

PILLAR	CRITERIA	DEFINITION	TOOLS/TIPS	
Content = 25 points	1	Phone Contact	☞ Phone number that allows citizens to contact the respective government unit.	Refer MGPWA2012.pdf, pg. 7
	2	Address	☞ Address information that allows citizen to contact the respective government unit.	Refer MGPWA2012.pdf, pg. 7
	3	Email	☞ Email address that allows citizens to contact the respective government unit/department. ☞ This may include webmasters and the officers, who are in-charge of the government-related services.	Refer MGPWA2012.pdf, pg. 7
	4	Phrase of Laman Web/Portal Rasmi	☞ The phrase must be displayed on the government portals/websites.	Refer MGPWA2012.pdf, pg. 8
	5	Website Counter	☞ A tool to track the number of hits/visits of a portal/ website. ☞ Number of hits displayed will be taken into consideration.	Refer MGPWA2012.pdf, pg. 9
	6	Publications	☞ Publications are referred to information available via online or downloadable manner. ☞ Thus, offline publications are not considered here. ☞ If majority of publications/databases are not available/ non-accessible online or experiencing faulty link, then it should not be considered here. ☞ Publication is usually explicitly stated as "publication" or sometimes "information" in a website. ☞ If it is an abstract, then it is not considered as publication. ☞ Articles/news clipping are not considered as publication.	Refer MGPWA2012.pdf, pg.10
	7	Electronic Archive	☞ Archive of articles, news clipping, publications etc. ☞ Recommended archive starting from 1 year back.	Refer MGPWA2012.pdf, pg.11
	8	Broadcast	☞ Latest section of announcement is compulsory with the news and information on agency.	Refer MGPWA2012.pdf, pg.12
	9	Client's Charter	☞ Client charter is a requisite in the portal/website and must be made available for visitor's viewing. ☞ Must be measurable.	Refer MGPWA2012.pdf, pg.13
	10	About Us	☞ Basically it provides information on the respective government unit/ department. ☞ It could either be explicitly stated under "About Us" section or in the introduction page.	Refer MGPWA2012.pdf, pg.13
	11	Audio/Video	☞ Streaming/downloaded audio clips are clips with sound only and are meant to be recorded for listening purpose. ☞ Background sound is not an audio clip. ☞ Streaming/downloaded video clips are clips with sound and moving picture and are meant to be recorded for viewing purpose. ☞ Flash is not considered as a video clip. ☞ Flash in the cover page is not considered as a video clip. ☞ Both audio and video clip must be related to the agency.	Refer MGPWA2012.pdf, pg.14
	12	Mobile Web	☞ Mobile web initiative that can be accessed by visitors through mobile device. ☞ Announcement on the features must be displayed and make available in the portal/website.	☞ Refer MGPWA2012.pdf, pg.15 ☞ Refer TipsCriteria.pdf, pg. 17-18

PILLAR	CRITERIA	DEFINITION	TOOLS/TIPS	
Usability = 45 points	13	Homepage Length	<ul style="list-style-type: none"> ➤ Scrolling down of a portal/website must be 3 pages or less. ➤ Measurement is via Page Down button. ➤ Resolution: max 1200x800. 	Refer MGPWA2012.pdf, pg. 9
	14	Search Within Portals/Websites	<ul style="list-style-type: none"> ➤ A facility to seek general information of a portal/website by typing in the queries. ➤ The search function must be internal, that is within the agency portal/website. ➤ Example: Search box. 	Refer MGPWA2012.pdf, pg.16
	15	Feedback Auto-Notification	<ul style="list-style-type: none"> ➤ Notification will be prompted to visitors upon submission of feedback forms, comments or enquiries on the website. ➤ Reference number is encouraged to be included with the response for tracking purposes. ➤ Include the timeline of when agencies will come back to users. ➤ Example: Upon submission of comment/feedback, a pop-up window will be prompted. 	Refer MGPWA2012.pdf, pg.17
