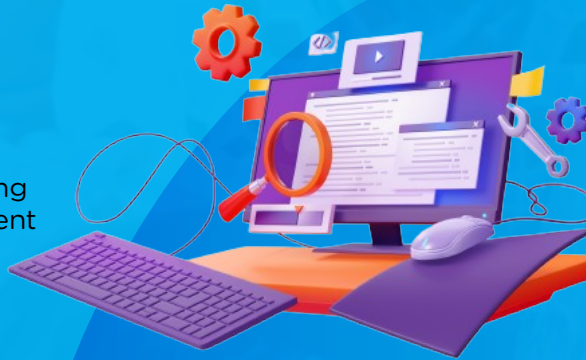


EVIDENCE AND METHODS LAB EGOV QUALITY ANALYZER

A Comprehensive Tool for Assessing and Improving Ugandan Government Websites and Online Platforms



1. Introduction

The eGov Quality Analyzer is a multi-criteria assessment tool developed as an output of the action research- [Investigating the Potential of Internet Usage to Enhance Service Delivery and Promote Transparency and Accountability in Uganda's Government Ministries, Departments, and Agencies funded by the Internet Society Foundation](#). The purpose of the tool is to assess the quality of digital services and platforms offered by the Ugandan government's MDAs. This tool evaluates the platforms based on various parameters such as accessibility, usability, security, interactivity, availability of information, transparency, feedback mechanisms, mobile optimization, language support, digital infrastructure, digital strategy, digital literacy, innovation, data management, and digital culture.

The scoring system, ranging from 1-3 for each criterion, allows for a comprehensive evaluation of each website, determining its strengths and areas for improvement. With specific notes and recommendations accompanying each score, the tool provides a roadmap for optimizing the government's digital presence, promoting better public accountability, and enhancing service delivery.

2. Instructions

Each website or platform should be evaluated against the mentioned criteria to utilize this tool. Assign a score from 1 to 3 for each criterion per the given descriptions.

1. [Type of government institution:](#)
2. [Name of government institution:](#)
3. [Date of review:](#)
4. [URL:](#)



Criterion	Score			Description	Notes- additional explanations to the rubrics or descriptors
	1	2	3		
Accessibility				<p>1 - Not accessible to users with disabilities;</p> <p>2 - Some accessibility features;</p> <p>3 - Fully accessible with features like alt text, keyboard navigation, and text-to-speech functionality</p>	<p>1 - No provisions for screen readers, keyboard navigation, or alternative text; 2 - Some provisions, but not comprehensive;</p> <p>3 - Compliant with Web Content Accessibility Guidelines (WCAG) 2.1 Level AA</p>
Usability				<p>1 - Difficult to navigate and find information;</p> <p>2 - Somewhat easy to use, could be improved;</p> <p>3 - Easy to use and navigate, clear and concise information</p>	<p>1 - Poor layout, confusing navigation, broken links;</p> <p>2 - Adequate layout, some inconsistencies;</p> <p>3 - Intuitive layout, consistent navigation, up-to-date content</p>
Responsiveness				<p>1 - Slow to load, may not display properly on some devices;</p> <p>2 - Somewhat responsive, may experience loading issues or display issues on some devices;</p> <p>3 - Quick to load, displays properly on all devices</p>	<p>1 - Takes more than 5 seconds to load, layout issues on various devices;</p> <p>2 - Takes 3-5 seconds to load, minor layout issues;</p> <p>3 - Loads in less than 3 seconds, adapts well to various devices</p>

Criterion	Score			Description	Notes- additional explanations to the rubrics or descriptors
	1	2	3		
Security				<p>1 - Not secure, has vulnerabilities;</p> <p>2 - Some security measures in place, could be improved;</p> <p>3 - Secure with measures to protect against cyber threats</p>	<p>1 - Lacks HTTPS, known vulnerabilities;</p> <p>2 - Uses HTTPS, some potential vulnerabilities;</p> <p>3 - Uses HTTPS, up-to-date security measures, vulnerability scans</p>
Interactivity				<p>1 - No interaction or engagement with government entities;</p> <p>2 - Some interactive features, could be improved;</p> <p>3 - Various interactive features for meaningful engagement with government entities</p>	<p>1 - No contact information, social media, or forums;</p> <p>2 - Limited contact options, basic social media presence;</p> <p>3 - Multiple contact options, active social media, community engagement</p>
Information Availability				<p>1 - Not enough or relevant information on government services;</p> <p>2 - Some information, could be improved with more detail and up-to-date information;</p> <p>3 - Relevant and up-to-date information on government services</p>	<p>1 - Incomplete, outdated, or unclear information;</p> <p>2 - Adequate information, but not comprehensive;</p> <p>3 - Comprehensive, regularly updated, and accurate information</p>



