ANNEXURE B: EVALUATIONS OF SAPS WEBSITE
BY EXPERT EVALUATORS
Annexure B: 1

Evaluation of SAPS website by Evaluator 1

Evaluator information

<table>
<thead>
<tr>
<th>Name</th>
<th>Amanda Blom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>29 April 2003</td>
</tr>
<tr>
<td>Screen Resolution</td>
<td>600 X 800</td>
</tr>
<tr>
<td>Browser</td>
<td>Internet Explorer</td>
</tr>
</tbody>
</table>

Table 25: Evaluation of content

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identification</td>
<td>The site clearly identified (especially the home page, but other pages as well)</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Clarity of purpose (mission, goals and objective)</td>
<td>The mission and purpose of the website clearly stated - e.g. to inform, make contact, get feedback and interaction, or to provide value-added services</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Home page</td>
<td>Immediately engages user in contents</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Home page quality</td>
<td>Home page uncluttered, informative, inviting, concise and easy-to-read</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Home page coverage</td>
<td>Scope of the site easy to identify from the home page</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Target audience and relevancy</td>
<td>Intended audience clearly specified. Content relevant to the target audience.</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Reason to return</td>
<td>Style, quality and freshness of content are sufficient reason to return to the website</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Website alignment</td>
<td>Content of website in line with its strategy/purpose</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>2. Content</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;About us&quot; page</td>
<td>An &quot;About us&quot; page provided, with correct information on (or links to) pages such as Introduction, Mission and Vision, Structure, Leadership, History</td>
<td>0</td>
<td>Difficult to find information (should be more prominent)</td>
</tr>
<tr>
<td>&quot;Where to find us&quot; page</td>
<td>Address given Physical location given Map given E-mail links given</td>
<td>0</td>
<td>Difficult to find information (should be more prominent)</td>
</tr>
<tr>
<td>Organisation structure</td>
<td>Organigram presented Leadership presented, with photographs</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Press releases/official news</td>
<td>Press releases furnished and up to date Speeches from main role-player provided</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Calendar of events</td>
<td>Furnished and updated</td>
<td>0</td>
<td>Difficult to find information</td>
</tr>
</tbody>
</table>
### Reports
- Annual report published on the site. Other high-profile reports published.

### Initiatives
- Detail provided on special projects, campaigns, launches and other initiatives.

### What's New section
- The site includes a 'What's New' section, or highlights recent changes.

### FAQs (Frequently Asked Questions) section
- FAQs comprehensive, and updated.

### Glossary
- Glossary for terms used on website. Glossary link on menu bar.

### FAQs (Frequently Asked Questions) section
- FAQs comprehensive, and updated.

### Glossary
- Glossary for terms used on website. Glossary link on menu bar.

#### 3. Credibility

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Feature Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content authority</td>
<td>Not featured</td>
</tr>
<tr>
<td>Authorship</td>
<td>1</td>
</tr>
<tr>
<td>Author</td>
<td>Not featured</td>
</tr>
<tr>
<td>Content style</td>
<td>2</td>
</tr>
<tr>
<td>References</td>
<td>1</td>
</tr>
<tr>
<td>Accuracy</td>
<td>2</td>
</tr>
<tr>
<td>Objectivity</td>
<td>1</td>
</tr>
<tr>
<td>Completeness</td>
<td>2</td>
</tr>
<tr>
<td>Breadth of coverage (comprehensiveness)</td>
<td>2</td>
</tr>
<tr>
<td>Depth of coverage</td>
<td>2</td>
</tr>
<tr>
<td>Timeliness of coverage</td>
<td>2</td>
</tr>
<tr>
<td>Verification</td>
<td>1</td>
</tr>
<tr>
<td>Content currency</td>
<td>2</td>
</tr>
<tr>
<td>Dates and updating</td>
<td>0</td>
</tr>
</tbody>
</table>

#### 4. Content quality

Evaluation by Amanda oct 2003

05-03-04
| Quality control                          | Evidence that information is checked and verified  
|                                         | Attention to detail  
|                                         | Absence of mistakes, inaccuracy and incongruities  | 1 |
| Quality of verbal expression            | Site measures up in terms of readability  
|                                         | Clarity of grammar and use of language  
|                                         | Articulation of complex concepts  
|                                         | Lack of typographical errors - spelling, punctuation, etc.  
|                                         | Absence of duplication and repetition  | 2 |
| Clear and concise wording               | Composition – an appropriate literary style adopted  
|                                         | Content constructed of simple, clear sentences (as against dense, complex writing)  
|                                         | Paragraphs short and to the point (as against long and convoluted)  
|                                         | Vocabulary appropriate for the perceived target audience  | 1 |
| 5. Legal issues                        | Terms of use Link provided to the terms/conditions of use statement, including copyright notice, privacy policy statement and disclaimers  | 2 |
|                                         | Copyright notice Copyright notice appears prominently for copyrighted material  
|                                         | Indicated if some material is in the "public domain"  | 2 |
|                                         | Disclaimer included, describing the limitations, purpose, scope, authority, and currency of the information  
|                                         | Sources of information disclosed (copyright issues)  
|                                         | Disclaimer clear and unambiguous  
|                                         | Disclaimer brought to the attention of the user  | 2 |
|                                         | Privacy statement Privacy statement included on the home page  
|                                         | Clearly stated what information is collected about individuals when they visit the website, how it is used and if it is disclosed  
|                                         | Clearly stated that confidentiality is ensured  | 0 |
|                                         | Content suitability Content non-offensive and non-discriminatory  | 2 |

Table 26: Evaluation of site architecture

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Website structure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>User-centric structure</td>
<td>The site's content is structured to allow information to flow according to the usage pattern of the average/typical user</td>
<td>0</td>
<td>Can be improved</td>
</tr>
</tbody>
</table>

Evaluation by Amanda oct 2003
<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning clear</td>
<td>The information is categorised to allow users to logically move through the site with ease, track their progress and determine their location within the site on any web page.</td>
<td>1</td>
</tr>
<tr>
<td>Intuitive structure</td>
<td>User does need to have an understanding of the internal structure of government or individual agencies in order to find information or services.</td>
<td>1</td>
</tr>
<tr>
<td>User-centric layout</td>
<td>Site designed to follow the user's thought process. Site is simple, internally consistent, and easy to use, neat with an appealing look and feel.</td>
<td>1</td>
</tr>
<tr>
<td>Balanced design</td>
<td>Website “range” not too wide, and information not hidden too deeply, forcing user to hunt for it.</td>
<td>1</td>
</tr>
<tr>
<td>Site organisation</td>
<td>Site organised in logical fashion. Headings and subheadings clear. Easy to understand how information is organised on the site.</td>
<td>2</td>
</tr>
</tbody>
</table>

2. Navigation

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consistent link structure</td>
<td>Links to the home page, high-level site categories, and search facility provided on every page.</td>
<td>2</td>
</tr>
<tr>
<td>Commonly used web navigation labels</td>
<td>Consistency with commonly used web navigation labels (such as Home, About Us, What's New, Media Releases, Publications, Search, Contact Us, Useful Links, Site Map, Feedback and Help)</td>
<td>1</td>
</tr>
<tr>
<td>Easy to navigate</td>
<td>User can easily find way backward and forwards. Structure is apparent and logical. Navigation functions consistent across all pages. Possible to move about without returning to home page. Navigation is intuitive and consistent.</td>
<td>1</td>
</tr>
<tr>
<td>Easy to find</td>
<td>Website clearly identified. Available on search engines.</td>
<td>1</td>
</tr>
<tr>
<td>Image maps</td>
<td>Where image maps are used, they are clear as to where they lead, (or a text description is included to assist). Hotspots (sections containing links) on image maps clearly defined. Text links provided in tandem with image links (to facilitate viewers who turn off image displays or use browsers that cannot display images)</td>
<td>1</td>
</tr>
<tr>
<td>Site map</td>
<td>Map provides a hierarchical structure of all the main pages on the website.</td>
<td>0</td>
</tr>
<tr>
<td>Index</td>
<td>Index or table of contents guides user (an “A to Z index”).</td>
<td>0</td>
</tr>
<tr>
<td>Flow</td>
<td>Pages must follow on logically - pages should begin with clear transition.</td>
<td>1</td>
</tr>
<tr>
<td>Background</td>
<td>Background image, where present, does not overwhelm the page, does not affect site's readability. Background and text work well together.</td>
<td>2</td>
</tr>
<tr>
<td>Indication of page position</td>
<td>Site structure is such that it is always clear where the user is within the site</td>
<td>1</td>
</tr>
<tr>
<td>Navigation aids and scrolling</td>
<td>Where pages are long, there are adequate navigation aids within the page leading to the top end of document, for easier reading. Internal page links avoid excessive scrolling and bring user directly to a particular location within the page.</td>
<td>1</td>
</tr>
<tr>
<td>3. Links and menus</td>
<td>Adequate internal links provided to navigate the website. Links checked regularly and point to pages still in use</td>
<td>1</td>
</tr>
<tr>
<td>Links (internal)</td>
<td>Hyperlinks provided to other relevant resources. External links well selected and maintained. Links checked regularly and point to pages still in use. Expired or dead links (web page) not found</td>
<td>2</td>
</tr>
<tr>
<td>Links (external)</td>
<td>Links descriptive enough to clearly indicate where and to what they lead. External links clearly indicate user is leaving the site</td>
<td>1</td>
</tr>
<tr>
<td>Link description</td>
<td>Site implements link colour changes (on hover, activated)</td>
<td>2</td>
</tr>
<tr>
<td>Link colour</td>
<td>Links back to the 'home' page from each sub-page</td>
<td>2</td>
</tr>
<tr>
<td>Links back ‘home’</td>
<td>Top menu bar provides links to frequently used pages/functions</td>
<td>0</td>
</tr>
<tr>
<td>Top menu bar</td>
<td>Menu bar consistent throughout the site</td>
<td>0</td>
</tr>
<tr>
<td>Menu bar</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 27: Evaluation of site architecture

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information architecture (structure)</td>
<td>Coherent presentation of information</td>
<td>1</td>
<td>Can improve</td>
</tr>
<tr>
<td>Information construct clarity</td>
<td>Information chunked in digestible blocks Short pages provided</td>
<td>1</td>
<td>Can improve</td>
</tr>
<tr>
<td>Coherent presentation of information</td>
<td>Packaging of information effective - not too long or too short</td>
<td>1</td>
<td>Some info “buried to deep”</td>
</tr>
<tr>
<td>Effective categorization</td>
<td>Hierarchical groups or categories allow users to find the information in multiple ways</td>
<td>0</td>
<td>N/A</td>
</tr>
<tr>
<td>Use of menus for finding information</td>
<td>Menus provide an overview of the basic elements of the site</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
Menus provide effective grouping | Menus show approximate breadth and depth of the site by indicating how many subsets exist under each grouping | 0 | This is necessary on a big site like this

