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A **SMART DUBAI** ESTABLISHMENT

SMART WEBSITES EXCELLENCE MODEL

VERSION 4.1

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1.0 EXECUTIVE SUMMARY

Websites globally have grown at an unprecedented rate in the last decade in terms of number, richness and overall complexity. Concomitantly and concurrently, governments have created their own websites as powerful channels used for communication and for providing services and miscellaneous other information to the public. Similarly, Dubai Government has implemented several websites and has enriched their contents throughout the years boosting their overall maturity and quality[1].

In this document, Smart Dubai Government Establishment (SDG) presents the "**Smart Websites Excellence Model**" (SWEM), which is a new version of the previously published "Government Websites Excellence Model, Version 3.0" document with minor revisions on the guidelines, in addition to introducing the different channels applicability. The main purpose of this document is to formulate guidelines to be adopted by Dubai Government Entities in their websites to achieve extended maturity in line with internationally accepted best practices and standards. The "**Smart Websites Excellence Model**" (SWEM) is based on extensive research and benchmarking conducted by SDG and intends to raise the bar in website practices adopted by Dubai Government entities. The model can also be used as a guideline for other websites not necessarily governmental websites.

SWEM (**Smart Websites Excellence Model**) consists of 3 main elements

- ✔ Concept
- ✔ Components
- ✔ Objectives

The model is built around a "Customer-Focus" Concept and consists of 32 guidelines available under 4 Components, namely;

- ✔ Accessibility (5 Guidelines)
- ✔ Usability & Design (13 Guidelines)
- ✔ Content (10 Guidelines)
- ✔ Functionality (4 Guidelines)

SMART WEBSITES
EXCELLENCE MODEL

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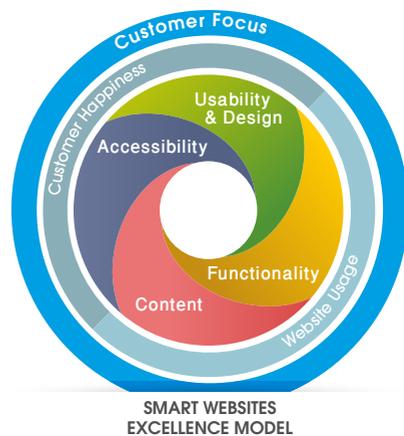
[1]The overall average score of Dubai Government websites has consistently increased between the years of 2006 and 2016 based on SDG's periodic website evaluations.

The guidelines intend to provide the necessary control on how to ensure that government websites are developed, managed and enhanced for achieving two main Objectives;

▶ **High Levels of Customer Happiness**

▶ **High Levels of Website Usage**

SWEM provides a broad set of guidelines to ensure customer happiness with government websites, while allowing the users to maintain a certain level of uniform browsing experience through Dubai Government entities' websites. The uniformity of the browsing experience is maintained at a high-level without being overly prescriptive and leaves a wide margin for Dubai Government entities to innovate within the specified broad guidelines in SWEM.

The guidelines in this document are intentionally formulated in a technology neutral manner and all efforts are made to keep the language of this document easy to read and comprehend for non-technical managers.

All government entities are strongly encouraged to comply with these guidelines. SWEM establishes another interim milestone for Dubai Government websites in our journey towards excellence in Smart Governance. Smart Dubai Government Establishment will continue improving and publishing website guidelines in the future as well. Smart Dubai Government Establishment team welcomes suggestions and feedback from its stakeholders to improve the quality and content of this document and is available to provide consultation and clarifications regarding the guidelines.

2.0 INTRODUCTION

Dubai Government entities provide a wide range of information and services to fulfil their customers' needs in an effective and efficient manner from their websites. Therefore, it is imperative to ensure that the Dubai Government entities' websites are aligned with their customer needs and expectations while portraying a coherent and uniform image.

This document presents the "Smart Websites Excellence Model (SWEM)" , which provides guidelines and best practices to achieve high quality, easy to use, customer-happiness of Dubai Government websites. SWEM is developed to build customer happiness websites by increasing the levels of customer happiness and website usage through formulation of a set of guidelines that focus on some of the more critical issues related to websites' accessibility, usability & design, content and functionality.

The model should be adopted by Dubai Government entities. The content and presentation style of individual websites may vary greatly, however their adherence to common look and feel, accessibility and usability principles, fundamental website aspects, and good governance practices must not be compromised.

This document is mainly based on extensive research conducted by Smart Dubai Government Establishment (hereafter referred to as SDG) regarding the world wide implemented guidelines. All the guidelines in this document are intentionally formulated in a technology neutral manner. All efforts are made to make the language simple and easy to understand for general audience. The readers of this document are encouraged to provide their feedback and suggestions to improve the quality and the contents of this document. Although a wealth of information related to the website guidelines is available globally, this document mainly focuses on some of the more fundamental issues around government websites and provides guidelines which all Dubai Government entities are expected to follow.

2.1 SCOPE OF THIS DOCUMENT

The guidelines stated in this document are applicable to Dubai Government owned and/or managed websites. It can also be applicable to non- Governmental websites.

This document does NOT provide detailed guidelines for the e/m Services provided by Dubai Government entities. For detailed e/mServices standards and guidelines, please refer to the "Smart Services Delivery Excellence Model" document published by the Smart Dubai Government Establishment (SDG).

2.2 OWNERSHIP OF THIS DOCUMENT

The ownership of "Smart Websites Excellence Model, Version 4.0" document lies with Smart Dubai Government Establishment (SDG). The intellectual property rights of this document, including copyrights, belong to SDG unless explicitly stated otherwise. SDG is responsible for the maintenance, revision and enhancement of this document. Keeping in view the growing nature of the Web and the necessity to conform to internationally accepted best practices; this document shall be reviewed periodically and revised accordingly by SDG.

3.0 SMART WEBSITES EXCELLENCE MODEL (GOVERNMENT WEBSITES GUIDELINES)

Dubai Government Websites Guidelines are represented through the "Smart Websites Excellence Model (SWEM)" developed by SDG in this document. SWEM provides a broad set of guidelines to ensure Happiness of customers using government websites, while allowing the users to maintain a certain level of uniform browsing experience through Dubai Government entities' websites. The uniformity of the browsing experience is maintained at a high-level without being overly prescriptive and leaves a wide margin for Dubai Government entities to innovate within the specified broad guidelines.

'Figure 1' presents the SWEM (**Smart Websites Excellence Model**), which consists of 3 main elements:

- ✔ Concept
- ✔ Components
- ✔ Objectives

Building customer-focused websites, which are highly accessible, well-designed and usable, providing appropriate content and supported by policies to achieve high levels of customer happiness and website usage.
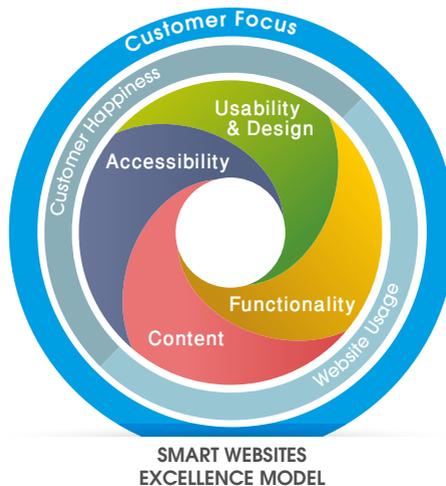

Figure 1 – Smart Websites Excellence Model

SWEM is built around a "Customer-Focus" Concept and consists of 32 guidelines available under four Components, namely;

✔ Accessibility (5 Guidelines)

✔ Usability & Design (13 Guidelines)

✔ Content (10 Guidelines)

✔ Functionality (4 Guidelines)

The guidelines intend to provide the necessary control on how to ensure that government websites are developed, managed and enhanced for achieving two main objectives:

✔ **High Levels of Customer Happiness**

✔ **High Levels of Website Usage**

The following sections provide detailed descriptions of the model concept, components and objectives.

