

[Adobe foreword](#)[Service modernization](#)[Index framework](#)[Index results](#)[Provincial trends](#)[Performance drivers](#)[Accessibility requirements](#)[Personalization capabilities](#)[Trust and AI](#)[Leadership pathways](#)[What's next](#)

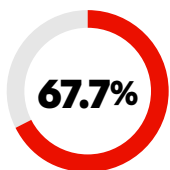
# Digital Government Index for Canada's Provincial Governments.

Delivering efficient, modernized, and accessible digital experiences to Canadians across 10 provinces.

First edition



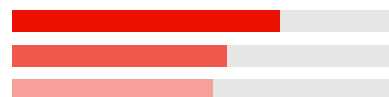
Digital Government Index



2025



Framework



**71.4%**

Digital self-service



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# Adobe foreword

Provincial governments in Canada serve as the primary touchpoint for citizens, delivering many of the most critical public services that shape daily life—healthcare, education, housing, licensing, financial support, and even tourism.



These services form the backbone of citizen well-being and economic vitality, with 40% of Canadians accessing provincial services in the last 6 months, making provinces the most

visible and impactful level of government for most Canadians. Many of these critical services begin with an application, such as those for health cards, driver's licenses or financial support for post-secondary education.

Despite this, provincial governments face a dual challenge. On one hand, rising public expectations for seamless, digital-first services continue to grow. On the other, resource pressures—including aging populations, workforce retirements, and legacy technologies—are straining existing systems.

To address these challenges, provinces are making strategic moves to modernize service delivery. Key

priorities include providing a single point of access, improving accessibility, supporting multiple languages, and personalizing services to better meet the needs of all Canadians.

This inaugural **Digital Government Index (DGI) report for Canada** highlights the strengths and weaknesses of provincial service delivery, identifying opportunities where improvements are both needed and within reach. Many of the metrics assessed in this report centre on a simple but powerful idea: when governments design services for everyone and tailor them to Canadians, they deliver better outcomes. In a climate of increasing scrutiny and constrained resources, services that are easier to access will not only improve the citizen experience but also enable governments to fulfill their missions with efficiency, transparency, and trust at the core.

## **Brian Chidester**

Head of Industry Strategy  
Public Sector  
Adobe



<sup>1</sup> Tidio. *Essential self-service statistics and trends. 2024*

# The path to citizen-centric government: Modernizing public services across Canadian provinces.

The impetus for public service modernisation goes beyond the need for digitization and is a necessary response to rising citizen expectations. Canadians who have been influenced by their private-sector digital experiences. In short, governments must deliver services that are faster, more efficient, and more user-friendly.

## Doing more with limited resources

Canada's provinces manage complex and expanding mandates in areas such as healthcare, housing, energy, and education. At the same time, they must respond to rising public expectations, navigate fiscal constraints, and address challenges such as aging technology infrastructure and workforce capacity. These pressures highlight the need for a digital-first, platform-based approach that prioritizes efficiency and scalability, while enabling proactive and personalized delivery of services.

## Raising the bar for citizen experience

Canadians increasingly expect interactions with government to be as seamless, secure, and Personalized as those they experience in banking, retail, or travel. Surveys show that while **83% of Canadians expect to access government services online<sup>1</sup>, only 35% are satisfied with their digital government experiences**, compared to 70% satisfaction with private-sector websites<sup>2</sup>. Closing this gap is not just about convenience—every digital touchpoint represents an opportunity to build trust, increase engagement, and improve outcomes.

## Removing barriers to access

### Single Point of Access

From an operational standpoint, there are multiple proven pathways to achieving better service quality

and efficiency. Provinces are beginning to take bold steps with leading governments focused on integrating services and offering Canadians impactful capabilities like a single point of access. This creates operational synergies, improves data insights into constituent needs, and offers a seamless provincial government experience.

As an example, provinces like Alberta launched My Alberta Digital ID (MADI) and MyAlberta eServices. Using a single ID and service portal, constituents can submit applications, pay fines, order documents, check MyHealth records and apply for benefits.

