



CITY OF SAN ANTONIO  
**INFORMATION TECHNOLOGY  
SERVICES DEPARTMENT**

**Experience Design Standard Version 1.0**

# Document Change History

**VERSION: 1.0**

**REVISION DATE: 08/24/2023**

Version No	Description	Author	Date
Version 1.0	Initial release	Kevin Goodwin	08/24/2023

## City of San Antonio - Building Better Experiences

As we reconfigure operations and rethink service delivery across all channels for the resident and the employee, we will intentionally design simple and exceptional experiences every time. Our goal is to build trust, quality, and inclusivity, exceeding the expectations of our employees and residents.

### Experience Principles & Outcomes

City of San Antonio embraces the principles of Trust, Quality, and Inclusion (including access, usability, and usefulness to the resident and employee) through Human-Centered Design (HCD) and data-informed decisions.

Users are involved in all stages of the problem-solving process, design, and implementation - including gathering insights, research, exploring ideas, testing, refining solutions, and the evaluation of the effectiveness of the outcome. Placing the needs of the people at the center of the process, ensuring experience first, then technology.

Services (products, information, tasks, and transactions) should be easy to find, easy to understand, and easy to use and complete for each persona archetype with metrics to confirm success.

### Effective Access

City of San Antonio must strive to ensure ease of use through effective access that is inclusive for all our residents and employees. This effective access includes accessibility, readability, usability, diversity, inclusion, and equity.

#### Readability

- plain language
- 8<sup>th</sup> grade reading level
- no acronyms (or defined)
- no all-capital words
- clear instructions
- language of choice

#### Usability

- intuitive
- user control and flexibility
- consistent, clear, & simple
- error prevention & recovery
- recognition rather than recall
- uncomplicated

#### Inclusive

- diversity & inclusion
- apply an equity lens
- equitable outcome
- reduce disparities

#### Accessibility

- compliance with disability acts, Section 508, WCAG AA
- web content accessibility
- language access

### General Outcomes

- ensure digital services are fit for purpose focusing on customer needs and delivering value for money
- follow digital standards
- implement a consistent approach to delivering customer-centric digital services to improve customer satisfaction and trust
- ensure digital services are easy to find, understand, and use.

### Benefits

- increase customer satisfaction through consistent user experience across the City of San Antonio government
- increase trust and confidence in the City of San Antonio Government digital channels
- meet international standards of best practice.
- achieve efficiencies in digital service delivery costs

## **Digital Service and Information Standard**

This standard provides thirteen (13) criteria that must be met when developing, delivering, or significantly altering government digital information, products, and services.

1. Understand user needs
2. Have a sustainable multi-disciplinary team
3. Use agile and customer-centered processes
4. Understand the tools and systems required
5. Make digital services secure
6. Build consistent and responsive design
7. Use open standards and/or common platforms
8. Make source code open by default
9. Make digital services accessible
10. Test the digital service
11. Measure the performance and improve
12. Don't forget the non-digital experience
13. Encourage a shift to the digital channel

## **Digital KPIs & Metrics**

### **Customer Experience Questions**

1. What is your overall experience using the website?  
(Faces Scale: Very Good, Good, Fair, Poor, Very Poor)
2. Did you find what you were looking for?  
(Faces Scale: Yes, Kind Of, No)
3. Was the information helpful?  
(Faces Scale: Yes, Kind Of, No)
4. Share your thoughts on how we can improve your overall experience on the site.  
(free text)

## Digital KPIs & Metrics (continued)

Alignment with Principles	Outcome - Improved Customer Experience Output Goals - Trust/Quality/Inclusive	Industry Benchmark 2020/2021	Current goal (2023)
<b>Customer Experience</b>	Customer Experience - 4 question survey (above) implemented on SA.gov	NA	3.50
	Satisfaction (CSAT) Expectation/Effort (CES)	TBD	TBD
<b>Trust</b>	Avg. Gallup poll 68-72%	TBD	TBD
<b>Quality</b>	Digital Certainty Index (DCI)	2020: 76.4 2021: 77.6 2022: 80.3	<b>90</b>
	Quality Assurance (QA)	2020: 79.2 2021: 79.0 2022: 77.7	<b>96</b>
	Accessibility WCAG AA (A11Y)	2020: 82.6 2021: 82.9 2022: 84.2	<b>91</b>
	Search Engine Optimization (SEO)	2020: 78.7 2021: 80.1 2022: 81.3	<b>80</b>
	Performance: Page Load	Less than 3 sec	Less than 1 sec
	Performance: Availability/Uptime	99.9	99.99
<b>Inclusive: Usability</b>	Heuristic Review Usability Score	NA	2.5 or lower
<b>Inclusive: Usefulness</b>	Human-Centered Design	NA	Required
<b>Inclusive: Access</b>	Responsive Layout	Required	Required
	Top CoSA Languages (machine translation)	NA	Required
	<b>Reading Level of Content</b> Up to 8 <sup>th</sup> grade level	7-8 <sup>th</sup> grade	75% or greater
	Technical content (for a technical audience) up to 9 <sup>th</sup>	Similar	25% or less
	Above 9 <sup>th</sup> grade level	Similar	Eliminate

## Minimum Required Experience Deliverables

The vendor may propose and justify other methods or deliverables that support the proposed experience outcomes or help to clarify communication and alignment. Method/Deliverables should be executed and delivered at the appropriate level for each transaction/digital moment (similar tasks/digital moments can be grouped together if they are not substantially different)

The vendor may propose other experience methods or deliverables that support communication, alignment and/or proposed outcome. The City and the Vendor can collaborate to prioritize the interim and final deliverables that will produce the highest quality product or service in the amount of time allowed.

1. **COSA Experience Standards Acknowledgement (TBR)**
  - Includes Brand, One Mission, Principles (Trust, Quality, Inclusive: effective access, usable/HCD), security policy, privacy policy, data policy, testing plan, KPIs & outcome measures, experience launch and maintenance plan.
2. **UX Canvas, Product Brief, or Business Case**
3. **UX Research & Report** – based on primary or secondary research, analysis, synthesis
  - Appropriate Primary and/or Secondary UX Research
  - Include methodology, methods, results, synthesis, insights, recommendations
4. **Expert/Heuristic Review**
  - Findings Summary Report & recommendations
5. **Personas/Audience Sketches/User Stories/Jobs to be Done** to summarize and group user beliefs, expectations, motivations, blockers, pain points. May be presented as single personals or group/archetypes. Depending on product/service may be:
  - Proto personas based on existing data and assumptions
  - Qualitative persons based on a smaller sample size of 5-30 users per group
  - Statistical personas
  - Note: these are not for marketing purposes or demographic unless the demographic element has an impact on behavior or attitude
6. **Landscape Mapping** (journey, service blueprint, experience, ecosystem)
  - Current and/or planned integrations, front-end and/or back-end based as needed for proposed product/service
7. **Information Architecture**/Organization Scheme/Site Map
8. **Interaction Flow Diagram**/user flows
9. **Wireframe** and/or mockup/prototype
10. **UI Style/Pattern Guide additions**
11. **Walkthrough/Review**
12. **UX Testing (explore, evaluate, validate, confirm) & Report**
  - Test experience, effective access (accessibility, readability, usability, inclusive), confirmation of principles, standards, and related policies. Note: accessibility must meet 508 and WCAG 2.1 AA
  - Include methodology, methods, results, synthesis, insights, recommendations
  - Can occur in conjunction with any phase
13. **Experience Deployment Plan**