	16	Link to myGov	➤ Each agency must provide link to myGovernment portal.	Refer MGPWA2012.pdf, pg.18
	17	Link to MSC Malaysia	➤ Each agency must provide link to MSC Malaysia website.	Refer MGPWA2012.pdf, pg.18
	18	Support Link	➤ Includes "Help", troubleshooting and guidance to the visitors/users to use the portal/website (e.g. step-by-step instruction on how to download a file).	Refer MGPWA2012.pdf, pg.19
	19	Sitemap	➤ Text organized model of a website's content that allows user to navigate through the portal/website to find information they are looking for.	Refer MGPWA2012.pdf, pg.20
	20	No Broken Link	➤ The hyperlink on a particular portal/website that does not function, non-existence, e.g. URL has been changed, or the page has been moved.	<ul style="list-style-type: none"> ➤ Tools: Truwex, Xenu, Broken Link Checker. ➤ Refer MGPWA2012.pdf, pg.21
	21	Updating Activities	<ul style="list-style-type: none"> ➤ The updating of the following sections:- <ul style="list-style-type: none"> i. <i>Berita, aktiviti dan peristiwa terkini.</i> ii. <i>Pengumuman, makluman dan hebahan.</i> iii. <i>Keratan, kenyataan dan rencana akhbar.</i> iv. <i>Poster/Banner.</i> v. <i>Tawaran tender, sebutharga dan jawatan kosong.</i> vi. <i>Statistik: Pencapaian Piagam Pelanggan & Statistik Perkhidmatan Online</i> vii. <i>Maklumat Menteri, timbalan Menteri Ketua agensi.</i> 	Refer MGPWA2012.pdf, pg.39
	22	Website Personalization	<ul style="list-style-type: none"> ➤ Having sections catering to a specific audience in order to remove clutter. ➤ Provide links so that users can view type of information tailored to their needs; i.e. students, parents, teachers, and partners. ➤ A quick and easy way to direct citizens to the information or services they are seeking. 	Refer MGPWA2012.pdf, pg.22
23	Multi Language	<ul style="list-style-type: none"> ➤ Both Malay and English languages are encouraged to be included in the portal/website. ➤ Other language is an optional. ➤ English section is not allowed to be translated using an online translator but rather, to be manually translated. ➤ The whole content of a portal/website must be translated into the particular language, be it foreign or Malay language. Discrepancy between the content and its translation are also to be avoided. 	Refer MGPWA2012.pdf, pg.23	

PILLAR	CRITERIA	DEFINITION	TOOLS/TIPS	
Usability = 45 points	24	W3C Disability Accessibility	<ul style="list-style-type: none"> ➤ Portals/ websites comply to Level A of Web Content Accessibility Guidelines (WCAG) 2.0. ➤ Users with poor eyesight must have the ability to change the text size of a portal/ website according to his/her preferences. Refer to Resize Text of Level AA WCAG 2.0. ➤ Users who suffer colour-blindness must be provided with the ability to change text and background colour to be able to utilise the portal/website. Refer to Contrast Minimum of Level AA WCAG 2.0. ➤ All of the accessibilities are compulsory in each portal/website. 	<ul style="list-style-type: none"> ➤ <u>Tool</u>: Achecker ➤ Refer MGPWA2012.pdf, pg.24, 25 and 26 ➤ Refer TipsCriteria.pdf, pg. 2-11
	25	Look and Feel	<ul style="list-style-type: none"> ➤ Maintaining the same look and feel of every page on the portals/websites. ➤ Consistencies in header, footer and side panels. 	<ul style="list-style-type: none"> ➤ Refer MGPWA2012.pdf, pg.35 ➤ Refer TipsCriteria.pdf, pg. 14-15
Security = 5 points	26	Security and Privacy Policy	<ul style="list-style-type: none"> ➤ Privacy and Security statement must be displayed for visitor's viewing. ➤ Disclaimer and terms & conditions cannot be considered as privacy statement. 	Refer MGPWA2012.pdf, pg.27
