

# Provider-Based Evaluation (ProBE) 2015

Announcement of Criteria

# Approach for ProBE 2015

Approach	Description	Agencies	Approach
Mandatory Criteria	<ul style="list-style-type: none"> <li>Not meeting the criteria will result in websites receiving a <b>maximum of 3 Stars</b></li> </ul>	All agencies	Assessed by MDeC
Non-Mandatory Criteria	<ul style="list-style-type: none"> <li>Criteria that <b>increase the usage and improve user experience on Government Online Services (GOS)</b></li> <li>Weightage and scoring mechanism apply</li> <li>Not meeting the criteria will result loss of mark</li> </ul>	All agencies	Self-assessment by agencies

Note: GOS refers to informational and transactional services

# 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"> <li>1) Loading Time</li> <li>2) Downtime</li> </ul>		<ul style="list-style-type: none"> <li>3) Updating Content</li> </ul>			<ul style="list-style-type: none"> <li>4) Responsiveness within Client Charter</li> </ul>	
Non-Mandatory		<ul style="list-style-type: none"> <li>5) Aid, Tools &amp; Help Resources</li> <li>6) Frequently Asked Questions (FAQ)</li> <li>7) Feedback Form</li> <li>8) Feedback Auto-Notification</li> <li>9) Number of Online Services</li> <li>10) Broadcast</li> <li>11) Electronic Archive</li> <li>12) Mobile Web/Version</li> <li>13) W3C Disability Accessibility</li> <li>14) Notification of Transaction</li> <li>15) New Media</li> </ul>	<ul style="list-style-type: none"> <li>16) About Us</li> <li>17) Audio/Video</li> <li>18) Contact Details</li> <li>19) Multi Language</li> <li>20) Publications</li> </ul>	<ul style="list-style-type: none"> <li>21) Homepage Length</li> <li>22) No Broken Link</li> <li>23) Personalisation</li> <li>24) Sitemap</li> <li>25) Link to myGov</li> </ul>	<ul style="list-style-type: none"> <li>26) Search Within Websites</li> <li>27) Searchable Database</li> </ul>	<ul style="list-style-type: none"> <li>28) Client's Charter</li> <li>29) Achievement of Client Charter</li> <li>30) Statistic of Online Services</li> <li>31) Online Services Security</li> </ul>	<ul style="list-style-type: none"> <li>32) Look and Feel</li> </ul>

Orange: New criteria

Green : Enhancement of Probe 2014 criteria



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## MANDATORY CRITERIA

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# MANDATORY: (1) Loading Time

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

<sup>1</sup> [Google Analytics: Interpret Site Speed](#)

<sup>2</sup> [Google Developers: PageSpeed Insight](#)

<sup>3</sup> [Google Developers: About PageSpeed Insight](#)

<sup>4</sup> [Practical Ecommerce: 10 Free Online Speed Test](#)

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

## MANDATORY: (2) Downtime

Categories	Description
<b>Definition</b>	<ul style="list-style-type: none"><li>• Downtime refers to the occasions whereby the website is not operational and is not accessible by the users<sup>1</sup></li><li>• Downtime does not include scheduled maintenance period in which the agency has informed users of the time and duration of website unavailability for access</li><li>• Only the main page of the website is observed for downtime criteria. Downtime for Online Services will not be measured in this criterion</li></ul>
<b>Tips</b>	<ul style="list-style-type: none"><li>• Utilise and subscribe to a reliable Online Tool</li><li>• 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</li></ul>

<sup>1</sup> [WhatIs: Uptime and Downtime](#), [Cloudendure: Cloud Downtime](#)

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



## MANDATORY: (3) Updating Content

Categories	Description
<b>Definition</b>	<p>Updating Content refers to the update and review of information on the website</p> <p>There are 6 elements of Updating Content:</p> <ol style="list-style-type: none"> <li>a) News, activities or updated events</li> <li>b) Announcements information and broadcast</li> <li>c) Newspaper clippings, statements or articles</li> <li>d) Poster/Banner</li> <li>e) Tender/Quotation/Recruitment announcements</li> <li>f) Minister, Deputy Minister and Senior Management of the agencies</li> </ol>
<b>Tips</b>	<ul style="list-style-type: none"> <li>• Content and 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-date<sup>1</sup></li> <li>• 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 website<sup>1</sup></li> </ul>
<b>Conditions</b>	<p>website must observe the updates in any of the six relevant sections identified above</p>

