A community, not a library

Design patterns for government services

UX NEW ZEALAND

Caroline Jarrett @cjforms #gdsteam

Cabinet Office

Caroline Jarrett
Forms specialist
Government Digital Service
@cjforms

Tim Paul
Head of Design Patterns and Tools
Government Digital Service
@timpaul

Government Digital Service

A quick show of hands…

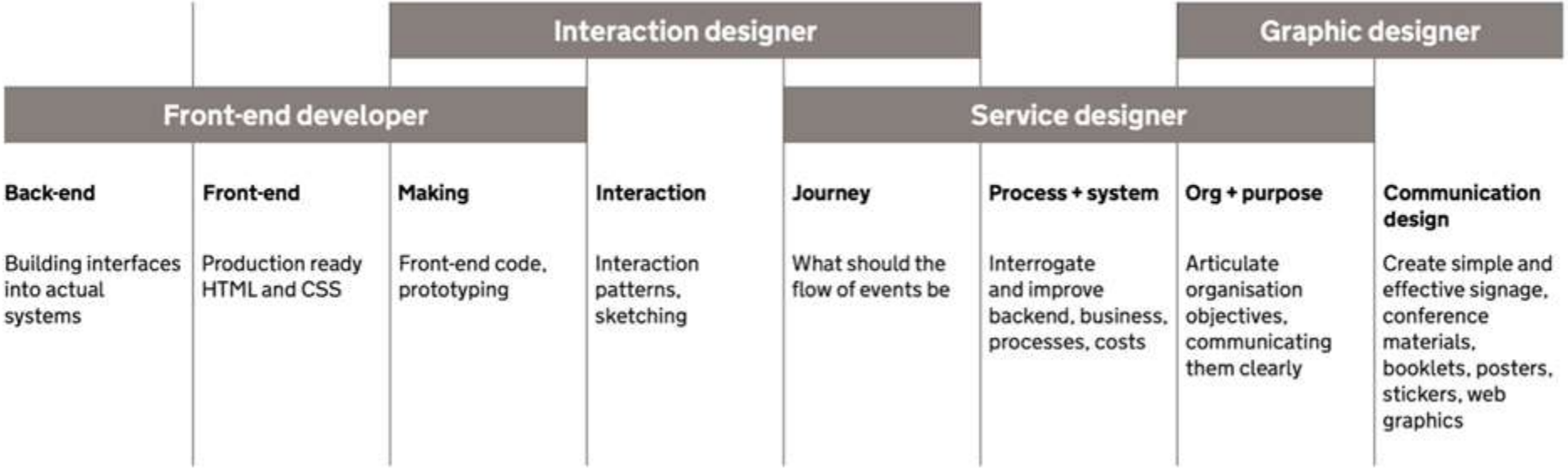
- Who currently works on a government service?
- Who's worked on one in the last year?
- Who's used one in the last year?

Some of the design tasks at GDS

Back-end	Front-end	Making	Interaction	Journey	Process + system	Org + purpose	Communication design
Building interfaces into actual systems	Production ready HTML and CSS	Front-end code, prototyping	Interaction patterns, sketching	What should the flow of events be	Interrogate and improve backend, business, processes, costs	Articulate organisation objectives, communicating them clearly	Create simple and effective signage, conference materials, booklets, posters, stickers, web graphics

Not present at time of photo: create content, do user research, other

Do you do any of these jobs?



Not present at time of photo: content designer, user researcher, product manager, other?

Agenda

1. Designing GOV.UK
2. Using design patterns
3. Example patterns
4. Lessons learned

Designing GOV.UK

@cjforms

#gdsteam

GOV.UK

Welcome to GOV.UK

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

Search GOV.UK

Popular on GOV.UK

- Universal Jobmatch job search
- Renew vehicle tax (tax disc)
- Log in to student finance
- Book your theory test
- Employment and Support Allowance

Benefits
Includes tax credits, eligibility and appeals

Births, deaths, marriages and care
Parenting, civil partnerships, divorce and Lasting Power of Attorney

Business and self-employed
Tools and guidance for businesses

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

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

12 million unique visitors every week

Home to over 330 departments and organisations

Savings over £600 million last year (by GDS itself)

Savings over £1.7 billion (across UK government)

GOV.UK is information and services

Guidance

Keeping a pet pig or 'micropig'

From: Department for Environment, Food & Rural Affairs
First published: 31 December 2014
Part of: Keeping sheep, goats, pigs and deer
Applies to: England (see detailed guidance for Scotland and Wales)

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

Contents

Register as pig keeper
Get a licence to walk a pet pig
Moving pigs away from your home or premises
What you can feed pigs

You're considered to be a pig keeper if you keep a pig or 'micropig' as a pet. You have to follow the same regulations as pig farmers.

'Micropigs' are pigs bred to be small so they can be more easily kept as pets.

Register as pig keeper

You can't keep a pet pig at your home until you get a county parish holding (CPH)

Get a birthday or anniversary message from the Queen

Apply to Buckingham Palace to get a free birthday or anniversary message from the Queen - only certain birthdays and anniversaries count and you may need to send proof.

You can't apply earlier than 3 weeks before the celebration date. You can get a belated message up to 6 months after your birthday or anniversary.

Birthdays

Download 'Application for a birthday message' (PDF, 314KB)

You can get a message for:

- 100th birthday
- 105th birthday

Elsewhere on GOV.UK

Order a copy of a birth, death or marriage certificate

Help for British nationals overseas – guidance

Living in New Zealand

From: Foreign & Commonwealth Office
First published: 18 December 2013
Part of: Overseas 'living in' guides, Antarctica, Australia and Oceania and Help for British nationals overseas

Advice for British people living in New Zealand, including information on health, education, benefits, residence requirements and more.

Contents

Overview
Health
Education
Employment and recognised qualifications
Entry and residence requirements
Benefits

Overview

This guide sets out essential information for British nationals residing in New Zealand, including advice on health, education, benefits, residence requirements and more. We are unable to provide any guidance on general lifestyle enquiries apart from the information and links listed below.

Health

New Zealand has a reciprocal health agreement with the United Kingdom. Certain

Licence

Get a licence for a burial at sea in England

Apply for this licence

Start now >

on the Marine Management Organisation service

Overview

Claim asylum in the UK

1. Overview
2. Eligibility
3. Documents you must provide
4. Register your asylum claim
5. After your screening
6. Asylum interview
7. Get a decision
8. Help you can get
9. If you're under 18

1. Overview

You must apply for asylum if you want to stay in the UK as a refugee.

Asylum

Asylum support

More

Elsewhere on GOV.UK

Asylum applicants' rights and responsibilities

Information leaflet for asylum applications

Report an immigration crime

Carer's Allowance

1. Overview
2. What you'll get
3. Eligibility
4. Make a claim
5. If your circumstances change

4. Make a claim

You will need

Before you apply, check you're eligible and make sure you have:

- your National Insurance number
- the date of birth and address of the person you're caring for
- your bank or building society details

You may need to provide course details if you are studying, and any employment details including dates and how much you were paid.

Carers and disability benefits

Attendance Allowance

Carer's Credit

Disability Living Allowance (DLA) for adults

Personal Independence Payment (PIP)