3.1 SWEM CONCEPT: CUSTOMER FOCUS CONCEPT

Successful websites are the ones that adopt a customer focus approach. Government websites should be designed to address the needs and expectations of users visiting the websites and more broadly their stakeholders' aspirations.

An initial step towards designing a successful customer focus website is to understand and define the users/customers of the website. The ability to create accessible, usable and useful website designs is highly dependent upon the availability of a clear audience(s) definition.

SDG surveys clearly indicate that the majority of users visit a government website to get information and to obtain services from the government entities. If these are not available through easily accessible & usable effective means, it is possible that the user will not return to the website. The user should be able to easily access the website, conduct the service and get results in an efficient and effective manner. The main objective of the website is to serve and retain its users.

3.2 SWEM COMPONENTS

SWEM consists of 4 components (Accessibility, Usability & Design, Content, Functionality). Each component consists of a set of guidelines, each with a unique associated number, to be implemented on Dubai Government websites.

Component 1: Accessibility

Typically, a government website serves a largely heterogeneous population that comprises users with vastly different learning styles and capability levels. From conception to implementation, website designers must be ever mindful of possible access barriers if the desired goal is to create a government website that is inclusive and accessible to the widest possible audience. Following are the guidelines to enhance government websites' accessibility in Dubai Government:

SMART WEBSITES EXCELLENCE MODEL

Component : Accessibility	Guideline Number: A.01
Applicable Website Channel ☑ Web ☑ Mobile Website	
Guideline: Provide Access to the Website Through an Easy to Remember URL including an Appropriate Representation of the Entity Name under (.ae) domain	

Description:

For the convenience of the users, the website Uniform Resource Locator (URL) should be:

✔ Short and easy to remember.

✔ Clear and unequivocal in referring to the entity name or its abbreviation.

✔ Under (امارات.) top-level domain, for Arabic website.

✔ Under (.ae) top-level domain, for English website.

The entity should also make an effort to reserve alternate URLs, which are representative of the entity name and point them to the entity's website. This will allow enhanced accessibility for users who type different URLs in a trial and error manner to reach to an entity's website.

3.2 SWEM COMPONENTS

Component 1: Accessibility

Component : Accessibility	**Guideline Number: A.02**

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide a Quick Access to the Website from a Search Engine

Description:

Internet users tend to use a search engine to access various websites regarding their topics of interest and/or their actual needs. Government entities should aim to:

✔ Get their websites listed in commonly used search engines (e.g. Google, Yahoo, bing, etc) since they generate a sizable portion of the user traffic for government websites.

✔ Be ranked high within the search results relevant to its core business and services provided

The entity can increase its website search ranking, among others, by:

✔ Defining meaningful and relevant keywords/metadata on the level of a page. For example, a user may search for "Paying traffic fines Dubai"; if proper and relevant metadata is defined, the entity page responsible for this service would appear on the top or very near the top of the search results list.

✔ Providing a proper, short and meaningful website description explaining its purpose and content.

✔ Having relevant page titles on its website.

✔ Using Search Engine Optimization process.

Component : Accessibility	**Guideline Number: A.03**

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide Access to the Website with Identical and Consistent Results through a Wide Range of Web Browsers using Different Devices

Description:

A key consideration in web design is to create website pages that are browser independent in order to keep the website accessible to everyone, from the person using the cutting edge of Internet technology to the person sitting in front of some out-dated and old computer. Therefore, government entities' websites should:

✔ Be designed in a way that different web browsers used through different devises display the same results consistently for accessing pages in the government websites.

✔ Avoid promoting one or more particular browser(s).

✔ Remain usable, fully functional and produce consistent results for different browsers and for browsers' different versions.

It is recommended that entities:

✔ Test their websites using different most commonly used browsers (e.g. Microsoft Internet Explorer, Mozilla Firefox, Google Chrome and Safari) on different devices; browser testing should be conducted to a minimum upon major updates on the sites.

✔ Mention the browsers the website is fully compatible with together with the browser versions and include the devices compatibility; however, government websites should be available on a wide range of browsers to accommodate the different types of audience accessing the website.

3.2 SWEM COMPONENTS

Component 1: Accessibility

Component : Accessibility	Guideline Number: A.04

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide a Functional Bilingual Website

Description:

Bilingual websites enhance accessibility especially in a diverse, multi-cultural, and multi-lingual environment such as Dubai. The commonly used languages in Dubai are Arabic and English. Therefore, all Dubai Government websites should be bilingual (Arabic and English).
A bilingual link should always:

✔ Appear in a consistent location in the website on every page.

✔ Direct the user to the same page in the selected language, in case he/she used the bilingual link while
  browsing the website pages.

In case some component on the website are not provided in a bilingual manner, a note must always be provided to inform customers in advance. The customers must know beforehand that some pages will not be provided in the language of their choice.

Component : Accessibility	Guideline Number: A.05

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide Access to the Website for People with Disabilities

Description:

The audience of government websites includes a diverse group of individuals with disabilities, some of which are indicated below:

✔ Visual disabilities: blindness, low vision or loss of visual acuity.

✔ Auditory disabilities: complete deafness or some levels of hearing loss.

✔ Cognitive disabilities: speech dysfunction, language or learning impairments.

✔ Physical disabilities: impaired mobility or loss of fine motor control.

The World Wide Web Consortium (W3C)[2] provides a set of guidelines (Web Content Accessibility Guidelines WCAG 2.0) for making website content accessible for people with disabilities. WCAG 2.0 has 12 guidelines organized under 4 principles as briefly stated below[3]: (Important: The principles and guidelines briefly mentioned below should not be used as a basis to verify the conformance level with WCAG 2.0 guidelines. Therefore, government entities must refer to official WCAG 2.0 documentation and use it as a basis to determine their level of conformance.)

1. Principle 1: Perceivable: Information and user interface components must be presentable to users in ways they can perceive.
   i.   Guideline 1.1: Text Alternatives: Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.
   ii. Guideline 1.2: Time-based Media: Provide alternatives for time-based media.
   iii. Guideline 1.3: Adaptable: Create content that can be presented in different ways (for example simpler layout) without losing information or structure.
   iv. Guideline 1.4: Distinguishable: Make it easier for users to see and hear content including separating foreground from background.
2. Principle 2: Operable: User interface components and navigation must be operable.

