

Provider-Based Evaluation (ProBE) 2015

Announcement of Criteria

Approach for ProBE 2015

Criteria	Description	Agencies	Approach
Mandatory Criteria (New)	<ul style="list-style-type: none"> Agencies that do not fulfill mandatory criteria will be moved down to 3-star and below 	All agencies	Assessed by MDeC
Non-Mandatory Criteria	<ul style="list-style-type: none"> Criteria that increase the usage and improve user experience on Government Online Services (GOS) Weightage and scoring mechanism apply Not meeting the criteria will result in loss of mark 		Self-assessment by agencies

Note: GOS refers to informational and transactional services

Overview of ProBE 2015 Criteria

Criteria	PILLAR 1: SITE PERFORMANCE	PILLAR 2: FUNCTIONALITY	PILLAR 3: CONTENT	PILLAR 4: NAVIGATION	PILLAR 5: SEARCH	PILLAR 6: ONLINE TRANSPARENCY	PILLAR 7: LOOK AND FEEL
Mandatory	<ul style="list-style-type: none"> 1) Loading Time 2) Downtime 		<ul style="list-style-type: none"> 3) Updated Content 			<ul style="list-style-type: none"> 4) Responsiveness within Client Charter 	
Non-Mandatory		<ul style="list-style-type: none"> 5) Aid, Tools & Help Resources 6) Frequently Asked Questions (FAQ) 7) Feedback Form 8) Feedback Auto-Notification 16) Number of Online Services 17) Broadcast 18) Electronic Archive 19) Mobile Web/Version 20) W3C Disability Accessibility 21) Notification of Transaction 22) New Media 	<ul style="list-style-type: none"> 16) About Us 17) Audio/Video 18) Contact Details 19) Multi Language 20) Publications 	<ul style="list-style-type: none"> 21) Homepage Length 22) No Broken Link 23) Personalisation 24) Sitemap 25) Link to myGov 	<ul style="list-style-type: none"> 26) Search Within Websites 27) Searchable Database 	<ul style="list-style-type: none"> 28) Client's Charter 29) Achievement of Client Charter 30) Statistic of Online Services 16) Online Services Security 	<ul style="list-style-type: none"> 32) Look and Feel

Orange: New criterion

Green: Enhancement of Probe 2014 criteria



MANDATORY CRITERIA

MANDATORY: (1) Loading Time

Categories	Description
Definition	<ul style="list-style-type: none">• Loading Time refers to the amount of time (in seconds) it takes for a page to load, from initiation of the page view (e.g. click on a page link) to load completion in the browser.¹• ProBE loading time indicator: 10 seconds and below
Tips	<p>Utilise "Google PageSpeed Insights"².</p> <ul style="list-style-type: none">• Google PageSpeed test measures and analyses the page and generates report on specific recommendations to improve the speed of the page.³• Recommendations are based on general principles of web page performance, including resource caching, data upload and download size, and client-server round-trip times.⁴

¹ [Google Analytics: Interpret Site Speed](#)

² [Google Developers: PageSpeed Insight](#)

³ [Google Developers: About PageSpeed Insight](#)

⁴ [Practical Ecommerce: 10 Free Online Speed Test](#)

Categories	Description
Conditions	a) Assessment must be undertaken during peak hours specified below: <ul style="list-style-type: none"> • 10.00am to 1.00pm, or • 2.00pm to 4.00pm b) Assessment to be undertaken by using an online tool “Search- Metrics Rapid”: http://rapid.searchmetrics.com/en/seo-tools.site-analysis.website-speed-test,46.html
Information Gathering Process	ProBE Self-Assessment System <ul style="list-style-type: none"> • Agency to submit the result from the online tool “Search- Metrics Rapid”

MANDATORY: (2) Downtime

Categories	Description
Definition	<ul style="list-style-type: none">• Downtime refers to the occasions whereby the website is not operational and is not accessible by the users¹• Downtime does not include scheduled maintenance period in which the agency has informed users of the time and duration of website unavailability for access• Only the main page of the website is observed for downtime criteria. Downtime for Online Services will not be measured in this criterion
Tips	<ul style="list-style-type: none">• Utilise and subscribe to a reliable Online Tool• There are many Online Tools available to assist to track your website. Most of these tools send immediate alerts to website admin when the website crashes• Services such as Google Analytics² send server downtime alerts via emails/SMS

