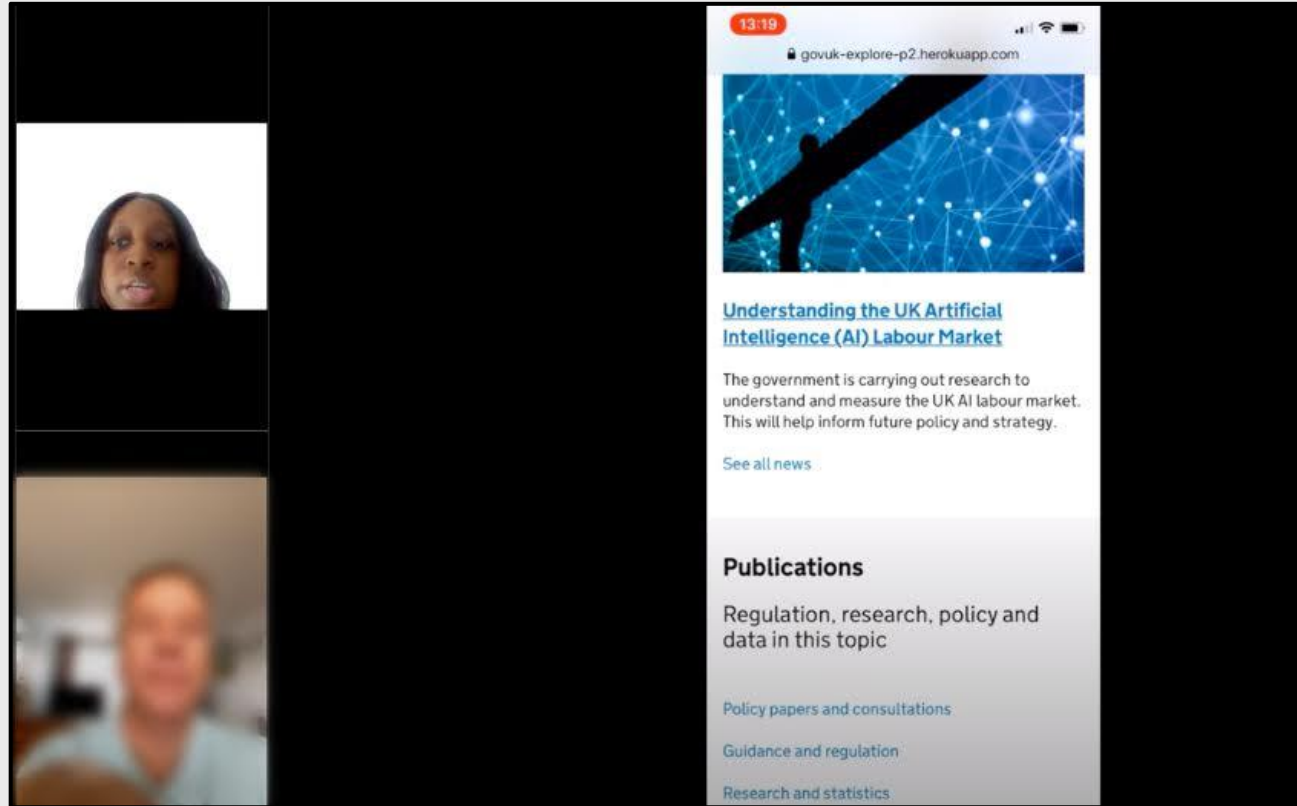






User researcher

User



**find  
what  
works**



User  
research  
isn't about  
finding  
out what  
users like,  
but what  
works best  
for them.

**not  
what's  
popular**

**two  
hours  
every  
six  
weeks**

Everyone on  
the team  
should observe  
user research,  
regularly  
and often.

It's the best  
way to make  
sure a service  
meets user  
needs.





**4. How do you  
know everyone  
else is doing the  
right thing?**

# 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 open standards, common components and patterns
- 14 Operate a reliable service



# Guidance

# Service Manual

Helping teams to create and run great public services that meet the [Service Standard](#).

[Contact the Service Manual team](#) with any comments or questions.



## [Accessibility and assisted digital](#)

Help and encourage people to use your service: accessibility, assisted digital, user support.

## [Measuring success](#)

How to use data to improve your service: measuring, reporting, analytics tools and techniques.

## [The team](#)

Managing a service team: recruiting the

## [Agile delivery](#)

How to work in an agile way: principles, tools and governance.

## [Service assessments and applying the Service Standard](#)

How to apply the new Service Standard, check if you need a service assessment, how to get your service on GOV.UK and how to become a service assessor.

## [User research](#)

Understand user needs: plan research,

## [Design](#)

Naming, structuring and scoping your service, prototyping, using design patterns.

## [Technology](#)

Choosing technology, development, integration, hosting, testing, security and maintenance.

