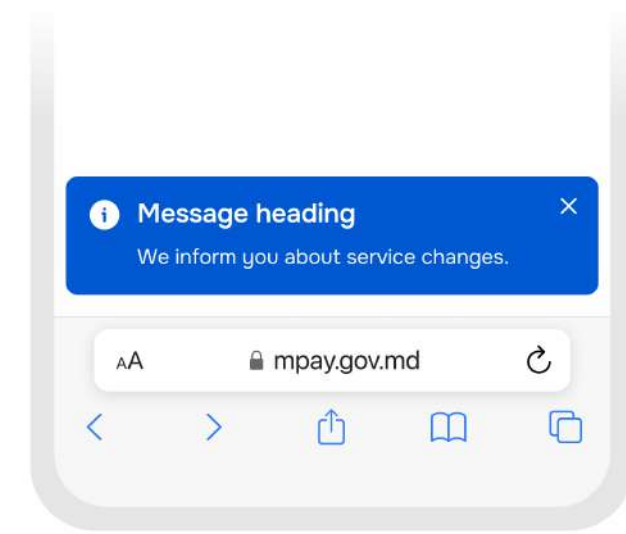
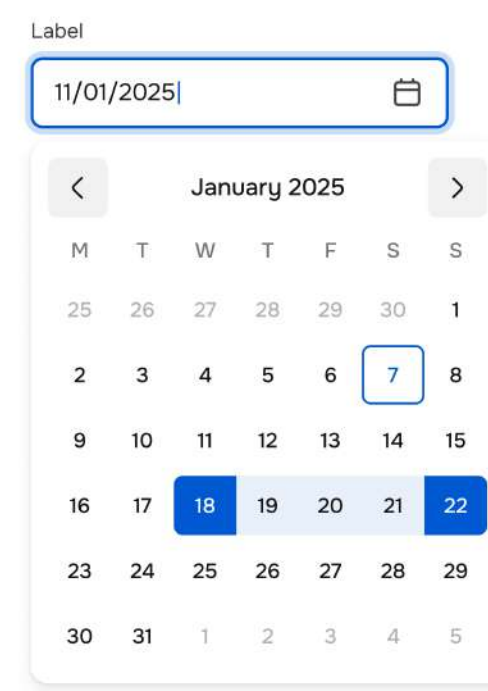
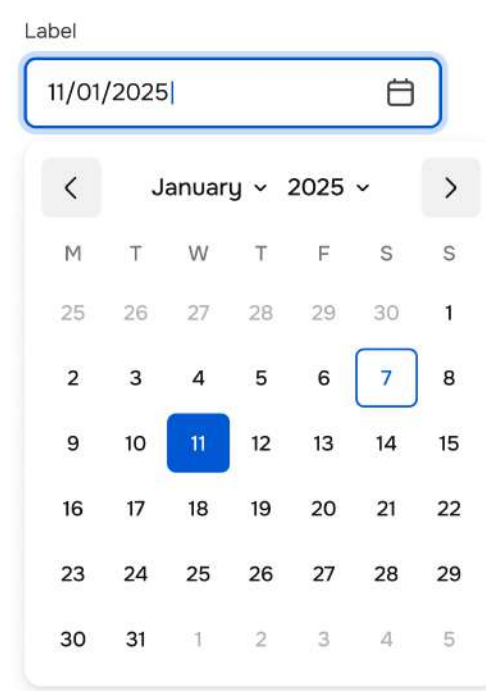
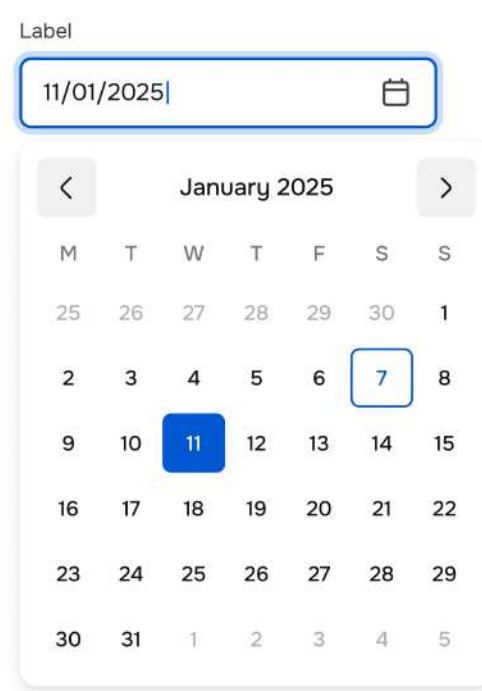


