USWDS

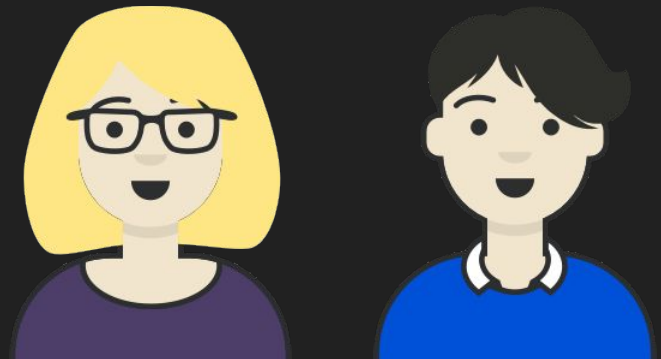
U.S. Web Design System

A product of the U.S. General Services Administration

GSA

Hi there.

Ammie Farraj Feijoo
21st Century IDEA
Implementation Lead



Dan Williams
USWDS
Product Lead

The USWDS mission

USWDS is a design system for the federal government.

We make it easier to build accessible, mobile-friendly websites for the American public.

The USWDS vision

Empowered agency teams sharing solutions, using effective human-centered design practices, and improving the lives of the public.

What we do

- **Provide great tools for building websites.** Make it easier and more fun to build accessible, mobile-friendly government websites for the American public.
- **Help teams work faster.** We help teams create rapid prototypes, share practical solutions, and build high-quality government websites faster and cheaper.

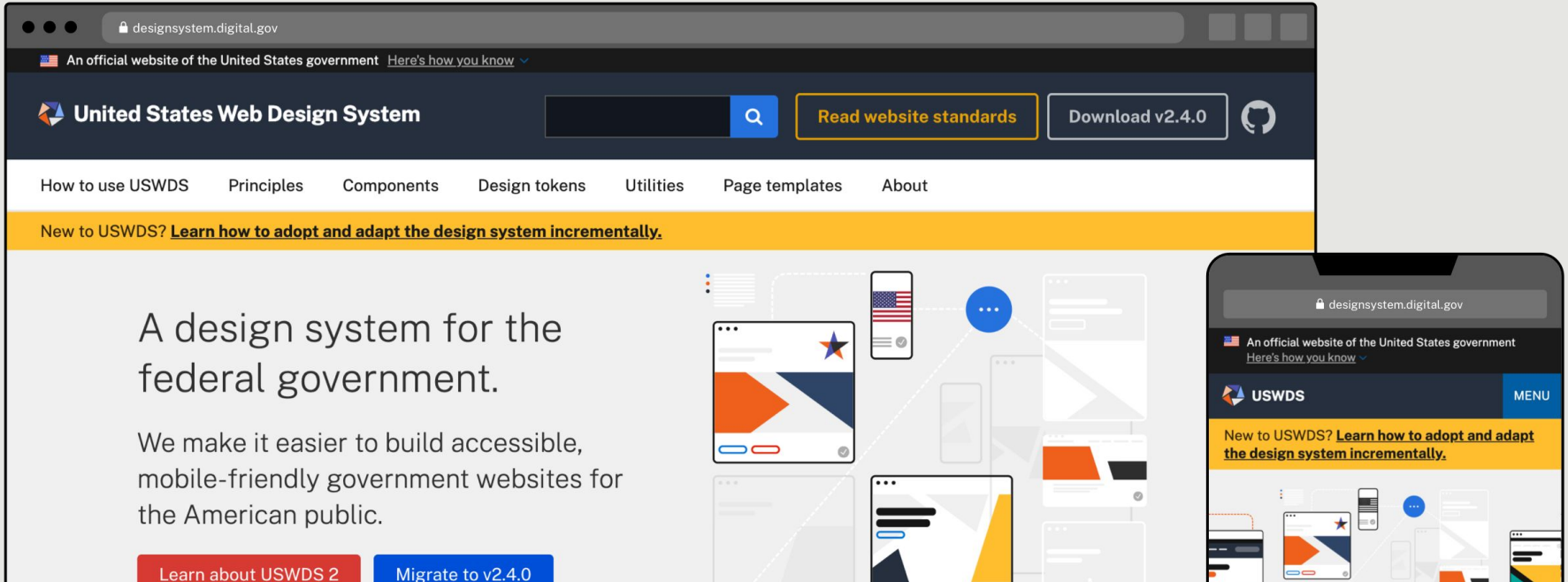
What we do

- **Provide a practical UX resource.** Collect and present research-backed design and usability guidance directly connected to our tools and components.
- **Scale high-cost expertise across the federal government.** Build research and best-practice design and engineering into the components and code we encourage others to use.

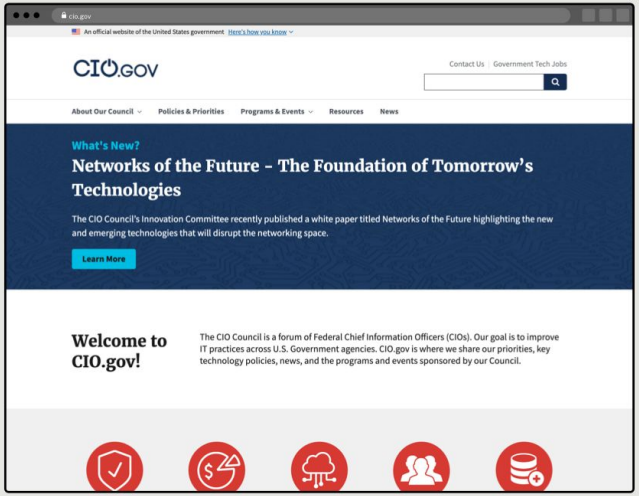
What we do

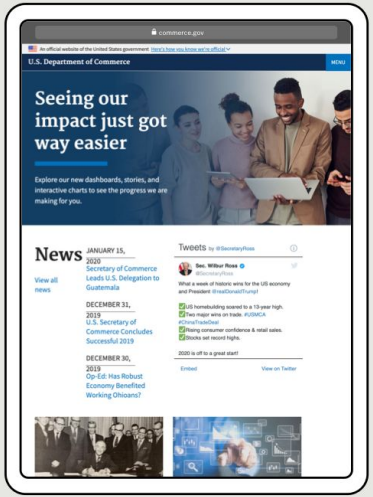
- **Make it easy to do the right thing.** Help teams meet and exceed 21st Century IDEA, Connected Government Act, Section 508 of the Rehabilitation Act of 1973, and other requirements.
- **Collaborate.** Work with federal partner agencies and the public.