More

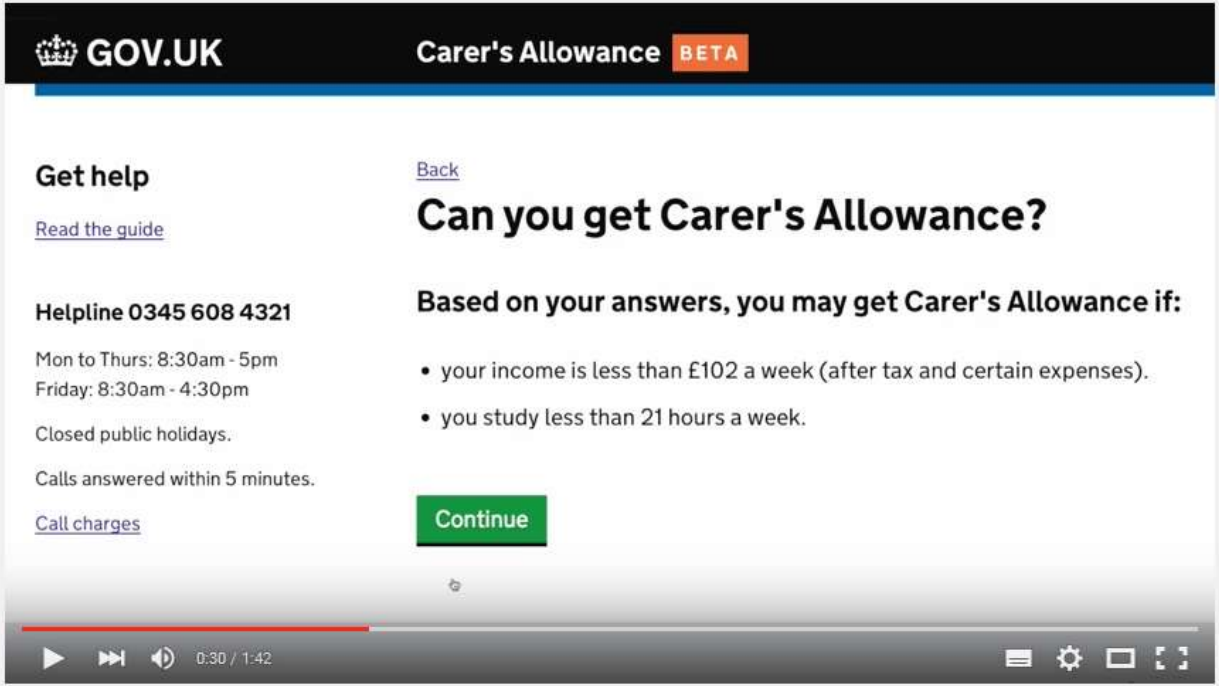
Benefits

Constant Attendance Allowance

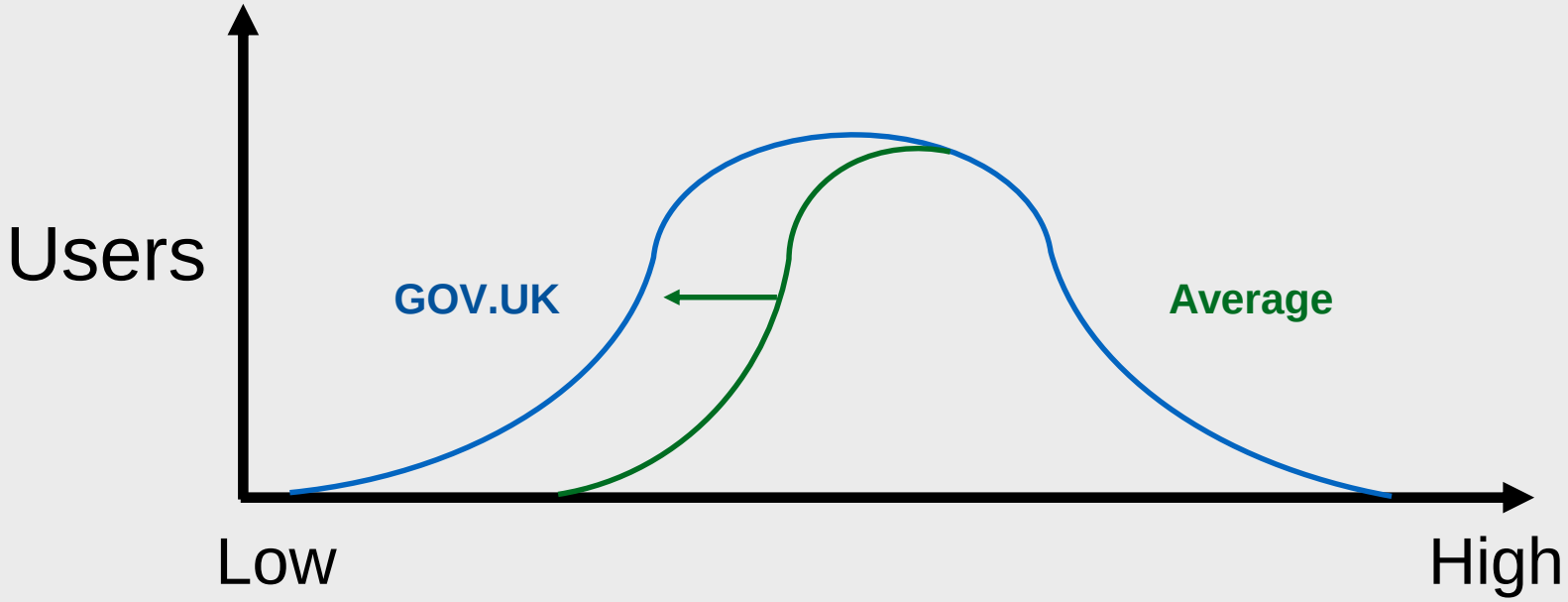
How and when your benefits are paid

Benefit fraud

More


GOV.UK
Carer's Allowance BETA
Get help
Read the guide
Helpline 0345 608 4321
Mon to Thurs: 8:30am - 5pm
Friday: 8:30am - 4:30pm
Closed public holidays.
Calls answered within 5 minutes.
Call charges
Back
Can you get Carer's Allowance?
Based on your answers, you may get Carer's Allowance if:
• your income is less than £102 a week (after tax and certain expenses).
• you study less than 21 hours a week.
Continue
0:30 / 1:42

GOV.UK is for everyone



Digital skills and confidence

Try it…

Think of a group of people who might have low digital skills

A reality check

It's easy to assume that skilled people will all be IT literate, but what we found was that some skilled visa applicants (for example chefs, oil rig workers, small business retailers and church workers) lacked the skills, confidence or ability to get online.

A brief history of designing GOV.UK

2011	Alpha	1 designer
2012	Beta	10 designers
2013	Live	100+ designers

EXPERIMENTAL PROTOTYPE There may be errors, inconsistencies and inaccuracies.

alpha.gov.uk

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

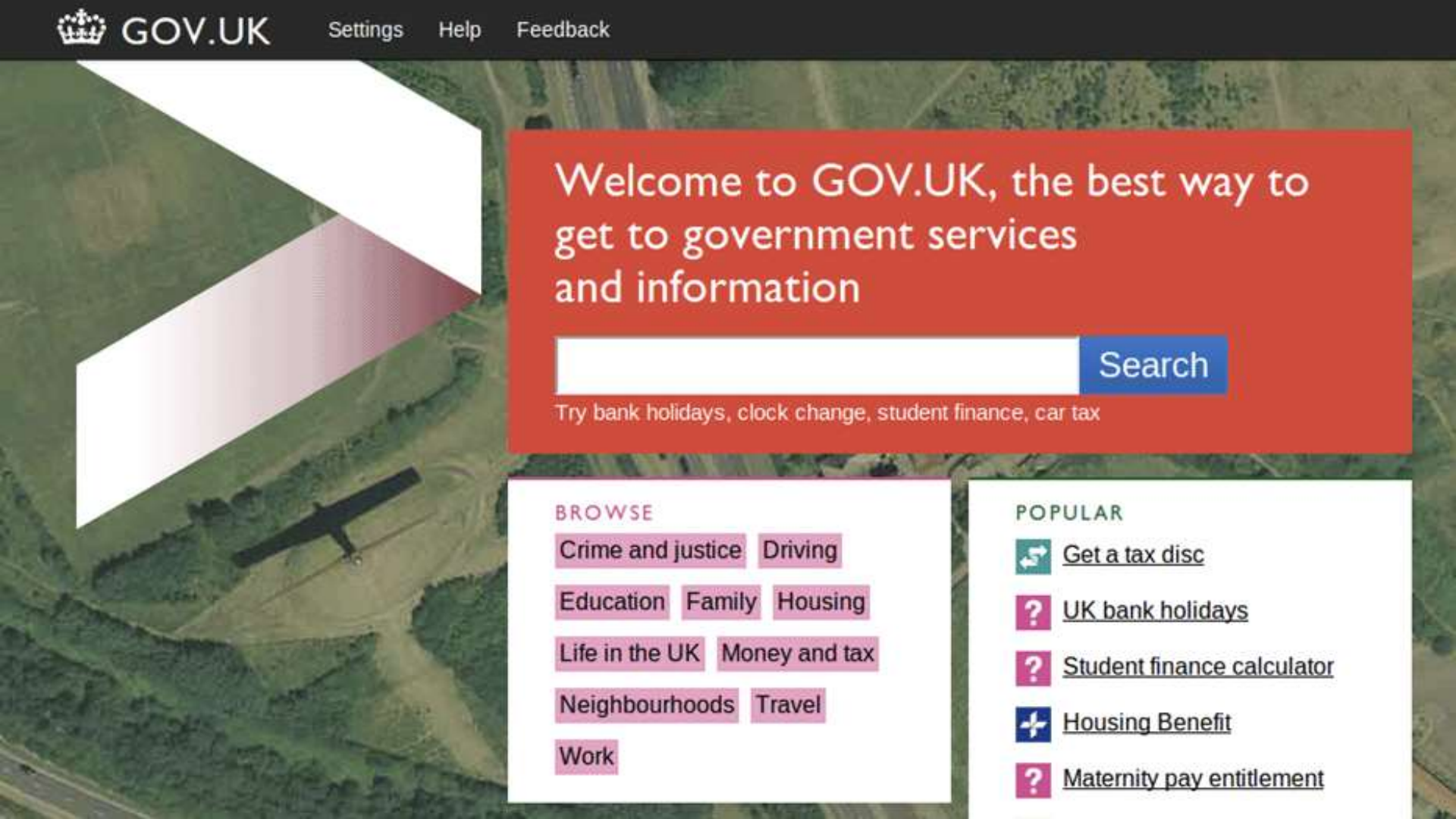
e.g. Bank holidays, Lost passport or Department for Education

Olympic venues begin to open to the public

Popular tools and topics

- How much is the minimum wage?
- Calculate holiday pay Business Link
- Guide to Childcare
- Pay your Council Tax
- Should I register for VAT? Business Link
- Report lost or stolen passport
- Book a driving test
- Guide to Redundancy
- Where can I use my bus pass?

Browse more …


GOV.UK
Settings
Help
Feedback
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

Hick Ind.

