

I'm about to start building a product or service

If you haven't started building your product or service yet, you're in the right place! These principles are like a checklist you need to follow to ensure that you're doing things right.

We've picked three principles that are particularly important at this early stage.

Start with your users, and keep them involved. It's important that you've started by researching your users' needs. That way you can be sure that you fully understand their and their situation before designing your product or service.

Understand what's out there already. Before you build anything it's important to look outside your organisation, this means you can avoid duplication, and build on what already exists.

Build the Right team. The right team, with the right mix of technical skills and subject expertise are key to successful delivery.

Use the checklist below to see how you're working to each principle.

1 Start with user needs, and keep them involved

2 Understand what's out there first

3 Build the right team