Australian Government
Digital Transformation Agency

Reinventing the Style Manual

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Product Owner, Style Manual

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The story so far…

Simple, clear and fast digital products and services

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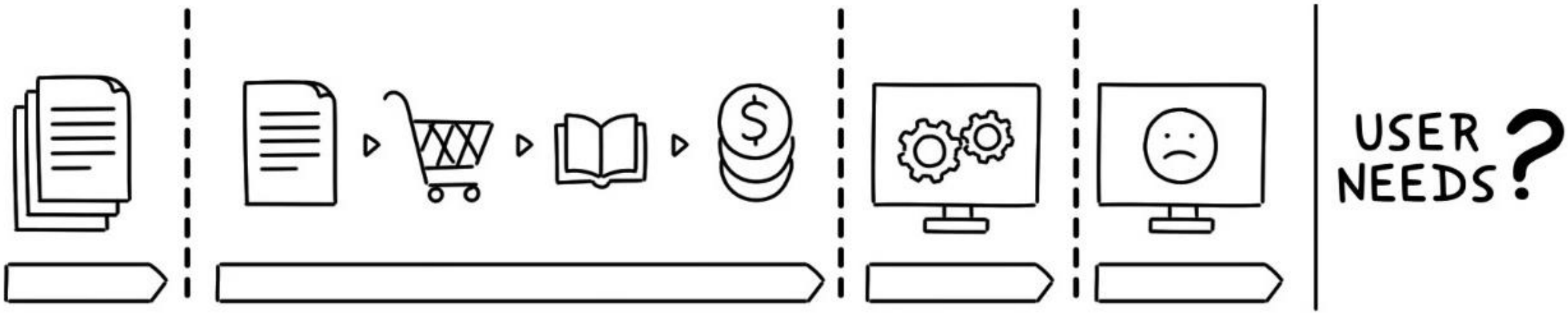
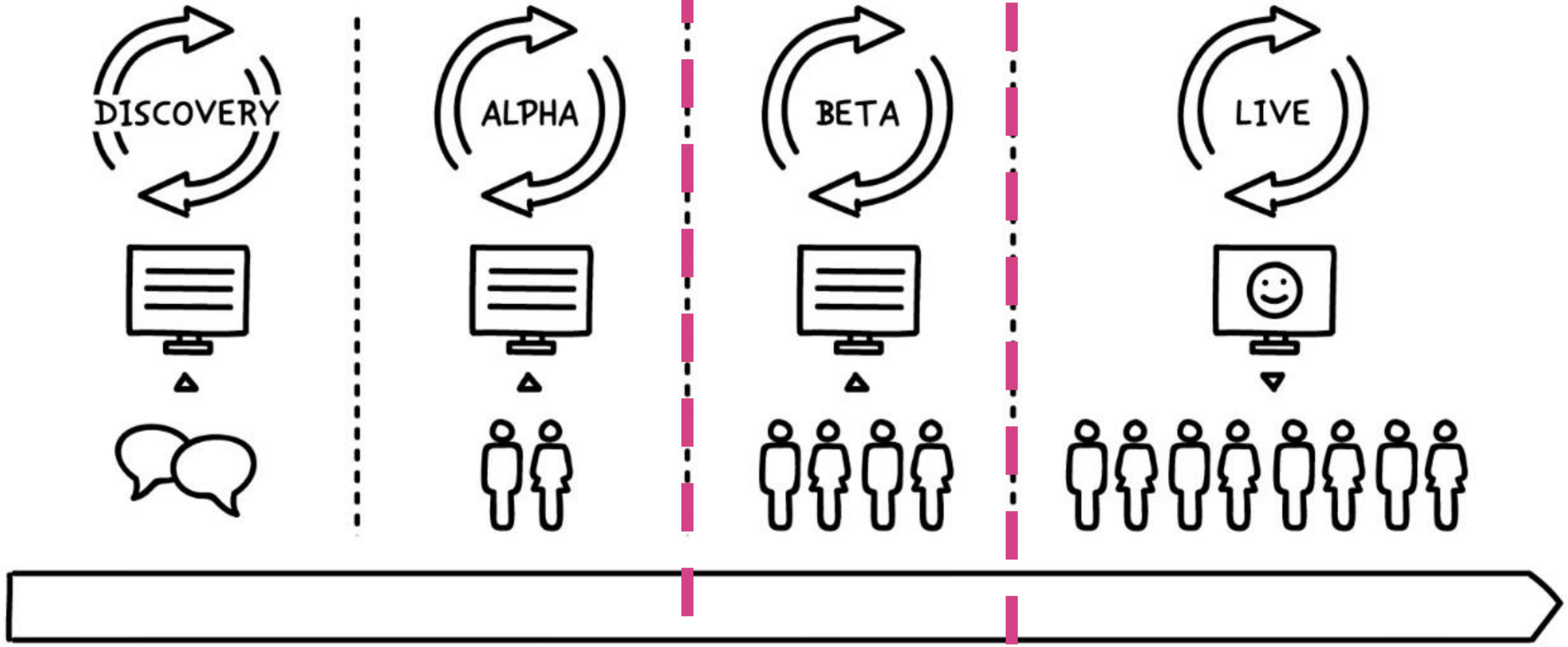