[2]The World Wide Web Consortium (W3C) is an international community where Member organizations, a full-time staff, and the public work together to develop Web standards, Source: www.w3.org

[3]http://www.w3.org/TR/2008/REC-WCAG20-20081211/. The intellectual property rights of these 12 guidelines and 4 principles belong to W3C, not SDG.

3.2 SWEM COMPONENTS

Component 1: Accessibility

Component : Accessibility	Guideline Number: A.05

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide Access to the Website for People with Disabilities

Cont,.
  i. Guideline 2.1: Keyboard Accessible: Make all functionality available from a keyboard.
  ii. Guideline 2.2: Enough Time: Provide users enough time to read and use content.
  iii. Guideline 2.3: Seizures: Do not design content in a way that is known to cause seizures.
  iv. Guideline 2.4: Navigable: Provide ways to help users navigate, find content, and determine where they are.
3. Principle 3: Understandable: Information and the operation of user interface must be understandable.
  i. Guideline 3.1: Readable: Make text content readable and understandable.
  ii. Guideline 3.2: Predictable: Make Web pages appear and operate in predictable ways.
  iii. Guideline 3.4: Input Assistance: Help users avoid and correct mistakes.
4. Principle 4: Robust: Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.
  i. Guideline 4.1: Compatible: Maximize compatibility with current and future user agents, including assistive technologies.

WCAG 2.0 above guidelines are further explained into Success Criteria to be used for requirements and conformance testing and categorized into three conformance levels, A, AA, AAA.

The World Wide Web Consortium (W3C) provides several material, documents and tools to ensure that the guidelines are easy to follow and implement as indicated below:
1. Web Content Accessibility Guidelines (WCAG) Overview; (English) http://www.w3.org/WAI/intro/wcag.php
2. How to Meet WCAG 2.0 (Quick Reference); (English) http://www.w3.org/WAI/WCAG20/quickref/
3. Web Content Accessibility Guidelines (WCAG) 2.0;
   English: http://www.w3.org/TR/2008/REC-WCAG20-20081211/
   Arabic: http://www.w3.org/WAI/WCAG20/translations
4. Techniques for WCAG 2.0; (English) http://www.w3.org/TR/WCAG20-TECHS/
5. Understanding WCAG 2.0; (English) http://www.w3.org/TR/UNDERSTANDING-WCAG20/
6. Mobile Accessibility: How WCAG 2.0 and Other W3C/WAI Guidelines Apply to Mobile
   https://www.w3.org/TR/mobile-accessibility-mapping/

All Dubai Government Websites shall conform to Web Content Accessibility Guidelines 2.0 Level AA for both websites and mobile websites.

3.2 SWEM COMPONENTS

Component 2: Usability and Design

The branding elements of a website should convey a single, unified message to all users. Brand elements should include and utilize Dubai Government's as well as the entity's imagery, iconography and visual cues.

There is a need to implement a single brand identity to a certain extent that is promoted by the relevant government bodies and for their respective communications and promotion channels. This requires a unified, seamless and usable design that a website user experiences when on any page of the entity's website. How the logos and taglines are used, which color palettes are chosen, what uniform templates are used for different entity contents in subsections of the site are critically important in establishing a true brand.

SMART WEBSITES EXCELLENCE MODEL
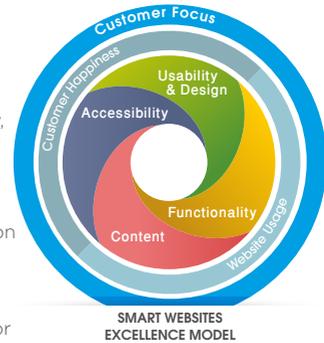
Following are the set of guidelines to achieve a nominal level of usability and common design across the Dubai Government websites:

Component : Usability and Design	Guideline Number: UD.01

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide clearly defined common elements on the website, mainly on the website header and footer, and applicable menu for mobile websites.

Description:

The common elements of the government entity website (Mobile website or website) should be:

✔ Clearly defined and placed in the appropriate location and separated from the rest of the content.

✔ Consistently accessible throughout the entire website (on all the pages of the website).

The common elements presented on the website should be designed to provide the users with easy access to common important information/links available on the website.
The below is a guidance of the minimum list of the common elements to be placed on the website.
1. Official Identity of the Government entity (Refer to Guideline UD.02)
2. Links to the official portal of Dubai and the Federal Government.
3. A facility to search the content on the website
4. A facility to find Information on how to contact the entity
5. A facility to reach the homepage from any page on the website through a single click.
6. A facility to explore the content of the website (e.g. sitemap on website)

3.2 SWEM COMPONENTS

Component 2: Usability and Design

Component : Usability and Design	Guideline Number: UD.02

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide appropriate references to government entity official identity

Description:

The Entity's official identity logo should be placed on the right side at the top of the header on a white strip as identified in Government of Dubai Brand Identity Guideline Book[4]. For Entities under Dubai Government, the Government of Dubai logo should appear on the left side and the entity's official logo, (The same official brand structure should be used for both Arabic and English pages).

Links to the official Portal of Dubai Government and Federal Government should be available on the website. The Government Entity Identity logos (e.g. Entity, Dubai government, government.ae, etc.) available on the website should be of good quality (Readable and not pixelated). The quality should not be compromised at the cost of small image size for the logos.

The Government Entity entire logo should be clickable so that the user should not guess which part is clickable. Clicking on the entity logo directs the user to the homepage of the corresponding language (Arabic to Arabic homepage and English to English homepage).

Mobile websites should clearly include text or imagery pertaining to government entity (i.e. government affiliation) for the website. The same should be preserved consistently across all website pages.

Component : Usability and Design	Guideline Number: UD.03

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide a Well Designed Customer Focused Homepagea

Description:

A website homepage should be well designed and constructed to provide a first good impression for the users. The homepage must clearly reflect the identity of the organization & should be customer oriented to achieve the customer focus goal. Below are some guidelines for the homepage to achieve this objective:

- ✔ The homepage should be customer focused, not entity focused. The homepage should address the user needs and expectations. The entity's services should be presented in the homepage to ensure easy & quick access for the users. The services should be highlighted and can be categorized or grouped in the homepage by customer segments, by service categories, by the frequency of use (e.g. most used services), by the need (e.g. "I need to" or "I want to" "renew my license" or "pay my fines") or by similar appropriate criteria.
- ✔ The homepage should include the important elements and valuable information from the users' perspective and should differ from any internal page within the website. The design and organization of elements on the home page should be based on the users' needs & expectations and the criticality of information from users' perspective.

The amount of text available on the home page should be kept to a minimum with the consideration of highlighting major elements and subject to enabling the user to further browse the site. Other issues related to the homepage design include:

- ✔ Limit the use of horizontal and vertical scrolling to view the entire contents of the home page.
- ✔ Limit the use of heavy images, flash and video to ensure quick downloading of the homepage.
- ✔ Ensure that the homepage is of a reasonable size to ensure fast loading of the website.

3.2 SWEM COMPONENTS

Component 2: Usability and Design

Component : Usability and Design	Guideline Number: UD.04

Applicable Website Channel
☑ Web ☐ Mobile Website

Guideline: Provide a Well Structured and Effective Sitemap

Description:

A sitemap is a page, which outlines the structure of the entire website. It helps the users understand the site structure and layout, thus government entities should have a link to the sitemap page:

✔ Available at a consistent location throughout the website.

