



Government of Assam

# ePrastuti

**STANDARDISATION FRAMEWORK  
FOR  
GOVERNMENT WEBSITES**



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FOR  
GOVERNMENT WEBSITES**

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I am glad to learn that the Websites Development Cell of the Information Technology Department has taken several steps to enable various Government Departments to develop their Websites in a standardized format. I understand that the Cell has organized several training programmes across various Departments to enable the officials of the Departments to understand the concept of standardized websites, relevant and useful content, content management and upgradation and their role in all these aspects. The standardized websites will allow an efficient and effective interface for the citizens for obtaining information and transacting business with the Govt. as well.



Message

I believe that this Manual on Standardized Website Framework will help all the concerned in fulfilling their responsibility in a more meaningful manner.

I wish all the luck to the stakeholders in their endeavour.

Keshab Mahanta





[Shri V.K. Pipersenia]

Chief Secretary to the Govt. of Assam

The Government of Assam has laid considerable emphasis on the use of Information and Communication Technology (ICT) tools for promoting efficiency and transparency in its functioning. There has been a fundamental shift in the role that technology plays within the Government functioning as ICT is now pervading all aspects and areas, opening up new opportunities.

With a vision to usher in effective, participative and open governance, the Government is committed to renewed thrust in adoption of emerging ICT tools and technologies. Establishment of platform for presenting unified face of the Government, for engaging citizens for their ideas and suggestions, improved service delivery through cross departmental interconnection, data analytics for gaining insights for better decision making are some of the key drivers for the next level transformation. As a first step in this direction, it was decided to Standardise the Government of Assam Websites. To support this effort, a Website Development Cell was established under the IT department. The establishment of a Standard Website framework (SWF) that will serve as the blue print for taking the government websites to next level in e-Governance is one of the major outcomes of the efforts.

This document is meant to serve as a guiding document for all departments intending to develop their websites using the guidelines and standards laid down. I would urge that the best face of the department is portrayed through their individual website leading to greater transparency and efficiency within the Government.



Message

V.K. Pipersenia





[Dr. K. K. Dwivedi]

Commissioner & Secretary to the Govt. of Assam  
Information Technology Department

Websites are an important contact point that citizens have with the government. As many of the services are becoming online, citizens can get most of their required services through the online mode. By making websites as a most trusted and preferred mode for obtaining information and services, we can pave way to a transparent functioning in the government.

The Information Technology department, Government of Assam has always been in the forefront for adoption of the emerging ICT tools and technologies for improving governance. Standardisation of Websites is an important step taken to bring a uniform and unified face for Government department websites. Guidelines have been laid down as a part of the Standardisation framework to ensure that all departments and its constituent organisations under the administrative control of the respective departments, publish their information and services on the website. This will minimise the need for citizens to physically visit the department for availing the services.

The IT department has empanelled a set of agencies which the departments can engage after due process, for development of websites. These agencies will configure the department websites by conforming to all standards and guidelines of the 'Standardised Website Framework (SWF)'. The Website Development Cell established under the IT department with domain experts will assist and guide the departments. I hope this document will help the departments in building websites that will benefit common citizens and other stakeholders by way of easy access of information and availing services of the departments.



foreword

K. K. Dwivedi





## About the Document

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This document covers the topics that are important for Standardisation of Government websites. The approach, roles and responsibilities of the department and stakeholders involved and the Standard Procedures and guidelines to be followed form a part of the document. It is aimed as a guiding document for enabling departments in the Standardisation of Websites.

### Intended Users

The content in this document applies to all user departments/and its organisations moving to standardise their websites. The document can be used as a comprehensive guide on the steps and decisions the department needs to take before starting the website development.

### Authorship

This document has been prepared by Web Development Cell, Information Technology Department, Government of Assam.

### Version

This is the second version of the Document.

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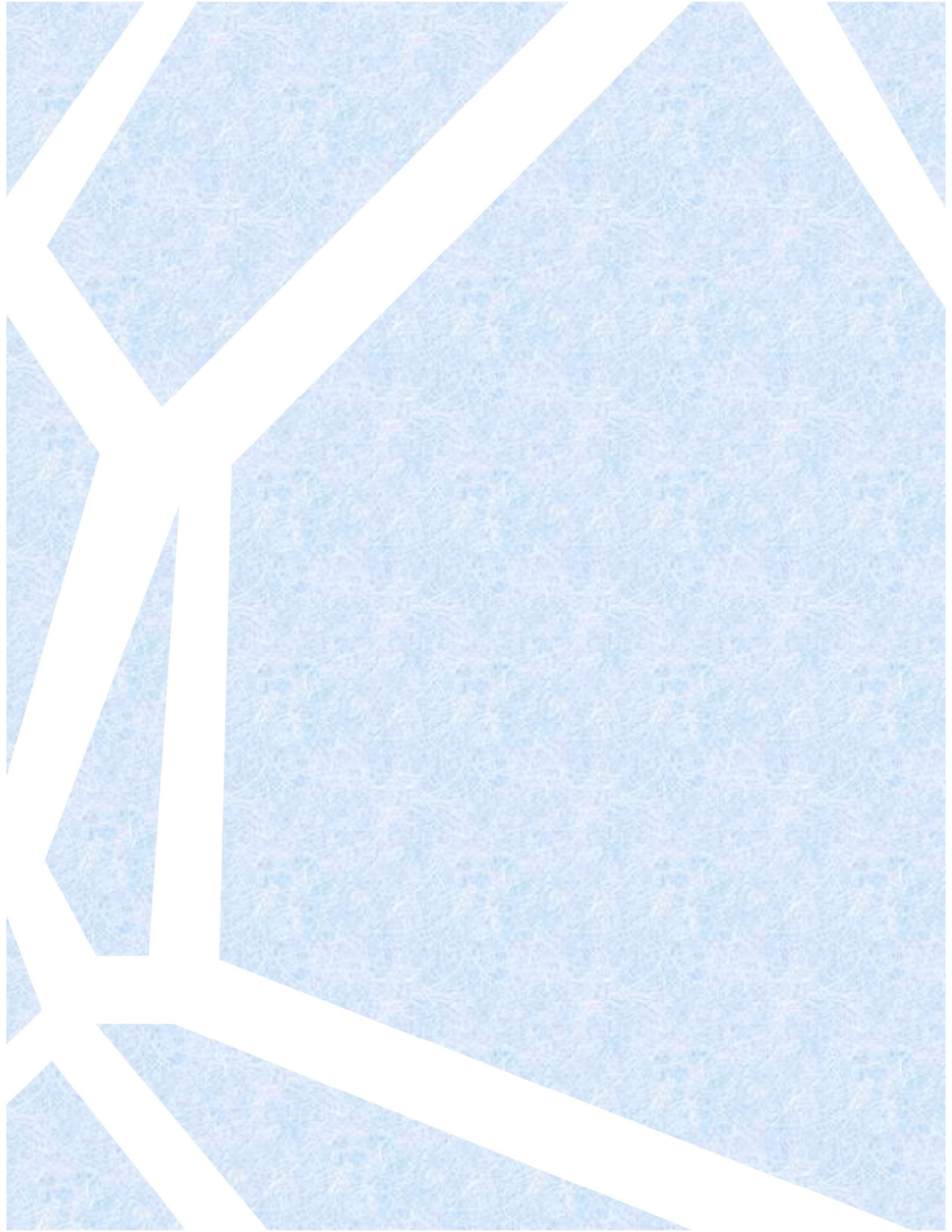
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## Executive Summary

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Websites are the face of the Government and good websites enhance the overall image of the Government. Websites play an important role in bringing in transparency and openness in governance. A large number of State Government Websites is operational today. Although some are well-designed, these websites do not appear to be inter-connected as part of a larger Government umbrella; as a result, the information is fragmented, often raising questions on the reliability of the information. There is also a lack of standardization not leading to the best user experience. Non-availability of an enforcement and compliance mechanism and standard guidelines often leads to the development of websites in an isolated fashion following non-standard mechanisms.

The Government of Assam initiated a project named 'e-Prastuti' to enable Standardization of all Government websites. It is basically to establish a unified and uniform face of the websites across all departments of the Government of Assam. Standards compliance makes it easier for people from all walks to use the Web with the same level of ease and consistency. Besides, it aims to bring in efficiency, transparency and proficiency in the service delivery system in Assam.

The mission of this project is to guide the departments in designing and developing their websites in accordance with the standardization guidelines. The Government of Assam attempts to turn the departments' websites into a platform for participative practices and open governance for the citizens of the state. The establishment of a unified face of the Government for and improved service delivery are the key drivers in Standardization.

One of the key principles in the whole project is that the ownership of the website and its content lies with the department. The ownership of department of their website is very important to ensure the quality and authenticity of information. It is very crucial that the capacity and capability of the department officials in content creation and updating is established.

The long term sustainability of website and its content are also critical and for this the department will need to be educated and informed of the guidelines. This document gives end-to-end activities in website design, development and content management by laying down Toolkits, Guidelines and Standard Operating Procedures.



## Abbreviations



G2C ..... Government to Citizen

G2G ..... Government to Government

G2B ..... Government to Business

G2N ..... Government to NGOs

IA ..... Information Architecture

ICT ..... Information and Communication Technologies

SWF ..... Standardised Website Framework

SGIA ..... Standard Government Information Architecture

URL ..... Uniform Resource Locator

WDC ..... Website Development Cell

## Chapter 1

# INTRODUCTION

## 1.1 Introduction

Government Websites play an important role in Information and Services delivery to the public. Websites not only play a crucial role in Information and Services delivery but also in bringing transparency and openness in governance. Websites can be considered as the face of the Government and good websites contribute to enhancing the image of the Government.

## 1.2 Background

To meet the objectives of providing the citizens the best web experience from the Government, the following key challenges existing in the present websites need to be addressed:

- Information that is available on the State Portal of Assam will need to be consistent with that published in the departmental websites. Similarly the information on the departmental websites will need to be consistent with that of the constituent organisations under them.
- Information should be accurate and updated.
- Although Government Website Guidelines have been published, there are no enforcement and compliance mechanisms in the development of websites.
- Each website has its own set of information; there is no minimum set of information that has to be mandatorily provided.

## 1.3 Steps taken

Government of Assam is laying thrust in Promoting Participative and Open Governance through the websites by making them as platforms for service delivery and engagement with the citizens. ePrastuti- A project for Standardization of Websites of the Government of Assam was a first step in this direction. An empowered structure was established under the overall leadership and guidance of the Chief Secretary, Assam who was designated as the Chief Responsible Officer (CRO) of the project. The senior most Secretaries of all departments were designated to function as the Responsible Officers (RO) and they would be supported by Additional Responsible Officers (AROs) and Web Masters (Wms). Each department would have their own Project Steering Committee for Standardisation of Websites under the Responsible Officer (RO).

## 1.4 Expert Committee on Website Development Guidelines

The Government of Assam had constituted an expert committee for guidance on Design, Usability and Human Interaction Aspects of Government Websites.

- Prof. A. K. Das, Dept. of Design, IIT Guwahati & Director-in-Charge, IIIT Manipur
- Dr. Prasad Bokil, Asst. Professor, Dept. of Design, IIT Guwahati
- Shri Ashwini Kumar, Jt. Secretary, IT Department, Govt. of Assam
- Ms. Suchitra Pyarelal, Scientist F, NIC, – Member Secretary

## 1.5 Website Development Cell

A Website Development Cell (WDC) was formed by the IT Department, Government of Assam with Terms of Reference as follows:

- To assist and guide departments in designing and development of their websites
- Preparing the Web Site framework with Guidelines for Standardization.
- To support departments in achieving the required transition/ building new sites
- Capacity Building of Department Nodal Officials
- To help transform the present Government of Assam web-portal to one which provide a unifying experience for the end-users across all Government Websites.
- Help promote engaging and participatory practices in the government by adopting social media and Open Government Data policy.
- Monitor the progress of implementation of standardization of web-sites as per agreed framework

## 1.6 Workshops

A One day Workshop on “Standardization of Websites” was held on June 27, 2015 in the Assam Administrative Staff College. The workshop was presided by the Chief Secretary, Assam. The workshop had very eminent speakers both from Academia as well from the Government giving their views and ideas on the subject. Prof. Sanjay Verma, IIM Ahmedabad, Prof. Gautam Barua, Mentor Director IIIT Guwahati, Prof. A.K. Das, IIT Guwahati took part in the day long deliberations and brainstorming sessions that brought forth several new ideas and useful suggestions on the subject. A specially designed Group exercise was conducted for the participants and each group came up with their recommendations. The workshop had more than 150 participants.

## Summarization of recommendations of the workshop

- Websites should be designed to meet the needs of the citizens. It should cater to the various e-delivery services for the citizens as well.
- The target user group of the websites should be decided first and accordingly proceed to work on the design, usability and interaction aspects of the website;
- The user who comes to the department website should be able to focus on the information and content retrieval by being able to seamlessly find the right link to the information.
- Websites should be developed around open source portal and content frameworks.
- Websites should cater to both the internal government users (Intranet) as well as for the public (extranet).
- Content ownership should rest with the department and they should take the complete responsibility for updating and making all information authentic.
- Standardization of the layout and design of government websites will help the public in finding the information quickly.
- Capability and Capacity building of department officials in website management so that the internal strength for sustainability of the website.
- Requirement of a Standard panel of Website development and security auditing agencies for development around standard guidelines, whom the departments can engage.
- Establish of single coordination point for all queries and support in website development. A Help desk mechanism is to be established for supporting all government websites.
- Establishment of necessary infrastructure for hosting websites.
- Websites to :
  - ◆ Have multi-lingual support.
  - ◆ Be friendly for the differently enabled
  - ◆ Easy navigation
  - ◆ Be mobile compliant

- Website to have a good feedback mechanism
- The following were recommended to be a part of the website:
  - ◆ Frequently Asked Questions(FAQs)
  - ◆ Contact information
  - ◆ Acts& Rules
  - ◆ Notifications
  - ◆ Schemes, plans
  - ◆ Organization structure and contact details (with visual aid)

Following the workshop, Orientation workshops and Content Managers Workshops were conducted for all departments to sensitise the departments on the approach to be adopted for Standardisation of their respective websites.



