

- 1. Be easy to find**
- 2. Clearly explain its purpose**
- 3. Set a users expectations of the service**
- 4. Enable each user to complete the outcome they set out to do**
- 5. Work in a way that is familiar**
- 6. Require no prior knowledge to use**
- 7. Be agnostic of organisational structures**
- 8. Require the minimum possible steps to complete**
- 9. Be consistent throughout**
- 10. Have no dead ends**
- 11. Be usable by everyone, equally**
- 12. Encourage the right behaviours from users and service providers**
- 13. Quickly respond to change**
- 14. Clearly explain why a decision has been made**
- 15. Make it easy to get human assistance**