	27	Single Sign-On	<ul style="list-style-type: none"> ➤ Mechanism of which a user that enter one username and password can access all or several online services provided in the portals/websites. ➤ To make known the availability of SSO feature on the portals/websites. 	<ul style="list-style-type: none"> ➤ Refer MGPWA2012.pdf, pg.34 ➤ Refer TipsCriteria.pdf, pg. 12-13
Participation = 10 points	28	Feedback/ Comment	<ul style="list-style-type: none"> ➤ Feedback/Comment is defined as opinions expressed by users with regards to the portal/website functionality, usage experienced or matters in regards to agency. ➤ Complaint cannot be considered as part of this criterion. 	Refer MGPWA2012.pdf, pg.28
	29	Feature Additional Technology/ Web 2.0	<ul style="list-style-type: none"> ➤ To provide forms of technology advancement. ➤ Web 2.0 applications can be opt by agencies. ➤ RSS Feed, SMS Services and Forum is considered part of this criterion. ➤ Mobile technology. 	Refer MGPWA2012.pdf, pg.29
Services = 15 points	30	FAQ	<ul style="list-style-type: none"> ➤ FAQ section should be created in order to answer citizen's enquiry/concern. ➤ It is advisable for a portal/website to provide contacts (e.g. email) for other questions that are not listed in the FAQ. 	Refer MGPWA2012.pdf, pg.30
	31	Feedback Response	<ul style="list-style-type: none"> ➤ Agency has to respond within 3 working days upon submission of feedback/comment by a visitor. 	Refer MGPWA2012.pdf, pg.31
	32	Number of Online Services	<ul style="list-style-type: none"> ➤ Online services are defined as services that can be fully transacted online without having to physically visit the government, unit/department, bank, post office, etc. ➤ Services must be provided within the portal/website domain. ➤ They may be Intranet or Internet services (G2B, G2C or G2G). ➤ Example: Room booking, online form submission, online tender/quotation submission, inquiry/checking on status of transaction, newsletter subscription etc. 	Refer MGPWA2012.pdf, pg.32
	33	Searchable Database	<ul style="list-style-type: none"> ➤ Searchable database would be counted only if they involve in accessing information that result in a specific government service response. ➤ Example: Staff directory is considered as a database if the contact information is available. 	Refer MGPWA2012.pdf, pg.33

PILLAR	CRITERIA	DEFINITION	TOOLS/TIPS	
Bonus for PORTAL = 10 points	34	Number of Online Services (Additional)	<ul style="list-style-type: none"> ➤ Online services must be either G2B, G2C or G2G only. 	Refer MGPWA2012.pdf, pg.36
	35	E-Payment	<ul style="list-style-type: none"> ➤ Online payment services e.g: FPX payment, Online Banking or Integrated e-payment. ➤ Centralized e-payment also contributes to this criterion. 	Refer MGPWA2012.pdf, pg.37
	36	Digital Certificate/ Trust Mark	<ul style="list-style-type: none"> ➤ Disclose digital certificates or trusted marks or seal on the portals/websites if the facility is available. 	<ul style="list-style-type: none"> ➤ Refer MGPWA2012.pdf, pg.38 ➤ Refer TipsCriteria.pdf, pg. 16
5-Star Strategic Achievers	37	Penetration Test	<ul style="list-style-type: none"> ➤ <i>Pencerobohan beretika dilakukan terhadap laman web/portal yang disasarkan bagi mengetahui tahap kekebalan sesuatu laman web.</i> 	Refer MGPWA2012.pdf, pg.41
	38	ICT Security Incidents	<ul style="list-style-type: none"> ➤ <i>Semua rekod keselamatan ICT (pencerobohan, penembusan dll) dalam tempoh yang ditetapkan yang telah dikesan atau dilapor bagi agensi/dan laman web/portal.</i> 	Refer MGPWA2012.pdf, pg.42
	39	Public Complaints	<ul style="list-style-type: none"> ➤ No complaints have been made by the public on the qualified portals/websites, either those lodged to Public Complaints Bureau (BPA), the newspaper or other media source. 	Refer MGPWA2012.pdf, pg.43
	40	English Language Review	<ul style="list-style-type: none"> ➤ Review on English section that will entail up to 3 pages of the qualified portals/websites. 	Refer MGPWA2012.pdf, pg.44