## Accessibility for all Canadians

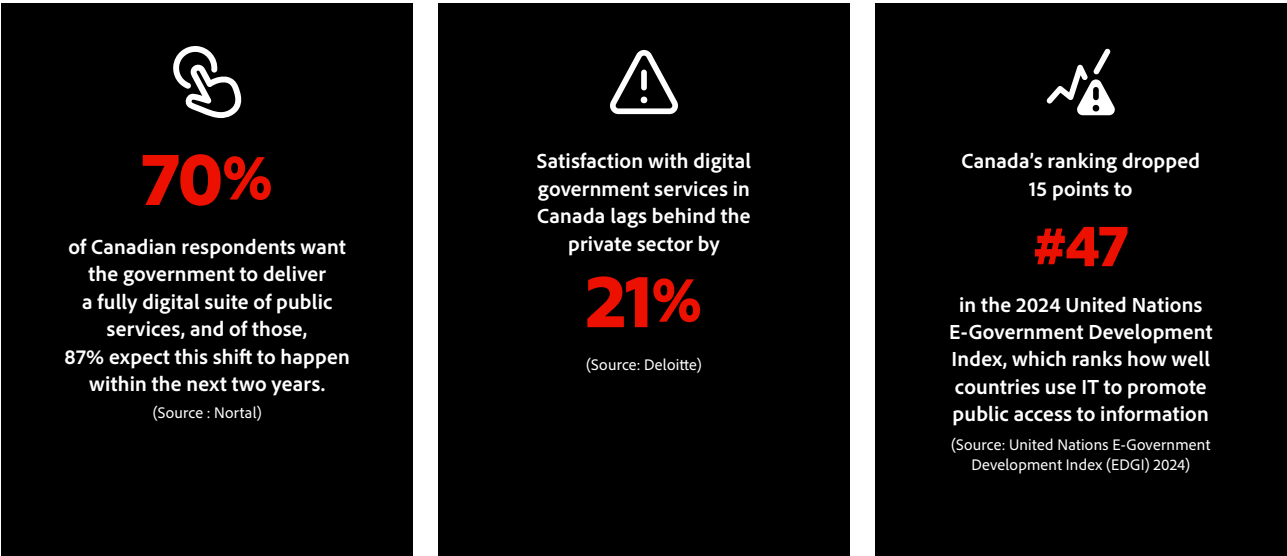
Another pathway to better service delivery is improving the accessibility of public information and services, while empowering more citizens to independently self-serve. Provincial governments are already focused on improving access among Canadians of all abilities and meeting incoming compliance obligations such as WCAG 2.1 AA standards. Having sites translated in English and French is becoming standard practice, especially given that 22% of citizens say French is their primary official language, it is essential that digital service applications are available in both official languages—English and French.

<sup>1</sup> Accenture, 2022 Digital Government Services Survey;

<sup>2</sup> Ipsos, 2022 Government Website Satisfaction Survey;

The other benefit of expanding accessibility is reducing the cost to serve. In fact, digital self-service can cut support costs by 75%<sup>3</sup>, while freeing up staff to help citizens with the issues that can't be resolved online. While governments continue to make strides towards these goals, the reality is that most Canadian

citizens still encounter problems when trying to access and interact with government services. Most people say digital is also their channel of choice for engaging with government services, but few do so on a regular basis.



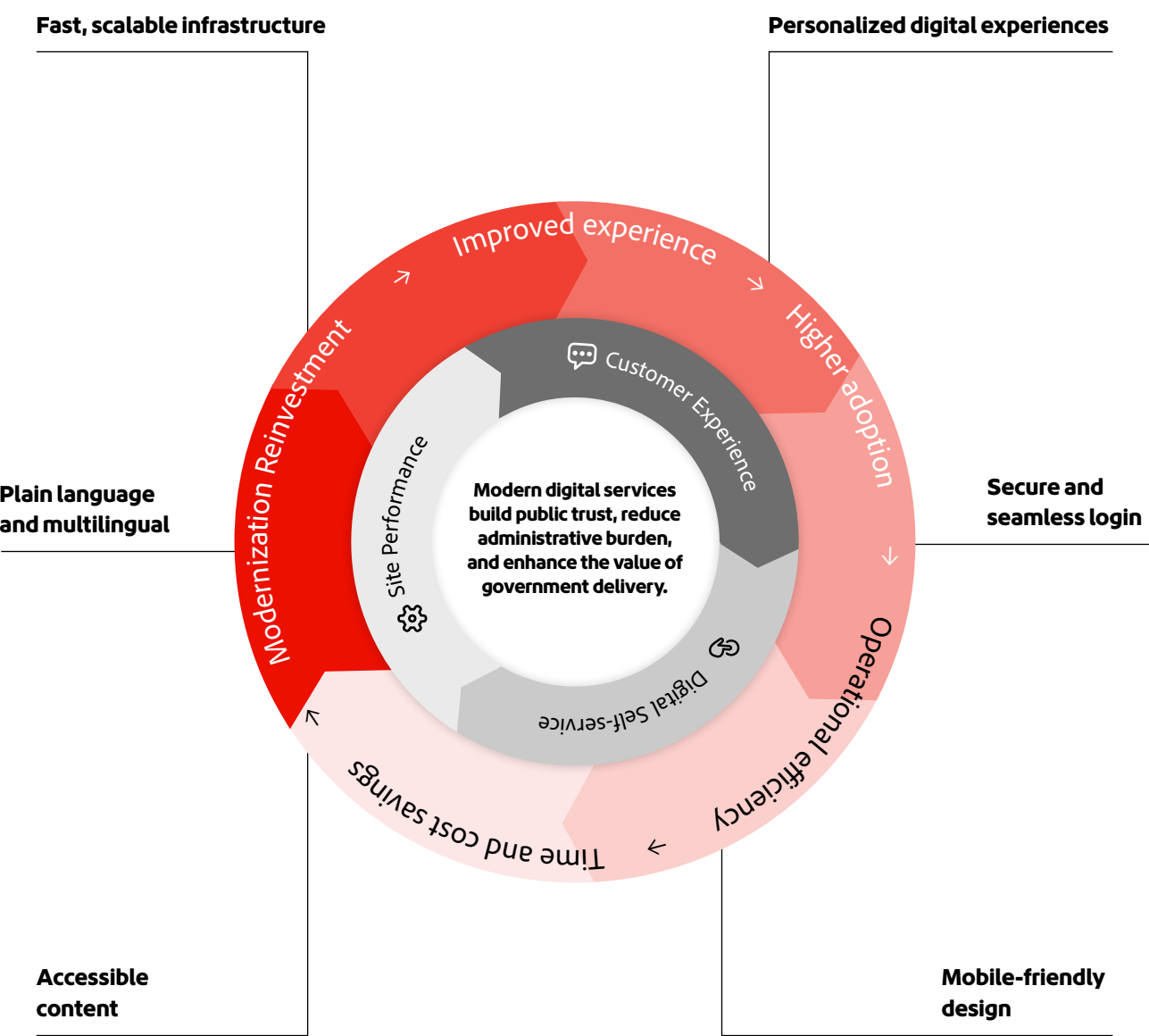
<sup>3</sup> Tidio. Essential self-service statistics and trends. 2024

