

Malaysia Government Portals Websites Assessment 2010

Category	Criteria	Definition
CITIZEN INTERACTION	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.
		<ul style="list-style-type: none"> • This may include webmasters and the officers, who are in-charge of the government-related services.
	Comments/Forum	<ul style="list-style-type: none"> • Comment is defined as opinion expressed by a citizen upon reading issues in a particular website or based on a citizen's experience while dealing/transacting with respective government unit/department. It is usually a one-way channel.
		<ul style="list-style-type: none"> • A guest book could be a comment channel if such facility is available.
		<ul style="list-style-type: none"> • Forum, an Internet discussion group is also a channel for the citizen to send in their comments.
		<ul style="list-style-type: none"> • To overcome the negative remarks from being posted on the forum/comments, the purpose and usage of the area must be communicated to visitors and how it can affect the performance of a website.
		<ul style="list-style-type: none"> • Spamming activity within the forum should also be monitored.
	E-mail Updates/Broadcast	<ul style="list-style-type: none"> • Email update is defined as updated information being sent to the subscribers who intend to be notified of any new information.
		<ul style="list-style-type: none"> • Newsletter's subscribers can be considered as part of this criterion.
		<ul style="list-style-type: none"> • Announcement can be considered under broadcast.
	Publications/Databases	<ul style="list-style-type: none"> • Publications are referred to information available via online or downloadable manner. Thus, offline publications are not considered here.
		<ul style="list-style-type: none"> • If majority of publications/databases are not available/non-accessible online or experiencing faulty link, then it should not be considered here.
		<ul style="list-style-type: none"> • Publication is usually explicitly stated as "publication" or sometimes "information" in a website.
		<ul style="list-style-type: none"> • If it is an abstract, then it is not considered as publication.
		<ul style="list-style-type: none"> • Articles/news clipping are not considered as publication.
		<ul style="list-style-type: none"> • Databases are defined as data information with regards to the administration of the government unit/department.
		<ul style="list-style-type: none"> • Searchable database would be counted as services only if they involve in accessing information that result in a specific government service response.
<ul style="list-style-type: none"> • Statistic is not considered as a database. 		
<ul style="list-style-type: none"> • Example: Staff directory is considered as a database if the contact information is available. 		

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CITIZEN INTERACTION	Video/Audio clips	<ul style="list-style-type: none"> Streaming/downloaded audio clips are clips with sound only and are meant to be recorded for listening purpose.
		<ul style="list-style-type: none"> Background sound is not an audio clip.
		<ul style="list-style-type: none"> Streaming/downloaded video clips are clips with sound and moving picture and are meant to be recorded for viewing purpose.
		<ul style="list-style-type: none"> Flash is not considered as a video clip.
		<ul style="list-style-type: none"> Flash in the cover page is not considered as a video clip.
		<ul style="list-style-type: none"> Both audio and video clips must be related to the agency.
	Search	<ul style="list-style-type: none"> A facility to seek information by typing in the queries.
		<ul style="list-style-type: none"> The search function must be internal, that is within the agency's website.
		<ul style="list-style-type: none"> Example: Search box.
	Multi Language	<ul style="list-style-type: none"> Both Malay and English languages are encouraged to be included in the portal/website.
<ul style="list-style-type: none"> Other language is an optional. 		
<ul style="list-style-type: none"> For portal/website with only Malay version, but a translation tool is provided, then it is still considered as yes. 		
<ul style="list-style-type: none"> 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"> W3C disability accessibility is evaluated using the web link: http://wave.webaim.org. 	
	<ul style="list-style-type: none"> It uses criterion automatic priority 1 that is the basic disability accessibility criteria that all portals/websites should adhere to. 	
	<ul style="list-style-type: none"> Allow users with poor eyesight to view the content of a website according to his/her preferences by changing the size on the text, spacing and color. 	
Agency Policies	<ul style="list-style-type: none"> Website must display their policy for visitor's viewing. 	
Client's Charter	<ul style="list-style-type: none"> Client's 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. 	
CITIZEN INSIGHT GENERATION	Remember Me Feature	<ul style="list-style-type: none"> It provides users the ease of accessing a portal/website without having to login for every visit.
		<ul style="list-style-type: none"> Usually, there would be a tick box under the login - whether a user would want to have this activated, for example auto login.
		<ul style="list-style-type: none"> Auto complete for form is not considered here.
	Website Personalization	<ul style="list-style-type: none"> Having sections catering to a specific audience in order to remove clutter.
		<ul style="list-style-type: none"> Provide links so that users can view type of information tailored to their needs; i.e. students, parents, teachers, and partners.
<ul style="list-style-type: none"> A quick and easy way to direct citizens to the information or services they are seeking. 		

