

Design System for Government

A presentation by

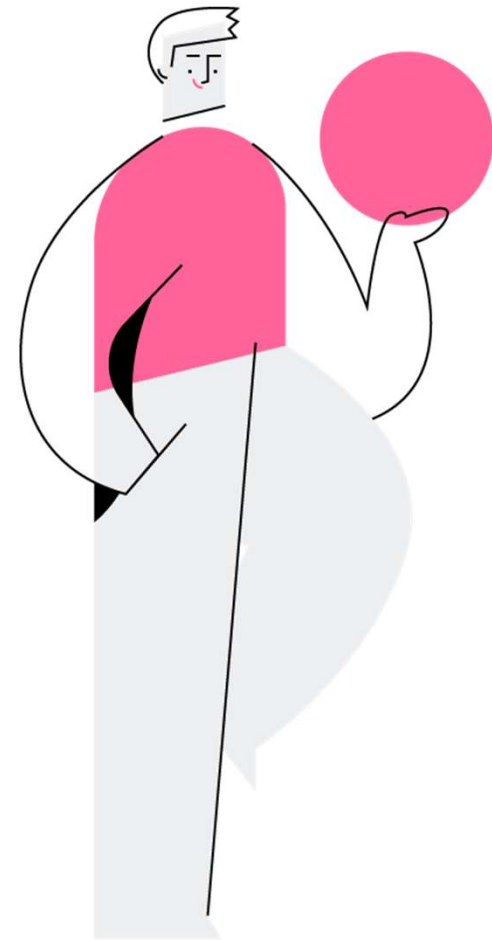
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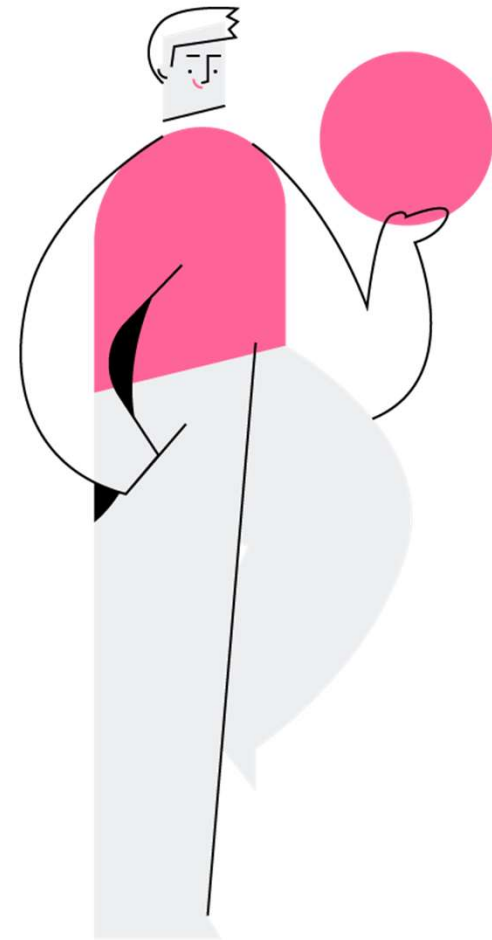
The Context

Governments around the world want to accelerate their digital transformation to offer simpler access to citizen services online and earn trust with effective solutions.



The Challenge

The ease of use, comprehension, uniformity, and accessibility remains a major challenge for Citizens to use the online Digital Interfaces created by the Government.