# Assessments



**5. How do you  
make it for  
everyone?**

VISION



HEARING



SPEECH



MOTOR



COGNITIVE







**Deaf**

Permanent



**Injury  
or infection**



**Background  
noise**

Situational





**Empathy Prompts**  
empathy.prompts.uk

Prompts to consider when creating design for others to use.

These prompts are intended to help you think about the needs of people who may have different abilities. They provide a starting point for thinking about how to make your design more accessible.

iPhone

iPad

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Search GOV.UK

Benefits  
Includes disability, appeals, tax credits and Universal Credit

Disability assistance  
Includes grants, tax credits, benefits and the Equality Act

Births, deaths, marriages and care

Children and transport

**SIMULATION PACKAGE**

CONTACT  
YVES  
THE ARD NORMAN, PARIS  
FLEWELL AVENUE  
PETERBOROUGH  
NORTH LANTS  
NR1 1AE  
www.ardnorman.com

**6. How do you  
make it findable?**



**GOV.UK Search**



**GOV.UK Browse**



**Search engines**

**5% GOV.UK Search**

**15% GOV.UK Browse**

**80% Search engines**

**Google is  
the homepage**



~~Sam's secret~~  
~~SEO tricks~~

Fix the basics of frontend performance

Reflect the needs of users

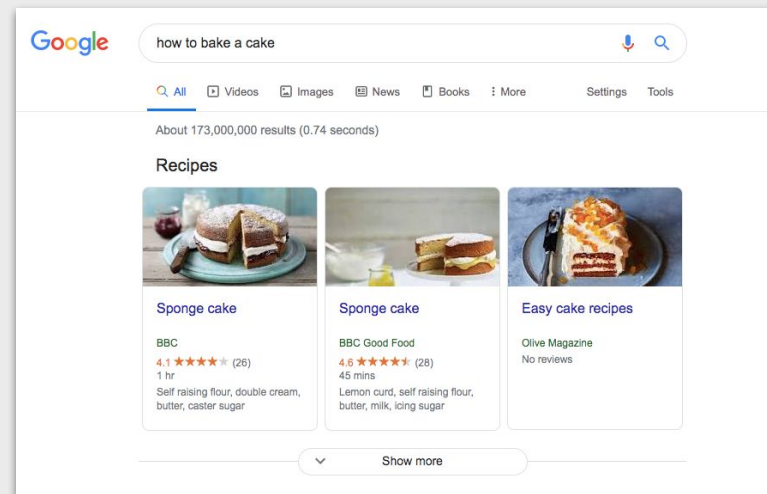
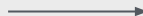
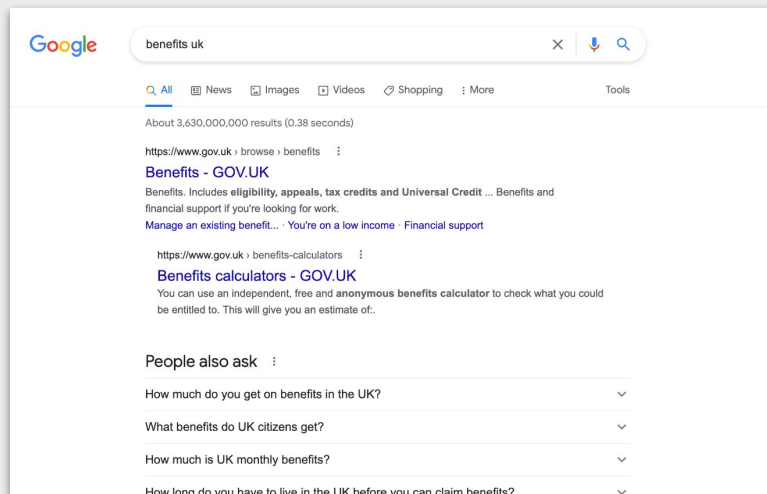
Reflect the language of users

Fix the basics of frontend performance

Reflect the needs of users

Reflect the language of users

Fix the basics of frontend performance  
Reflect the needs of users  
Reflect the language of users



# Enhancing search results with markup

# Jury service

## Contents

- [Doing jury service](#)
- [Taking time off work](#)
- [Delaying or being excused from jury service](#)
- [What to bring to court](#)
- [Discussing the trial](#)
- [What you can claim](#)
- [How to claim expenses](#)
- [Questions about jury service](#)

## Doing jury service

You must do jury service when you're sent a jury summons form, unless you're allowed to [delay it](#).

You can either:

- [reply to the jury summons online](#)
- complete and return the form by post

You must reply within 7 days.

## Related content

- [Criminal courts](#)
- [Giving staff time off for jury service](#)

## Jury service - GOV.UK

<https://www.gov.uk/jury-service>

What to do if you're asked to do jury service - taking time off work, delaying jury service, claiming expenses. Includes information from the withdrawn 5222, ...

