Nottinghamshire County Council

Appendix 3

Digital Design Philosophy

Our mission is to provide residents and employees with the best digital services in local government, which are so easy to use that people prefer to use them, whilst those who can't are not excluded.

Our Digital Design Philosophy underpins how our brand is presented online. The principles below are also reflected in our Brand Policy and Brand Guidelines.

There are 10 principles:

Relevant
Our website will prioritise information, services and links that are the most important and responsive to local customer needs.

Modern
Our design will push boundaries to ensure the online customer experience is attractive, contemporary and instinctive.

Trusted
Our online services will be trusted sources of information which are helpful, reliable and valued by Nottinghamshire residents.

Customer focused
The customer will be at the heart of everything that we build so they can perform tasks online in the easiest way possible.

Universal
Our digital services are open, accessible and intuitive to use - with clear messages and language that every resident can understand.

Joined up
Our customer-focused approach means that we will work with partners to join up online where it makes sense, while always reflecting clear ownership.

Authentic
Our online voice will be appropriate for the context - ranging from authoritative to entertaining - but we will always sound authentic, human and warm.

Engaging
We listen to residents and encourage online conversations so people can express their views, to help improve services and support local democracy.

Innovative
We will take a new and exciting approach to design that anticipates and satisfies customer needs without leaving anyone behind.

Open and transparent
Our default position is to make information publicly available on our website unless there are compelling reasons not to do so.