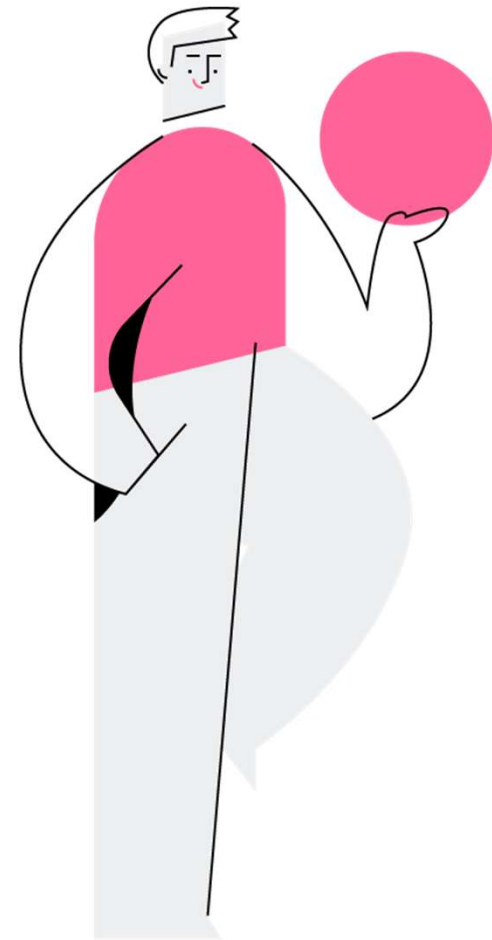
The Solution

Digital services that are more easily identified as official government websites—that look, speak and act like other websites in a government’s online ecosystem—build trust with their users.

Trust increases the uptake of digital services.

The answer to a better citizen engagement and satisfaction is a

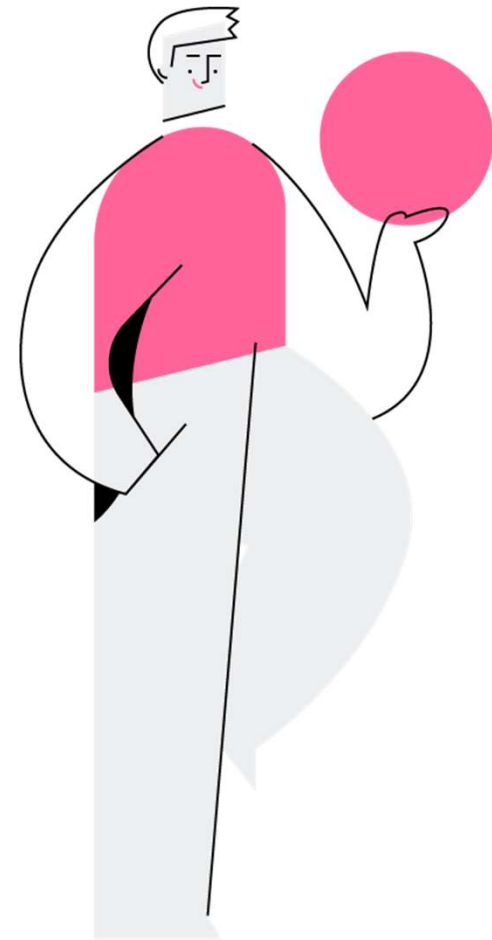
Design System.



What is a Design System?

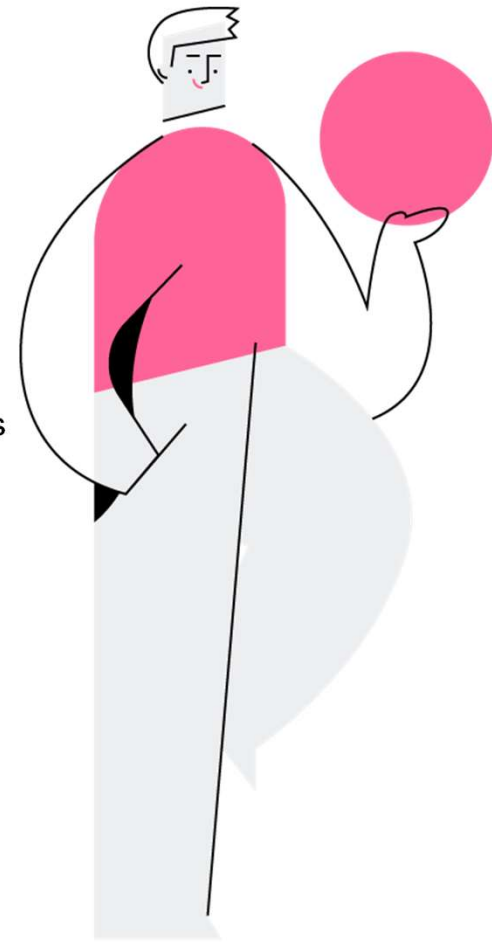
A design system is a collection of flexible and reusable design and code elements, supported by research and clear guidelines.

It gives teams the building blocks they need to design their online presence in a way that supports task success and trust among users.