Salut din Chişinău, Hello Berlin

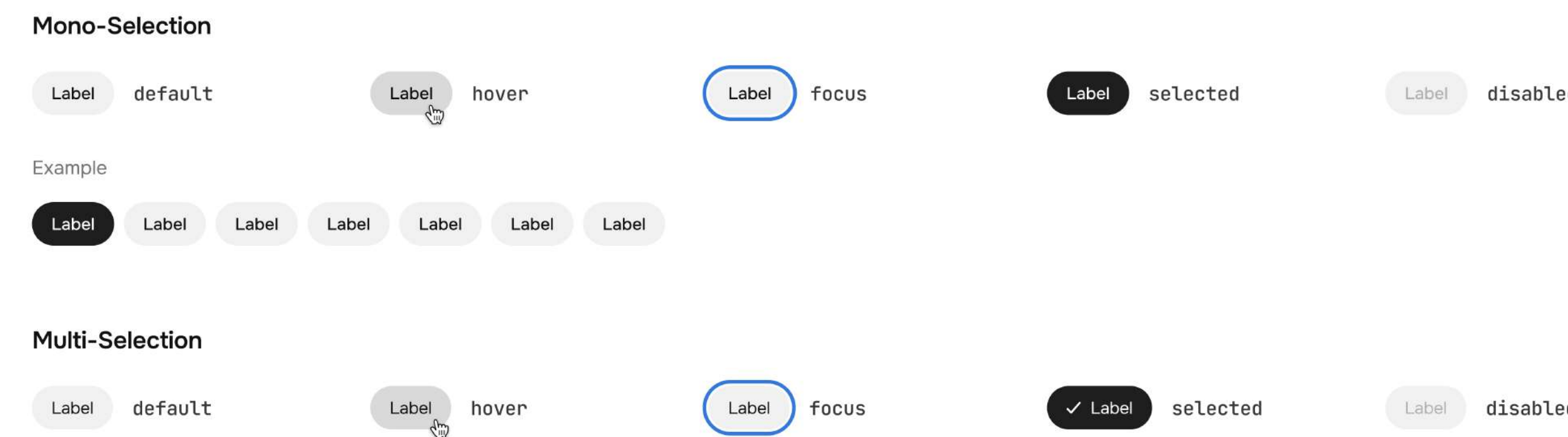
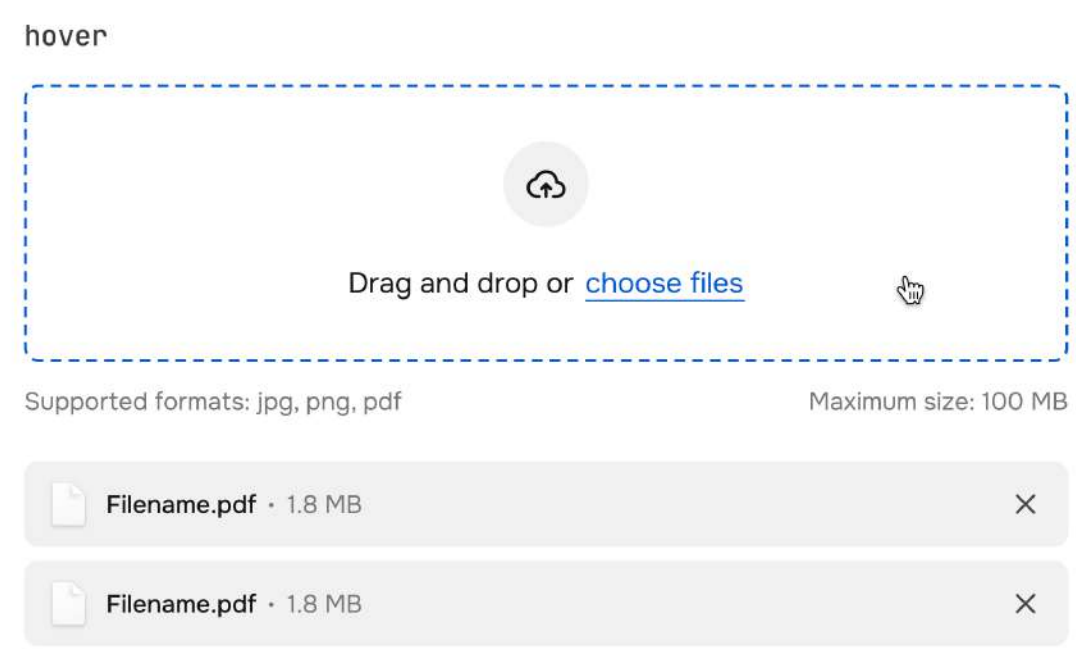
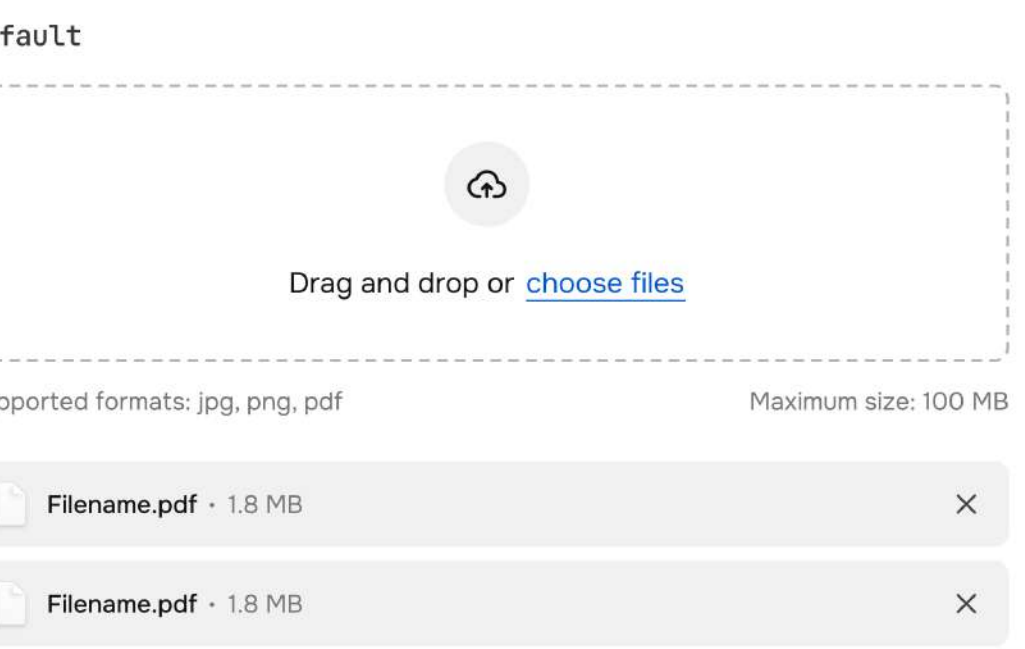
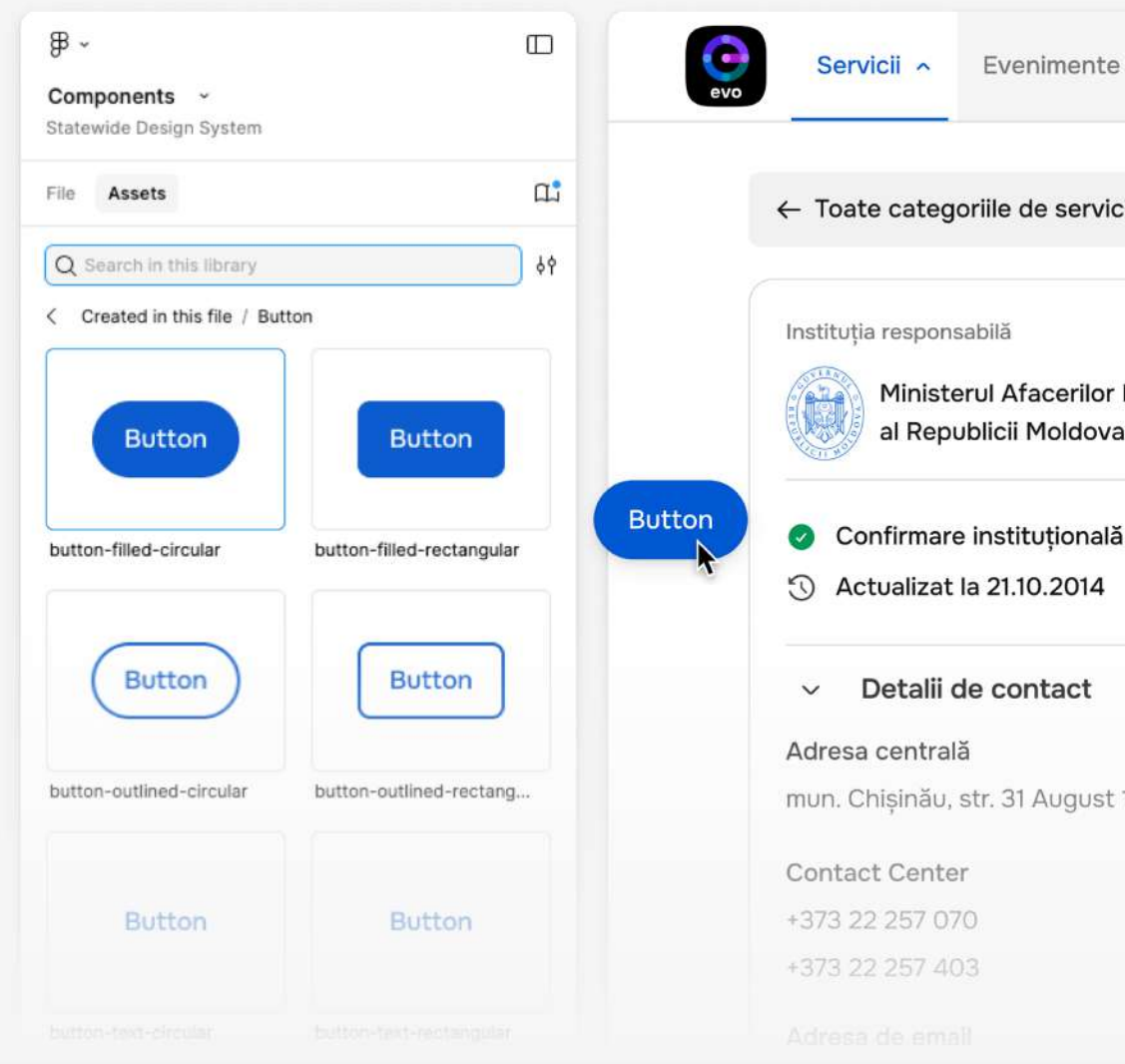