Doing jury service

Taking time off work

Delaying or being excused from jury service

What to bring to court

On your first day, you should bring:

- your jury summons form or your jury service confirmation letter
- some ID, such as your passport, photo driving licence or Home Office documents showing your UK immigration status

### Laptops, tablets and mobile phones

You can bring your mobile phone, tablet or laptop into the court building and use it in the jury assembly area.

However, you are unlikely to be allowed to take these devices into the courtroom or deliberation room. All courts have lockers or somewhere you can store your personal items securely.

Discussing the trial

What you can claim

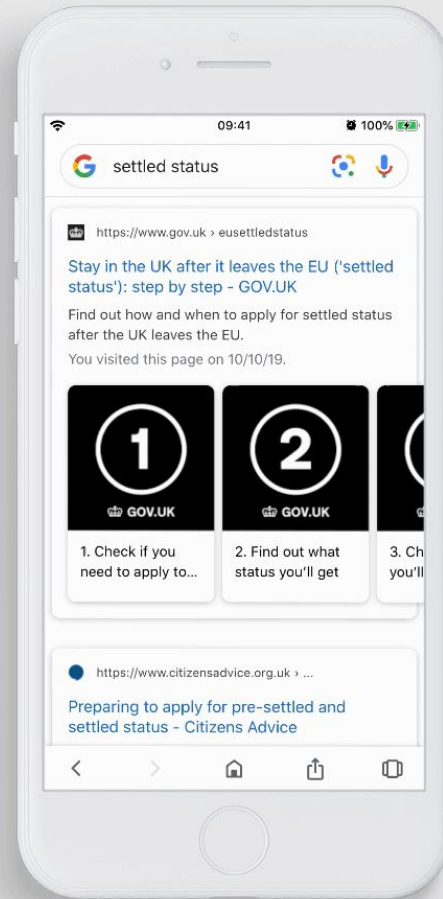
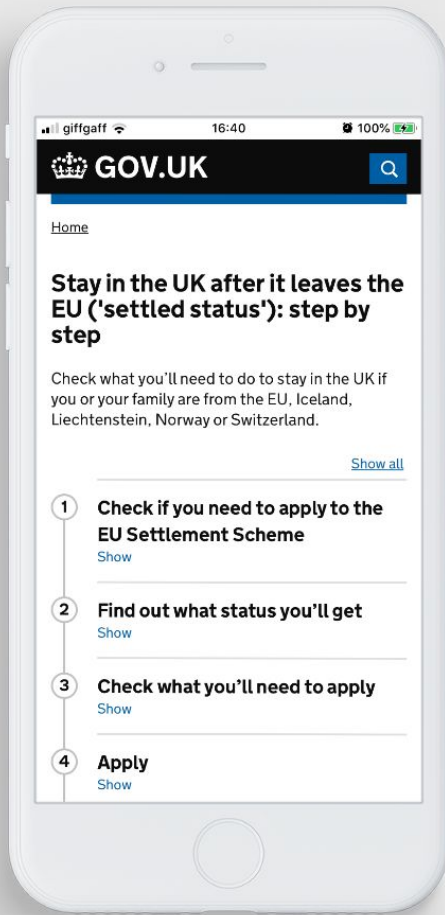
How to claim expenses

Questions about jury service

^ Show less

## Jury service: Questions about jury service - GOV.UK







Search type: Web

Date: Last 12 months

Search appearance: FAQ rich res...

+ NEW

Last updated: 6 hours ago

☒ Total clicks

268M

☒ Total impressions

2.72B

☐ Average CTR

9.8%

☐ Average position

8.5

Clicks

3M

2M

1M

0

Impressions

18M

12M

6M

0

30/03/2020

19/05/2020

08/07/2020

26/08/2020

15/10/2020

04/12/2020



23/01/2021



13/03/2021

**7. How do you  
help people who  
don't know what  
they need?**

**Allow users to  
browse using  
user-centred  
topics**



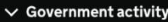

## Before



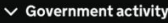

  

[Departments](#) [Worldwide](#) [How government works](#) [Get involved](#)  
[Consultations](#) [Statistics](#) [News and communications](#)

## After

Find information and services

[Benefits](#)  
[Births, death, marriages and care](#)  
[Business and self-employed](#)  
[Childcare and parenting](#)  
[Citizenship and living in the UK](#)  
[Coronavirus \(COVID-19\)](#)  
[Crime, justice and the law](#)  
[Disabled people](#)  
[Driving and transport](#)

[Education and learning](#)  
[Employing people](#)  
[Environment and countryside](#)  
[Housing and local services](#)  
[Money and tax](#)  
[Passports, travel and living abroad](#)  
[Visas and immigration](#)  
[Working, jobs and pensions](#)

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### Popular on GOV.UK

[Coronavirus \(COVID-19\): guidance](#)

[Brexit: check what you need to do](#)

[Find a job](#)

[Personal tax account: sign in](#)

[Universal Credit account: sign in](#)