## Enhancing outcomes for citizens and government

Adobe's Digital Government Index (DGI) evaluates how effectively provincial government websites deliver impactful, efficient digital services. It provides a benchmark for digital maturity across provinces, identifying opportunities to improve core capabilities and modernize service delivery.

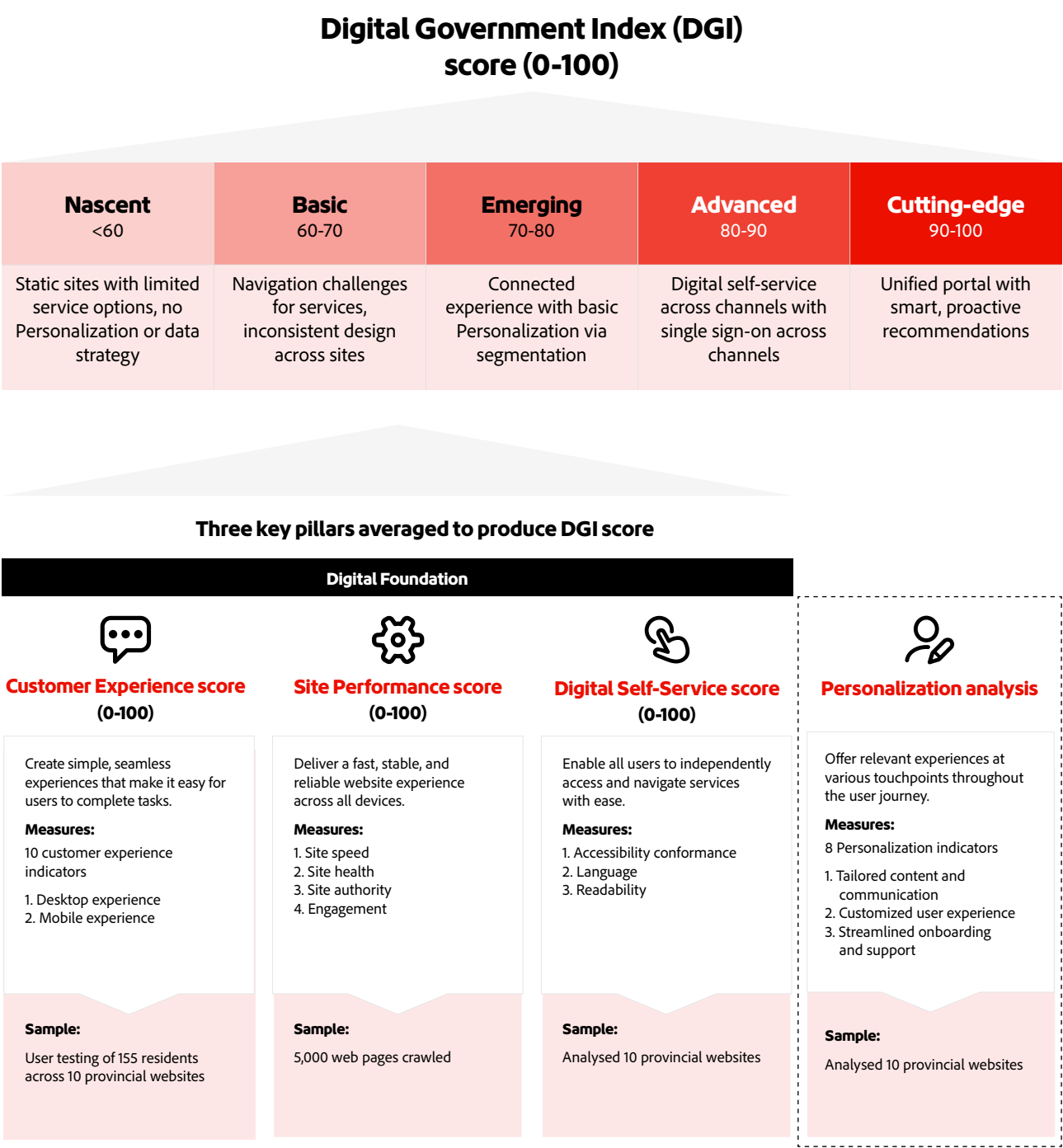
A stronger performance on the DGI metrics equates to better experiences for citizens and governments. As more people access and easily engage with online services, provincial governments can gain efficiency, reduce the cost to serve, and later reinvest in ongoing improvements. This creates a self-reinforcing cycle of better service, higher participation and stronger outcomes.