The sitemap should be:

✔ Well organized and structured in a way, which provides quick access to what the site has to offer, for example having major categories, sections and subsections, which are designed, based on users' needs.

✔ Up to date, since the website sitemap links are ideal candidates to submit to a search engine. Submission of a sitemap to a search engine can help in getting all web pages indexed quickly by the search engine.

Component : Usability and Design	Guideline Number: UD.05

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide an Effective and Efficient Search Functionality

Description:

On government websites or any other website, providing a non-working search function is considered one of the most crucial flaws. A basic website search feature should be:

✔ Easily accessible, at a consistent location and easy to use.

✔ Capable of performing a basic keyword search, at a minimum.

✔ Working properly and producing relevant, meaningful and good quality results.

It is also important to ensure the display of a good search results to ensure an effective and efficient search. A good search result page may include:

✔ A highlight of the searched keyword.
✔ A facility to sort the results.
✔ A facility to display a number of results per page (ex. 10 results per page, 20 results per page).
✔ A facility to scroll back and forth among the search results (e.g. go to the next page of search results, go to the last page of search results, go to a certain page number in the search results, etc)
✔ The total number of search results.
✔ The titles of the results followed by brief descriptions and the relevant links.

3.2 SWEM COMPONENTS

Component 2: Usability and Design

Component : Usability and Design	Guideline Number: UD.06

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide intuitive, predictable, well-structured, self-explanatory, and clear navigation.

Description:

It is important to design an intuitive information architecture for website. The user should make the navigation structure predictable and accessing each functionality should be made easy. The main interface problem in websites stems from the lack of sense of direction within the local information structure.
Information can be delivered on a hierarchical basis sorting the most relevant as the easiest to access.
The purpose should be clearly identified and it should be assured that the user would find the intended functionality in just a few steps.

The website should be logically organized and designed and has a comprehensive and easy-to-use navigation structure. The navigation structure:

- ✔ Should ensure that the content of the website is logically organized and predictable.
- ✔ Be different from the rest of content a new user should be able to recognize the main navigation from the first visit.
- ✔ Titles should be short and descriptive.
- ✔ Should enable the user to easily navigate through the content pages. E.g. offering shortcut links for users to "jump" to previously viewed pages without using the "Back" button or any other link.

Component : Usability and Design	Guideline Number: UD.07

Applicable Website Channel
☑ Web ☐ Mobile Website

Guideline: Use a Clear Meaningful Designed and Up to date Links

Description:

On the web, links are a key factor in the navigation process. The links available on the government websites should be distinguished properly from the rest of the content. Colors and underline are the most commonly used mechanisms.

Websites should:

- ✔ Have a consistent link style throughout the website.
- ✔ Avoid using links design and style on other content that is not clickable.
- ✔ Use different colors for visited and non-visited destination links.
- ✔ Avoid using special cursors for mouse-over on links.

It is quite confusing and misleading when websites use the same link color for visited and new destinations. Users can exclude links that proved fruitless in their earlier visits. Conversely, they might revisit links they found helpful in the past. Most importantly, knowing which pages they have already visited frees users from unintentionally revisiting the same pages repeatedly.

3.2 SWEM COMPONENTS

Component 2: Usability and Design

Component : Usability and Design	Guideline Number: UD.07

Applicable Website Channel
☑ Web ☐ Mobile Website

Guideline: Use a Clear Meaningful Designed and Up to date Links

Cont.,

The links available on the websites should be meaningful links. In order to achieve this objective, websites should:

- ✔ Provide short & descriptive links.
- ✔ Add a descriptive text next to a link or on mouse over to make links more meaningful. In case of embedded links, the link should be self-explanatory, without requiring the user to fully read the surrounding text; for example, if an entity name is a link in the text, the whole entity name should be mentioned and clickable.
- ✔ Indicate clearly the destination or function of the links.

It is important to ensure that all links[5] (internal and external) available on government entities' websites are working properly and up to date.

External links available on websites should:

- ✔ Open in a new page, and if possible present the user with a notification that he/she is leaving the website.
- ✔ Open in the related language, i.e. from an English page, a link must only be opened in English website and vice versa. If the destination website is not available in the same language, the users should be informed before they discover it by themselves.

For external links it is not easy to validate all website external links are active. Therefore, government entities should have a process in place to check and verify links on regular basis. Links that are no longer working should be corrected or removed. Some of the search engines de-index the website if more than a certain number of links does not work properly.

Users tend to save their favorite links so they can easily return to the website in the future. However, web pages and content change constantly and government entities' websites are not an exception. It is recommended that government websites' old links should direct to new links to enhance the continuity, usability and satisfaction of the website.

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[5]Internal Links: are website links which link to pages/content available on the same website External Links: are website links which link to websites/pages/content available on websites that are not under the government entity website URL

3.2 SWEM COMPONENTS

Component 2: Usability and Design

Component : Usability and Design	Guideline Number: UD.08

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide Simple, Efficient and Easy to Use Forms including Clear Guidelines

Description:

Forms are used on a website to submit information or utilize available online (through website or Mobile Website) services, which in turn should be processed. It is important to ensure that online forms available on the website should be user-friendly, easy to use and simple.

Below are some guidelines to produce user friendly simple and easy to use forms:

✔ Pre-fetch / populate already available customer profile data to minimize manual data entry (examples of pre-fetched customer are name, address, account number, other customer specific identification numbers or related customer specific data, etc.).

✔ Default values can be displayed wherever possible. This could be the last item selected by the user or in some cases the most frequently selected item (such as today's date for some date entry fields)

✔ Provide user selectable pre-defined inputs where possible to minimize manual data entry (e.g. pull-down fields with pre-defined values).

✔ All fields that are mandatory should be clearly labeled or marked in a way that clearly indicates that these fields are required (considering guideline A.05). Regardless of the method used, knowing that a required field was missing after submission and having to refill is a tedious and unpleasant experience. As a good practice, the user should be alerted about specific missing fields before the actually submission. In case of errors during submission, the valid fields should be displayed again pre-filled and the field(s) that contain invalid data should be highlighted.

✔ Where a specific data format is required, the specific data format should be stated within or adjacent to the field with an example. For example, if a field requires the entry of a date, it should indicate if it is in long format or short, with international standard placeholders like DD-MM-YY or DD/MM/YYYY, and with examples like 03-12-13 or 03/12/2013.

✔ For obtaining consistent data, phone number format must also be given with examples and instructions on whether to enter area code with brackets, dashes or without any spaces. Similar checks and formats should be placed for other data like passport numbers, identity card, credit card information etc. This will prevent the user from guessing at what convention or format to follow, and it will also help in ensuring that all the data is obtained in a consistent format.

✔ Where any data, especially numerical data, requires a data type or unit, it should be clearly mentioned adjacent to the data field. If the user is required to enter financial data as amounts, the field should be accompanied by the currency whether the information is required in US$ or AED. Similarly, with other quantitative data like distance, length, weight etc. the appropriate units in Meters, Kilometers, Kilograms, etc. should be clearly mentioned to avoid even the slightest ambiguity.