USER
NEEDS?



Explore the problem

Create prototypes and test hypotheses

Build and test the service

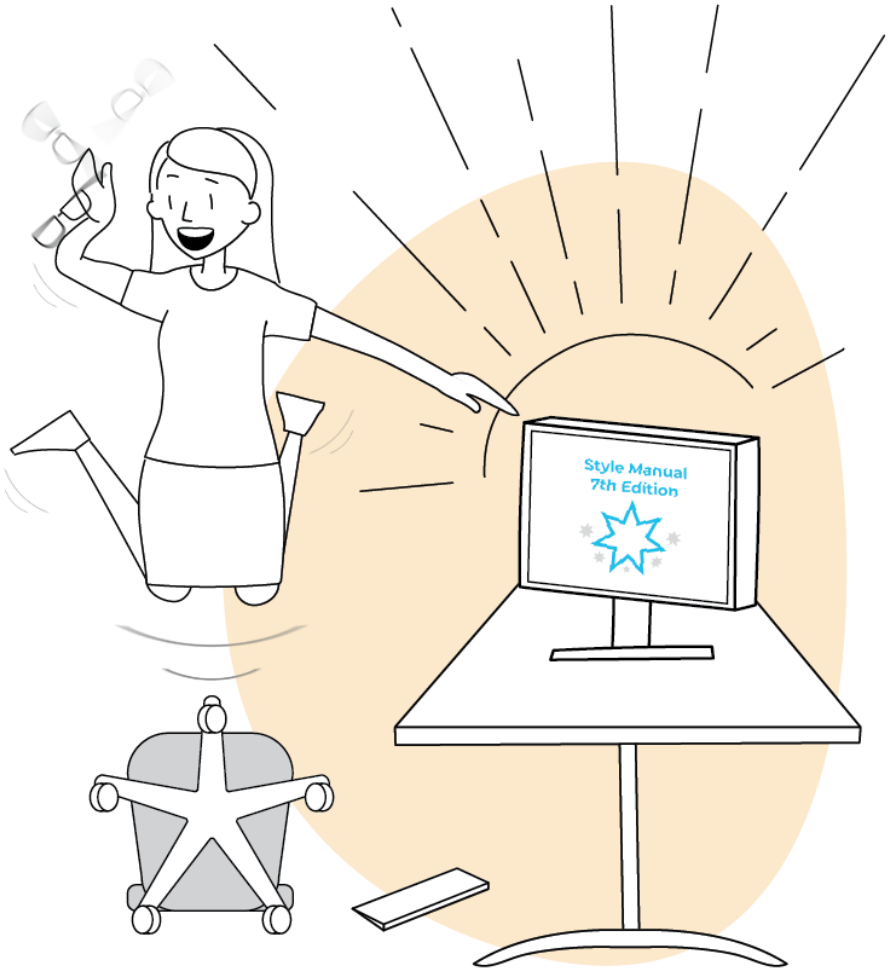
We are here

Improve the service

Style Manual user types

All-round wordsmith

‘I don’t use this often, but when I do, it‘s gold!’