### The modern digital services flywheel: driving participation, efficiency, and public outcomes.



# The Digital Government Index (DGI) framework.

The DGI assigns a score from 0 to 100 across Canada's 10 provincial government websites, assessing effectiveness in three core areas: Customer Experience, Site Performance, and Digital Self-Service. The 2025 report also includes an evaluation of personalization capabilities to understand how well ministries deliver relevant, user-centred experiences. Together, these measures demonstrate the intuitiveness, efficiency, and accessibility of government services for all constituents.



THE DGI RESULTS

# Digital Government Index scores across provinces

Canadian provinces have an average score of 67.7 out of 100 for their inaugural DGI assessment. This result is primarily attributed to strong performance in Digital

Self-service. However, Site Performance emerged as a notable weakness across the provinces. To address

this, Canadian provinces should continue to advance their accessibility initiatives and invest in upgrading technology infrastructure to develop more efficient web and mobile platforms.

Digital Government Index for Canada

**67.7/100** 2025 DGI score



Customer Experience

2025

67.7



Site Performance

2025

63.8



Digital Self-Service

2025

71.4

Nascent  
<60

Basic  
60-70

Emerging  
70-80

Advanced  
80-90

Cutting-edge  
90-100

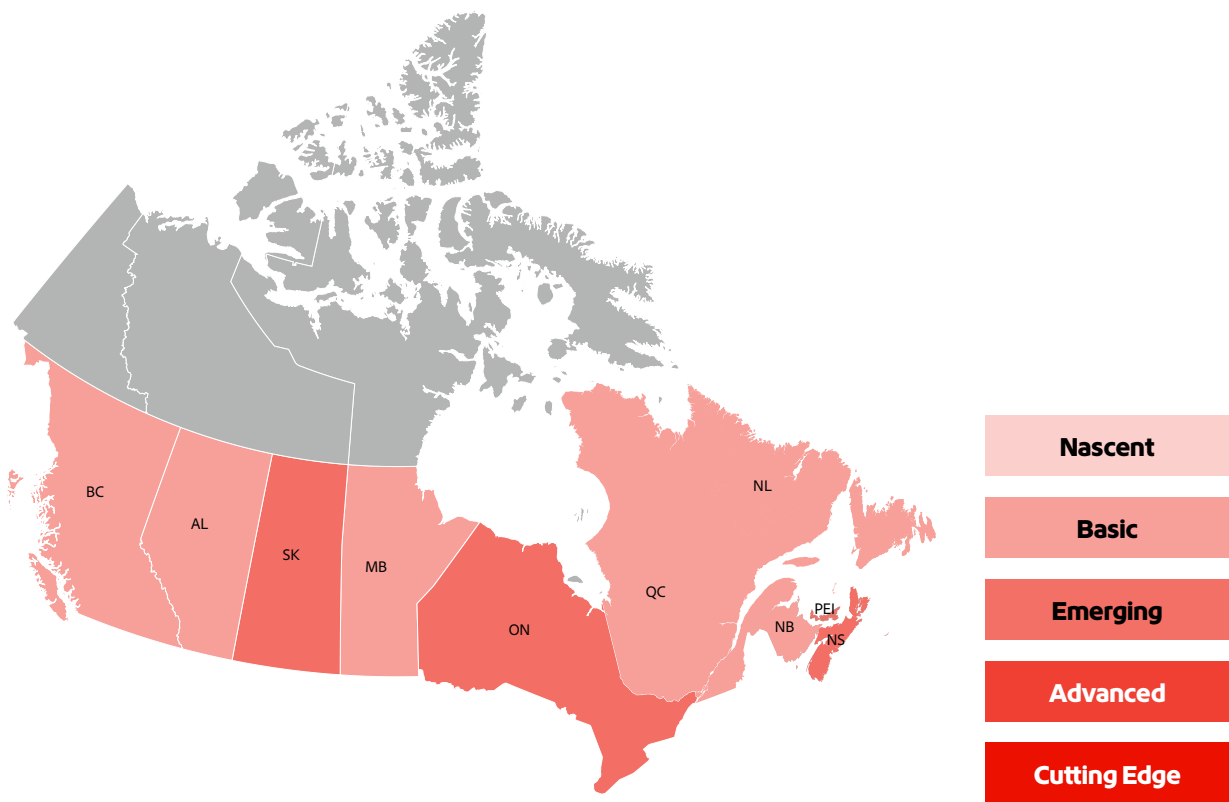
Provincial trends

# The provinces pulling ahead in digital performance.

A closer look reveals where performance is most advanced, and which provinces are leading the way in digital government maturity and service delivery.

Exploring the common attributes among DGI leaders is instructive for any province seeking to improve its rankings and, in turn, outcomes for its citizens.

## Digital Government Index for the 10 Provinces



The DGI scores across the provinces show that four are classified as Emerging and the remaining six are considered Basic.

## Setting the pace and accelerating performance.

Beyond the national distribution of scores, some provinces stand out for their DGI leadership, while others are building strong momentum. In most cases, top-ranking provinces are outperforming peers on all three core metrics.

| #1 Ontario             | #2 Saskatchewan        | #3 Nova Scotia         |
|------------------------|------------------------|------------------------|
| 2025 DGI score<br>72.3 | 2025 DGI score<br>70.6 | 2025 DGI score<br>70.3 |



## Desktop Customer Experience edges ahead of mobile.

The national average for Customer Experience (CX) is 67.7. This figure is composed of a desktop CX score of 68.4 and a mobile CX score of 66.7. Within this

dimension, Prince Edward Island, Ontario, Nova Scotia, Manitoba, and Alberta are leading the way.