✔ Auto-completion, auto-capitalization, spellcheck suggestions and prediction technology should be used to reduce the effort required to input data and to reduce errors, with the ability to revert as needed. However, auto-capitalization should be turned off for email, password, URL, and other case-sensitive fields; but turned on for proper nouns like names and locations. Similarly, auto-correction should be turned off for email, password, URL, and other non-alphabetical inputs; but turned on for text areas and free-form inputs. Also the trailing spaces in inputs that might ensue auto-correction should be removed.

3.2 SWEM COMPONENTS

Component 2: Usability and Design

Component : Usability and Design	Guideline Number: UD.08

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide Simple, Efficient and Easy to Use Forms including Clear Guidelines

Cont.,

- ✔ Fields requiring attachments should indicate the maximum acceptable size and also the acceptable format(s) for attachments.
- ✔ Make sure all the text-based communication is done with an understandable terminology. According to the targeted users' profile, choice of words and terms should be considered. Complex sentences or excessive use of unfamiliar terms diminish user experience (Source: Mobile Government Guidelines 2013 issued by UAE TRA).
- ✔ Provide a single authentication mechanism for all the services of a given government entity. the customer is not required to authenticate again to access any other service offered by the same entity unless the user has intentionally logged out.
- ✔ Smart Websites use DubaiID government-wide common component
- ✔ Utilize a secure electronic channel for the transmission of authentication tokens (e.g. passwords)
- ✔ Provide a facility to recover from accidental loss / forgetting of authentication token(s) (e.g. loss of physical tokens, disremembering passwords, etc.).
- ✔ Provide a facility to logout which subsequently will treat the customer as unauthenticated for further interactions
- ✔ The user can only access content appropriate for the level of authentication

Note for Mobile Devices:

It is recommended that forms on mobile devices recognize specific input types where applicable and adjust the input modes accordingly. For example, if a field requires email address, a virtual alphanumeric keyboard with ".", "@", and ".com" keys can be brought up. Similarly, specifying an input of the type number brings up a virtual numeric keyboard.

Submitting a form only, does not ensure that the form is functioning properly, the user's inquiry/request should be processed. Below are some guidelines entities may follow to ensure properly functioning and working forms:

- ✔ Provide a confirmation screen, upon submitting the form, along with a reference number for follow up purposes in case needed. The confirmation screen may also contain the contact number or email which should be used with this reference number for an inquiry or to obtain any clarification.
- ✔ Provide a notification about time/date of the request completion.
- ✔ Provide a facility to print the confirmation screen for future reference and use.

All the forms that are available online should have instructions available online. These should be displayed either on the page leading to the form, at the top of the page above the form, or on a separate page with a link at the top of the form.

Websites have a wide range of audience and should be designed in an inclusive manner. It is unusual to have novice users accessing government websites or even world wide web in general. Hence, it is a very good practice to include online instructions describing in detail how the corresponding online forms should be filled out.

3.2 SWEM COMPONENTS

Component 2: Usability and Design

Component : Usability and Design	Guideline Number: UD.09

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide electronic payment facility by utilizing DubaiPay for electronic payment and MobilePay for mobile payment in payment requiring services.

Description:

Customers should be able to pay electronically for services that require electronic payment.

Electronic payment facility should provide different payment options (types) for customers including, but not limited to, credit cards, prepaid cards, direct debit (account transfers), etc.

The procedures for disputes regarding electronic payment should be clearly outlined and communicated to the customers. Rules and regulations regarding electronic payment should also be included in service(s) related terms and conditions.

Smart Services must use DubaiPay (ePay and MobilePay) government-wide common components as per the policy directive.

Component : Usability and Design	Guideline Number: UD.10

Applicable Website Channel
☑ Web ☐ Mobile Website

Guideline: Provide a Functional Print Facility on the Website Pages

Description:

The user can print a webpage by using the printing facility available within the browsers; however, this facility doesn't provide a proper printing layout of the webpage content in all cases. Government entities should provide a printing link on important and valuable content pages, at a minimum, which enables the user to print the content in a proper format for further reference.

3.2 SWEM COMPONENTS

Component 2: Usability and Design

Component : Usability and Design	Guideline Number: UD.11

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide a Consistent Format of the website (Font, colors, scrolling, page titles, etc.)

Description:

The use of a consistent website format is considered one of the most common traits of good websites. The format of the website involves all items related to the design and look & feel of the website such as colors used, the layout of pages, menu location, font style and size, etc. Users feel more comfortable if a website maintains a consistent look and feel throughout the site. Consistency throughout the website helps users familiarize themselves with the website easily and makes navigation easier. Entities should maintain a consistent website format throughout all website pages.

Below are some guidelines entities should follow to ensure that that web pages & graphics are properly designed:

✔ Use Reasonable Image Size: The size of images available on the website should be of reasonable size to ensure fast loading of the site. Large size images may degrade the performance of the website for some users. If large images are required on the website then thumbnails can be used, whereby the user can click on the thumbnail to view the full size image.

✔ Using Consistent Font Styles are essential elements in an effective website design. It is recommended that government websites use fonts that are easier to read on the computer screen and smart devices.

✔ Use Adequate Color Schemes: The main text area of the page should always contrast sharply with a plain background, preferably white background. Usage of watermarks, patterns and images in the background should always be avoided.

✔ Limit the Use of Animation: Animation is usually distracting and often irritating to users of the website. If animation is to be used within the pages of the website, it should add value to the design and content.

✔ Provide Appropriate Width of the Website Pages: The homepage and all other pages of a website should be resolution independent to allow for adaptation to different screen sizes.

✔ Limit the Use of Horizontal Scrolling: Horizontal scrolling bars should be avoided as users will lose context of the remaining page. On the other hand, resizing the text may result in having a horizontal scrolling. In general, website should aim at avoiding the scroll at least for the first 2-3 resizes from the default value.

✔ Limit the Use of Vertical Scrolling: The vertical scrolling should be to a minimum level. A significant minority of users choose to scroll the page down. In some cases, vertical scrolling bars become necessary and it is preferred to use this option rather than going to the next page; in this case it is recommended to place a "Top" link on the page to enable users to go back.

For mobile website; Screen resolution choice should be made with consideration depending on the device screen size (e.g. mobile) and the amount of content to be displayed. In general, it is best to use large resolutions and less content on the screen, creating a more user friendly device in the case of mobile devices. While considering text font size, consider the target user's device screen sizes. As with many mobile devices it is the case that the screen sizes are not comparatively sized; therefore, the font size should not be too large. At the same time, keeping the font too small creates readability issues. Compromise should be found in considering the user experience and mobile device properties. Entities should aim at complying with device related development guidelines.

3.2 SWEM COMPONENTS
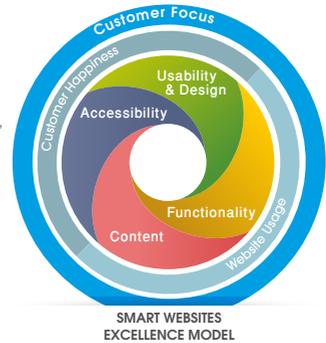
Component 2: Usability and Design

Component : Usability and Design	Guideline Number: UD.12

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Ensure the website does not require additional plug-ins or downloads.

