

# NSW Design System

September 2019

# when NSW Government designs digital services...

**inconsistent  
customer  
experience**

**duplication of  
effort and cost**

**a lack of  
common  
resources**

**no easy way to  
collaborate,  
share and  
leverage  
learnings**

**varied digital  
capability  
across  
government**



Home Browse projects

Parramatta



Search Parramatta projects



## My Community Project



# My Community Project

Made possible by the NSW Generations Fund

Do you like Fuel Check?



# FUEL CHECK



 Fuel Near Me



Average Price Now

Ethanol 94 (E10) 🌙

# 130.5

▼ -0.09 CENTS

Enter suburb/postcode

Ethanol 94 (E10) ▼

All Brands ▼


Remember my settings

Search 🔍

# Look up a builder, tradesperson or SafeWork licence

Search for a NSW licence holder by individual or business name, licence or card number, ABN or ACN without spaces, trade (e.g. builder, electrician) or licence type (e.g. white card, forklift, crane, asbestos, demolition)

All Search Types ▾

 Search

[Advanced search](#) ▾

[Current filters \(0\)](#) ▾

Your Feedback





# Green Slip Check

The Green Slip Check is a quick and easy way to get a CTP Green Slip quote comparison from all insurers for the most common vehicle types and circumstances. Just answer some basic questions and we'll do the rest.

**THIS WILL ONLY TAKE A FEW MINUTES**





# Swimming Pool Register

Resize text: -A A +A

Log in

[Home](#) [Checklists](#) [Information](#) [Inspection](#) [Be Pool Safe](#) [Troubleshooting Tips](#) [ALERTS](#)



## Register your pool and spa

... and be pool safe.

[Register now →](#)



Register Pool



Lookup Pool



How to Register

Your Feedback



creators of  
digital services  
are looking for  
many things...

**clear**  
expectations for  
service design  
and delivery

**reference point**  
for Government  
suppliers

**guides and tools**  
for service design  
and delivery

**case studies**  
to inspire  
and inform

ways to  
**collaborate,**  
**share and learn**  
from each other

government to  
build internal  
design and  
delivery **capability**

government to  
move to a  
**product** mindset  
for services

their advice  
**valued and**  
**respected**

**support** from  
leaders to work  
differently



# we built the **MVP** design system in **15** **weeks**

and launched on 18 December 2018  
to test and demonstrate its value

informed by  
extensive research into  
**17 Governments** and  
over **60 industry**  
design systems

**repurposed** existing  
NSW Government  
resources e.g. Service  
NSW GEL and  
Education's GEF

leveraged **Cth DTA's**  
resources, including  
Design System  
pattern library

**iterated** in response to  
user feedback



# Digital Design System<sup>BETA</sup>

## Digital Design System

[Getting started](#)[Digital Design Standard](#)[Design Foundation](#)[Components](#)[Accessibility](#)[Guides](#)[Roadmap](#)

The Digital Design System is a framework of service delivery [policy, design, components and guidance](#) for everyone creating **distinctly NSW** digital products and services.

It helps us create **unified, trusted, inclusive** and **audience centered** digital experiences for our users that are **clearly simple, current** and **purposeful**.

[Find out more](#)