Content Managers Workshops held for various Government Departments

**Chapter 2**

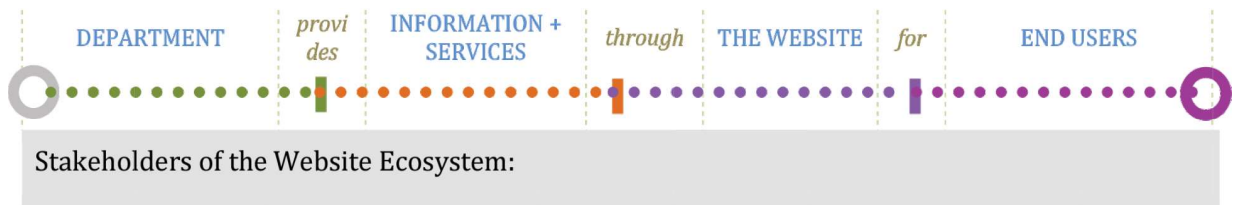
**WEBSITES**





## 2.1 Websites : Multiple Stakeholders

The Government Websites aimed at providing information and services can be depicted as follows with four main stakeholders in the end-to-end delivery:



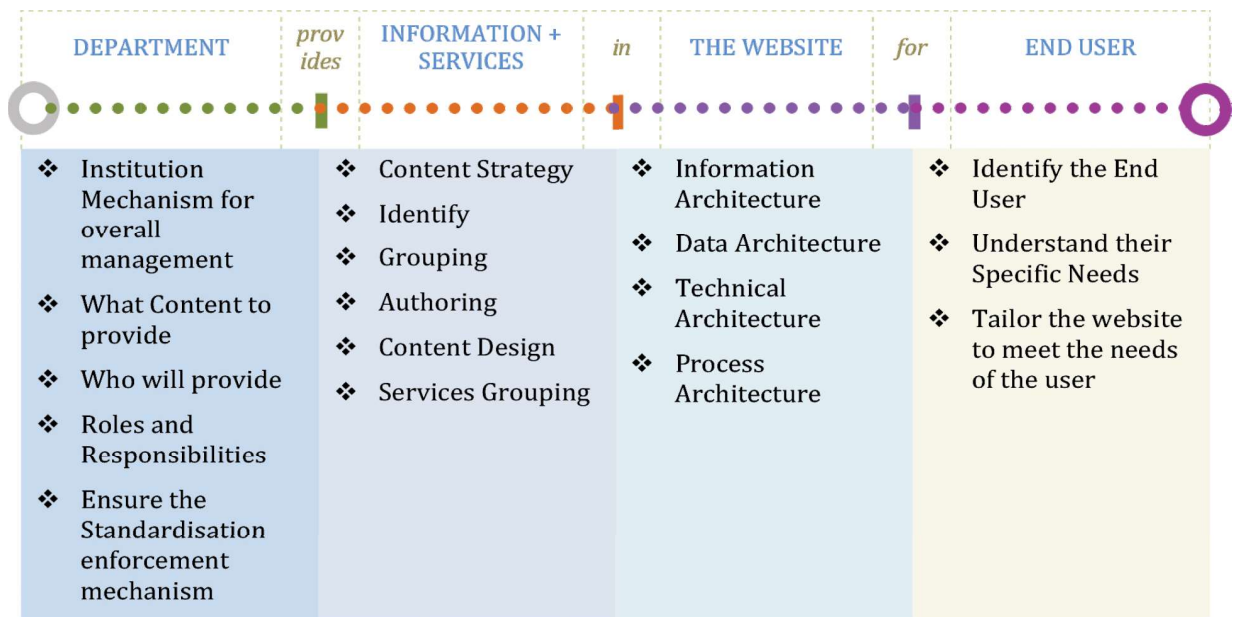
**END USERS** The target audience of the websites

**WEBSITE** The interface or channel for Service and Information Delivery. A unified information and service delivery point will provide the end user, access to entitled services based on their role as a Citizen, Business and Government.

**INFORMATION & SERVICES** The internal content of the department that is converted to the specific needs of the target end user.

**DEPARTMENT** Direct responsibility to provide information and services to the citizens.

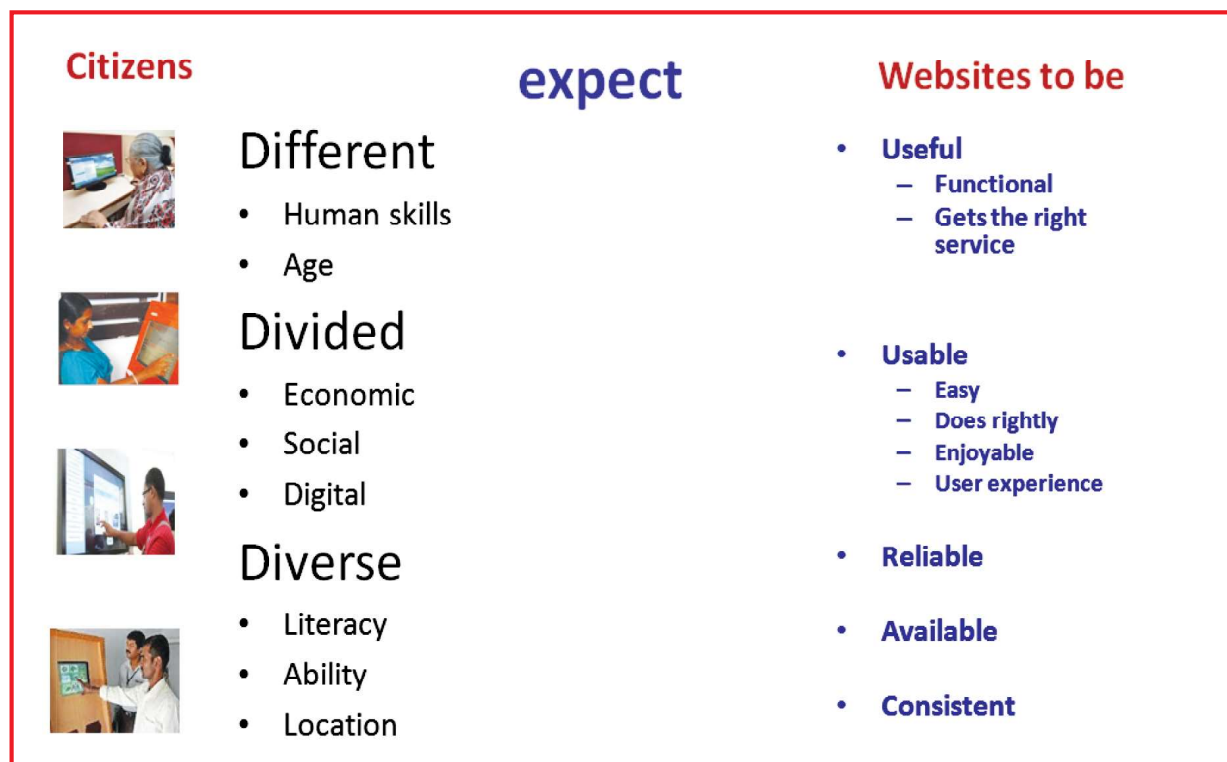
Requirements at each point in this end-to-end can be detailed as below:



## 2.2 Multi Stakeholder Description

### 2.21 End user or the target audience of website

The User is the most important and User needs to have the highest place in the priority of website design. So trying to understand who they are, what they want, how they look for in the website and when they look for the information (at what periodicity) are considered essential factors to be kept in mind. Always get feedback from users and getting this early on will make users feel that their inputs are valuable .



While it is important to understand what the users want in the website, it is equally important to understand what users do not require in the website. Similarly, when we look for reasons why a user uses a website or finds it desirable, we also need to understand why users do not use a website after the first visit.

## 2.22 Website

The important characteristics of websites that make it Useful and Usable are summarised below:

- Navigable
- Intuitive
- Interactive
- Accessible
- Available
- Simple and Understandable
- Searchable
- Consistency

To bring in all the above characteristics, the architecture of the Website with respect to the Technology, Information, Data and Process Architecture need to be Standardized.

### A. Technology Architecture

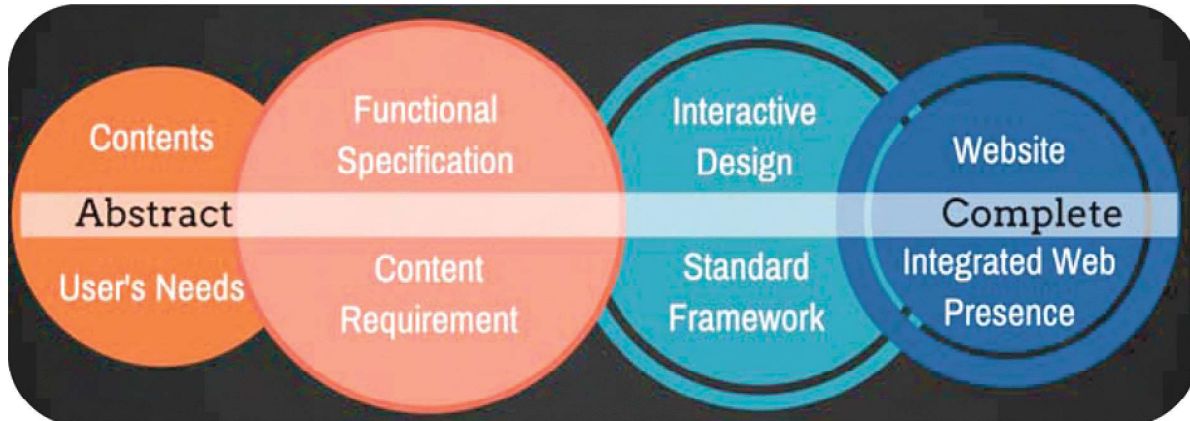
- Based on Open Architecture for Scalability
- Open Standards for Technology Neutrality

### B. Data Architecture

- Open Data Formats
- E-Governance Standards for Data and Metadata
- Data Sharing
- Common Data should be shared

### C. Information Architecture

Starting with an 'Abstract' state where contents lie within the departments; to a 'Complete' state where the Websites of each department are created, the Information Architecture goes through various phases. These evolutionary phases are supported by workshops and brainstorming sessions. The Standard Framework toolkits acts as the guiding document in the process, giving an Integrated web experience. The Information Architecture also focuses on content classification and categorization enabling generation of dynamic menus based on needs of the various users.



- Standard Layout
- Consistent Navigation
- Uniform Placements
- Publish Minimum Information
- Organisation and Labeling Information

#### D. Process Architecture

- Institutional Mechanism at the Department Level
- Guidelines
- Standard Operating Procedures

### 2.2.3 Information & Services

The Content packaged for delivery to the end users can be classified into the following two main categories:

- (i) For Information
- (ii) As Services

'Information', in strict terms can be considered as a 'Service' (Information as a Service). However, for the purpose of differentiating between a service that is offered 'online', from a service that has not been made as online, this book will refer to any content or information made online as 'Service', the rest will be 'Information'.

The Content of a Department will have to undergo transformation to be made as meaningful Information or Service. It has to be identified, categorised and grouped, given meaningful labels and finally designed for delivery.

## 2.2.4 Department

An Institutional Mechanism needs to be evolved for the long term sustainability and management of the website. The Governance Structure with clear roles and responsibility for the overall steering of the project need to be put in place.

Content Management, Master Trainers, Web Site Administration are responsibilities integral to website. Designated officials to perform these roles along with their responsibilities need to be brought out by the department. Regular and Periodic review of content, enforcement mechanism of the Website Standardization guidelines are some of the critical success factors of Website Management.

### Why Standardization Framework for Websites (SWF)?

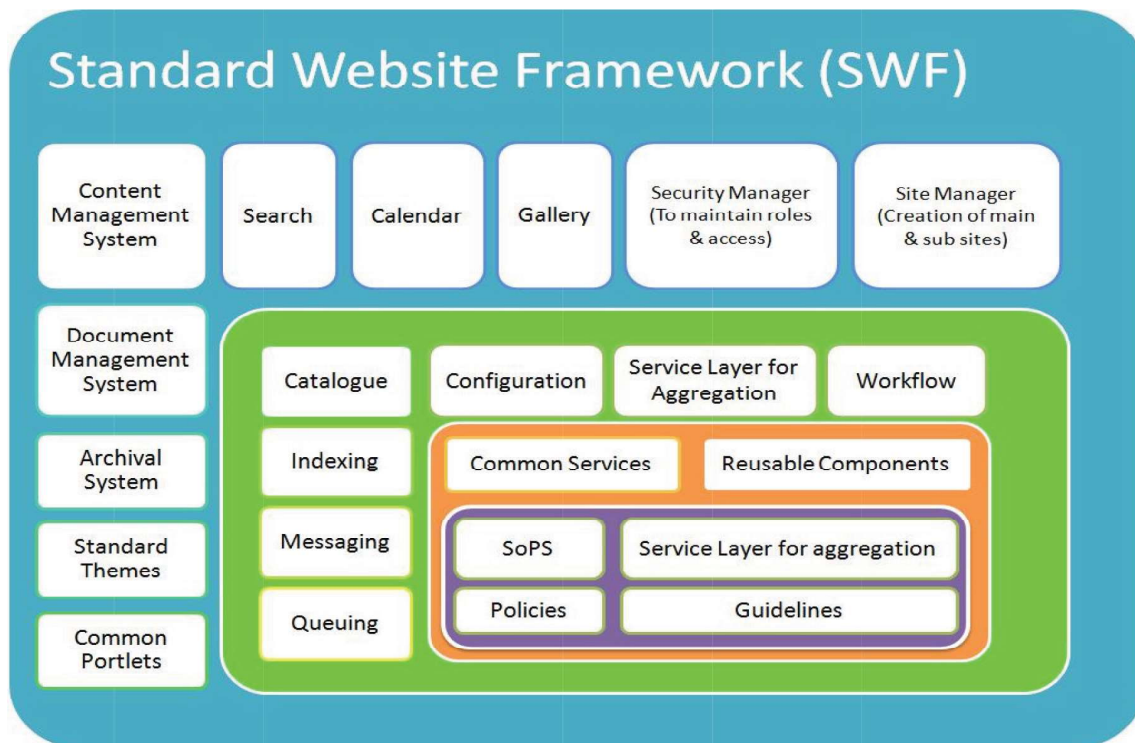
For each of the four players, in the end to end ecosystem of Website design, development, deployment and implementation, there is a need to put in place a set of Standard Architecture, Procedures, Guidelines and Reference Models

**Chapter 3**  
**STANDARDISED**  
**WEBSITE**  
**FRAMEWORK (SWF)**



### 3.1 Standardized Website Framework (SWF)

A Standard Website Framework for the Government of Assam websites is to address the common functional and technical requirement of department websites at the framework level.



The Standardized Website Framework will comprise of the following:

- Technical, Information and Data Architecture
- Services Delivery Model
- Common Reusable Services
- Standards : Technology, Data and Metadata, Localisation
- Standard Operation Procedures (SoPs)
- Technology Portal and its core components
- Standard Government Information Architecture (SGIA)
- Standard design templates and themes
- Best Practices, Guidelines and Process

## 3.2 Strategic Objectives:

### Objective 1:

Establish a Single Unifying Standard Web Platform for the Government of Assam for effective and efficient information and services delivery:

- Standardisation of Government of Assam web sites
- Establish a Single Unified Interface with seamless web experience across all web sites
- Provide an aggregated view of all services and information in one place

### Objective 2:

Formulate guidelines for enforcing standardization and setting bench mark in service delivery.

