**Digital Experience Policy**

Checklist for new/replacement services

This checklist aims to help agencies evaluate how the [Digital Experience Policy](https://www.digital.gov.au/policy/digital-experience) (DX Policy) is relevant to their **new and/or replacement** digital service.

If your service is an existing service please see the existing services checklist

## Digital Experience Policy

* Check your proposal is subject to the [Digital and ICT Investment Oversight Framework (IOF)](https://www.dta.gov.au/advice/digital-and-ict-investments/digital-and-ict-investment-oversight-framework-iof)  and is in scope of the DX Policy and standards
  + In scope - please continue through this checklist
  + Out of scope - the DX Policy can be applied to your service voluntarily
* Assess your services against the [DX Policy Timeline](https://www.digital.gov.au/policy/digital-experience/digital-experience-policy-timeline) to ascertain what standard/s apply to your service and when they need to be applied
* Read the DX Policy and any applicable standards
* Understand what is necessary to meet the standards required for your service.
* Read the accompanying guidance material for each standard that applies to your service/proposal
* Read the [Compliance and Reporting Framework](https://www.digital.gov.au/policy/digital-experience/compliance-and-reporting-framework)
* Read the [Exemption Guide](https://www.digital.gov.au/policy/digital-experience/digital-experience-policy-exemption-guide)
  + If an exemption may apply, contact the DTA at [standard@dta.gov.au](mailto:standard@dta.gov.au)
* Ensure your proposal/business case outlines compliance with the DX Policy and relevant standards
* Consult with the GovCMS team before investing in tools or processes if services are on the GovCMS platform. Contact: [govCMS@finance.gov.au](mailto:govCMS@finance.gov.au)

# Service Standard

* Define the scope, purpose and desired outcomes of your service ([criterion 1](https://www.digital.gov.au/policy/digital-experience/digital-service-standard/criterion1))
* Apply agile methodologies and rituals across your project life-cycle ([criterion 1](https://www.digital.gov.au/policy/digital-experience/digital-service-standard/criterion1))
* Conduct user research to gain valuable insights into user needs and preferences ([criterion 2](https://www.digital.gov.au/policy/digital-experience/digital-service-standard/criterion-2), [criterion 3](https://www.digital.gov.au/policy/digital-experience/digital-service-standard/criterion-3))
* Design and develop for seamless user transitions across different systems, platforms, and services ensuring interoperability across government using reusable designs ([criterion 4](https://www.digital.gov.au/policy/digital-experience/digital-service-standard/criterion-4) and [criterion 6](https://www.digital.gov.au/policy/digital-experience/digital-service-standard/criteron-6))
* Make sure robust security measures are designed and transparent data handling processes are established, while also monitoring the performance of your service ([criterion 5,](https://www.digital.gov.au/policy/digital-experience/digital-service-standard/criterion-5) [criterion 9](https://www.digital.gov.au/policy/digital-experience/digital-service-standard/criterion-9))
* Undertake Privacy Impact Assessments and implement informed consent methods ([criterion 7](https://www.digital.gov.au/policy/digital-experience/digital-service-standard/criterion-7))
* Regularly review and adopt guidance on emerging technologies from government sources to ensure alignment and preparedness ([criterion 8](https://www.digital.gov.au/policy/digital-experience/digital-service-standard/criterion-8))
* Ensure that mechanisms for continuous user feedback are designed and implemented, allowing for adaptive and responsive service enhancements based on real-time insights ([criterion 10](https://www.digital.gov.au/policy/digital-experience/digital-service-standard/criterion-10)).

# Inclusion Standard

* Plan for an inclusive and accessible service ([Service Standard criterion 3](https://www.digital.gov.au/policy/digital-experience/digital-service-standard/criterion-3), [Inclusion Standard criterion 1](https://www.digital.gov.au/policy/digital-experience/digital-inclusion-standard/dis-criterion-1-embrace-diversity))
* Identify digital obstacles and examine ways to simplify the service's usability ([criterion 2](https://www.digital.gov.au/policy/digital-experience/digital-inclusion-standard/dis-criterion-2-motivate-digital-use))
* Develop procedures that identify and mitigate both current and future user risks while ensuring a secure digital environment ([criterion 3](https://www.digital.gov.au/policy/digital-experience/digital-inclusion-standard/dis-criterion-3-protect-users))
* Plan, design and test with assistive technologies, allowing for alternative formats and pathways for information ([criterion 4](https://www.digital.gov.au/policy/digital-experience/digital-inclusion-standard/dis-criterion-4-make-it-accessible))
* Implement a plan to prioritise flexibility in your design by integrating responsive layouts, adaptive interfaces, and smooth user experiences ([criterion 5](https://www.digital.gov.au/policy/digital-experience/digital-inclusion-standard/dis-criterion-5-provide-flexibility-and-choice))

# Access Standard

* Carry out user research to gather key insights into how individuals access government services online. ([criterion 1](https://www.digital.gov.au/policy/digital-experience/digital-access-standard/das%20criterion%201)).
* Define the scope, purpose and desired outcomes of your service ([criterion 2](https://www.digital.gov.au/policy/digital-experience/digital-access-standard/das-criterion-2))
* Research the [Australian Government Architecture (AGA)](https://architecture.digital.gov.au/search) for reusable platforms, capabilities and requirements that can support your service ([criterion 3](https://www.digital.gov.au/policy/digital-experience/digital-access-standard/das-criterion-3))
* Assess your service against the relevant decision-making framework ([criterion 4](https://www.digital.gov.au/policy/digital-experience/digital-access-standard/das-criterion-4))
* Engage with [myGov](https://architecture.digital.gov.au/mygov-onboarding) and any other delivery partners (internal and/or external) ([criterion 5](https://www.digital.gov.au/policy/digital-experience/digital-access-standard/das-criterion5))

# Performance Standard

* Design and establish a monitoring framework for your service ([criterion 1](https://www.digital.gov.au/policy/digital-experience/digital-performance-standard/dps-criterion-1-implement-monitoring-framework))
* Plan to measure whether your digital service is reliable and available for users ([criterion 2](https://www.digital.gov.au/policy/digital-experience/digital-performance-standard/dps-criterion-2-measure-availability-your-digital-service))
* Plan to measure whether your digital service enables users to successfully achieve their digital tasks ([criterion 3](https://www.digital.gov.au/policy/digital-experience/digital-performance-standard/dps-criterion-3-measure-success-your-digital-service))
* Plan to measure customer satisfaction in a live environment ([criterion 4](https://www.digital.gov.au/policy/digital-experience/digital-performance-standard/dps-criterion-4-measure-if-your-digital-service-meeting-customer-needs))
* Design and implement a process to transform service performance data into meaningful insights to improve your digital services ([criterion 5](https://www.digital.gov.au/policy/digital-experience/digital-performance-standard/dps-criterion-5-analyse-and-report-your-digital-performance))