Small teams

Easy to share and copy ideas

House style emerges naturally

GOV.UK

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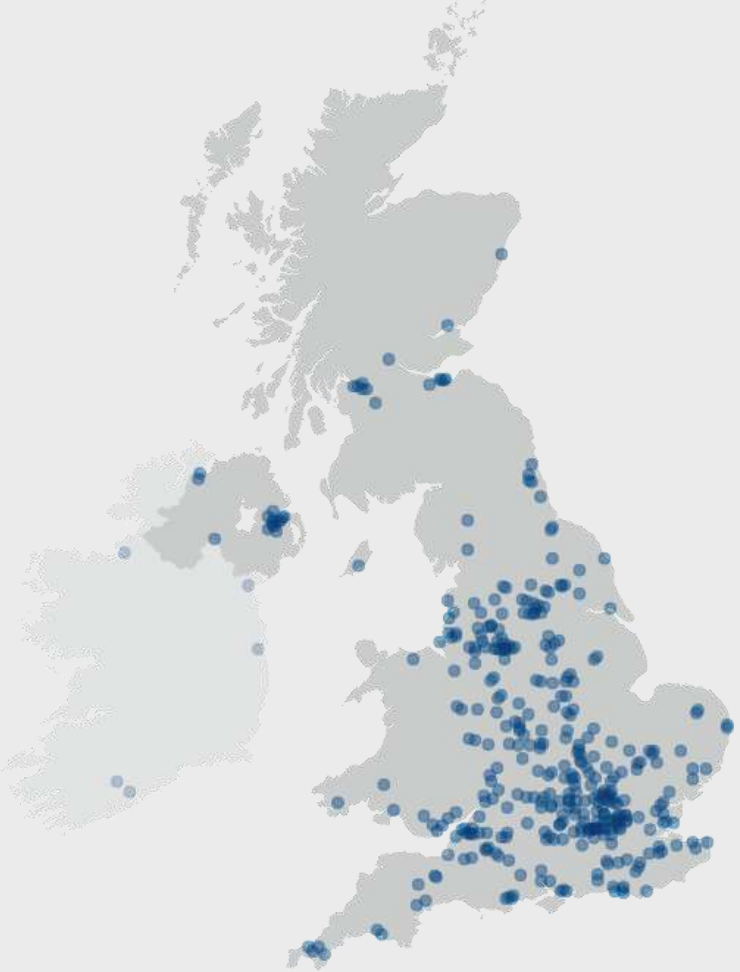
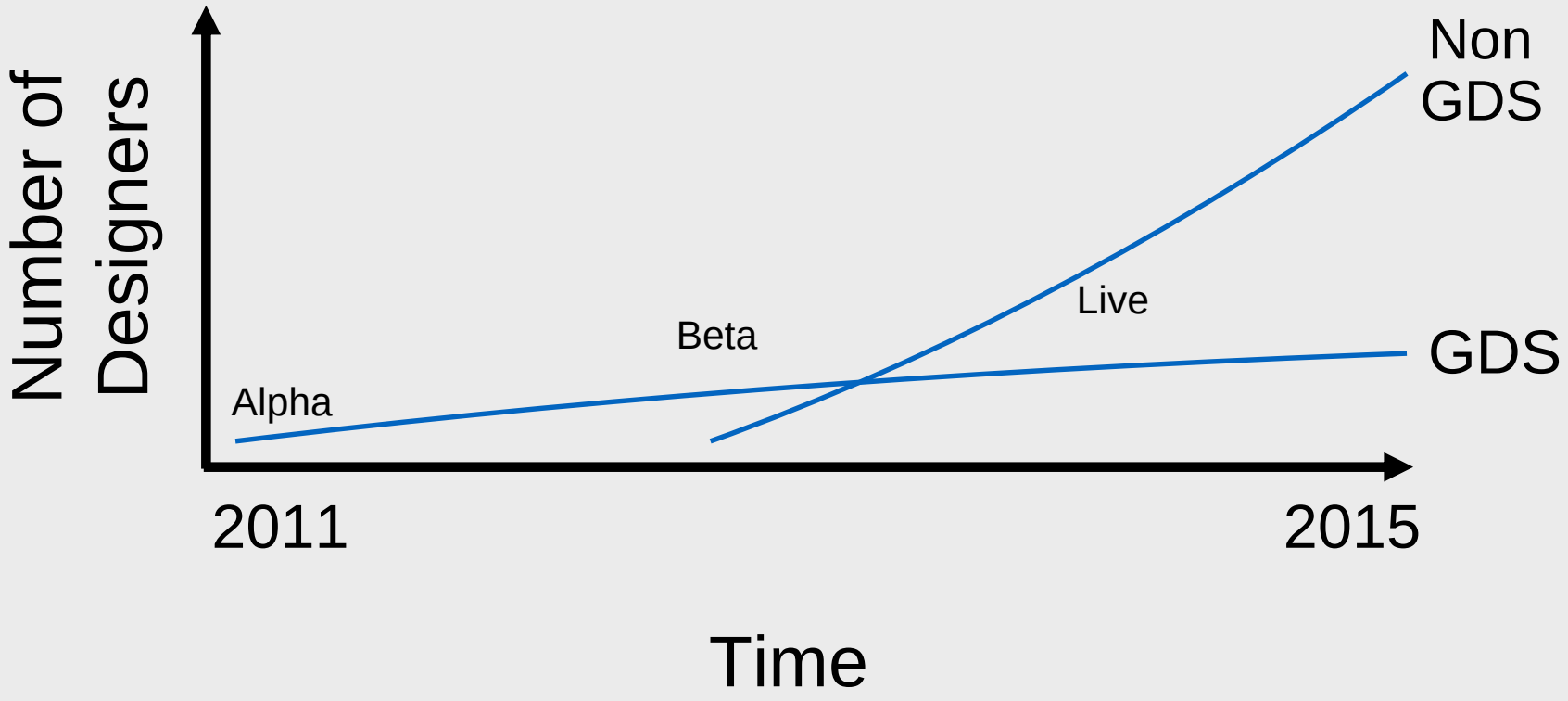
Passports, travel and living abroad
Includes renewing passports and travel advice by country

Cross Government Design Meeting, Leeds, August 2015



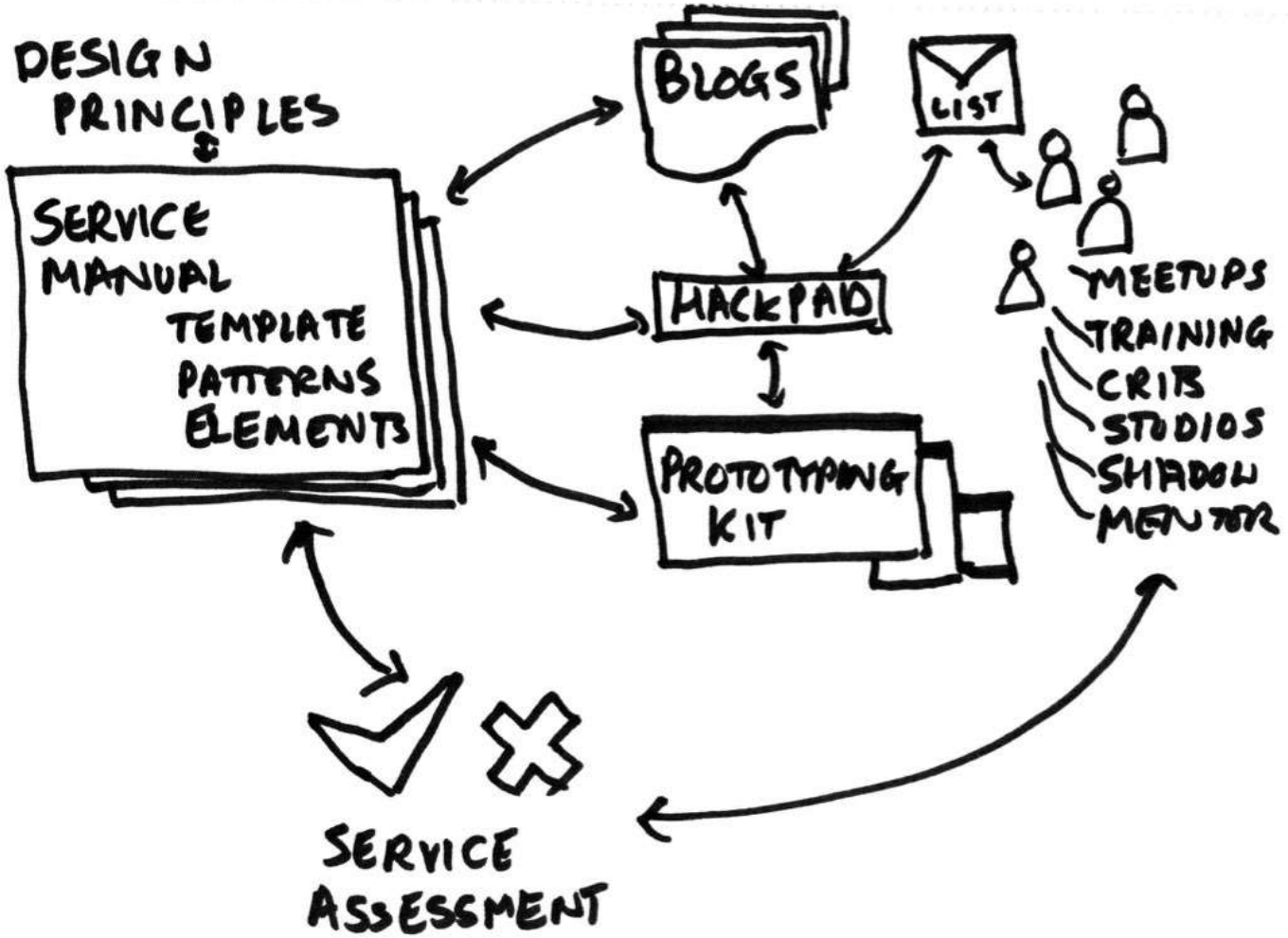

Number of Designers
Non GDS
Live
Beta
GDS
Alpha
2011
2015
Time

How do you do design at scale?