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### Search

### Topics

#### Benefits

Includes eligibility, appeals, tax credits and Universal Credit

#### Childcare and parenting

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

#### Disabled people

#### Births, deaths, marriages and care

Parenting, civil partnerships, divorce and Lasting Power of Attorney

#### Citizenship and living in the UK

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

#### Driving and transport

#### Business and self-employed

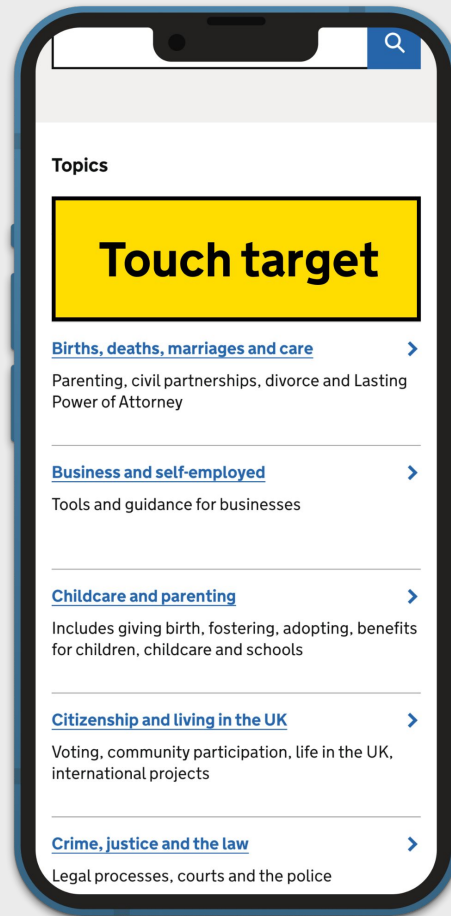
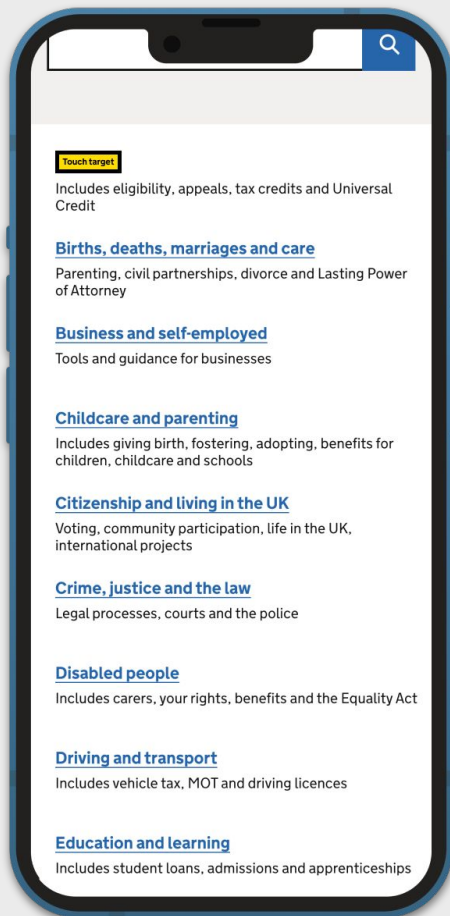
Tools and guidance for businesses

#### Crime, justice and the law

Legal processes, courts and the police

#### Education and learning





**Build tools that  
help users  
discover the help  
available**



[Home](#) > [Benefits and financial support if you're on a low income](#)

## Check benefits and financial support you can get

Find out what support you might be able to get to help with your living costs. You can get benefits and other financial support if you're eligible.

**Check what you can get** >

### Other financial support

At the moment, this tool does not include all the ways you can get help with living costs. It will be updated with more types of support.

Find out more information about other ways to [get help with the cost of living](#).

---

**Explore the topic**

Check benefits and financial support you can get

## Where do you live?

- ☐ England
- ☐ Wales
- ☐ Scotland
- ☐ Northern Ireland

Continue

Is this page useful?

Yes

No

Report a problem with this page

Check benefits and financial support you can get

## Are you in paid work?

☐

Yes, I usually work 16 hours or more each week

☐

Yes, I usually work less than 16 hours each week

☐

No

Continue

### Your answers

[Start again](#)

#### Where do you live?

England

[Change](#)

#### Are you State Pension age or over?

No

[Change](#)

Check benefits and financial support you can get:

## Information based on your answers

Based on your answers, you may be eligible for the following **3 things**.

### Universal Credit

You may be able to get help to pay your living costs if you're on a low income. You could get Universal Credit if you're working (including self-employed or part time), out of work or cannot work.

If you're already getting any benefits or tax credits, do not claim Universal Credit until you've checked that it will make you better off. This is because some benefits will stop as soon as you make a Universal Credit claim, even if it's not successful.