# NSW Design System vision

## standard

**Design Standard**  
underpins how we design digital design services

## tools

**Style**  
to create a consistent look and feel

**Components**  
including patterns, APIs and technologies

**Accessibility**  
to create inclusive services

**Research**  
to share insights

**Digital design and delivery guides**  
to inform best-practice

## support

**Creator community**  
to connect, collaborate and share with

**Digital leaders**  
to inform, guide and inspire others

Policy  
officers

Graphic  
designers

User  
researchers

Procurement  
officers

Enterprise  
architects

Data  
analysts

Product  
owners &  
managers

The design system is for ***creators***  
of digital services, including

Developers

Content  
designers

Business  
analysts

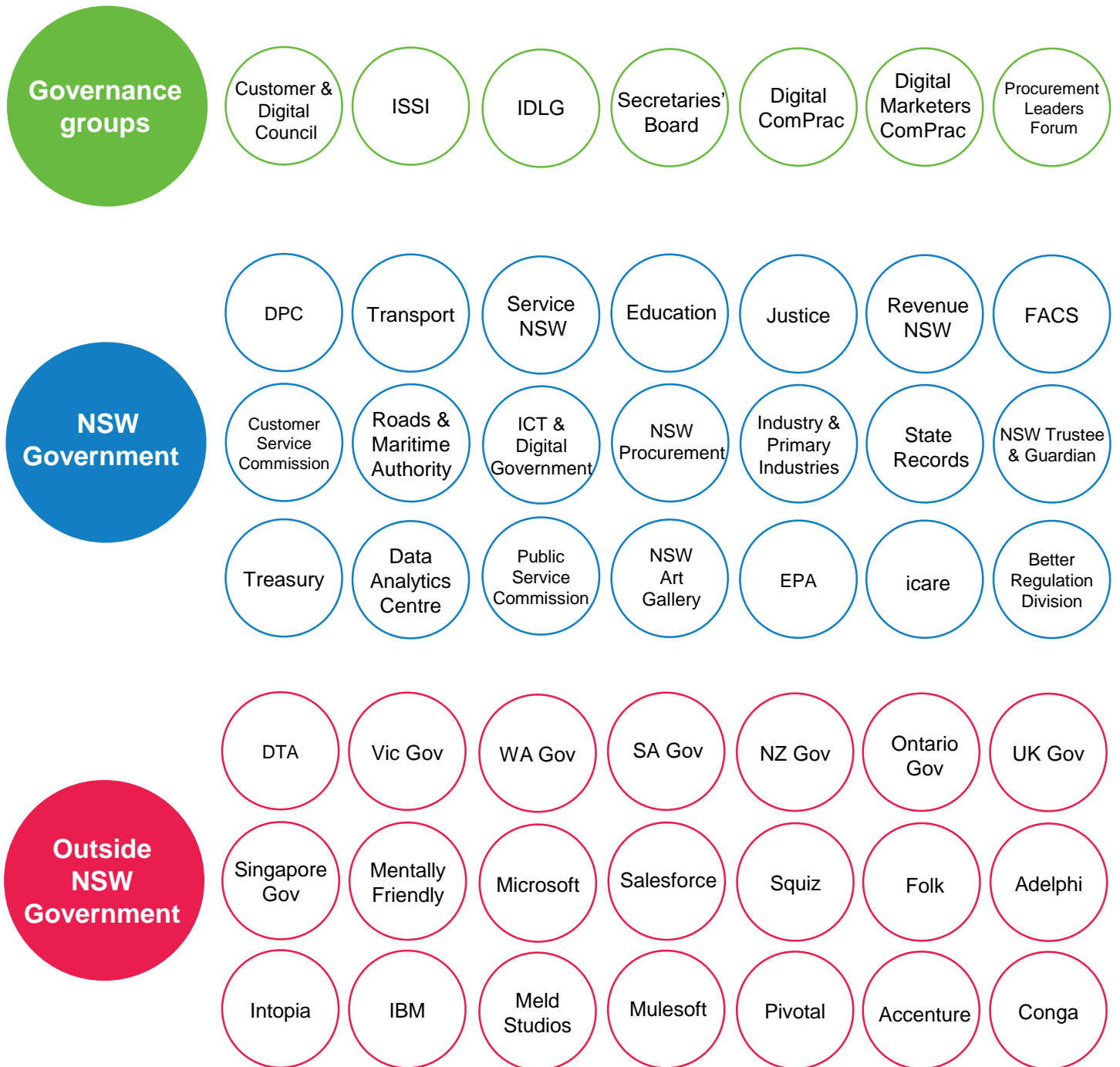
Customer  
Experience  
Officers

Service  
designers

Comms.  
officers

Technologists

# we engaged with a broad range of creators and stakeholders



\*program team also drew on previous work conducted prior to August 2018



# creators have given **positive** feedback

great  
foundation for  
making **design**  
**decisions**

**useful** content,  
in particular,  
accessibility

**reference point**  
to direct  
suppliers to

will help **drive**  
**consistency**

it's a **source**  
**of truth**

useful **starting**  
**point**, especially  
when there aren't  
existing materials

good for getting  
**executive**  
**buy-in**

**reminder** of  
what to consider  
e.g. privacy and  
security

pattern library  
**saved time**

they've  
also suggested  
how to **improve**  
the system

set **clearer expectations** in  
the Digital  
Design Standard

simplify the  
**pattern library**

simplify the  
**guides** and  
add **templates**

add **case studies** to share  
learnings

**target content**  
to creator-type

establish a way  
to **contribute components** and  
other resources

**provide support** for  
teams

**raise awareness** to  
increase its use

# The original version of the design standard

## Create with purpose

Know what we're aiming to achieve and why

## Design with users, for users

Meet user needs

## Continuously improve

Respond and adapt to change

## Respect privacy and maintain security

Build trust and confidence

## Reuse and repurpose

Avoid reinventing the wheel

## Be open, accountable and collaborative

Share and be transparent

## Create with purpose

Know what we're aiming to achieve and why

### On this page

[Why it's important](#)

[How we get there](#)

[Mandatory bits](#)

[Helpful tips](#)

## Why it's important

There are benefits for users and creators when we create with purpose.