Tools

Resources

Community


DESIGN PRINCIPLES
SERVICE MANUAL
TEMPLATE
PATTERNS
ELEMENTS
BLOGS
LIST
HACKPAD
PROTOTYPING KIT
MEETUPS
TRAINING
CRITS
STUDIOS
SHADOW
MENTOR
SERVICE ASSESSMENT

Tools

Screenshot sharer

http://alphagov.github.io/exemplar-screens/index.html

Prototyping kit

README.md

GOV.UK Prototyping Kit

The kit provides a simple way to make interactive prototypes that look like pages on GOV.UK. These prototypes can be used to show ideas to people you work with, and to do user research.

It's built on the Express framework, and uses these GOV.UK resources:

- GOV.UK template
- GOV.UK front end toolkit
- GOV.UK elements

Read the project principles.

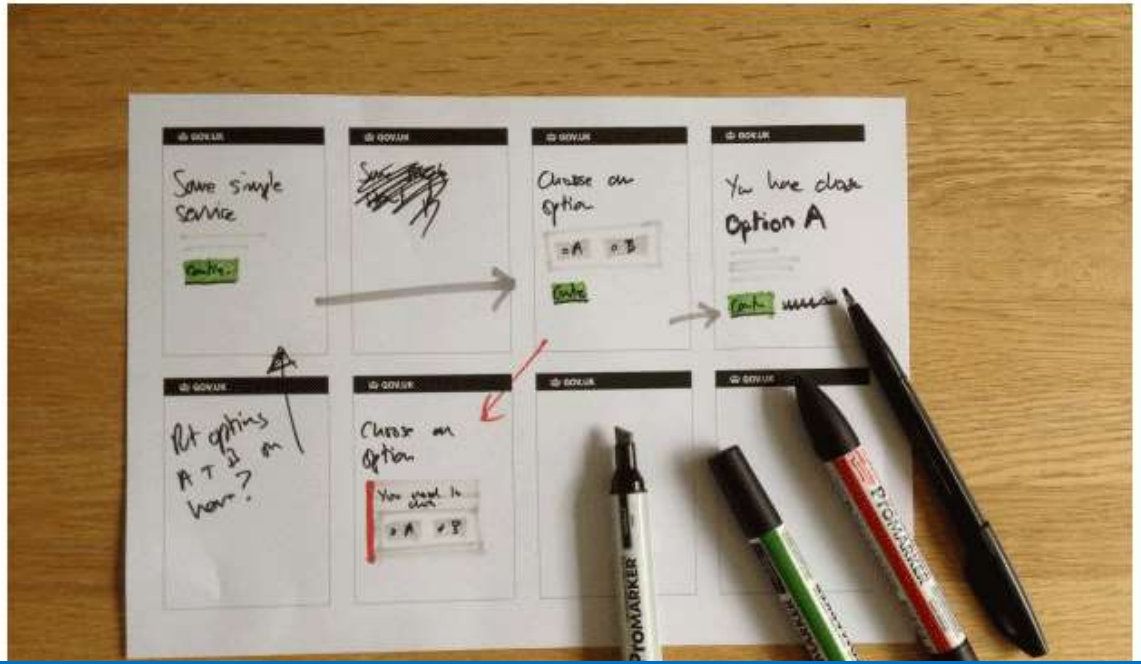
Requirements

Node

You may already have it, try:

Start with sketching

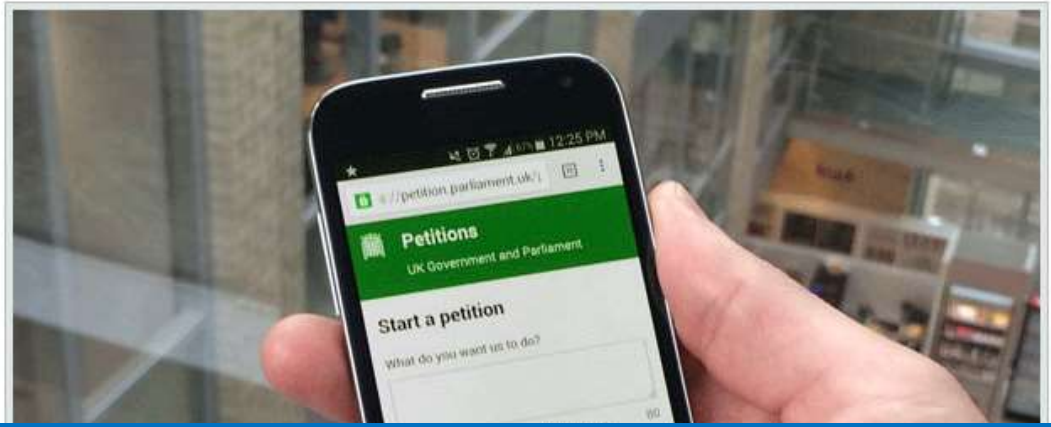
It's always quicker to work out ideas on paper than to jump into code. Sketching is non-committal and an important part of a good design process. For sketching, all you need is some paper and good pens. Also see Ben Terrett's sketching templates which can help you get started.



How to use our design patterns – even if your service isn't part of GOV.UK

Henry Hadlow, 8 September 2015 — Tried & tested

GOV.UK frontend styles include loads of small, elegant details that make them worth including in your service – even if it looks nothing like GOV.UK. I even use them in my personal website.



GDS design notes

We believe in designing in the open. Most of the ideas on this blog will be iterated on over time, some of them will test badly and never make it onto GOV.UK, a few might end up being patterns that we use everywhere.

Categories

Select Category

Sign up for updates

Email Atom

Other GDS blogs and resources

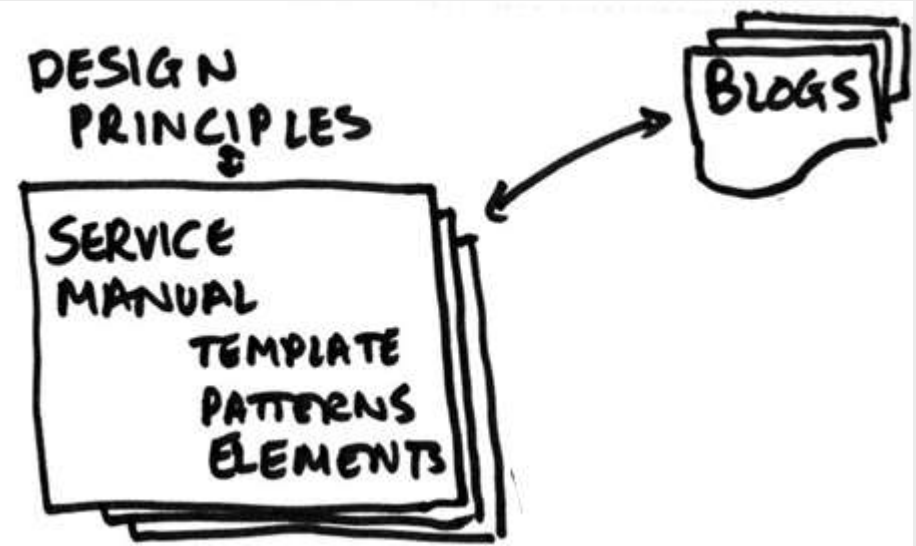
Inside GOV.UK

@henryhadlow

https://designnotes.blog.gov.uk/2015/09/08/how-to-use-our-design-patterns-even-if-your-service-isnt-part-of-gov-uk/

Resources

Principles,
blogs,
templates,
elements
and patterns



Government Digital Service

Design Principles

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

GOV.UK

Blog

GDS design notes

Search blog

Organisations: Government Digital Service

We're hiring service designers

Louise Downe, 20 October 2015 — Tried & tested

We're looking for talented service designers to work on services that matter across government. You wont just be designing the digital bit. Your job will be to fundamentally reimagine the way that public services work from the ground up. Working …

Read more — 2 comments

Designing services by making them

Harry Trimble, 20 October 2015 — Likely to change

GDS design notes

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Sign up for updates

#gdsteam https://designnotes.blog.gov.uk

GOV.UK

English Welsh Built by the Driver & Vehicle Licensing Agency

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GOV.UK elements

This guide shows how to make your service look consistent with the rest of GOV.UK.

Layout

Grid unit proportions, gutters and spacing.

Typography

Headings, body text, links, lists, inset text, hidden text.

Colour

Colour contrast, Sass variables, colour palettes.

Icons and images

Icons and image ratios.

Data

Data in a table, numeric tabular data, data visualisation.

Buttons

Button text, button alignment, creating buttons.

Form elements

Form fields, labels, focus states, radio buttons, checkboxes.

Errors and validation

Summary boxes, highlighting errors in forms.

Alpha and beta banners

How to create alpha and beta banners using the front-end toolkit.