## Prince Edward Island

**Prince Edward Island (PEI) has a Customer Experience score of 73.2, placing it at the Emerging level of maturity. Its current website features clear layouts, intuitive navigation, and well-structured content with up-to-date information on services and news.**



## Noticeable gap in Site Performance.

The national average for Site Performance is 63.8. Within this dimension, Engagement and Mobile Site Speed scored lowest at 53.4 and 54.1, indicating a significant need for improved omni-channel service

delivery in Canada's provincial governments. The top-performing provinces for Site Performance are Nova Scotia, Alberta, New Brunswick, Ontario, and Saskatchewan.



## Nova Scotia

**Nova Scotia topped the Site Performance rankings with a score of 69.6, putting them on the cusp of the Emerging maturity level. This may be attributed to a focus on technical excellence, including the use of SEO best practices, updated website infrastructure and an optimized website design that reduces page load times.**

## New Brunswick

**With a desktop site speed of 91 and the highest mobile site speed (69), New Brunswick is one of the standouts amongst all the Canadian provinces. New Brunswick's site speed performance can be attributed to their investment in an enterprise Content Management System (CMS) and effective optimization strategies such as efficient code and fast and reliable hosting. With the use of a CMS, they are able to better streamline content delivery and management, ensuring a responsive, optimized, scalable, user-friendly website across all devices.**



### **Digital Self-Service shows bright spot.**

Digital Self-Service is the highest scoring dimension for Canadian provinces, with a national average of 71.4. This score is largely due to the average accessibility conformance of 95.8, a measure of adherence with WCAG accessibility criteria, and the average Homepage Accessibility Issues (HP Axe) score of 87. Despite this, there is room for growth in the language capabilities across provinces, as we see 4 out of 10 provinces do not have clear tools that allow for language translation capabilities on their website.

It is recognized that only New Brunswick and Quebec have established formal requirements for French language proficiency. Nevertheless, limited language translation tools are viewed as a missed opportunity to provide equitable service to all Canadians. Readability continues to lag, with all provinces scoring 50 or below, indicating that most content remains difficult to understand. Saskatchewan, PEI, Ontario, Quebec, and Alberta lead the nation in Digital Self-service.

## Saskatchewan

**Saskatchewan achieved the highest score in Digital Self-Service at 81.5, distinguishing itself as the only province to attain an Advanced maturity level. This score stems from a perfect Language score (100) and strong accessibility conformance (96). Saskatchewan utilizes digital solutions to facilitate access to language translations and enforces comprehensive legislation addressing accessibility requirements. For example, the Accessible Saskatchewan Act, enacted in 2023, aims to create accessible digital and physical environments while promoting a proactive approach to accessibility.**

 **Canadian province performance compared to US 50 states.**

When comparing Canada’s DGI results to those of the United States, both countries scored nearly the same overall, with Canada averaging 67.7 and the U.S. slightly higher at 68.0.

The performance across dimensions reveal important contrasts:

|                      | CAN  | USA  | % Difference |
|----------------------|------|------|--------------|
| Average DGI Score    | 67.7 | 68   | -0.05%       |
| Customer Experience  | 67.7 | 66.6 | 1.7%         |
| Site Performance     | 63.8 | 65.1 | -2.0%        |
| Digital Self-Service | 71.4 | 71.7 | -0.36%       |



PERFORMANCE DRIVERS

# Digital strengths and opportunities to enhance service delivery.

Examining the key DGI performance metrics reveals how different aspects of service delivery are interconnected, highlighting key strengths, gaps, and

emerging opportunities. Taking a cross-capability view helps identify the trends driving progress and where greater focus can accelerate improvement.

 **Recognizing journeys are omnichannel.**

Citizens judge their satisfaction with government services not by one-off interactions but on consistent outcomes and speed-to-resolution. Service journeys often span multiple ministries and platforms and are accessed through different devices. Unfortunately, mobile site speeds trail significantly behind that of desktop web, which is particularly important since

most people access services on mobile devices. This matters for many people without access to home internet, who rely solely on mobile for government interactions. Canadian governments should address the disparity between mobile and desktop site speed to achieve greater consistency across platforms.

|                                                | 2025 |
|------------------------------------------------|------|
| Average desktop site speed across 10 provinces | 78.4 |
| Average mobile site speed across 10 provinces  | 54.1 |

 **Experience undermined by weak foundation.**

While citizens find value in the services offered across provinces, as evidenced by the moderate CX scores, their experience is undermined by slower load times, less responsive platforms, and inconsistent reliability. Foundational performance issues—such as outdated infrastructure and underinvestment in site

optimization—may be limiting progress for Canadian provincial governments. To close the gap, provinces will need to pair citizen-centric design with stronger technical execution to ensure that services are not only relevant, but also seamless and dependable.