Criterion	Score			Description	Notes- additional explanations to the rubrics or descriptors
	1	2	3		
Transparency				<p>1 - No transparency in the government's decision-making process;</p> <p>2 - Some information on the decision-making process, could be improved with more detail and clarity;</p> <p>3 - Detailed and transparent information on decision-making</p>	<p>1 - No access to policies, procedures, or reports;</p> <p>2 - Limited access, may be outdated or incomplete;</p> <p>3 - Open access to policies, procedures, and reports, with regular updates</p>
Feedback Mechanism				<p>1 - No feedback mechanism;</p> <p>2 - Feedback mechanism present, could be improved;</p> <p>3 - Robust feedback mechanism allowing for meaningful user feedback</p>	<p>1 - No option for users to provide feedback or report issues;</p> <p>2 - Basic feedback form or email, may lack responsiveness;</p> <p>3 - Dedicated feedback system, responsive to user input</p>
Mobile Optimization				<p>1 - Not optimized for mobile devices;</p> <p>2 - Some mobile optimization, could be improved;</p> <p>3 - Fully optimized for mobile devices and excellent user experience on smaller screens</p>	<p>1 - Difficult to use on mobile, poor layout;</p> <p>2 - Usable on mobile, minor layout issues;</p> <p>3 - Seamless mobile experience, responsive design</p>

Criterion	Score			Description	Notes- additional explanations to the rubrics or descriptors
	1	2	3		
Language Support				<p>1 - No support for multiple languages.</p> <p>2 - Some language support could be improved.</p> <p>3 - Support for multiple languages and accessible to users who speak different languages</p>	<p>1 - Only one language is available.</p> <p>2 - Multiple languages, but limited coverage or translation quality.</p> <p>3 - Multiple languages with accurate translations</p>
Digital Infrastructure				<p>1 - No utilization of modern digital infrastructure.</p> <p>2 - Some utilization could be improved.</p> <p>3 - Utilizes modern digital infrastructure, such as cloud computing, AI, and machine learning, to enhance service delivery</p>	<p>1 - Outdated technology, no AI or cloud usage.</p> <p>2 - Limited use of modern technologies.</p> <p>3 - Fully integrated with modern technologies and infrastructure</p>
Digital Strategy				<p>1 - No comprehensive digital strategy.</p> <p>2 - Some digital strategies in place, could be improved.</p> <p>3 - Comprehensive digital strategy with clear objectives and timelines for achieving digital transformation goals</p>	<p>1 - No documented strategy.</p> <p>2 - Documented strategy but lacking clear objectives or timelines.</p> <p>3 - Detailed strategy, clear objectives, and defined timelines</p>



Criterion	Score			Description	Notes- additional explanations to the rubrics or descriptors
	1	2	3		
Digital Literacy				<p>1 - No digital literacy training for staff.</p> <p>2 - Some digital literacy training, could be improved.</p> <p>3 - Provides digital literacy training to staff to equip them with necessary skills to utilize digital tools and platforms</p>	<p>1 - No training or support for staff.</p> <p>2 - Basic training, but limited scope or support.</p> <p>3 - Comprehensive training and ongoing support for staff</p>
Digital Innovation				<p>1 - No innovative digital solutions;</p> <p>2 - Some innovative digital solutions, could be improved;</p> <p>3 - Implemented innovative digital solutions, such as chatbots or mobile apps, to enhance service delivery</p>	<p>1 - No innovative features or tools;</p> <p>2 - Some innovative features, but limited or underdeveloped;</p> <p>3 - Variety of innovative features or tools, well-implemented</p>
Data Management				<p>1 - No robust data management system;</p> <p>2 - Some data management system in place, could be improved;</p> <p>3 - Robust data management system ensuring secure and ethical handling of citizens' personal data</p>	<p>1 - No data management policies or systems; 2 - Basic data management, but lacking in some areas;</p> <p>3 - Comprehensive data management, compliant with privacy regulations</p>

