

Make it Simple and Intuitive

Using a government service shouldn't be stressful, confusing, or daunting. It's our job to build services that are simple and intuitive enough that users succeed the first time, unaided.

Key Questions

1. What primary tasks are the user trying to accomplish?
2. Is the language as plain and universal as possible?
3. What languages is your service offered in?
4. If a user needs help while using the service, how do they go about getting it?
5. How does the service's design visually relate to other government services?

Checklist

Use a simple and flexible design style guide for the service. Use the [U.S. Web Design System](#) as a default

Use the design style guide consistently for related digital services

Give users clear information about where they are in each step of the process

Follow accessibility best practices to ensure all people can use the service

Provide users with a way to exit and return later to complete the process

Use language that is familiar to the user and easy to understand

Use language and design consistently throughout the service, including online and offline touch points

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