- Minimum services ( all types : information, public, directory and internal) to be made available through the website
- Information dissemination of all services in a standard format
- All services are to be made available from the Government of Assam Web Sites

### Objective 4:

Use of Social Media for Collaboration and Participation

- To serve as a platform to engage with public through social media tools
- Invite ideas and suggestions
- Feedbacks, Polls, Consultation

## 3.3 Goals:

- To design and develop a Standardised Website Framework based on Open Architecture and Standards.
- To establish a Platform which will have the Core Technology Components and Services for Standard Web Site development.
- To bring in Uniformity and Standardisation in Government Information Service Delivery.
- To have a Single Integrated Website for a department and its sub departments.
- Establish a Single Centralized Government Document Repository.



### 3.4 Benefits

- New Government websites would be built by configuration of the Standard Website Framework.
- The common services available on SWF would be reused for all Government sites.
- Aggregation of information and data through web services.
- Documents would be able to be exchanged and shared across different departments.
- Uniform and Standard deployment of Government websites with standard domain naming conventions and Role based Access mechanisms.

### 3.5 Guiding Principles

#### **Principle 1:** Transparency and Openness

Information that will enable transparency and openness need to be made available on the website.

- RTI, Grievances, Tenders
- Status of applications
- Citizen centric information and services

#### **Principle 2:** Minimise Redundancy of Information

Single source with multiple views: All information and data that need to be made available across departments should be shared and not duplicated in each department.

#### **Principle 3:** Open Architecture and Standards

- Technology neutrality
- Configurable and Scalable
- Based on Standard Portal and Portal Component Standards that is extensible
- The backend database should be based on Open Standards

#### **Principle 4:** Reusability

A services based approach will be adopted

Common services that will be used across the departments will need to be made available on SWF.



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## Chapter 4

# GUIDELINES FOR WEBSITES



## 4.1 Guidelines for Govt. of Assam Websites

### 4.1.1 General

The design, development and implementation of Websites of Government of Assam will be based on a set of guiding principles that are described below:

1. The Guidelines for Indian Government Websites (GIGW) shall be adhered to by all Government of Assam. See Annexure for GIGW Compliance Matrix
2. Government of Assam websites will need to be developed around the Standard Website Framework (SWF).
3. Websites will need to adhere to the basic principles of Openness and Transparency with respect to information. This will require that all information and data of the department that is required to be made public should be made available on the website.
4. Ensure the accuracy and authenticity of information made available on the website at all times.
5. Capability building of department officials with respect to the Website Management needs to be carried out in a periodic manner.
6. Main Administrative Department and its constituent organizations to have a Single Integrated Website.
7. Minimize the redundancy of Information and Data on the websites.
8. Website and Website Content to be fully owned by the department.
9. Department will need to develop its plan in terms of sustainability of the website with respect to content updating, management of website, obtain periodic feedback of website from its users and ensure continuous updates to the website.
10. Due permissions need to be obtained for publishing any content protected by copyright.
11. Every Website should have the Website Copyright policy, Terms & Conditions, Hyper linking Policy

## 4.12 Website Initiating Process:

### Institutional Mechanism

Department (and its associated organizations) will need to have the Website Governance Structure established with roles and responsibilities clearly defined.

- Project Steering Committee under the Chairmanship of the Department Responsible Officer
- Website Information Manager
- Content Managers
- Master Trainers
- Website Administrator

The Governance Structure with roles and responsibilities will need to be made available on the respective department websites.

### Selection of Agency for Development

- (I) For development of websites, department (and its constituent organizations<sup>1</sup>) will need to select from the set of agencies<sup>2</sup> empanelled by the Information Technology (IT) department, Government of Assam.
- (ii) For those departments who have already developed websites, these will need to be redeveloped around the Standard Website Framework (SWF) by the empanelled agencies.
- (iii) Website Development Cell (WDC) will support the department in providing consultation on the design and development of the website.
- (iv) Allocation need to be provisioned by each department in their budget for development of their respective websites around the SWF.

## 4.13 Website Technology

- (I) Website Technology should comply with Open Standards that have been prescribed for e-Governance (<http://egovstandards.gov.in>)
- (ii) Website should be developed using responsive design techniques.

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<sup>1</sup>Directorates/Commissionerates/Missions/Projects / Institutes

<sup>2</sup>The details of the empaneled agencies for Website development is available at <http://wdc.assam.gov.in>

- (iii) Website should render seamlessly across devices and must be technology neutral.
- (iv) Website Technology Architecture must be based on the SWF.

#### 4.14 Website Deployment

- (i) Hosting of the Websites will be in the Common Secure Infrastructure established by the IT department for deployment and hosting of the Government Websites.
- (ii) All websites shall be under the standard domain “assam.gov.in” and a uniform domain naming convention (“*name.assam.gov.in*”) to be adopted by all departments.
- (iii) The constituent organizations that are not allowed to come under ‘assam.gov.in’ will need to come under ‘.in’ domain **or** ‘.co.in’.

#### 4.15 Website Information Architecture

- (i) The Standard Government Website Information Architecture (SGIA) developed under the SWF is to be adopted by all departments.
- (ii) The SGIA will prescribe the standardization with respect to the following :
  - Common Minimum Information
  - Placement
  - Navigation
  - Layout and Appearance
  - Uniform wording and labelling
- (iii) All Websites shall have a Standardized header with the Government Emblem/ Logo, on the homepage.

#### 4.16 Website Information Quality

- Providing a date last modified on the bottom of every page
- Reviewing pages as per the periodicity of review that has been laid down.
- Providing access to documents using open, industry standard web formats
- Making online information and services fully available to individuals with disabilities

- Measuring user satisfaction and usability through feedbacks and usability testing
- Organizing content by audience group and by subject based on feedback and other research
- Using consistent navigation. Most of the navigational items to be in the same place and work the same way on every page.
- Using the same layout, appearance, and wording for pages that are related
- Using basic common content like contact information, organizational information, frequently asked questions, and regulations
- Using simple and plain language

#### 4.17 Website Information Management

1. There would be a Single Website for the department and its associated organizations.

- The department website will be the Main Site and the sites of organizations under the department are the Sub-sites.
- Accessing the Main and Subsites will be through a Single web address (Uniform resource Locator or URL).
- Main Site and Sub sites will be based on the Standard Government Information Architecture (SGIA).

2. The Websites will need to publish the details of the Content Managers and Web Master.
3. Website to have a transparent feedback mechanism
4. Websites to provide the date last modified on the bottom of every page
5. Online information and services to be made fully available to individuals with disabilities
6. The content on the website should be organized by the target audience group
7. Source of all documents, whether reproduced in part or full are to be mentioned.
8. Clear indication is to be given when a link from the website points to another government website.
9. Before hyper linking, department will need to verify the accuracy of the hyperlinked Content.

## 4.18 Website Content

- (i) The department (and its constituent organizations) will need to finalise and notify the responsibility matrix<sup>1</sup> for content management in the website(s).
- (ii) Content accuracy will be the sole responsibility of the department. Regular review is to be undertaken by the Department Website Information Manager.
- (iii) Website Development Cell will train the Master Trainers of the department who in turn will be responsible for the continuous and regular capability building of the department content managers.
- (iv) The designated Content Managers in the department (and its associated organizations) will be responsible for the creating, updating and publishing content on the website.

## 4.19 Website Content Design

- Language to be kept simple
- Content in a page is kept to minimum.
- Most important matter is first presented and supplementing content is made viewable under 'More...' option
- Depending on the user needs:
  - reduce the amount of content
  - reduce the characters per line
  - remove unused content from the site
- Make it differently-abled friendly

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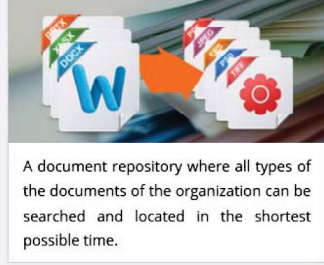
<sup>1</sup>Roles will need to be defined for Creating, Reviewing and Publishing Content on the Website

## 4.2 Document Management Guidelines

### 4.21 Document Category

The Standard Category of Documents have been Standardized as follows:

> Acts	> Notifications
> Budget	> Office Memorandums
> Booklets	> Office Orders
> Case Studies	> Procedures
> Circulars	> Regulations
> Compendium	> Reports
> Forms	> Rules
> Guidelines	> Tenders
> Minutes of Meeting	> White Papers



A document repository where all types of the documents of the organization can be searched and located in the shortest possible time.

### 4.22 Document Scanning Specifications

Any document falling into any category which has to be uploaded on the website has to be converted to electronic format by scanning (if the electronic format is not available).

The Settings for Scanning are as placed in the table below.

Document Type/ Condition	Color & DPI
Regular text	100 Dots per Inch(dpi) Black &White(B/W)
Text with images	300 dpi Grayscale
Very damaged /Tarnished/Clouded	450 dpi Black &White(B/W)
Seriously damaged / Tarnished/ Clouded	600 dpi Black &White(B/W)
Documents with Photograph	600 dpi Grayscale/Colour

Table: Settings for Scanning documents

If the documents are scanned in very high resolution, the size becomes very large. This will affect the performance of the website, while uploading and when downloading. Hence, documents are best scanned in the optimum dpi (which is 100 dpi).



### 4.23 Document Storage Format

The Scanned documents must be stored in Technology Open Standard Format prescribed by the Government for eGovernance. (<http://egovstandards.gov.in>) For Scanned Document Storage/Archival, the Standard prescribed is as follows:

Standard/Specification with Version and Publication Date (if applicable)	ISO 19005-1:2005 (PDF/A)
--	--------------------------

Source: <http://egovstandards.gov.in>

PDF/A is a standard which turns Portable Document Format (PDF) into an “electronic document file format for long-term preservation”. The reproducibility requirement for PDF/A documents is to be 100% self-contained. All of the information necessary for displaying the document in the same manner every time is embedded in the file. A PDF/A document is not permitted to be reliant on information from external sources (e.g. font programs and hyperlinks).

### 4.24 Document Metadata

At the time of uploading documents, the user will be required to add Meta Data for the document. Metadata is a set of pre-defined parameters that need to be entered for every scanned document, while uploading it to the website. The advantages of entering Metadata are as follows:

- identify, authenticate, and categorise the documents
- allow users to control, manage, understand and search documents over time
- enable topic based references and retrieval of documents.
- secure access privilege can be set for documents

#### **Metadata:**

Document Category, Author, Title and Description are the main Metadata associated with each Document.

## Chapter 5

# IMPLEMENTATION GUIDE



This Toolkit - Implementation Guide aims to provide a step by step guide to implementing a Standardised Web Site. The implementation has four main phases and steps that need to be performed under each phase are detailed considering the following:

- What needs to be done?
- How should it be done?
- Who should carry out the activity?
- When should it be done?

### **Phase 1- Plan**

During this phase, the activities that are required to establish the pre-requisites for Standardisation of Websites are initiated.

### **Phase 2- Prepare**

Outlines the preparatory work that will need to be carried out by the department along with WDC and the agency engaged for development of the website.

### **Phase 3 – Implement**

The actual implementation is carried out in this phase. Activities include the configuration of the website based on the finalized website structure and information architecture, content uploading by the content managers of the department, security audit and final release of the website.

### **Phase 4- Post-Implementation**

Monitoring of the website, review feedbacks received, take required mid-term corrective actions, trainings for building capabilities on website management as and when required are the key activities during the post-implementation phase.

*The approximate duration for each phase is considering a mid-sized department. Duration may vary based on the size of the department and the number of its constituent organizations.*

**ACTION PLAN FOR  
STANDARDIZATION OF WEBSITES**

	ACTION	WORK / ACTIVITY	BY	METHODOLOGY
<b>I. Plan T0 ( Two weeks)</b>				
1	<b>Constitute the ePrastuti Governance Structure for the project</b>	Department Project Steering Committee and the Support Structures to be constituted and Notified with the Roles and responsibilities defined.	Department	See <i>Toolkit 5: ePrastuti Governance Structure of Standardization Framework for Websites (SFW)</i>
2	<b>Take steps for engaging agency for website development</b>	Initiate the process of engaging a Website Development agency from the list of five agencies who have been technically empanelled by the IT Department , Govt. of Assam vide notification no: IT.70/2015(A)/77, dated 22nd April 2016  The Website of Main Administrative department and its constituent organisations to be developed together (recommended).	Department	Follow the due process of selection. Sample Request for Quotation (RFQ) and Details of agencies have been made available on <a href="http://wdc.assam.gov.in">http://wdc.assam.gov.in</a> .  <i>Department to have the final RFQ vetted by their respective FA</i>
3	<b>Government eMail ids</b>	<ul style="list-style-type: none"> <li>Apply for Government eMail id for all members of the Project Steering Committee and Support structures</li> </ul>	Department	Department will need to fill up the eMail Bulk Registration form and submit to the NIC Coordinator who is the member of the Project Steering Committee. Form and Guidelines

	CTION	WORK / ACTIVITY	BY	METHODOLOGY
		<ul style="list-style-type: none"> <li>One General DepartmenteMail id in the following format&lt;&lt;department-name&gt;&gt;@gov.in</li> </ul>		are available at <a href="http://wdc.assam.gov.in">http://wdc.assam.gov.in</a>
4	<b>Domain Registration</b>	<ul style="list-style-type: none"> <li>Domains have been standardised to be under '.assam.gov.in' domain</li> <li>PSUs/Organisations will be under 'in' domain</li> </ul>	Department and IT Department	Department and its Constituent Organisations will need to register their respective domains with the Standard Domain Convention. The Domain Registration Form and Guidelines is available at <a href="http://wdc.assam.gov.in">http://wdc.assam.gov.in</a>
<b>II. Prepare ( T0+ Three Weeks)</b>				
5	<b>Schedule the Content Managers Workshop</b>	Notification of Content Managers with Roles and responsibilities to be completed before scheduling the workshop.	Department	See <i>Toolkit 7 : ePrastuti Workshops, Training and Certification</i>
6	<b>Award the work to the selected Website Development Agency</b>	Bid evaluation and Selection of agency from the list of five agencies technically empanelled by the IT department. Signing of agreement and Issue of Work Order	Department	Work order to be placed to the agency by following due process and procedures.
7	<b>Content Managers Workshop</b>	Identifying and Grouping Content Developing the Website structure	Content Managers and WDC	Steps in <i>Toolkit 2 and 3</i>

	<b>ACTION</b>	<b>WORK / ACTIVITY</b>	<b>BY</b>	<b>METHODOLOGY</b>
8	<b>Content Readiness</b>	The department will now need to start preparing the Content for uploading on the website based on the outcome of 8.	Department/ Agency	Guidelines outlined in <i>Chapter 4</i> to be applied while developing the Content.  <i>Toolkit 4: Best Practices for Website Authoring</i>
9	<b>Content Responsibility Matrix</b>	Responsibility Matrix of each Content Manager need to be defined.	Department	<i>Toolkit 6: Content Management : Roles and Responsibilities</i>
10	<b>Master Trainers Certification Programme</b>	Master Trainers are to be carefully selected by the department as they need to have aptitude for training.	Department / WDC and AASC	See <i>Toolkit 7: ePrastuti Workshops, Training and Certification</i> for details on Master Trainer Certification Programmes
<b>III. Implementation (T0+ Six weeks)</b>				
11	<b>Website Configuration based on SWF</b>	The Website development will be based on the Standard Website Framework	Agency	Under the overall supervision of the Department and WDC
12	<b>Content uploading</b>	It is assumed that the department is ready with the Content and Content Managers are provided with the required training. Here the Content Manager will be responsible for uploading content as per the responsibility matrix defined at 9	Department	Uploading all the content that has been made ready
13	<b>User testing</b>	User acceptance and testing	Department	Department will need to form a small group to test the website with respect to the Content.