Organisation (clear headings, subheadings) | Site's information organisation clearly marked. Headings and subheadings clear and they make sense. Easy to understand how information is organised on the site | 1 | Can improve

Information access | Content rating systems, usability, search facility, site map, steps to destination, readability, effectiveness of image maps | 1 | Can improve

Uncluttered/easily scanned | Pages not dense with links and content, and with plenty of "white space". Presentation organised to facilitate scanning the page – not necessary to read all the content to discern content of interest | 1 | Can, and must, improve

Attention to detail | Absence of dead ends and outdated pages | 0 | Found some dead links

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**Table 28: Evaluation of site technology**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Features and facilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search facility</td>
<td>Site has internal search facility. Instructions and tips for searching Search facility accessible from every page Advanced search function available</td>
<td>0</td>
<td>Non existing</td>
</tr>
<tr>
<td>Forms</td>
<td>Easy to understand and complete Privacy and security guidelines followed Alternative to forms provided</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Downloads</td>
<td>Detailed information provided about downloadable material Alternative formats provided All material tested and confirmed as virus free</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Browser support</td>
<td>All pages display on various browsers and platforms Lack of script errors All pages error-free in the most widely used web browsers All pages print properly</td>
<td>1</td>
<td>Can improve</td>
</tr>
<tr>
<td>Attention to detail</td>
<td>Absence of process failures and code crash</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>2. Multimedia</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Innovative use of technology</td>
<td>Innovative use made of multimedia – e.g. audio and video broadcast and streaming media</td>
<td>0</td>
<td>None – but must be used carefully</td>
</tr>
</tbody>
</table>

Evaluation by Amanda Oct 2003 05-03-04
<table>
<thead>
<tr>
<th>Interactivity</th>
<th>Useful and relevant links at appropriate places Adequate number of links - not too many or too few Effective use made of e-mail lists, newsletters, newsgroups, chat, bulletin boards Other value-added services provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singularity of purpose</td>
<td>Absence of unrequested intrusions (e.g. pop ups), no “attention clash”</td>
</tr>
<tr>
<td>Responsiveness and connectivity</td>
<td>Speed of connection, response time, download time satisfactory</td>
</tr>
</tbody>
</table>

### 3. World Wide Web factors

<table>
<thead>
<tr>
<th>URL</th>
<th>URL clarity – rate the domain distinctiveness, memorability, competitive positioning, and address permanence Site clearly identified – police service, country URL gives a clear indication of police service Each page has a unique URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web site management</td>
<td>Evidence of effective maintenance and management process</td>
</tr>
</tbody>
</table>

**Table 29: Evaluation of website style**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. General style</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General impression in keeping with purpose</td>
<td>Site projects an appropriate stylish, image Home page designed attractively and entices user to further exploration</td>
<td>1</td>
<td>Can improve</td>
</tr>
<tr>
<td>Overall visual appeal</td>
<td>Consistent visual identity established</td>
<td>1</td>
<td>Can improve – currently inconsistent</td>
</tr>
<tr>
<td>Visual aspects functionality</td>
<td>Visual aspects add to website pages without distracting the user</td>
<td>1</td>
<td>Same as above</td>
</tr>
<tr>
<td>Overall presentation</td>
<td>Site interesting and appealing at first impression</td>
<td>1</td>
<td>Same as above</td>
</tr>
<tr>
<td>Ease of reading</td>
<td>Complex components simplified, e.g. the use of synopses and summaries</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Readability</td>
<td>Readable fonts throughout Optimum paragraph and sentence length Text not too big or small Not too much bold, italics, capitals Not too many font types</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

**2. Specific elements**

| Relevancy of graphic images | Appropriate use of images (not just ‘eye-candy’) Use of thumbnail images to speed page download and give viewer choice as to whether or not to download full-size image Images have captions or identified in text | 2 | |

Evaluation by Amanda oct 2003
Use of graphics
(style) | Quality of the graphical images good
Graphics prove functional and contribute to
usability
Images enhance the resource and do not
distract from the content | 2 |

Legibility | Addresses user’s ability to recognise words
on the web pages. Contrast between text and
background sufficient. Font size not too small
for continuous reading. Limited number of
practical type styles and typefaces used | 1 Can improve |

Writing style | Content written in a style appropriate for the
World Wide Web
Acronyms, jargon, and complex words
avoided
Content clear and simple
Content free of material that could be
generally considered offensive
Succinct, easily "scannable", plain English
used
Correct spelling and punctuation used | 2 Can improve |

Consistent use of
fonts | Standard fonts used throughout the website
Font type and size clear and easy to read | 2 |

Consistent colour
scheme | Consistent look and feel throughout the web
site | 1 Can, and must, definitely improve |

Ease of use | Perceptual clarity, focus of attention, visibility
of functions | 1 Can improve |

Titles | Title of the site and the pages descriptive of
the content | 2 |

Usability testing | Usability testing undertaken, and the results
published online | N/A |

User matching | Website appear sensitive to the needs of
different user types | 1 |

Table 30: Evaluation of service delivery

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Police-specific content</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Target audience identification | Objectives concerning target audience stated
Target audience clear
Website contains definition of target audience | 1 |
| Content relevancy | Content and language relevant to all on-line
segmented users | 1 |
| Police Service strategy | Strategy available online | 2 |
| Vision and mission of police service | Vision and mission available online | 1 Information “too deep” |
| Organisation structure | An organigram presented (where applicable)
Leadership presented (with photographs) | 2 |
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police Service Acts</td>
<td>Relevant acts and ordinances published</td>
<td>2</td>
</tr>
<tr>
<td>Policy documents</td>
<td>Policies and white papers published</td>
<td>2</td>
</tr>
<tr>
<td>Police Service documents</td>
<td>Relevant publications, documents, procedures, etc. published</td>
<td>2</td>
</tr>
<tr>
<td>Statistics and crime statistics</td>
<td>Latest crime figures provided</td>
<td>1</td>
</tr>
<tr>
<td>Successes reported</td>
<td>Updated information on police service successes</td>
<td>1</td>
</tr>
<tr>
<td>Community participation</td>
<td>Details of projects involving community published</td>
<td>1</td>
</tr>
<tr>
<td>Customisation</td>
<td>Possible to uniquely define topics of interest</td>
<td>N/A</td>
</tr>
<tr>
<td>Emergency service</td>
<td>Emergency contact numbers furnished</td>
<td>1</td>
</tr>
<tr>
<td>Special attention to topical issues</td>
<td>News and advice provided on topical issues, e.g. Nigerian scams</td>
<td>2</td>
</tr>
<tr>
<td>Attention to high-profile crime</td>
<td>Checklists and tip sheets provided for high-profile crime that affects all citizens, e.g. hijacking of cars, housebreaking</td>
<td>2</td>
</tr>
<tr>
<td>Other services</td>
<td>Value-added services, hints and advice, e.g. safety precautions, crime prevention</td>
<td>1</td>
</tr>
<tr>
<td>2. Contacting the police</td>
<td>The “contact us” section is not prominent enough</td>
<td></td>
</tr>
<tr>
<td>Reporting crime (emergencies)</td>
<td>Basic directions and numbers for reporting crime in emergency situations easy to locate. Clear that there will be a response</td>
<td>1</td>
</tr>
<tr>
<td>Reporting crime (non-emergencies)</td>
<td>Basic directions and numbers for reporting crime in non-emergency situations easy to locate</td>
<td>1</td>
</tr>
<tr>
<td>Reporting crime by e-mail</td>
<td>Users enabled to report crime by e-mail</td>
<td>1</td>
</tr>
<tr>
<td>Contacting the police for reasons other than reporting crime</td>
<td>This includes general enquiries, data protection, firearms and shotguns, help for crime victims and website feedback</td>
<td>1</td>
</tr>
<tr>
<td>Single point of contact (simple enquiries)</td>
<td>Electronic mail contact info: A single e-mail address (contact person) provided for service enquiries</td>
<td>1</td>
</tr>
<tr>
<td>Contact information for head office</td>
<td>Head office contact information (address, phone, e-mail, person to contact, etc) easy to find</td>
<td>1</td>
</tr>
<tr>
<td>Contact information for head office</td>
<td>Multiple methods of contact (phone, fax, e-mail) Multiple routes of contact that facilitate different objectives</td>
<td>1</td>
</tr>
<tr>
<td>Contact information for head office</td>
<td>Search function available within the contact information that helps steer user to the right information</td>
<td>1</td>
</tr>
</tbody>
</table>

Evaluation by Amanda oct 2003
| Contact info for local offices | Local office addresses, phone, e-mail easy to find Site lists physical business locations Locations can be searched by geographical area Hours of operation provided | 1 |
| Response to enquiries | Indication that a person will respond to every piece of electronic correspondence, route it to another person as necessary and follow up to ensure that service has been delivered | 1 |
| Languages supported | Citizen receive service in the language of his/her choice | 2 | Is this really necessary? |

Table 31: Evaluation of e-government service delivery

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-service</td>
<td>Provision for self-service, online access to resources, etc</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Portals</td>
<td>Portals employed for enhancing access</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>&quot;Life events&quot; approach</td>
<td>Site structured around the user's life events and activities (rather than the police service's internal organisation structure)</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Digital democracy</td>
<td>Discussion forums, public opinions, online forms available that enhance the concepts of digital democracy available</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td>Links provided to the main government / departmental websites</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Appropriate security</td>
<td>Sufficient level of security provides for e-government services. Appropriate authentication mechanisms (e.g. certificates) must be used to support self-service</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Database integration</td>
<td>Proper database integration in place to support self-service functionality</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Customer service and respect</td>
<td>Evidence of customer service management, e.g. effective management of requests and complaints from customers (evaluate the ease of contact and responsiveness)</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Matches user sophistication level</td>
<td>Website matches the likely technological savvy of the user A site targeted to average users should not require plug-ins to use key feature The site appears sensitive to different user types such as average vs. power users The site differentiate its services between remote access vs. office users</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Personalisation: The ability to create &quot;my site&quot;</td>
<td>Site is customisable. Possible to uniquely define topics of interest and how they are presented</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Evaluation by Amanda oct 2003 05-03-04 10
<table>
<thead>
<tr>
<th>2. Interactive features</th>
<th>Dependable on aim of web site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interactivity</td>
<td>Site offers users information customised to specific needs Users can submit content to website</td>
</tr>
<tr>
<td>Newsletter</td>
<td>Users can subscribe to an on-line newsletter or e-mail newsfeed</td>
</tr>
<tr>
<td>E-mail links</td>
<td>Adequate e-mail links provided for all online services provided</td>
</tr>
<tr>
<td>Feedback</td>
<td>Comment, feedback and input encouraged Incentives for feedback given</td>
</tr>
<tr>
<td>Vacancies</td>
<td>Information on vacant positions and joining the police</td>
</tr>
<tr>
<td>Emergency situations</td>
<td>Sufficient advice provided to handle emergency situations</td>
</tr>
<tr>
<td>Initiatives</td>
<td>Information provided on-line on the police service's campaigns and initiatives</td>
</tr>
<tr>
<td>Surveys on user needs (results available online)</td>
<td>Questions on navigation, purpose of visits, site aesthetics, and type of people who visit the sites</td>
</tr>
<tr>
<td>Promotion of police service objectives</td>
<td>Website effectively promotes understanding of the police service</td>
</tr>
<tr>
<td>Ensured reaction</td>
<td>This is one phase higher than just offering an electronic brochure on the WWW</td>
</tr>
<tr>
<td>Contact information</td>
<td>Contact information (e.g. e-mail) for the webmaster given</td>
</tr>
<tr>
<td>User support</td>
<td>Level of user support on the site - help documentation, e-mail help, and fax-back service adequate Interactive feature sufficiently explained</td>
</tr>
</tbody>
</table>