All-round wordsmith

Role: Comms, content design

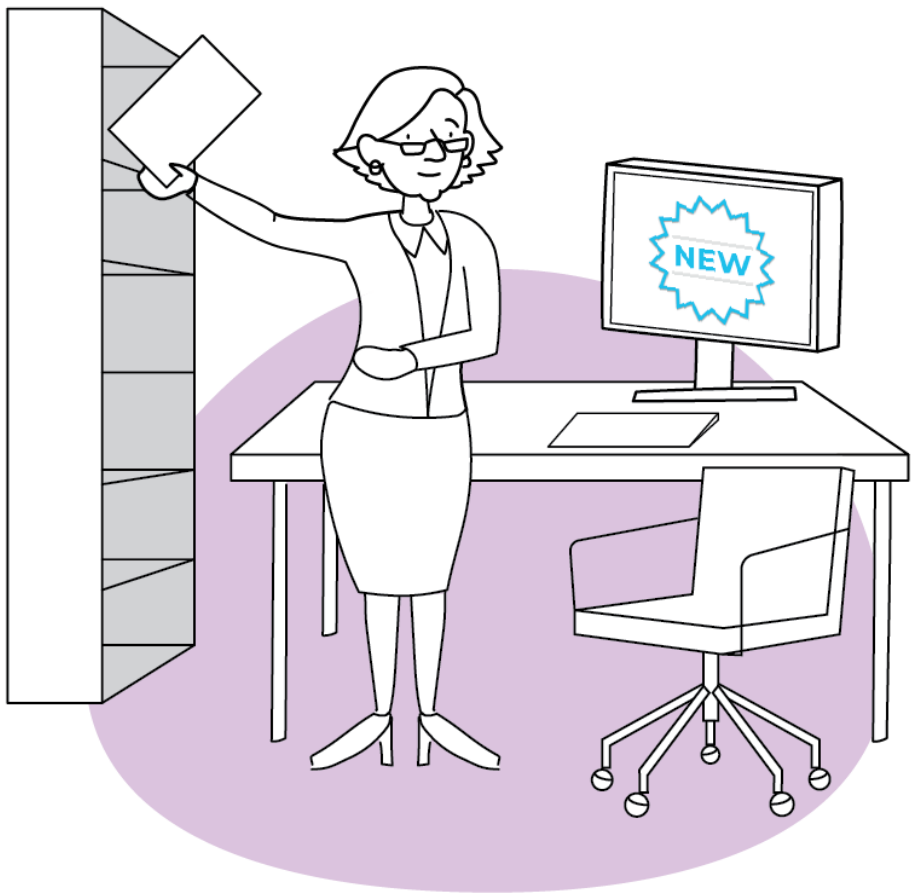
The *Style manual* is: A safety net

Writing/editing expertise:	low	high
Interest in context:	low	high
Breadth of usage:	narrow	broad
Usage frequency:	low	high
Format preference:	digital	print

Style Manual user types

Language pro

‘I have a strong passion for language and correct usage’



Language pro

Role: Professional editor

The *Style manual* is: An ally

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Writing/editing expertise: low — high