	ACTION	WORK / ACTIVITY	BY	METHODOLOGY
1 4	<b>Website Development Cell sign off</b>	Department has to submit the final tested website to WDC	WDC	WDC will look into the Standardization aspects of the Website.
1 5	<b>Exit Management</b>	<p>Creation of necessary documents and User Manual for trainings</p> <p>Department Site Administrator , Content Managers and Master Trainers should be able to manage the website</p> <p>Training &amp; handholding to the Webmasters, Content Managers and Master Trainers of the IT Department &amp; its sub-organizations.</p>	Agency / Department	An effective exit strategy to be followed so that the department can maintain the site on their own.
<p>• <b>IV . Post Implementation</b></p>				
1 6	Management of Website	<ul style="list-style-type: none"> <li>• Regular reviews on the website content</li> <li>• Ensure that the guidelines on Content Archiving are followed</li> </ul>	Department	Regular reviews by the Project Steering Committee on the website , content updating and adherence to standards , incorporation of feedbacks received
1 8	Continuous Trainings	To ensure that the Content Managers are regularly trained and equipped to manage the contents	Department Master Trainers and WDC	Arrange periodic update training programmes

**SUMMARISED IMPLEMENTATION CHECK POINTS**

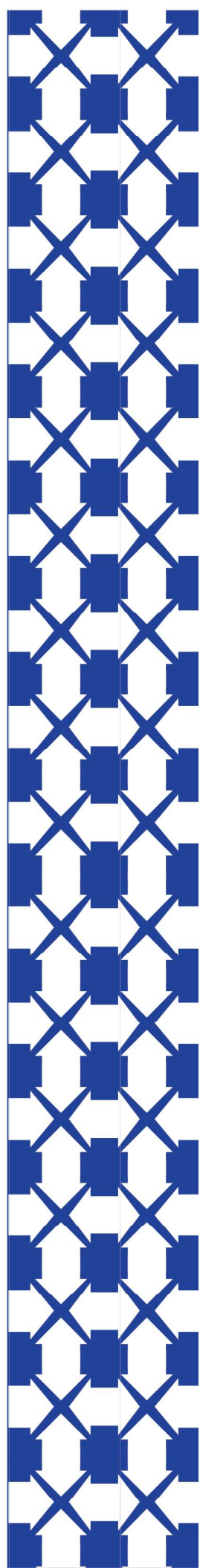
Phase 1 Plan	Phase 2 Prepare	Phase 3 Implement	Phase 4 Post-Implementation
<ul style="list-style-type: none"> <li>❖ Constitute the ePrastuti Governance Structure for the project</li> <li>❖ Take steps for engaging agency for website development</li> <li>❖ Government eMail ids</li> <li>❖ Domain Registration</li> </ul>	<ul style="list-style-type: none"> <li>❖ Schedule the Content Managers Workshop</li> <li>❖ Award the work to the selected Website Development Agency</li> <li>❖ Content Managers Workshop</li> <li>❖ Content Readiness</li> <li>❖ Content Responsibility Matrix</li> <li>❖ Master Trainers Certification Programme</li> </ul>	<ul style="list-style-type: none"> <li>❖ Website Configuration based on SWF</li> <li>❖ Website Configuration based on SWF</li> <li>❖ Content uploading</li> <li>❖ User testing</li> <li>❖ Website Development Cell sign off</li> <li>❖ Exit Management</li> </ul>	<ul style="list-style-type: none"> <li>❖ Management of Website</li> <li>❖ Continuous Trainings</li> </ul>





# Chapter 6

# TOOLKITS





# TOOLKIT<sub>1</sub>

## Understanding the End Users of Websites and User Needs



## Tool kit 1: Understanding the End users of the Website and User needs

Websites will serve the purpose, if and only if it is in sync with the needs of the end user of the website. Hence, user needs are the first and most important area in the whole cycle of websites. But before understanding user needs, it is important to understand who the users of the website are going to be.

### I. Starting by identifying who are the End Users of the Website

- Identifying the users should be the starting point while designing a website.
- Then understand their requirements and needs so that the website is attuned to the user expectations. It also increases the probability of the user acceptance of the websites.
- Clear understanding of the context of use in which the websites are going to be used can help build better usability.

### II. Understanding User Needs

Users are diverse and their expectations are also of the same nature. An early understanding of their needs can help factor a lot of these in the design process of the website.

- User needs to have the highest place in the priority of website design.
- So trying to understand who they are, what they want, how they look for in the website and when they look for the information (at what periodicity) are considered essential factors to be kept in mind.
- Always get feedback from users. Getting this early on will make users feel that their inputs are valuable and that they have been listened to;

Oftentimes, there is a tendency to put what we want rather than what users want and this should be avoided.

A deeper understanding of user, their larger expectations and needs play an important role in the long term sustainability of websites. Two activities are recommended to be carried out as a part of this Toolkit.

## Activity 1: Identifying the End Users who are going to be the Target Audience of the Website

Who are the end users of the website and why identifying them matters? If the end user or audience of the website is known, then the following can be made possible:

- If users are known, then we can interact with them to understand their needs
- With the information on how the target audience describes the type of services or information that they come to the site for, the website labelling can be matched to it.
- Knowing what type of information is often looked for will help to structure and prioritize the contents on the site and make the site relevant to them.
- What is not required by user must be removed from the website
- How their life is better thanks to your service, you know which end-benefits to communicate
- ... and so on and so forth.
- Traditionally, defining end users involves determining their age, sex, geographic locations, and their needs.

### 1. Who are the users ?

End Users of Government websites generally fall into the following categories:

- Citizens who form the largest base of Government Websites
- Business Community
- Government
- NGOs

Further categorization is possible of the above categories. Say, citizens can further be categorised based on the following:

- Age group
- Gender
- Internet Literacy
- Differently-abled
- Geographic Profile
- Quality of Access to Internet
- Language and Culture

- a. Work profile (Student community/Professionals/Labour Community)
2. Further classify them as :
    - a. Farmers
    - b. Students
    - c. Job Seekers
    - d. Skilled workers
    - e. ....
  3. What do they look for or what are their needs and expectations?
  4. How they describe the information or service they want?
  5. Then prioritize the end users in the following way:
    - Primary: This set of users will be your site's main focus and site will be designed and optimized for this set.
    - Secondary: Users who are important, but not critical.

Knowing the end users is important as the information can help guide the structure of the website and using the appropriate labeling for the menu

**Suggested Methodology for Activity 1:**

Do a Brain Storming Session within the department. Try and include members from the constituent organizations of the Main department.

## Activity 2: Understanding User Needs

From Activity 1, the end users are identified. The outcome of Activity 2 is gain deeper understanding of user needs and expectations. Direct and Telephonic Interviews with end users, Survey through questionnaires are methods to understand the user needs and information they look for from the website. While a strong preference should be given to the primary set of end users, it is important to select a cross section of users to get a reliable sampling.

How to do the research?

- Each Content manager in the department can identify groups of users in different categories.
- Elicit response on the needs through interviews and/or Questionnaires
- Write down the needs.
- Interviewing seven to ten users is usually sufficient to represent the majority of relevant user expectations.

( If it is not possible to conduct interviews and get user feedback, department should frame a questionnaire that can bring forth the characteristics and needs of the users. )

**First, collect general information about each of your interviewees.**

•Name • Role (e.g. citizen, business, student) •Geographic profile • Education • Type of computer the individual users to access information (desktop, laptop, mobile) • Type of Internet connection

**Second, needs and expectations of users from the department website:**

- What does the user want?
- What type of information does he/she seek?
- How does he/she look for the information?

If department already has a website, then the following questions may be additionally framed:

Which areas are most useful, often used and why?

What impression does the individual want to have upon exiting the site?

What does the individual user like about the existing site?



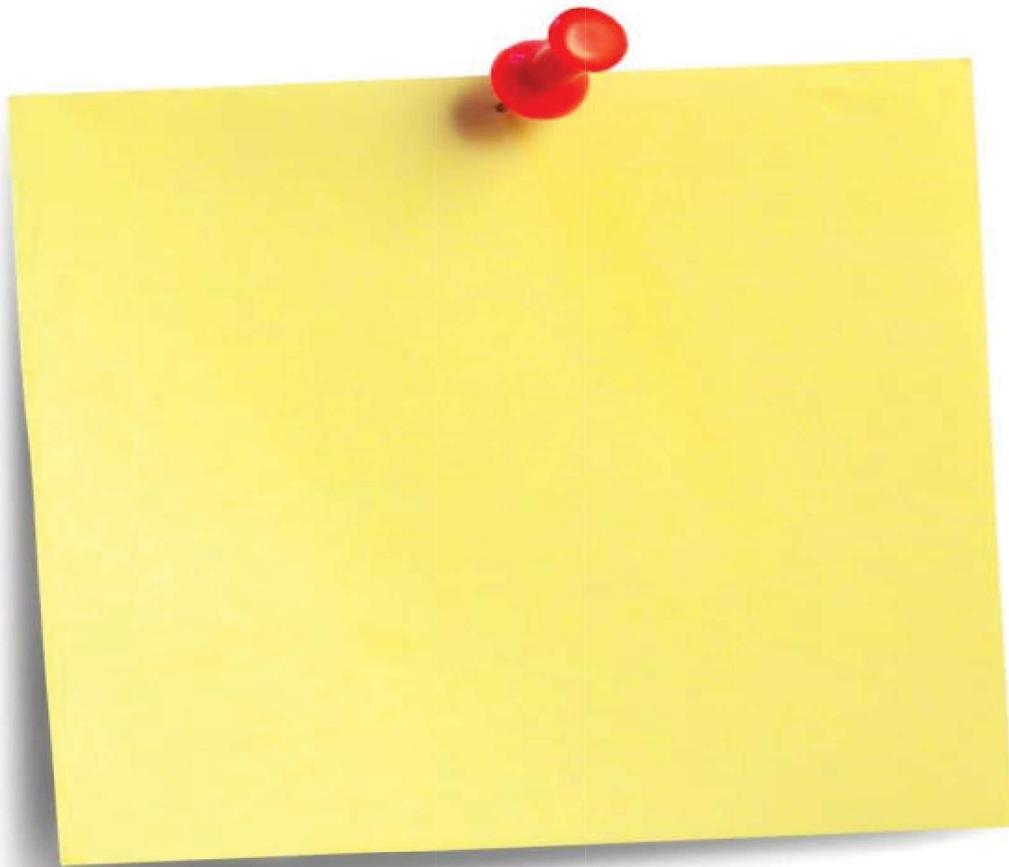
What frustrates the individual in the current site?

Is the content written in a way that the individual understands?

Create data sheets for your interview findings. Combine and make a consolidated sheet of all Content Managers findings. They build a common understanding of users' objectives.



Do the User research and write down the needs (User category wise)



# TOOLKIT<sup>2</sup>

## Identifying and Grouping Content for the Website





## Identifying and Grouping the Website Content

Content plays a very important role in a website and can contribute to the popularity, success and effectiveness of a website. In the context of website, content refers mainly to *Information and Services* being offered through the website. Good quality and up to date content can be the single most factor for drawing visitors to the site. However, in the whole process of developing Government websites, very little importance is generally given to content planning and its readiness. Oftentimes, even after the website is ready, it lacks in content. And when content is prepared in a rushed manner, the quality is very often compromised resulting in incomplete and inconsistent information. Content planning is therefore a very important activity and should begin from the day the department decides to go for its website. Content Managers play an important role in the activity of Content Identification, Grouping and Uploading on the website.

This toolkit is a guiding document for the departments to plan and prepare the content for the website. It provides a step-by-step approach to identify, classify the content and categorize them based on the target end users of the website.

Pre-requisite:

The Content Managers have been identified, designated and notified by the Department  
(Refer Toolkit 5 ePrastuti-Governance Structure)

How is this activity is carried?

Workshops for Content Mangers are conducted for this activity. These workshops are activity based. (Refer Toolkit 7 :Workshops, Trainings and Certification) **(Footnotes)**

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<sup>1</sup>Outcome of Toolkit 1

## 1. Step-by-Step approach for Identifying and Grouping Content

Table 1 below provides the summarized approach for identifying and grouping the department (and its constituent organisations) content. This is done by conducting Workshops for Content Managers that are activity based.

Steps	Activity	Outcome
Step 1	Each Content Manager will be required to enter the basic details and their Area(s) of Work allocation as per the Job Chart <i>Refer: Activity - Questionnaire 1 (A)</i>	The basic details of the Content Manager are captured along with their areas of work allotted as per the Job Chart.
Step 2	The second step would be to list the different functions performed against each area of work mentioned above. <i>Refer: Activity - Questionnaire 1 (B)</i>	Listing of functions under each of work.
Step 3	The next step would be to detail the different Information and Services that are generated under each function. Specify as "Information" or "Service" <i>Refer: Activity Questionnaire 1 (C)</i>	Under each of the above listed functions, the different information and services generated will be listed.
Step 4	Against each Information and Services listed above, decide the intended target end user for whom the information or service is meant for. (i.e., if it is targeted for citizens then it is a G2C Information/Service)	The Information and Services are further categorised as G2C, G2G, G2B, G2E
Step 5	Grouping of Information and Services as G2C/G2G/G2E under each Area of Work	All Information and Services are grouped as belonging to G2C/G2G/G2E/G2B categories

## 1. Step-wise details are as follows:

---

### Step 1: Basic details and Area of work as per the Job Chart

---

Each Content Manager will be required to enter the basic details and their Area(s) of Work allocation as per the Job Chart. A few examples of areas of work in Education Department is placed below:

Examples of Areas of Work: RTI, Admission Counselling, Schemes Monitoring

---

### Step 2: List different functions performed against each area of work

---

The different functions performed under each area of work are listed. If the areas of work are more than one, the functions performed under each of them need to be listed.