A 48px Bold heading

A 36px Bold heading

A 24px Bold heading

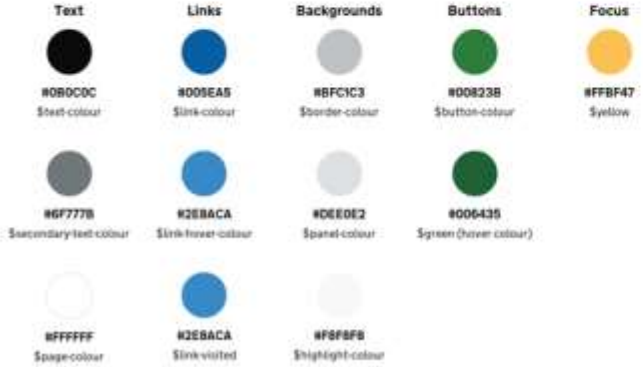
A 19px Bold heading

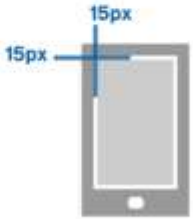
Do you know their National Insurance number?

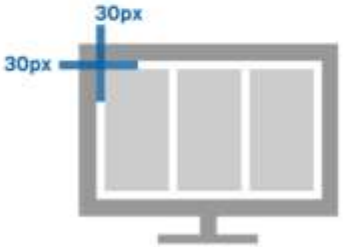
- (•) Yes
- ( ) No

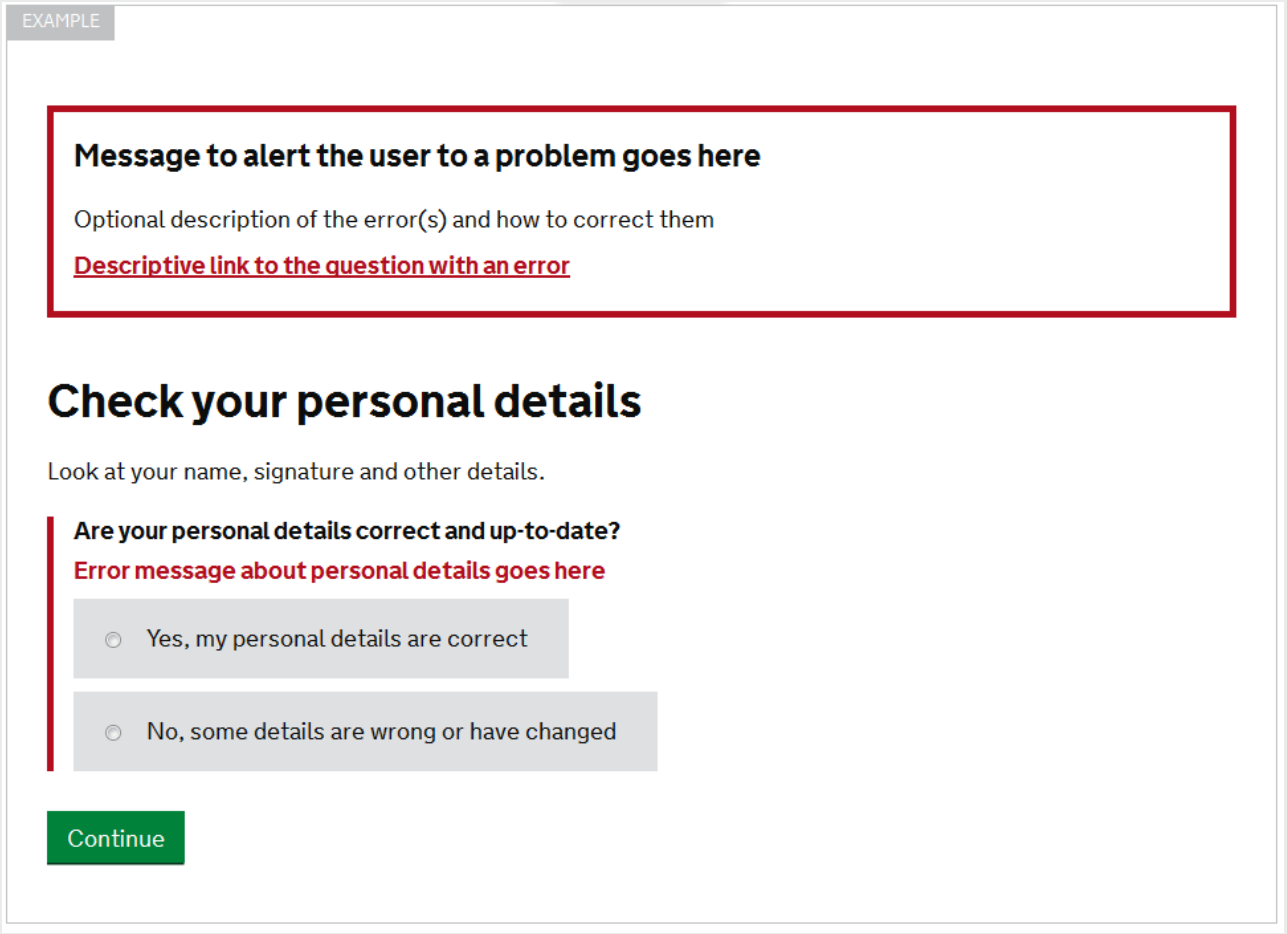
National Insurance number

Save and continue








EXAMPLE
Message to alert the user to a problem goes here
Optional description of the error(s) and how to correct them
Descriptive link to the question with an error
Check your personal details
Look at your name, signature and other details.
Are your personal details correct and up-to-date?
Error message about personal details goes here
Yes, my personal details are correct
No, some details are wrong or have changed
Continue

GOV.UK

Search the service manual

Government Service Design Manual

Digital by Default Service Standard Start using the manual Feedback

We're improving the Service Manual. Help us get it right (opens a short survey on another website.)

Home > User-centred design

Design patterns

These patterns are based on the research and experience of the whole GOV.UK design community. If you can't find the pattern you're looking for here, we're discussing many more on designpatterns.hackpad.com.