Interest in context: low — high

Breadth of usage: narrow — broad

Usage frequency: low — high

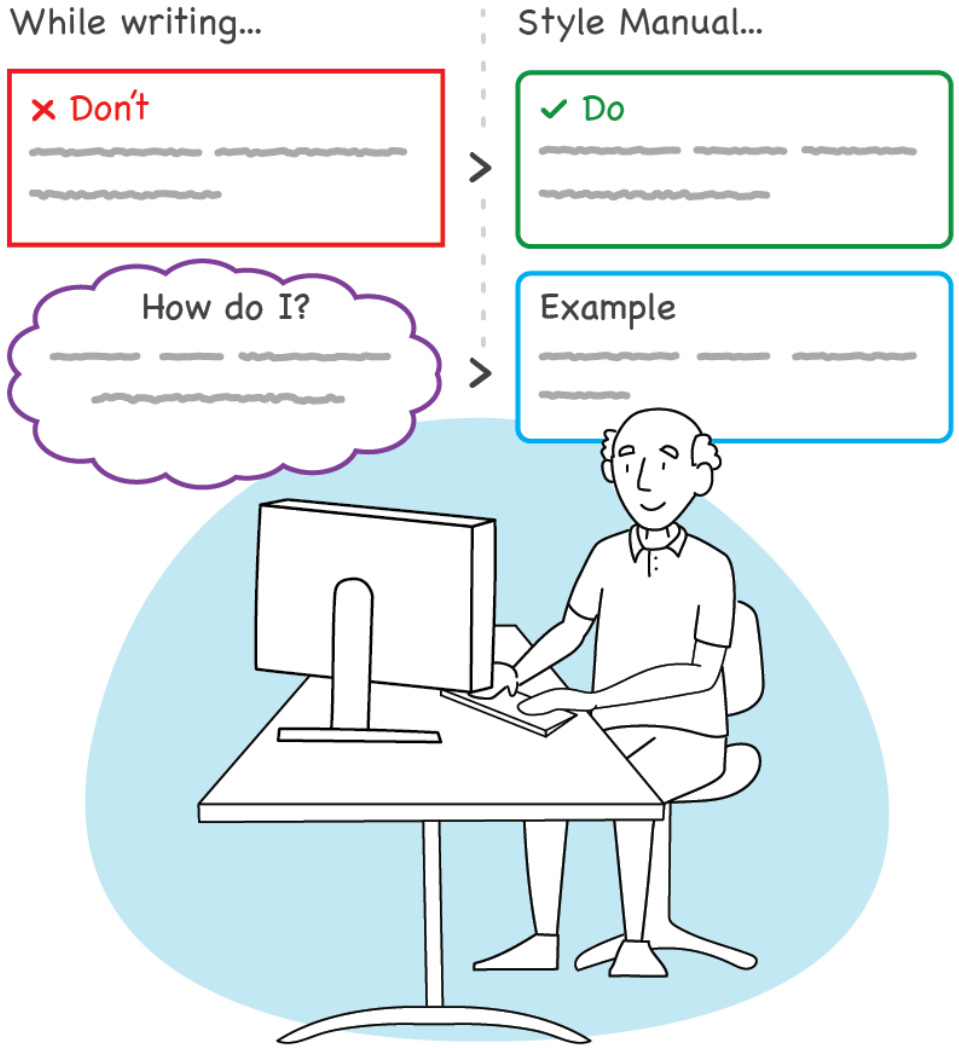
Format preference: digital — print

OFFICIAL

Style Manual user types

Rule seeker

'Just tell me what I need to do.'



Rule seeker

Role: Report writer, policy writer

The *Style manual* is: A tool

Writing/editing expertise:	low	high
Interest in context:	low	high
Breadth of usage:	narrow	broad
Usage frequency:	low	high
Format preference:	digital	print