Categories	Description
<b>Information Gathering Process</b>	<b>ProBE Self-Assessment System:</b> <ul style="list-style-type: none"> <li>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</li> </ul>

## MANDATORY: (4) Responsiveness within Client Charter

Categories	Description
<b>Definition</b>	Responsiveness within Client Charter refers to the response provided by the agency for the enquiries made by users via the website
<b>Tips<sup>1</sup></b>	<ul style="list-style-type: none"> <li>• Agencies must clearly display the response time for responding to enquires from users in the Client Charter section of the websites which will allow users to anticipate when a response will be received.</li> <li>• Content owner are 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.</li> <li>• The basic information which 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.</li> </ul>
<b>Conditions</b>	Agency to respond enquiries by users within the time frame stipulated in the client charter
<b>Information Gathering Process</b>	<p><b>ProBE Self-Assessment System:</b></p> <ul style="list-style-type: none"> <li>• Agency to update the stipulated SLA for Responsiveness within Client Charter</li> </ul>



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**NON - MANDATORY CRITERIA  
ENHANCED CRITERIA BASED ON UN  
QUICK WINS AND USER FEEDBACK**

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

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

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

Pillar	Categories	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"><li>a) Must be created to answer specific questions related to the agency</li><li>b) 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</li></ul>

## NON-MANDATORY: (3) Feedback Form

Pillar	Categories	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	Categories	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"> <li>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 frame</li> <li>b) Time frame for expected response from the agency</li> <li>c) Reference / Tracking number is encouraged to be included in the notification message</li> </ul>



## NON-MANDATORY: (5) Number of Online Services

Pillar	Categories	Description
Functionality	Definition	<p>Refers as services that can be fully transacted online. These includes:</p> <ul style="list-style-type: none"> <li>• Government to Citizens (G2C)</li> <li>• Government to Business (G2B)</li> <li>• Government to Government (G2G) services</li> </ul>
	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><b>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)</b></p>

## NON-MANDATORY: (6) Broadcast

Pillar	Categories	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	Categories	Description
Functionality	<b>Definition</b>	<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"> <li>• Articles</li> <li>• News clipping</li> <li>• Announcements</li> <li>• Policies</li> <li>• Budget</li> <li>• Legal Documents</li> </ul>
	<b>Conditions</b>	a) Archive is relevant to the agency and its portfolio

## NON-MANDATORY: (8) Mobile Web/Version

Pillar	Categories	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"> <li>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</li> <li>b) Notification of the availability of the service including QR code or Mobile Icon must be displayed on the desktop version to inform users</li> <li>c) A QR code may be used to notify the availability of Mobile Version</li> <li>d) At least one of the criteria of mobile web/version must be fulfilled</li> <li>e) Must be displayed on a mobile device such as smart phone/iPad/tab</li> </ul>

## NON-MANDATORY: (9) W3C Disability Accessibility

Pillar	Categories	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 - <a href="http://wave.webaim.org/">http://wave.webaim.org/</a>

# NON-MANDATORY: (10) Notification of Transaction

Pillar	Categories	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	Categories	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"> <li>a) Maximum of 5 New Media channels to be assessed</li> <li>b) Additional technology such as Web 2.0 is considered as part of New Media</li> <li>c) Social Media accounts and feeds must be updated regularly</li> <li>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</li> <li>e) The Live Chat representative must be online during the set time frame that is published on the website</li> <li>f) Example of new media are blogs, video sharing, image sharing, RSS Feed, webcast, webinar, widget, tag clouds, pinboard and podcast</li> </ul>

## NON-MANDATORY: (12) About Us

Pillar	Categories	Description
Content	Definition	Refers to a section of the website that provides information on the respective unit or department
	Conditions	a) It may be provided in a dedicated section or incorporated in the introduction page b) About Us section section must be published on the website



## NON-MANDATORY: (13) Audio/Video

Pillar	Categories	Description
Content	<b>Definition</b>	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
	<b>Conditions</b>	<ul style="list-style-type: none"><li>a) Streaming or downloadable audio clips are clips with only sound that were recorded for listening purposes</li><li>b) Background music is not considered as an audio clip</li><li>c) Flash is not considered as a video clip</li><li>d) Both the audio and video clips must be related to the agency</li></ul>