Evaluation by Amanda oct 2003 05-03-04
# Annexure B: 2

## Evaluation of SAPS website by Evaluator 2

### Evaluator information

<table>
<thead>
<tr>
<th>Name</th>
<th>Danie de Beer Dreamsphere Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>03/04/2003</td>
</tr>
<tr>
<td>Screen Resolution</td>
<td>1024 x 786</td>
</tr>
<tr>
<td>Browser</td>
<td>Internet Explorer</td>
</tr>
<tr>
<td>Internet connection</td>
<td>48 k line</td>
</tr>
</tbody>
</table>

### Table 25: Evaluation of content

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identification</td>
<td>The site clearly identified (especially the home page, but other pages as well)</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Clarity of purpose (mission, goals and objective)</td>
<td>The mission and purpose of the website clearly stated - e.g. to inform, make contact, get feedback and interaction, or to provide value-added services</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Home page</td>
<td>Immediately engages user in contents</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Home page quality</td>
<td>Home page uncluttered, informative, inviting, concise and easy-to-read</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Home page coverage</td>
<td>Scope of the site easy to identify from the home page</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Target audience and relevancy</td>
<td>Intended audience clearly specified Content relevant to the target audience</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Reason to return</td>
<td>Style, quality and freshness of content are sufficient reason to return to the website.</td>
<td>0</td>
<td>Content outdated and old</td>
</tr>
<tr>
<td>Website alignment</td>
<td>Content of website in line with its strategy/purpose</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2. Content</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;About us&quot; page</td>
<td>An &quot;About us&quot; page provided, with correct information on (or links to) pages such as Introduction, Mission and Vision, Structure, Leadership, History</td>
<td>0</td>
<td>Nothing from front page</td>
</tr>
<tr>
<td>&quot;Where to find us&quot; page</td>
<td>Address given Physical location given Map given E-mail links given</td>
<td>0</td>
<td>Only e-mail address for web info</td>
</tr>
<tr>
<td>Organisation structure</td>
<td>Organigram presented Leadership presented, with photographs</td>
<td>2</td>
<td>Can be structured in better way</td>
</tr>
<tr>
<td>Press releases/official news</td>
<td>Press releases furnished and up to date Speeches from main role-player provided</td>
<td>3</td>
<td>Too static</td>
</tr>
<tr>
<td>Calendar of events</td>
<td>Furnished and updated</td>
<td>0</td>
<td>None</td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
<td>Score</td>
<td>Notes</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------</td>
<td>--------------------------------------------</td>
</tr>
<tr>
<td>Reports</td>
<td>Annual report published on the site</td>
<td>2</td>
<td>Not up to date</td>
</tr>
<tr>
<td></td>
<td>Other high-profile reports published</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Initiatives</td>
<td>Detail provided on special projects, campaigns, launches and other initiatives</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>'What's New' section</td>
<td>The site includes a 'What's New' section, or highlights recent changes</td>
<td>0</td>
<td>Overdone on menu items</td>
</tr>
<tr>
<td>FAQs (Frequently Asked Questions) section</td>
<td>FAQs comprehensive, and updated</td>
<td>1</td>
<td>Shortage of info</td>
</tr>
<tr>
<td>Glossary</td>
<td>Glossary for terms used on website. Glossary link on menu bar</td>
<td>0</td>
<td>None</td>
</tr>
<tr>
<td>3. Credibility</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content authority</td>
<td>Content has an authority listed (i.e. user knows whom to contact about content issues)</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Authorship</td>
<td>Links to authors of content and website team</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Author</td>
<td>Clear who is authoring the page. Author can be contacted for clarification</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Content style</td>
<td>Source of the content credible (does not read like a brochure – with no way of verifying content)</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>References</td>
<td>Bibliographies or references given</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Accuracy</td>
<td>Material supported by evidence. Information is reliable. Free from factual errors</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Objectivity</td>
<td>Site content balanced and does not indicate a level of bias</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Completeness</td>
<td>Adequate coverage of the subject with no obvious omissions</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Breadth of coverage (comprehensiveness)</td>
<td>All aspects of the intended subject covered</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Depth of coverage</td>
<td>Site goes to the level of detail as per the mission and purpose; user gets entire idea</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Timeliness of coverage</td>
<td>Fresh content provided. Reflects the changing information needs of an e-enabled user</td>
<td>1</td>
<td>New information occasionally</td>
</tr>
<tr>
<td>Verification</td>
<td>References to other sources (print and Internet sources)</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Where information is derived from a print version, it is clear which edition derived from</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content currency</td>
<td>The date the article was written/site created given</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Indicated when article/site was last updated or revised</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Indicated how often the information/site is revised or updated</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dates and updating</td>
<td>Date/update on the home page, every page</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Date format consistent throughout the site</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Indicated how frequently the site content is updated</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Content quality</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Quality control | Evidence that information is checked and verified 
Attention to detail 
Absence of mistakes, inaccuracy and incongruities | 1
---|---
Quality of verbal expression | Site measures up in terms of readability 
Clarity of grammar and use of language 
Articulation of complex concepts 
Lack of typographical errors - spelling, punctuation, etc. 
Absence of duplication and repetition | 2
Clear and concise wording | Composition – an appropriate literary style adopted 
Content constructed of simple, clear sentences (as against dense, complex writing) 
Paragraphs short and to the point (as against long and convoluted) 
Vocabulary appropriate for the perceived target audience | 1
---|---
5. Legal issues | --- | ---
Terms of use | Link provided to the terms/conditions of use statement, including copyright notice, privacy policy statement and disclaimers | 1
Copyright notice | Copyright notice appears prominently for copyrighted material 
Indicated if some material is in the “public domain” | 1
Disclaimer | Disclaimer included, describing the limitations, purpose, scope, authority, and currency of the information 
Sources of information disclosed (copyright issues) 
Disclaimer clear and unambiguous 
Disclaimer brought to the attention of the user | 2
Privacy statement | Privacy statement included on the home page 
Clearly stated what information is collected about individuals when they visit the website, how it is used and if it is disclosed 
Clearly stated that confidentiality is ensured | 0
Content suitability | Content non-offensive and non-discriminatory | 2
---|---
Table 26: Evaluation of site architecture

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Website structure</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>User-centric structure</td>
<td>The site's content is structured to allow information to flow according to the usage pattern of the average/typical user</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Positioning clear</td>
<td>The information is categorised to allow users to logically move through the site with ease, track their progress and determine their location within the site on any web page</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Intuitive structure</td>
<td>User does need to have an understanding of the internal structure of government or individual agencies in order to find information or services</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>Balanced design</td>
<td>Website “range” not too wide, and information not hidden too deeply, forcing user to hunt for it</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Site organisation</td>
<td>Site organised in logical fashion. Headings and subheadings clear. Easy to understand how information is organised on the site</td>
<td>0-1</td>
<td></td>
</tr>
</tbody>
</table>

### 2. Navigation

<table>
<thead>
<tr>
<th>Consistent link structure</th>
<th>Links to the home page, high-level site categories, and search facility provided on every page</th>
<th>0-1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commonly used web navigation labels</td>
<td>Consistency with commonly used web navigation labels (such as Home, About Us, What’s New, Media Releases, Publications, Search, Contact Us, Useful Links, Site Map, Feedback and Help)</td>
<td>1</td>
</tr>
<tr>
<td>Easy to navigate</td>
<td>User can easily find way backward and forwards. Structure is apparent and logical. Navigation functions consistent across all pages. Possible to move about without returning to home page. Navigation intuitive and consistent</td>
<td>0</td>
</tr>
<tr>
<td>Easy to find</td>
<td>Website clearly identified. Available on search engines</td>
<td>2</td>
</tr>
<tr>
<td>Image maps</td>
<td>Where image maps are used, they are clear as to where they lead, (or a text description is included to assist) The hotspots (sections containing links) on image maps clearly defined Text links provided in tandem with image links (to facilitate viewers who turn off image displays or use browsers that cannot display images)</td>
<td>0</td>
</tr>
<tr>
<td>Site map</td>
<td>Map provides a hierarchical structure of all the main pages on the website</td>
<td>0</td>
</tr>
<tr>
<td>Index</td>
<td>Index or table of contents guides user (“A to Z index”)</td>
<td>0</td>
</tr>
<tr>
<td>Flow</td>
<td>Pages must follow on logically - pages should begin with clear transition</td>
<td>1</td>
</tr>
<tr>
<td>Background</td>
<td>Background image, where present, does not overwhelm the page - does not affect site’s readability Background and text work well together</td>
<td>0</td>
</tr>
<tr>
<td>Indication of page position</td>
<td>Site structure is such that it is always clear where the user is within the site</td>
<td>0</td>
</tr>
</tbody>
</table>
Navigation aids and scrolling

Where pages are long, there are adequate navigation aids within the page leading to the top end of document, for easier reading. Internal page links avoid excessive scrolling and bring user directly to a particular location within page

3. Links and menus

<table>
<thead>
<tr>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Links (internal) Adequate internal links provided to navigate the website</td>
<td>1</td>
<td>Using frames should minimize this shortage</td>
</tr>
<tr>
<td>Links checked regularly and point to pages still in use</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Links (external) Hyperlinks provided to other relevant resources</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>External links well selected and maintained</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Links checked regularly and point to pages still in use</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expired or dead links (web page) not found</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link description Links descriptive enough to clearly indicate where and to</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>what they lead. External links clearly indicate user is leaving the site</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link colour Site implements link colour changes (on hover, activated)</td>
<td>1</td>
<td>Not consistent</td>
</tr>
<tr>
<td>Links back ‘home’ Links back to the ‘home’ page from each sub-page</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Top menu bar Top menu bar provides links to frequently used pages/functions</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Menu bar Menu bar consistent throughout the site</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Table 27: Evaluation of site architecture (information structure)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information architecture (structure)</td>
<td>Coherent presentation of information</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Information construct clarity</td>
<td>Information chunked in digestible blocks</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Short pages provided</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coherent presentation of information</td>
<td>Packaging of information effective - not too long or too short</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Effective categorization</td>
<td>Hierarchical groups or categories allow users to find information in multiple ways</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Use of menus for finding information</td>
<td>Menus provide an overview of the basic elements of the site</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Menus provide effective grouping</td>
<td>Menus show the approximate breadth and depth of site by indicating how many subsets exist under each grouping</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>
### Table 28: Evaluation of site technology