Eg: Under the RTI (Area of Work), the different functions are:

- (i) Disposal of RTI
  - (ii) Transferring of RTI Petitions
  - (iii) Placing to the Appellate Authority
- 

### Step 3: List all Content (Information and Services) that are generated

---

List all the types of Information and Services that is generated under each of the functions as listed above. First list them and then decide if it of “Information” type or “Services”

Listing all contents that are generated in the various functions:

1. Status of RTI Petitions
2. Disposal Status
3. Figures and Statistics
4. Number of RTI Petitions received/disposed/sent for second appeal within one year
5. Proactive disclosure
6. Details of SPIO
7. Online RTI application
8. Online submission of petitions

Now, decide if the listed Content is 'Information' or 'Service':

1. Status of RTI Petitions- Information
2. Disposal Status - Information
3. Figures and Statistics- Information
4. Number of RTI Petitions received/disposed/sent for second appeal within one year - Information
5. Proactive disclosure- Information
6. Details of SPIO - Information
7. Online RTI application -Service
8. Online submission of petitions –Service

#### Step 4: Decide the Intended Target End User for each Content Type

The content (Information and Services) identified at 3 above need to be grouped under the appropriate target end users.

Sl. No.	Functions under the Area of Work "RTI"	Information/Service	Target end users for the Information/Service
1	Status of RTI Petitions	Information	G2C
2	Disposal Status	Information	G2C
3	Figures and Statistics	Information	G2C and G2G
4	Number of RTI Petitions received/disposed/sent for second appeal within one year	Information	G2C and G2G
5	Proactive disclosure	Information	G2C and G2G
6	Details of SPIO	Information	G2C
7	Online RTI application	Service	G2C
8	Online submission of petitions	Service	G2C

### Step 5: Grouping of Content -Target End User Wise

Target End User	Information	Services
G2C	Status of RTI Petitions	Online RTI application
	Disposal Status	Online submission of petitions
	Figures and Statistics	
	Number of RTI Petitions received/disposed/sent for second appeal within one year	
	Proactive disclosure	
	Details of SPIO	
G2G	Figures and Statistics	
	Number of RTI Petitions received/disposed/sent for second appeal within one year	
	Proactive disclosure	
	Details of SPIO	
	Figures and Statistics	
	Number of RTI Petitions received/disposed/sent for second appeal within one year	

Similarly if there are Services targeted for Business users, group them under Government to Business (G2B). If there are Services targeted for NGOs then they need to be grouped under Government to NGOs (G2N)

The functions targeted for Employees within the department will be Government to Employees (G2E).



## Step 6: Rank the Grouped Content in order of its importance

Target End users	Information	P	Services	P
G2C	Status of RTI Petitions	1	Online RTI application	2
	Disposal Status	2	Online submission of petitions	1
	Figures and Statistics	4		
	Number of RTI Petitions received/disposed/sent for second appeal within one year	5		
	Proactive disclosure	3		
	Details of SPIO	6		
G2G	Figures and Statistics			
	Number of RTI Petitions received/disposed/sent for second appeal within one year			
	Proactive disclosure			
	Details of SPIO			
	Figures and Statistics			
	Number of RTI Petitions received/disposed/sent for second appeal within one year			

## Activity: Content listing and Categorization

Blank Sheets of paper are provided where participants are required to provide the details as per the following format.

### Questionnaire 1

#### A. Enter Basic Details

Name of Content Manager:
Name of Section:
Name of Department/Directorate:
Areas of Work Allocation (As per the Job Chart and may be multiple):
1.
2.
3.

#### B. Enter the functions or activities performed under each area of Work.

Note: If there are more than one Area(s) of Work being dealt, then the functions under each of them need to be listed down separately as shown below:

<b>Area of Work 1</b>
Functions:
1.
2.
<b>Area of Work 2</b>
Functions
1.
2.

**C. Content Managers will write the list of Content that is generated in their unit of work that they feel is important to be placed on the Website.**

List the Content (Information and Services) generated under each of the functions listed. This may be in any order.

Area of Work	Functions	List down all the Content (Information and Services) generated against each function
Area of Work 1	Function 1	1. 2. 3. 4.
	Function 2	1. 2. 3. 4.
	Function 3	1. 2. 3. 4.
Area of Work 2	Function 1	1. 2. 3. 4.
	Function 2	1. 2. 3. 4.

**D. Now against the Content listed, decide if the content is of 'Information' type or 'Services' type.**

**Information:** This Content will be mostly targeted at information seekers

**Services:** Services offered by the department can be categorized as Government to Citizen(G2C), Government to Government (G2G), Government to Employee (G2E), Government to Business(G2B)

Area of Work	Functions	List down all the Content (Information and Services) generated against each function	Decide if the Content is 'Information' or 'Service'
Area of Work 1	Function 1	1. 2. 3. 4.	
	Function 2	1. 2. 3. 4.	
	Function 3	1. 2. 3. 4.	

**E. Decide the Target audience for each**

Area of Work	Functions	List down all the Content (Information and Services) generated against each function	Decide the if Content is 'Information' or 'Service'	Decide the Target Audience for each
Area of Work 1	Function 1	1. 2. 3. 4.		
	Function 2	1. 2. 3. 4.		

**F. Now Group them Target Audience Wise and rank them in the order of priority**

Area of Work	Functions	Target Audience	Information	Services
Area of Work 1	Function 1	G2C		
		G2G		
		G2B		

## Outcome of Activity of Toolkit 2

- All Content (Information and Services) generated within the department (and its associated organizations) as per Job Structure and Functions are identified and are grouped as per the Target End Users the Content is meant for.
- Ascertain if the above are in line with the Vision, Mission of the department.
- This will need to be placed by the Website Information Manager to the Project Steering Committee of the Department for approval and finalisation.



# TOOLKIT 3

## Developing the Website Information Architecture







### Toolkit 3: Developing the Website Information Architecture (IA)

Good websites are those developed after careful understanding of the need and expectations of the end users. If the user is not able to get the information or has found that the site is extremely hard to navigate or lacks clarity, then in all probability the user will not revisit the site. If a site is to be revisited by the user, then the first impression and experience is the most important.

Thus, websites should be designed in a manner that it allows any visitor to the site find information in a fast and easy manner. Information Architecture (IA) of a website refers to the design of the structure and organization of the website. IA plays a very important role in providing a satisfying experience to the visitor. Proper planning of the IA of the department website therefore is considered as the first and foremost task that the department needs to take up.

The general expectations of users of a website are the following:

- Site is simple and easy to understand
- It is pleasing
- Site is intuitive and navigation is easy
- Clarity on what is being provided ( or, not provided)
- It works the way that the user expects it to;  
Understandable language
- Accessible

The content that has been identified through Toolkit 2 should be placed in an appropriate manner that will be intuitive.

This toolkit begins by describing the aim of IA and outlining the steps for establishing an effective Standard Information Architecture for the Government (SGIA). The process for designing the IA for each department is provided in a step by step manner.

#### **Outcome of the Toolkit:**



(i) Establish a ***Standard Government Information Architecture (SGIA)*** which will be the base IA for all government departments. SGIA will include the standard content areas and their placement.

(ii) To arrive at the Department Information Architecture for the department website by keeping the big picture of the information and services of the department and its sub organizations.

(iii) A Website Structure where information and services are organized in a logical and consistent manner to allow visitors to find information quickly.

**Key Outcome:**

The Department Website Wire frames. Site Maps, Site Information and Content Flow to depict how the site will function.

<i>Understand Content functionalities</i>	<i>the and</i>	<i>to</i> 	<i>how users will use the content</i>	<i>to</i> 	<i>Structure of information</i>
---	--------------------	--	---------------------------------------	--	-------------------------------------

*Note: The design to the wireframes are given by the design team at a later stage.*

## 1. Information Architecture

### 1.1 Background

When a user comes to the website, the following are the most immediate questions that come to mind:

- (I) If this website is the right place for getting the information I am looking for?
- (ii) Whether the information sought is available or not on the website?
- (iii) How do I get to that information?
- (iv) Is there more such information on the website or any related sites and links for getting more?
- (v) Other questions that surface much later are mostly on the accuracy and integrity of the content.

A well designed IA should be able to address all of the above and create an information structure that will help the user quickly find the information they are looking for.

Users could be having different levels of experience and this is to be kept in mind while planning the website structure.

*Experience of User (High):* Knows what information is required, how to look for it, how to navigate through if information is not found in the first instance.

*Experience (Low):* User knows what is required to be obtained, but does not know how to go about getting the information.

In the first set of users, a well organized site can help user get the needed information with no external support at all, whereas for the second set it will be an advantage if the website has a powerful 'Search' feature.

### 1.2 Introduction to Information Architecture

A well organized and intuitive website makes it usable to the user. This requires considerable thought and planning. It requires an in depth understanding of the target user group: their age, skill, preferences, points from where they would access the sites.

It is here that 'Information Architecture (IA)' or 'the art and science of organizing websites' play a key role. IA is about how the content is organized and labelled and how the content flow in a website is designed by keeping the user requirements in mind.

### 1.3 Specific Objectives of IA

- (i) To structure the site for Optimal User Experience
- (ii) To design a structure that addresses the user requirements
- (iii) To help build an intuitive navigation to guide users through the vast website to find the right information
- (iv) To establish what should be on the home page and sub pages
- (v) To structure the menu items with meaningful labels:
  - a. What should be the first-level menu items?
  - b. What should the menu links be named?

### 1.4 Guiding Principles for effective Information Architecture for Websites

- (i) Know your target audience
- (ii) Hierarchical Grouping: The Grouped content needs to be arranged in hierarchies for easy sorting.
- (iii) A particular content can be brought under more than one menu but will have only one source.

- A notification related to RTI can appear under 'RTI' and also under 'Documents'
- The predictable manner a user looks for a particular content is to be considered while arranging the content.

- (iv) Limit the size of information presented

Provide only that much information that a user can assimilate at the first point and then provide a 'More' feature to read more information.

- (v) Every page on the website should have basic information and pointers to navigate to related pages

User gets to a site in the following manner:

- By typing the web address and landing on the home page
- By searching through any search engine
- From any other website, as user may not be necessarily land on the home page, but on any page on the website

### Labelling Conventions

Meaningful descriptive labelling conventions should be adopted for the Content Areas. Say, if a user is looking for information about the department, it should be kept under a label 'About us' which is intuitive in itself apart from being a standard convention.

- (vi) Adhere to the basic rule of optimisation and effective utilisation of space in the web pages.
- (vii) Provide a helpful guide map to a user on landing in the home page of the website

## 2. Standard Government Website Information Architecture (SGIA)

All Government departments are bound to have a set of common content (Information and Services) that will need to become an integral part of their web sites. This set of common content can be categorized and made to be uniform for all department websites. This can be brought under a common IA pattern by organizing and placing the common content to establish a **Standard Government Website Information Architecture (SGIA)**. The first step is to arrive at the SGIA which will form the base IA and all departments will build their respective website IA around the SGIA.

The SGIA will be designed and developed for adoption by all Government departments.

- The design of the SGIA should highlight all the important functionalities that are necessarily to be a part of any Government website.
- Categorisation and Grouping of Standard Content Areas
- Uniform Placement of the Standard Content
- Standard labelling to allow user to find information quickly
- Meaningful and intuitive naming conventions
- Maintenance of consistency in the page layout (navigation and text elements)

### 3. Designing the Standard Government Website Information Architecture (SGIA)

#### 3.1 Header

Website Header will comprise of the following items/areas:

- Government Logo and the Name of the Department. When the sub-organisation is selected, then the name of sub-organisation also appears.
- Search: In view of its importance and requirement across all pages and sub-pages, this can be placed on the Header.
- Target Audience (G2C/G2G/G2B/G2N/G2E): The Website will present the view and information based on the role of the user who is accessing the site. The Primary Audience Group is placed first. For locating the selection, this is placed on the top portion of the header.

A sample header for SGIA is depicted in Figure 1 below.



Figure 1: Standard Header

#### 3.2 Standard Content that will be uniform for all websites

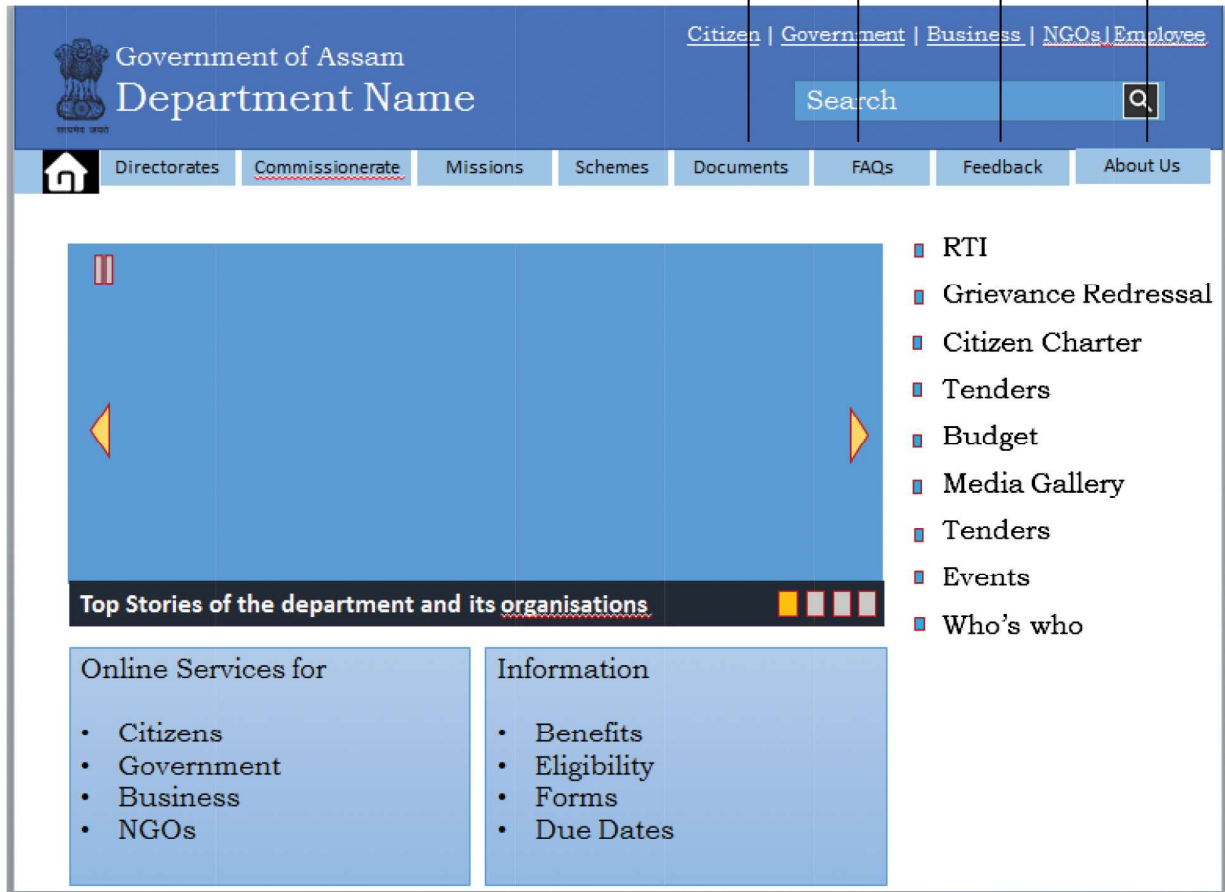
The Content areas that all Government Websites need to mandatorily have on their home page have been identified. Placement and Layout of these Standard content areas should be uniform across all the websites, so that the end users find it easy to locate them.