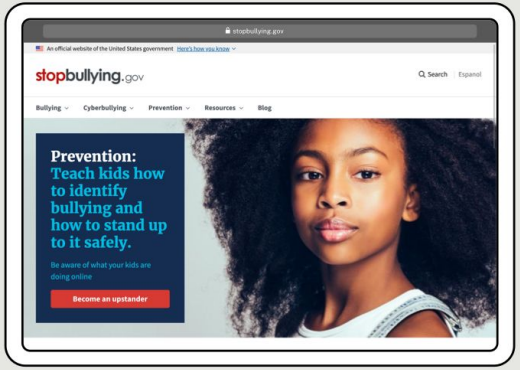
USWDS develops and supports the common design and principles shared across the federal government.

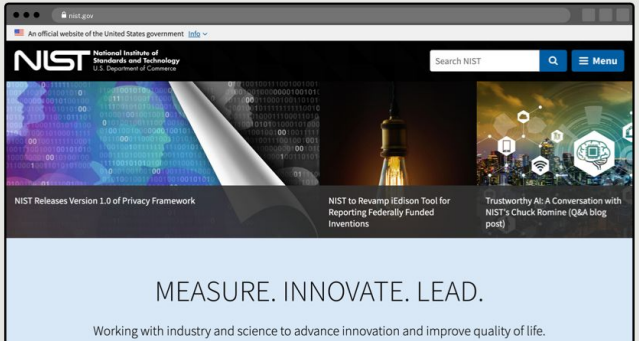


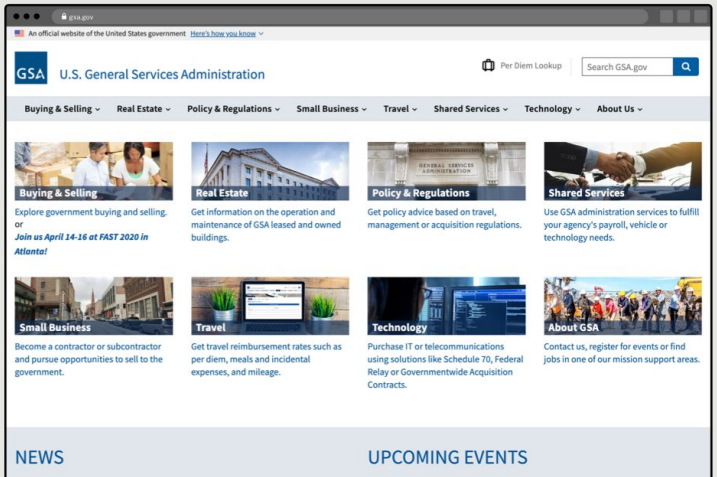
259 websites



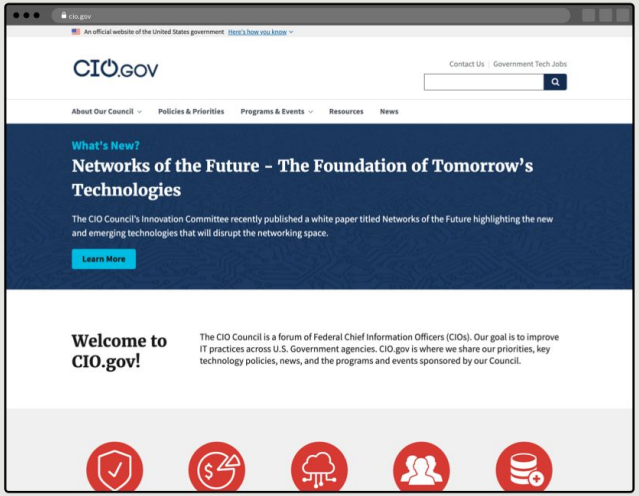








61 agencies


cio.gov
CIO.GOV
Networks of the Future - The Foundation of Tomorrow's Technologies
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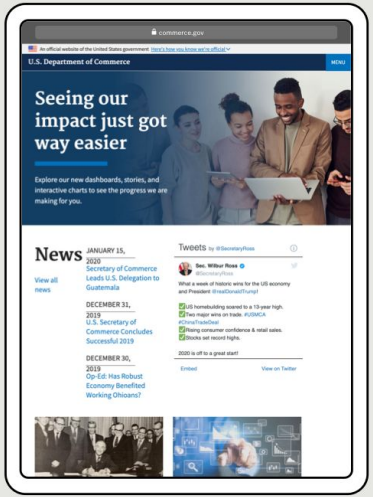
commerce.gov
U.S. Department of Commerce
Seeing our impact just got way easier
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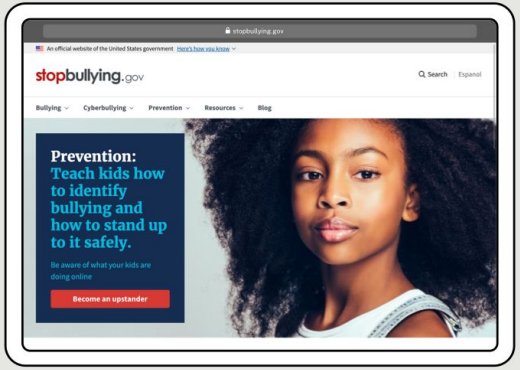
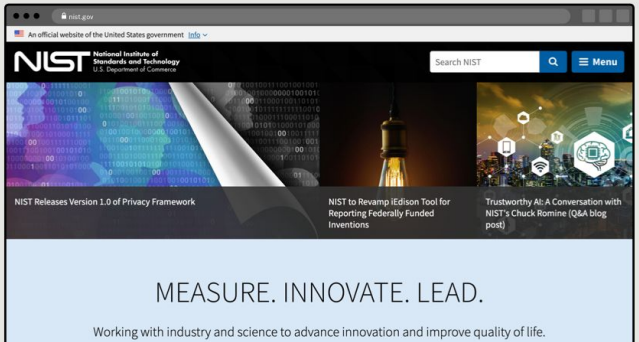

stopbullying.gov
Prevention: Teach kids how to identify bullying and how to stand up to it safely.
Become an upstander

usda.gov
Family Farms Flourish in Sweet Grown Alabama
Learn More
Ask USDA


nist.gov
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NIST Releases Version 1.0 of Privacy Framework
NIST to Revamp iEdison Tool for Reporting Federally Funded Inventions
Trustworthy AI: A Conversation with NIST's Chuck Romine (Q&A blog post)
MEASURE. INNOVATE. LEAD.
Working with industry and science to advance innovation and improve quality of life.