Description:

The website should be supported by the device it runs on and the content to be presented in a format supported by the device without requiring additional plug-ins and softwares to be downloaded.

The website should not rely on technology that is not universally supported by customers' devices, including cookies, Flash, frames, pop-ups and auto-refreshing. In case a specific program is required, it must be freely available software on the web and detailed instructions should be given for downloading and installing it.

Component : Usability and Design	Guideline Number: UD.13

Applicable Website Channel
☑ Web ☐ Mobile Website

Guideline: Provide Well Designed Website Page Titles

Description:

It is important that entities aim at providing well designed website pages' titles. Most internet users rely on search engines to find their needs; search engines use page titles to display results.

A well designed website page title should:

- ✔ Properly describe the webpage content using common keywords.
- ✔ Be brief, short, and easy to read and clear.
- ✔ Be available according to the website language (English/Arabic Titles).

3.2 SWEM COMPONENTS

COMPONENT 3: CONTENT

The content available on a website is a very crucial element in ensuring the success of website in meeting users' needs and expectations. The content needs to be alive, current, accurate, relevant and easy to read for users in order to have a reason to return to the site again. Though the control of content on a website is left to the respective government entity to decide in line with their objectives, below are some guidelines that government entities should follow to ensure common, structured and proper content on their websites:

SMART WEBSITES EXCELLENCE MODEL

Component : Content	Guideline Number: C.01

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide Information about the Government Entity in "About Us" Section

Description:

All websites should have an "About Us" page where the entity provides the user with information about:

✔ The entity's vision statement.
✔ The entity's mission statement.
✔ The entity's mandate.
✔ The entity's objectives.
✔ The entity's organizational structure (Optional).
✔ Strategic plan(s) (Optional).
✔ General contact information: include general entity contact information with a link to contact us for further contact information.

3.2 SWEM COMPONENTS

COMPONENT 3: CONTENT

Component : Content	Guideline Number: C.02

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide Sufficient Information about Entity's Services & e/mServices

Description:

Almost all entities provide services to individuals and businesses in the form of either transactional, interactive or informational form. It is always important that the entities provide detailed information about their services on the website. For the users it should be convenient to access a Service or an e/mService with minimum effort on an entity's website. In addition, the users should have the option of reaching an eService through different ways including effective search function, site map and direct URL.

The list of services should include all the services regardless of delivery channels. The service information page should include the below service information:

- ✔ **Service Name:** the name of the service should be self-explanatory; the user should not need to read the service description unless he/she needs more information.
- ✔ **Service Description:** a brief description about the service.
- ✔ **Service Requirements:** details of the requirements needed for this service (e.g. documents).
- ✔ **Service Procedures:** list of steps needed for this service, the steps should be clear and available in sequence.
- ✔ **Service Forms:** if the services require form(s) to be filled, an option should be available to download.
- ✔ **Service Expected Completion Time:** The expected average time to complete this service.
- ✔ **Service Fees:** the fees for this service (in some cases different fees might be required depending on certain conditions).
- ✔ **Service Centers:** physical locations to access the service.
- ✔ An Option to Perform the Service Online: If the service is available online, an option such as "online", "Perform it online" should be available.
- ✔ **Related Services:** some services may require other service(s) from other entity(ies) or from the same entity. In such case(s) a link(s) or information to these service(s) should be available.
- ✔ **Additional Information:** it is at entity's discretion to provide miscellaneous information about the service.
- ✔ **A Simple Feedback Form:** (Optional) may include user-engaging questions such as "Was this information useful/beneficial", "How can we improve" and "Do you have any comments/feedback".

3.2 SWEM COMPONENTS

COMPONENT 3: CONTENT

Component : Content	Guideline Number: C.03

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide Appropriate Access to Website File

Description:

All files available on government websites should contain a:

✔ File name.

✔ File description.

✔ File size.

✔ File format.

✔ File date; should indicate the date the file was placed on the website, or the published date of the file

The files should be available in an accessible format to all users of the website, therefore government entities should consider the below issues regarding the file format:

✔ HTML is a preferred format to view files on a website, which significantly enhances accessibility for all users. PDF (Portable Document Format) is an alternative format. If PDF is used, it is important to provide a link to download a free PDF format file reader (i.e. Adobe Acrobat Reader).

✔ It is preferable to avoid having files, which require purchasing licensed software (MSWord, MSExcel, MSPowerPoint); if required, then the entity must ensure that the users already have these applications or a facility is provided to download applications which allow the user to view the files in their original format.

Component : Content	Guideline Number: C.04

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide Entity Contact Information and government office location(s) along with visual map information.

Description:

The entity should provide contact information; in case the customer wants to get in contact with the entity. Several types of contact information should be available on the website to accommodate the customer's needs and expectations. Contact information can include the below information to a minimum:

✔ The entity has and/or branches/service centers physical location through visual maps. An option should be provided to locate the closest government entity office location based on the utilized mobile device current location information (applicable to devices with GPS information).

✔ The entity's and branches/service centers telephone number(s) and email address(es), including the hours of operations.

✔ The entity's and branches/service centers hours of operation for over the counter and telephone based interactions, in case the entity directly deals with the public.

✔ The entity's chat service, in case the customer prefer to use chat and get instant response.

The entity's customer care method should be functioning properly and as per customer expectations for response time and inquiry. (For further details, refer to guideline F.04).

3.2 SWEM COMPONENTS

COMPONENT 3: CONTENT

Component : Content	Guideline Number: C.05

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide a facility to gather satisfaction, feedback, suggestions, complaint and recommendation on the website.

Description:

As part of public engagement, the website should be as interactive as possible.
An interactive website makes users more comfortable and helps them enhance the trust in the website The user should be presented with a simple and easy-to-use facility to provide optional feedback, suggestions and complaint. Examples using a feedback form, eSuggest and eComplain.
Naturally, it is preferable to obtain positive feedback (commendation) publicly and negative feedback (criticism) privately. A facility should be presented to capture customer experience with the website. Entities are encouraged to track the results of these questions and to enhance the results through continuous improvement of services.

Component : Content	Guideline Number: C.06

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide Effective and Efficient self-service help for general inquiries on the website

Description:

A facility, which is easily recognizable, by the user should be provided to accommodate general service inquiries such as FAQs. FAQs should be structured to incorporate issues around service inputs, service fees and payment options, service disputes and support, service channels, service stages / phases and their tracking, service cancelation or termination, etc. A layered FAQ design can be used for size-restricted channels to increase readability and clarity.

Optional videos can be provided to help customers understand the service and its related issues (by including options to play, pause and stop the video and control the volume).
Website can provide FAQ at different levels, e.g. general site related questions, general entity related questions, service specific questions, etc. Below are some guidelines government entities should follow to ensure an effective and efficient FAQ section:

✔ FAQ link should be available at a consistent location throughout the website. If the FAQ is related to the website, the link should be placed either in the header or in the footer.