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Features and facilities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search facility</td>
<td>Site has internal search facility. Instructions and tips for searching</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Search facility accessible from every page</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advanced search function available</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forms</td>
<td>Easy to understand and complete</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Privacy and security guidelines followed</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Alternative to forms provided</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downloads</td>
<td>Detailed information provided about downloadable material</td>
<td>0–1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Alternative formats provided</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All material tested and confirmed as virus free</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Browser support</td>
<td>All pages display on various browsers and platforms</td>
<td>0</td>
<td>Specify on which browser and resolution (best viewed by ...)</td>
</tr>
<tr>
<td></td>
<td>Lack of script errors</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All pages error-free in the most widely used web browsers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>All pages print properly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resolution-independence</td>
<td>Screen resolution-independent design adopted? Page must display correctly in 640, 600x800, 1024 or higher resolution</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Attention to detail</td>
<td>Absence of process failures and code crash</td>
<td>0</td>
<td>No relevant – No coding</td>
</tr>
<tr>
<td><strong>2. Multimedia</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Innovative use of technology</td>
<td>Innovative use made of multimedia – e.g., audio and video broadcast and streaming media</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>
Interactivity | Site has useful and relevant links at appropriate places Adequate number of links - not too many or too few Effective use made of e-mail lists, newsletters, newsgroups, chat, bulletin boards Other value-added services provided | 0 |

Singularity of purpose | Absence of unrequested intrusions (e.g. pop ups), no “attention clash” | 1-2 |

Responsiveness and connectivity | Speed of connection, response time, download time satisfactory | 1 |

3. World Wide Web factors

URL | URL clarity – rate the domain distinctiveness, memorability, competitive positioning, and address permanence Site clearly identified – police service, country URL gives a clear indication of police service Each page has a unique URL | 0 | 'SAPS' is distinct – but SAPS isn't an 'org' should be 'gov' |

Website management | Evidence of effective maintenance and management process | 1 - 3 |

**Table 29: Evaluation of website style**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General style</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General impression in keeping with purpose</td>
<td>Site projects an appropriate stylish, image Home page designed attractively and entices user to further exploration.</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Overall visual appeal</td>
<td>Consistent visual identity established</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Visual aspects functionality</td>
<td>Visual aspects add to website pages without distracting the user</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Overall presentation</td>
<td>Site interesting and appealing at first impression</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Ease of reading</td>
<td>Complex components simplified, e.g. the use of synopses and summaries</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Readability</td>
<td>Readable fonts throughout Optimum paragraph and sentence length Text not too big or small Not too much bold, italics, capitals Not too many font types</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>2. Specific elements</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relevancy of graphic images</td>
<td>Appropriate use of images (not just 'eye-candy') Use of thumbnail images to speed page download and give viewer choice as to whether or not to download full-size image Images have captions or identified in text</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Topic</td>
<td>Description</td>
<td>Rating</td>
<td>Notes</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------</td>
<td>-------------</td>
</tr>
<tr>
<td><strong>Use of graphics (style)</strong></td>
<td>Quality of the graphical images good. Graphics prove functional and contribute to usability. Images enhance the resource and do not distract from the content.</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td><strong>Legibility</strong></td>
<td>Addresses the user's ability to recognise words on the web pages. Contrast between text and background sufficient. Font size not too small for continuous reading. Limited number of practical type styles and typefaces.</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Writing style</strong></td>
<td>Content written in a style appropriate for the World Wide Web. Acronyms, jargon, and complex words avoided. Content clear and simple. Content free of material that could be generally considered offensive. Succinct, easily &quot;scannable&quot;, plain English used. Correct spelling and punctuation used.</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Consistent use of fonts</strong></td>
<td>Standard fonts used throughout the website. Font type and size clear and easy to read.</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>Consistent colour scheme</strong></td>
<td>Consistent look and feel throughout the website.</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td><strong>Ease of use</strong></td>
<td>Perceptual clarity, focus of attention, visibility of functions.</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td><strong>Titles</strong></td>
<td>Title of the site and the pages descriptive of the content.</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>Usability testing</strong></td>
<td>Usability testing undertaken, and the results published online.</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td><strong>User matching</strong></td>
<td>Website appear sensitive to the needs of different user types.</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Table 30: Evaluation of service delivery

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Police-specific content</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target audience identification</td>
<td>Objectives concerning target audience stated. Target audience clear. Website contains definition of target audience.</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Content relevancy</td>
<td>Content and language relevant to all on-line segmented clients.</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Police Service strategy</td>
<td>Strategy available online.</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Vision and mission of police service</td>
<td>Vision and mission available online.</td>
<td>0</td>
<td>Cannot find it</td>
</tr>
<tr>
<td>Organisation structure</td>
<td>An organigram presented (where applicable). Leadership presented (with photographs).</td>
<td>1</td>
<td>Not complete</td>
</tr>
<tr>
<td>Section</td>
<td>Description</td>
<td>Mark</td>
<td>Notes</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>------</td>
<td>--------------------------------------------</td>
</tr>
<tr>
<td>Police Service Acts</td>
<td>Relevant acts and ordinances published</td>
<td>0</td>
<td>Not complete</td>
</tr>
<tr>
<td>Policy documents</td>
<td>Policies and white papers published</td>
<td>0</td>
<td>Not complete</td>
</tr>
<tr>
<td>Police Service documents</td>
<td>Relevant publications, documents, procedures, etc. published</td>
<td>0</td>
<td>Not complete</td>
</tr>
<tr>
<td>Statistics and crime statistics</td>
<td>Latest crime figures provided</td>
<td>0</td>
<td>Outdated</td>
</tr>
<tr>
<td>Successes reported</td>
<td>Updated information on police service successes</td>
<td>0</td>
<td>No data. Would be nice</td>
</tr>
<tr>
<td>Community participation</td>
<td>Details of projects involving community published</td>
<td>0</td>
<td>Outdated</td>
</tr>
<tr>
<td>Customisation</td>
<td>Possible to uniquely define topics of interest</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Emergency service</td>
<td>Emergency contact numbers furnished</td>
<td>0</td>
<td>Not easily accessible. Do not know where to find.</td>
</tr>
<tr>
<td>Special attention to topical issues</td>
<td>News and advice provided on topical issues, e.g. on Nigerian scams</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Attention to high-profile crime</td>
<td>Checklists and tip sheets provided for high-profile crime that affects all citizens, e.g. hijacking of cars, housebreaking</td>
<td>1</td>
<td>Not easily accessible</td>
</tr>
<tr>
<td>Other services</td>
<td>Value-added services, hints and advice, e.g. safety precautions, crime prevention</td>
<td>1</td>
<td>Not easily accessible</td>
</tr>
<tr>
<td>2. Contacting the police</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reporting crime (emergencies)</td>
<td>Basic directions and numbers for reporting crime in emergency situations easy to locate. Clear that there will be a response</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Reporting crime (non-emergencies)</td>
<td>Basic directions and numbers for reporting crime in non-emergency situations easy to locate</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Reporting crime by e-mail</td>
<td>Users enabled to report crime by e-mail</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Contacting the police for reasons other than reporting crime</td>
<td>This includes general enquiries, data protection, firearms and shotguns, help for crime victims and website feedback</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Single point of contact (simple enquiries)</td>
<td>Electronic mail contact info: A single e-mail address (contact person) provided for service enquiries</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Contact information for head office</td>
<td>Head office contact information (address, phone, e-mail, person to contact, etc) easy to find</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Contact information for head office</td>
<td>Multiple methods of contact (phone, fax, e-mail) Multiple routes of contact that facilitate different objectives.</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Contact information for head office</td>
<td>Search function available within the contact information that helps steer user to the right information</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Contact info for local offices</td>
<td>Local office addresses, phone, e-mail easy to find. Site lists physical business locations. Locations can be searched by geographical area. Hours of operation provided</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>Response to enquiries</td>
<td>Indication that a person will respond to every piece of electronic correspondence, route it to another person as necessary and follow up to ensure that service has been delivered</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Languages supported</td>
<td>Citizen can receive service in the language of his/her choice</td>
<td>0</td>
<td>General comment: Do not get the feeling of service delivery</td>
</tr>
</tbody>
</table>

Table 31: Evaluation of e-government service delivery

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-service</td>
<td>Provision for self-service, online access to resources, etc</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Portals</td>
<td>Portals employed for enhancing access</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>&quot;Life events&quot; approach</td>
<td>Site structured around the user's life events and activities (rather than the police service's internal organisation structure)</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Digital democracy</td>
<td>Discussion forums, public opinions, online forms available that enhance the concepts of digital democracy available</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td>Links provided to the main government / departmental websites</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Appropriate security</td>
<td>Sufficient level of security provided for e-government services. Appropriate authentication mechanisms (e.g. certificates) must be used to support self-service</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Database integration</td>
<td>Proper database integration in place to support self-service functionality</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Customer service and respect</td>
<td>Evidence of customer service management, e.g. effective management of requests and complaints from customers (evaluate the ease of contact and responsiveness)</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Matches user level</td>
<td>Website matches the likely technological savvy of the user. A site targeted to average users should not require plug-ins to use key features. The site appears sensitive to different user types such as average vs. power users. The site differentiates its services between remote access vs. office users</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Personalisation: The ability to create &quot;my site&quot;</td>
<td>Site is customisable. Possible to uniquely define topics of interest and how they are presented</td>
<td>0</td>
<td>Do not think there is need for this now</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>2. Interactive features</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interactivity</td>
<td>Site offers users information customised to specific needs Users can submit content to website</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Newsletter</td>
<td>Users can subscribe to an on-line newsletter or e-mail newsfeed</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>E-mail links</td>
<td>Adequate e-mail links provided for all online services provided</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Feedback</td>
<td>Comment, feedback and input encouraged Incentives for feedback given</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Vacancies</td>
<td>Information on vacant positions and joining the police</td>
<td>2</td>
<td>Details on vacancies but nothing on how to join the police</td>
</tr>
<tr>
<td>Emergency situations</td>
<td>Sufficient advice provided to handle emergency situations</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Initiatives</td>
<td>Information provided on-line on the police service's campaigns and initiatives</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Surveys on user needs (results available online)</td>
<td>Questions on navigation, purpose of visits, site aesthetics, and type of people who visit the sites</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Promotion of police service objectives</td>
<td>Website effectively promotes understanding of the police service</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Ensured reaction</td>
<td>This is one phase higher than just offering an electronic brochure on the WWW</td>
<td>0</td>
<td>Still electronic brochure at this stage</td>
</tr>
<tr>
<td>Contact information</td>
<td>Contact information (e.g. e-mail) for the webmaster given</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>User support</td>
<td>Level of user support on the site - help documentation, e-mail help, and fax-back service adequate Interactive feature sufficiently explained</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>
Annexure B: 3