digital.gov
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Guidance on building better digital services in government
Popular Guides and Resources

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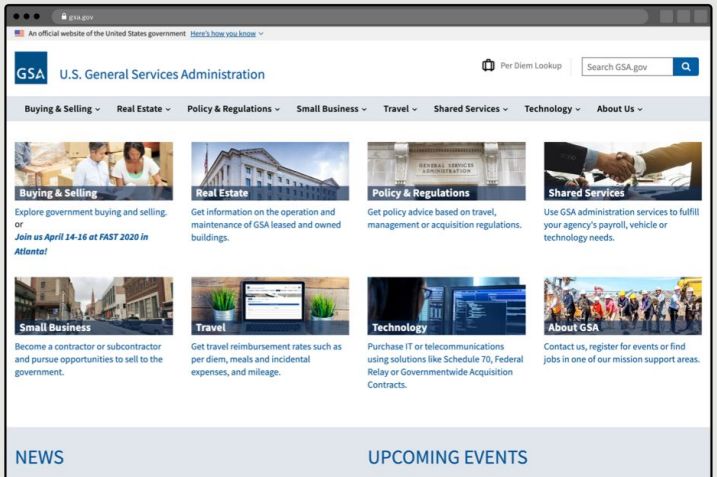
CDC
Centers for Disease Control and Prevention
2019 Novel Coronavirus (2019-nCoV)
CDC is closely monitoring an outbreak caused by a novel (new) coronavirus in Wuhan City, China.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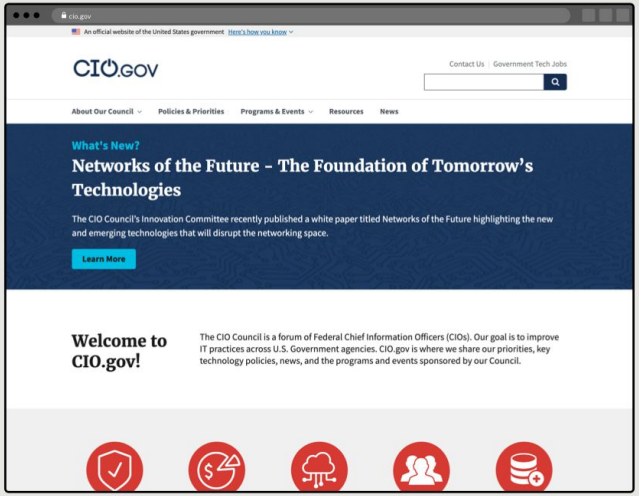
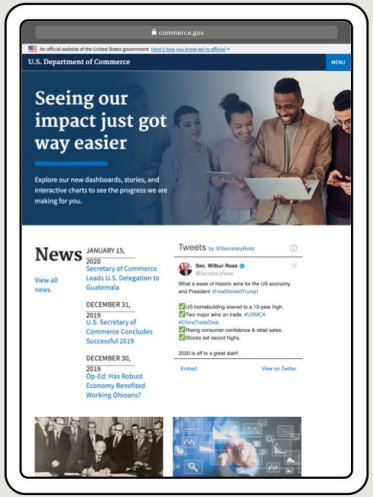
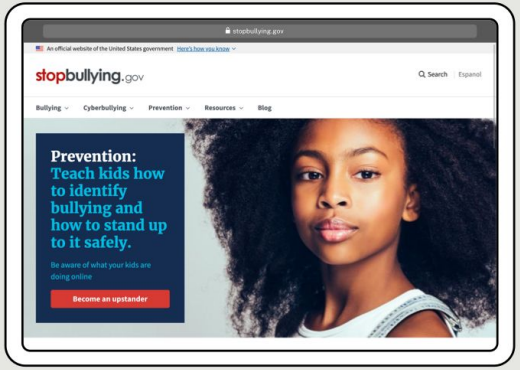
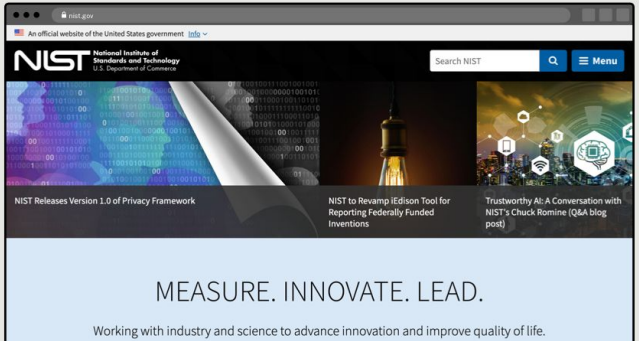
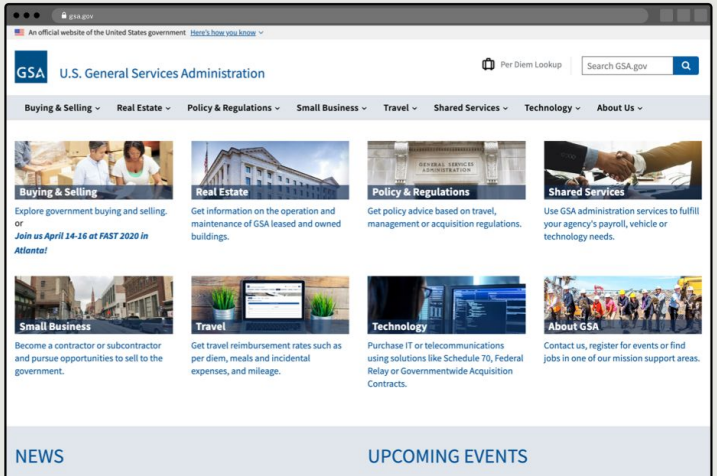
Over 675,000,000 monthly pageviews



