

Understand users and their needs

Research to develop a deep understanding of who the users are, how they behave and what that means for the design of the service



Be consistent

When accessing different services, user's experiences should feel cohesive, positive and consistent



Encourage people to use digital services

Encourage people to choose the digital service through every interaction they have with government

Establish the right team

Put in place a sustainable multidisciplinary team, led by a skilled product manager who is empowered to make decisions



Ensure users succeed the first time

Create simple and intuitive services that users can complete on their very first attempt

Test the end-to-end service

Test the service from end-to-end to ensure that it remains available to users and free of errors

Make it accessible

Ensure the service is accessible to all users regardless of their individual abilities, device or environment



DIGITAL SERVICE STANDARD

14 points to help government build and deliver excellent online services

ontario.ca/digitalstandard

Be agile and user-centred

Design and build the service using an agile, iterative, and user-centred approach



Measure performance

Continuously capture and monitor performance data to inform ongoing service improvements

Test with the minister

Test or demo the service from beginning to end with the responsible minister before the service goes live

Design the service from start to finish

Understand what users are trying to achieve and the steps required to complete that task

Use open standards and common platforms

Use open standards, open source software and common government platforms where available



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Support those who need it

Put tools in place across all channels to support people who cannot use digital services on their own



Embed privacy and security by design

Identify the data and information the service will use, store or create. Put appropriate legal, privacy and security measures in place