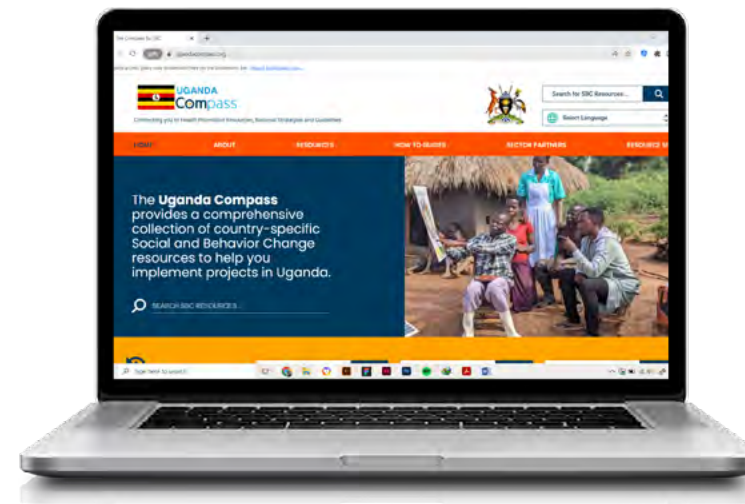
Criterion	Score			Description	Notes- additional explanations to the rubrics or descriptors
	1	2	3		
Digital Culture				<p>1 - No culture of digital innovation or experimentation.</p> <p>2 - Some culture of digital innovation, could be improved.</p> <p>3 - Fosters a culture of digital innovation, where failures are learning opportunities and risks are taken for digital transformation</p>	<p>1 - Risk-averse, no encouragement for innovation;</p> <p>2 - Some support for innovation, but not fully embraced.</p> <p>3 - Strong support for innovation and experimentation, learning from failures</p>



3. Government Online Platform and Website Evaluation Ratings

Upon scoring each criterion, calculate the total score. Then, assign a general rating (Poor, Average, Good, or Excellent) per the score range and provide tailored suggestions for improvement.

Rating	Score Range	Description	Additional Notes/Recommendations
Poor	16-23	The website or platform has significant room for improvement in multiple areas.	Conduct a thorough review and redesign, focusing on accessibility, usability, security, and other key criteria.
Average	24-31	The website or platform meets some expectations but still requires enhancements in specific areas.	Identify areas of weakness and implement targeted improvements to increase overall quality and user experience.
Good	32-39	The website or platform is generally well-designed and effective but could benefit from minor improvements.	Continue to monitor user feedback and make iterative improvements to maintain a high-quality online platform.
Excellent	40-48	The website or platform excels in all dimensions and represents a high-quality example of a government online platform or website.	Leverage the success of the platform to showcase best practices and inspire improvements in other government websites and platforms.



CASE STUDY: EVALUATING THE UGANDA COMPASS WEBSITE

Background:

[The Uganda Compass](#) is an initiative by the Ministry of Health's Department of Health Promotion, Education, and Communication. It is a resource for Uganda's social and behavior change communication (SBCC) practitioners. It aims to enhance SBCC efforts by providing practical guidance, tools, and strategies for effective communication interventions. The collection of how-to guides covers essential topics for SBCC practitioners. These guides include step-by-step instructions on planning, implementing, and evaluating SBCC programs. Some of the guides available

Findings: Based on the eGov Quality Analyzer's assessment of the Uganda Compass website's "How to Guides" section, the key findings are as follows:

1. Lack of Interactivity and User Feedback Mechanisms:

- The website currently does not have interactive elements such as live chat support, forums, or interactive Q&A sections, which limits user engagement.
- The absence of visible feedback mechanisms like comment sections or user surveys restricts the opportunity for the audience to provide their input or share experiences.
- This lack of interactivity and feedback could impact the site's ability to evolve based on user needs and preferences.