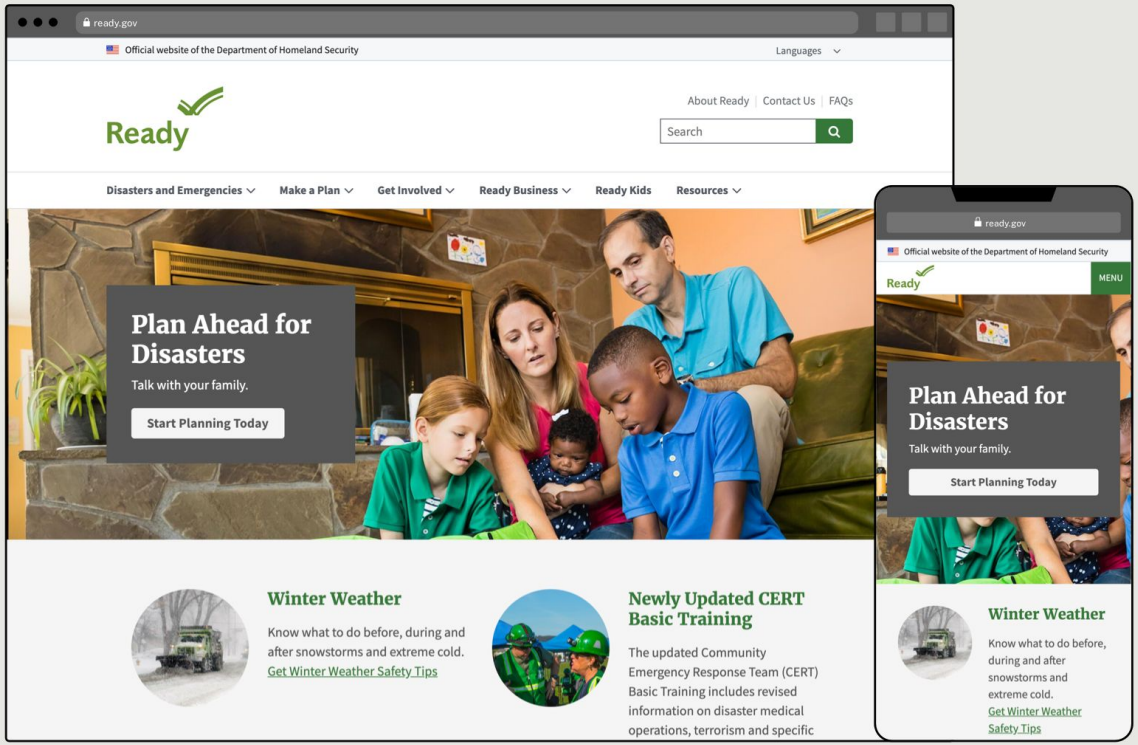


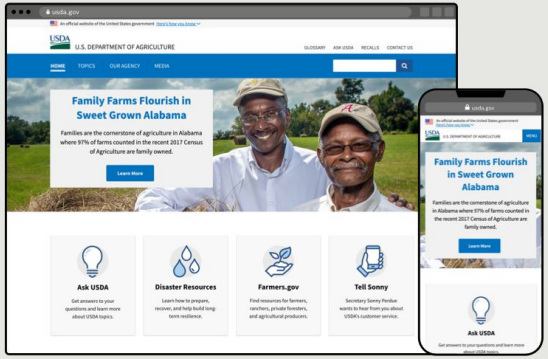


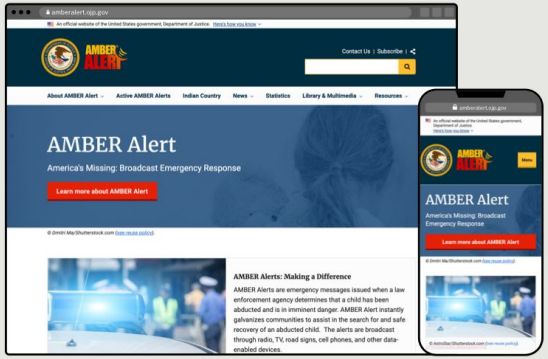




Accessible

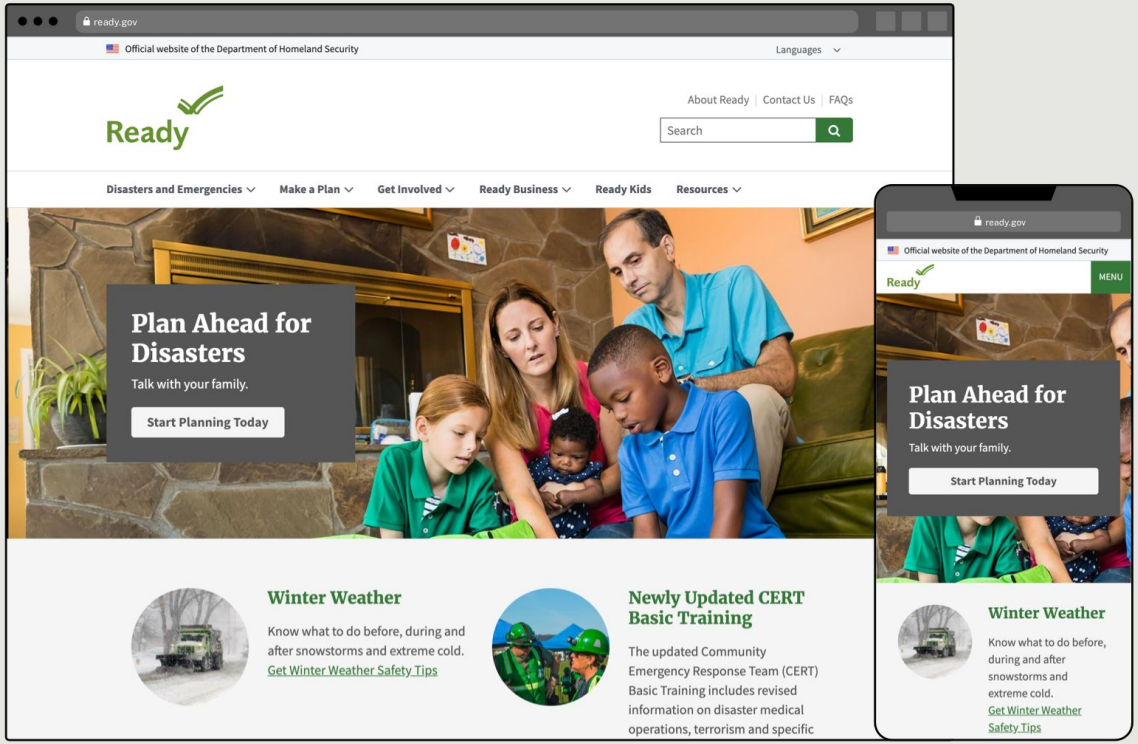

ready.gov
Official website of the Department of Homeland Security
Languages
Ready
About Ready | Contact Us | FAQs
Search
Disasters and Emergencies
Make a Plan
Get Involved
Ready Business
Ready Kids
Resources
Plan Ahead for Disasters
Talk with your family.
Start Planning Today
Winter Weather
Know what to do before, during and after snowstorms and extreme cold.
Get Winter Weather Safety Tips
Newly Updated CERT Basic Training