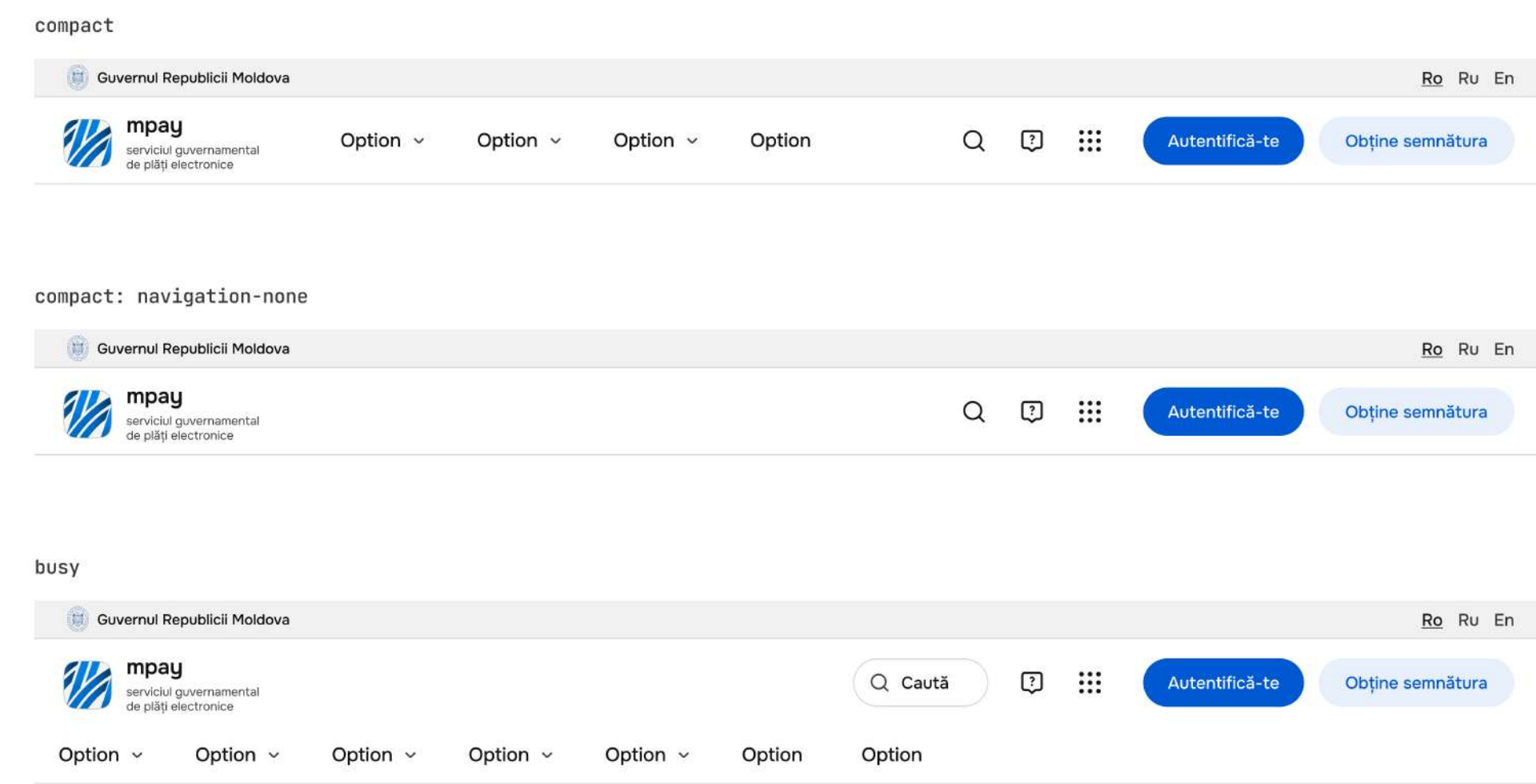
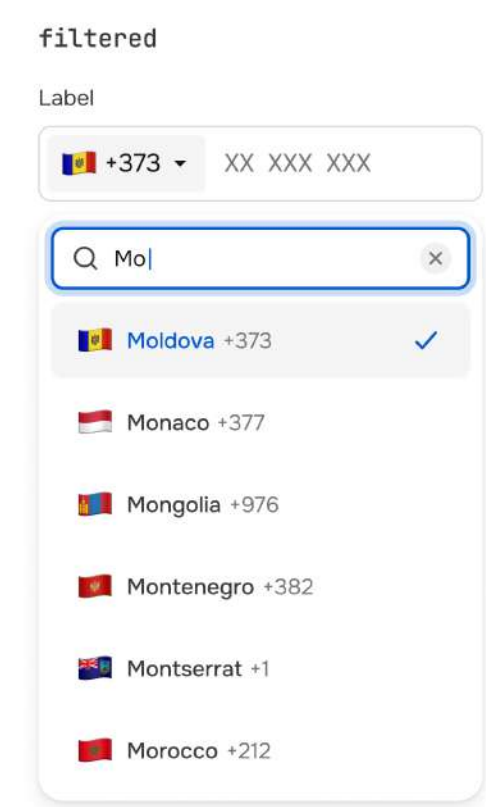
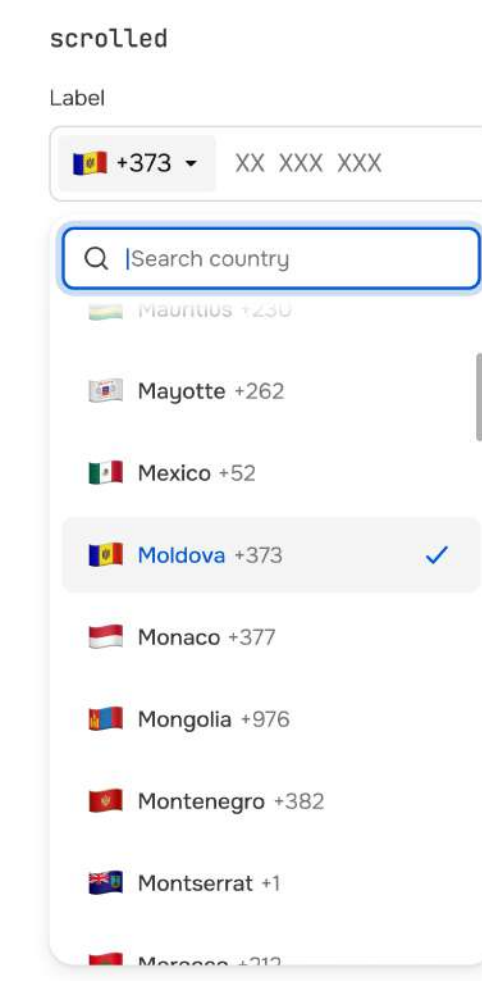
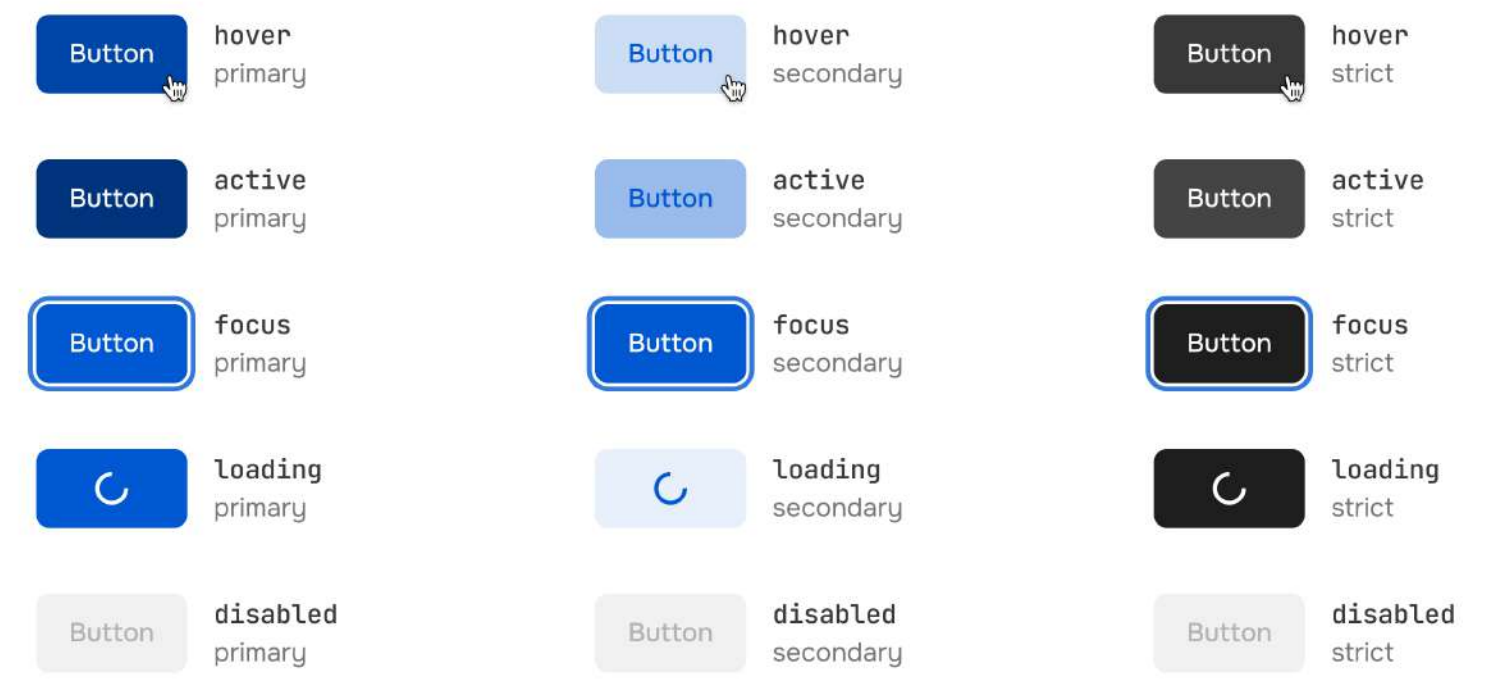
Nice to
meet you 🖐️