[Check if you're eligible for Universal Credit](#)

### Council Tax Reduction

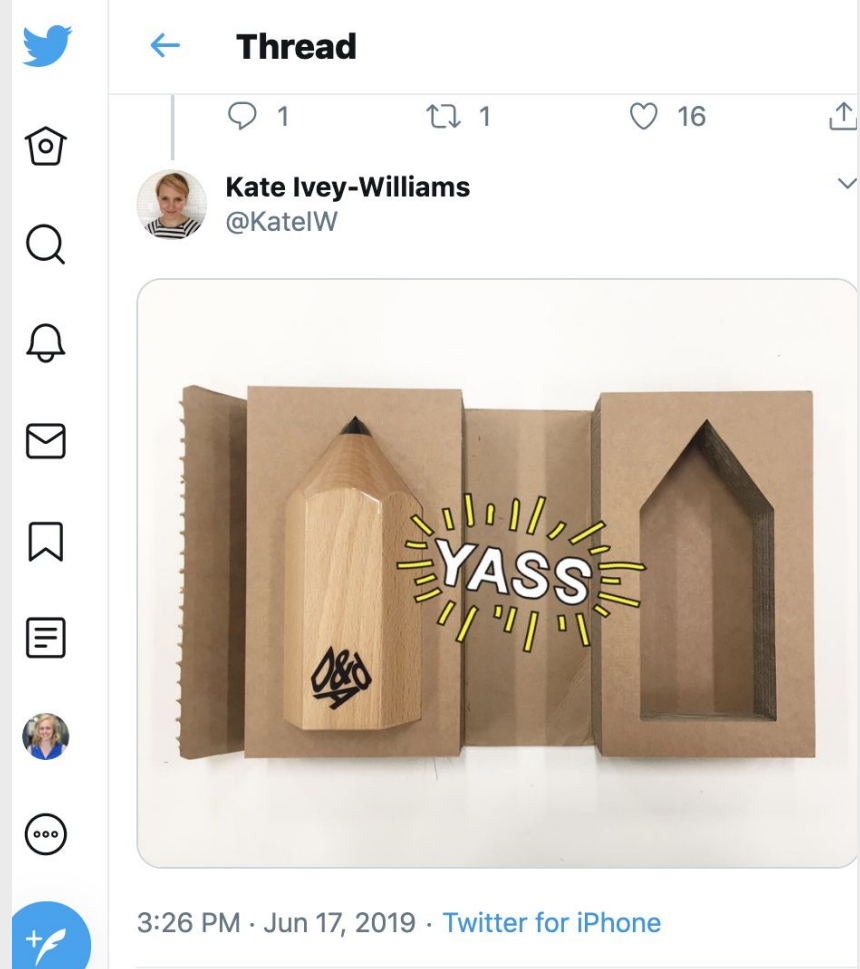
You may be able to get Council Tax Reduction if



**8. How do you  
help users get  
things done?**



# Winner of a D&AD Award for Service Design



[Home](#) > [Driving and transport](#) > [Driving in the UK and abroad](#)

## Drive abroad: step by step

Get permission to drive in another country if you're taking your own vehicle abroad or hiring one.

[Show all steps](#)

1

### Check where you can use your licence

[Show](#)

2

### Apply for an international driving permit (IDP)

[Show](#)

3

### Get insurance

[Show](#)

4

### Prepare the documents you need to take with you

[Show](#)

5

### Check the rules for the country you're travelling to

[Show](#)

[Home](#) > [Driving and transport](#) > [Driving in the UK and abroad](#)

## Drive abroad: step by step

Get permission to drive in another country if you're taking your own vehicle abroad or hiring one.

[Show all steps](#)

1

### Check where you can use your licence

[Hide](#)

[Check the rules for using your driving licence abroad](#)

You may need an international driving permit (IDP) to drive outside the UK.

[Check if you need an IDP](#)

2

### Apply for an international driving permit (IDP)

[Show](#)

3

### Get insurance

[Show](#)

Part of

[Drive abroad: step by step](#)

# Driving abroad

Contents

- [Driving abroad on holiday](#)
- Check if you need an international driving permit (IDP)
- [Get an international driving permit \(IDP\)](#)
- [Driving if you move abroad](#)

## Check if you need an international driving permit (IDP)

You may need an international driving permit (IDP) to drive in some countries. The permit you may need depends on:

- which country you're visiting
- how long you're staying

You need to have a valid Great Britain (GB) or Northern Ireland driving licence to get an IDP.

