eGOVMON

eGovernment Monitor

A user driven project for benchmarking accessibility, transparency, effiency and impact.

Co-funded by the Research Council of Norway

Morten Goodwin Olsen, Mikael Snaprud

Tingtun AS

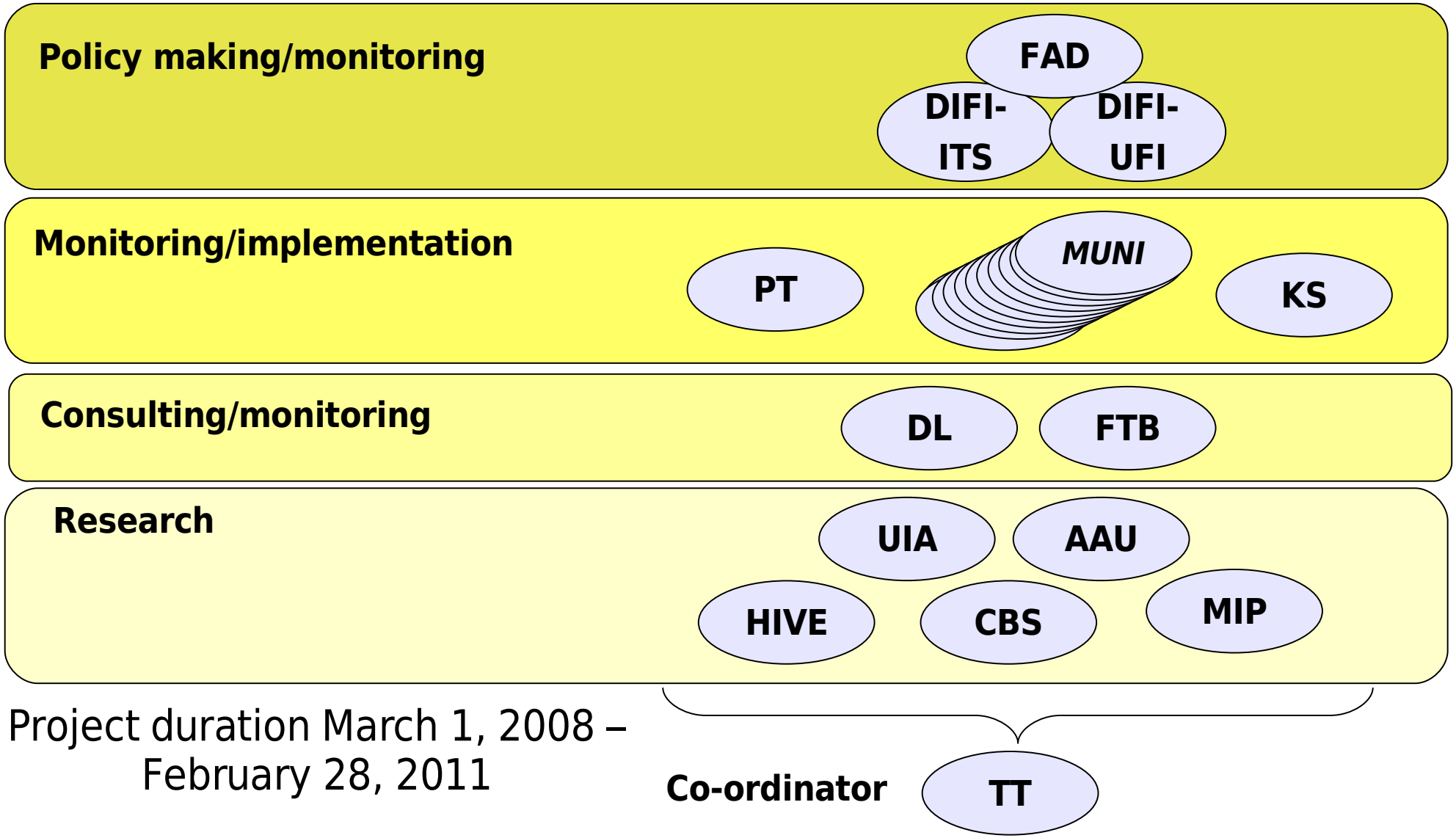
NOKIOS 2008-10-16

Project no.: Verdikt 183392/S10

Presentation Outline

- Introduction
- What will we benchmark, what will be measured?
- Results from accessibility measurements:
  - Europe, Norway and the most common barriers.