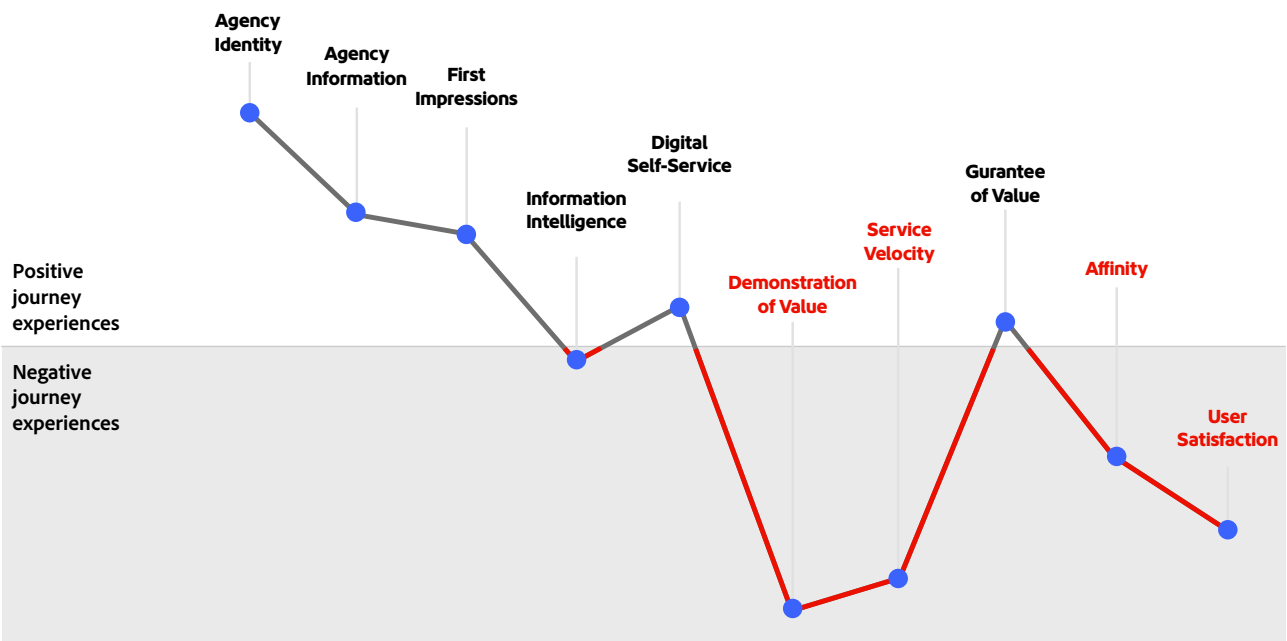
|                                                 | 2025 |
|-------------------------------------------------|------|
| Average Customer Experience across 10 provinces | 67.7 |
| Average Site Performance across 10 provinces    | 63.8 |

## Personalization plays an outsized role.

When evaluating the 10 Customer Experience sub-measures, users rated those at the start of their journeys higher. This included whether they easily recognize sites and find relevant landing page content. A deeper look shows friction builds closer to the point of transaction. For example, when users engage in online transactions with provinces their

experience with application speed (Service velocity) and overall satisfaction (User satisfaction) are poorly rated. By improving unauthenticated experiences and harnessing data, governments can offer more personalized enrolment processes and boost their experience scores.

### Customer Experience scores across user journeys.



## Provinces excel in self-service and accessibility.

Web accessibility is more than a compliance obligation; it is key to reaching underserved groups. Features like alt text for images, colour contrasts, or language translation tools can remove barriers to participation in essential services. Accessibility also lifts operational efficiencies. When more citizens can self-serve online, the burden on assisted channels and staff decreases.

In a country as diverse as Canada, language translations and easy-to-read content are essential

components of an effective accessibility strategy. Providing multilingual options helps bridge language barriers for residents whose first language may not be English or French, enabling them to access critical services, participate fully in civic life, and make informed decisions. Ultimately, accessible, readable, and multilingual provincial websites enhance user experiences and help build a more inclusive and connected Canadian society.

|                                                  | 2025        |
|--------------------------------------------------|-------------|
| Language translation offered across 10 provinces | 6 provinces |
| Accessibility conformance (Axe score)            | 87          |

ACCESSIBILITY

# Designing for autonomy and prioritising accessibility.

27%

Of Canadian adults have some form of disability

7 in 10

Canadians use smartphones to access the internet

0.8m

Canadian residents have Limited English Proficiency (LEP)

38%

of Canadians are reading at level 3, which is considered the minimum required for coping with everyday life

Government ministries throughout Canada are placing increased emphasis on accessibility, striving to ensure that digital services address the requirements of every citizen and facilitate equitable access nationwide. Accessibility is now recognized as an integral component of inclusive public service delivery, rather than solely a matter of regulatory compliance.

At the federal level, the **Accessible Canada Act (2019)** set the ambition of achieving a barrier-free Canada by 2040, with accessibility standards applying to government programs, services, and federally

regulated industries. The Legislation emphasizes that accessibility is central to Canada's digital modernization agenda (Government of Canada, 2024).

This national direction is echoed across Canada's provinces, many of which are implementing their own accessibility initiatives to improve digital inclusion in areas like online services, transportation, healthcare, and education. While approaches differ, the shared outcome is clear: ensuring that all Canadians—regardless of disability, language, or circumstance—can access public services equitably.

