

Proactive, Personalised and Joined-Up: The next generation of government digital services

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Proactive, personalised and joined-up

The next generation of government
digital services



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Modern Digital Government

**Better for users, cheaper
for taxpayers**

**More personalised,
convenient, giving citizens'
time back**

Our fast-changing world



Digital habits increasingly sophisticated

People deserve services without friction or frustration

Scope to make it quicker and easier to access information in formats and channels of their choice.

Public sector landscape



Digital and data capabilities increasingly mature



Processes remain stubbornly manual, anonymous and one-way



Need to make government less costly to run



Services in a safe, secure and joined-up way

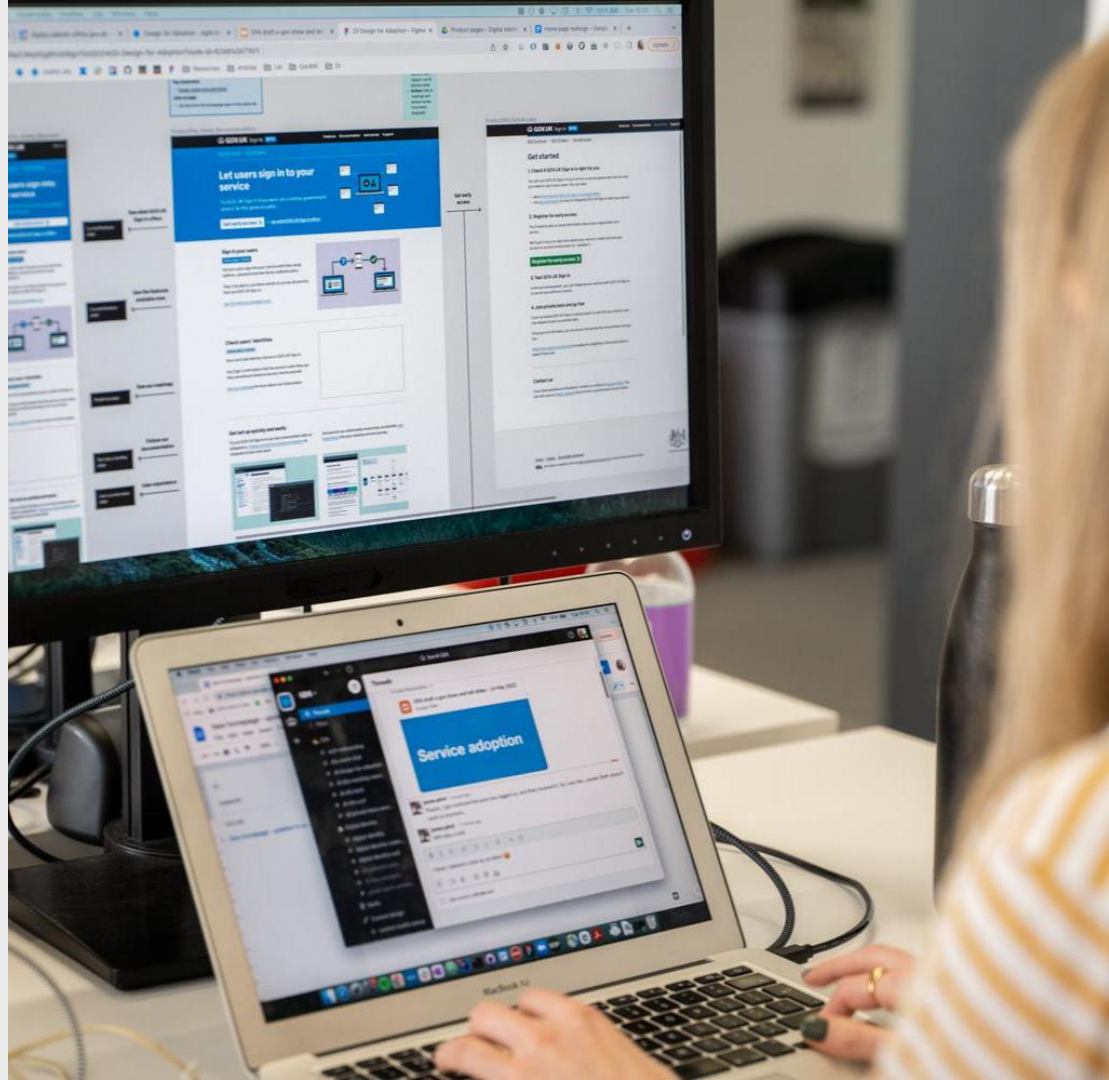


Common standards, 'build once, use many' approach + progressive technology to deliver efficiency

Next chapter

Cusp of biggest transformation

We can radically improve the user experience



GOV.UK app that can:

Prove your identity

Store your credentials in a wallet

View messages and emails from government services

Interact with GOV.UK content in new ways

Apply for services

Book appointments

Pay for things from government

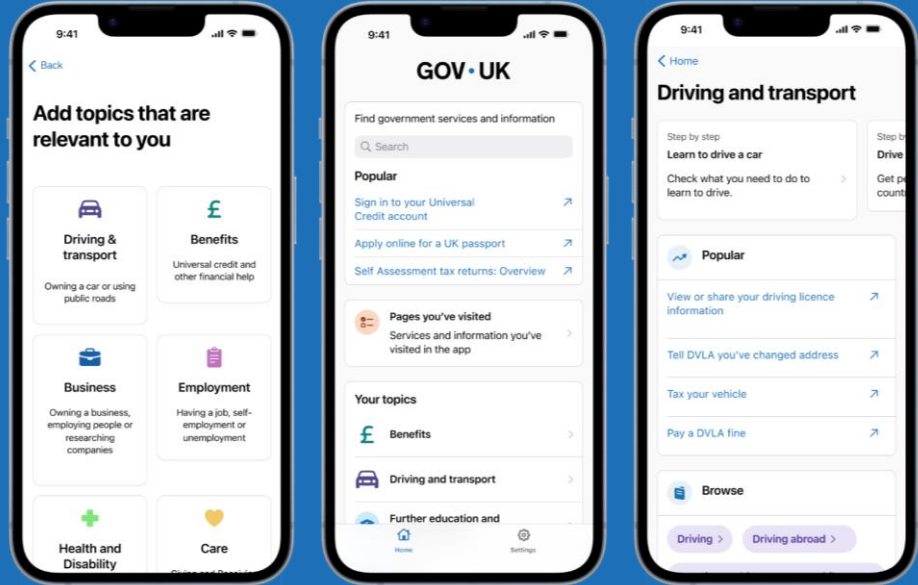


Illustration only - not final design

Near horizon



App user testing



**GOV.UK One Login
expansion**

Delivering on our ambition

Continued shared vision

**Commitment to shared
standards, data exchange
and systems thinking**

Open and transparent

Relentless focus on users





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