Visual style

For a visual style guide, including front-end code snippets, see the

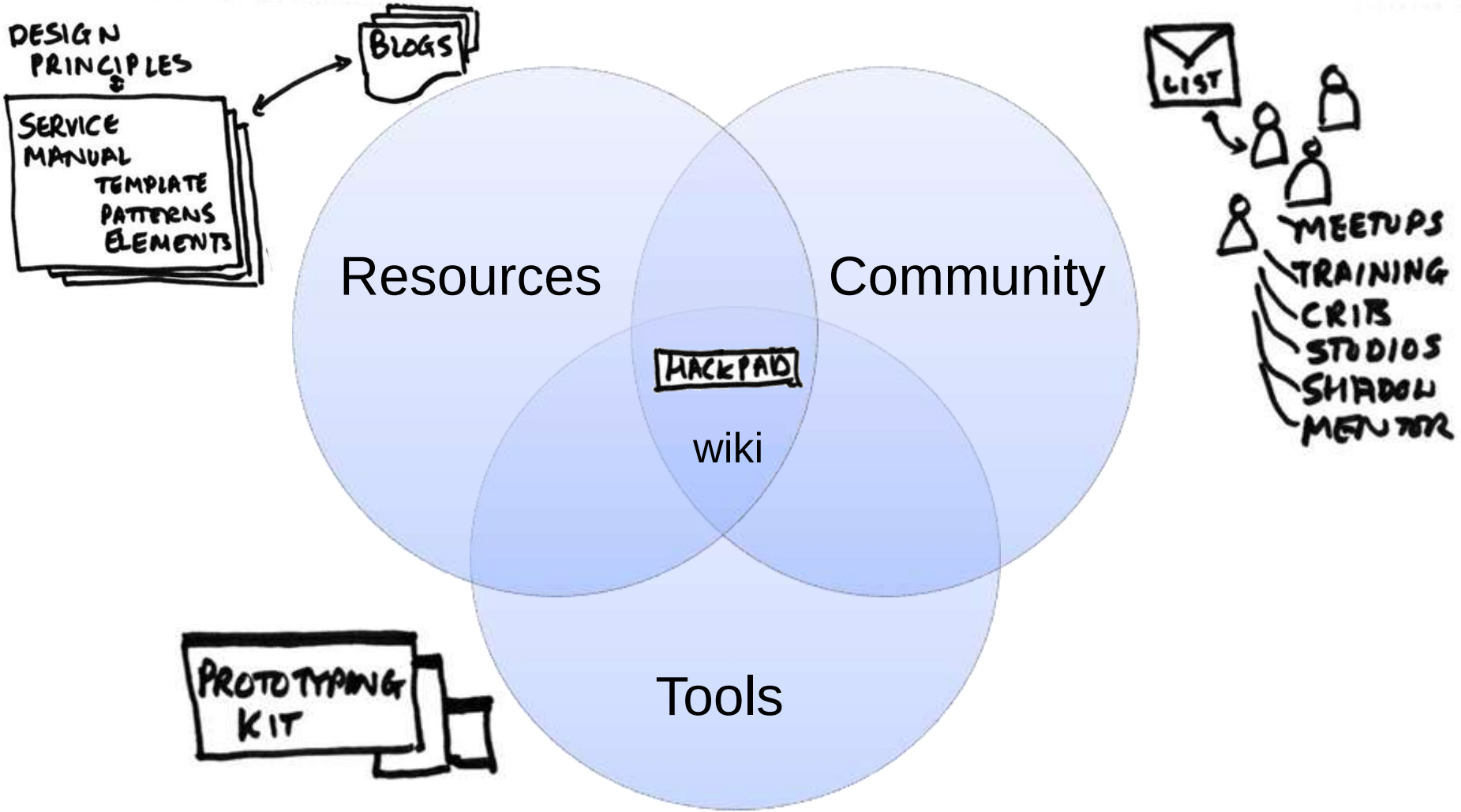
Community

Mailing lists, meet-ups, training, reviews, studios, workshops, shadow, mentor

Tools

Resources

Community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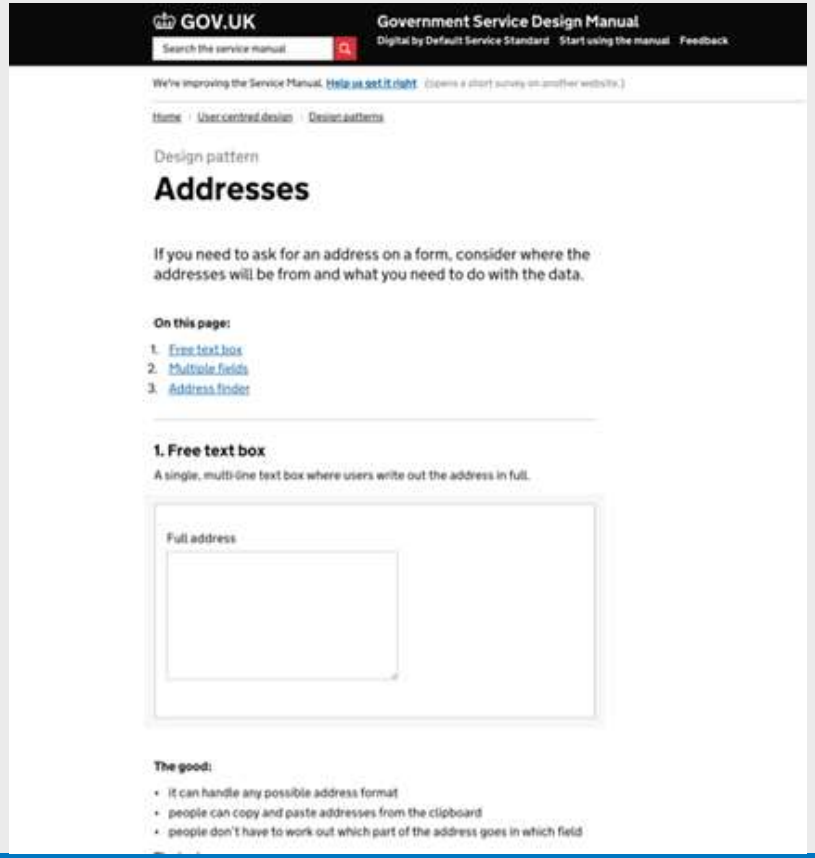
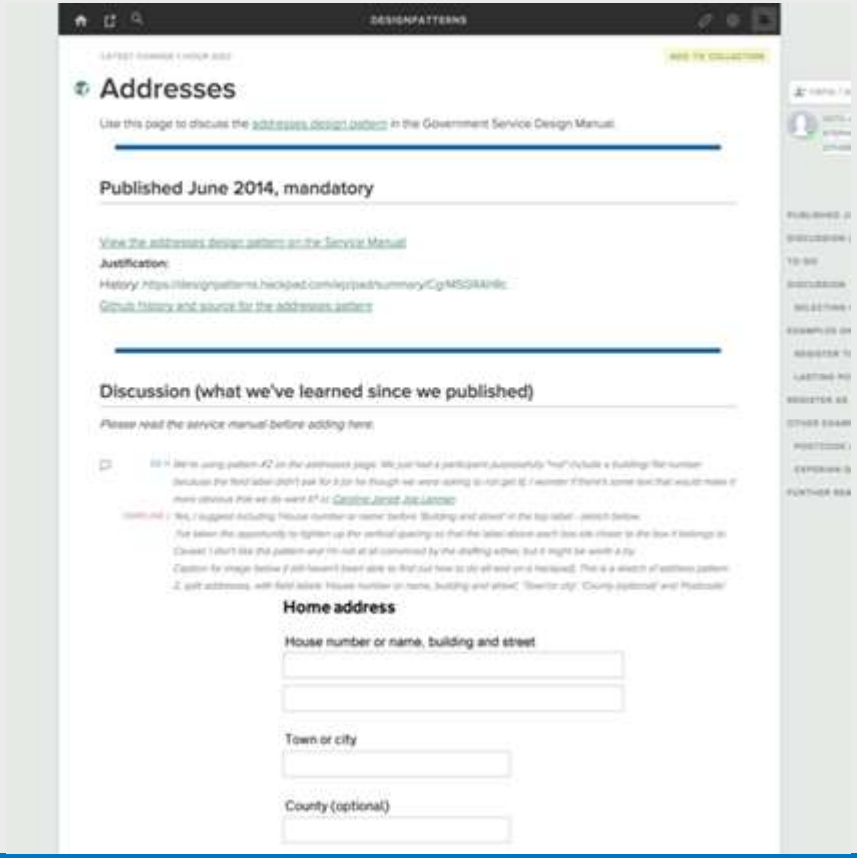
CRITS
STUDIOS
SHADOW
MENTOR
PROTOTYPING KIT

Pattern in Service Manual



Designpatterns.hackpad.com



20 published patterns

100+ patterns being discussed

DESIGNPATTERNS

5 MINUTES AGO

Edited by **CAROLINE JARRETT**

UNFILED

GOV.UK design patterns

Use this wiki to discuss GOV.UK design patterns. We welcome contributions from anyone interested in designing government services. Find out more about this wiki. See the list of patterns.

30 SECONDS AGO

Edited by **YOU**

UNFILED

File attachments

0 / 3

Drag and drop

Proficient computer users may prefer to drag and drop from their file system onto the browser.

Always use another method alongside drag and drop.

- Drag and drop only works in modern browsers
- Users with dexterity problems such as tremor may have difficulty dragging a file.

550+ members

100+ patterns

designpatterns.hackpad.com

Using design patterns

Activity

Let’s apply a pattern to a page on GOV.UK

Apply the
Form structure
pattern

to the
Apply for a UK visa
page

GOV.UK

Search the service manual

Government Service Design Manual

Digital by Default Service Standard | Start using the manual | Feedback

We're improving the Service Manual. Help us get it right (opens a short survey on another website.)

Home > User-centred design > Design patterns

Design pattern

Form structure

How to structure web forms for GOV.UK services.

On this page:

1. Know why you're asking every question
2. Design for the most common scenarios first
3. Start with one thing per page
4. Examples
5. Further reading

Search for ‘service manual form structure’

