

30 points

Definition – Features that help users make use of information inside the portals/websites

Criteria	Definition
Phone Contact Information	<ul style="list-style-type: none"> ▪ Phone number that allows citizens to contact the respective government unit.
Fax number	<ul style="list-style-type: none"> ▪ Fax number that allows citizens to fax in to the respective government unit/department.
Address Information	<ul style="list-style-type: none"> ▪ Address information that allows citizen to contact the respective government unit.
Email	<ul style="list-style-type: none"> ▪ Email address that allows citizens to contact the respective government unit/department. ▪ This may include webmasters and the officers, who are in-charge of the government-related services.
Phrase of Laman Web Rasmi/Portal Rasmi	<ul style="list-style-type: none"> ▪ The phrase must be displayed on the government website/portals.
Website Counter	<ul style="list-style-type: none"> ▪ A tool to count the number of hits/visits of a website. ▪ A hit is a file sent to the browser by a web server. ▪ A visit happened when someone visits a website. It might consist of one or more hits.
Display of Malaysia Crest	<ul style="list-style-type: none"> ▪ Malaysia crest to be displayed at the top of main page. ▪ Display at following pages is recommended.

Criteria	Definition
Publications	<ul style="list-style-type: none"> ▪ Publications are referred to information available via online or downloadable manner. Thus, offline publications are not considered here. ▪ If majority of publications/databases are not available/ non-accessible online or experiencing faulty link, then it should not be considered here. ▪ Publication is usually explicitly stated as "publication" or sometimes "information" in a website. ▪ If it is an abstract, then it is not considered as publication. ▪ Articles/news clipping are not considered as publication.
Electronic Archive	<ul style="list-style-type: none"> ▪ Archive of articles, news clipping, publications etc. ▪ Recommended archive starting from 1 year back.
Statistic of Online Services	<ul style="list-style-type: none"> ▪ To provide updated number of transaction for <u>all</u> of the online services provided and listed in the portals/websites on monthly basis. ▪ To also provide percentage of the transactions.
Broadcast	<ul style="list-style-type: none"> ▪ Latest section of announcement is compulsory with the news and information on agency.
Agency Policy	<ul style="list-style-type: none"> ▪ Website must display their policy for visitors' viewing.
Client's Charter	<ul style="list-style-type: none"> ▪ Client charter is a requisite in the portal/website and must be made available for visitor's viewing.
Achievement of Client's Charter	<ul style="list-style-type: none"> ▪ To make available the achievements together with the client's charter.

Criteria	Definition
About Us section	<ul style="list-style-type: none">▪ Basically it provides information on the respective government unit/ department.▪ It could either be explicitly stated under “About Us” section or in the introduction page.
Mobile Web	<ul style="list-style-type: none">▪ Mobile web initiative that can be accessed by visitors through mobile device.▪ Announcement on the features must be displayed and make available in the portal/website



40
points

Definition – Features that supports and ease users’ experience when utilising portals/websites

Criteria	Definition
Homepage Length	<ul style="list-style-type: none"> ▪ Scrolling down of a portal/website must be 3 page or less. ▪ Measurement is via Page Down button ▪ Resolution: max 1200x800
No Advertisement	<ul style="list-style-type: none"> ▪ Advertisement must be related to the agency. ▪ Not meant for commercial purpose. ▪ Government-Linked Company (GLC) advertisement is considered a commercial advertisement. ▪ A government related tender/quotation notification is not considered as advertisement. ▪ Pop-up ads need to be avoided as it is de-legitimizing ▪ Example: Banner, pop-up, fly-by advertisement
Search Within Portals/Websites	<ul style="list-style-type: none"> ▪ A facility to seek general information of a portal/website by typing in the queries. ▪ The search function must be internal, that is within the agency portal/website. ▪ Example: Search box.

Criteria	Definition
Feedback Auto-Notification	<ul style="list-style-type: none"> ▪ Notification will be prompted to visitors upon submission of feedback forms, comments or enquiries on the website. ▪ Reference number is encouraged to be included with the response for tracking purposes. ▪ Include the timeline of when agencies will come back to users. ▪ Example: Upon submission of comment/feedback, a pop-up window will be prompted.
Link to Other Sites	<ul style="list-style-type: none"> ▪ Whether a "link to other websites/portals" section is available. ▪ Links should be consolidated according to categories. Only relevant sites/links can be considered here.
Link to myGov	<ul style="list-style-type: none"> ▪ Each agency must provide link to myGovernment portal.
Link to MSC Malaysia	<ul style="list-style-type: none"> ▪ Each agency must provide link to MSC Malaysia website.
Support Link	<ul style="list-style-type: none"> ▪ Includes "Help", troubleshooting and guidance to the visitors/users to use the portal/website (e.g. step-by-step instruction on how to download a file).
Sitemap	<ul style="list-style-type: none"> ▪ Text organized model of a website's content that allows user to navigate through the website to find information they are looking for.
Statement of Best Viewed	<ul style="list-style-type: none"> ▪ Statement of "Best Viewed" must be displayed.
No Broken Link	<ul style="list-style-type: none"> ▪ The hyperlink on a particular portal/website that does not function non-existence, e.g. URL has been changed, or the page has been moved. ▪ Many online tools are available e.g. Truwex, Xenu, Broken Link Checker