## Driving in Europe

Part of

[Drive abroad: step by step](#)

 [Show all steps](#)

### 1 Check where you can use your licence

 [Hide](#)

[Check the rules for using your driving licence abroad](#)

You may need an international driving permit (IDP) to drive outside

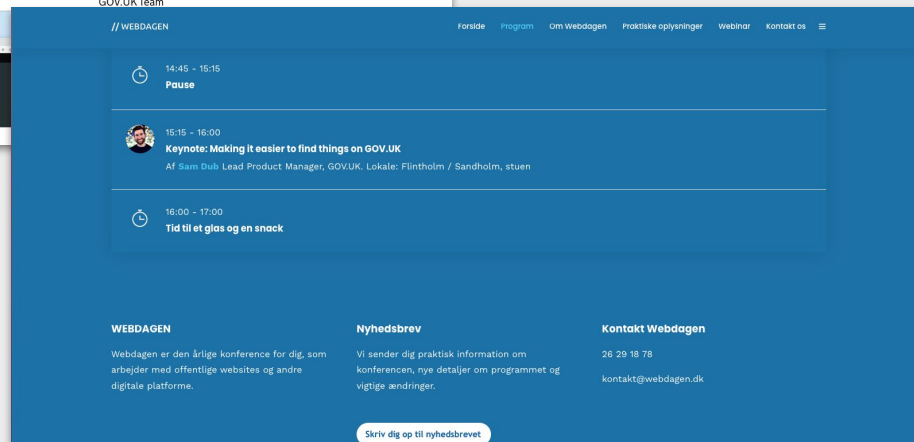
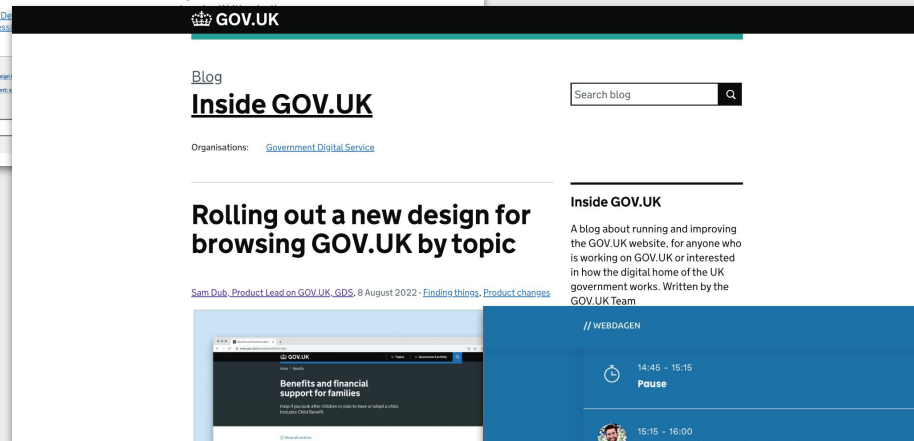
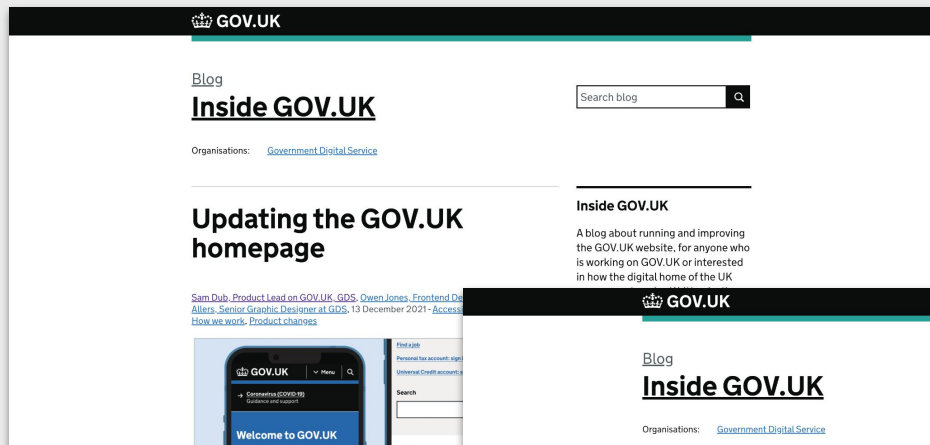


**9. How do we  
make sure  
people know  
about the work?**

**Work in the open**



**Make things  
open: it makes  
things better**



**Code in the open**

# Digital Marketplace<sup>BETA</sup>

Where government buyers and digital specialists do business.

## [Become a seller](#)

Access more digital opportunities  
across government.

## Currently we have

**187**

**Total opportunities**

[View the latest briefs](#)

**477**

**Approved sellers**

[Browse the catalogue](#)

**585**

**Registered buyers**

[Create a buyer account](#)

## Buyers

### [Request an outcome](#)

Make use of Marketplace expertise to

## Sellers

### [View the latest opportunities](#)

Browse briefs that buyers have created for

## Collaborate

### [Browse library of shared models](#)

Browse open source projects that you can

# Creating an all-of-government Design System

We recently kicked off some alpha work on an all-of-government Design System for New Zealand, based on [initial pattern library work done last year](#).

We're creating a design system that makes it easier for digital teams and vendors to design, prototype and ultimately solve end user problems. We also want to enable collaboration between practitioners and government agencies, fostering innovation in digital service delivery for users.