¹ [What is: Uptime and Downtime, Cloudendure: Cloud Downtime](#)

² [Tech Gyo: Website Downtime Alert – How to Receive Server Downtime Alert by SMS or Email in Google Analytics?](#)

Categories	Description
Conditions	<p>a) Website downtime must be within the stipulated SLA of respective agencies</p> <p>Agencies without SLA , on the other hand, must comply to 99.5% uptime (43 hours, 48 minutes downtime)</p> <p>b) Notification of the website inaccessibility must be displayed on other official channels such as myGov or agency social media accounts</p> <p>Agency that does not own any official social media accounts are required to utilise their parents' website or official accounts</p>
Information Gathering Process	<p>ProBE Self-Assessment System</p> <ul style="list-style-type: none"> Agency to submit the SLA for 2015 website uptime/downtime (SLA to be uploaded in the system) <p>The default downtime for those without SLA will be 99.5% uptime</p> <ul style="list-style-type: none"> Each downtime incidence must be updated into the system. For scheduled downtime, screenshot on the announcement published on the website is to be uploaded to the system.

MANDATORY: (3) Updated Content

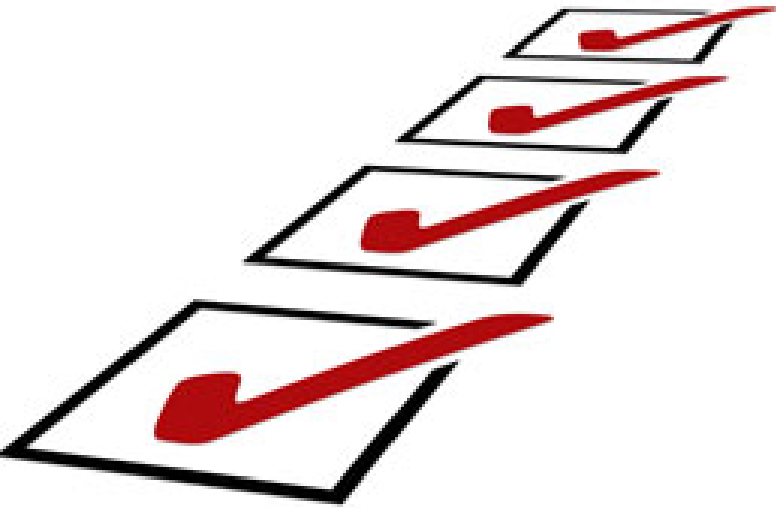
Categories	Description
Definition	<p>Updated Content refers to the update and review of information on the website</p> <p>There are 6 elements of Updating Content as per Perkara-perkara Yang Dipantau Berkaitan Pengemaskinian Maklumat Di Laman Web:-</p> <ul style="list-style-type: none">a) News, activities or updated eventsb) Announcements information and broadcastc) Newspaper clippings, statements or articlesd) Poster/Bannere) Tender/Quotation/Recruitment announcementsf) Minister, Deputy Minister and Senior Management of the agencies
Tips	<ul style="list-style-type: none">• Content and (or) business owners of the information displayed on the website are encouraged to check their information regularly to verify and ensure the information are accurate and up-to-date¹• Consistent engagement with users via feedback forms, surveys and focus groups allow website managers to understand user's perspective and input on the content of website¹
Conditions	Website must observe the updates in any of the six relevant sections identified above

Categories	Description
Information Gathering Process	ProBE Self-Assessment System: <ul style="list-style-type: none"> Agencies are required to upload the up-to-date screenshot of their homepage and relevant pages of their websites displaying any of the six relevant sections identified

MANDATORY: (4) Responsiveness within Client Charter

Categories	Description
Definition	Responsiveness within Client Charter refers to the response provided by the agency for the enquiries made by users via their website
Tips¹	<ul style="list-style-type: none"> • Agency must clearly display the response time for responding to enquires from users in the Client Charter section of the website which will allow users to anticipate when a response will be received. • Content owner is encouraged to prepare further information and clarification on anticipated questions that may be asked by the users such as related regulations, roadmap and links / access to more information about the subject matter. • The basic information are prepared in advanced are to be provided promptly to users while the respective officers are working on a more detailed and customized response (if necessary) to increase level of engagement with the users e.g. FAQ
Conditions	Agency to respond enquiries by users within the time frame stipulated in the client charter
Information Gathering Process	<p>ProBE Self-Assessment System:</p> <ul style="list-style-type: none"> • Agency to update the stipulated SLA for Responsiveness within Client Charter