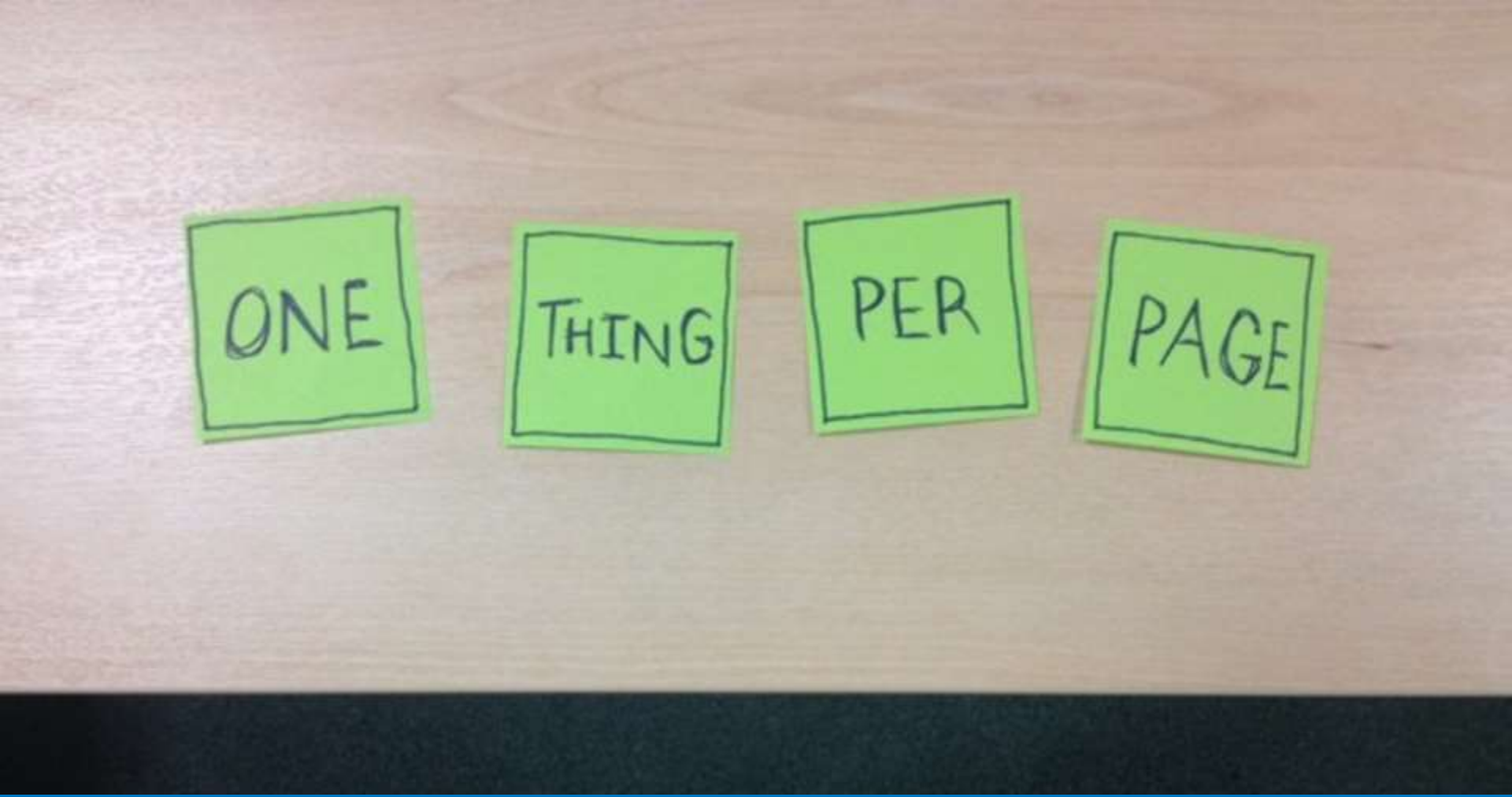
www.gov.uk/apply-uk-visa

1. Know why you’re asking every question
2. Design for the most common scenarios first
3. Start with one thing per page

Before you start,
make a list of all the questions
you want to ask.

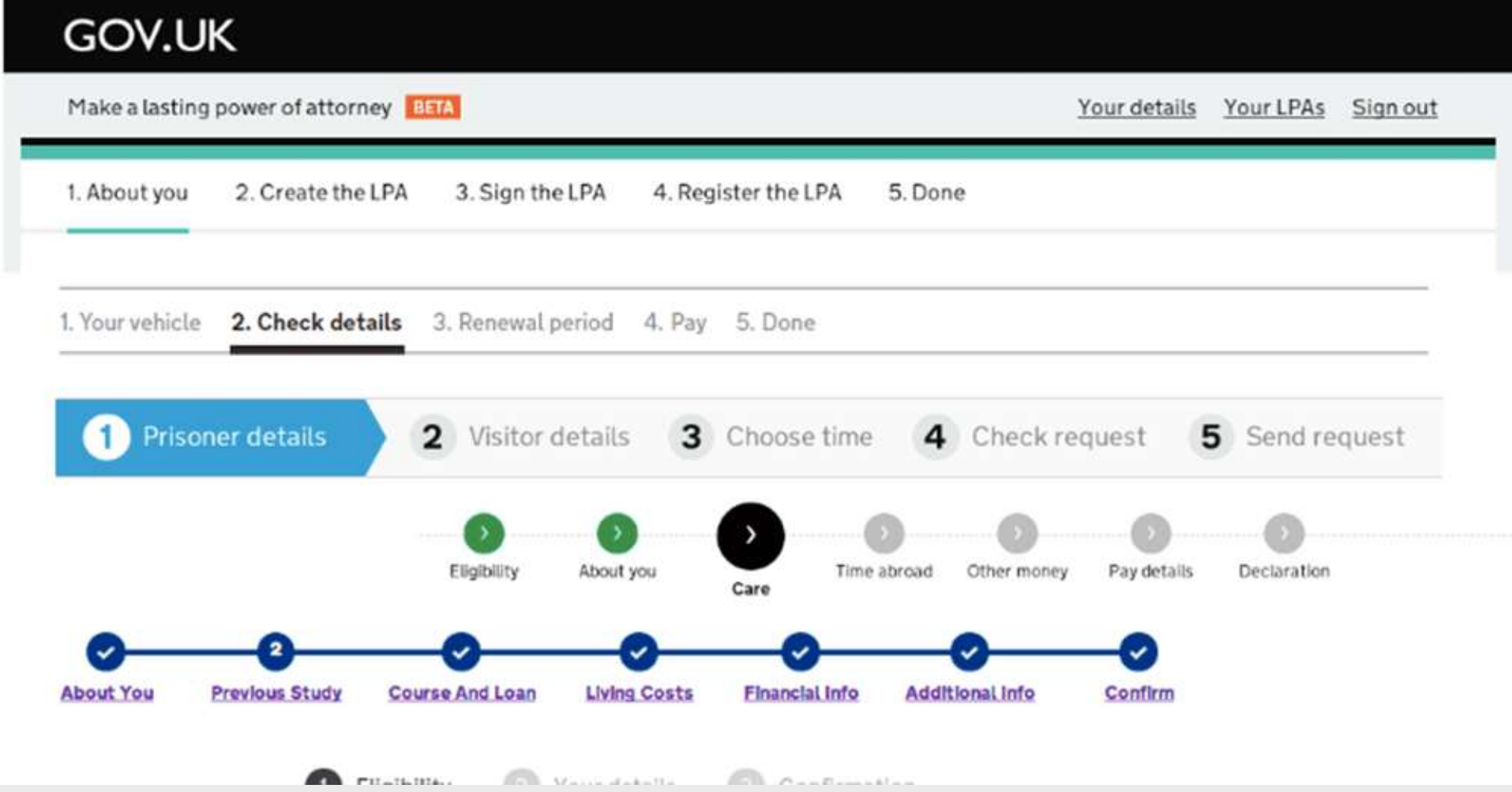
Structure the form so most users have a simple, quick path. Use branching questions to hide questions from people who don’t need to answer them.

You’ll need to make difficult decisions about which users to prioritise, so make sure you have good data from the business about them.


ONE
THING
PER
PAGE

Example patterns

Progress indicators


GOV.UK
Make a lasting power of attorney BETA
Your details
Your LPAs
Sign out
1. About you
2. Create the LPA
3. Sign the LPA
4. Register the LPA
5. Done
1. Your vehicle
2. Check details
3. Renewal period
4. Pay
5. Done
1 Prisoner details
2 Visitor details
3 Choose time
4 Check request
5 Send request
Eligibility
About you
Care
Time abroad
Other money
Pay details
Declaration
About You
Previous Study
Course And Loan
Living Costs
Financial Info
Additional Info
Confirm

Design pattern

Progress indicators

Use these to reassure users that they're making progress and give an indication of how much further there is to go.

On this page:

1. Step indicator
2. Progress bar
3. Summary menu

1. Step indicator

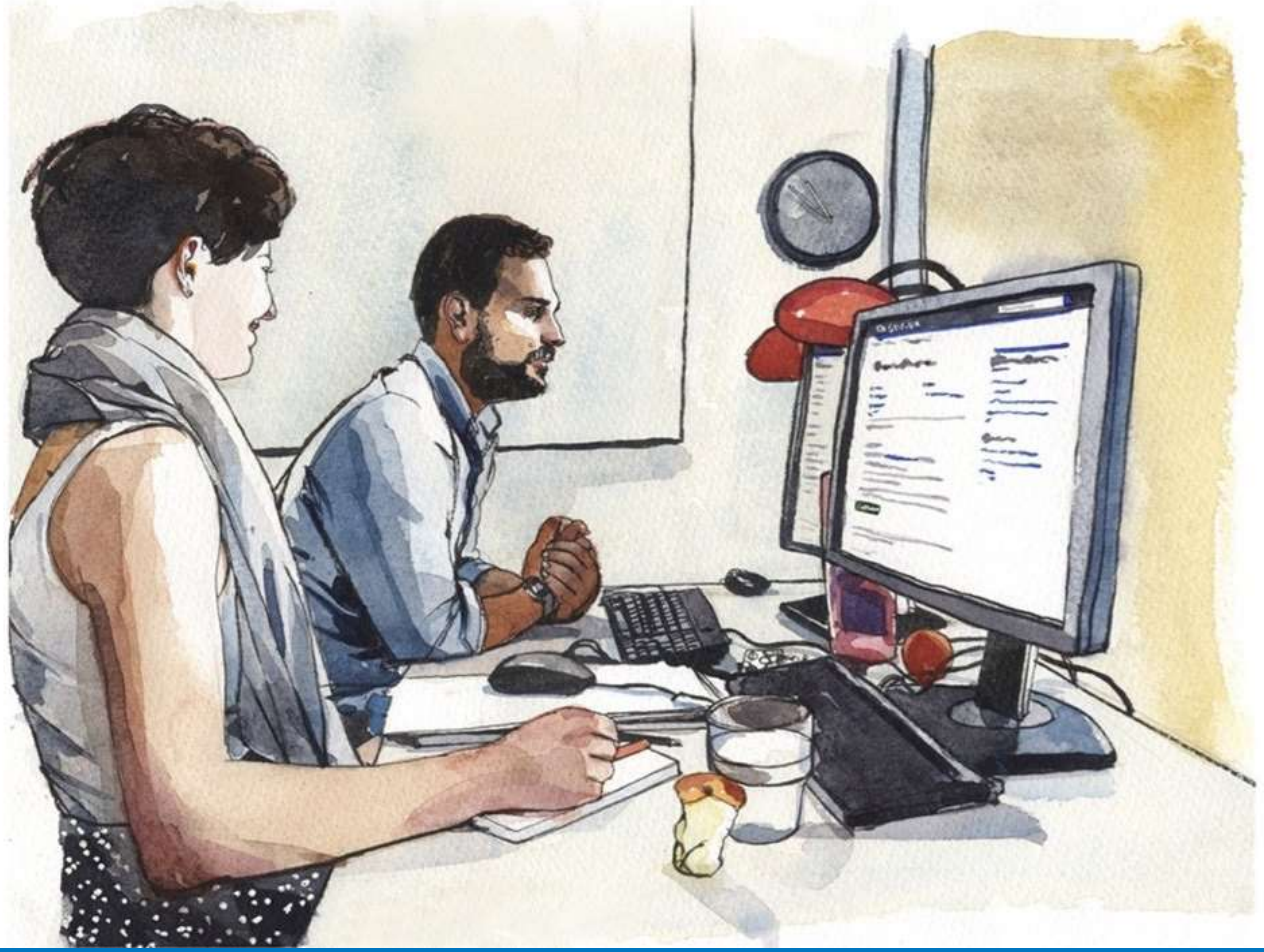
Tell the user what step they're on.