## What is a design system?

A design system is a catalogue of all of the reusable components, patterns and base elements you might need on a website or an app. It also includes documentation on how and when to use each component, making use as easy as possible.

Design systems support designer, developer and content teams, whether that's prototyping, designing, developing or writing content.



[Jas Hua](#)



[Joe Garlick](#)



← Tweet



**Simon R Jones**

@simonrjones

...

Replying to @annso\_

Our approach to the design system docs was heavily influenced by the excellent @GOVUK design system. We really like the way they mix code examples in clear documentation. We also follow some of their patterns, it's good to learn from others!

10:34 AM · Sep 14, 2021 · Twitter Web App

1 Retweet 2 Quote Tweets 49 Likes



Tweet your reply

Reply



**Anne-Sophie** @annso\_ · Sep 14, 2021

...

Replying to @simonrjones and @GOVUK

I could tell, but you are right: I think it's one of the best DS out there, concerning accessibility and documentation.



6



The strategy is delivery.

# SHOW THE THING

 GOV.UK

A diverse group of young people are seated in a lecture hall, facing away from the camera towards the front. Many of them have their hands raised, indicating an interactive session or a Q&A period. The audience includes individuals of various ethnicities and hair styles. In the background, a vertical banner with colorful horizontal stripes contains the text "Make things open, it makes things". The room has a dark blue wall and a yellow pillar on the left.

# Q&A

Make  
things  
open,  
it makes  
things



# Cabinet Office

**Thanks!**

Sam Dub  
@samdub

# Extras





## Now

### Reactive single transactions

Renew a passport  
Get child benefit  
Book a driving test

## Future

### Proactive user journeys

Start a business  
Buy a house  
Have a child

# 10. Prepare for surprise



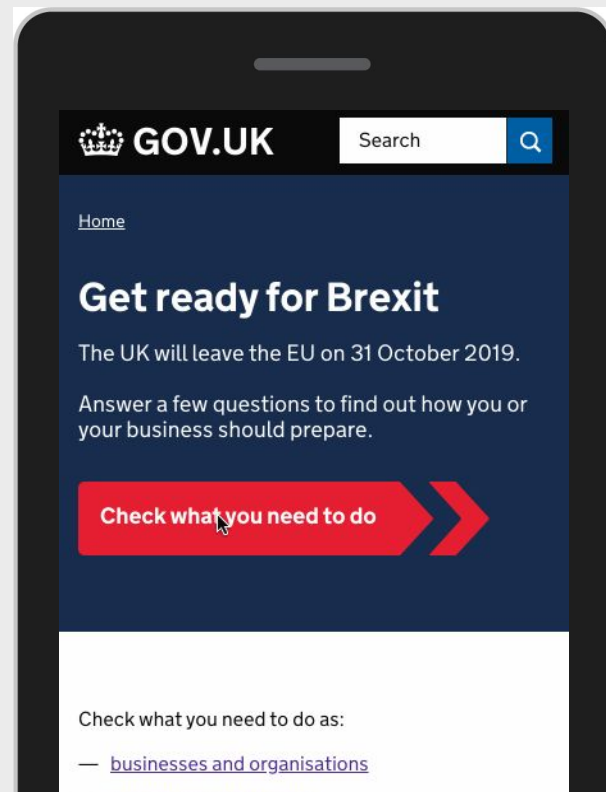
Change in foreign  
policy

Change in  
domestic policy

Change(s) in  
government




We had to serve  
users around a  
complex interaction

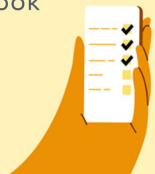


Agile teams  
Reusable patterns  
Trusted relationships

**Go where your  
users are**

## FACEBOOK

 **FACEBOOK**



**Tim, complete your census now**

Census Day in England is 21 March. Take a few minutes to complete the census. The answers you give will help plan for services such as education, transport and healthcare.

[Learn more](#) about what information is used for census reminders on Facebook.

[Visit Census Site](#)

## Microsoft Bing

**PEOPLE ALSO ASK**

What's the best way to learn to drive a car? ▾

What are the rules for learning to drive? ▾

How to learn how to drive a manual car? ▾

**Where can I take driving lessons in the UK?** ▴

You can take driving lessons in England, Scotland and Wales. You can only practise driving with members of your household or support bubble. If you practise driving in Scotland, you must stay in your local council area. Check if driving tests are suspended in England, Scotland or Wales.

[Driving lessons and learning to drive - GOV.UK](#)  
[www.gov.uk/driving-lessons-learning-to-drive](https://www.gov.uk/driving-lessons-learning-to-drive)

[See all results for this question](#)

Feedback

## amazon alexa

### When's the next bank holiday?

In the United Kingdom, the next national holiday on a Monday is Summer Bank Holiday on 30 August 2021.