¹ [White Paper: The Truth Behind Web Inquiry Management Global Investment Promotion Best Practices 2012](#)



NON - MANDATORY CRITERIA

ENHANCED CRITERIA BASED ON UNITED NATIONS (UN) EG QUICK WINS AND USER FEEDBACK

NON-MANDATORY: (1) Aid, Tools & Help Resources

Pillar 2		Description
Functionality	Definition	Refers to information that will aid users when using online services Examples: <ul style="list-style-type: none">• Tips• Guidelines• Manual• Flowchart• Video Tutorial
	Conditions	a) All of the online services provided in the website must have either one of the five examples b) FAQ is not considered as Aid, Tools & Help Resources c) Aid, Tools & Help Resources must be made available on the main page of the respective online services

NON-MANDATORY: (2) Frequently Asked Questions (FAQ)

Pillar 2		Description
Functionality	Definition	Refers to the provision of a list of questions that are frequently asked by the website users
	Conditions	<ul style="list-style-type: none">a) Must be created to answer specific questions related to the agencyb) Advisable to provide contact details of the relevant officer of the agencies. This will allow users to enquire or send questions that are not provided in the FAQ section

NON-MANDATORY: (3) Feedback Form

Pillar 2		Description
Functionality	Definition	Refers to the the opinion expressed by users with regards to the website functionality, usage experience or related agency's issues
	Conditions	a) Complaints are not considered as Feedback b) Sign-up and log-in requirements for the feedback form are discouraged

NON-MANDATORY: (4) Feedback Auto-Notification

Pillar 2		Description
Functionality	Definition	Refers to the notification prompted / displayed after the submission of feedback by a user. The notification must inform the user that the feedback has been sent / received and the time frame for response from the relevant officer
	Conditions	<ul style="list-style-type: none">a) Example: Pop-Up Message after clicking the "Submit" icon that inform the user that the message have been received by the system and to expect a reply by a time frameb) Time frame for expected response from the agencyc) Reference / Tracking number is encouraged to be included in the notification message

NON-MANDATORY: (5) Number of Online Services

Pillar 2		Description
Functionality	Definition	<p>Refers as services that can be fully transacted online. These includes:</p> <ul style="list-style-type: none"> • Government to Citizens (G2C) • Government to Business (G2B) • Government to Government (G2G) services
	Conditions	<p>a) E-Payment is considered as an Online Service</p> <p>b) Maximum of 5 Online Services are to be assessed</p> <p>c) End-to-end services without off-line transaction requirement</p> <p>d) Services must be provided within the website domain</p> <p>e) Intranet, Complaint and Feedback Forms are not considered as Online Services</p> <p>f) For Online Services that published outside the website's domain, the ownership information of the Online Services is to be verified</p> <p>g) Online Services must be displayed on the main page and hyperlinked to the location of the Online Services within the website (or the verified link if it is outside of the website's domain)</p>

NON-MANDATORY: (6) Broadcast

Pillar 2		Description
Functionality	Definition	Refers to section where announcements, news or latest updates in the agency are being made.
	Conditions	a) The section should not be left blank. b) If there is no update / announcement, the section must display notification such as "No latest announcement is available"

NON-MANDATORY: (7) Electronic Archive

Pillar 2		Description
Functionality	Definition	<p>Refers to an accumulation of information in digital forms for a minimum of the previous 1 year</p> <p>The information may include, but not limited to the following:-</p> <ul style="list-style-type: none"> • Articles • News clipping • Announcements • Policies • Budget • Legal Documents
	Conditions	a) Archive is relevant to the agency and its portfolio

NON-MANDATORY: (8) Mobile Web/Version

Pillar 2		Description
Functionality	Definition	Refers to a version of the website that is customised to be viewed using mobile devices such as smart phone, tab or iPad
	Conditions	<ul style="list-style-type: none"> a) The version must be simpler than the full desktop version or if it's the same version, the view is tailored to the size of the mobile device i.e. using responsive design b) Notification of the availability of the service including QR code or Mobile Icon must be displayed on the desktop version to inform users c) A QR code may be used to notify the availability of Mobile Version d) At least one of the criteria of mobile web/version must be fulfilled e) Must be displayed on a mobile device such as smart phone/iPad/tab