Evaluation of SAPS website by Evaluator 3

Evaluator information

<table>
<thead>
<tr>
<th>Name</th>
<th>Vicky Potgieter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>15 March 2003</td>
</tr>
<tr>
<td>Screen Resolution</td>
<td></td>
</tr>
<tr>
<td>Browser</td>
<td></td>
</tr>
<tr>
<td>Internet connection</td>
<td></td>
</tr>
</tbody>
</table>

Table 25: Evaluation of content

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identification</td>
<td>The site clearly identified (specially the home page, but other pages as well)</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Clarity of purpose (mission, goals and objective)</td>
<td>The mission and purpose of the website clearly stated - e.g. to inform, make contact, get feedback and interaction, or to provide value-added services.</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Home page</td>
<td>Immediately engages user in contents</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Home page quality</td>
<td>Home page uncluttered, informative, inviting, concise and easy-to-read</td>
<td>2</td>
<td>Not too inviting</td>
</tr>
<tr>
<td>Home page coverage</td>
<td>Scope of site easy to identify from the home page</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Target audience and relevancy</td>
<td>Intended audience clearly specified, Content relevant to the target audience</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Reason to return</td>
<td>Style, quality and freshness of content are sufficient reason to return to the website</td>
<td>1</td>
<td>No reason to return</td>
</tr>
<tr>
<td>Website alignment</td>
<td>Content of website in line with its strategy/purpose</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2. Content</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;About us&quot; page</td>
<td>An &quot;About us&quot; page provided, with correct information on (or links to) pages such as Introduction, Mission and Vision, Structure, Leadership, History</td>
<td>2</td>
<td>No introduction</td>
</tr>
<tr>
<td>&quot;Where to find us&quot; page</td>
<td>Address given, Physical location given, Map given, E-mail links given</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Organisation structure</td>
<td>Organigram presented, Leadership presented, with photographs</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Press releases/official news</td>
<td>Press releases furnished and up to date Speeches from main role-player provided</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Calendar of events</td>
<td>Furnished and updated</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reports</td>
<td>Initiatives</td>
<td>'What's New' section</td>
</tr>
<tr>
<td>------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>Annual report published on the site</td>
<td>Detail provided on special projects, campaigns, launches and other initiatives</td>
<td>The site includes a 'What's New' section, or highlights recent changes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topic</td>
<td>Description</td>
<td>Rating</td>
<td>Notes</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------</td>
<td>--------</td>
<td>-------</td>
</tr>
</tbody>
</table>
| Quality control               | Evidence that information is checked and verified.  
|                               | Attention to detail.  
|                               | Absence of mistakes, inaccuracy and incongruities.                                                             | 1      |       |
| Quality of verbal expression  | Site measures up in terms of readability.  
|                               | Clarity of grammar and use of language.  
|                               | Articulation of complex concepts.  
|                               | Lack of typographical errors - spelling, punctuation, etc.  
|                               | Absence of duplication and repetition.                                                                         | 1      |       |
| Clear and concise wording     | Composition – an appropriate literary style adopted.  
|                               | Content constructed of simple, clear sentences (as against dense, complex writing).  
|                               | Paragraphs short and to the point (as against long and convoluted).  
|                               | Vocabulary appropriate for the perceived target audience.                                                      | 2      |       |
| 5. Legal issues               |                                                                                                               |        |       |
| Terms of use                  | Link provided to the terms/conditions of use statement, including copyright notice, privacy policy statement and disclaimers. | 3      |       |
| Copyright notice              | Copyright notice appears prominently for copyrighted material.  
|                               | Indicated if some material is in the "public domain".                                                         | 0      |       |
| Disclaimer                    | Disclaimer included, describing the limitations, purpose, scope, authority, and currency of the information.  
|                               | Sources of information disclosed (copyright issues).  
|                               | Disclaimer clear and unambiguous.  
|                               | Disclaimer brought to the attention of the user.                                                                | 3      |       |
| Privacy statement             | Privacy statement included on the home page.  
|                               | Clearly stated what information is collected about individuals when they visit the website, how it is used and if it is disclosed.  
|                               | Clearly stated that confidentiality is ensured.                                                                  | 1      |       |
| Content suitability           | Content non-offensive and non-discriminatory.                                                                  | 3      |       |

Table 26: Evaluation of site architecture

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Website structure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>User-centric structure</td>
<td>The site's content is structured to allow information to flow according to the usage pattern of the average/typical user</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Positioning clear</td>
<td>The information is categorised to allow users to logically move through the site with ease, track their progress and determine their location within the site on any web page</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

SAPSevaluationv0 05-03-04 3
<table>
<thead>
<tr>
<th>Intuitive structure</th>
<th>User does need to have an understanding of the internal structure of government or individual agencies in order to find information or services</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>User-centric layout</td>
<td>Website designed to follow the user's thought process. Site simple, internally consistent, and easy to use, neat with an appealing look and feel.</td>
<td>2</td>
</tr>
<tr>
<td>Balanced design</td>
<td>Website “range” not too wide, and information not hidden too deeply, forcing the user to hunt for it.</td>
<td>3</td>
</tr>
<tr>
<td>Site organisation</td>
<td>Site organised in logical fashion. Headings and subheadings clear. Easy to understand how information is organised on the site.</td>
<td>3</td>
</tr>
<tr>
<td>2. Navigation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consistent link structure</td>
<td>Links to the home page, high-level site categories, and search facility provided on every page.</td>
<td>2</td>
</tr>
<tr>
<td>Commonly used web navigation labels</td>
<td>Consistency with commonly used web navigation labels (such as Home, About Us, What's New, Media Releases, Publications, Search, Contact Us, Useful Links, Site Map, Feedback and Help).</td>
<td>1</td>
</tr>
<tr>
<td>Easy to navigate</td>
<td>User can easily find their way backward and forwards. Structure is apparent and logical. Navigation functions consistent across all pages. Possible to move about without returning to home page. Navigation intuitive and consistent.</td>
<td>1</td>
</tr>
<tr>
<td>Easy to find</td>
<td>Website clearly identified. Available on search engines.</td>
<td>3</td>
</tr>
<tr>
<td>Image maps</td>
<td>Where image maps are used, they are clear as to where they lead. (Or a text description is included to assist.) Hotspots (sections containing links) on image maps are clearly defined. Text links provided in tandem with image links (to facilitate viewers who turn off image displays or use browsers that cannot display images).</td>
<td>1</td>
</tr>
<tr>
<td>Site map</td>
<td>Map provides a hierarchical structure of all the main pages on the website.</td>
<td>-</td>
</tr>
<tr>
<td>Index</td>
<td>Index or table of contents guides the user (An “A to Z Index”).</td>
<td>-</td>
</tr>
<tr>
<td>Flow</td>
<td>Pages follow on logically - pages begin with a clear transition.</td>
<td>3</td>
</tr>
<tr>
<td>Background</td>
<td>Background image, where present, does not overwhelm the page - does not affect site’s readability. Background and text work well together.</td>
<td>3</td>
</tr>
<tr>
<td>Indication of page position</td>
<td>Site structure is such that it is always clear where the user is within the site.</td>
<td>2</td>
</tr>
</tbody>
</table>

SAPSevaluationwp 05-03-04
### 3. Links and menus

| Links (internal) | Adequate internal links provided to navigate the website  
|                 | Links checked regularly and point to pages still in use | - |
| Links (external) | Hyperlinks provided to other relevant resources  
|                 | External links well selected and maintained  
|                 | Links checked regularly and point to pages still in use  
|                 | Expired or dead links (web page) not found | - |
| Link description | Links descriptive enough to clearly indicate where and to what they lead. External links clearly indicate that user is leaving site | - |
| Link colour | Site implements link colour changes (on hover, activated) | -  
|              | Does not exist |
| Links back 'home' | Links back to the 'home' page from each sub-page | 3 |
| Top menu bar | Top menu bar provides links to frequently used pages/functions | -  
|              | Does not exist |
| Menu bar | Menu bar consistent throughout the site | -  
|              | Does not exist |

<table>
<thead>
<tr>
<th>Table 27: Evaluation of site architecture</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Topic</strong></td>
</tr>
<tr>
<td>-------------------------------------------</td>
</tr>
<tr>
<td>Information architecture (structure)</td>
</tr>
</tbody>
</table>
| Information construct clarity | Information chunked in digestible blocks  
| | Short pages provided | 2 | |
| Coherent presentation of information | Packaging of information effective - not too long or too short | 3 |  |
| Effective categorisation | Hierarchical groups or categories allow users to find the information in multiple ways | 3 | |
| Use of menus for finding information | Menus provide an overview of basic elements of site | 3 | |
| Menus provide effective grouping | Menus show approximate breadth and depth of site by indicating how many subsets exist under each grouping | 3 | |
| Organisation (clear headings, subheadings) | Site's information organisation clearly marked  
| | Headings and subheadings clear and they make sense  
| | Easy to understand how information is organised on the site | 3 | |

SAPSemanalysis\_vp 05-03-04 5
<table>
<thead>
<tr>
<th>Information access</th>
<th>Content rating systems, usability, search facility, site map, steps to destination, readability, effectiveness of image maps</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uncluttered/easily scanned</td>
<td>Pages not dense with links and content, and with plenty of “white space”. Presentation organised to facilitate scanning the page – not necessary to read all the content to discern content of interest</td>
<td>2</td>
</tr>
<tr>
<td>Attention to detail</td>
<td>Absence of dead ends and outdated pages</td>
<td>1</td>
</tr>
</tbody>
</table>