- About Us: All Information about the department that includes its Vision, Mission, Objectives, Functions, Organisation Chart, Job Chart, Citizen Charter, Budget
- Sub-organisations in the department (viz Directorates, Commissionerates, Missions, Societies, Bodies)
- Divisions within the department / and its sub organizations
- Right to Information (RTI)
- Grievance Redressal
- System for meeting Audit Objections
- System for delivery of Services to the Public

- Citizen Charter
- Schemes
- Documents
- Frequently Asked Questions (FAQs)
- Events
- Tenders
- Feedback
- Media Gallery:
  - Photos
  - Videos
- Documents:
  - Acts
  - Rules
  - Regulations and Procedures pertaining to the department
  - Office Memorandums
  - Office Orders
  - Circulars
  - Notifications
  - White Papers
  - Case Studies
  - Guidelines
  - Reports
  - Success Stories



Common Content that will be present in the Home Page of all Government Websites



When each main content category is selected, the various options under it appear. The figure 3 below shows the various options that appear for selection when the Content Category “Documents” is selected.

The screenshot displays the Government of Assam website interface. At the top, the logo and name 'Government of Assam Department Name' are visible, along with navigation links for 'Citizen', 'Government', 'Business', 'NGOs', and 'Employee'. A search bar is present. Below the header, a navigation menu includes 'Directorates', 'Commissionerate', 'Missions', 'Schemes', 'Documents', 'FAQs', 'Feedback', and 'About Us'. The 'Documents' menu is expanded, showing a grid of document types: Acts, Minutes of Meetings, Procedures, Rules, Circulars, Notifications, Publications, White Papers, Forms, Office Memorandums, Regulations, Guidelines, Policies, and Reports. To the right of this grid, a vertical list of links includes 'Media Gallery', 'Tenders', 'Events', and 'Who's who'. Below the grid, a section titled 'Top Stories of the department and its organisations' is visible. At the bottom, two columns of links are shown: 'Online Services for' (Citizens, Government, Business, NGOs) and 'Information' (Benefits, Eligibility, Forms, Due Dates).

Figure 3 Options under “Document” Content Category

The screenshot displays the Government of Assam website interface. At the top, there is a header with the Government of Assam logo and the text 'Department Name'. Navigation links include 'Citizen', 'Government', 'Business', 'NGOs', and 'Employee'. A search bar is present. Below the header, a menu bar contains 'Directorates', 'Commissionerate', 'Missions', 'Schemes', 'Documents', 'FAQs', 'Feedback', and 'About Us'. The 'About Us' menu is expanded, showing a grid of options: Vision, Citizen Charter, Ministers, Divisions, Mission, Organization Chart, Key Officials, Schemes, Functions, Job Chart, Location & Address, Budget, Objectives, History, Staff Strength, and Contact us. To the right of this grid, a vertical list of options includes 'Media Gallery', 'Tenders', 'Events', and 'Who's who'. Below the grid, there is a section titled 'Top Stories of the department and its organisations' with three thumbnail images. At the bottom, there are two columns: 'Online Services for' (Citizens, Government, Business, NGOs) and 'Information' (Benefits, Eligibility, Forms, Due Dates).

Figure 4 Options under “About Us” Content Category

## Main Site and Sub sites

The approach for development of websites for a department website and its organisations (viz: Directorates, Commissionerates, Missions, Societies) will be as follows:

- (i) There would be a Single Web site/Portal for the department and organisations under the department.
- (ii) The department website will be the *Main Site* and the sites of organizations under the department are the *Sub-sites*. Together they form an integrated Portal.
- (iii) Accessing the Main and Subsites will be through a Single web address (Uniform resource Locator or URL).

- (i) Main Site and Sub sites will be based on the Standard Government Information Architecture (SGIA).
- (ii) The Standard Content detailed at section 3.2 above will form a part of both the Main site and the Sub sites. The Main department website and its organisation sub-sites will have their respective content in addition to the *Standard Content (SC)*. Hence, each sub-site while being an independent one having its own set of information and services, will be an integrated part of the main department web site.
- (iii) Often times there are sets of content that are required to be provided both in the Main department site and in the organisation sub sites. Such content should be grouped together as *Common Content (CC)* for the main site and sub-sites.
- (iv) The Standard Content (SC) and Common Content(CC) will appear in both the Main site and Sub-site. The placement and positioning will be uniform.

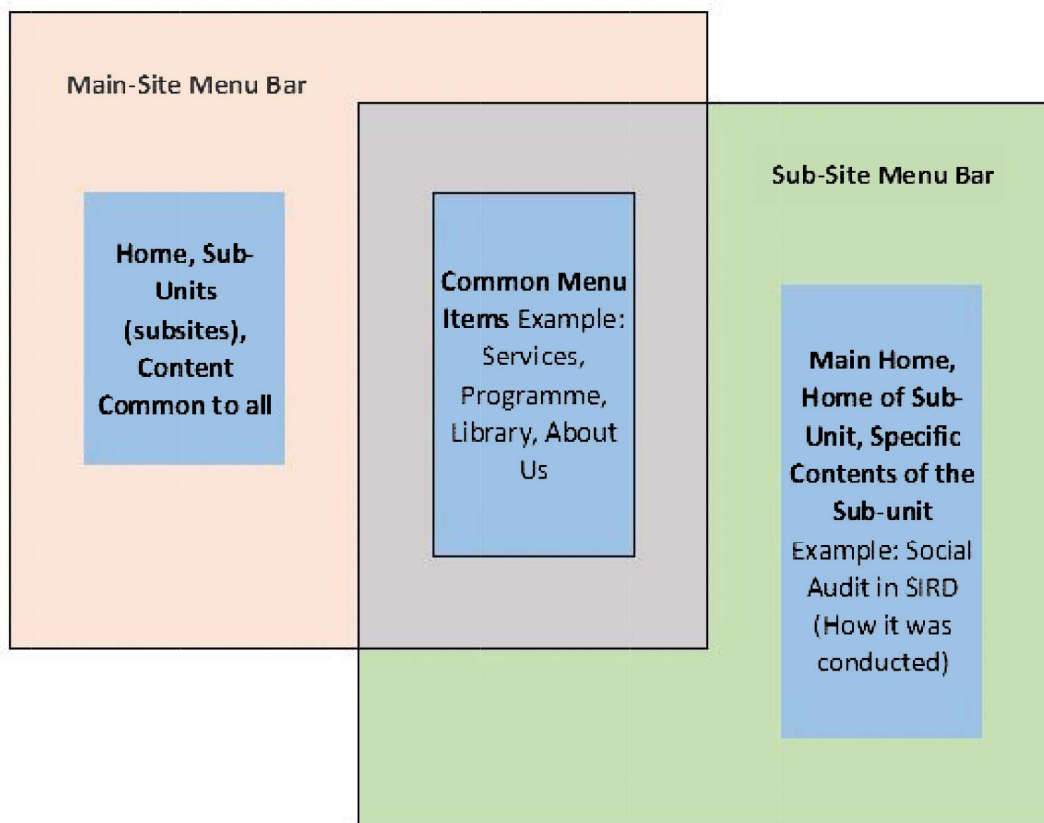


Figure 5

The following is an indicative **Main Site IA** for the Department of Panchayat and Rural Development



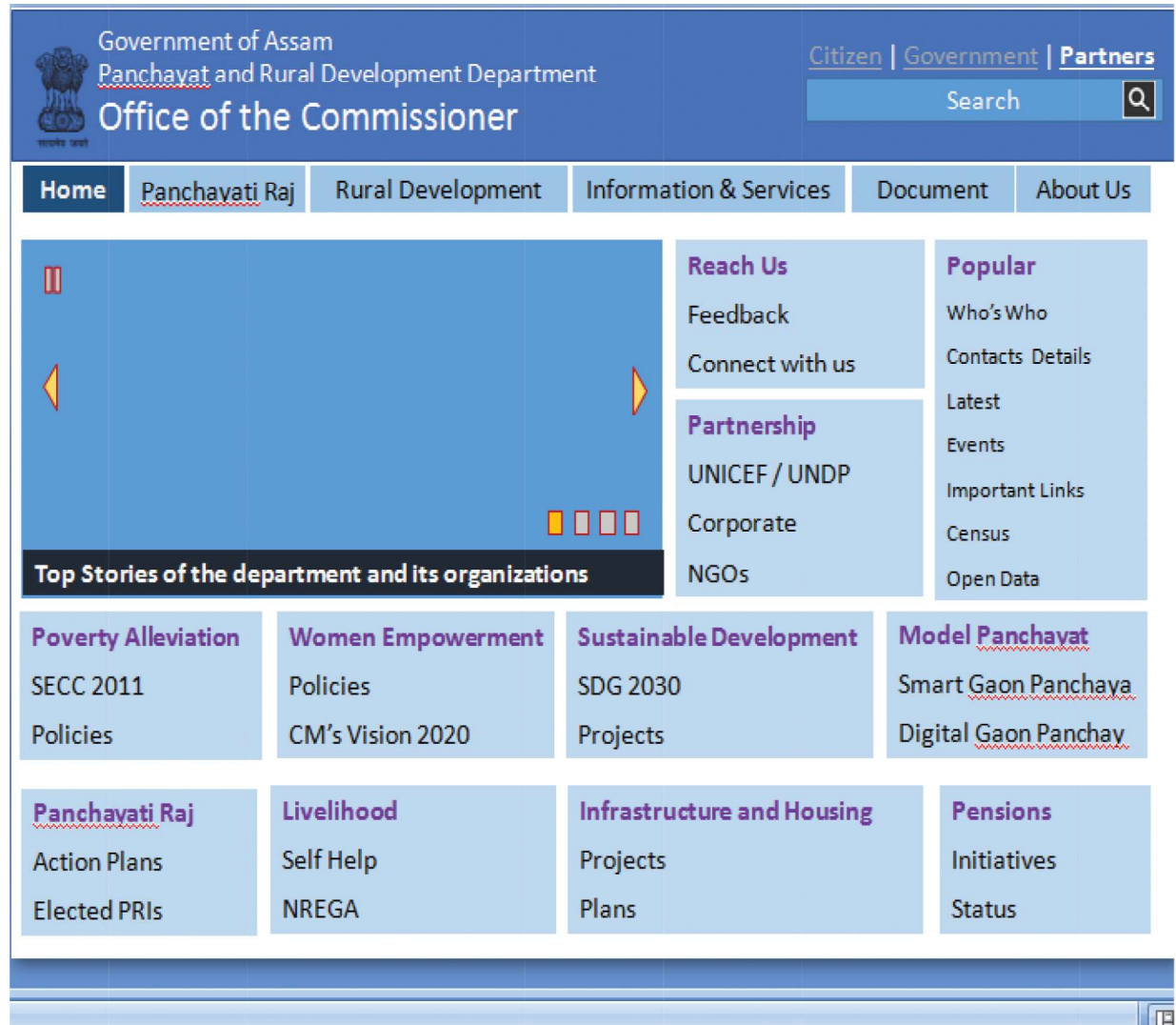
Figure 6

On Selecting “Organisations” tab from the Main Department Home Page, the list of Organisations under the Department of P&RD are displayed:

The screenshot shows the website interface for the Government of Assam, Panchayat & Rural Development Dept. The header includes the department name and navigation links for Citizen, Government, and Partners. A search bar is present. The main navigation menu has tabs for Home, Organizations (selected), Information & Services, Schemes, Document, and About Us. Below the navigation, three organizations are listed: Office of the Commissioner (Panjabari, Guwahati), Assam State Rural Livelihood Mission (Panjabari, Guwahati), and State Institute of Rural Development (Kahanapara, Guwahati). A 'Grievance' section offers options to lodge a new grievance or check the status of an existing one. A 'Top Stories of the department and its organizations' section is followed by a grid of service categories: Panchayati Raj (Get Involved, Elected Representatives), Livelihood (Self Help, NREGA Employment), Rural Housing (Initiatives, Know you status), Rural Infrastructure (Projects, Plans), Pensions (Initiatives, Know your status), and Social Audit (How to conduct Social Audit, Statures and Reports).

Figure 7

On selecting an organization under the department, user is taken to the site of the Organisation:



Government of Assam  
Panchayat and Rural Development Department  
Office of the Commissioner

Citizen | Government | Partners

Search

Home | Panchavati Raj | Rural Development | Information & Services | Document | About Us

**Top Stories of the department and its organizations**

**Poverty Alleviation**  
SECC 2011  
Policies

**Women Empowerment**  
Policies  
CM's Vision 2020

**Sustainable Development**  
SDG 2030  
Projects

**Model Panchayat**  
Smart Gaon Panchaya  
Digital Gaon Panchay

**Reach Us**  
Feedback  
Connect with us

**Partnership**  
UNICEF / UNDP  
Corporate  
NGOs

**Popular**  
Who's Who  
Contacts Details  
Latest  
Events  
Important Links  
Census  
Open Data

**Panchavati Raj**  
Action Plans  
Elected PRIs

**Livelihood**  
Self Help  
NREGA

**Infrastructure and Housing**  
Projects  
Plans

**Pensions**  
Initiatives  
Status

Figure 8

The sub site, while being an independent site with its content and site administrator, will also at the same time become a part of the Main Department's structure.

## 1. Steps for developing IA of Website

Annexure 1 may be studied before proceeding to the steps.

---

### Step 1: List out more information on the target audience

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In Toolkit 1, the general target audience group for websites was categorized as under

- Government to Citizen (G2C)
- Government to Government (G2G)
- Government to Business(G2B)
- Government to NGOs(G2N)

Now prioritize the audiences in the following way:

Primary: The audiences that will be your site's main focus. Site will be designed and optimized for this set of audience.

Secondary and Tertiary: Audience in the order of importance.

Gathering specific data on the target audience will be required. Say, if the Target User Group was identified as Citizens, then more specific information on the user group need to be captured:

- Gender
- Age group
- Work profile (Student community/Professionals/ Labour Community)
- Access



---

## Step 2: Define the expectations of each type of user community

---

The ultimate objective of Standardization of the IA of a website is to have an effective design that anticipates the user needs and expectations (See Annexure 1 ) Most often the site is designed by department officials or by external agencies without a consultative approach. The target user needs are seldom kept in the forefront while the site is organized or designed.

