



AGID

Agenzia per l'Italia Digitale

Web site guidelines

Public administration web services design

Tavola Rotonda ISO 25000

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What is Designers Italia?

A reference point for the design of web public services composed by:

- kits
- guides
- blog
- forum



What does Designers Italia talk about?

- User research
- Service design
- Content design
- User interface
- *Website accessibility*



Service design



User Research



User Interface



Content Design



Why Designers Italia?

- Importance of co-design
- (Real) user needs centricity
- Better quality service at a fair cost
- Focus on quality perceived by users



Fundamental components

- Usability
- Intelligibility
- Streamlining
- Accessibility



Continuous improvement

- User feedback
 - Public administrations
 - Citizens
- Forum comments
- Github branch



What does *following* *Designers Italia* mean?

- Sometimes it's just aesthetics
- The real design process might not always be clear
- To conduct a conformity assessment might be tricky



Legal guidelines for websites

- Very few prescriptions, valid for all websites
- *Designers Italia* explains how to implement prescriptions
- Clear indicators for an esir conformity assessment



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Thank you!

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