

Digital Service Standard

Version: 30 March 2015

<https://www.dto.gov.au/standard>

The Digital Service Standard establishes the criteria that Australian Government digital services must meet to ensure our services are simpler, faster and easier to use. Meeting the criteria means we can consistently provide high quality services and satisfy our users' needs.

All services within the [scope of the Standard](#) must meet the criteria before they can be launched. After launch, we will report against our service performance.

This Standard is in alpha phase and is intended for service delivery teams in Australian Government agencies. The alpha version was developed with Government agencies and will be continuously improved to reflect emerging best practice. We encourage your [feedback](#) on the Standard to ensure it continues to deliver high quality outcomes.

The Standard will be supported by a Digital Service Design Guide. The Guide will help agencies design trusted and cost-effective government services that are welcomed by users.

You will notice we are speaking a new language; we are personalising our content and making things clearer. In consultation with you - the service practitioners in government - we will develop the Guide over the coming months. In the interim, [how to apply the Standard](#) includes some initial guidance.

The Criteria

Government agencies will be expected to:

1. Understand user needs, conduct research to develop a deep knowledge of who the service users are and what that means for digital and assisted digital service design
2. Establish a sustainable multi-disciplinary team that can design, build, operate and iterate the service, led by an experienced service manager
3. Adopt a user-centred design approach
4. Establish benchmarks to measure user satisfaction, digital take-up, completion rates and cost per transactions and report performance publicly
5. Evaluate what data, tools and systems will be used to build, host, operate and measure the service and how to adopt, adapt or procure them
6. Assess what personal user data and information the service will be providing, using or storing and put in place appropriate measures to address security risks, legal responsibilities and privacy considerations
7. Build the service using agile, iterative and user-centred methods
8. Build the service with common look, feel, tone and function that meets the needs of users
9. Use web service APIs, open standards and common government solutions where possible and make all new source code open and reusable where appropriate
10. Test the service on all common browsers and devices, using dummy accounts and selecting representative samples of users
11. Integrate the service with any non-digital interactions
12. Put appropriate assisted digital support in place that's aimed towards those who genuinely need it
13. Consolidate or phase out existing alternative channels where appropriate
14. Undertake ongoing user research and usability testing to continuously inform service improvement
15. Use data and analytics tools to collect and report performance data; informing continual service improvements
16. Provide ongoing assurance, supported by analytics, that the service is simple and intuitive enough that users succeed first time unaided

The Digital Service Standard has been adapted from the [UK Government's Digital by Default Service Standard](#) under the [Open Government Licence v2.0](#).