NON-MANDATORY: (9) W3C Disability Accessibility

Pillar 2		Description
Functionality	Definition	Refers to the compliance of Level A of Web Content Accessibility Guidelines (WCAG) 2.0 that allows a disabled person to be able to use the website
	Conditions	a) Websites are required to comply with the requirements of WCAG 2.0 b) Usage of Online Tool: WAVE - http://wave.webaim.org/

NON-MANDATORY: (10) Notification of Transaction

Pillar 2		Description
Functionality	Definition	Refers to the notification sent to each user after an online transaction is completed
	Conditions	a) For each Online Service b) All the Online Services must provide the notification of transaction

NON-MANDATORY: (11) New Media

Pillar 2		Description
Functionality	Definition	Refers to all that is related to Internet and interplay between technology, images and sounds
	Conditions	<ul style="list-style-type: none"> a) Maximum of 5 New Media channels to be assessed b) Additional technology such as Web 2.0 is considered as part of New Media c) Social Media accounts and feeds must be updated regularly d) The New Media incorporated in the website such as QR Code, tag cloud, responsive design, mobile apps, e-book reader must be error-free e) The Live Chat representative must be online during the set time frame that is published on the website f) Example of new media are blogs, video sharing, image sharing, RSS Feed, webcast, webinar, widget, tag clouds, pinboard and podcast

NON-MANDATORY: (12) About Us

Pillar 3		Description
Content	Definition	Refers to a section of the website that provides information on the respective unit or department
	Conditions	<ul style="list-style-type: none">a) It may be provided in a dedicated section or incorporated in the introduction pageb) About Us section section must be published on the website

NON-MANDATORY: (13) Audio/Video

Pillar 3		Description
Content	Definition	Refers to a segment of video or media files containing audio or video that has both an in-time and an out-time within a larger video element
	Conditions	<ul style="list-style-type: none">a) Streaming or downloadable audio clips are clips with only sound that were recorded for listening purposesb) Background music is not considered as an audio clipc) Flash is not considered as a video clipd) Both the audio and video clips must be related to the agency

NON-MANDATORY: (14) Contact Details

Pillar 3		Description
Content	Definition	<p>Refers to information by which members of the public, business, or entity can use to reach the agency</p> <ul style="list-style-type: none"> a) Telephone – General telephone numbers of agency b) Address – General mailing address a) Email – General e-mail or webmaster email address
	Conditions	<p>a) To avoid misuse of email addresses by other parties to send “spam emails”, the email addressed should be displayed differently ie</p> <p>hanani[dot]ahmad[at]moh[dot]com[dot]my (hanani.ahmad@moh.gov.my)</p>

NON-MANDATORY: (15) Multi Language

Pillar 3		Description
Content	Definition	Refers to access of content in multiple language
	Conditions	<p>a) Malay Language content must be made available for all websites where as English and third language content are encouraged</p> <p>b) Fulfill the conditions of the English language content</p> <ul style="list-style-type: none"> • All the content within the website must be translated into English • Discrepancies between Malay and English must be avoided • Translation via online tools is not permissible <p>c) Content in third language, for example Mandarin / Tamil are optional for the websites. The use of online tool is permissible with the condition notice of disclaimer is displayed to inform users of its limitation and risks</p>

NON-MANDATORY: (16) Publications

Pillar 3		Description
Content	Definition	Refers to any publications issued by agencies that are published or downloadable in the websites
	Conditions	<ul style="list-style-type: none">a) Publications must be made available onlineb) All the links provided for the information/download are active linksc) Journal / Publication abstracts are not considered as Publicationd) Agency may utilise online application such as e-book reader

NON-MANDATORY: (17) Homepage Length

Pillar 4		Description
Navigation	Definition	Refers to the size of the home page of the website
	Conditions	<p>a) The length of the “scrolling-down” on the page must be 3 pages or less (measured by “Page Down” key on the keyboard)</p> <p>b) Resolution: Maximum of 1280 x 800</p>

NON-MANDATORY: (18) No Broken Link

Pillar 4		Description
Navigation	Definition	Refers to a hyperlink that no longer points to its original destination. This could be for a variety of reasons: the page has been moved, the page has been renamed, etc. Clicking on a broken link will usually return what's called a 404 error page, which is simply an automated message telling the user that the Web server could not locate the Web page that corresponds to the clicked hyperlink ¹
	Conditions	<p>a) All hyperlinks within the website must be active</p> <p>b) Check to ensure that hyperlinks are active using Online Tool W3C Link Checker: http://validator.w3.org/checklink</p> <ul style="list-style-type: none">• Intranet is not considered as part of Broken Link• Files such as .jpg, .jpeg, .gif, .png, .css, .js, .ico, lang=bm, jsessionid are not taken into consideration for the Broken Link test• Only links that originate from the same domain are taken into consideration