Criteria	Definition
Updated Website	<ul style="list-style-type: none"> ▪ It is essential to provide updated information on the portals/ websites. ▪ The phrase "Last update" must be displayed on the portals/websites.
Website Personalization	<ul style="list-style-type: none"> ▪ Having sections catering to a specific audience in order to remove clutter. ▪ Provide links so that users can view type of information tailored to their needs; i.e. students, parents, teachers, and partners. ▪ A quick and easy way to direct citizens to the information or services they are seeking.
Multi Language	<ul style="list-style-type: none"> ▪ Both Malay and English languages are encouraged to be included in the portal/website. ▪ Other language is an optional. ▪ For portal/website with only Malay version, but a translation tool is provided, then it is still considered as yes. ▪ The whole content of a portal/website must be translated into the particular language, be it foreign or Malay language. Discrepancy between the content and its translation are also to be avoided.
W3C Disability Accessibility	<ul style="list-style-type: none"> ▪ Priority 1 of a portal/website to cater blind users is evaluated using WAVE (http://wave.webaim.org) ▪ Users with poor eyesight must have the ability to change the text size of a website according to his/her preferences. ▪ Users who suffer colour-blindness must be provided with the ability to change text and background colour to be able to utilise the portal/website. ▪ All of the accessibilities are compulsory in each portal/website.

Criteria	Definition
Video/Audio Clip	<ul style="list-style-type: none">▪ Streaming/downloaded audio clips are clips with sound only and are meant to be recorded for listening purpose.▪ Background sound is not an audio clip.▪ Streaming/downloaded video clips are clips with sound and moving picture and are meant to be recorded for viewing purpose.▪ Flash is not considered as a video clip.▪ Flash in the cover page is not considered as a video clip.▪ Both audio and video clips must be related to the agency.
Loading Time	<ul style="list-style-type: none">▪ Loading time of front page of agency's portal/website (should not exceed 10 seconds; based on network speed of 100Mbps).▪ Online tools can be used to test the criterion i.e. Truwex, Website Speed Test



10 points

Definition – Features that helps to convince users in making use of online services

Criteria	Definition
Login to Any System	Login features to any web applications / systems.
Privacy Policy	<ul style="list-style-type: none"> ▪ Privacy statement must be displayed for visitor’s viewing. ▪ Disclaimer and terms & conditions cannot be considered as privacy statement. ▪ Provide encrypted pages to demonstrate site users’ protection. ▪ Example: Prohibition on cookies and sharing personal information
Security Policy	<ul style="list-style-type: none"> ▪ Security statement must be displayed for visitor’s viewing. ▪ Disclaimer and terms & conditions are not considered as security statement. ▪ Example: Use of software to monitor traffic on a particular portal/website.
Disclose the Disclaimer Statement	<ul style="list-style-type: none"> ▪ To notify visitors on the disclaimer statement. ▪ Portal/Website must display the disclaimer statement for visitor’s viewing.
Notice of Copyright	<ul style="list-style-type: none"> ▪ Copyright statement must be displayed in the portal/website to inform visitors on the intellectual property matters.



Definition – Features that allow users involvement and sharing of opinion via portals/websites

Criteria	Definition
Feedback/Comment	<ul style="list-style-type: none">▪ Feedback/Comment is defined as opinions expressed by users with regards to the website functionality, usage experienced or matters in regards to agency.▪ Complaint cannot be considered as part of this criterion.
Feature Additional Technology/Web 2.0 Tools	<ul style="list-style-type: none">▪ To provide forms of technology advancement.▪ Web 2.0 applications can be opt by agencies▪ RSS Feed, SMS Services and Forum is considered part of this criterion▪ Mobile technology



10
points

Definition – Features of automated services

Criteria	Definition
Frequently Asked Questions (FAQs)	<ul style="list-style-type: none"> ▪ FAQ section should be created in order to answer citizen’s enquiry/concern. ▪ It is advisable for a portal/website to provide contacts (e.g. email) for other questions that are not listed in the FAQ.
Feedback Response	<ul style="list-style-type: none"> ▪ Agency has to respond within 3 working days upon submission of feedback/comment by a visitor.
E-Services	<ul style="list-style-type: none"> ▪ E-services are defined as online services that can be fully transacted online without having to physically visit the government unit/department, bank, post office, etc. ▪ Services must be provided within the portal/website domain. ▪ The services could be for public or government agencies. ▪ If they are for intranet usage, it is to be mentioned in the portals/websites ▪ Integration of services also contribute to the criterion. ▪ Example: Room booking, online form submission, online tender/quotation submission, inquiry/checking on status of transaction, newsletter subscription etc.

Spearheading Transformation

10
points

1. Government Portals which provide the following criteria will be rewarded with extra points:-

Criteria	Definition
Digital Signature	<ul style="list-style-type: none"> Facility is provided in transactions that can be carried out in the portals
Use of Sessions	<ul style="list-style-type: none"> Eliminate the usage of cookies by opting for the usage sessions. The existence of session can be checked using online tool
E-Payment Channels	<ul style="list-style-type: none"> Online payment services e.g: FPX payment, Online Banking or Integrated e-payment. Centralized e-payment also contributes to this criterion.
Searchable Databases	<ul style="list-style-type: none"> Searchable database would be counted only if they involve in accessing information that result in a specific government service response. Example: Staff directory is considered as a database if the contact information is available.
Customization of Page According to Users' Preference	<ul style="list-style-type: none"> The ability to customize any elements of portal/website based on users' preference. e.g. Customization of background image, theme colour.
E-Services (Additional Marks)	Refer page 10.

Bonus Points: PORTAL

2. These bonus points will be added up in the total score.

e.g. Website assessment – 76 points

Bonus points – 9 points

TOTAL SCORE will be 85 points.

This website will be rated 5-star.

This is to encourage external services by agencies.

3. Thereby, total possible attained score is 110 points which is still 5-star.