Partners of eGovMon



Project duration March 1, 2008 – February 28, 2011

Why web benchmarking?

- What gets measured gets done.
  - Norge.no
- Comparisons:
  - Peer pressure is one of most effective drivers for improvements.
- Ongoing monitoring:
  - Tool to support progress towards policy goals & objectives.
  -

BENCHMARKS need to be based on **transparent methodology** and **produce comparable results.**

What will eGovMon benchmark? (1) Accessibility

- Univeral Design
- Can all people use the web site?
    - People with special needs?
    - People using different terminals e.g. cell phone?

What will eGovMon benchmark? (2) Transparency

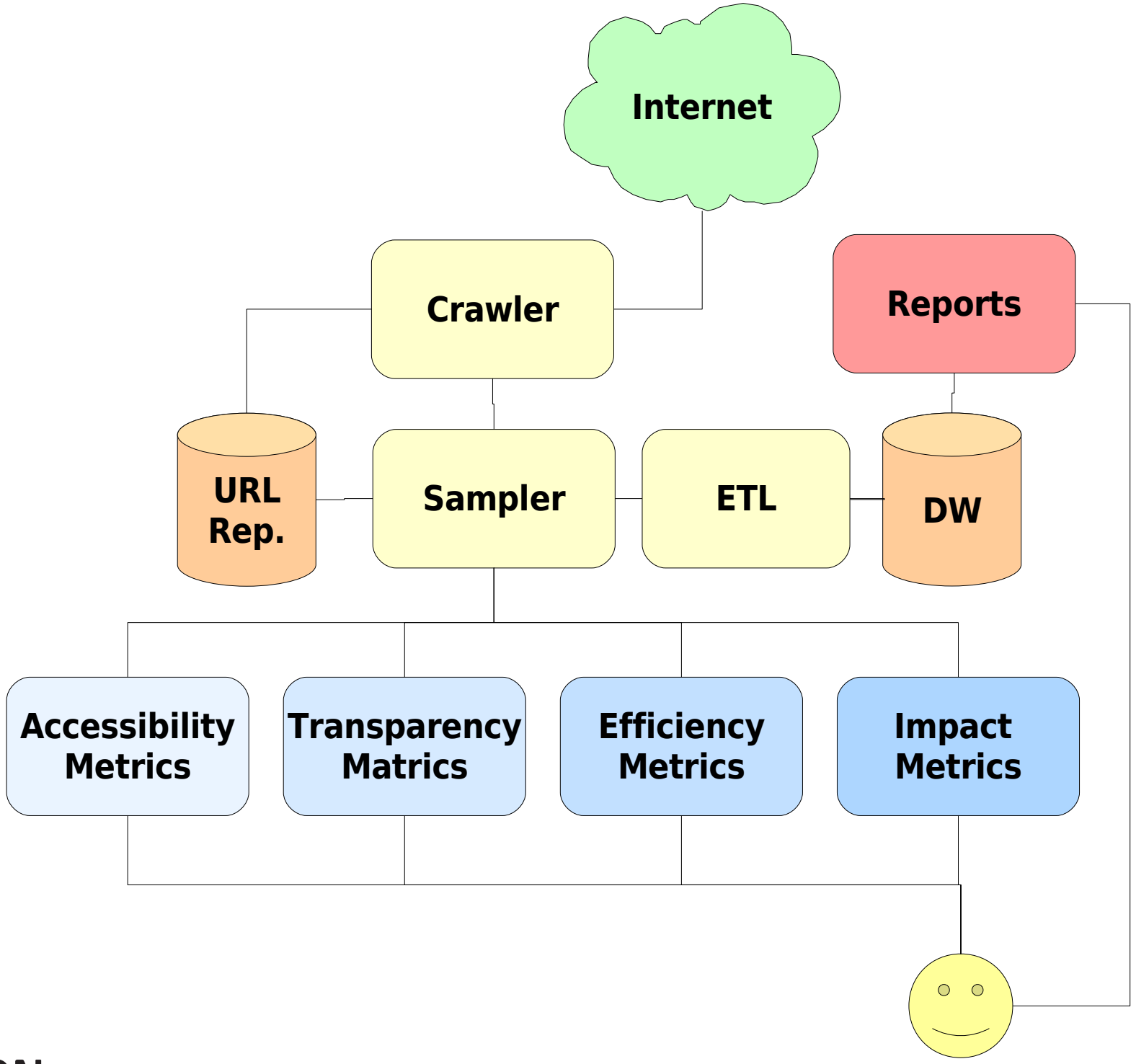
- Is the municipality open to the public?
  - public processing
  - public procurement
- Examples:
  - public post lists
  - Public meeting minutes