[GOV.UK](#) ↗

# Coronavirus work with Google

A screenshot of a web browser showing a YouTube search for "Coronavirus vaccine". The search bar at the top contains the text "Coronavirus vaccine". Below the search bar, the "FILTER" button is visible. The search results are organized into sections: "COVID-19" with a link to "Get the latest information from GOV.UK about coronavirus" and a "LEARN MORE" button, and "Top news" with three video thumbnails. The first video is from Sky News, titled "COVID-19: First batch of vaccine arrives at UK hospital", showing a person in a lab coat holding a box. The second video is from BBC, titled "Who will get the Covid vaccine first?", showing a row of purple vaccine vials. The third video is from NHS, titled "NHS staff prepare to administer Pfizer coronavirus vaccine", showing a person in a lab coat. The browser's address bar shows "youtube.com".

YouTube GB

Coronavirus vaccine

Home

Trending

Subscriptions

Library

History

FILTER

COVID-19

Get the latest information from GOV.UK about coronavirus.

Learn about vaccine progress from the NHS

Top news

sky news

COVID-19: First batch of vaccine arrives at UK hospital

1.4K views • 2 hours ago

Sky News

Batches of the coronavirus vaccine have arrived at a hospital in south London ahead of its UK-wide rollout this week. Read more ...

New

BBC

Who will get the Covid vaccine first? @BBC News live - BBC

117K views • 4 days ago

BBC

Subscribe and to OFFICIAL BBC YouTube https://bit.ly/2IXqEin Stream original BBC programmes FIRST on BBC iPlayer ...

New

Vaccine on its way

NHS

NHS staff prepare to administer Pfizer coronavirus vaccine

91K views • 1 day ago

A screenshot of a YouTube video player showing a news report. The video is titled "VACCINE ROLLOUT" and "AWAITING VACCINE" by "ROSEMARY RARNES". The video shows an elderly couple standing outdoors, with the man wearing glasses and a brown jacket, and the woman wearing a dark jacket. The video player includes a progress bar, a search bar, and a "SIGN IN" button. Below the video, there is a "COVID-19" section with a link to "Get the latest information from GOV.UK about coronavirus" and a "LEARN MORE" button. Below that, there is a "COVID-19: First batch of vaccine arrives at UK hospital" section with a link to "Get the latest information from GOV.UK about coronavirus" and a "LEARN MORE" button. The video player also shows engagement metrics: 5,672 views, 7 Dec 2020, 330 likes, 381 comments, and options to share and save.

YouTube GB

Search

sky news

VACCINE ROLLOUT

AWAITING VACCINE

ROSEMARY RARNES

COVID-19

Get the latest information from GOV.UK about coronavirus.

Learn about vaccine progress from the NHS

COVID-19: First batch of vaccine arrives at UK hospital

5,672 views • 7 Dec 2020

330

381

SHARE

SAVE

**11. How do  
you make it  
consistent?**

**GOV.UK**

**Design System**



# GOV.UK Design System

Design guidance,  
templates and coded  
examples for GOV.UK

 GOV.UK



govuk-caption-xl

**govuk-heading-xl**

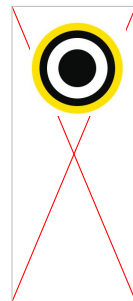


govuk-caption-l

**govuk-heading-l**



Save and continue



**There is a problem**

The date your passport was issued must be in the past

Enter a postcode, like AA1 1AA

# Start with user needs

## Government Design Principles

- 1 Start with user needs
  - 2 Be open
  - 3 Design with data
  - 4 Do the hard work to make it simple
  - 5 Iterate. Then iterate again
- 6 This is for everyone
  - 7 Understand context
  - 8 Build digital services, not websites
  - 9 Be consistent, not uniform
  - 10 Make things open. It makes things better

1

GOV.UK

Do less

## Government Design Principles

- 1 Start with user needs
  - 2 Be open
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2

GOV.UK

Design  
with  
data

## Government Design Principles

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3

GOV.UK

Do the  
~~difficult~~  
~~complicated~~  
hard work  
to make it  
simple

## Government Design Principles

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4

GOV.UK

Iterate.  
Iterate.  
Iterate.  
Iterate.  
Iterate.  
Iterate.  
Then  
iterate  
again

## Government Design Principles

- 1 Start with user needs
  - 2 Be open
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5

GOV.UK

This  
is for  
one  
one  
everyone

## Government Design Principles

- 1 Start with user needs
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6

GOV.UK

Under-  
stand  
context

## Government Design Principles

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7

GOV.UK

Build  
digital  
services  
not web  
sites

## Government Design Principles

- 1 Start with user needs
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8

GOV.UK

Be  
consistent  
not  
inconsistent

## Government Design Principles

- 1 Start with user needs
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9

GOV.UK

Make  
things  
open;  
It makes  
things  
better

## Government Design Principles

- 1 Start with user needs
  - 2 Be open
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10

GOV.UK