Introduction

Over the past years, Jordan eGovernment portal has improved drastically from different perspectives in terms of content, user engagement, look and feel, services and many more. The national portal is a turnkey solution based on latest IBM WebSphere Portal technology which can help (MoICT) in delivering a highly-personalized, social experience for Jordan eGovernment portal where users can have a single point of access to all governmental applications, services, information and social connections they need.

Business Needs

MoICT seeks to provide and activate "e-Participation" by working with government services recipients to identify and test ways of giving them more of a stake in the policy-shaping process, as well as getting their best possible satisfaction regarding public services and how they are introduced throughout the developed channels such as the internet, mobile devices…etc.

The portal of the Government of Jordan is able to satisfy the following principle requirements:

- Deliver highly personalized services to users and allowing a differentiated personalized experience for each user

- Enabling basic and advanced search capabilities for users to search based on keywords, titles, categories and other attributes

- Visualizing graphically the governmental processes in an Infographic manner

- Implementing the Open Data Platform (ODP) and making such data available and searchable

- Introducing Location Based Services (LBS) for users to search and find the interested governmental Points of Interest (POI) in a visual representation

- Alerting users to information or events that might be of relevance to them

- Enabling two-way communications with users through the adoption of Feedback, Polling, Surveying and Social Media tools

- Integrating with the social media communities and functions

- Applying the latest open standards

- Maintaining the viewing experience of the national portal regardless of viewing devices, whether on desktops, mobile or tablet devices (Responsive website)

- Enabling the portal with real-time analytics and optimized user experience (UX) tools

- Providing portal services with the best acceptable performance measures

System Features

- The design for the new portal is simple, intuitive and relying on a good understanding of the user needs and user experience (UX).

- Responsive design scheme that adapts to suite the type and size of all desktop, mobile and tablet viewing browsers

- The new portal is compatible with most five popular web browsers based on W3 references (www.w3.org)

- Compliance with relevant W3C international policies and standards

- Design and user interface should consider highlighting the Government services categorized by sector

- IBM Connections is utilized to apply collaboration functionalities in order to provide to the users with the ability to contribute and communicate with the government in a coordinated fashion, towards a common goal by adding social functionalities on the eGovernment Portal including:

  o Profiles

  o Communities

  o Discussion forums

  o Wikis

  o Blogs

  o Ideation Blogs

  o Activities

- Integrating with the official social media sites (Facebook, Twitter, LinkedIn, Google Plus, Instagram and YouTube) of the e-Government. Where information from such sites can be displayed on the portal pages.

- Enable sharing the content items in the portal on the social media sites, where the user can share and post a piece of content he/she likes on a preferred social media site like Facebook and Twitter, where that sharing for example will appear like a post from that person on his Facebook timeline, sharing it with his friends list.

- The social media functionalities and its integration includes the posts reach, the engagement levels of posts/shares, re-shares and the demographics of the government social media sites and channels users.

- Content rating and tagging functionalities in all applicable content on the portal, RSS feeds engine are enabled and added on the new portal to be able to send out specific feeds covering a certain service or related content for better distribution

- User surveying and polling by implementing and publishing surveys / polls on its portal towards achieving users' satisfaction

- Other features like Fusion Search Engine, Web Forms, Profiling and Personalization