Benefits of a Design System

1. Promotes consistency
2. Reduced building time
3. Creates a unified language within and between cross-functional teams
4. Reduced design and development debt
5. Allows room for innovation
6. Contributes to strong, memorable brands



Major Govts. adopting Design System

USA

U.S. Web Design System
2015

UK

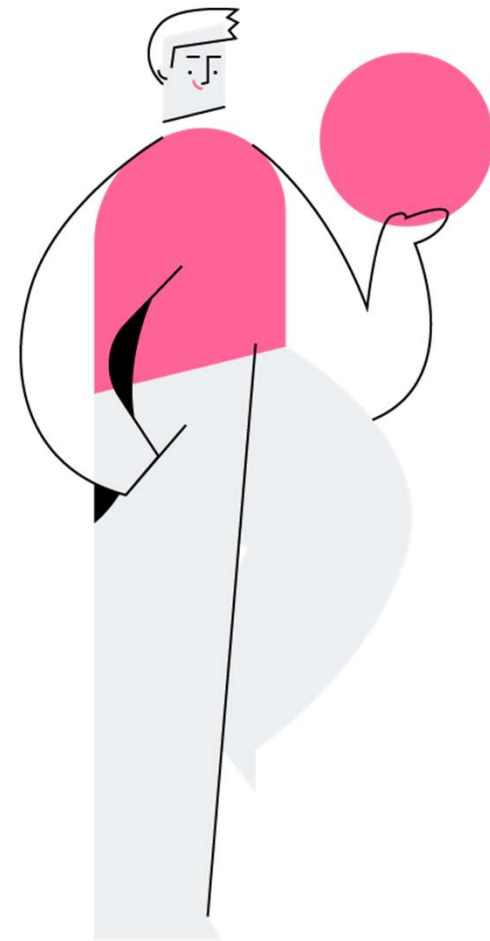
GOV.UK Design System
2018

Australia

Design System
2018

Canada

Design System
2019

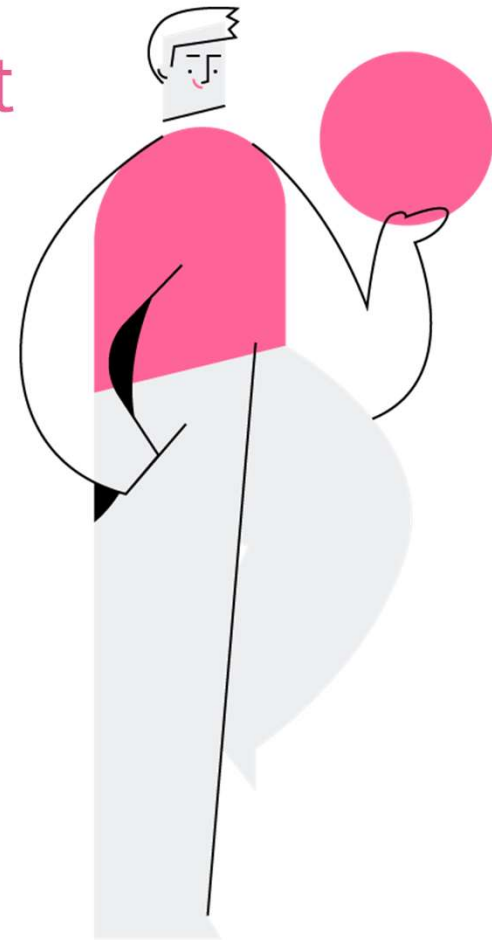


Why do we need a Government of India Design System?

When people can easily predict how to navigate your online presence, readily understand how to interact with your digital interfaces, and confidently identify the source of that content, they are more successful in completing tasks online.

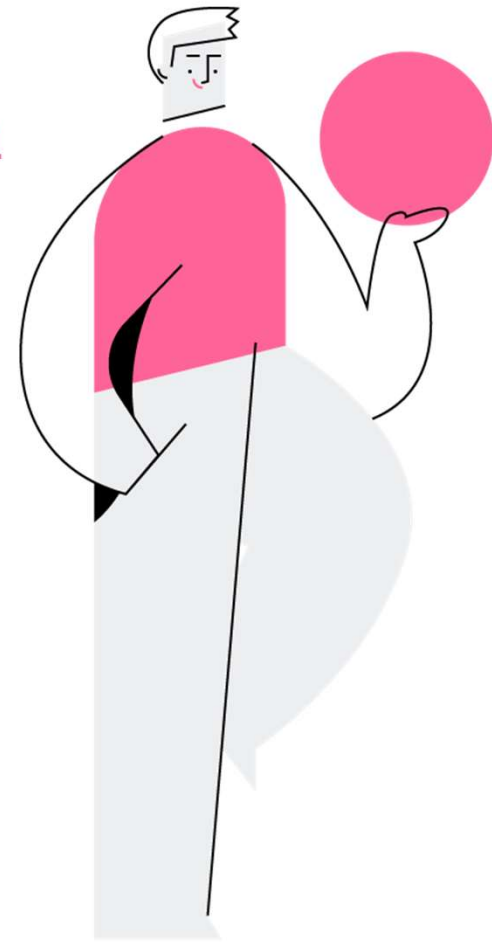
A Government of India Design System will support this predictability and brand recognition. The result? Millions of Indians will complete online interactions with the Government more successfully every day.