### Users

- Get what they need

### Creators

- Know what they're aiming to achieve for users and why
- Make decisions based on facts, not assumptions
- Think about how their work fits into the bigger picture
- Measure and show the value of their work
- Know when to pivot, iterate, scale or end the work

# The new design standard sets clearer expectations for users...

## Design with users, for users

Meet user needs.

### User needs

- Identify the users of the service
- Conduct [user research](#) or leverage existing research or [data](#) to [understand the users and their needs](#)

### User experience

- Understand and design for the [end-to-end user journey](#), including any online and offline touchpoints, and any non-government interactions users may have
- [Test the usability of service](#) with users throughout its development to ensure it meets their needs

### Inclusivity

- Design the service to meet the [characteristics of your users](#), including age, literacy levels, disability, languages spoken, and location
- If the service needs a website or an app, design it to meet [WCAG 2.0 AA](#) at a minimum

### Content

- Write content for the service in [plain language](#)

## Project Checklist

### Plan and Discover

This is the phase where teams are seeking to understanding the problem or opportunity to be solved and the operating context (including strategic alignment, users, stakeholders, existing technologies and tools and risks and issues).

#### Create with purpose

- Define the [problem or opportunity](#) to address, using evidence, before developing solutions
- Ensure the service aligns with strategic objectives such as the [Premier's Priorities](#) and State Outcomes
- Identify the [outcomes](#) the service needs to achieve, and the data needed to track those outcomes

#### Design with users, for users

- Identify the users of the service
- Conduct [user research](#) or leverage existing research or [data](#) to [understand the users and their needs](#)

Let's take a look

The screenshot shows the digital.nsw.gov.au website. The header includes the NSW Government logo and the text 'digital.nsw'. A search bar is located in the top right corner. The navigation menu includes 'Digital Transformation', 'Policy', 'Digital Design System', 'Get Involved', and 'Blog'. The main heading is 'Digital Design System<sup>BETA</sup>'. A dropdown menu for 'Digital Design System' lists: 'Getting started', 'Digital Design Standard', 'Style', 'Components', 'Accessibility', 'Guides', 'Research', 'Roadmap', and 'FAQs'. The main content area features an introductory paragraph: 'The Digital Design System will help drive government digital transformation and continuous improvement, for the benefit of the people of NSW'. Below this are four content boxes: 'What is it?' (describing it as a living repository of style guidelines, reusable components, and guides), 'Why we need it?' (explaining the lack of consistent approach across departments), 'What are the benefits?', and 'Who is it for?'. Each box has a right-pointing arrow at the bottom.



since **launch**  
there have  
been



unique page views of the  
**design system**



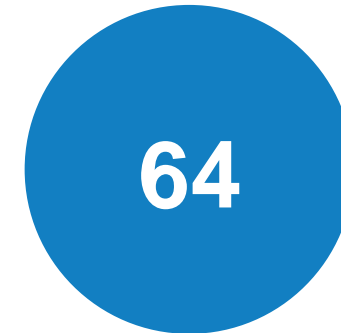
unique page views of the  
**design standard**



Unique page views of the  
**reusable components  
section**



downloads of the  
**starter kit**



installs of  
**UI patterns**

# next steps for the design system

- **Developing tailored guides and tools** to support the Design Standard v2.0
- Building the UI Pattern library patterns and starter-kit in a reusable format for developers
- Getting people to **contribute back to the system** (e.g. providing more components)
- **Increasing engagement** with the **creator community** to raise awareness of the Design System

next steps for the  
design system

- **We also have a new team!!!!**

# get involved

- **Contribute back to the system**  
(e.g. providing more components)
- **Provide case studies** of how you are using the system
- **Write an article** for the Digital.NSW Blog
- **Subscribe** to the Digital.NSW newsletter

get in touch

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