

AMIR E-government IQC - Statement of Work -

Task Order 5: G2C E-government Portal Web Site Design and Implementation

Vendor: ALS - AlliedSoft

Client Agency: Ministry of Information and Communications Technology, e-Government Programme Management Office (MoICT/PMO)

Client Project Manager: E-gov IQC Vendor Estarta coordinating and managing

Background

The Government-to-Citizen (G2C) Portal Web Site is intended to provide Jordanian and foreign individuals quick access to comprehensive information about Jordan and services the GoJ provides. Please read the document entitled **E-Government Portal Web Site - Background Information for IQC Firms**, which is to be considered an integral part of this scope of work. Also, please read **Task Order 1, “E-Government Portal Web Site Coordinator”** and **Task Order 2, “Enterprise Directory, Organization and Personnel Directory”** for further background on how the development of the three constituent sites (G2G, G2B, and G2C) will be developed in concert with the implementation of underlying portal technology infrastructure.

Introduction

This task order has been issued by the AMIR program to acquire design services for the following E-Government Portal services: G2C Site Design and Implementation. One of the goals of the GoJ E-Government program is to improve the quality and efficiency of its information and service delivery. This includes a focus on better customer or client relationship management. The GoJ’s clients and customers are often Jordanian citizens, but they might also be citizens of other countries who are looking for a visa application, organizing a vacation in Jordan, or performing some type of research about the Kingdom. Thus, the ‘C’ in G2C may stand for citizen, but that citizen may be a client or customer from Jordan or from abroad. The vendor should be prepared to represent the interests of G2C users and, over the course of the Task Order, arrive at an optimal design.

Phase A: Design and Information Architecture (1 month)

- Evaluate requirements of end user groups and design initial information architecture.
- In collaboration with Portal Team design interface.

Phase B: Implementation of G2G Portal Web Site (5 months)

- Coordinate the E-Government G2C Portal content harvesting and system implementation.
- Improve information architecture.
- Support and train GoJ Content Providers.
- Evaluate usage patterns and document future enhancements demanded by the end user population.

The two phases will take place over a combined period of 6 months.

Design the G2C Site

The vendor will create a design document which includes, but may not be limited to, the following elements:

- Information Architecture (see below)
- Description of similar sites that the G2C site will emulate
- Site Navigation and User Interaction Map
- Sample HTML pages showing how the look-and-feel supplied by the Portal Coordinator could best be implemented on the G2C site via the CMS
- Description of technical issues that affect the design: browser compatibility, dynamic content generation, client-side scripting requirements, etc.
- Site Maintenance Plan, showing integration with the CMS
 - o Who: Job titles of the personnel in each ministry responsible for maintaining content
 - o How: CMS templates, tools, and forms.
 - o When: Estimated level of effort required of maintenance personnel

Information Architecture

A key element of a successful design will be in creating a quality information architecture.

The design's information architecture should:¹

- Clarify the mission, vision, and goals of a web site, balancing the needs of its sponsoring organization and the needs of its audiences.
- Clearly identify the site's users, and describe why they will use the site.
- Determine what content and functionality the site will contain.
- Specify how users will find information in the site by defining its organization, navigation, and labeling. Describe how the E-Government Portal search engine will index the site's content or metadata, and display links back to relevant content.
- Specify the site's visual design, making sure that content organization and searching requirements drive visual design, and not the other way around.

¹ Adapted from: Rosenfeld and Morville, *Information Architecture for the World Wide Web*, Chapter 2.

- Map out how the site will accommodate change and growth over time.

Information architecture requires consultations with the site's information producers and information consumers to determine the needs and perspectives of each.

Focus Groups

The vendor should use focus groups as much as possible in creating the G2C design. Two types of focus groups should be consulted during the G2C site design:

- Information Consumers – on the G2C site, consumers will be Jordanian citizens or foreigners with an interest in Jordan. The G2C should provide a comprehensive listing of services that are appropriate for this user group.
- Information Producers – information officers or other relevant personnel from GoJ agencies that produce or maintain content and services (business licensing, business regulations, export policies, investment policies, etc.) relevant to the G2C site's Information Consumers.

Coordination of Focus Groups

The design for all three portal sites – G2G, G2B, and G2C – will be ongoing at the same time. In collaboration with the E-Government Portal Coordinator, the designers of all three sites should coordinate their focus group efforts as much as possible. Meetings with focus groups should be coordinated with the E-Government Portal Coordinator so that all designers might work together with the same GoJ focus groups in the interest of efficiency (Information Consumer groups will obviously be different).

Deliverables

Documentation on the various roles and procedures for vendors performing under the E-gov IQC were provided at an orientation session for awardees in mid-June. The vendor should propose a budget for both Phase A and B based in a Time & Materials format.

Phase A: Design and Information Architecture (1 month)

- Evaluate requirements of end user groups and document. Analyze similar web sites that serve as models for features and overall utility.
- Reports on focus groups meetings with information producers (ministries and agencies) and information consumers (business related customers). Reports must show coordination of focus groups with E-Government Portal Coordinator.
- Design Document (see **Design the G2C Site** above) providing initial information architecture.
- Sample screen layouts created in collaboration with Portal Team interface design.

Phase B: Implementation of G2C Portal Web Site (5 months)

- Coordinate the E-Government G2C Portal content harvesting and system implementation.
- Improve information architecture.

- Support and train GoJ Content Providers as determined by E-Government Portal Coordinator.
- G2C Maintenance plan – document how the specific Portal content relative to G2C is to be maintained.
- Provide quality control over G2C content.
- Evaluate usage patterns and document future enhancements demanded by the end user population.

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