## NON-MANDATORY: (14) Contact Details

Pillar	Categories	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"> <li>a) Telephone – General telephone numbers of agency</li> <li>b) Address – General mailing address</li> <li>a) Email – General e-mail or webmaster email address</li> </ul>
	Conditions	<p>a) To avoid misuse of email addresses by other parties to send “spam emails”, the email addressed should be displayed differently ie hanani[dot]ahmad[at]moh[dot]com[dot]my (hanani.ahmad@moh.gov.my)</p>

## NON-MANDATORY: (15) Multi Language

Pillar	Categories	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"> <li>• All the content within the website must be translated into English</li> <li>• Discrepancies between Malay and English must be avoided</li> <li>• Translation via online tools is not permissible</li> </ul> <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	Categories	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"> <li>a) Publications must be made available online</li> <li>b) All the links provided for the information/download are active links</li> <li>c) Journal / Publication abstracts are not considered as Publication</li> <li>d) Agency may utilise online application such as e-book reader</li> </ul>

## NON-MANDATORY: (17) Homepage Length

Pillar	Categories	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	Categories	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 <sup>1</sup>
	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: <a href="http://validator.w3.org/checklink">http://validator.w3.org/checklink</a></p> <ul style="list-style-type: none"><li>• Intranet is not considered as part of Broken Link</li><li>• Files such as .jpg, .jpeg, .gif, .png, .css, .js, .ico, lang=bn, jsessionid are not taken into consideration for the Broken Link test</li><li>• Only links that originate from the same domain are taken into consideration</li></ul>

## NON-MANDATORY: (19) Personalisation

Pillar	Categories	Description
Navigation	<b>Definition</b>	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 <sup>1</sup>
	<b>Conditions</b>	<ul style="list-style-type: none"> <li>a) It is a convenient approach to direct users to the right information and services</li> <li>b) Segmentation of the website to cater to specific audience</li> <li>c) Links are provided for specific users of the website</li> </ul> <p>Example: Students, Parents, Teachers</p>

<sup>1</sup>[Personalization of Web Services: Opportunities and Challenges](#)

## NON-MANDATORY: (20) Sitemap

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



## NON-MANDATORY: (21) Link to myGov

Pillar	Categories	Description
Navigation	Definition	Refers to the hyperlink provided on the website to access the myGov portal
	Conditions	<p>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 states</p> <p>b) Hyperlink to myGov portal is provided by all Government websites</p>

## NON-MANDATORY: (22) Search Within Website

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

## NON-MANDATORY: (23) Searchable Database

Pillar	Categories	Description
Search	<b>Definition</b>	Refers to searches that access information in specific section or database within the websites
	<b>Conditions</b>	a) Searches result/information derived from specific section of the website or database b) Example of specific section: staff directory, circular, image gallery, news article

## NON-MANDATORY: (24) Client Charter

Pillar	Categories	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	Categories	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"><li>a) Information on the achievement of the Client Charter must be placed in the same section as the Client Charter</li><li>b) Achievement must be updated on monthly basis</li><li>c) The achievement of the previous two months must be included</li></ul>

## NON-MANDATORY: (26) Statistic of Online Services

Pillar	Categories	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"><li>a) The website must publish the updated number of transaction for all of the available online services provided</li><li>b) Statistics must be updated on monthly basis</li><li>c) Statistics of the past two months must be included</li></ul>

# NON-MANDATORY: (27) Online Service Security

Pillar	Categories	Description
Online Transparency	Definition	Refers to the security, authentication and protection of data sent via Internet Protocol while using Online Services <sup>1</sup>
	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"> <li>• SSL</li> <li>• Digital Certificate</li> <li>• Captcha</li> </ul> <p>c) At least one of the Online Services must provide any of the above security measures</p> <p><b>d) Security measures provided must be prominently displayed on Online Services pages</b></p>

## NON-MANDATORY: (28) Look and Feel

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

<sup>1</sup> [What is the “Look and Feel” of a Website? And Why It’s Important](#)



# THANK YOU