Welcome!

Please type in your name, organisational affiliation and location in the chat box to get to know fellow attendees.

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Please note this session will be recorded.

Agenda

9.05	Introductions
9.10	Networking breakouts
9.15	Creative thinking: The Wonder Mindset (Abracademy)
9.30	Universal Credit (Anna Hirschfield, Public Digital)
10.15	Break
10.20	Creative problem solving: How did you do that? (Abracademy)
10.50	Digital Transformation At Scale: The GDS Story (Andrew Greenway, Public Digital)
11.35	Reflecting: Dream the impossible (Abracademy)
11.50	Summary and thanks
12.00	Close

Agenda

9.05   Introductions

9.10   Networking breakouts

9.15   Creative thinking: The Wonder Mindset (Abracademy)

9.30   TBC

10.15   Break

10.20   Creative problem solving: How did you do that? (Abracademy)

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11.35   Reflecting: Dream the impossible (Abracademy)

11.50   Summary and thanks

12.00   Close

1

START WITH
NEEDS

USER NEEDS, NOT GOVERNMENT NEEDS

Design principles

Government Digital Service

1 Start with needs (user needs, not government needs) **2** Do less **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
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2

DO LESS

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3

DESIGN WITH DATA

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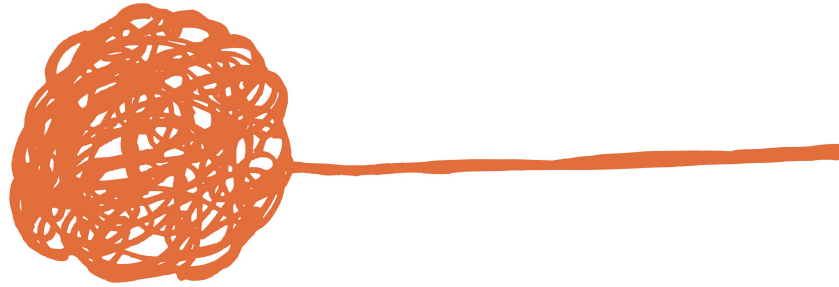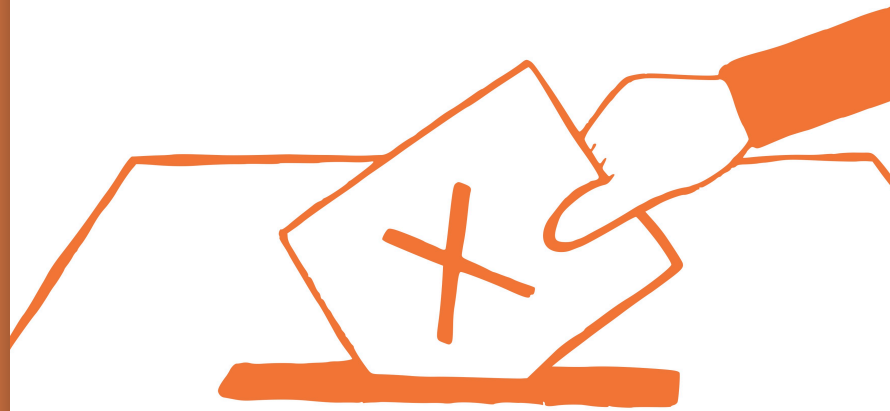www.gov.uk/designprinciples

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DO THE HARD WORK TO MAKE IT SIMPLE

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5

ITERATE.
THEN
ITERATE
AGAIN

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6

THIS IS FOR
EREVERYONE

**Design
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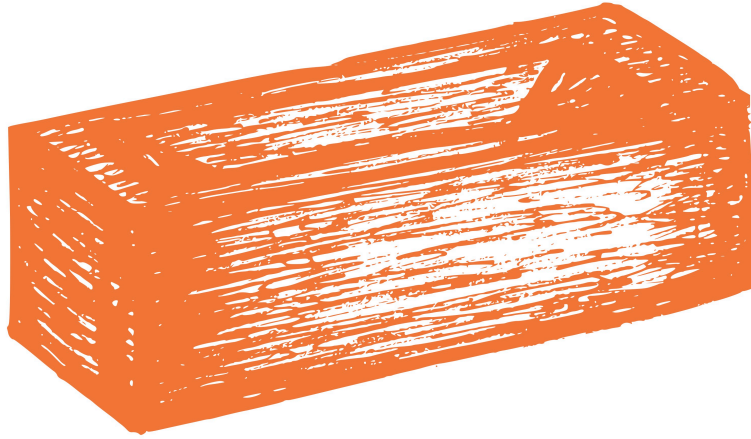it makes things better
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7

UNDERSTAND
CONTEXT

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BUILD DIGITAL SERVICES NOT WEBSITES

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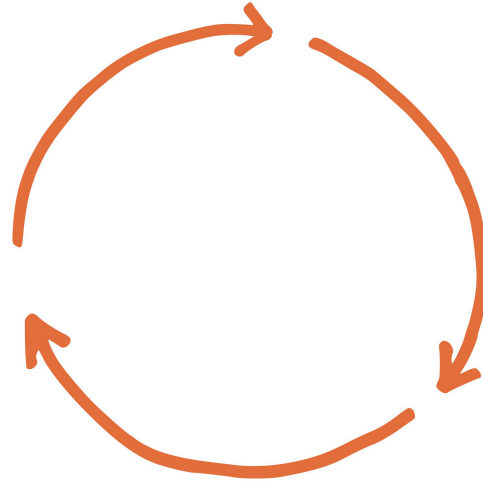
9

BE CONSISTENT NOT UNIFORM

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MAKE THINGS OPEN

IT MAKES THINGS BETTER

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