The updated Community Emergency Response Team (CERT) Basic Training includes revised information on disaster medical operations, terrorism and specific
MENU

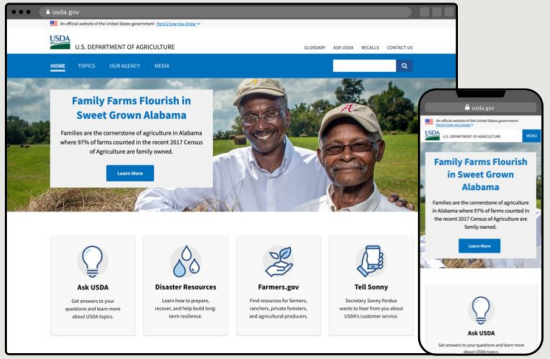

U.S. DEPARTMENT OF AGRICULTURE
Family Farms Flourish in Sweet Grown Alabama
Ask USDA
Disaster Resources
Farmers.gov
Tell Sonny


AMBER Alert
America's Missing: Broadcast Emergency Response
Learn more about AMBER Alert
AMBER Alerts: Making a Difference

Accessible

Flexible

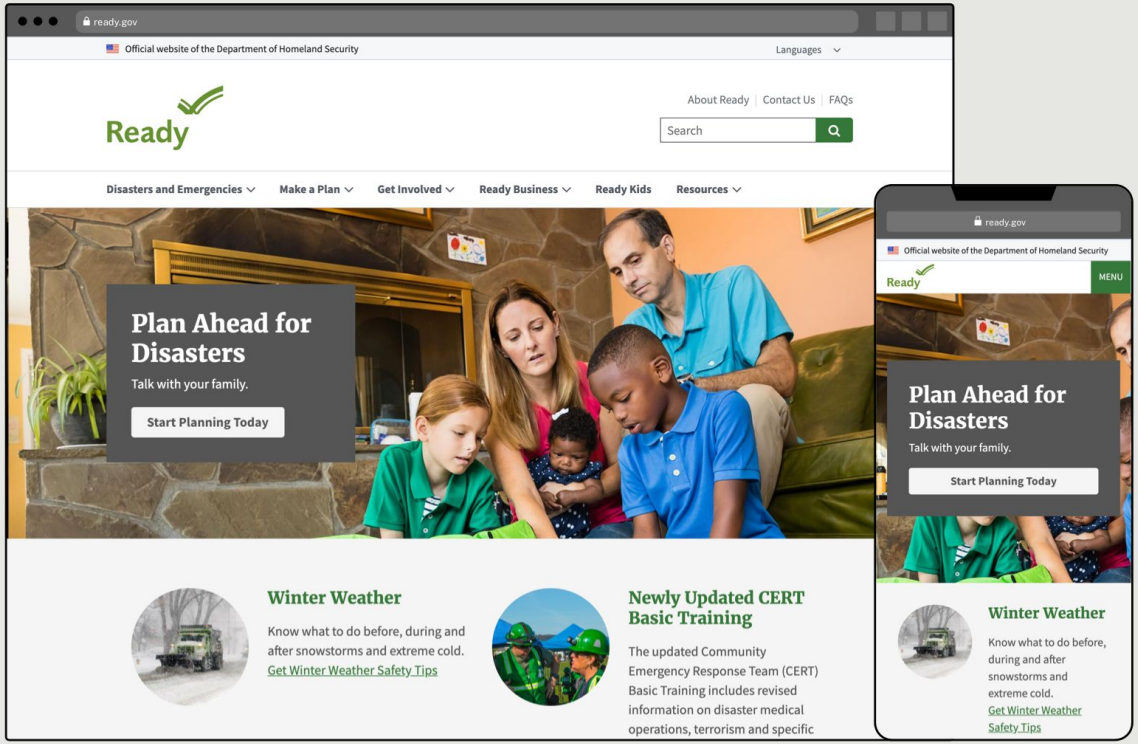


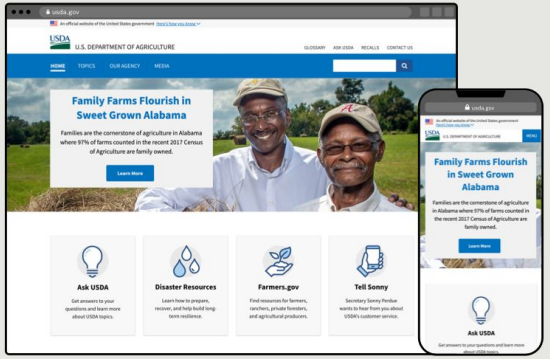


Accessible

Flexible

Mobile-first





Is USWDS required?
Yes. And...

21st Century IDEA
A brief introduction

digital.gov/topics/
21st-century-idea

What is 21st Century IDEA?