Old pattern

Do less - Problems as shared spaces

Ben Holliday, 7 July 2014 — Experimental

Most traffic engineers will approach a problem with a road by adding something to solve it. This means new signs, traffic lights, or road markings. All attempts to influence driver behaviour.



find what works not what's popular

Design pattern

Progress indicators

Help people understand where they are in a transaction and give them the confidence to continue.

On this page:

1. Start without a progress indicator
2. If you do use one, keep it simple
3. Avoid complex progress indicators

---

1. Start without a progress indicator

Test your service first without any progress indicators at all. It may be simple enough that you don't need them. If it isn't, then at least you'll discover the point at which people start to struggle.

It's often the order, type or number of questions that causes issues, so try

LATEST CHANGE JUST NOW

ADD

Organising long tasks (was Save and return)

Users may need to complete long tasks in more than one session.

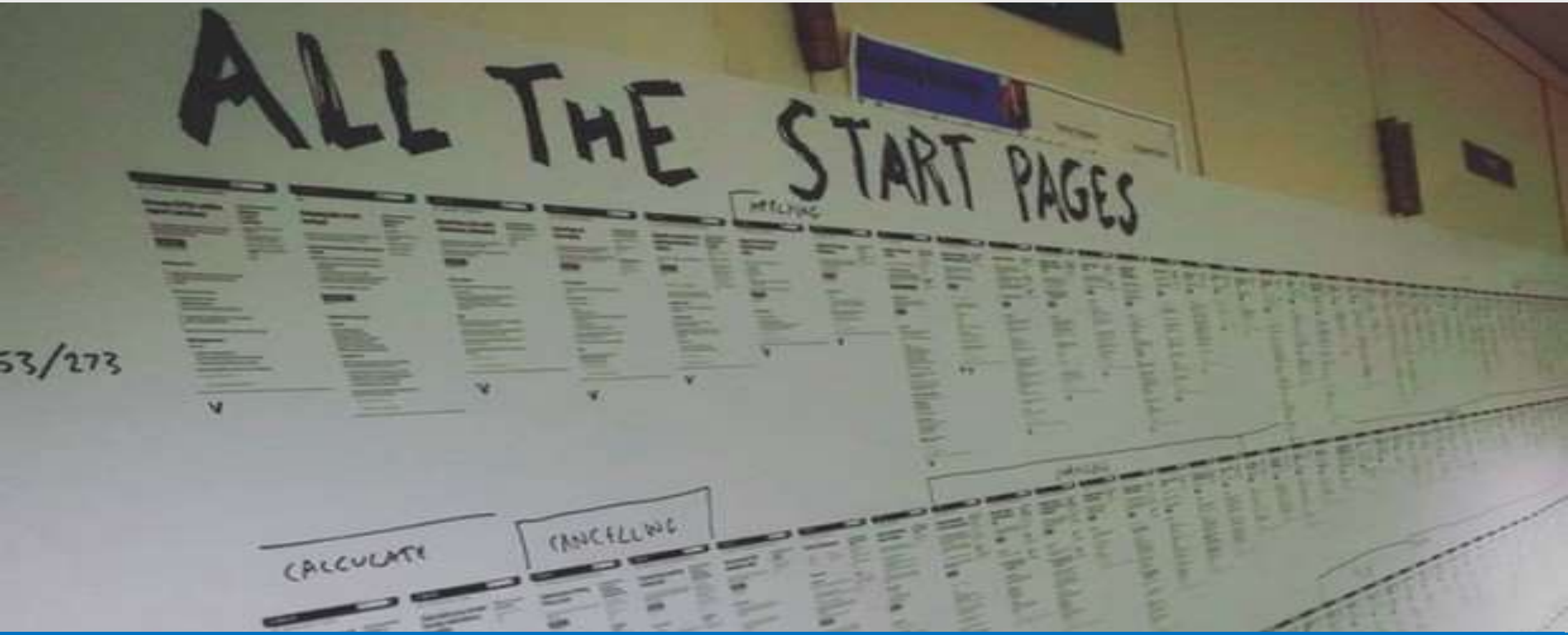
- They may need a break
- They might be interrupted during their work
- They may need need to go to look for information that they do not have immediately to hand.

Sometimes the task is split across many steps - some online, some offline, and some where they wait for the government to do something. This guide is about organising long tasks.

SJORS T *Employment Tribunal also explored a lot of these challenges: https://employmenttribunals.service.gov.uk/*

Topics

How (and why) to print all the things



Drop down lists

Which country do you live in?

Enter a country

- ✓ Select Country
- Afghanistan
- Åland Islands
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Anguilla
- Antarctica
- Antigua And Barbuda
- Argentina
- Armenia
- Aruba
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain
- Bangladesh
- Barbados
- Belarus
- Belgium
- Belize
- Benin
- Bermuda

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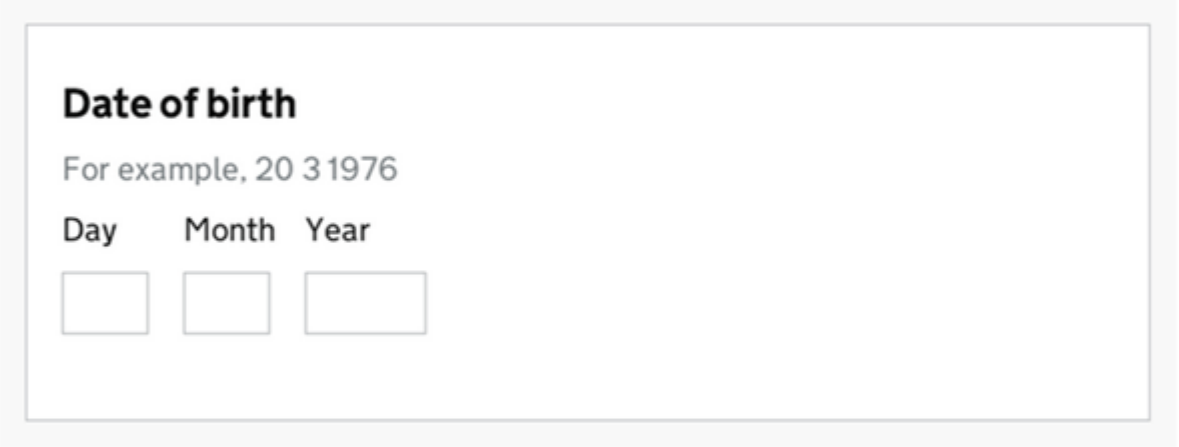
Some videos here
of participants struggling with dropdowns.

Sorry, can’t share on the web.


Date of birth
For example, 20 3 1976
Day
Month
Year

Don’t use dropdowns / select boxes.

They’re not intuitive
They hide choices
They’re hard to use

Avoid if at all possible
Use radios or free text fields instead

Radio buttons and checkboxes

How often would you prefer to be contacted?
Select one:
As often as necessary
About once a month
About once every 3 months

What kinds of research are you willing to take part in?

Select all that apply:

- [ ] I'm willing to visit a government building in a city near where I live to participate in a study
- [ ] I'm willing to participate in a study remotely using my computer and phone
- [ ] I'm willing to have a GOV.UK researcher come visit me

What kinds of fruit do you usually buy?

Select all that apply:

- [ ] apples
- [ ] oranges
- [ ] pairs
- [ ] bananas

What's your favourite thing about fruit?

Select one:

- ( ) it's healthy
- ( ) it's tasty
- ( ) it's fruity

For radio buttons / checkboxes

Make the controls bigger
Use language to differentiate them
Test with ‘other’ as an option
Write yes/no statements out in full (?)

Gender and sex

Design pattern

Gender and sex

On this page:

1. Avoid asking about gender and sex
2. Don’t say ‘sex’ when you mean ‘gender’
3. Do not try to infer gender from title
4. Allow users to declare an unspecified gender
5. Don’t assume that ‘male’ first is the correct order
6. Asking about sex instead of gender
7. Further reading

Lessons learned

Design patterns can’t replace designers

Design patterns can’t be imposed on people

Design patterns can’t negotiate for you

Design patterns can save you lots of time

Design patterns can make your site design more consistent

Design patterns can be a focus for your design community

The discussion and creation of patterns is where their value lies

Thanks

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#gdsteam

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