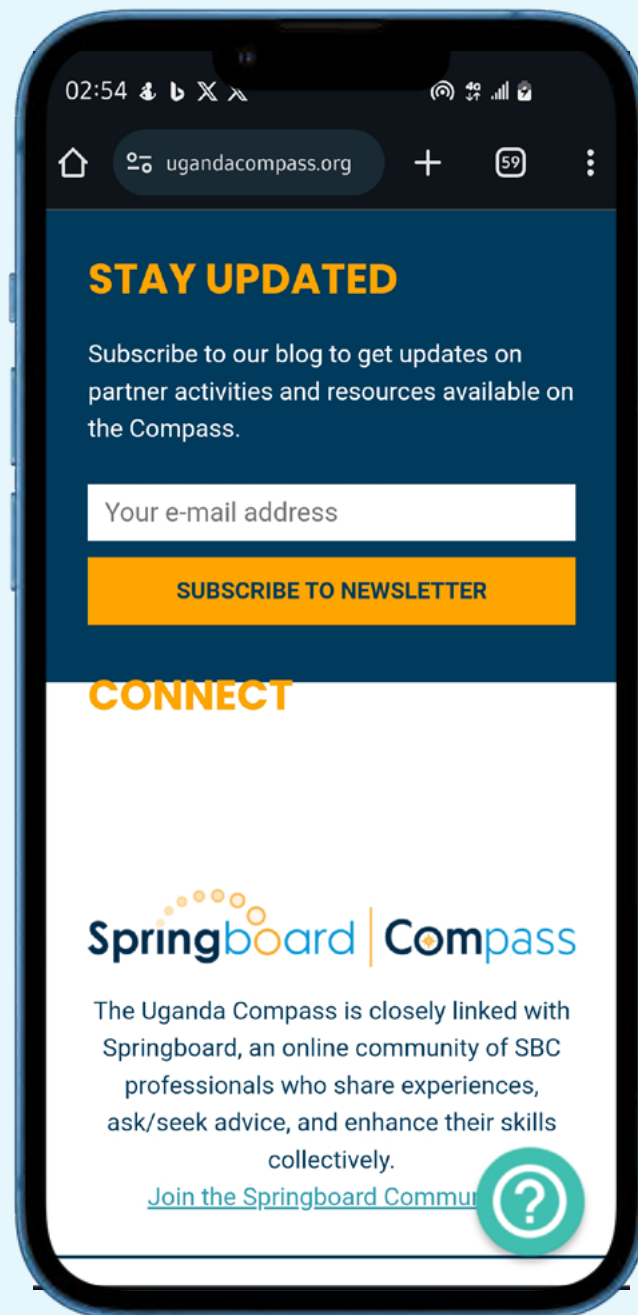


2. Moderate User Accessibility with Room for Improved Disability-Friendly Features:

- The website scores moderately on user accessibility, indicating it is generally navigable and user-friendly.
- However, it lacks specific features that aid disabled users, such as screen reader compatibility, alternative text for images, or keyboard navigation options.
- Enhancing these features would not only comply with web accessibility standards but also make the site more inclusive and accessible to a broader audience.

3. Good Information Clarity with Potential for Simplification:

- The content is clear, well-structured, and informative, which benefits users seeking health communication resources.
- Despite the overall clarity, there is room to simplify the language further to make the guides more accessible to individuals with varying levels of education and understanding.
- Simplifying technical jargon and using plain language can make the information more approachable for a wider audience, ensuring all users understand the health messages.



Action Taken:

Following the key findings from the eGov Quality Analyzer's assessment, the Uganda Compass website implemented several enhancements:

1. Mobile-Friendly Design:

- The website was upgraded to ensure better responsiveness on mobile devices. This involved optimizing layouts, images, and menus to adapt seamlessly to different screen sizes.
- The new design focuses on improving the user experience on smartphones and tablets, recognizing the widespread use of these devices in Uganda.

2. Interactive Health Tools:

- To increase user engagement, interactive health tools were introduced. These could include symptom checkers, health calculators, or interactive educational modules.
- These tools are designed to provide a more engaging and personalized experience for users seeking health information.

3. User Feedback Integration:

- Mechanisms for collecting user feedback were implemented. This might involve the introduction of comment sections, feedback forms, or user surveys on the website.
- These feedback tools are essential for understanding user needs and preferences, allowing for continuous improvement of the website.

These actions demonstrate the Ministry of Health's commitment to leveraging technology to enhance health communication and education through the Uganda Compass website.



Outcomes:

After the revisions were implemented on the Uganda Compass website, a follow-up analysis was conducted using the eGov Quality Analyzer to measure the effectiveness of the changes:

1. Improved User Accessibility:

- The post-revision analysis indicated an improved score in user accessibility. The site's enhancements in responsive design and accessibility features contributed to a more inclusive experience for users with disabilities and those accessing the site on mobile devices.
- These improvements reflect the Ministry's dedication to making health information accessible to everyone, regardless of their physical ability or the device they use.

2. Enhanced User Engagement:

- The introduction of interactive health tools and feedback mechanisms led to a higher engagement score. Users now spend more time interacting with the tools and providing valuable feedback.
- The increase in user engagement demonstrates the success of the new features in encouraging user participation and interaction with the health resources provided.

Overall, the website's post-revision scores are a testament to the successful enhancements made by the Ministry of Health's DHPEC. The commitment to improving the digital platform has resulted in a more user-friendly and accessible resource for health information.



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