✔ The FAQ page should be user friendly; the list of questions can be organized according to frequency or if the list is long then grouping or categorization is strongly recommended. The questions should be relevant to the group or the category.

✔ A facility to ask a new question should be available in case the user request is not fulfilled.

3.2 SWEM COMPONENTS

COMPONENT 3: CONTENT

Component : Content	Guideline Number: C.07

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide Meaningful Metadata on the Website pages

Description:

Metadata is the data used to describe information available on a website. It is important to properly define metadata (metatags) for pages of the website. The keywords defined for a page can be based on analysis results from external search engines or the website search engine or on results from user research conducted to gather the words used by web users.

Properly defined metadata will improve search engine retrieval of the website pages. Metadata can be added to the header of an HTML document and should be available on:

✔ The website homepage.

✔ Main website section pages.

✔ Pages that are registered with search engines.

There are metadata management tools that can assist in adding metadata to pages. Metadata alone cannot be relied upon for search engine retrieval and should be used in conjunction with text, which is displayed on the page itself. Metadata should also be included on HTML pages that use tables, frames or other formatting. Some of the most commonly used metadata standards include Dublin Core Metadata Standards and SC32/ WG2 Metadata Standards.

Component : Content	Guideline Number: C.08

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide alive, current, accurate, relevant and easy to read content to enhance website experience

Description:

Users visit the government websites to find most reliable, accurate and up to date information. In case they do not find the latest information on the website, they do not trust the quality and accuracy of the information.

Entities should consider the below guidelines in order to provide accurate and up to date content:

✔ The entity should not to keep any kind of stale information on their websites. If the information is older than a specified time period, it should be archived or reviewed and marked with a new publishing date.

✔ The entity should post new laws and rules as soon as possible.

The entity should clearly flag major changes on the website and on the website homepage (e.g. changes in design, navigation, services and eServices Pages).
A quality website should have minimum or no grammar or spelling errors to gain users' trust. A website with lots of errors can easily lose users' trust and confidence.

The dates available on the website should be accurate. The site should consider having:

✔ Site last modified or updated date on the homepage, which should indicate the date the information is updated on the homepage.

✔ Dates on the pages that are frequently modified.

✔ Dates on the frequently visited pages, especially services pages.

Entities should also consider having the same date format to be used across the website pages.

3.2 SWEM COMPONENTS

COMPONENT 3: CONTENT

Component : Content	Guideline Number: C.09

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide Clear Policies information on the website (Privacy, website terms and conditions

Description:

Government entities should explain on their website how they handle the privacy of their website users. The related website policy should be easily accessible and available throughout the website at a consistent location in the website page.

The policy should address the below issues at minimum:

- ✔ **Collection & Use of information:** the website should address what user information is collected, and how this information is used and shared by the entity.
- ✔ **IP Addresses & Cookies:** the website should address if users' IP addresses are collected and how they are used. If cookies are used, the policy must address the purpose of using them.
- ✔ **Protection of Information:** the website should address to whom and/or what entities users' information will be available and the policy for sharing the information with third party(ies), if any.
- ✔ **Security of information:** the website should address what measures are taken to preserve the security of users' information. It is mandatory to use a secure and encrypted method for transmission of personal data or conducting electronic financial transactions over the internet.
- ✔ **Disputes:** Steps a person should take if they have reasonable doubt that their privacy is being compromised.
- ✔ **Third Party Website:** if the entity has links to other website(s), the website should address all concerns and issues related to these links, such as responsibility, accuracy of information, security, liability of information, etc.

The website should outline the terms and conditions related to the usage of the website by a user. The terms and conditions should:

- ✔ Include, but not be limited to, the usage of content of the website, registration, termination, etc.
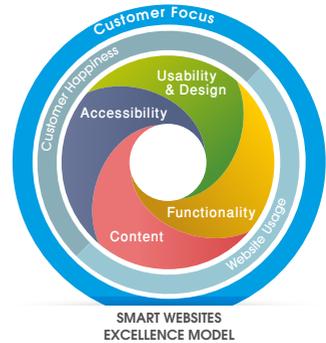- ✔ Have a link available throughout the website at a consistent location in the website.

Component : Content	Guideline Number: C.10

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Customer has the facility to contribute and interact with the website for Website Experience

Description:

It is important to create content and features that enable social participation and user interaction and facilitate sharing on established social networks.

The website should enable customers to connect with their own social networks. This entails simple features such as enabling sharing, bookmarking, tagging, liking and commenting on social networks.

The customer is encouraged to engage with the websites through social media and submit content on the website. The website displays social media interactions/mentions from customers' social media pages, posts, and tweets.

3.2 SWEM COMPONENTS

COMPONENT 4: FUNCTIONALITY

The website should function as promised by entity and as expected by customers. Appropriate website related information and notification(s) should be provided to customers. The website should work entirely error-free and website response times should be defined and delivered in line with customer expectations.

Following are the set of guidelines to achieve a nominal level of functionality across websites:

SMART WEBSITES EXCELLENCE MODEL

Component : Functionality	Guideline Number: F.01
Applicable Website Channel ☑ Web ☑ Mobile Website	
Guideline: Ensure that the website meets customer expectations and needs.	

Description:

Website should meet the user's expectations and needs. The entity should aim at providing a functional/ working website. Customers will visit the website to either look or inquire for information or conduct a service, the entity should focus on providing a satisfied customer experience, in order to ensure a returned customer. The website should be designed to ensure the expected functionality from a user perspective is built in the websites. Please refer to guideline for further details on providing customer-focused home page

Component : Functionality	Guideline Number: F.02
Applicable Website Channel ☑ Web ☑ Mobile Website	
Guideline: Provide error free website regarding unintended technical issues.	

Description:

From the point of view of customers, performance is assessed partially based on the availability (or uptime) of the site, and the number of errors on it. Some of the website performance related items which can impact website efficiency and effectiveness include scripting errors, coding errors, etc. during website processing. In general, there should be no unintended technical errors during the website process (from access to delivery). Some non-exhaustive technical error examples are indicated below:

✔ No connection time-out errors are allowed during the website delivery process.
✔ No broken link errors are allowed during the website delivery process.
✔ No scripting errors are allowed during the website delivery process.
✔ No Domain Name Server (DNS) errors are allowed during the website delivery process.
✔ No 404 errors are allowed during the website delivery process.
✔ No 500 errors are allowed during the website delivery process.
✔ No 505 errors are allowed during the website delivery process.
✔ No socket errors are allowed during the website delivery process.

3.2 SWEM COMPONENTS

COMPONENT 4: FUNCTIONALITY

Component : Functionality	Guideline Number: F.03

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide timely and responsive website pages

Description:

Website pages should load in appropriate time to ensure responsiveness for customers. As all the target customers may not have high-speed internet access, all pages should be designed to load and to respond within 4 to 8 seconds even on a slow connection.

The processing time on the server end should also be appropriate. If long delays cannot be avoided, the process should be divided into steps and the status of each process should be communicated to the customer. This will help the customer to understand what is causing the delay. Instead of processing data all at once for a website, the data processing may be broken down into pieces along with updates of each piece in real-time to the customers.

It is advisable to keep the number of externally linked resources to a minimum since each link entails a separate request over the network which may cause delays especially in mobile devices.