**Table 28: Evaluation of site technology**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Features and facilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search facility</td>
<td>Site has internal search facility  Instructions and tips for searching  Search facility accessible from every page  Advanced search function available</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Forms</td>
<td>Easy to understand and complete  Privacy and security guidelines followed  Alternative to forms provided</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Downloads</td>
<td>Detailed information provided about downloadable material  Alternative formats provided  All material tested and confirmed as virus free</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Browser support</td>
<td>All pages display on various browsers and platforms  Lack of script errors  All pages error-free in the most widely used web browsers  All pages print properly</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>2. Multimedia</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Innovative use of technology</td>
<td>Innovative use made of multimedia – e.g. audio and video broadcast and streaming media</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Interactivity</td>
<td>Site has useful and relevant links at appropriate places  Adequate number of links – not too many or too few  Effective use made of e-mail lists, newsletters, newsgroups, chat, bulletin boards  Other value-added services provided</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Singularity of purpose</td>
<td>Absence of unrequested intrusions (e.g. pop ups), no “attention clash”</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Responsiveness and connectivity</td>
<td>Speed of connection, response time, download time satisfactory</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3. World Wide Web factors</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
URL clarity – rate the domain distinctiveness, memorability, competitive positioning, and address permanence
Site clearly identified – police service, country URL gives a clear indication of police service
Each page has a unique URL

Website management
Evidence of effective maintenance and management process

<table>
<thead>
<tr>
<th>Table 29: Evaluation of website style</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Topic</strong></td>
</tr>
<tr>
<td>1. General style</td>
</tr>
<tr>
<td>General impression in keeping with purpose</td>
</tr>
<tr>
<td>Overall visual appeal</td>
</tr>
<tr>
<td>Visual aspects functionality</td>
</tr>
<tr>
<td>Overall presentation</td>
</tr>
<tr>
<td>Ease of reading</td>
</tr>
<tr>
<td>Readability</td>
</tr>
<tr>
<td>2. Specific elements</td>
</tr>
<tr>
<td>Relevancy of graphic images</td>
</tr>
<tr>
<td>Use of graphics (style)</td>
</tr>
<tr>
<td>Legibility</td>
</tr>
</tbody>
</table>
| Writing style | Content written in a style appropriate for the World Wide Web
|              | Acronyms, jargon, and complex words avoided
|              | Content clear and simple
|              | Content free of material that could be generally considered offensive
|              | Succinct, easily "scannable", plain English used
|              | Correct spelling and punctuation used |
| Consistent use of fonts | Standard fonts used throughout the website
|              | Font type and size clear and easy to read |
| Consistent colour scheme | Consistent look and feel throughout the website |
| Ease of use | Perceptual clarity, focus of attention, visibility of functions |
| Titles | Title of the site and the pages descriptive of the content |
| Usability testing | Usability testing undertaken, and the results published online |
| User matching | Website appear sensitive to the needs of different user types |

Table 30: Evaluation of service delivery

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Police-specific content</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target audience identification</td>
<td>Objectives concerning target audience stated</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Target audience clear.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Website contains definition of target audience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content relevancy</td>
<td>Content and language relevant to all on-line segmented clients</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Police Service strategy</td>
<td>Strategy available online</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Vision and mission of police service</td>
<td>Vision and mission available online</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Organisation structure</td>
<td>An organigram presented (where applicable)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Leadership presented (with photographs)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Police Service Acts</td>
<td>Relevant acts and ordinances published</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Policy documents</td>
<td>Policies and white papers published</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Police Service documents</td>
<td>Relevant publications, documents, procedures, etc. published</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Statistics and crime statistics</td>
<td>Latest crime figures provided</td>
<td>1</td>
<td>Crime stats not updated</td>
</tr>
<tr>
<td>Successes reported</td>
<td>Updated information on police service successes</td>
<td>-</td>
<td>No successes given</td>
</tr>
<tr>
<td>Community participation</td>
<td>Details of projects involving community published. Community involvement encouraged (e.g. reporting crime)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>----------------------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customisation</td>
<td>Possible to uniquely define topics of interest Possible to set keywords for personal e-mail</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emergency service</td>
<td>Emergency contact numbers furnished</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special attention to topical issues</td>
<td>News and advice provided on topical issues, e.g. on Nigerian scams</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attention to high-profile crime</td>
<td>Checklists and tip sheets provided for high-profile crime that affects all citizens, e.g. hijacking of cars, housebreaking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other services</td>
<td>Value-added services, hints and advice, e.g. safety precautions, crime prevention</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Contacting the police

<table>
<thead>
<tr>
<th>Reporting crime (emergencies)</th>
<th>Basic directions and numbers for reporting crime in emergency situations easy to locate. Clear that there will be a response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporting crime (non-emergencies)</td>
<td>Basic directions and numbers for reporting crime in non-emergency situations easy to locate</td>
</tr>
<tr>
<td>Reporting crime by e-mail</td>
<td>Users enabled to report crime by e-mail</td>
</tr>
<tr>
<td>Contacting the police for reasons other than reporting crime</td>
<td>This includes general enquiries, data protection, firearms and shotguns, help for crime victims and website feedback</td>
</tr>
<tr>
<td>Single point of contact (simple enquiries)</td>
<td>Electronic mail contact info: A single e-mail address (contact person) provided for service enquiries</td>
</tr>
<tr>
<td>Contact information for head office</td>
<td>Head office contact information (address, phone, e-mail, person to contact, etc) easy to find</td>
</tr>
<tr>
<td>Contact information for head office</td>
<td>Multiple methods of contact (phone, fax, e-mail). Multiple routes of contact that facilitate different objectives</td>
</tr>
<tr>
<td>Contact information for head office</td>
<td>Search function available within the contact information that helps steer user to the right information</td>
</tr>
<tr>
<td>Contact info for local offices</td>
<td>Local office addresses, phone, e-mail easy to find. Site lists physical business locations. Locations can be searched by geographical area. Hours of operation provided.</td>
</tr>
<tr>
<td>Response to enquiries</td>
<td>Indication that a person will respond to every piece of electronic correspondence, route it to another person as necessary and follow up to ensure that service has been delivered</td>
</tr>
<tr>
<td>Languages supported</td>
<td>Citizen can receive service in the language of his/her choice</td>
</tr>
</tbody>
</table>
Table 31: Evaluation of e-government service delivery

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. General</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-service</td>
<td>Provision for self-service, online access to resources, etc</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portals</td>
<td>Portals employed for enhancing access</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Life events&quot; approach</td>
<td>Site structured around the user's life events and activities (rather than the police service's internal organisation structure)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital democracy</td>
<td>Discussion forums, public opinions, online forms available that enhance the concepts of digital democracy available</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td>Links provided to the main government / departmental websites</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Appropriate security</td>
<td>Sufficient level of security provided for e-government services. Appropriate authentication mechanisms (e.g. certificates) must be used to support self-service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Database integration</td>
<td>Proper database integration in place to support self-service functionality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer service and respect</td>
<td>Evidence of customer service management, e.g. effective management of requests and complaints from customers - evaluate the ease of contact and responsiveness.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Matches user sophistication level | Website matches the likely technological savvy of the user  
A site targeted to average users should not require plug-ins to use key features  
The site appears sensitive to different user types such as average vs. power users  
The site differentiates its services between remote access vs. office users |        |       |
| Personalisation:  
The ability to create "my site" | Site is customisable. Possible to uniquely define topics of interest and how they are presented |        |       |
| **2. Interactive features** |                                                                             |        |       |
| Interactivity                | Site offers users information customised to specific needs  
Users can submit content to website |        |       |
| Newsletter                   | Users can subscribe to an on-line newsletter or e-mail newsfeed              |        |       |
| E-mail links                 | Adequate e-mail links provided for all online services provided              |        |       |
| Feedback                     | Comment, feedback and input encouraged  
Incentives for feedback given |        |       |
<table>
<thead>
<tr>
<th>Vacancies</th>
<th>Information on vacant positions and joining the police</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency situations</td>
<td>Sufficient advice provided to handle emergency situations</td>
<td>-</td>
</tr>
<tr>
<td>Initiatives</td>
<td>Information provided on-line on the police service's campaigns and initiatives</td>
<td>3</td>
</tr>
<tr>
<td>Surveys on user needs (results available online)</td>
<td>Questions on navigation, purpose of visits, site aesthetics, and type of people who visit the sites</td>
<td>-</td>
</tr>
<tr>
<td>Promotion of police service objectives</td>
<td>Website effectively promotes understanding of the police service</td>
<td>2</td>
</tr>
<tr>
<td>Ensured reaction</td>
<td>This is one phase higher than just offering an electronic brochure on the WWW</td>
<td>-</td>
</tr>
<tr>
<td>Contact information</td>
<td>Contact information (e.g., e-mail) for the webmaster given</td>
<td>3</td>
</tr>
<tr>
<td>User support</td>
<td>Level of user support on the site - help documentation, e-mail help, and fax-back service adequate Interactive feature sufficiently explained</td>
<td>-</td>
</tr>
</tbody>
</table>
Annexure B: 4

Evaluation of SAPS website by Evaluator 4

Evaluator information

<table>
<thead>
<tr>
<th>Name</th>
<th>J C Willers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>8 December 2002</td>
</tr>
<tr>
<td>Screen Resolution</td>
<td>1152x864</td>
</tr>
<tr>
<td>Browser</td>
<td>IE 5.5</td>
</tr>
<tr>
<td>Internet connection</td>
<td>Through LAN connection</td>
</tr>
</tbody>
</table>

