

The 15 Principles – Good Service Scale

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

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