It would provide a more usable, consistent, and trustworthy online experience for people who access the Government's digital services.



Building through Collaboration

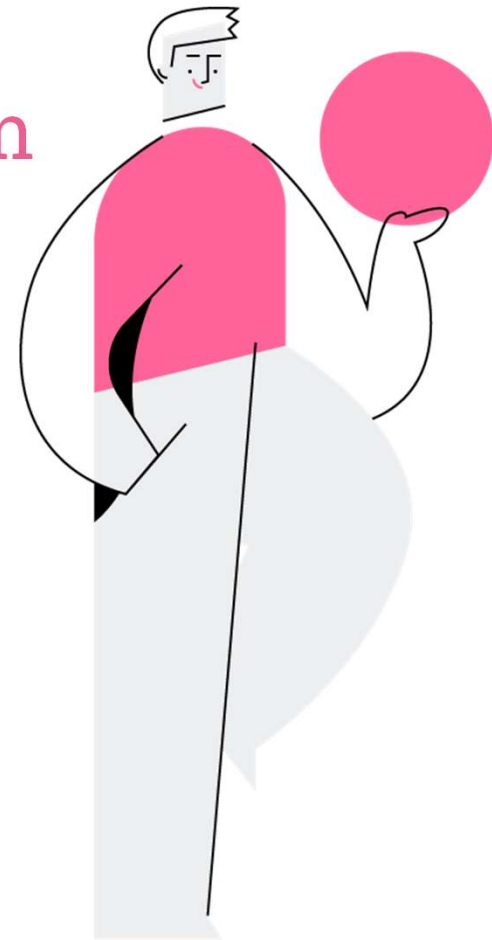
The process of designing, building, and maintaining a Design System requires collaborative efforts of domain experts from Design Institutions, Research Organizations, Academia, and Industry.



Building a Design System Team

Core areas of expertise that should be present in a Design System team consists of:

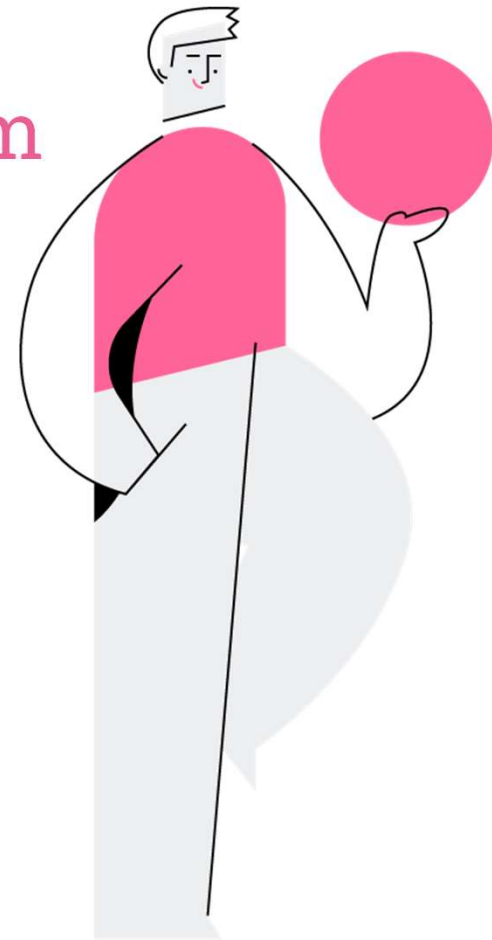
1. Visual Designers
2. Use Experience Designers
3. Front-end developers
4. Accessibility experts
5. Content Strategists
6. Project Manager



Components of a Design System

Major components of a Design System are listed below:

1. A library of reusable design elements, along with the code to create them
2. Best practices and guidance, based on evidence, for how to use those design elements
3. Design principles
4. A writing style guide
5. Guidance on branding



Thank You