

ARIZONA DEPARTMENT OF ADMINISTRATION	Statewide POLICY	 State of Arizona
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P1250: WEBSITE DESIGN POLICY

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1. AUTHORITY

To effectuate the mission and purposes of the State of Arizona, the Arizona Department of Administration (ADOA) shall establish a coordinated plan and program for information technology (IT) implemented and maintained through policies, standards and procedures (PSPs) as authorized by Arizona Revised Statute (A.R.S.) § 41-3504.

2. PURPOSE

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

3. SCOPE

- 3.1 Application to Budget Units (BUs)** - This policy shall apply to all BUs and IT integrations and/or data exchange with third parties that perform functions, activities or services for or on behalf of the BU or its Divisions as defined in A.R.S. § 41-3501(1).
- 3.2 Application to Systems** – This policy shall apply to all public-facing State websites.
- 3.3 Application to Third Parties** - This Policy shall apply to all State of Arizona vendors and contractors and to third parties, including other government bodies providing website related goods and services on behalf the State.

4. EXCEPTIONS

- 4.1** Policies, standards and procedures (PSPs) may be expanded or exceptions may be taken by following the Statewide Policy Exception Procedure.
- 4.1.1** In the case of existing IT Products and Services, BU subject matter experts (SMEs) should inquire with the vendor and the state or agency procurement office to ascertain if the contract provides for additional products or services to attain compliance with PSPs

prior to submitting a request for an exception in accordance with the Statewide Policy Exception Procedure.

- 4.1.2 Prior to selecting and procuring information technology products and services, BU SMEs shall consider BU and Statewide IT PSPs when specifying, scoping, and evaluating solutions to meet current and planned requirements.

5. ROLES AND RESPONSIBILITIES

- 5.1 State Chief Information Officer (CIO) shall Be ultimately responsible for the correct and thorough completion of Statewide IT PSPs throughout all State BUs.
- 5.2 State Digital Government Program Manager shall:
 - 5.2.1 Set policy and provide guidance for standards for all BU websites; and
 - 5.2.2 Document and provide a statewide design and architecture standard.
- 5.3 Budget Unit Director shall:
 - 5.3.1 Be responsible for the correct and thorough completion of BU PSPs;
 - 5.3.2 Ensure compliance with BU PSPs; and
 - 5.3.3 Promote efforts within the BU to establish and maintain effective use of State information systems and assets.
- 5.4 Budget Unit Chief Information Officer (CIO) shall:
 - 5.4.1 Ensure compliance to the Statewide Policies and Standards for websites.

6. STATEWIDE POLICY

The policy establishes that State of Arizona websites 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:

- 6.1 **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.
- 6.2 **Development:** BU websites shall be developed in a manner that delivers digital government services through efficient mechanisms while effectively utilizing BU resources. *Agency Website Style Guide* available at <https://developer.az.gov/display/services/Agency+Website+Style+Guide> and www.dotgov.gov may be used for guidance. Websites shall provide cost-effective solutions based on user requirements, including:

- 6.2.1 Accessible to the broadest possible audience, including compliance with A.R.S. 41-3532 - Alternative methods of access to electronic or information technology; complaint procedure; rules ;
 - 6.2.2 Responsive design to accommodate popular end user devices;
 - 6.2.3 Scalable to accommodate growth without rearchitecting the website;
 - 6.2.4 Availablilty;
 - 6.2.5 Compliant with all applicable State and federal statutes, Arizona administrative policies, standards and procedures.
- 6.3 **Access to Information:** BU website solutions shall provide simple, straightforward access to information and services supporting three levels of complexity:
- 6.3.1 State information (web presence and government information);
 - 6.3.2 Transactions in support of business processes; and
 - 6.3.3 Cross-BU integration (integrated agency business processes and data across agency/business lines to meet citizen needs for digital government).
- 6.4 **User Interfaces:** BU websites shall support user interfaces suitable for the following:
- 6.4.1 Industry-standard web browsers;
 - 6.4.2 Open-systems standards for infrastructure and applications;
 - 6.4.3 Solutions consistent with industry best practices; and
 - 6.4.4 Industry-standard mobile platforms.
- 6.5 **Compliance:** BU website solutions shall comply with the following federal .gov guidelines:
- 6.5.1 **No non-government advertisements:** A .gov internet domain 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.
 - 6.5.2 **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.
 - 6.5.3 **No political or campaign information:** The .gov internet domain shall be for the operation of government, not the political party or campaign environment. No campaigning shall be done using .gov domains. The .gov internet domain websites 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. Separate websites and e-mail on other top-level domains (TLDs), such as .org, will have to be used for political activity.

- 6.5.4 Naming conventions:** Naming conventions shall comply with S1310 Domain Naming Standard.
- 6.5.5 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 web site.
- 6.5.6 Privacy and use policy:** BU web sites shall post and adhere to a policy relating to how the BU uses the user’s personal information.
- 6.6 Security:** The BU shall respond to security incidents affecting their web sites in accordance with Statewide Policy P8240 – Incident Response Planning.
- 6.7 Content Disclaimer:** This policy is not intended and shall not be construed to prohibit content that is:
 - 6.7.1** Required or authorized by law;
 - 6.7.2** Official government business or furthers the specific purpose of a government organization’s web page;
 - 6.7.3** On web pages not operated or controlled by the State of Arizona;
 - 6.7.4** Links to resources that are provided by others on websites outside State of Arizona websites; and
 - 6.7.5** 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.

7. DEFINITIONS AND ABBREVIATIONS

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

8. REFERENCES

- 8.1** Arizona Revised Statutes (A.R.S.) § 41-3504
- 8.2** S1310 Domain Naming Standard
- 8.3** P8240 Incident Response Planning Policy
- 8.4** A.R.S. 41-3532 - *[Alternative methods of access to electronic or information technology; complaint procedure; rules](#)*
- 8.5** Gov Internet Program Guidelines, www.dotgov.gov

9. ATTACHMENTS

None.

10. REVISION HISTORY

Date	Change	Revision	Signature
9/14/2015	Review and comment period ended, comments incorporated	1.0	