What will eGovMon benchmark? (3) Efficiency

- Benefits (e.g. less use of resources) by the using the web site.
- Examples:
  - Electronic application forms directly connected to backoffice.
  - Possible to apply for positions electronically.

What will eGovMon benchmark? (4) Impact

- Does a service have a positive measurable effect?
  - Number of visitors to the web site.
  - User surveys
- Examples:
  - Electronic "Question hour-"
  - Electronic signature campaigns.


Internet
Crawler
Reports
URL Rep.
Sampler
ETL
DW
Accessibility Metrics
Transparency Matrics
Efficiency Metrics
Impact Metrics

Why measure automatically? (1)

- Unbiased
  - No (subconscious) preference to any type of web site.
- Repeatable
  - The evaluation can be run many times and the evaluation is diretctly comparable with previous results.
- Low cost.

Why measure automatically? (2)

- Can evaluate large parts of the web site.
  - Manual evaluations can in practice only evalaute few web pages.

Disadvantages with automatic measurements.

- Can not run as many tests automatically.
  - Manual evaluations is more advanced.
  - Accessibility:
    - only 20% of the tests can be run automatically.
    - Can only detect barriers, not claim that a web site is accessible.

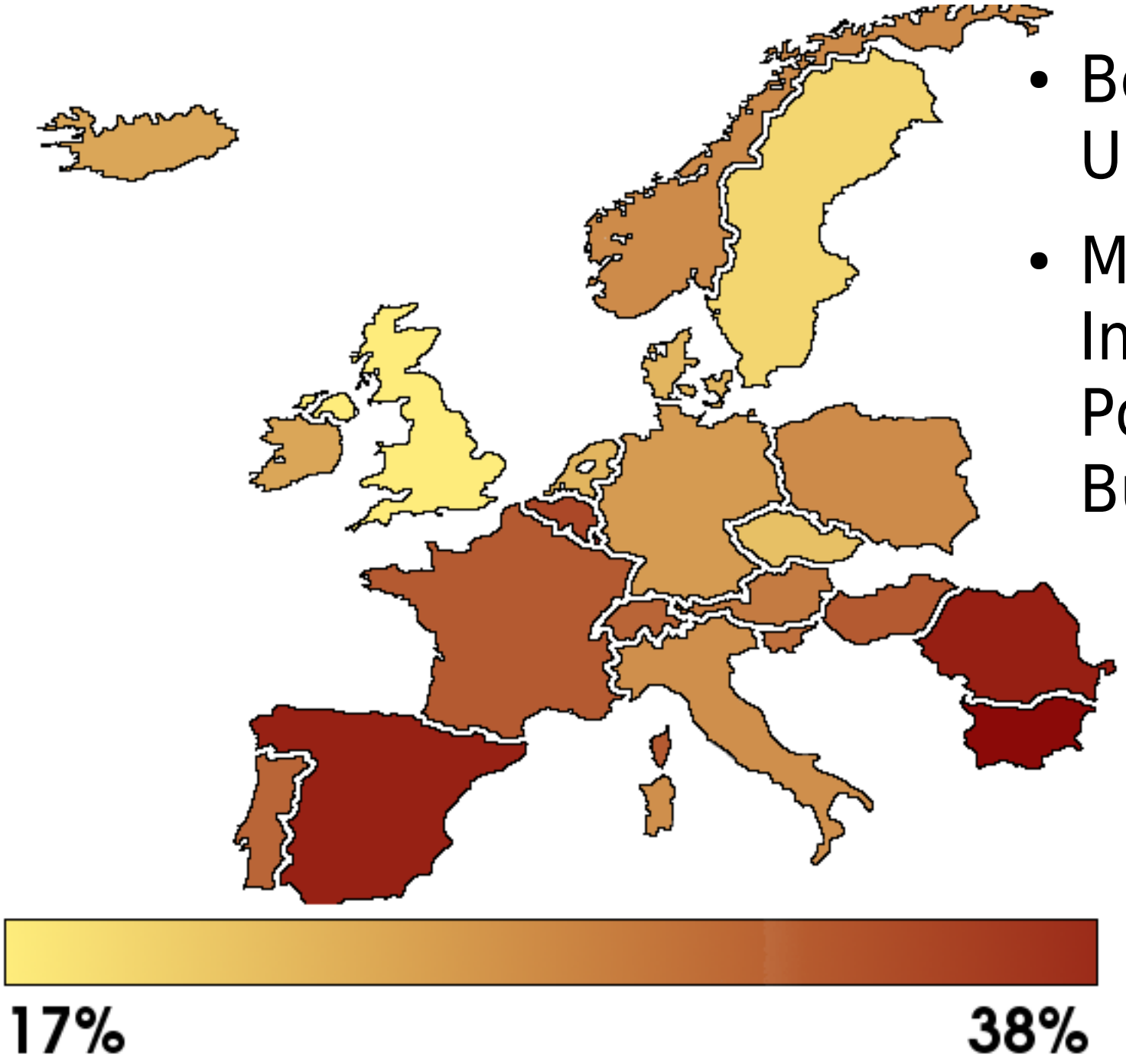
Results from automatic accessibility evalaution.

Accessibility

- Implementation of the Unified Web Evaluation Methodology (UWEM).
  - Based on the Web Content Accessibility Guidelines (WCAG)
- Allows for
  - repeatable results
  - comparison between countries.

UWEM Score

- Barriers are individual
  - All users treated equally.
- Number of barriers / Number of applied tests.
  - Lower score - fewer barriers – more accessible web sites