Moldovan
eGovernance
Agency



On mobile toasts appear at the bottom of the screen, above any persistent navigation or system UI.





Moldova's Legal Framework

 *Mandatory National Standard*



Moldovan
eGovernance
Agency

Ramona Ziemann

Head of Product & Experience Design



GOVERNMENT
OF REPUBLIC OF MOLDOVA



Ministry of Economic
Development and Digitalization
of the Republic of Moldova



- *Digital transformation orchestrator*
- *Developer of digital building blocks*
- *Citizen centric service delivery*
- *EUDI Wallet provider*
- *Standards & frameworks*
- *Research, development & innovation*



Moldovan
eGovernance
Agency

100%
Digital

100% Digital

By 2030

Mission

Building the Friendliest Digital State



100%
Digital

50 Shades of the same thing

Selectați...

IDNP* Nume* Prenume*

Serviciu*

Cazier judiciar

0201 0108 4467 5434 ⓘ

IDNP

Nume/prenume plătitor

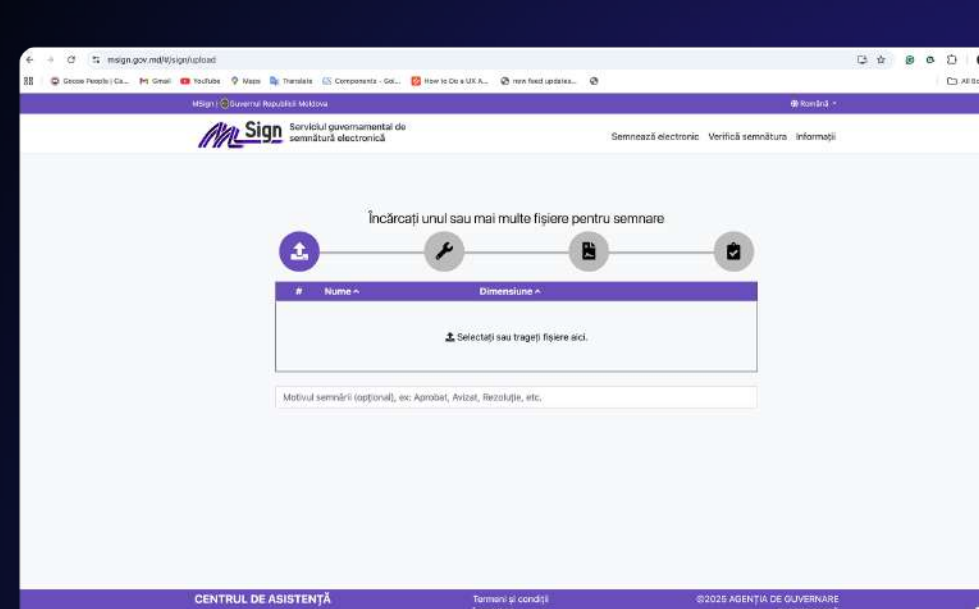
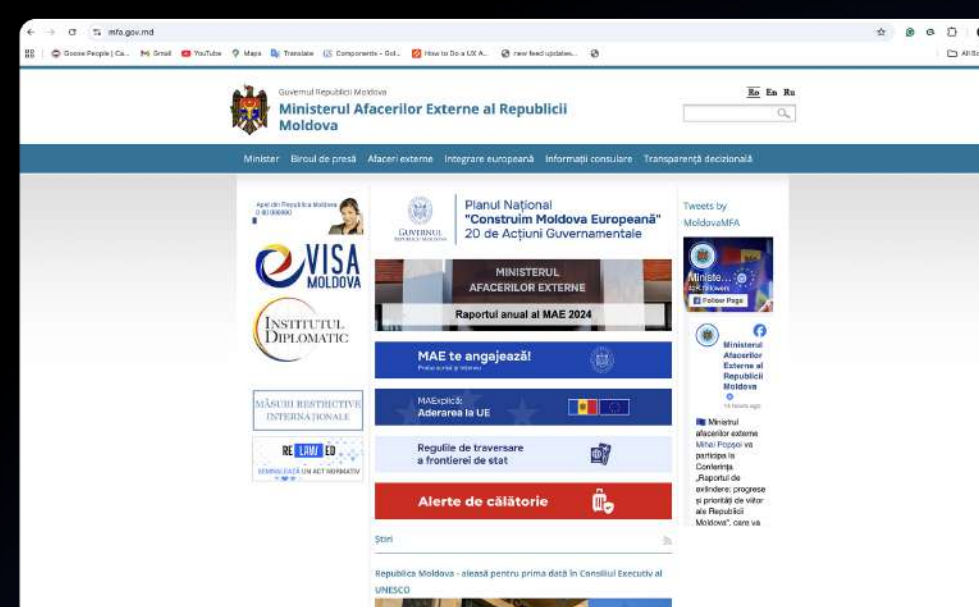
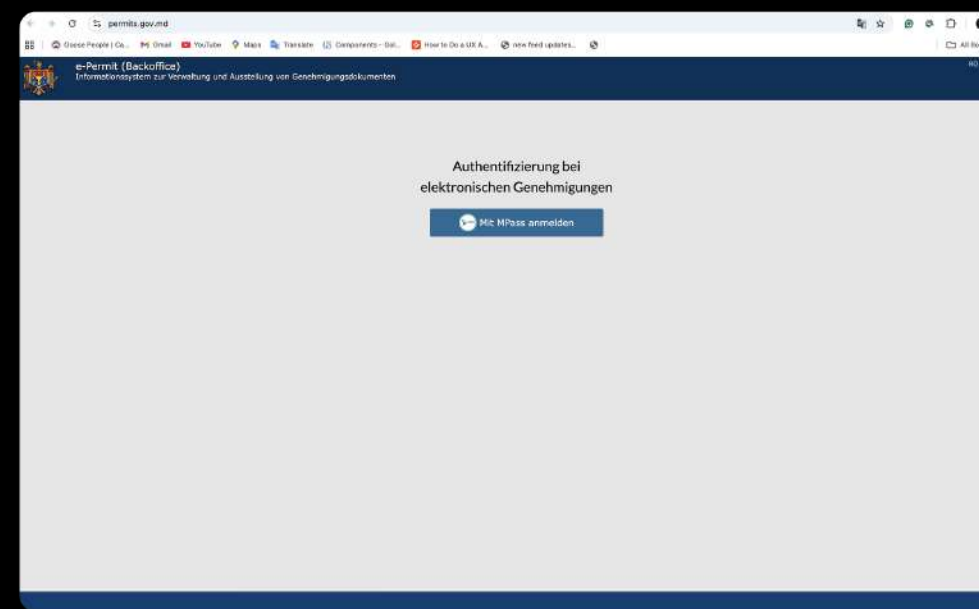
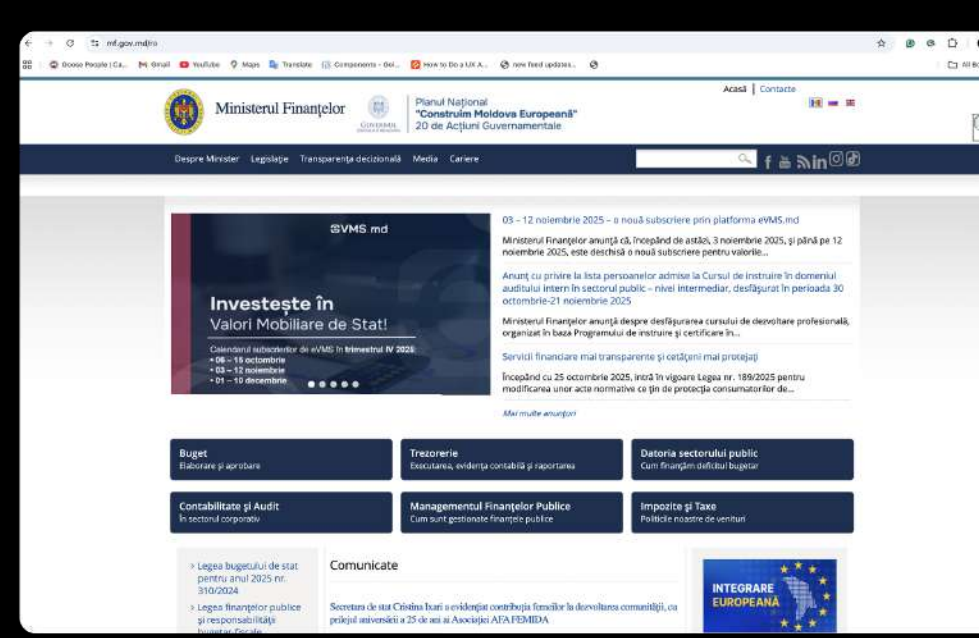
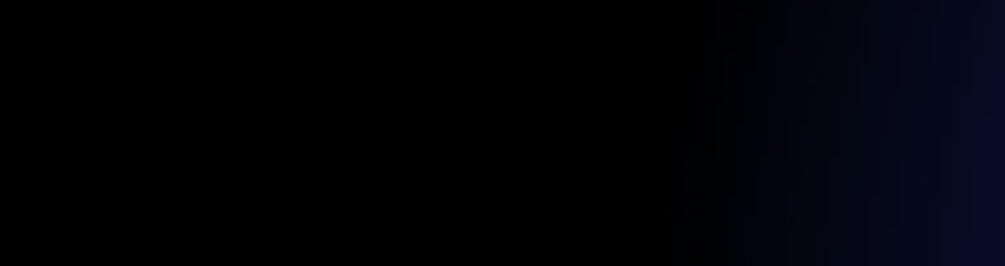
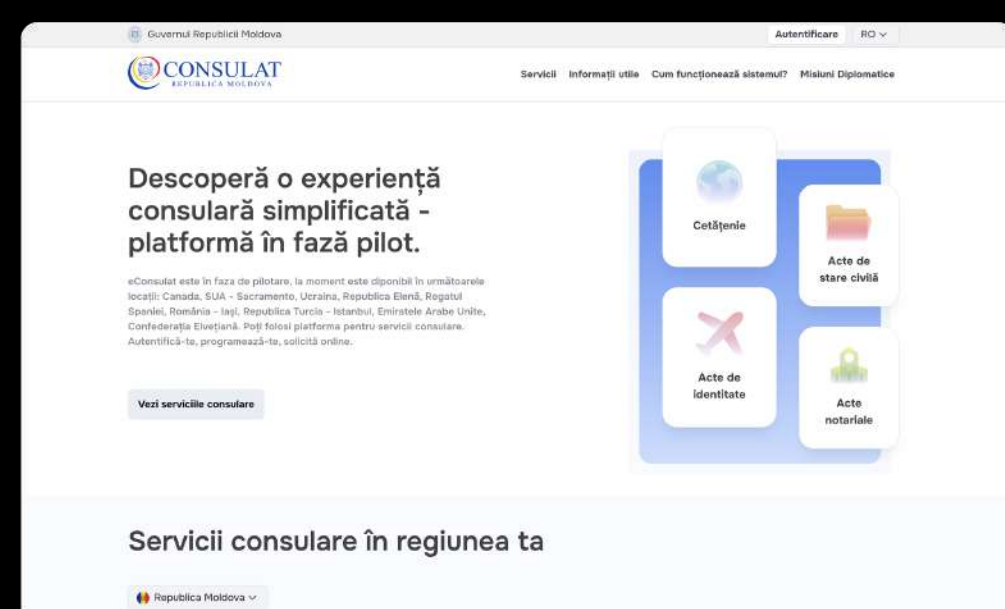
