

# Scope and Objectives

To ensure that all Government of Rwanda websites follow a consistent, professional, and user-focused approach to design and content management. By adhering to these standards, institutions will achieve the following benefits:

## **Consistency and Branding**

Maintain a uniform look and feel across all government web pages, reinforcing a strong and recognizable national digital identity.

## **Improved User Experience (UX)**

Ensure navigation, content structure, and accessibility features are optimized to deliver an intuitive and inclusive experience for all users.

## **Faster Development and Maintenance**

Enable developers and designers to work more efficiently by minimizing inconsistencies, streamlining workflows, and reducing the need for repetitive revisions.

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