The approach should be to look at the site design from the end user point of view. Site should be structured and arranged the way your target audience expects to see it. Department will need to understand the expectations of each of the above user groups and identify their goals and expectations. This will help to ascertain what needs to go on the website and will drive the final IA of the website.

- What type of specific content they are looking for?
  - Access the existing content identified and filter out what is really required to be placed on the website for each type of user community
- What is the language they use? Knowing this may help to tailor the content?
- How do they normally search for the content they want?
- How are they likely to access the content?

---

## Step 3 : Organize the content under proper menu structure in an meaningful manner

---

Content on the web site can further be organized in a logical way after a deeper understanding of the user.

- Classify the above in terms of their importance
- All similar types of content to be clubbed together

---

## Step 4 : Describe the content in an intuitive and meaningful manner

---

Understanding the manner in which the audience would describe the content while they search the site will help in having a similar pattern on the website.

A few scenarios are given below:

**Scenario 1:** Giving specific information to user based on who they are?

One area of website could be focused on providing information to different category of users. For this, it is important to know what category of user community will be accessing.

### Information for

- Students
- Job Seekers
- Educators

**Scenario 2:** Know what type of questions users normally ask and appropriately frame the content area headers

I am looking for —————

What are my entitlements?.....

When is the exam scheduled for .....?

---

## Step 5 : Draw up the wireframe for placing the content

---

- Organize the placement of the content
- Most important to be in the Main Page
- Placement to be consistent and predictable
- Providing clues to help use the site efficiently



# TOOLKIT<sup>4</sup>

## Best Practices for Authoring Good Web Site Content





## Best Practices for Authoring good Website Content

We must understand that the website belongs not to the department but it is meant to cater to the people. Content of a website plays a key role in the relevance and usefulness of a website. Without meaningful content, a website appears incomplete and inadequate. Writing Content of a Website therefore is a matter that will need to be approached with considerable care to bring in the desired simplicity and appeal.

First and foremost, we must understand that what we read in a website is different from what we read in a book. Readers study a book from cover to cover. However, users do not read word for word in a website. They visit a website for obtaining the right information in the shortest possible time. Hence, your content should be as interesting and motivating as possible so that the visitor not only stays but also continues to visit your website. As the attention span of a user is less in a website, only good and useful content will attract users to your website.

The following sections include the Guiding principles, Tips for good authoring and Common mistakes to be avoided that together make up the best practices for authoring website content.

Section 1 Guiding Principles

Section 2 Tips to be borne while authoring content

Section 3 Common mistakes to be avoided

## 1. Guiding Principles

**Original and Relevant :** Originality in the website content can not only be appealing but also will help the site to be ranked well in search engines.

**Ensure the accuracy of the content :** Accuracy of content will build trust of the website with the users. It is important to verify all data and content before posting them on the website. This will hold good in cases where the content is linked from your website to other sites. The linked sources need to be verified if they are an authoritative source of information.

**Meaningful headlines and Captions :** Wherever you would like to invite the attention of user, say to some important update, it helps to provide headlines that will immediately catch the interest and attention. The text should be appropriate to the context.

**Regular Update the Content :** Content in a website should regularly be updated with the most recent information. An outdated website will not only reflect badly on the image of the department but also the trust of users.

**Tailored to the Target Audience :** Having an insight into the expectations of the target audience of website will be a good start while authoring the content. The best way to ensure good content is by asking ourselves how our Departments wish to be perceived by the target audience. If it is an Education Department, how well the content of website connects to its audience which may be mostly the student community.

## 2 . Tips to be borne while authoring content

- Consistency in the usage of vocabulary
- Address your Audience Directly
- Clarity in Language
- Shorter is better
- Break it Up
- Abbreviations/Acronyms
- Inverted Pyramid
- Visual content

### Consistency in the usage of vocabulary:

Since the website will belong to the Government of Assam, opt for an official tone for your website and this need to be carried out consistently throughout the website. Use of and labelling and vocabulary should also be uniform. **Example:** If you are using the word 'Department', then this word should not be replaced by synonyms like 'Organization'. Similarly, if you are using 'Log in' in one web page, then it should not be replaced by 'Sign in' in another web page. Same applies for the usage of the word 'Directory' rather than 'Who's Who'.

Prefer British English over American English. Use 'organise' rather than 'organize', 'programme' rather than 'program', 'honour' rather than 'honor'.

### Address your Audience Directly:

Your website must sound welcoming to the users. It should sound official without being pedantic or dull. Hence, the tone should be conversational. This will personalize the content and bring the user closer to your website by addressing them directly.

**Example:** Use first person ("I," "we," "us," "our") and second person ("you"). Explicitly tell your readers what you want them to do next by using "subscribe", "enquire", "join", "visit", "apply" etc.

- At the Department of Industries & Commerce, we offer various offers for the entrepreneurs to invest in Assam.
- On our website, you will find an overview of each and every project that our Department is implementing for the benefit of the general public.

Use active verbs ("start here," "read this", "submit").

- To read more on the plan and policies of the Department, read this.
- Provide your valuable feedback by filling up the form and click on the 'Submit' button.



## Clarity in Language

The language of all government websites should be simple and lucid. The language should be comprehensible for myriad sections of the society. It is advisable to avoid using verbose, flowery and ornamental words, high rhetoric and exaggerated hype should be avoided. Some examples are placed below:

Existing content in a websites	Suggested content
The Department has to calculate its intentional goals in terms of its citizen's base.	The Department needs to define its objectives for the citizens.
This mission of this project is to give enough space to people so that they can exercise their rights and give valuable inputs into the decision-making process.	This project enables citizens to offer their feedback which will be taken into account in the decision-making process.

## Shorter is better

Users do not have the patience to read long in a computer screen as it is tiring to the eyes. Therefore, the web content has to be 50% shorter than print. Keep the content short. The shorter it is, the user-friendly it turns. Long, complex sentences should be avoided. Rather, stick to short and direct sentences.

Existing website content	Suggested content
When we will launch the scheme, the Department will organize a grand event to ceremoniously start the opening of the scheme.	The Department will soon launch a new scheme.

<p>Agriculture and allied activities in the state have an overriding importance as sources of livelihood to about 75% of its population and thus the socio-economic condition of Assam is largely based on agriculture development.</p>	<p>Agriculture is a major activity of Assam. Almost 75% of its population depends upon this sector. As such, farming and its allied activities act as a main source of livelihood for its people. Moreover, it also contributes to the socio-economic development of the state</p>
---	--

### **Break it up**

To make your web content user-friendly, break information into small paragraphs by using apt and meaningful headlines and sub-headlines. Instead of writing the entire article at once, try writing one paragraph at a time. You may also use bullet points or images. Communicate only one idea per paragraph.

Use one webpage for one topic. This will add value and depth to the website. Users may not scroll down to see what lies in the bottom.

### **Abbreviations/Acronyms**

Abbreviations or acronyms which are used as Government vernacular must be written in full form when it appears for the first time, and then abbreviated subsequently. However, if the short form is more popularly known and understood by the common citizens than its full form, the short form should be mentioned.

### **Inverted Pyramid**

Most important information should be placed first, make that interesting and all the detailed information follows. Giving meaningful headlines can draw the audience to the section. Hence, while writing content, you can visualize it as a pyramid where the overview of the topic is placed first followed by specific information.

## Visual content

People learn better by seeing (photos) and by hearing (videos). While selecting photos, pick images that communicate the functions of your department. Photos must compliment the website and should be meaningful. Put captions under each photo and include photo credits.

### 3. Common Errors to be avoided

Some of the common errors which occur and can be avoided are listed below:

Incorrect content	Correct content
This kind of schemes are adopted for the benefit of the general public.	This kind of schemes is adopted for the benefit of the general public.
Either of the two policies are meant for the marginalised section of the society.	Either of the two polices is meant for the marginalised section of the society.
One must do his duty.	One must do one's duty.
Much have been done for the public.	Much has been done for the public.
The sceneries of Assam are very charming.	The scenery of Assam is very charming.

Abiding all the above principles will help you to author good website content.

**Three C's are soul mantra for a good website.**

**Clear, Concise, Correct.**

# TOOLKIT 5

## ePrastuti Governance Structure





1. The ePrastuti Project for Standardization of Websites is being steered under the overall leadership of the Chief Secretary to the Government of Assam who is also the Chief Responsible Officer of the project.
2. To ensure an effective implementation of ePrastuti within the departments and its organisations, it must be driven and monitored by a well-defined Governance Structure.
3. Every Department will therefore need to constitute the ePrastuti Project Steering Committee that will be chaired by the senior most Secretary in the department who will need to be designated as the Responsible Officer.
4. The constituent organizations under the Main Administrative Department (viz: Commissionerate, Directorate, Mission, Project Directorate ) will also need to form its own ePrastuti Project Steering Committee under the chairmanship of the Head of the organization.
5. In addition to the Project Steering Committee, department and its constituent organizations will need to identify and constitute the following support structures:
  - a. Content Managers
  - b. Master Trainers
  - c. ePrastuti Web Site Administrator

## Main administrative department

What Is The Governance Structure to be Established By The Main Department?

### 1. Department e-Prastuti Project Steering Committee

It is the Department **Programme Steering Committee (PSC)** that will give the overall direction for steering the implementation of ePrastuti for the Main department and its constituent organizations. PSC will be chaired by the Responsible Officer who is the senior most Secretary in the department. The PSC must include the heads of the constituent organizations that come under the Main Administrative department as the model is to have an integrated Website for the Main Administrative department and its constituent organizations.

<b>Chairman</b>	<b>Responsible Officer(RO) who is the senior most Secretary in the department</b>
<b>Members</b>	<ul style="list-style-type: none"> <li>• <b>Additional Responsible Officer (ARO)</b> who should be a senior level functionary in the rank of Secretary/Joint Secretary</li> <li>• <b>Web Information Manager</b> – A responsible functionary of the department in the minimum rank of Joint Secretary to coordinate the overall Website Content and ensure its quality and accuracy.</li> <li>• <b>Heads of Constituent Organizations</b> that are under the Department <i>** This is important as the approach is to have an integrated portal for the department and its organizations</i></li> <li>• Representative of <b>National Informatics Centre</b> (who is coordinating with the department)</li> <li>• Member from <b>Website Development Cell (WDC)</b></li> </ul>

The key tasks and responsibilities of PSC should be as follows:

1. Provide Project oversight, direction and guidance as needed
2. Develop Sustainability Plan
3. Budget allocation and approvals
4. Finalize the Web site structure of the Main Administrative Department and ensure its integration with the websites of its constituent organizations
5. Content Readiness of the Main Administrative Department
6. Implement the Standardization of Website in the defined time frame
7. Ensure compliance of the Website to the Standardization Framework Guidelines
8. Ensure the development , security audit and deployment through the Government empanelled agencies
9. Identify the Site Administrator/Content Manager/ Master trainers in the department and its associated organizations and notify

(\*\* Note: These roles can be performed by one or many depending on the size of the Unit)

10. Establish the Content Managers Responsibility Matrix
11. Promote a Participative strategy in the implementation such that the responsibility and ownership of the Website is shared across the organization
12. Regular review of the Website

### **Support Structures**

In addition to the PSC outlined in the above section, the following support structures are considered important for the implementation. The roles defined in the support mechanisms need to be designated and notified by the department along with the responsibilities.

- Content Managers
- Master Trainers in each Unit for sustainability
- Web Site Administrator



## Content Managers

*i. Who should be a Content Manager?*

Content Managers will be those personnel in the department and its organizations directly dealing with the subject matters and who can identify the content of their respective work allocated.

*ii. What should be their rank?*

Rank is not the criteria for selecting Content managers. They could be Joint Secretary, Deputy Secretary, Under Secretary, Section Superintendent, Assistants.

*iii. Do they need IT skill sets?*

Content Managers need not have IT skill sets. They should be able to identify and provide the important and relevant content of their line of work for the website. For uploading content on the website, training will be provided.

*iv. What are their Roles and responsibilities?*

- To identify the content in their respective unit.
- Classify the content into categories.
- Convert the Content into format that is ready for uploading onto the website.
- Uploading Content as per their responsibility.

*v. How many Content Managers should the department have?*

The department and its organisations should ideally have at least one Content Manager from each unit of the Job Chart.

## Master Trainers

*(i) Who should be Master Trainers?*

Master Trainers need to be having an **aptitude** for training the department Personnel on website content management. They need not necessarily have IT skill sets.

*(ii) Why are Master Trainers required?*

- a. They would undergo e-Prastuti Master Trainers Certification Programme

- b. They would initially be trained by the Website Development Cell(WDC) for Website Management and they in turn would provide trainings to other department personnel.
- c. They would be imparted with trainings on any new developments by WDC. Thus Master Trainers are required to provide the sustainability for the Website Content Management.

*(i) What should be their rank?*

Rank is not the criteria for selecting Master Trainers, only criteria being their aptitude for conducting trainings. They could be Deputy Secretary, Under Secretary, Section Superintendent, Assistants.

*(ii) What are their Roles and responsibilities?*

Will undergo the Master Trainers Certification Programme.

Will be responsible for building the capability of department Content Managers by providing regular trainings to the Content managers.

*(iii) How many Master Trainers should the department have?*

The department and its organisations should ideally have at least one Master Trainer each.

### **Website Administrator**

1. An official having IT skill sets
2. Would be overall responsible for administration & management of the website
3. Will assign Roles & Privileges to the department content managers
4. Manage the top level directory structure (department wise) in the Website
5. Ensure the updating of data in the Website Directory

## CONSTITUENT ORGANISATIONS UNDER THE MAIN ADMINISTRATIVE DEPARTMENT

WHAT IS THE GOVERNANCE STRUCTURE TO BE ESTABLISHED IN THE CONSTITUENT ORGANISATIONS UNDER THE MAIN ADMINISTRATIVE DEPARTMENT?

Each constituent organization should constitute its own ePrastuti Governance Structure as the Web site is a separate one and has to be maintained independently

- (i) Project Steering Committee of the Organisation under the Chairmanship of the Head of the Organisation

Note: The Head of Organization will be a member of the Project Steering Committee of the Main Department so as to establish the linkage between the Main Department website and that of the subsite.

- (ii) Content Managers, Master Trainers and Website Administrators are also required to be identified in each organization.