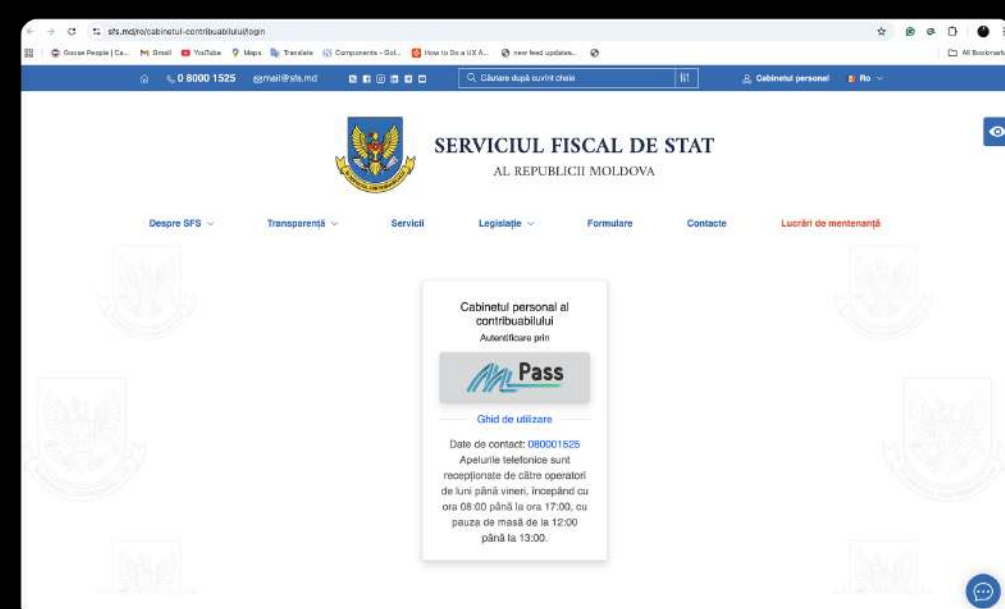
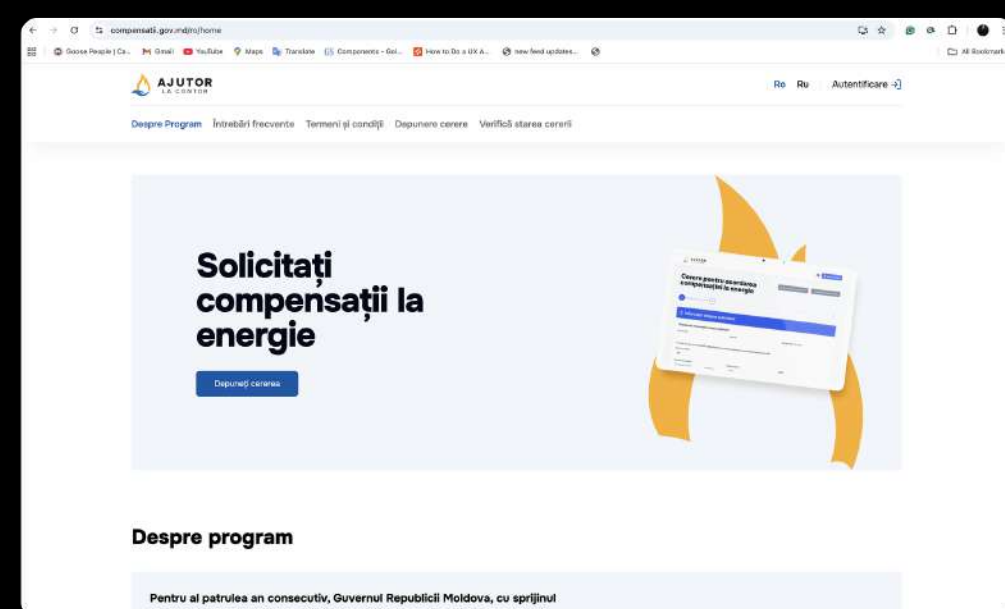
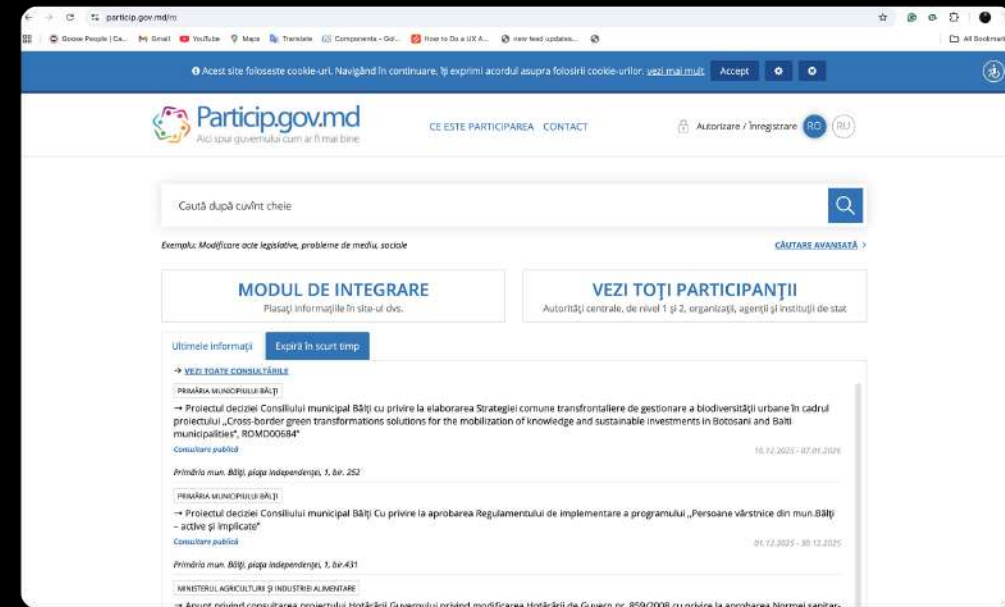
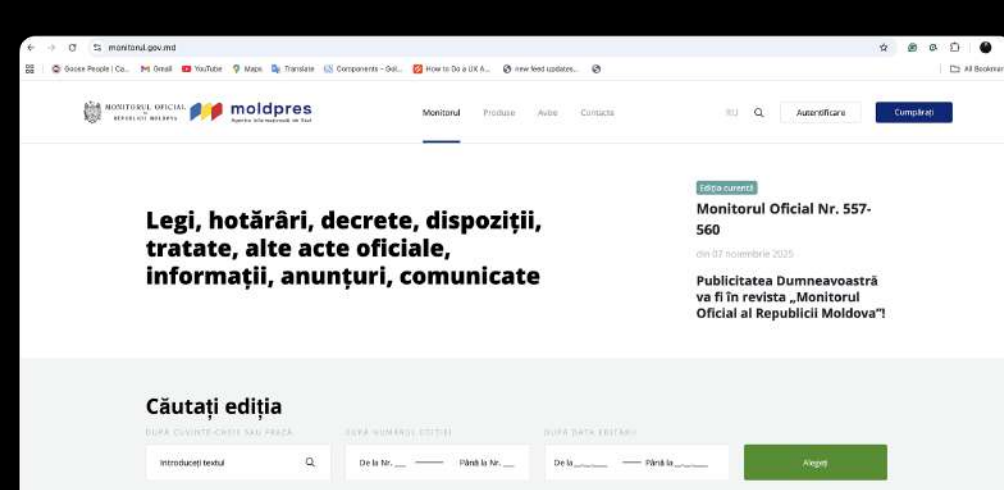
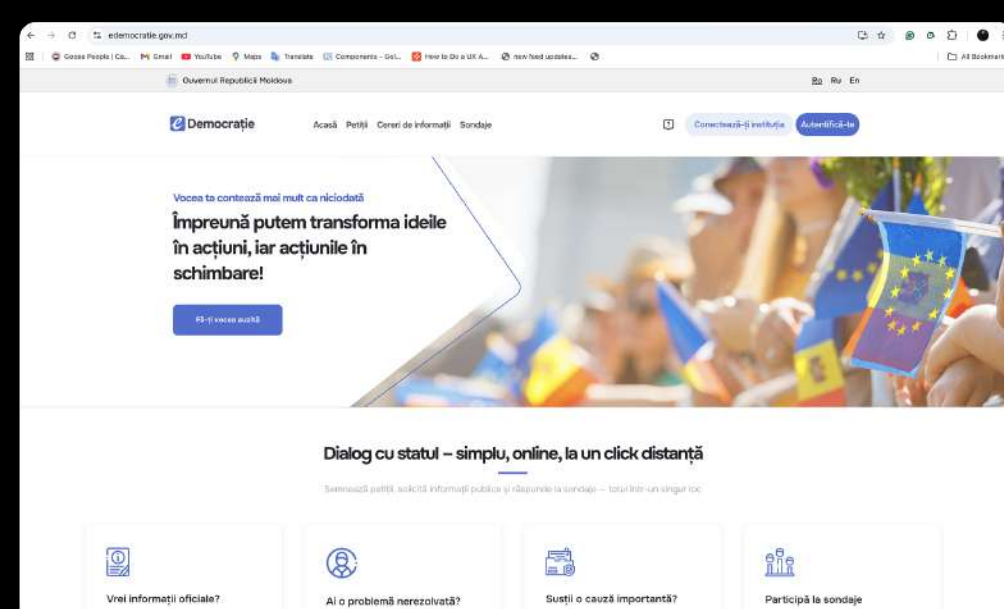
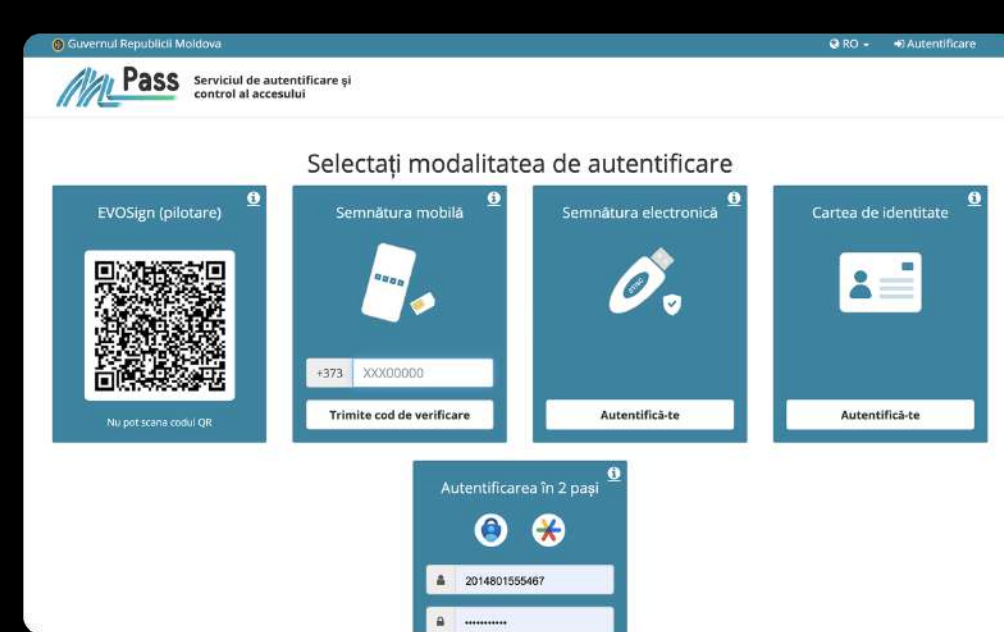
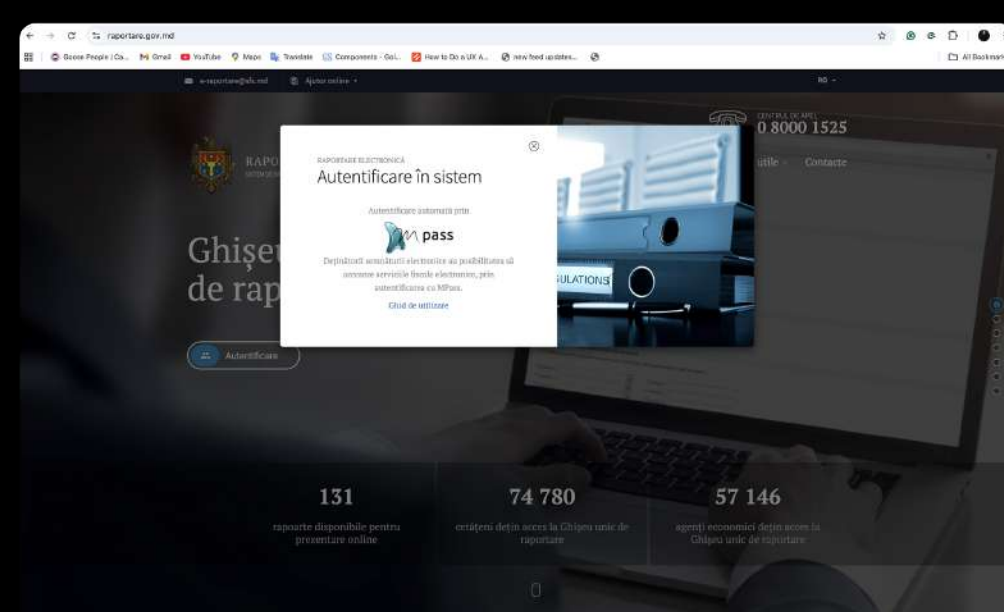
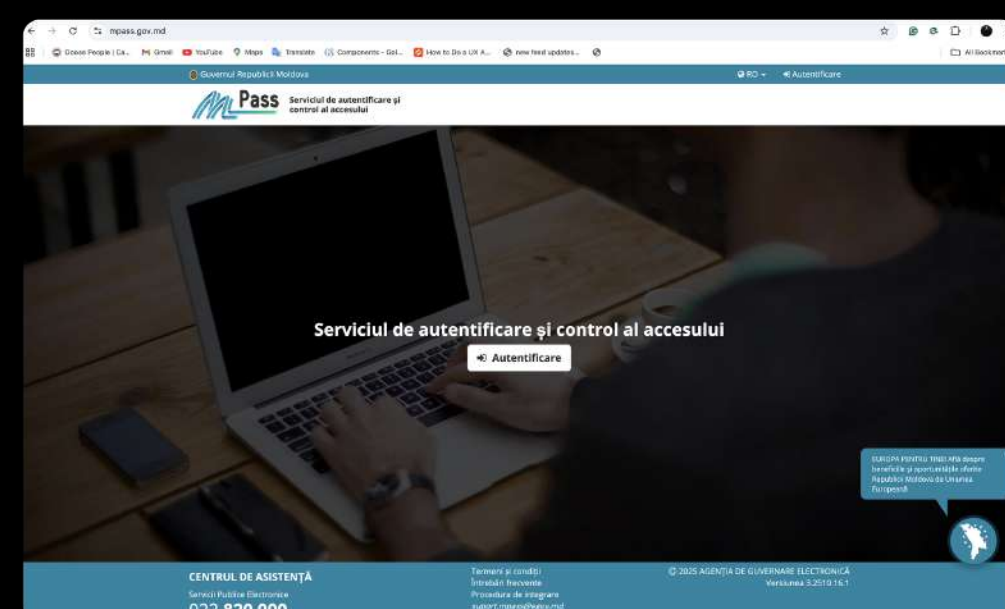
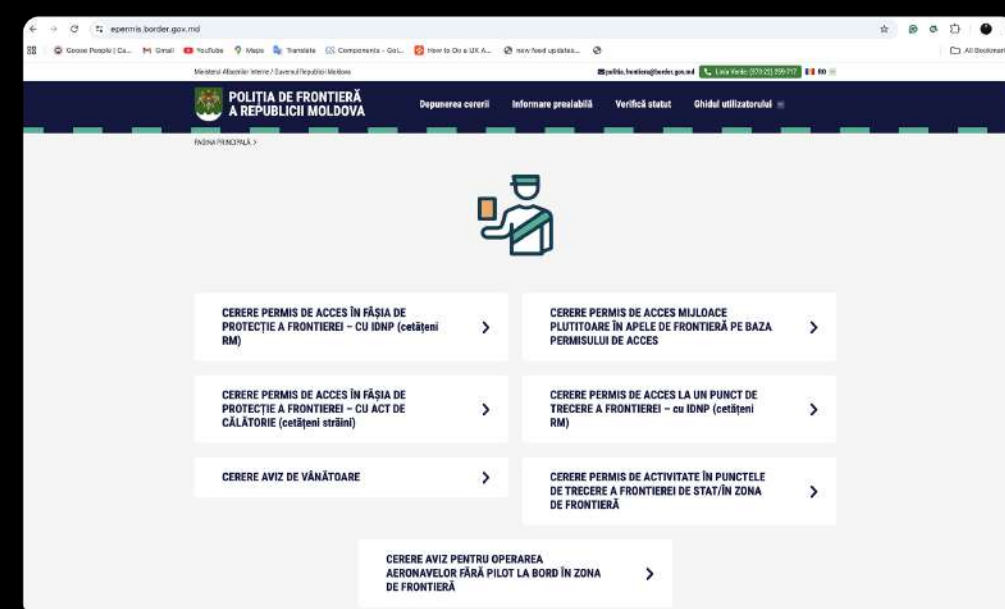
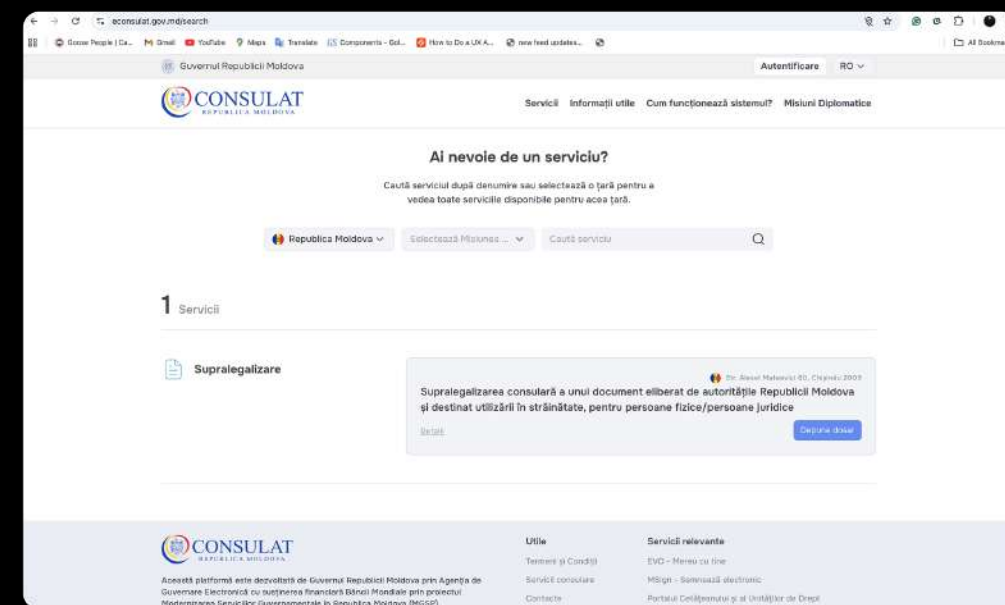
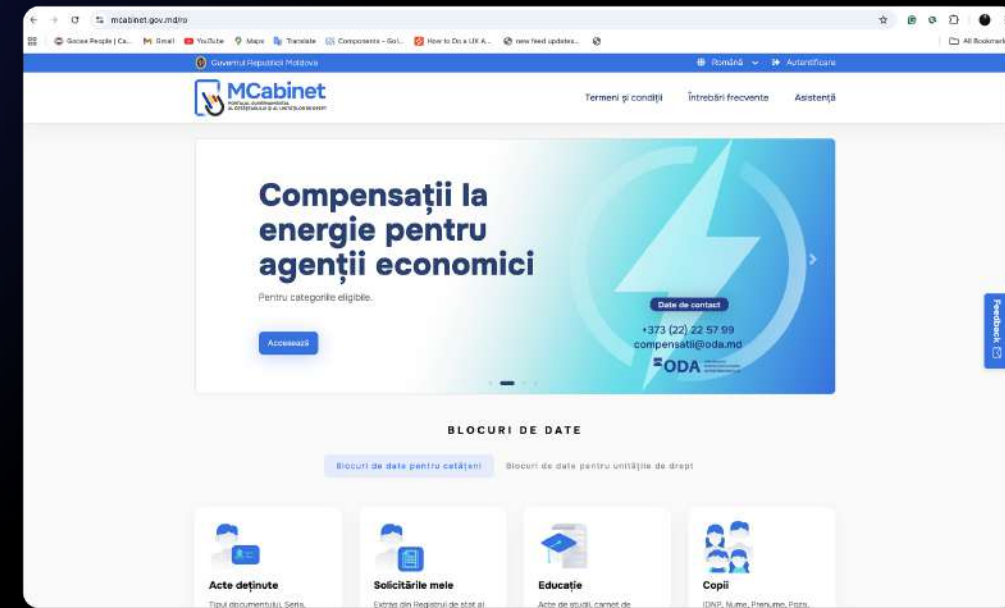
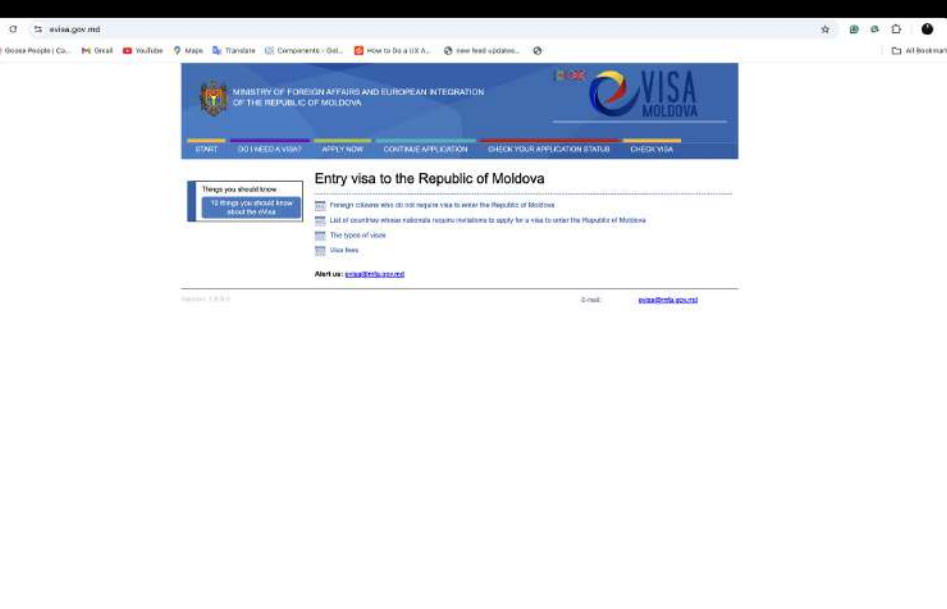
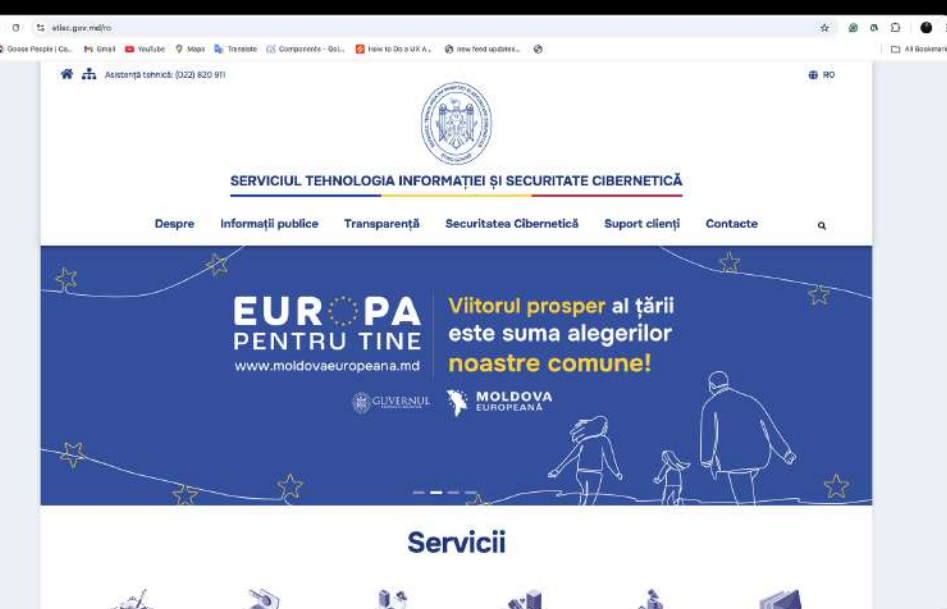
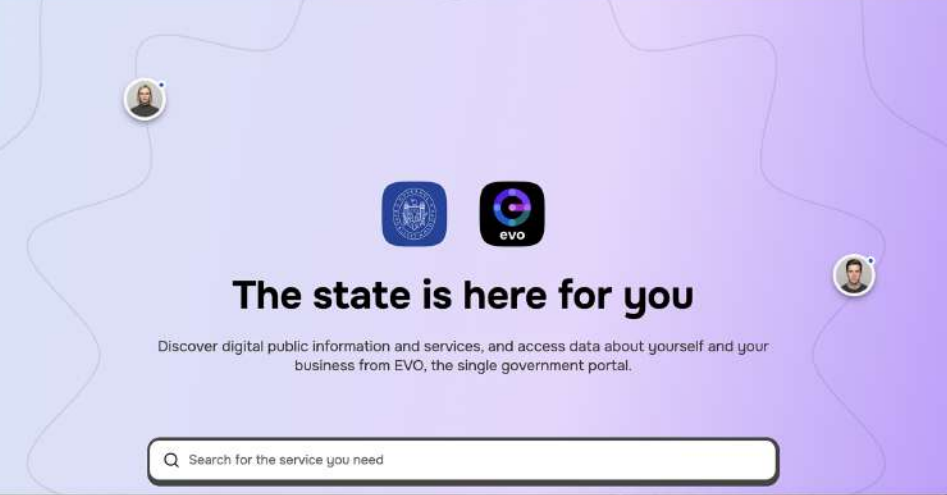
Tip plătitor

