

I'm building a digital product/service and I want to make sure I'm doing it right

If you're already building a digital product or service, you're hopefully thinking about some of these areas these principles cover already.

You can use our checklist to map where you are right now and where the gaps are in your work.

It's hard to do everything, so don't get overwhelmed if you're missing areas. Just prioritise the work that needs to be done depending on where you are in the process. For example, if you're at the start of the process, it's not good spending all your time building partnerships if you don't even know what you're going to build!

1 Start with user needs, and keep them involved

2 Understand what's out there first

3 Build the right team

4 Take small steps and learn as you go

5 Build digital services, not websites

6 Be inclusive

7 Think about privacy and security

8 Build for sustainability

9 Collaborate and build partnerships

10 Be open