§3 Website modernization

§4 Digitization of services and forms

§5 Electronic signatures

§6 Improved user experience and service delivery

§7 Standardization

21st Century IDEA requirements for website modernization

1. Accessible
2. Consistent
3. Authoritative
4. Searchable
5. Secure
6. User-centered
7. Customizable
8. Mobile-friendly

Website standards

21st Century IDEA (P.L. 115-336 §3(e))

Compliance With United States Website Standards. Any website of an executive agency that is made available to the public after the date of enactment of this Act shall be in compliance with the website standards of the Technology Transformation Services of the General Services Administration.

Website standards

designsystem.digital.gov/website-standards

Agencies should use the U.S. Web Design System maturity model to deliver a great digital experience:

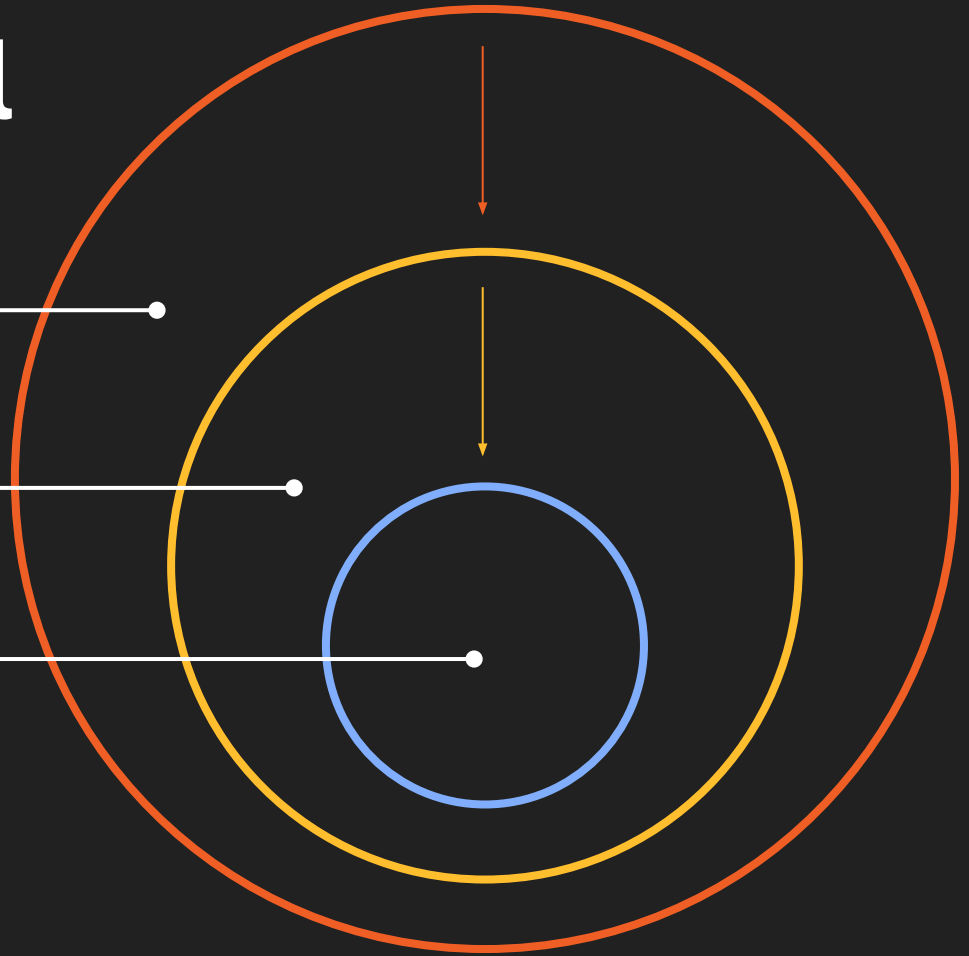
1: Integrate design principles.

2: Follow user experience guidance.

3: Use USWDS code.

Agencies should adopt the U.S. Web Design System incrementally, and prioritize implementation to align with the priorities identified in their modernization plans and 21st Century IDEA reports.

Maturity model



1 Principles

2 Guidance

3 Code

designsystem.digital.gov/
maturity-model

Integrate design principles

Support and reflect the guidance codified in 21st Century IDEA

- Start with real user needs.
- Earn trust.
- Embrace accessibility.
- Promote continuity.
- Listen.

Design principles

Start with real user needs.

Real user needs inform design decisions.

Test your assumptions early and often.

Include real people in the design process from the beginning.

Design principles

Earn trust.

Trust has to be earned every time.

Understand and meet expectations.

Be reliable, consistent, and honest.

Be a good steward of your audience's data, resources, and time.

Design principles

Embrace accessibility.

Make it personal.

Standards are only the beginning.

Design broadly and generously.

Design principles

Promote continuity.

Continuity not uniformity.

Continuity between sites and services.

Continuity throughout a service.

Continuity across devices.

Continuity over time.

Design principles

Listen.

Feedback makes the process work.

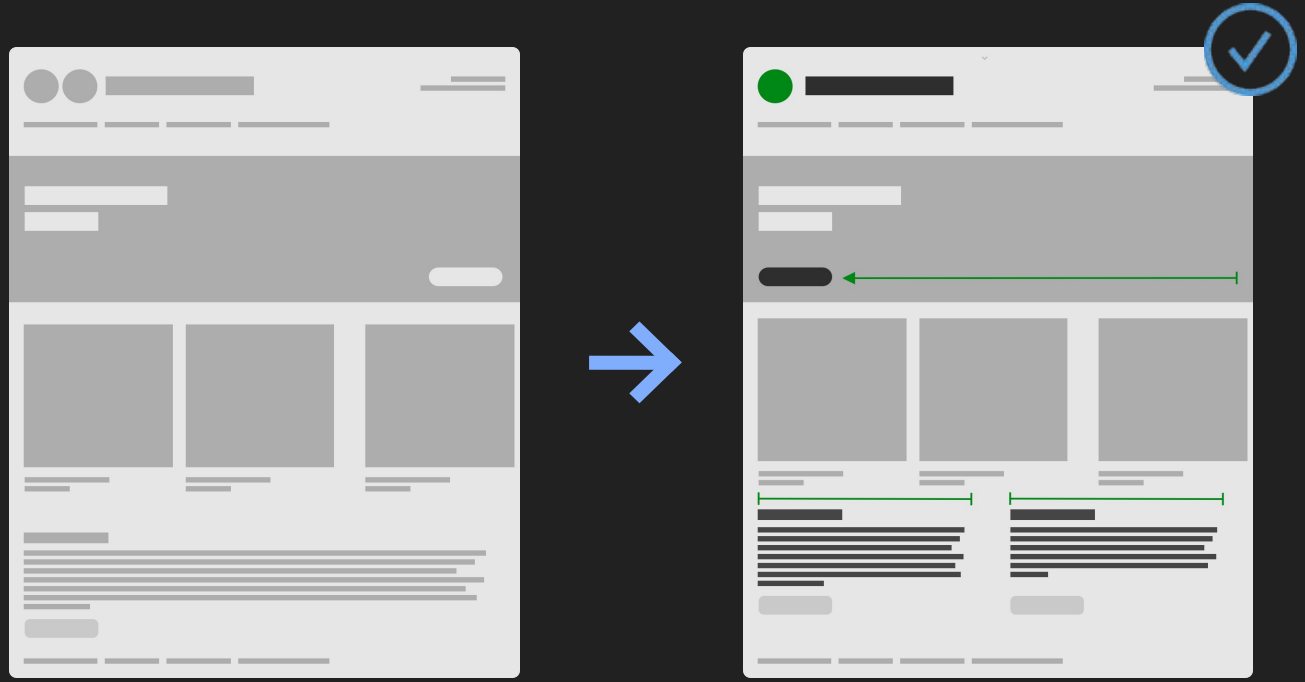
Be open and share.