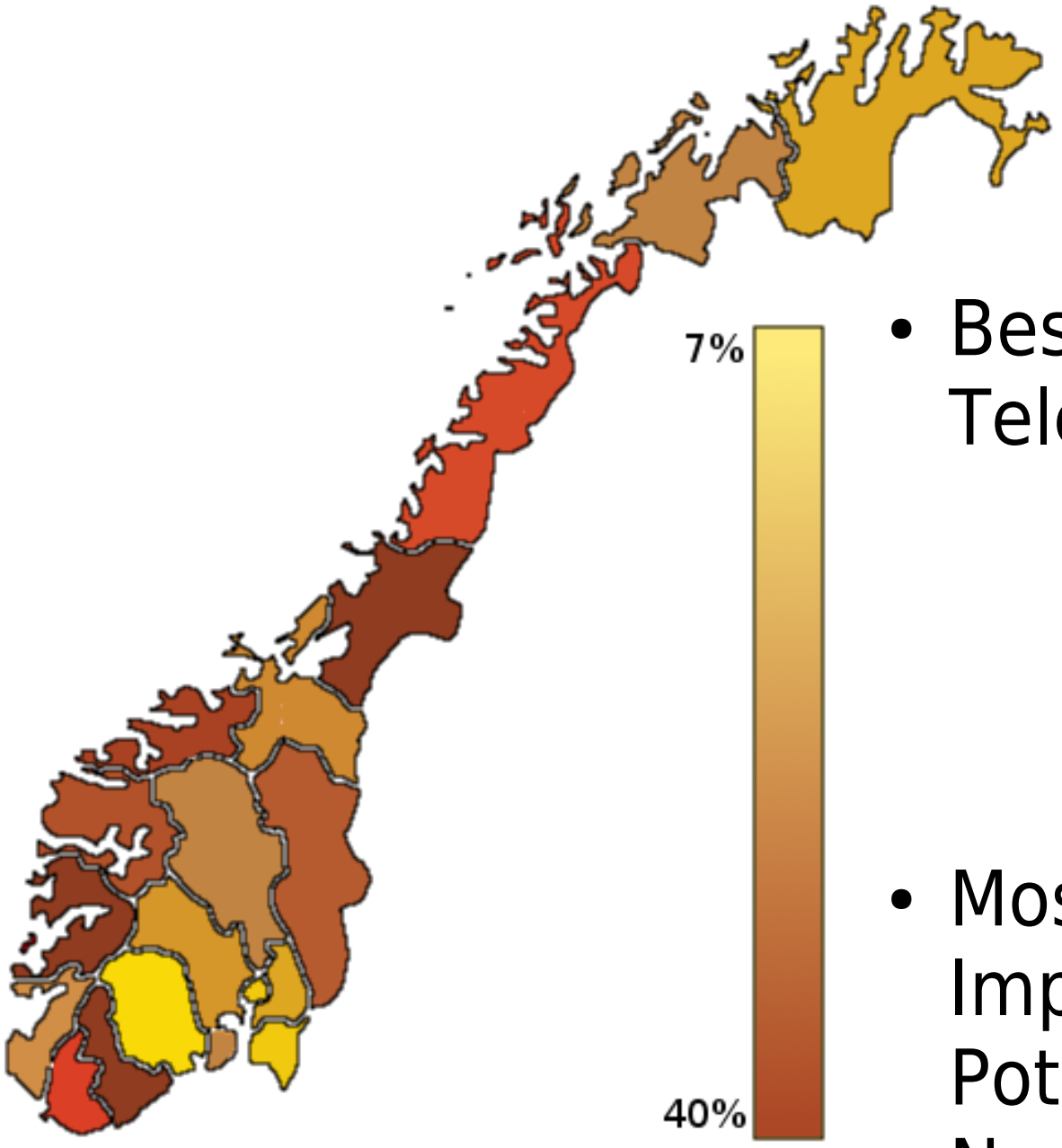
- Best Country: United Kingdom
- Most Improvement Potential: Bulgaria

Results from February 2008

Norway ranked as 11 of 24 countries

For comparison:

Sweeden ranked as number 2.



- Best County: Telemark
- Most Improvement Potential: Nord Trøndelag

Results from October 2008

Most Common Barriers (1)

- 82% had Invalid or deprecated (x)HTML or CSS.
  - (X)HTML and CSS is the web technology used.
  - Latest technology has built in accessibility.
- Why fix it?
  - Whenever non-latest web technology used, you are missing the accessibility features.

Most Common Barriers (2)

- 63% had Non-text content without text equivalent.
  - Images without alternative text.
- Why fix it?
  - Some people can not see the images.
  - When alternative texts are missing, the information is lost.

Most Common Barriers (3)

- 62% had Form elements without labels.
  - Such as search field not marked as search.
  - Many times we understand that we can search a site by the context around the search field.
    - Magnifying glass.
- Why fix it?
  - When someone can not understand that a field is for searching, the can not search the web site.

Most Common Barriers (4)

- 32% Links with the same title but different target.
  - Links as "read more".
  - Problem when links are presented out of context.
- Why fix it?
  - Assistive technology may presents a list of all links in a web site. When all links say "read more", the information is useless.

Most Common Barriers (5)

- 15% Mouse required
  - For example in menu items.
- Why fix it?
  - Some people have challenges using mouse or other steering deviced.

Conclusion

- eGovMon will measure: accessibility, transparency, efficiency and impact.
- Automated frequent and unbiased results.
- Still far from barrier free governments sites both in Norway and in Europe.