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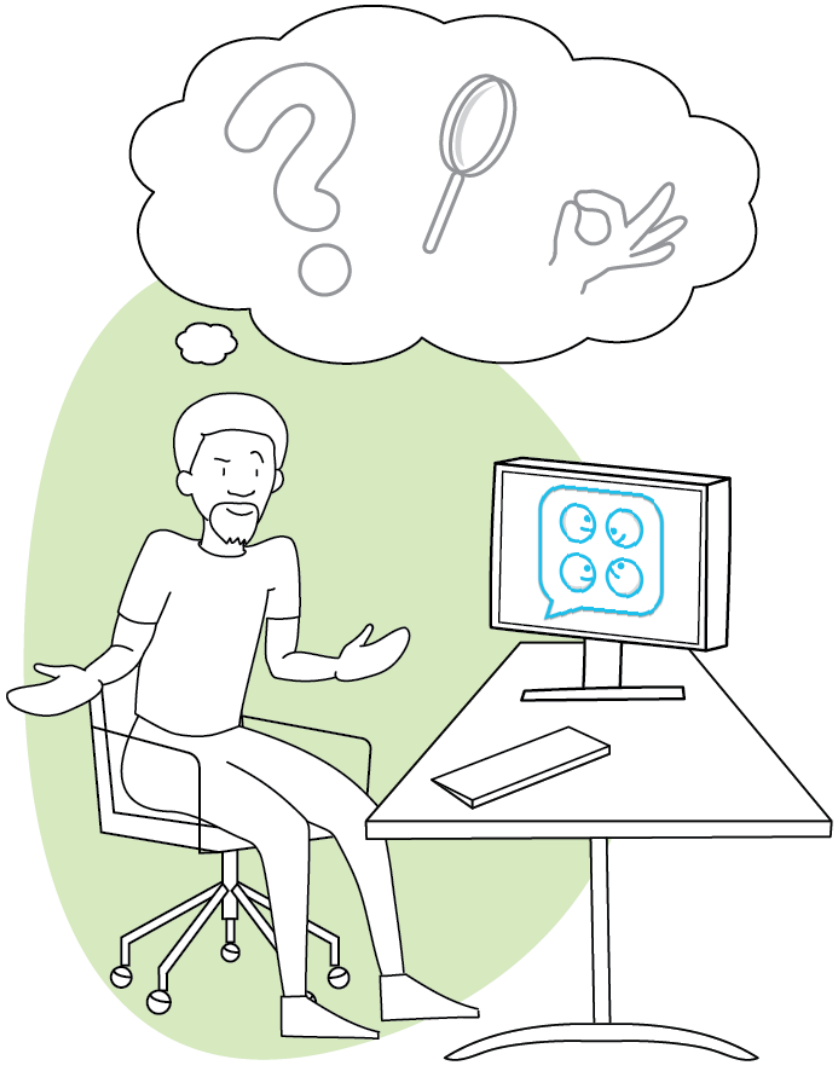
OFFICIAL

Style Manual user types

Newcomer

‘I need to know what I don’t know’



Newcomer

Role: Graduates, new to APS, new to writing/editing

The *Style manual* is: A textbook

Writing/editing expertise:	low	high
Interest in context:	low	high
Breadth of usage:	narrow	broad
Usage frequency:	low	high
Format preference:	digital	print