Listen to data. Design with data.

Be proactive.

Follow UX guidance

Assure that components do what users expect



USWDS
Button guidance

designsystem.digital.gov/components/button/

Usability guidance

Use standard buttons for actions that go a next step.

Use outline buttons for actions that happen on the current page.

Give an important action a distinctive style. Style the button most users should click in a way that distinguishes it from other buttons on the page. Try using the `usa-button--big` variant or the most visually distinct color variant.

Make sure buttons look clickable. Use color variations to distinguish static, hover, and active states.

Avoid using too many buttons on a page.

Use sentence case for button labels.

Keep button text short. Button text should be as short as possible with action words that clearly explain what will happen when the button is selected (for example, `Download`, `View` or `Sign up`).

Lead with a verb. Make the first word of the button's text a verb. For example, instead of `Complaint filing` label the button `File a complaint`.

Icons can also be helpful. At times, consider adding an icon to signal

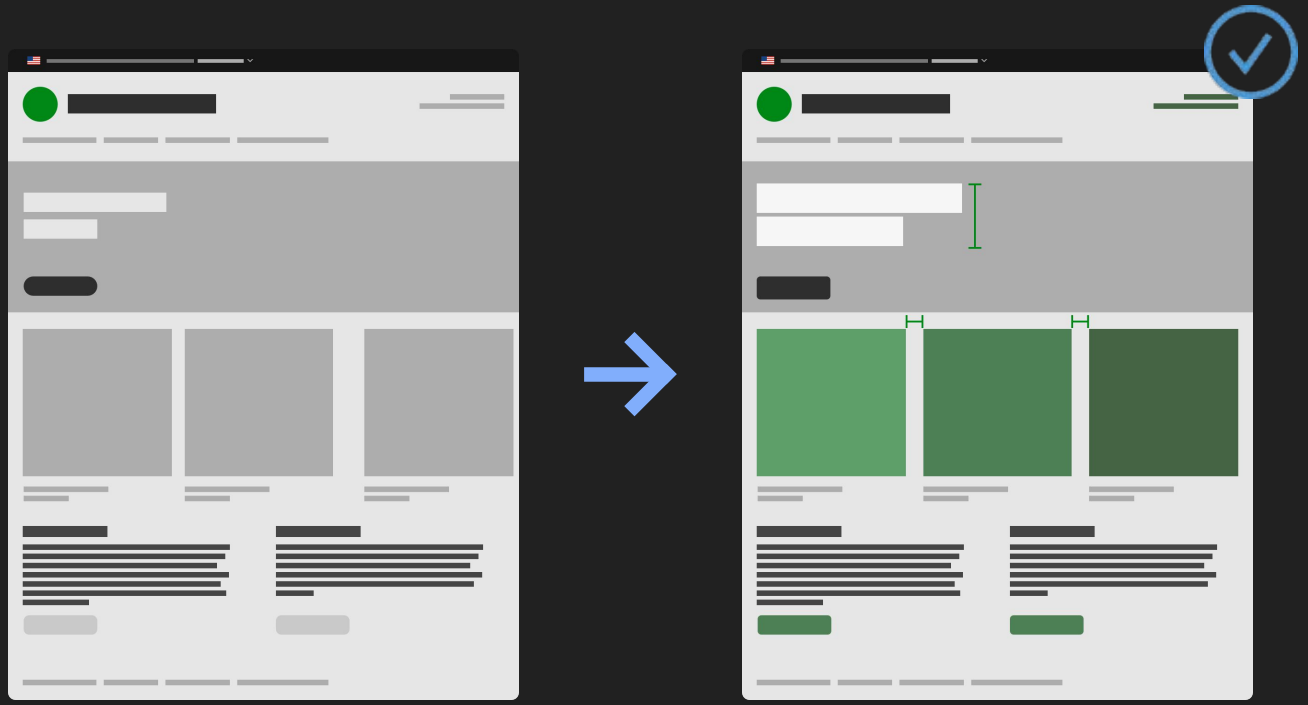
Use USWDS code

An accessible, mobile-friendly experience across government sites

Use USWDS code

Design tokens

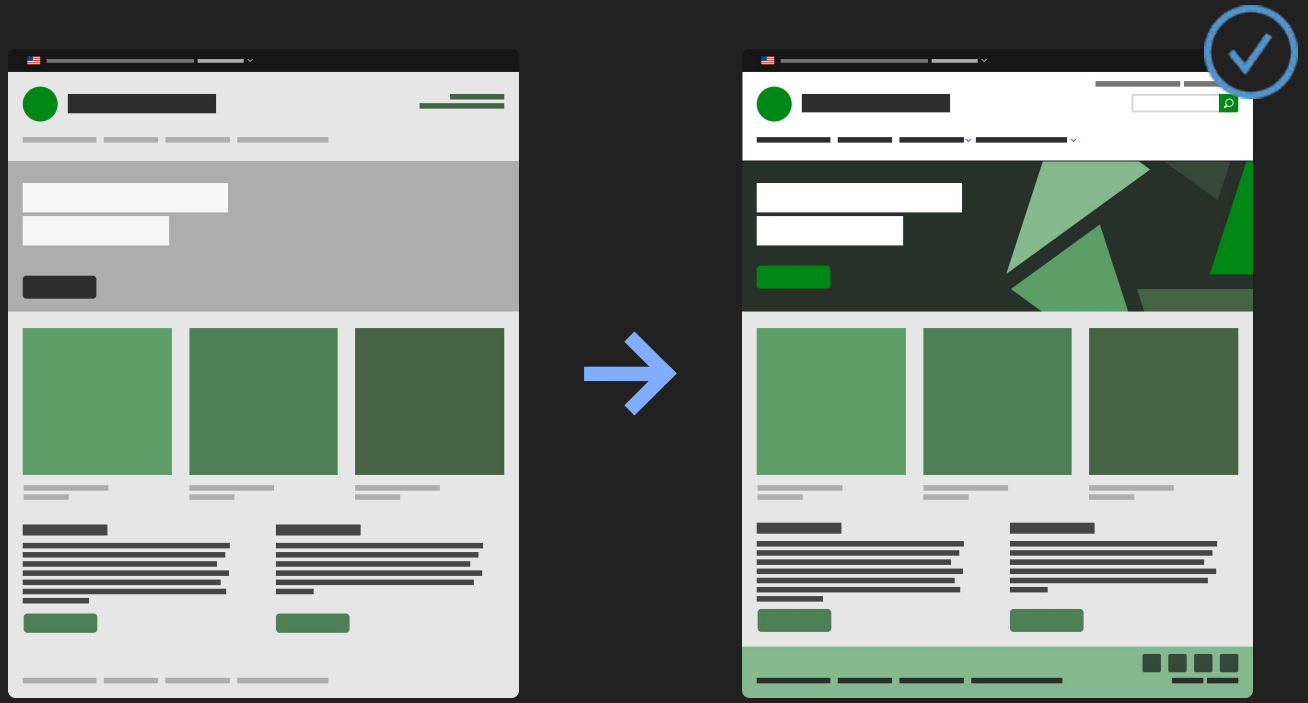
Common and consistent elements of color, spacing, and typography



Use USWDS code

Components

Pre-built, default elements that make up government websites



Component

Component

Component

Hat token

Eyes token

Nose token

Mouth token

Ear token

Mustache token

Arm token

Leg token

Component

No styling

Component

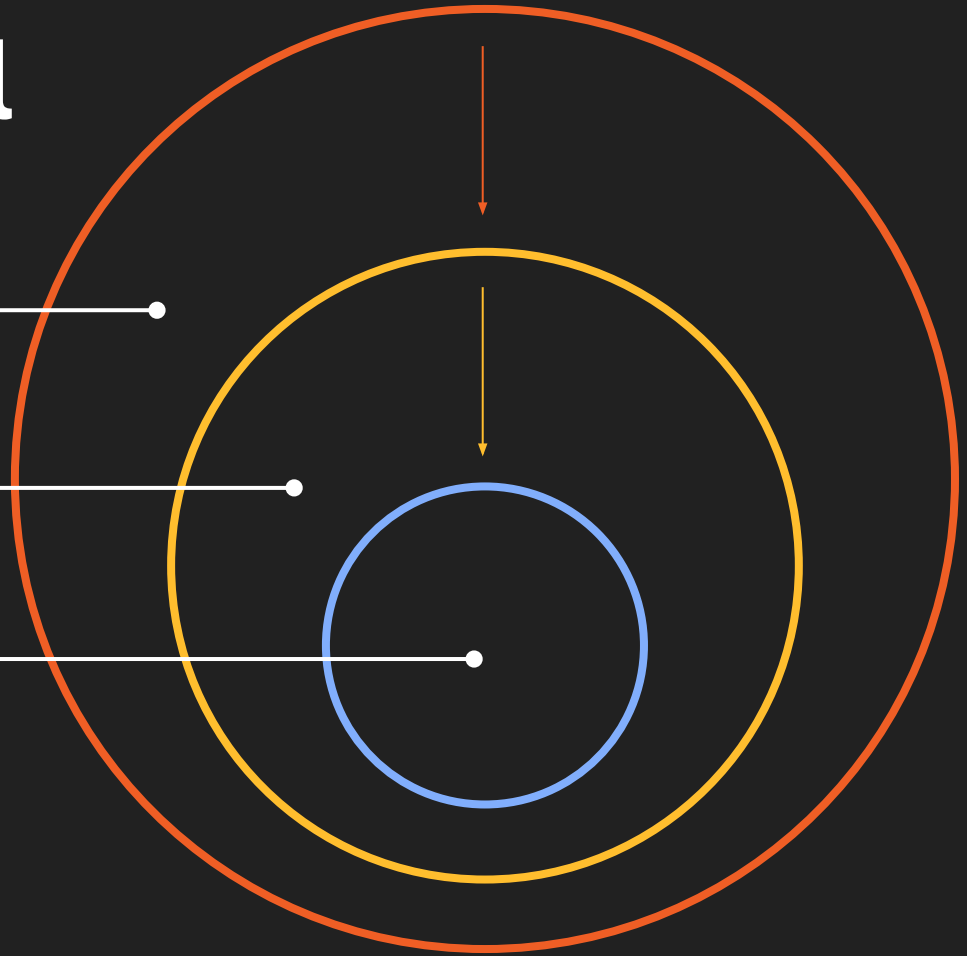
Not following UX guidance

Maturity model

1 Principles

2 Guidance

3 Code



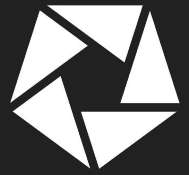
designsystem.digital.gov/
maturity-model

Learn more about USWDS

Attend our monthly calls.
The third Thursday of every month at 1:30–2:30 ET
See digital.gov/events to attend

Join our public Slack channel.
#uswds-public Slack channel
See digital.gov/communities/uswds to join

Use USWDS.
See designsystem.digital.gov to get started



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U.S. Web Design System

A product of the U.S. General Services Administration

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