

1 - "Customer Group Directors" have an important role, but an opaque, unhelpful name. Pick something more understandable by members of the public "Head of public feedback" or "Public need fulfiller".

2 - These directors should be able to submit requests to the day-to-day operation of processes without having to go via a minister. For example they should be able to say "Move the 'Pay Here' link onto the homepage of the Inland Revenue site" and have it done immediately. If possible, their requests should be made public.

3 - Nobody who hasn't used the Internet a great deal for at least five years should be allowed to have one of these group director jobs. The public should be invited and encouraged to send them feedback from as many different places as possible, not just in neatly organised focus groups. This means links on websites, details on bills and paper correspondence, and even offers to record voice mails at the end of call center transactions.

4 - No service channel should be shut down until an independent usability review says that the new channels are easier and quicker to use than the old ones. When an efficient human service is replaced by an inefficient automated one, the public won't give a damn about Gershon cost savings: they'll just feel that they live in an inhuman and penny pinching age (this is aimed at para 37).

5 - No contract should be awarded for the creation of any new government IT project which doesn't allow for the interface for the front and back end of the entire channel to be reviewed for usability, and if necessary extensively revised or even scrapped and totally rebuilt, all within 6 months of launch.

6 - Nobody should be awarded any sort of public sector IT professional qualification without at least an intermediate understanding of usability (ie much more than a couple of one day courses). We are past the era where it is a reasonable excuse to say 'I don't understand the tech side really, I'm just an IT project manager'. We would not accept the same on a construction site.

7 - Government should award a few large, monetary and team-based prizes for the most usable service(s) each year, as judged by some not-trivially-corruptible method.

8 - End users of projects (ie front line workers, or the public) should be brought in and encouraged to use and comment on mock ups or demos of all medium-large IT projects before they are signed off. Their comments should be published publicly, in an un-edited form.

yours,

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