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User needs

Authority

Answers

Evidence

Emotional support

Pain points

Access

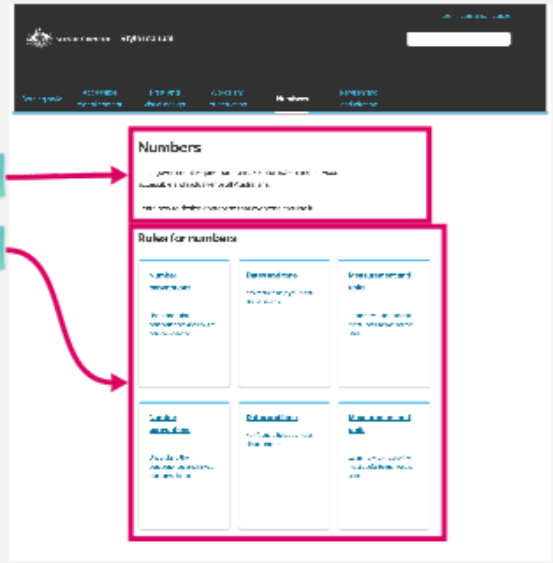
Findability

Content gaps

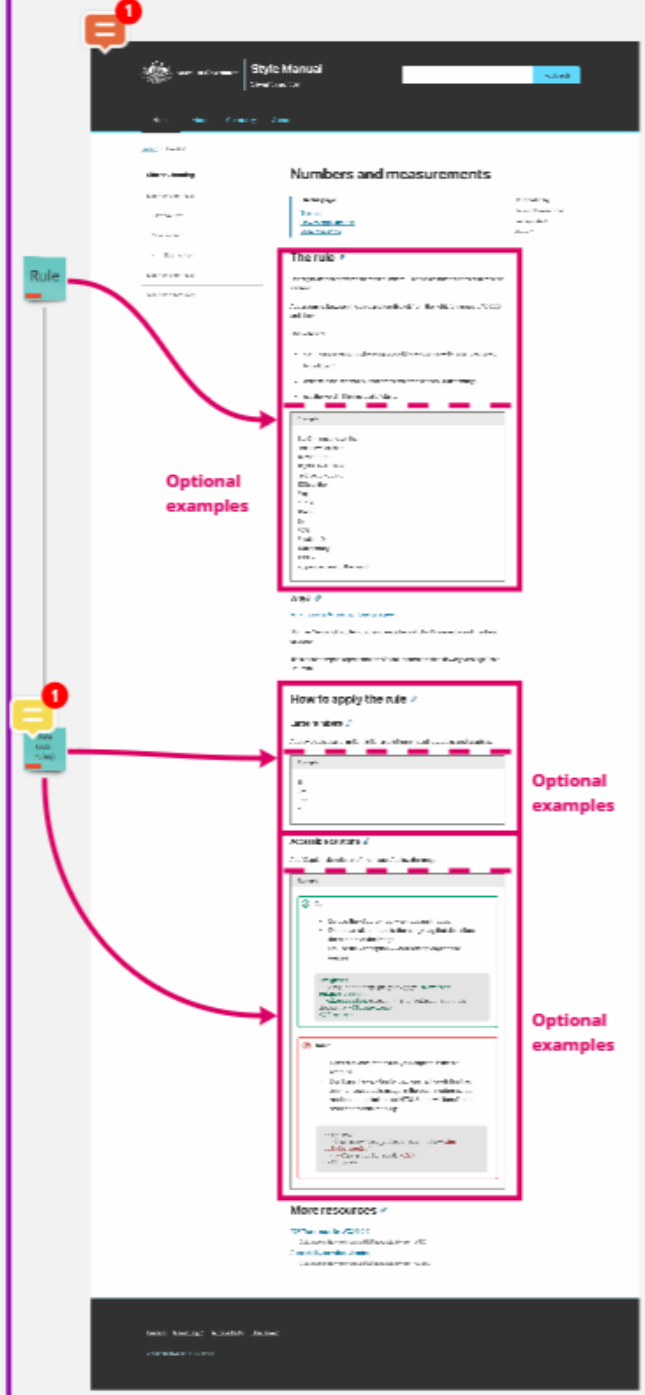
Grey areas

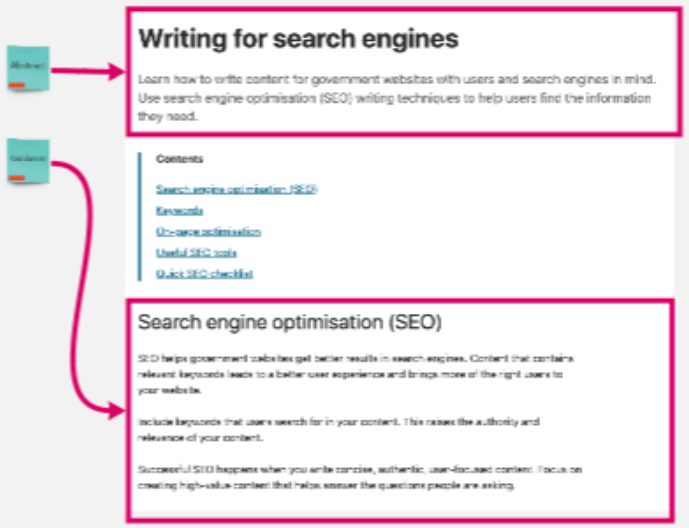
Personal preferences

Photo by Jason Blackeye on Unsplash



Design System
< Card components >





Alpha:
prototyping

Minimum viable product: Digital Style Manual

1. Iterate and build on Style Manual 6
2. Digital by default
3. Implementation support for agencies

Content partner – Ethos CRS

Show the thing