



## User testing and research

We follow a user-centred design approach – which means putting our customers at the heart of the design process.

It also means we think it's vital to identify user needs and test assumptions throughout the design, build and operation phases.

This document highlights our commitment to our users and points to resources that can help you learn more about user research.

### Audience

- Content owners
- Project managers
- UX team
- Design team
- Developers

### Outline

A range of tools and techniques related to user testing and research are described on the GOV.UK website. These can help you understand how we conduct research or provide you with information about conducting it yourself:

- [Introduction to user research](#)
- [User research tools and techniques](#)

### Why we do this

If we don't consider our customers and get their feedback on designs, we risk creating something they don't understand, can't use or actively dislike.

By getting to know our users and testing throughout the design and build phases, we can also identify and resolve potential problems early, rather than trying to make costly changes after the website has been built.

### Further reading

- [Digital experience principles](#)
- [Putting users first](#)
- [Personas](#)
- [Benchmarking and analytics](#)

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**Version History**

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Version	Date	Summary of changes
1.0	01/11/2013	First issue

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**Review History**

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Name	Title	Date	Comments
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