Table 25: Evaluation of content

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identification</td>
<td>The site clearly identified (especially the home page, but other pages as well.)</td>
<td>2</td>
<td>&quot;South African Police Service&quot; not displayed</td>
</tr>
<tr>
<td>Clarity of purpose</td>
<td>The mission and purpose of the website clearly stated - e.g. to inform, make contact, get feedback and interaction, or to provide value-added services</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Home page</td>
<td>Immediately engages user in contents</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Home page quality</td>
<td>Home page uncluttered, informative, inviting, concise and easy-to-read</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Home page coverage</td>
<td>Scope of the site is easy to identify from the home page</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Target audience and relevancy</td>
<td>Intended audience clearly specified. Content is relevant to target audience</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Reason to return</td>
<td>Style, quality and freshness of content are sufficient reason to return to the website</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Website alignment</td>
<td>Content of website in line with its strategy/purpose</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2. Content</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;About us&quot; page</td>
<td>An &quot;About us&quot; page provided, with correct information on (or links to) pages such as Introduction, Mission and Vision, Structure, Leadership, History</td>
<td>2</td>
<td>Under &quot;Organisational Profile&quot;</td>
</tr>
<tr>
<td>&quot;Where to find us&quot; page</td>
<td>Address given</td>
<td>0</td>
<td>The Servamus site has a page with &quot;important contact details&quot;. SAPS needs that comprehensiveness urgently!</td>
</tr>
<tr>
<td></td>
<td>Physical location given</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Map given</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>E-mail links given</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation structure</td>
<td>Organigram presented</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Leadership presented, with photographs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Press releases/official news | Press releases furnished and up to date  
Speeches from main role-player provided | 3 |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Calendar of events</td>
<td>Furnished and updated</td>
<td>0</td>
</tr>
</tbody>
</table>
| Reports                     | Annual report published on the site  
Other high-profile reports published | 3 |
| Initiatives                 | Detail provided on special projects,  
campaigns, launches and other initiatives | 3 |
| 'What's New' section       | The site includes a 'What's New' section, or  
highlights recent changes | 2 |
| FAQs (Frequently Asked Questions) section | FAQs comprehensive, and updated | 1 |
| Glossary                    | Glossary for terms used on website. Glossary link on menu bar | 0 |
| 3. Credibility              |                                            |   |
| Content authority           | Content has an authority listed (i.e. user knows whom to contact about content issues) | 1 |
| Authorship                  | Links to authors of content and website team | 1 |
| Author                      | Clear who is authoring the page. Author can be contacted for clarification | 1 |
| Content style               | Source of the content credible (does not read like a brochure – with no way of verifying content) | 2 |
| References                  | Bibliographies or references given | 2 |
| Accuracy                    | Material supported by evidence. Information is reliable. Free from factual errors | 2 |
| Objectivity                 | Site content balanced and does not indicate a level of bias | 2 |
| Completeness                | Adequate coverage of the subject with no obvious omissions | 2 |
| Breadth of coverage (comprehensiveness) | All aspects of the intended subject covered | 2 |
| Depth of coverage           | Site goes to the level of detail as per the mission and purpose; user gets entire idea | 2 |
| Timeliness of coverage      | Fresh content provided  
Reflects the changing information needs of an e-enabled user | 2 |
| Verification                | References to other sources (print and Internet sources)  
Where information is derived from a print version, it is clear which edition it is derived from | 2 |
| Content currency       | The date the article was written/site created given  
|                       | Indicated when article/site was last updated or revised  
|                       | Indicated how often the information/site is revised or updated | 1 | None |
| Dates and updating    | Date/update on the home page, every page  
|                       | Date format consistent throughout the site  
|                       | Indicated how frequently the site content is updated | 1 | None |
| **4. Content quality** | Evidence that information is checked and verified  
| Quality control       | Attention to detail  
|                       | Absence of mistakes, inaccuracy and incongruities | 2 | Adequate to good |
| Quality of verbal expression | Site measures up in terms of readability  
|                       | Clarity of grammar and use of language  
|                       | Articulation of complex concepts  
|                       | Lack of typographical errors - spelling, punctuation, etc.  
|                       | Absence of duplication and repetition | 2 | Brevity and clarity of wording could improve substantially |
| Clear and concise wording | Composition – an appropriate literary style adopted  
|                       | Content constructed of simple, clear sentences (as against dense, complex writing)  
|                       | Paragraphs short and to the point (as against long and convoluted)  
|                       | Vocabulary appropriate for the perceived target audience | 2 | Style could be improved |
| **5. Legal issues**    | Link provided to the terms/conditions of use statement, including copyright notice, privacy policy statement and disclaimers | - | No separate page |
| Terms of use          | Site follows government and institutional legislation, policies and standards on privacy and security (e.g. sign on with password or authentication) | - | No indication – could have firewall. No online services – sign-on or authentication not relevant |
| Privacy and security standards | Copyright notice appears prominently for copyrighted material  
|                       | Indicated if some material is in the "public domain" | 2 | On home page |
| Copyright notice      | Disclaimer included, describing the limitations, purpose, scope, authority, and currency of the information  
|                       | Sources of information disclosed (copyright issues)  
|                       | Disclaimer clear and unambiguous  
|                       | Disclaimer brought to the attention of the user | 3 | Yes |
| Disclaimer             | Privacy statement included on the home page  
|                       | Clearly stated what information is collected about individuals when they visit the website, how it is used and if it is disclosed  
<p>|                       | Clearly stated that confidentiality is ensured | 0 | No |</p>
<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Website structure</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>User-centric structure</td>
<td>The site’s content is structured to allow information to flow according to the usage pattern of the average/typical user</td>
<td>1</td>
<td>Not designed for an intuitive flow.</td>
</tr>
<tr>
<td>Positioning clear</td>
<td>The information is categorised to allow users to logically move through the site with ease, track their progress and determine their location within the site on any web page</td>
<td>1</td>
<td>Categorised information, cannot determine position.</td>
</tr>
<tr>
<td>Intuitive structure</td>
<td>User does need to have an understanding of the internal structure of government or individual agencies in order to find information or services</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>User-centric layout</td>
<td>Site designed to follow the user’s thought process. Site is simple, internally consistent, and easy to use, neat with an appealing look and feel</td>
<td>1</td>
<td>Information sometimes in unexpected places.</td>
</tr>
<tr>
<td>Balanced design</td>
<td>Website “range” not too wide, and information not hidden too deeply, forcing user to hunt for it</td>
<td>2</td>
<td>Balance OK</td>
</tr>
<tr>
<td>Layout</td>
<td>Home page layout simple, uncomplicated. Uncluttered, symmetrical. Neat, appealing look and feel</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Site organisation</td>
<td>Site organised in logical fashion. Headings and subheadings clear. Easy to understand how information is organised on the site</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>2. Navigation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consistent link structure</td>
<td>Links to the home page, high-level site categories, and search facility provided on every page</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Commonly used web navigation labels</td>
<td>Consistency with commonly used web navigation labels (such as Home, About Us, What's New, Media Releases, Publications, Search, Contact Us, Useful Links, Site Map, Feedback and Help)</td>
<td>2</td>
<td>Pages for About Us, Contact Us, Site Map, Feedback and Help would be helpful</td>
</tr>
<tr>
<td>Easy to navigate</td>
<td>User can easily find way backward and forwards. Structure is apparent and logical. Navigation functions consistent across all pages. Possible to move about without returning to home page. Navigation intuitive and consistent</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Easy to find</td>
<td>Website clearly identified. Available on search engines.</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Feature</td>
<td>Description</td>
<td>Score</td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------</td>
<td></td>
</tr>
</tbody>
</table>
| Image maps                    | Where image maps are used, they are clear as to where they lead, (or a text description is included to assist)  
The hotspots (sections containing links) on image maps are clearly defined  
Text links provided in tandem with image links (to facilitate viewers who turn off image displays or use browsers that cannot display images) | -     |
| Site map                      | Map provides a hierarchical structure of all the main pages on the website                                                                                                                                    | 0     |
| Index                         | Index or table of contents guides user ("A to Z index")                                                                                                                                                      | 1     |
| Flow                          | Pages follow on logically. Pages begin with clear transition                                                                                                                                                   | 1     |
| Background                    | Background image, where present, does not overwhelm the page - does not affect site's readability  
Background and text work well together                                                                                                               | 2     |
| Indication of page position   | Site structure is such that it is always clear where the user is within the site                                                                                                                              | 0     |
| Navigation aids and scrolling | Where pages are long, there are adequate navigation aids within the page leading to the top end of document, for easier reading  
Internal page links avoid excessive scrolling and bring user directly to a particular location within the page                                         | 0     |
| 3. Links and menus           |                                                                                                                                                                                                           |       |
| Links (internal)              | Adequate internal links provided to navigate the website  
Links checked regularly and point to pages still in use                                                                                              | 3     |
| Links (external)              | Hyperlinks provided to other relevant resources  
External links well selected and maintained  
Links checked regularly and point to pages still in use  
Expired or dead links (web page) not found                                                                                      | 2     |
| Link description              | Links descriptive enough to clearly indicate where and to what they lead. External links clearly indicate user is leaving the site                                                                                     | 3     |
| Link colour                   | Site implements link colour changes (on hover, activated)                                                                                                                                                       | 3     |
| Links back 'home'             | Links back to the 'home' page from each sub-page                                                                                                                                                               | 3     |
| Top menu bar                  | Top menu bar provides links to frequently used pages/functions                                                                                                                                                  | 0     |
| Menu bar                      | Menu bar consistent throughout the site                                                                                                                                                                          | 0     |
Table 27: Evaluation of site architecture

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information architecture (structure)</td>
<td>Coherent presentation of information</td>
<td>2</td>
<td>&quot;Child abuse&quot; info not expected between the colouring pages of Kiddies' Corner. Farm attacks addressed partly on two different pages.</td>
</tr>
<tr>
<td>Information construct clarity</td>
<td>Information chunked in digestible blocks</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Coherent presentation of information</td>
<td>Packaging of information effective - not too long or too short.</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Effective categorisation</td>
<td>Hierarchical groups or categories allow users to find the information in multiple ways</td>
<td>1</td>
<td>No options</td>
</tr>
<tr>
<td>Use of menus for finding information</td>
<td>Menus provide an overview of basic elements of the site</td>
<td>2</td>
<td>All menus have different look and feel</td>
</tr>
<tr>
<td>Menus provide effective grouping</td>
<td>Menus show the approximate breadth and depth of the site by indicating how many subsets exist under each grouping</td>
<td>1</td>
<td>Not always clear</td>
</tr>
<tr>
<td>Organisation (clear headings, subheadings)</td>
<td>Site's information organisation clearly marked Headings and subheadings clear and they make sense Easy to understand how information is organized on the site</td>
<td>2</td>
<td>Information organisation mostly clean, some pieces in unexpected places</td>
</tr>
<tr>
<td>Information access</td>
<td>Content rating systems, usability, search facility, site map, steps to destination, readability, effectiveness of image maps</td>
<td>1</td>
<td>Not always clear where info is</td>
</tr>
<tr>
<td>Uncluttered/easily scanned</td>
<td>Pages not dense with links and content, and with plenty of “white space”. Presentation organised to facilitate scanning the page – not necessary to read all the content to discern content of interest</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Attention to detail</td>
<td>Absence of dead ends and outdated pages</td>
<td>2</td>
<td>A few dead links – see Appendix A</td>
</tr>
</tbody>
</table>

