Cardiff Council Digital Services Standards

Our **Digital Service Design Standard** sets out the expectations for designing and delivering digital services that **meet the needs** of our citizens, businesses, visitors and our staff.

These standards are in line with the Digital Service Standard for Wales. They define what good public services look like in Wales and helps organisations design and deliver efficient, cost-effective, and user-centred services.

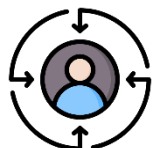It places **people at the heart** of service design and ensures that digital services are:

The Standard consists of 15 points across 4 categories.

USER CENTRED DESIGN

We design services around real user needs—by listening, learning, and involving people from the start. Our approach ensures services are easy to use and accessible to all. We consider the wellbeing of people and communities across Wales, and we reflect Cardiff's rich diversity in everything we create.

WE WILL

- ✓ Meet User Needs - Design services based on a deep understanding of the people who use them.
- ✓ Make Sure Everyone Can Use the Service - Design for accessibility and inclusion from the start.
- ✓ Focus on the Current and Future Wellbeing of People in Wales - Ensure services contribute positively to the wellbeing of individuals and communities.
- ✓ Design Services in Welsh and English - Ensure services are bilingual
- ✓ Acknowledge Cardiff's diverse communities when designing new services

COLLABORATION

Collaboration helps us deliver joined-up services that work across departments and organisations. By sharing ideas and engaging with stakeholders, we build trust, spark

creativity, and keep improving. We also ensure consistency in our digital designs—whether built in-house or with suppliers—so users get a seamless experience.

WE WILL

- ✓ Provide a Joined-Up Experience - Ensure services work together across departments and organisations
- ✓ Promote and engage with key stakeholders - Promote the service through engagement, create communication plans and monitor feedback.
- ✓ Ensure consistency in our digital designs whether built in house or bought through suppliers

DIGITAL TEAMS

Each digital service is supported by a team with the right mix of skills to design, build, and improve it. We work in stages, test regularly, and share progress openly—so services keep getting better and everyone stays informed.

WE WILL

- ✓ Have a product owner - Ensure there is a clear, accountable leader for each digital service responsible for their development planning
- ✓ Have a Multidisciplinary Team - Bring together the right skills to design and deliver services
- ✓ Iterate and Improve Frequently - Continuously test, learn, and improve services
- ✓ Work in the Open - Share progress, challenges, and learning

HARNESSING TECHNOLOGY

We choose tools that are scalable, secure, and aligned with our goals—making work smarter and more efficient. We protect user privacy, consider ethics at every step, and use data and insights to guide our decisions.

WE WILL

- ✓ Use Scalable Technology - Choose tools and platforms that can grow and adapt
- ✓ Consider Ethics, Privacy and Security Throughout - Protect users and their data at every stage.
- ✓ Use Data to Make Decisions - Base decisions on evidence and user insights