Administration Standard

Title:	**Web and Digital Services Usability**
Effective Date:	**2026 November 02**
Responsible Business Unit:	**Marketing & Communications, Information Technology**

1. PURPOSE

1.1 This Administration standard will be followed when designing, developing, updating, or procuring Digital Services and Online Information; and

1.2 Following this standard will ensure Digital Services and Online Information are easier to use, are effective, and meet User's Needs in completing their tasks efficiently.

2. APPLICABILITY

2.1 This Administration standard applies to all City of Calgary Employees except the Calgary Police Services, Calgary Housing Company, and City Auditor's Office.

3. STANDARD

3.1 Employees will perform the following to be in compliance:

a) Evaluate Digital Services and Online Information for Usability through User-based testing or inspection-based evaluation by coordinating with subject matter experts or using approved Usability evaluation tools to make recommendations and submit them to the Dept ID Owner; and

b) Document the decision and rationale provided by the Dept ID Owner or their delegates on presented recommendations.

3.2 Dept ID Owners or their delegates will review and decide on recommendations, with plans to address any issues following evaluations of Digital Services and Online Information.

3.3 The Web and Digital Services Policy Team will:

a) Administer and maintain this standard; and

b) Make recommendations and updates on the Web and Digital Services Usability standard.

4. DEFINITIONS

4.1 In this Administration standard:

a) **Context of Use** means a combination of conditions in which a person interacts with a Digital Service, including but not limited to, aspects such as device used, physical or social environment used in, and degree of urgency;

b) **Dept ID Owner** means an individual at The City of Calgary who has the authority and responsibility to manage people and budget within a specific department;

c) **Digital Service** means any technology or digital content that a User interacts with to receive a service, including but not limited to, websites, digital applications, digital products, videos, audios, digital documents such as PDF files, social media, email communications, digital kiosks, and Extended Reality;

d) **Employee** means any person employed by The City and reporting to a City of Calgary business unit, department, the Office of the Chief Administrative Officer, the Office of the Chief Operating Officer, the Office of The Mayor, the City Auditor's Office, the Calgary Housing Company, and the Calgary Police Service, including those working under an employment contract with The City;

e) **Extended Reality** means technologies that merge or simulate real and virtual environments, including virtual reality, augmented reality, and mixed reality;

f) **Online Information** means content, communication, or knowledge that is hosted, published, or transmitted through a City Digital Service and is intended for internal or external User consumption, and is classified as ISC: Unrestricted in accordance with The City's Information Security Classification standard;

g) **Usability** means the degree to which a Digital Service can be applied by Users to achieve their goals, including:

   i. Effectiveness: The Digital Service allows the User to complete tasks accurately and completely to reach their goals;

   ii. Efficiency: The Digital Service utilizes the User's resources efficiently, including time, effort, and cost to complete tasks; and

   iii. Satisfaction: The Digital Service meets User needs and expectations.

h) **User** means a person who interacts with a Digital Service or consumes Online Information from The City of Calgary – whether or not the information was created specifically for them;

i) **User-centred Design** means a design and development process that focuses on making Digital Services usable by the Users;

j) **User Experience** means a user's perception and response from using a Digital Service;

k) **User Goal** means an intended outcome or benefit that a User wants to reach using a Digital Service;

l) **User Group** means a collection of Users defined by unique characteristics that impact a person's experience with a Digital Service, including but not limited to, the level of familiarity or ability, degree of access, and reasons for use. Each User may belong to one or more User groups;

m) **User Need** means what a User needs from a Digital Service or Online Information to achieve a goal or intended outcome;

n) **User Requirement** means a capability or feature needed by a Digital Service to meet User Needs;

o) **User Task** means one or more activities a User undertakes to achieve a goal; and

p) **Web and Digital Services Policy Team** means team members assigned by the Responsible Business Unit Directors to maintain the Web and Digital Services policy and standards.

5. ASSOCIATED GOVERNANCE

5.1 This Administration standard outlines requirements in support of the *Web and Digital Services policy.* Consequences of non-compliance with this standard are as outlined in the *Web and Digital Services policy*.

5.2 This Administration standard is established in accordance with:

a) *Calgary Corporate Accessibility policy (CSP003),* which describes The City's aim to eliminate discrimination against individuals with disabilities and to accommodate disabled persons in accordance with legislation and with the concept of human dignity and empowerment for all;

b) *Plain Language policy,* which describes The City's expectations about the use of plain language in City communications;

c) *ISO 9241-11 Ergonomics of human-system interaction – Part 11: Usability: Definitions and Concepts*, which describes how to enable users to achieve goals effectively, efficiently, and with satisfaction; and

d) *ISO 9241-210 Ergonomics of human-system interaction Part 210: Human-centred design for interactive systems*, which describes requirements and recommendations for human-centred design principles in interactive systems.

6. HISTORY

Action	Date	Approval	Description
New	2026 Nov 02	Director/Chief Communications Officer, Marketing & Communications and Chief Information Technology Officer, Information Technology	New standard developed to support the new Web and Digital Services policy.