Component : Functionality	Guideline Number: F.04

Applicable Website Channel
☑ Web ☑ Mobile Website

Guideline: Provide multi-channel highly available and responsive customer service (care).

Description:

A 24x7 multi-channel customer service (care) should be provided through telephone, online chat, online forms and email, among others.
Telephone, online chat and email should be available 7/24 to ensure around the clock service for customers.

- ✔ A facility to reach customer service should be conspicuously available throughout the service (e.g. a link or a button, etc. to customer service contact information, live support via click-to-call. i.e. a customer support number which can be dialed on the spot with a simple phone button).
- ✔ The customer service contact information along with applicable timings for each channel should be clearly indicated in the same facility.
- ✔ The government entity must ensure that the information provided on all customer support channels is consistent and identical.

The online form for customer support must utilize a server-based submission facility. The form must not launch the customer's email client. Launching of the default email program on customer's device may cause confusion and may not function as intended, especially if, the customer uses a free web based email program such as Yahoo Mail, Gmail, etc.

The waiting time for online chat should not exceed 1 minute. The time to receive a response / reply for an email sent to customer service should not exceed 24 hours (1 day). This excludes automated reply sent for acknowledging customer's inquiry.

The inquiries and general information about inquires or transactions should include reference numbers, contact details, and all other required information for future reference and record keeping of the customers.

3.3 SWEM OBJECTIVES

As mentioned above, SWEM components and related guidelines are used to achieve high levels of customer happiness and website usage. The below section provides explanation regarding these 2 objectives.

3.3.1 OBJECTIVE 1: CUSTOMER HAPPINESS

A website is a valuable and effective tool as well as an effective channel to achieve an organization's objectives. It can be a powerful asset that supports key business processes and improvements as well as enhanced staff and customer happiness. Measuring the happiness level of the website users is a crucial element in ensuring that the website is fulfilling users' needs and expectations, and represents an improvement tool for the entity by gathering users' feedback and suggestions. The Happiness Meter is one of the tools used to have a better understanding and insight into users' opinions and to enrich communication with them.
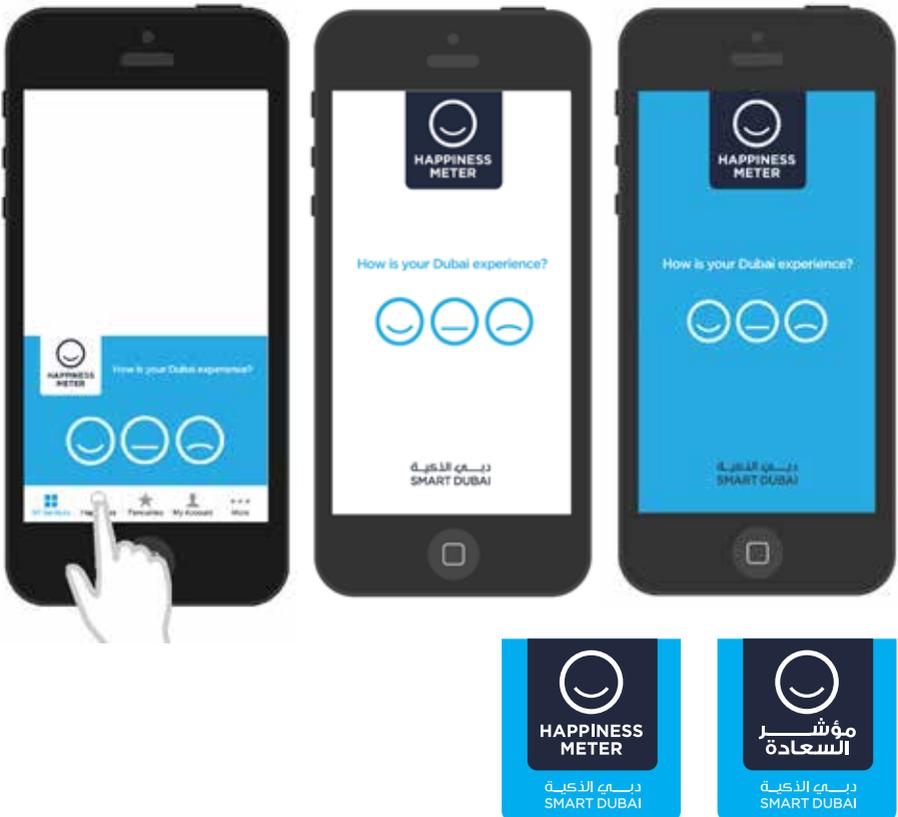
3.3 SWEM OBJECTIVES

3.3.2 OBJECTIVE 2: WEBSITE USAGE

Tracking user activities on the website provides solid evidence for determining website popularity, potential future enhancements and planning of marketing activities. Tracking reports generated by web server software can provide the entity with valuable information to improve their website usage. Below are some measurements entities can use to enhance their website usage among others:

No.	Measurement	Description
2.1	Number of Visits a Site Receives	This indicates to a certain extent the awareness for a website and how popular it is among the users.
2.2	Page Impressions (Page Views)	Page impression is the number of times a page is requested from the website, including all graphics that might be used to make up that page. Measuring 'hits' alone does not give a meaningful analysis of usage - a page with 5 graphic elements may register as 6 hits but only one page impression.
2.3	Unique Visits/Browsers	Unique visits are used as one of the measures to track the traffic on a website; unique visits are considered the number of visits to a website from a unique IP address and device in a defined time period.
2.4	Successful and Unsuccessful Requests	It is worthwhile to see what percentage of files exhibits a problem or does not exist. It helps to indicate potential technical problems.
2.5	Top Referring Sites	The pages from which users might link to reach your website, may assist in refining advertising strategy and may uncover a new category of users.
2.6	The Order in which Users View the Pages	This can help the entity in assessing their navigation and information design. It is an effective tool to understand the user behaviour in the website.
2.7	Most Frequently Visited Pages	This can show where internal marketing efforts would work best.
2.8	Least Frequently Visited Pages	This can help in evaluating whether to continue upkeep on certain pages or possibly create awareness for them.
2.9	Referrer Log	It provides the search terms used to identify how users are looking for items. This will especially help in improving metadata and may also help in designing search based marketing campaigns through aligning with the way the users access the website.
2.10	Traffic Analysis	This should be undertaken, focusing on peak times (to assess bandwidth processing requirements) and on low activity times (should essential maintenance require the site being down for a short time).

4. SUMMARY

This document includes several guidelines which all Government Entities in Dubai are expected to follow in their websites. Compliance with these guidelines will not only enhance the quality of the entities' websites but also help in making them easy to use and customer-focused.

The guidelines are presented as part of an excellence model developed by Smart Dubai Government Establishment referred to as "Smart Websites Excellence Model (SWEM)". This model is created to provide Dubai Government Entities with the necessary guidelines and best practices to help in excelling in their website quality and increasing their customer happiness and website usage.

SDG team welcomes suggestions and feedback to improve the quality and content of this document. SDG will conduct formal consultation with Dubai Government entities to acquire suggestions and feedback for consideration in order to improve the quality and the contents of this document before finalization.