Personalization

# Tailoring services to an audience of one.

Offering personalized access to relevant online services can strengthen trust and confidence in government. Many Canadians are open to sharing information if it leads to services tailored to their needs, interests, and circumstances. In fact, **44% of Canadians say they are willing to share private data in exchange for more personalized digital service**. When provincial governments deliver information through preferred channels—whether web, mobile, or push notifications—and in ways that feel timely and relevant, the citizen experience is far more likely to meet expectations.

Adobe evaluated personalization by measuring how effectively ministries provide relevant experiences across key touchpoints in the user journey. This assessment spanned all 10 provinces, with personalization capabilities assessed against eight feature metrics mapped to the user journey.

| Journey Stage | Feature                            | % of provincial websites with feature |
|---------------|------------------------------------|---------------------------------------|
| Engage        | Services and updates               | 85                                    |
|               | Site search                        | 75                                    |
| Discover      | Login experience                   | 50                                    |
|               | Registration                       | 25                                    |
| Enroll        | Forms                              | 56                                    |
|               | Frictionless enrollment experience | 36                                    |
| Nurture       | Chat assistance                    | 0                                     |
|               | Personalized dashboard             | 28                                    |

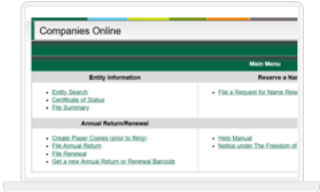
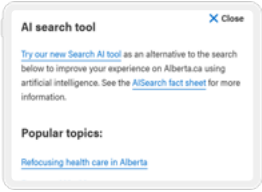
The results reveal a clear pattern. While personalization features like personalized services updates or dynamic site search are commonly found at the early stages of the journey, capabilities drop off as users move downstream. These later stages are critical for providing tailored support that addresses individual requirements and promotes successful results, yet they coincide with the points where citizens perceive their experience to be least effective. Moreover, if digital services are not accessible or tailored to individual needs, citizens may choose alternative methods for obtaining information from provincial governments, such as visiting service locations or using call centres, which can be more costly.

This shortfall suggests that while foundational elements are in place, deeper personalization capabilities remain underdeveloped. This is where tailored dashboards, proactive chat assistance and frictionless enrolment could make a difference.

Best-in-class personalization in action.

Best practice features provide visitors with a tailored experience that aligns with their needs and behaviours. Examples include personalized home and profile pages based on individual interests, search history, and browsing patterns, making it easier for them to find and engage with the content they are looking for.

| Feature       | Services and updates                                                                 | Site search                                                                                                   | Forms                                                                                          |
|---------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Best practice | Ensure homepage displays relevant content for residents on top services and updates. | Dynamic search capability offers real-time suggestions, delivering relevant results and reducing user effort. | Seamlessly embed web-based forms into enrolment processes, with key information pre-populated. |
| Example       |     |                             |             |

| Feature       | Personalized dashboard                                                                             | Artificial Intelligence                                                              | Login experience                                                                           |
|---------------|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| Best practice | Dynamically tailor content and experiences based on audience segmentation and constituent consent. | Use AI- assisted search tools to deliver highly relevant results quickly.            | Prominent CTA and visible button prompting visitors to register for an account or sign-in. |
| Example       |                 |  |       |



# Maintaining trust in the age of AI.

Provincial governments across Canada are increasingly embracing emerging technologies—particularly AI—to modernize service delivery, streamline operations, and better serve citizens. For example, Ontario MPP Ted Hsu noted the following during a recent Legislative Assembly debate:

**“** The Ontario budget talks about fostering the artificial intelligence—the AI—ecosystem in Ontario, and it aspires to something good and, I think, achievable, which is to make Ontario a global leader in artificial intelligence.

- **Ted Hsu,**  
MPP for Kingston and the Islands (Ontario Legislative Assembly debate, May 29, 2025)

Although AI offers numerous advantages, it also presents emerging risks. Concerns about ethics, bias, and transparency remain front and centre. In fact, a [recent KPMG study](#) found that 79% of Canadians say they are concerned about possible negative outcomes from AI, with 87% citing cybersecurity risks as a top worry. Despite the benefits of AI, trust remains fragile with only 34% of Canadians saying they are willing to trust information generated by AI, and 92% report being unaware of any laws or regulations that govern AI in Canada<sup>4</sup>.

At the same time, Canadians see clear opportunities. **70% believe AI will ultimately lead to positive outcomes, and 60% already report seeing benefits in their personal or professional lives.** Building trust through transparency, accountability, and strong safeguards will be just as important as driving innovation.

In the context of the DGI findings, this era of AI presents the following emerging challenges and opportunities for governments:

## Authority in the world of AI-driven search

- **Opportunity:** Increase representation of official government sources in AI-generated search results and summaries that now feature in many widely used general-purpose AI tools.
- **Response:** Improve site health, site authority and content quality.

## Creating Personalized experiences at scale

- **Opportunity:** Speed and scale up content production and create variations and support pathways that meet the needs of all citizens.
- **Response:** Embed generative AI to tackle known bottlenecks in the content creation process, ensure consistency and delivery at the right time.

## Stemming the tide of harmful deepfakes

- **Opportunity:** Restore trust in AI and combat misinformation when sharing public information across government sites and channels.
- **Response:** Use tools to ensure the provenance and integrity of content, including content credentials for creators and citizen viewers.