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CITIZEN INSIGHT GENERATION	Privacy Policy	• 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.
	Use of Sessions	• Eliminate the usage of cookies by opting for the usage sessions.
		• The existence of session can be checked using online tool e.g. Truwex.
	Feedback Form / Inquiry Form	• Feedback is defined as opinions expressed with regards to the website functionality and usage experienced by a visitor/user.
		• Complaint cannot be considered as feedback.
Feedback Response	• Agency has to respond within 3 working days upon submission of feedback/comment by a visitor.	
Frequently Asked Questions (FAQs)	• FAQ section should be created in order to answer citizen's enquiry/concern.	
	• It is advisable for a portal/website to provide a form or contacts (e.g. email) for other questions that are not listed in the FAQ.	
Disclose the Disclaimer Statement	• To notify visitors on the disclaimer statement.	
	• Portal/Website must display the disclaimer statement for visitor's viewing.	
Notice of Copyright	• Copyright statement must be displayed in the portal/website to inform visitors on the intellectual property matters.	
CITIZEN SERVICES	Number of Online Services	• Online services are defined as services that can be fully transacted online without having to physically visit the government unit/department, bank, post office, etc.
		• Online service here is referred to as providing services within the portal/website domain. This is because some portals and websites have its affiliated partners to conduct online services, which should be excluded.
		• The services could be for public or government agencies.
		• If they are for intranet usage, it is to be mentioned in the portals/websites
		• 3 Example: Room booking, online form submission, online tender/quotation submission, inquiry/checking on status of transaction, etc.
	E-Payment Channels	• A bonus of 1 point is given.
Number of Transaction for Online Services	• To provide updated number of transaction for any of the online services provided in the portals/websites.	
	• To also provide percentage of the transactions.	

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CITIZEN SERVICES	No Advertisement	• 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.
	Security Policy	• 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.
	Link to Other Sites	• 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	• Each agency must be linked to myGovernment portal.
	Link to MSC Malaysia	• Link to MSC Malaysia website is a bonus.
	"About Us" section	• 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.
	No Broken Link	• 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.
	Feature Additional Technology/Web 2.0 Applications	• Any form of technology advancement.
		• Web 2.0 applications can also be opt by agencies.
	Mobile Web/SMS	• Mobile web initiative or any type of sms features that can be accessed by visitors.
Auto Notification	• Notification will be prompted to visitors upon submission of feedback forms, comments or enquiries on the website or upon bill payment on the portal.	
	• 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.	
RSS Feed	• Summaries of web site content that are published in the RSS format for download.	
	• It allows you to read the constantly updated contents in your RSS reader without having to visit the website.	
Digital Signature	• Facility is provided in transactions that can be carried out in the portals/websites.	

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CITIZEN SUPPORT	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). It can be placed in the FAQ section.
	Navigation Support	<ul style="list-style-type: none"> Site Map is considered as navigation support. Quick link can also be considered as navigation support.
	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.
	Browser Support	<ul style="list-style-type: none"> Number of support browser(s) that could be accessed by visitors, at least Internet Explorer (IE) and Mozilla.
	Best Viewed Statement	<ul style="list-style-type: none"> Statement of "Best Viewed" must be displayed.
	CONTENT MANAGEMENT	"Laman Web Rasmi"
Display of Malaysia Government Crest & Agency's crest/logo		<ul style="list-style-type: none"> Agency's crest/logo can also be displayed (but no mark will be given).
Display of MSC Malaysia Logo		<ul style="list-style-type: none"> The MSC Malaysia logo must be displayed at least at the front page. Displaying it at the sub page is encouraged.
Updated Event/Information Notification		<ul style="list-style-type: none"> It is essential to provide updated information on the portals/ websites. Obsolete information should be removed immediately. It does not include archived information. The phrase "Last update" must be displayed on the portals/websites.
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.