¹[About Tech: Broken Link](#)

NON-MANDATORY: (19) Personalisation

Pillar 4		Description
Navigation	Definition	Refers to the delivery of appropriate content and services, tailor-made to the user's need with the aim is to improve the user's experience of a service ¹
	Conditions	<ul style="list-style-type: none">a) It is a convenient approach to direct users to the right information and servicesb) Segmentation of the website to cater to specific audiencec) Links are provided for specific users of the website Example: Students, Parents, Teachers

¹[Personalization of Web Services: Opportunities and Challenges](#)

NON-MANDATORY: (20) Sitemap

Pillar 4		Description
Navigation	Definition	Refers to an interactive table of contents whereby the content of the website are linked directly
	Conditions	<ul style="list-style-type: none">a) Most often, it is a textually organised model of the website content to provide an overall outlook of the website mappingb) In recent years, more complex, dynamic and interactive Site Map have been developed and used by the websitesc) Links are provided for the content listed

NON-MANDATORY: (21) Link to myGov

Pillar 4		Description
Navigation	Definition	Refers to the hyperlink provided on the website to access the myGov portal
	Conditions	<ul style="list-style-type: none">a) myGov is the Official Portal of the Government of Malaysia that serves as the main gateway to all the websites of Ministries, agencies and statesb) Hyperlink to myGov portal is provided by all Government websites

NON-MANDATORY: (22) Search Within Website

Pillar 5		Description
Search	Definition	Refers to the search function made available on the website for users to locate information within the websites only
	Conditions	<ul style="list-style-type: none">a) User may search information by entering keywords into the search functionb) The search function must only search for information within the agency websites

NON-MANDATORY: (23) Searchable Database

Pillar 5		Description
Search	Definition	Refers to searches that access information in specific section or database within the websites
	Conditions	<ul style="list-style-type: none">a) Searches result/information derived from specific section of the website or databaseb) Example of specific section: staff directory, circular, image gallery, news article

NON-MANDATORY: (24) Client Charter

Pillar 6		Description
Online Transparency	Definition	Refers to framework that defines service standards of the agency
	Conditions	a) It is compulsory to be displayed in the website b) Information provided on the Client Charter must be specific, indicative and measurable

NON-MANDATORY: (25) Achievement of Client Charter

Pillar 6		Description
Online Transparency	Definition	Refers to the statistical information on the compliance to the indicators set in the Client Charter
	Conditions	<ul style="list-style-type: none">a) Information on the achievement of the Client Charter must be placed in the same section as the Client Charterb) Achievement must be updated on monthly basisc) The achievement of the previous two months must be included

NON-MANDATORY: (26) Statistic of Online Services

Pillar 6		Description
Online Transparency	Definition	Refers to the statistical data collected on the usage of the Online Services provided by the website
	Conditions	<ul style="list-style-type: none">a) The website must publish the updated number of transaction for all of the available online services providedb) Statistics must be updated on monthly basisc) Statistics of the past two months must be included

NON-MANDATORY: (27) Online Service Security

Pillar 6		Description
Online Transparency	Definition	Refers to the security, authentication and protection of data sent via Internet Protocol while using Online Services ¹
	Conditions	<p>a) At least one form of security measure must be provided for Online Services provided by the website</p> <p>b) Availability of the Public Key Infrastructure (PKI)</p> <p>Examples:</p> <ul style="list-style-type: none"> • SSL • Digital Certificate • Captcha <p>c) At least one of the Online Services must provide any of the above security measures</p> <p>d) Security measures provided must be prominently displayed on Online Services pages</p>

NON-MANDATORY: (28) Look and Feel

Pillar 7		Description
Look and Feel	Definition	Refers to how the site looks to the user and how it feels when he or she is interacting with it ¹
	Conditions	<ul style="list-style-type: none">a) Maintain the same look and feel on every pageb) Consistent header, footer and side panels on every pagec) Should the website includes an English Language content section, the look and feel must be consistent as the Malay Language section

¹ [What is the "Look and Feel" of a Website? And Why It's Important](#)

THANK YOU