# TOOLKIT 6

## Content Management Responsibility Matrix



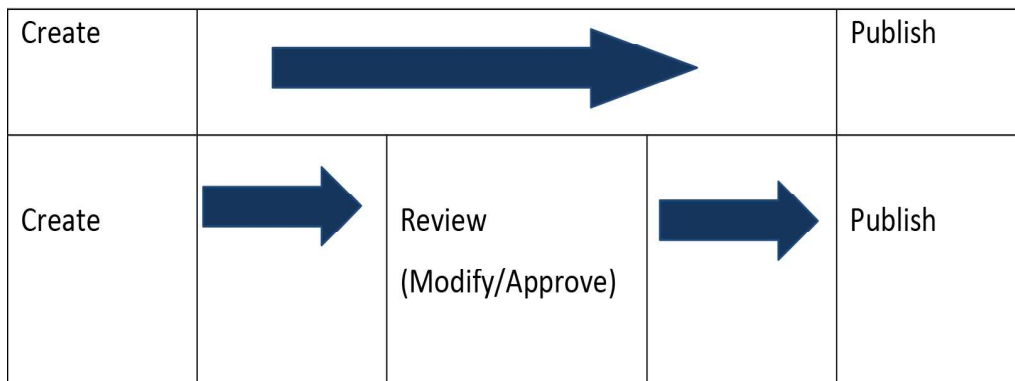


## Content Management Responsibility Matrix

Website Content has to be continuously updated and maintained. Having Content Managers identified from all sections of the department was with the objective of ensuring that the Content from all areas of work within the department are covered. Content Managers are to be made responsible for the accuracy, timeliness and quality of the content that they upload on the website.

Content will have to go through a workflow of process before it is published on the website. The basic Content Workflow comprise of the following stages: Content Creation, Moderation (Review), Publishing and Archiving. The moderation and approval could be multilevel and is role based.

The simplest workflow is one where the content created is published without any intervening process. Here, the Content Manger is given the permission to both Create and Publish on the website. Generally, for routine documents in a department viz. Office Circulars, Office Orders and Notifications, simple workflow set is adopted. At times, important content will need to be approved and moderated prior to being published on the website.



The department will need to decide on the following as the workflow will differ for every content type.

- Workflow for each type of Content
- For each Content Area and Type, the Department will have to notify the Content Management Responsibility Matrix Responsibility with respect to the 'Content Authoring/ Publishing and Review'

The Content Responsibility Matrix for the Department of Finance is taken to illustrate the methodology of Content Management Responsibility distribution.

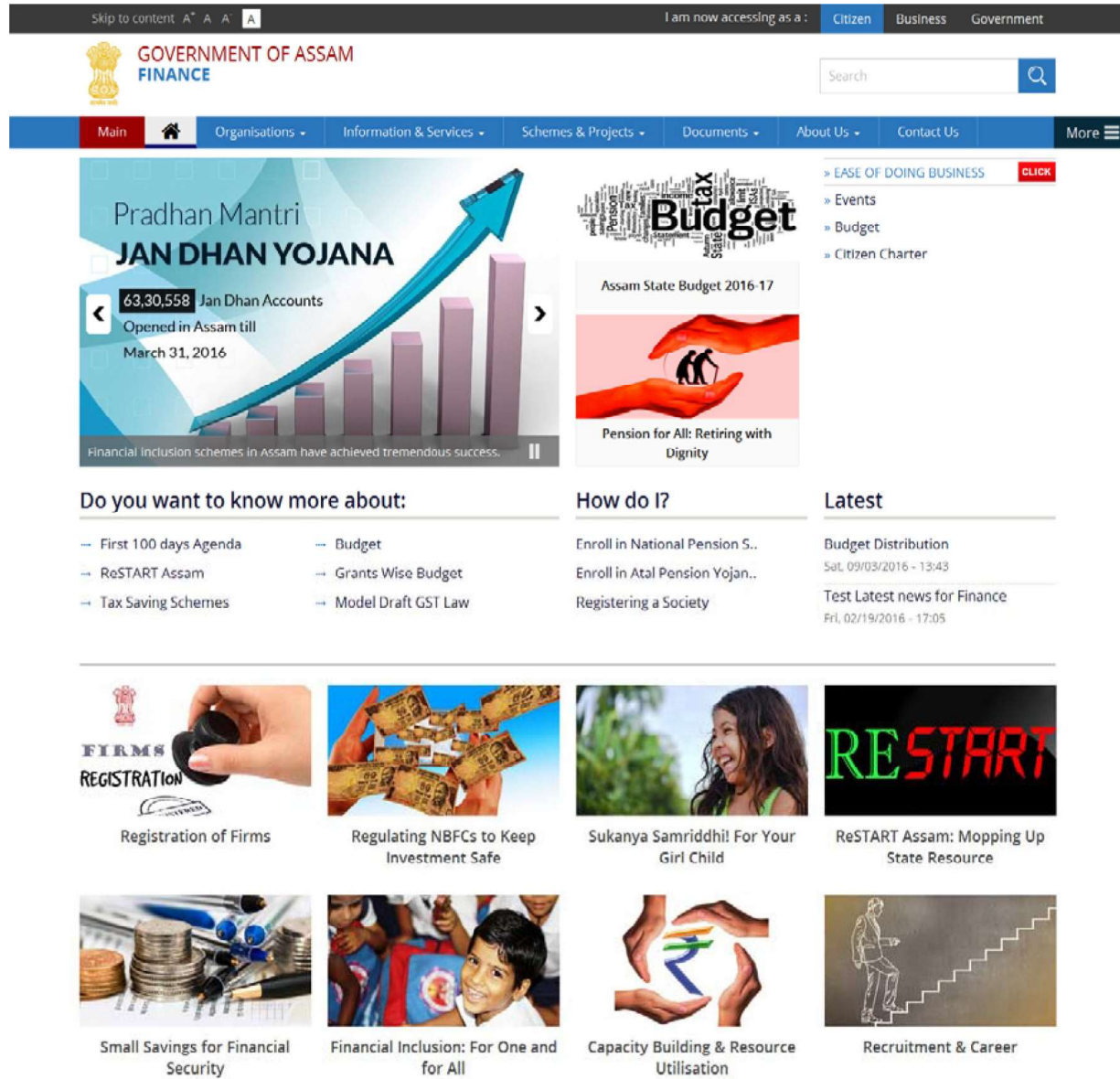


Fig: Website of Department of Finance

**Step 1: The Responsibility of the key areas of the Website is first decided.**

Content	Area	Who is overall responsible for the Content in the Areas of the Home Page? (Name of The Content Manager)
Main Menu	Information and Services	
	Schemes and Projects	
	Documents	
	About Us	
	Contact Us	
Main Image Slider		
Portlet Areas		
	Assam Budget	
	Pension for All	
	Do you wish to know more about?	
	How do I?	
	Registration of Firms & Societies	
	Regulating NBFCS	
	Sukhanya Samriddhi for Girl Child	
	Restart Assam	
	Small Savings	
	Financial Inclusion	
	Capacity Building	
	Recruitment and Career	



**Step 2: The Workflow for the Content Management is then decided for each Content element**

Content	Area	Name of the Content Manger who will be responsible for		
		Create	Review	Publish
Main Menu	Information and Services			
	Schemes and Projects			
	Documents			
	About Us			
	Contact Us			
Main Image Slider				
Portlet Areas				
	Assam Budget			
	Pension for All			
	Do you wish to know more about?			
	How do I?			
	Registration of Firms & Societies			
	Regulating NBFCS			
	Sukhanya Samriddhi for Girl Child			
	Restart Assam			
	Small Savings			
	Financial Inclusion			
	Capacity Building			
	Recruitment and Career			

### Step 3: The Content elements need to be categorized based on its importance of timely updating

The elements can be categorized as:

- ✓ Routine
- ✓ Priority and
- ✓ Express

The table below depicts the category for a few Standard Content elements. Department will have to extend this to cover all the content elements of the website and indicate the category as 'Routine', 'Priority', 'Express'

Sl.	Content Elements	Type of Content		
		Routine	Priority	Express
1	About Us	✓		
2	Schemes	✓		
3	Documents: Policies	✓		
4	Services	✓		
5	Documents: Forms	✓		
6	Documents: Acts / Rules	✓		
7	Documents: Circulars / Notifications	✓	✓	
8	Documents / Reports	✓	✓	
9	Tenders	✓	✓	
10	-	✓		
11	-	✓	✓	✓
12	-	✓		

### Step 4: Content Review

The website is the face of the department disseminating government information and services. It is therefore required to keep the content on the website current and up-to-date. Since the scope of content is huge, different review policies are defined for the diverse content elements. The matrix below gives the content review policy

S. No	Content Element	Basis of Content Classification			Frequency of Review
		Event	Time	Policy	
	About the Department	✓		✓	Once in a quarter as a policy
	Programme / Scheme	✓		✓	Immediate – for new programme .Once in a quarter as a policy
	Policies	✓		✓	Immediate – for new policy introduced. Once in a quarter as a policy
	Services		✓		Every fortnight
	Documents: Forms		✓		Every fortnight
	Documents: Acts / Rules			✓	Once in a quarter as a policy
	Documents: Circulars / Notifications	✓		✓	Every fortnight
	Documents / Reports		✓	✓	Once in a quarter as a policy. Keep recent 2 years documents / reports
	Directories	✓	✓		Immediate in case of a change. Once in a quarter as a policy
	Tenders			✓	Immediate in case a new tender. Once in a quarter as a policy

## Step 5: Content Exit & Archival Policy

The Content Element on the website has different Entry/Exit policy and archival policy as listed below:

S. No	Content Elements	Entry Policy	Exit Policy
1	About the State / Department/ Statutory Body	To have the presence on the website and content to be reviewed every quarter	Content to be updated whenever departments or ministries are merged
2	Schemes	Sanction of Programme / Schemes for Central Sector, State Sector or both	To be reviewed by approver two weeks prior to the expiry date in order to revalidate. In case scheme/ programme is discontinued then to be archived
3	Documents: Policies	Announced by Government	To be reviewed by approver two weeks prior to the expiry date in order to revalidate the expiry date. Discontinued policies to be archived.
4	Services	Citizen, Government, Business	Discontinued services to be expunged.
5	Documents: Forms	Government, Business and Citizen centric forms	To be reviewed by approver two weeks prior to the expiry date in order to revalidate the expiry date. Discontinued services to be expunged.

S. No	Content Elements	Entry Policy	Exit Policy
6	Acts / Rules	Passed	Perpetual to be always available in the acts/rules database
7	Circulars / Notifications	Issued through the gazette/office memorandum or notification	In case of perpetual no exit policy else to be reviewed by approver two weeks prior to the expiry date in order to revalidate the expiry date

# TOOLKIT7

## Workshops, Training and Master Trainers Certification Programme





## Workshop for Content Managers

### Pre-requisites:

- Notification of the ePrastuti Governance Structure :Project Steering Committee and Support Structures
- Content Managers who are a part of the Support Structure Mechanism need to be identified from all the sections.

### Purpose:

To identify and group content in the department by following Toolkit -Identifying and Grouping Content as per the Target Audience

Who will organize and Who will conduct?

Department will need to organize the venue, laptop and Projector for the Sessions. Workshop will be conducted by the Website Development Cell.

How many workshops are required for a department?

Minimum two workshops are required to be conducted.

Who should attend?

1. All Content Mangers of the department and its constituent organisations
2. Web Information Manager
3. Master Trainers
4. NIC Department Coordinator(s) as per the Project Steering Committee Notification

**\*\*Note:** It is recommended that the organizations under the department or associated with the department are involved right from the start as the websites of these organizations would eventually become a part of the main department website. Therefore, similar approach and activities will need to be undertaken by the organizations.

Where will it be conducted?

At the venue organised by the department.

What should be the preparedness of the Content Managers?



Content Managers need to study the Toolkits 1 and 2 before attending the workshop.

Methodology of Workshop

Department Content Managers will follow the Activities outlined in the Tool kits 1, 2 and 3.

Blank A4 sheets are required for the exercise.



Content Manager's workshop

### Outcome

- (i) User and User needs identification
- (ii) Content from each unit of the department will be identified and grouped
- (iii) Content Categorised as per the Target User Group
- (iv) The final Content Categorised need to be consolidated by the Website Information Manager.
- (v) The Website Information Architecture need to be drawn up as per Toolkit 3



Content Identified Category

## Master Trainers Certification : Training and Evaluation

Training: Each Department needs to build their core competencies which lie in their Master Trainers. It is only the pooled knowledge and technical capacities of these Master Trainers by which a Department can provide significant benefit to its end users. In the future, these Master Trainers will be trained, retrained after an interval of every six months to adapt them with the nitty-gritty of the web technicalities so that the project remains sustainable.

The Training for Master Trainers is of three to three and half days duration. It will cover the following broad areas:

- User Interaction, Usability and User Experience
- e-Prastuti Introduction, Standardisation Need and methodologies
- Standardised Website Framework, Website Management, Content Management, Content Publishing, Access Management and Archiving
- Web Authoring and Best Practices
- Information Architecture, Grouping and placement of contents
- Guidelines and Best Practices for Scanning and Information Management
- Image and Photo editing

After the training, the Master Trainers are required to complete assignments as a part of the evaluation. The assignments include

- Training their department staff
- Developing Questionnaires for identifying users and gathering their requirements



## Evaluation

Based on their evaluation at the end of the Programme, Certificates (upon successful completion of Level I), will be awarded to the Master Trainers. The next higher evaluation of Level-II Certification Programme will be done in every six months. Those Master Trainers who do not qualify in the three day Certification Programme will be retrained.



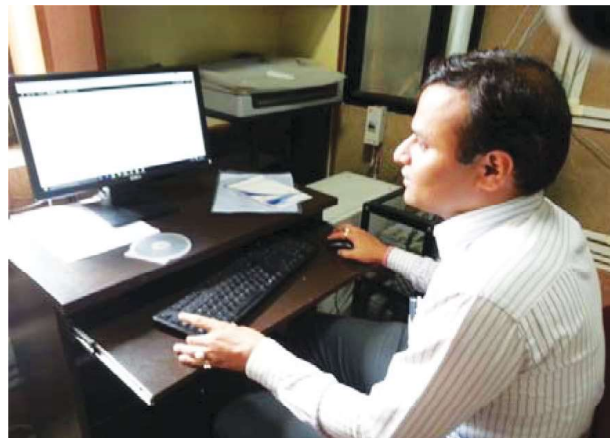
Online evaluation at Assam Administrative Staff College



Written Evaluation at Assam Administrative Staff College

### Outcome & Benefits

- Creation of a core workbench within the Government of Certified Master Trainers.
- These Master Trainers will in turn train other officials of government departments.
- They will also be retrained after every six months to keep the workforce updated with new technologies.
- Building Capability within the Government and thereby ensuring the sustainability of the programme.



## References:

- (i) GIGW Guidelines  
*[http://darpg.gov.in/sites/default/files/Guidelines\\_for\\_Government\\_websites\\_0.pdf](http://darpg.gov.in/sites/default/files/Guidelines_for_Government_websites_0.pdf)*
- (ii) Digitisation Framework - *<http://eoffice.gov.in/>*
- (iii) E-Governance Standards - *<http://egovstandards.gov.in>*
- (iv) State Portal Guidelines *<http://deity.gov.in>*

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