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POLICY 1250: WEBSITE AND APPLICATION DESIGN

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VERSION	2.0

1. AUTHORITY

To effectuate the mission and purposes of the Arizona Department of Administration (the “Department”), the Department shall maintain a “coordinated statewide plan for information technology” implemented and maintained through policies, and “adopting statewide technical, coordination and security standards” as authorized by Arizona Revised Statute (A.R.S.) § 18-104 A.1.(a). The Department shall also “formulate policies, plans and programs to effectuate the government information technology purposes of the department” pursuant to A.R.S. § 18-104 A.13.

2. PURPOSE

The purpose of this policy is to document and clarify responsibilities and processes regarding the conformance of State of Arizona Budget Unit (BU) websites and online applications (websites) to assure end users of a seamless and trustworthy experience.

3. SCOPE

- 3.1 This policy applies to all Budget Units (as defined in A.R.S. § 18-101) and IT integrations and/or data exchange with third parties that perform IT functions, activities or services for or on behalf of Budget Units. Applicability of this policy to third parties is governed by contractual agreements entered into between Budget Units and the third party/parties. In addition, PSPs for security technology are covered by Policy 8120: Information Security Program.

4. ROLES AND RESPONSIBILITIES

- 4.1 State Chief Information Officer (CIO) shall be ultimately responsible for the correct and thorough completion of Statewide IT PSPs throughout all State BUs.
- 4.2 State Digital Government Program Manager shall:
- 4.2.1 Set policy and provide guidance for standards for all BU websites and online applications;
and

4.2.2 Document and provide a statewide design and architecture standard.

4.3 BU Director shall:

4.3.1 Be responsible for the correct and thorough completion of BU PSPs;

4.3.2 Ensure compliance with BU PSPs; and

4.3.3 Promote efforts within the BU to establish and maintain effective use of agency information systems and assets.

4.4 BU CIO shall ensure compliance with the Statewide Policies and Standards for websites and online applications.

5. POLICY

The policy establishes that State of Arizona websites and online applications are conceptualized, designed, constructed, tested, and implemented to ensure that State data, information and software applications are integrated and online, and shall meet the following requirements:

5.1 Governance: Websites shall be developed in accordance with the standards set forth by the State CIO, the State Digital Government Program Manager, and the various State government BUs requesting website-related services.

5.2 Development: BU websites shall be developed in a manner that delivers digital government services through efficient mechanisms while effectively utilizing BU resources. *Agency Website and Online Application Style Guide* available at <https://az.gov/style-guide> shall be used for guidance. Websites shall provide cost-effective solutions based on user requirements, including:

5.2.1 Accessible to the broadest possible audience and shall comply with *Policy 1300 Accessibility of Electronic or Information Technology Policy*, including compliance with A.R.S. 18-132 - *Alternative methods of access to electronic or information technology; complaint procedure; rules;*

5.2.2 Responsive design to accommodate popular end user devices but not limited to PC, tablets and smartphones;

5.2.3 Scalable to accommodate growth without rearchitecting the website;

5.2.4 Availability; and

5.2.5 Compliant with all applicable State and federal statutes, Arizona administrative policies, standards and procedures.

5.3 Access to Information: BU website solutions shall provide simple, straightforward access to information and services supporting three levels of complexity:

5.3.1 State information (web presence and government information);

5.3.2 Transactions in support of business processes; and

- 5.3.3 Cross-BU integration (integrated agency business processes and data across agency/business lines to meet citizen needs for digital government).
- 5.4 **User Interfaces:** BU websites shall support user interfaces suitable for the following:
 - 5.4.1 Industry-standard web browsers;
 - 5.4.2 Open-systems standards for infrastructure and applications;
 - 5.4.3 Solutions consistent with industry best practices; and
 - 5.4.4 Industry-standard mobile platforms.
- 5.5 **Compliance:** BU website solutions shall comply with the following federal guidelines whether or not they use a .gov top-level domain (TLD):
 - 5.5.1 **No non-government advertisements:** A BU website shall not be used to advertise for private individuals, firms, or corporations, or imply in any manner that the government endorses or favors any specific commercial product, commodity or service.
 - 5.5.2 **Approved products or relationships:** Nothing in this Policy shall prohibit a BU from listing lawfully authorized "approved products", or other official relationships that are not for promotional or endorsement purposes but solely to inform users of the products and services that complement or supplement the mission or services offered by the BU.
 - 5.5.3 **No political or campaign information:** The BU website shall be for the operation of government, not the political, political party or campaign environment. No campaigning shall be done using a BU website or online application. BU websites and online applications shall not be directly linked to or refer to websites created or operated by a campaign or any campaign entity or committee. No political sites or party names or acronyms shall be used.
- 5.6 **Naming conventions:** Naming conventions shall comply with Standard S1310 Domain Naming Standard.
- 5.7 **Link change notification:** The BU shall ensure that when a link on a .gov internet domain makes the user leave a .gov internet website, a notification or screen should alert users that they are leaving the official .gov website.
- 5.8 **Privacy and use policy:** BU websites shall post and adhere to a policy relating to how the BU uses the user's personal information.
- 5.9 **Security:** The BU shall respond to security incidents affecting their websites in accordance with Statewide Policy P8240 – Incident Response Planning.
- 5.10 **Content Disclaimer:** This policy is not intended to, and shall not be construed to prohibit content that is:
 - 5.10.1 Required or authorized by law;

- 5.10.2 Official government business or furthers the specific purpose of a government organization’s web page;
- 5.10.3 On web pages not operated or controlled by the State of Arizona;
- 5.10.4 A link to resources that are provided by others on websites outside State of Arizona websites; and
- 5.10.5 Public acknowledgement of sponsors or other contributors of resources to allow AZ.gov websites to expand the online information and services of the State to its citizens.

6. DEFINITIONS AND ABBREVIATIONS

- 6.1 Refer to the PSP Glossary of Terms located on the ADOA-ASET website.

7. REFERENCES

- 7.1 Arizona Revised Statutes (A.R.S.) § 18-104
- 7.2 Standard S1310 - Domain Naming
- 7.3 Policy P8240 - Incident Response Planning Policy
- 7.4 A.R.S. 41-3532 - Alternative methods of access to electronic or information technology; complaint procedure; rules
- 7.5 DotGov Top-Level Domain Guidelines, www.dotgov.gov

8. LINKS

None.

9. REVISION HISTORY

Date	Change	Revision	Signature
9/14/2015	Review and comment period ended, comments incorporated	1.0	Morgan Reed, State CIO and Deputy Director
10/11/2016	Updated all the Security Statutes	1.1	Morgan Reed, State CIO and Deputy Director
2/15/2021	Reviewed and updated	1.2	Deirdre LaGuardia
5/18/2021	Finalized	1.3	Deirdre LaGuardia
5/19/2021	Approved	2.0	HR Sloan, State CIO