Selectează o opțiune ...

Domenii

Seria și Numărul certificatului

Seria și Numărul certificatului medical





**How do you make the
State feel like one connected
experience?**



Surprise! Surprise!



National Standard

Purpose & Principles
Model Unitar de Design al Republicii Moldova

Structure · Heuristics · Strategy · Manifest

Purpose & Principles

Components
Model Unitar de Design al Republicii Moldova

200+ Components · Documentation · Accessibility · Date Formatting

Components

Foundations
Model Unitar de Design al Republicii Moldova

Grids · Colors · Typography · Spacings · Borders · Iconography · Effects

Foundations

Layouts & Patterns
Model Unitar de Design al Republicii Moldova

Layout Templates · Patterns

Layouts & Patterns

Date Picker

Date Picker is an interactive component that allows users to select a date (or time) from a visual calendar interface. It simplifies the process of date selection, improves accuracy, and ensures consistency in formatting.

Date Input

Additional information about the Date Input component can be accessed via [Figma link](#).

Label: DD/MM/YYYY

Breakpoints

desktop: 11/01/2025

mobile: 11/01/2025

The Date Picker can adapt to different mobile contexts by appearing anchored to the input field or as a full-width bottom sheet modal. It is useful for quick selections, while the bottom sheet provides a more comprehensive experience for date input.

Types

default: 11/01/2025

advanced: 11/01/2025

States

Date Input

Date Input is used to capture a specific calendar date, appointment, or deadline. It ensures standardized input, often through a text field, calendar picker, or a date range selector, and reducing input errors.

Styles

default: DD/MM/YYYY

States

default: default: DD/MM/YYYY

default: hover: DD/MM/YYYY

default: focus-populated: 15/04/2025

default: filled: 15/04/2025

default: disabled: DD/MM/YYYY

default: mandatory: DD/MM/YYYY

Behavior

This section details user interaction flows for entering a date, including focus, validation, and error handling.

default: DD/MM/YYYY

focus: month-populated: 15/04/YYYY

Automatically jump to the YYYY segment.

Toast Message

Toast messages are used to inform users of system status, completed actions, or other relevant events. They appear in the corner of the screen (typically top-right) and are designed to be non-intrusive, allowing users to continue their task without interruption.

Breakpoints

desktop: Message heading

Styles

Each type of toast conveys a specific message through its style and content. The available options include success, warning, and error. Select the appropriate semantic type based on the nature of the message you want to communicate.

Info: Message heading

Warning: Message heading

Variations

Toast messages can appear in a variety of formats depending on the context and user needs. They include an optional heading to provide a clear title or summary, or appear without a heading for a compact message. Toasts can also feature interactive elements, such as embedded links that allow users to take immediate action. Additionally, they may include or omit a close (dismiss) button based on the urgency, duration, or whether they include an auto-dismiss behavior.

w/ heading: Message heading

w/ heading: 15/04/2025

heading-none: Message heading

States

default: Message heading

hover: Message heading

Placement

default-placement: desktop: Message heading

vertical-stack: desktop: Message heading

Button Filled

Filled Buttons are used to highlight primary actions and draw attention to the most important tasks on a screen. They have a solid background, making them highly visible and ideal for emphasizing high-priority interactions.

Types

filled-button, tonal-button

Variations

text-only, leading-icon, trailing-icon, icon-only

Sizes

Large: text-only, leading-icon, trailing-icon, icon-only

Medium: text-only, leading-icon, trailing-icon, icon-only

Small: text-only, leading-icon, trailing-icon, icon-only

Styles

primary, secondary, strict, neutral

States

default: primary, secondary, strict, neutral

hover: primary, secondary, strict, neutral

active: primary, secondary, strict, neutral

focus: primary, secondary, strict, neutral

loading: primary, secondary, strict, neutral

disabled: primary, secondary, strict, neutral

Shapes

rectangular, circular

Button Groups

horizontal-stack: Button, Button

vertical-stack: Button, Button

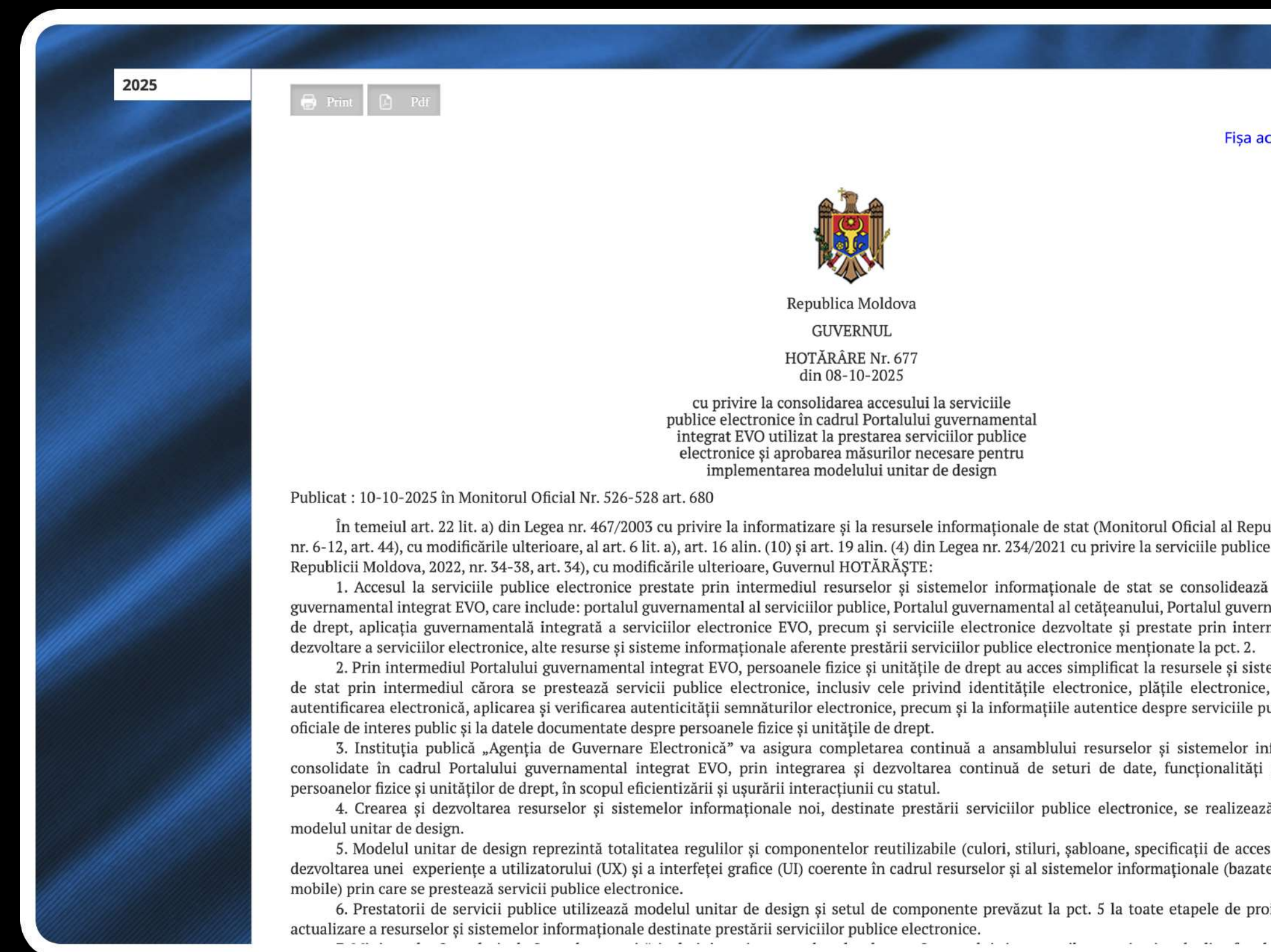
The spacing between horizontally stacked buttons should be set to 12px to ensure that touch targets remain separate and do not overlap, preventing any confusion when users tap the buttons.

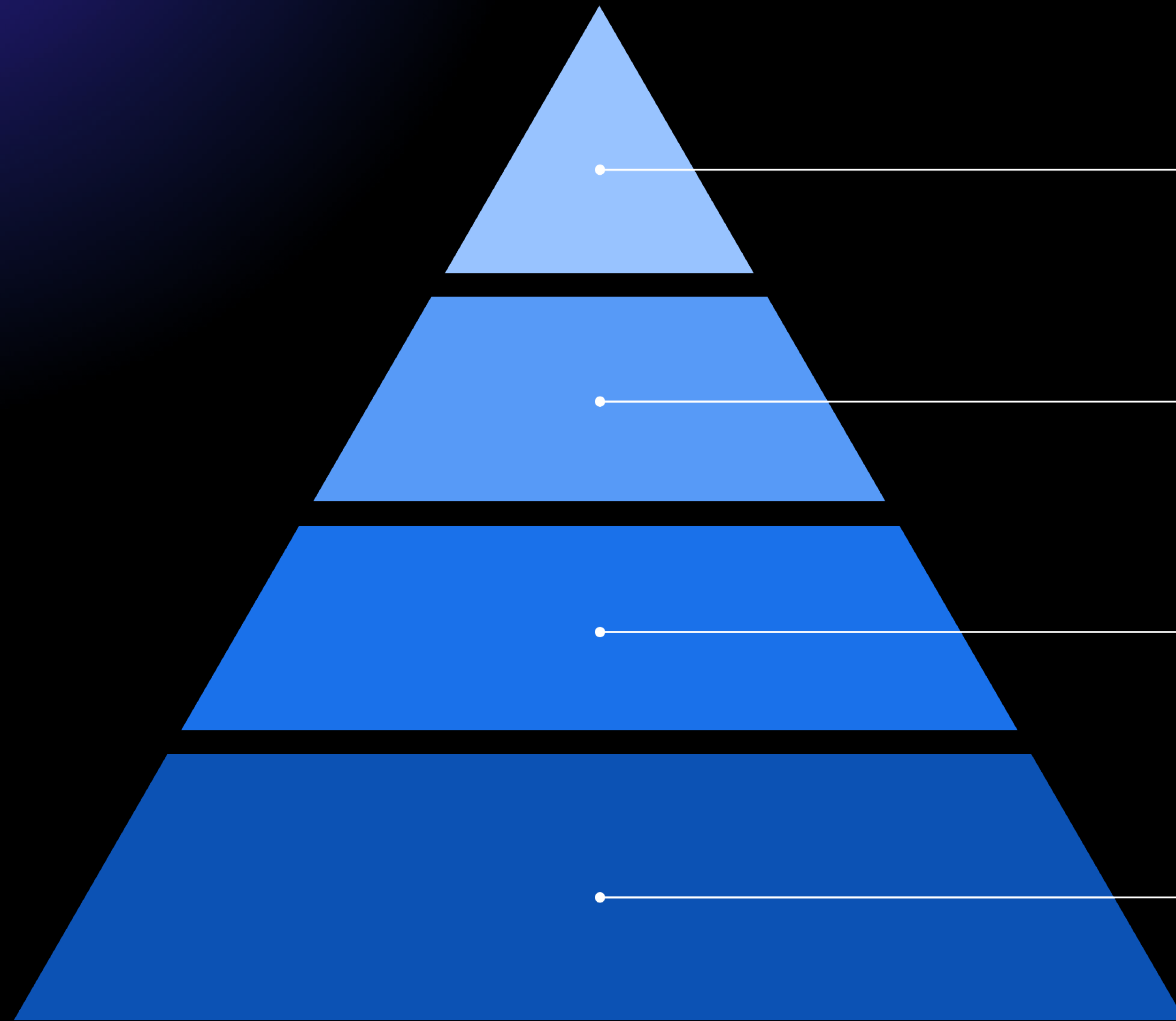
This ensures a clear, user-friendly experience with no accidental taps.



