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# GOVERNMENT OF CANADA DIGITAL STANDARDS

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DESIGN WITH  
**USERS**



ITERATE AND IMPROVE  
**FREQUENTLY**



BUILD IN  
**ACCESSIBILITY**  
FROM THE START



WORK IN THE OPEN  
**BY DEFAULT**



**EMPOWER STAFF**  
TO DELIVER BETTER SERVICES



**COLLABORATE**  
WIDELY



**BE GOOD**  
DATA STEWARDS



USE OPEN STANDARDS  
**AND SOLUTIONS**



**DESIGN**  
ETHICAL SERVICES



ADDRESS SECURITY AND  
**PRIVACY RISKS**



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# DESIGN WITH USERS

Research with users to understand their needs and the problems we want to solve. Conduct ongoing testing — with users to guide design and development. —



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# ITERATE AND IMPROVE **FREQUENTLY**

Develop services using agile, iterative and user-centred methods. Continuously improve in response to user — needs. Try new things, start small and scale up. —



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# WORK IN THE OPEN BY DEFAULT

Share evidence, research and decision making openly.  
Make all non-sensitive data, information, and new code  
developed in delivery of services open to the outside  
— world for sharing and reuse under an open licence. —

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# BUILD IN **ACCESSIBILITY** FROM THE START

Services should meet or exceed accessibility standards. Users with distinct needs should be engaged from the outset to ensure what is delivered  
\_\_\_\_\_ will work for everyone. \_\_\_\_\_

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# COLLABORATE WIDELY

Create multidisciplinary teams with the range of skills needed to deliver a common goal. Share and collaborate in the open. Identify and create partnerships which help \_\_\_\_\_ deliver value to users. \_\_\_\_\_



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# EMPOWER STAFF TO DELIVER BETTER SERVICES

Make sure that staff have access to the tools, training and technologies they need. Empower the team to make decisions throughout the design, build and operation  
\_\_\_\_\_ of the service. \_\_\_\_\_



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# USE OPEN STANDARDS **AND SOLUTIONS**

Leverage open standards and embrace leading practices, including the use of open source software where appropriate. Design for services and platforms that are seamless for Canadians to use no matter what \_\_\_\_\_ device or channel they are using. \_\_\_\_\_

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# DESIGN

## ETHICAL SERVICES

Make sure that everyone receives fair treatment.  
Comply with ethical guidelines in the design and use  
of systems which automate decision making  
—— (such as the use of artificial intelligence). ——



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# ADDRESS SECURITY AND **PRIVACY RISKS**

Take a balanced approach to managing risk  
by implementing appropriate privacy and security  
measures. Make security measures frictionless so that  
———— they do not place a burden on users. ————



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# BE GOOD DATA STEWARDS

Collect data from users only once and reuse  
wherever possible. Ensure that data is collected  
and held in a secure way so that it can easily be reused  
by others to provide services.

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