## Developing resilient and secure platforms

- **Opportunity:** Develop secure, performant and resilient platforms for citizen engagement that address data privacy and content integrity risks.
- **Response:** Use AI to automate content verification, ensure compliance with security standards, and monitor for Unauthorized changes to maintain content integrity.

4. KPMG 2025. Trust, attitudes and use of artificial intelligence

For most ministries, implementing AI should follow a crawl-walk-run approach. Starting with small, targeted pilots allows teams to test use cases, build confidence, develop skillsets, and refine governance. As AI evolves, success will depend not only on new tools but understanding where the technology is available and embedded within existing ones.



# Pathways to experience-driven government.

Provincial government ministries can improve their DGI scores by taking practical steps. These can accelerate citizen adoption of digital services and help capture the significant economic and social benefits.

| Objective                                                                                                                                            | Challenges                                                                                                                                                                                                                                                                                                                 | Response                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Impact                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  Improve access to government services                              | <ul style="list-style-type: none"> <li>Slow site speed creating barrier to access</li> </ul>                                                                                                                                                                                                                               | <ul style="list-style-type: none"> <li>Ensure site reliability and stability to support increased site traffic</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                 | <p><b>Reduced:</b></p> <ul style="list-style-type: none"> <li>Call center volumes</li> <li>Pages per visit</li> <li>Returning visitors</li> </ul> <p><b>Visit duration</b></p> <ul style="list-style-type: none"> <li>Abandoned forms</li> <li>Customer complaints</li> </ul> <p><b>Increased:</b></p> <ul style="list-style-type: none"> <li>Transactions initiated</li> <li>Transactions completed               <ul style="list-style-type: none"> <li>NPS</li> <li>Trust</li> </ul> </li> </ul> |
|  Improve findability and consistency of government information      | <ul style="list-style-type: none"> <li>Low search authority impacting findability of content and representation in AI-driven search</li> </ul>                                                                                                                                                                             | <ul style="list-style-type: none"> <li>Single source of truth for content across all areas and level of government</li> <li>Create content once and deploy across all interactions for a consistent experience</li> <li>Distributed authoring and approval capabilities</li> <li>Use AI to ensure adherence to brand and tone guidelines</li> <li>Use tools to verify the source of AI-generated content</li> </ul>                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|  Improving citizen experience on mobile                           | <ul style="list-style-type: none"> <li>Content not Optimized for mobile</li> <li>UX is not Optimized for mobile</li> <li>Mobile features are not utilized fully in design</li> </ul>                                                                                                                                       | <ul style="list-style-type: none"> <li>Delivery of varied content to support device type</li> <li>Design for all device types with a growing focus on mobile</li> </ul>                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|  Improve citizen experience to provide timely government services | <ul style="list-style-type: none"> <li>Citizen is required to provide information multiple times</li> <li>Citizen is unclear of eligibility for assistance</li> <li>Citizen is unable to complete application process online</li> <li>Citizen is unable to re-engage with life journey from where they left off</li> </ul> | <ul style="list-style-type: none"> <li>Enable users to fill, sign, and submit applications online</li> <li>Use context to ensure each citizen experience is relevant and personal</li> <li>Increase enrollments using digital automation and streamlining the experience across devices</li> <li>Use generative AI to produce content variations and information tailored to diverse needs and channels</li> <li>Connect and share citizen data across government based on privacy and consent</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|  Provide information that can be understood by all citizens       | <ul style="list-style-type: none"> <li>Content not available in all languages</li> <li>Content is not suitable for lower literacy levels</li> <li>Content is not tailored for individual groups</li> </ul>                                                                                                                 | <ul style="list-style-type: none"> <li>Provide content in all languages utilising AI or translation services integrated in content management solutions</li> <li>Use AI-driven voice functionality or natural language chatbots with multi-lingual support</li> <li>Provide the ability to have content served in easier to read formats or in video</li> <li>Personalize content based on preferences and behaviors of citizens to ensure timely support</li> </ul>                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

# What's Next

Every year, Adobe's DGI deepens our understanding of digital government service delivery globally. While this marks the first DGI report for Canada, the lower Site performance score, especially on mobile devices, highlights a significant need for governments to invest in more modern tech infrastructure.

We partner with government ministries and agencies worldwide to showcase the Index framework, help establish ownership of citizen journey stages, and demonstrate relevant personalization use cases. To receive your benchmarking results or explore opportunities, contact Kaila Cage ([squires@adobe.com](mailto:squires@adobe.com)).

## Methodology

Adobe's Digital Strategy Group conducted the Canadian analysis for the annual DGI from July to August 2025, covering the official websites of 10 provinces.

Each of the three dimensions below receives a score from 0 to 100, with the average yielding the overall Digital Government Index score.



**Customer Experience:** User testing for 155 users via script with citizens aged between 18 and 65, testing mobile and desktop user experience across 10 categories.



**Site Performance:** Leveraging third-party tools such as Google PageSpeed and Semrush to measure the speed and functionality of 5,000 government web pages across devices.



**Digital Self-Service:** Using third-party tools such as axeDevTools, Web FX and manual analysis to assess the accessibility and inclusion of 10 provincial government websites

Further analysis is undertaken to evaluate the following capabilities with associated methods including:



**Personalization:** Testing across 10 provincial websites, covering a range of elements from account dashboards, display content, communications and visual elements.



