

## Usability Standards for RFPs

The online service provided by any vendor will need to meet the City's usability standard, described below. Final acceptance of any product or service will include evaluation according to the following points in the usability standard.

Standard	Evaluation
<b>1: Easy to use</b>	In usability testing, at least 3 out of 4 users can complete the primary task(s) in a reasonable amount of time. Tests will be conducted on both a desktop computer and a mobile device.  All 'calls-to-action' related to the task are above the fold on a desktop and a mobile device.
<b>2: Easy to understand</b>	All written content must use plain language at a maximum 8th grade reading level. Page titles must be action-oriented and use primary keywords associated with the task. .
<b>3: Error-free</b>	No bugs, missing or inaccurate content, typos or broken links.
<b>4: Mobile-friendly</b>	Content is legible on a mobile device with no need for user to zoom or scroll horizontally.
<b>5: Accessible</b>	Content must meet the Web Content Accessibility Guidelines (WCAG) Level AA standard.
<b>6: Consistently designed</b>	Fonts and colors must conform to website style standards. Graphics must be professional quality.
<b>7: Fast</b>	Content must take no longer than 3 seconds to load on a mid-tier mobile device using a mobile network.