Government Decision No. 677/2025

- ✓ Mandatory for **new** public digital services
- ✓ Recommended for existing platforms
- ✓ Coordination with the eGovernance Agency **before** development



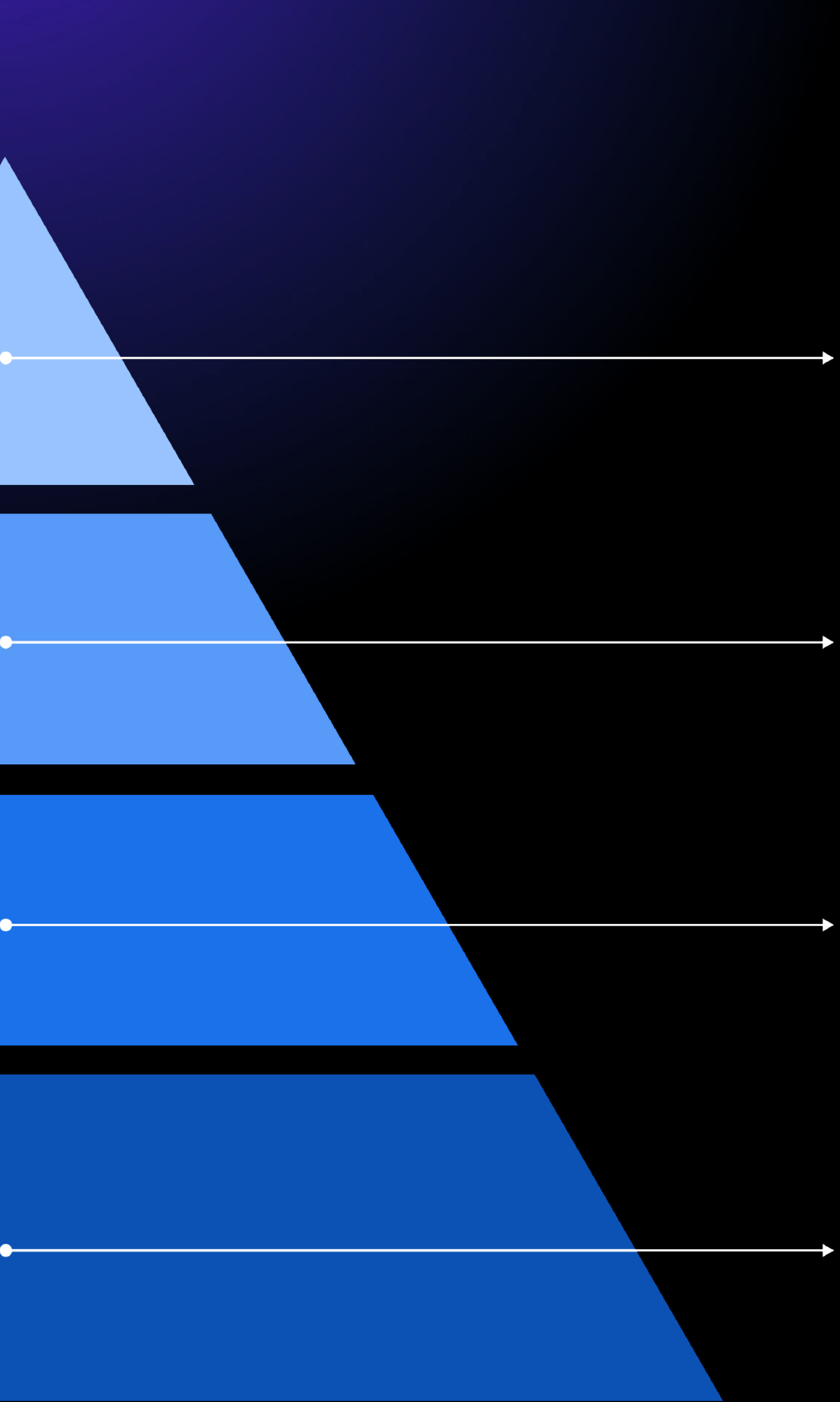


**Contracts & Implementations,
Procurement Requirements / TOR**

Methodology
The operational Playbook

Internal administrative order
3005-094
eGov telling itself 'We are doing this.'

Government Decision
HG 677/2025
Moldova telling all institutions 'You are doing this.'



Contracts
Where institutions and vendors must follow it

Methodology
Explains how to apply it

internal administrative order
Enforces it inside eGOV

Government Decision
Establishes the national rule



01 Ways of Working

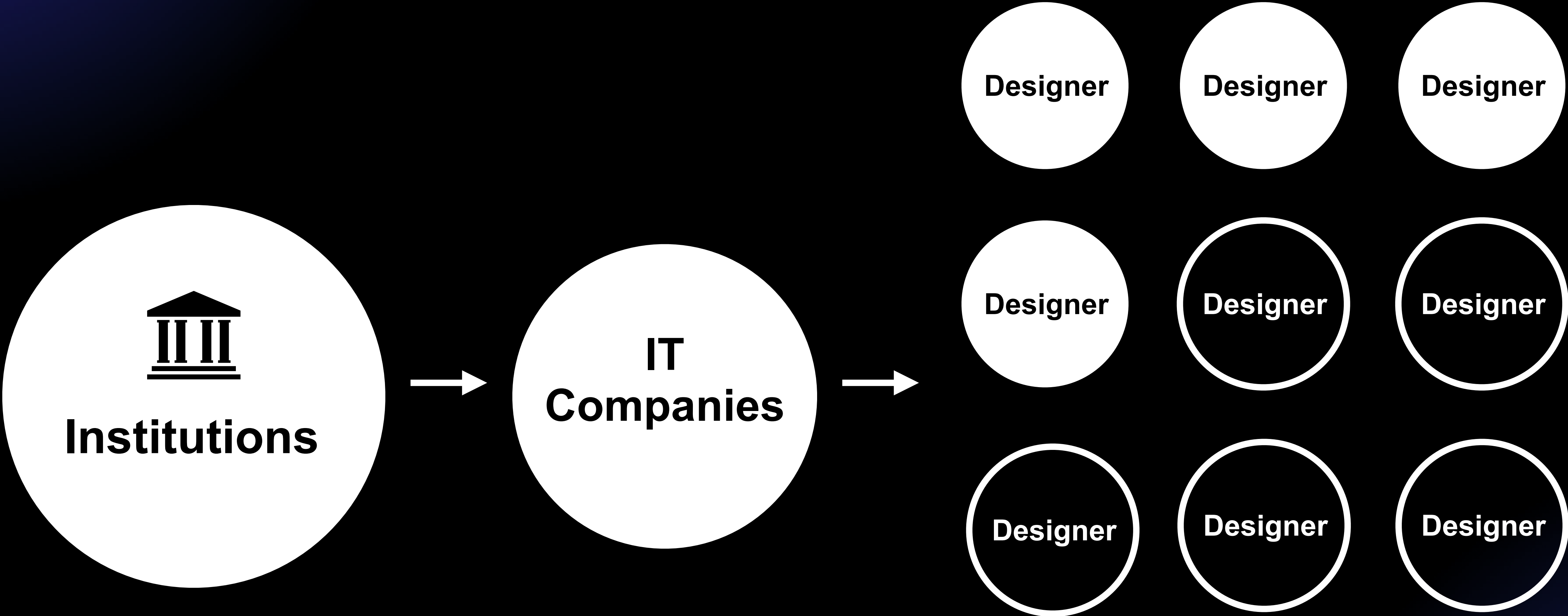
Before

- ✔ Every institution defined its own design
- ✔ Every vendor proposed its own style
- ✔ Every project reinvented basic components
- ✔ No common QA criteria
- ✔ No lifecycle governance
- ✔ No predictability

with Design System

- ✔ New services follow the same standard
- ✔ UI is predefined and consistent
- ✔ Vendors use the same rules
- ✔ Institutions align from day 1
- ✔ **eGOV reviews designs before** development
- ✔ Predictable*: quality, delivery, results

02 Demand for Designer



03 Product Thinking

NEW

Project Thinking

“Build → launch → done”

- Focuses on delivery
- Success = platform is launched
- Requirements are fixed upfront
- Users are considered mostly before launch
- Improvements happen only if there is a new project
- The service is treated as finished once it is online

Product Thinking

“Launch → learn → improve”

- Focuses on outcomes
- Success = service is used and creates value
- Needs are tested and adjusted over time
- Users are part of continuous improvement
- Data, feedback, and behavior shape decisions
- The service evolves after launch

Take away

The real impact

01 Reset the rules

Design became part of how digital services get built

02 Move UX earlier

Design enters before development starts

03 Create shared standards

Institutions, vendors, designers, and developers work from the same foundation

04 Build systems, not screens

The goal is better service delivery and not better buttons

Vielen Dank & Thank you!

Let's connect with
Ramona



Moldovan
eGovernance
Agency