Table 28: Evaluation of site technology

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Features and facilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search facility</td>
<td>Site has internal search facility. Instructions and tips for searching. Search facility accessible from every page. Advanced search function available</td>
<td>0</td>
<td>None</td>
</tr>
</tbody>
</table>

sapsevaluationcw oct 2003
<table>
<thead>
<tr>
<th>Forms</th>
<th>Easy to understand and complete privacy and security guidelines followed Alternative to forms provided</th>
<th>-</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downloads</td>
<td>Detailed information provided about downloadable material Alternative formats provided All material tested and confirmed as virus free</td>
<td>-</td>
<td>None</td>
</tr>
<tr>
<td>Browser support</td>
<td>All pages display on various browsers and platforms Lack of script errors All pages error-free in the most widely used web browsers All pages print properly</td>
<td>-</td>
<td>Cannot evaluate. Display fine in IE 5.5</td>
</tr>
<tr>
<td>Resolution independence</td>
<td>Screen resolution-independent design adopted. Page displays correctly in 640, 600x800, 1024 or higher resolution</td>
<td>Good in 1152x664</td>
<td></td>
</tr>
<tr>
<td>Attention to detail</td>
<td>Absence of process failures and code crash</td>
<td>3</td>
<td>OK</td>
</tr>
<tr>
<td>2. Multimedia</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Innovative use of technology</td>
<td>Innovative use made of multimedia – e.g. audio and video broadcast and streaming media</td>
<td>-</td>
<td>None</td>
</tr>
<tr>
<td>Interactivity</td>
<td>Useful and relevant links at appropriate places Adequate number of links - not too many or too few. Effective use made of e-mail lists, newletters, newsgroups, chat, bulletin boards Other value-added services provided</td>
<td>-</td>
<td>None</td>
</tr>
<tr>
<td>Singularity of purpose</td>
<td>Absence of unrequested intrusions (e.g. pop ups), no &quot;attention clash&quot;</td>
<td>2</td>
<td>Home page animation is a hindrance</td>
</tr>
<tr>
<td>Responsiveness and connectivity</td>
<td>Speed of connection, response time, download time satisfactory</td>
<td>3</td>
<td>Response generally good</td>
</tr>
<tr>
<td>3. World Wide Web factors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>URL</td>
<td>URL clarity – rate the domain distinctiveness, memorability, competitive positioning, and address permanence Site clearly identified – police service, country URL gives a clear indication of police service Each page has a unique URL</td>
<td>3</td>
<td>Could be a &quot;gov.&quot; domain. Not everybody will know what SAPS stands for.</td>
</tr>
<tr>
<td>Website management</td>
<td>Evidence of effective maintenance and management process</td>
<td>-</td>
<td>No evidence</td>
</tr>
</tbody>
</table>

Table 29: Evaluation of website style

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General style</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General impression in keeping with purpose</td>
<td>Site projects an appropriate stylish, image Home page designed attractively and entices user to further exploration</td>
<td>2</td>
<td>Functional rather than attractive</td>
</tr>
<tr>
<td>Overall visual appeal</td>
<td>Consistent visual identity established</td>
<td>1</td>
<td>No consistent visual identity, look or feel</td>
</tr>
<tr>
<td>Visual aspects functionality</td>
<td>Visual aspects add to website pages without distracting the user</td>
<td>1</td>
<td>Flashing graphics distracting</td>
</tr>
<tr>
<td>Overall presentation</td>
<td>Site interesting and appealing at first impression</td>
<td>1</td>
<td>Functional rather than enticing or professional</td>
</tr>
<tr>
<td>Look and feel</td>
<td>Friendly Background colour Readability</td>
<td>1</td>
<td>Many different looks, colours, backgrounds</td>
</tr>
<tr>
<td>Ease of reading</td>
<td>Complex components simplified, e.g. the use of synopses and summaries</td>
<td>1</td>
<td>Wording sometimes lengthy and clumsy in conveying facts Many different looks, colours, backgrounds</td>
</tr>
<tr>
<td>Readability</td>
<td>Readable fonts throughout Optimum paragraph and sentence length Text not too big or small Not too much bold, italics, capitals Not too many font types</td>
<td>1</td>
<td>Readability OK</td>
</tr>
<tr>
<td>2. Specific elements</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relevancy of graphic images</td>
<td>Appropriate use of images (not just ‘eye-candy’) Use of thumbnail images to speed page download and give viewer choice as to whether or not to download full-size image Images have captions or identified in text</td>
<td>1</td>
<td>Images not used very effectively SAPS logo not very sharp</td>
</tr>
<tr>
<td>Use of graphics (style)</td>
<td>Quality of the graphical images good Graphics prove functional and contribute to usability Images enhance the resource and do not distract from the content</td>
<td>1</td>
<td>Images seem old-fashioned and grainy</td>
</tr>
<tr>
<td>Legibility</td>
<td>Addresses user’s ability to recognise words on the web pages. Contrast between text and background sufficient. Font size not too small for continuous reading. Limited number of practical type styles and typefaces</td>
<td>1</td>
<td>Widely varying backgrounds, usually readable, except bright blue text such as “Local partnership policing”</td>
</tr>
<tr>
<td>Writing style</td>
<td>Content written in a style appropriate for the World Wide Web Acronyms, jargon, and complex words avoided Content clear and simple Content free of material that could be generally considered offensive Succinct, easily “scannable”, plain English used Correct spelling and punctuation used</td>
<td>2</td>
<td>Wording sometimes too lengthy, technical, not aimed at the average SA citizen.</td>
</tr>
<tr>
<td>Consistent use of fonts</td>
<td>Standard fonts used throughout the website Font type and size clear and easy to read</td>
<td>2</td>
<td>Not always the same. Usually readable.</td>
</tr>
<tr>
<td>Consistent colour scheme</td>
<td>Consistent look and feel throughout the website. Consistent colour scheme applied from the 216 colour browser-safe pallet.</td>
<td>0</td>
<td>Widely varying backgrounds and styles – seems like 13 different websites</td>
</tr>
<tr>
<td>--------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Ease of use</td>
<td>Perceptual clarity, focus of attention, visibility of functions.</td>
<td>2</td>
<td>Sometimes confusing, but it works.</td>
</tr>
<tr>
<td>Titles</td>
<td>Title of the site and the pages descriptive of the content</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Usability testing</td>
<td>Usability testing undertaken, and the results published online.</td>
<td>0</td>
<td>Does not seem like it.</td>
</tr>
<tr>
<td>User matching</td>
<td>Website appear sensitive to the needs of different user types</td>
<td>0</td>
<td>Does not seem like it.</td>
</tr>
</tbody>
</table>

Table 30: Evaluation of service delivery

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Police-specific content</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target audience identification</td>
<td>Objectives concerning target audience stated. Target audience clear. Website contains definition of target audience.</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Content relevancy</td>
<td>Content and language relevant to all on-line segmented users.</td>
<td>1</td>
<td>Not always</td>
</tr>
<tr>
<td>Police Service strategy</td>
<td>Strategy available online.</td>
<td>0</td>
<td><a href="http://www.saps.org.za/profile/strat2002/index.htm">http://www.saps.org.za/profile/strat2002/index.htm</a> is a dead link</td>
</tr>
<tr>
<td>Vision and mission of police service</td>
<td>Vision and mission available online.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation structure</td>
<td>An organigram presented (where applicable). Leadership presented (with photographs).</td>
<td>3</td>
<td>Spread across the &quot;Profile&quot; section</td>
</tr>
<tr>
<td>Police Service Acts</td>
<td>Relevant acts and ordinances published.</td>
<td>3</td>
<td>SAPS Act 68 of 1995 hidden under 'Profile' and not where expected (Legislation).</td>
</tr>
<tr>
<td>Policy documents</td>
<td>Policies and white papers published.</td>
<td>2</td>
<td>A few – should be more?</td>
</tr>
<tr>
<td>Police Service documents</td>
<td>Relevant publications, documents, procedures, etc. published.</td>
<td>2</td>
<td>A few – should be more?</td>
</tr>
<tr>
<td>Statistics and crime statistics</td>
<td>Latest crime figures provided.</td>
<td>1</td>
<td>Only 1998 – 2001 statistics, with a notice about being inaccurate as well.</td>
</tr>
<tr>
<td>Successes reported</td>
<td>Updated information on police service successes.</td>
<td>0</td>
<td>None mentioned</td>
</tr>
<tr>
<td>Community participation</td>
<td>Details of projects involving community published. Community involvement encouraged (e.g. reporting crime).</td>
<td>2</td>
<td>&quot;Articles of interest on Community Policing&quot; is a 1997 vintage. What has happened since?</td>
</tr>
<tr>
<td>Customisation</td>
<td>Possible to uniquely define topics of interest. Possible to set keywords for personal e-mail.</td>
<td>-</td>
<td>Not relevant at the time.</td>
</tr>
<tr>
<td>Emergency service</td>
<td>Emergency contact numbers furnished</td>
<td>0</td>
<td>None</td>
</tr>
<tr>
<td>-----------------------------------------</td>
<td>------------------------------------------------------------------------------------------------------</td>
<td>---</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>Special attention to topical issues</td>
<td>News and advice provided on topical issues, e.g., on Nigerian scams</td>
<td>1</td>
<td>Some – should be more?</td>
</tr>
<tr>
<td>Attention to high-profile crime</td>
<td>Checklists and tip sheets provided for high-profile crime that affects all citizens, e.g., hijacking of cars, housebreaking</td>
<td>2</td>
<td>1 Between Jan and Aug 1996 there were 8,740 hijackings in SA of which 5,251 were in Gauteng. So what? No not spots mentioned. What to do during a hijacking?</td>
</tr>
<tr>
<td>Topic</td>
<td>Description</td>
<td>Rating</td>
<td>Notes</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------</td>
<td>-----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Contact information for head office</td>
<td>Head office contact information (address, phone, e-mail, person to contact, etc) easy to find</td>
<td>0</td>
<td>No head office contact at all. The 'Divisional' and 'Components' sections list and describe many services but no contact info given.</td>
</tr>
<tr>
<td>Contact information for head office</td>
<td>Multiple methods of contact (phone, fax, e-mail) Multiple routes of contact that facilitate different objectives</td>
<td>0</td>
<td>No head office contacts at all.</td>
</tr>
<tr>
<td>Contact information for head office</td>
<td>Search function available within the contact information that helps steer user to the right information</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Contact info for local offices</td>
<td>Local office addresses, phone, e-mail easy to find Site lists physical business locations Locations can be searched by geographical area Hours of operation provided</td>
<td>1</td>
<td>Buried deep in 'Organisational Profile' under 'Provincial Profiles', which are not intuitive. Only telephone and fax numbers - no physical address.</td>
</tr>
<tr>
<td>Response to enquiries</td>
<td>Indication that a person will respond to every piece of electronic correspondence, route it to another person as necessary and follow up to ensure that service has been delivered</td>
<td>1</td>
<td>Could be from home page?</td>
</tr>
<tr>
<td>Nearest police station</td>
<td>Information available to locate the nearest police station</td>
<td>1</td>
<td>Only name of a police station (usually a suburb) and a telephone number.</td>
</tr>
<tr>
<td>Languages supported</td>
<td>Citizen receive service in the language of his/her choice</td>
<td>1</td>
<td>English only</td>
</tr>
</tbody>
</table>

Table 31: Evaluation of e-government service delivery

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-service</td>
<td>Provision for self-service, online access to resources, etc</td>
<td>-</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Portals</td>
<td>Portals employed for enhancing access</td>
<td>-</td>
<td>Not applicable</td>
</tr>
<tr>
<td>&quot;Life events&quot; approach</td>
<td>Site structured around the user’s life events and activities (rather than the police service’s internal organisation structure)</td>
<td>0</td>
<td>No</td>
</tr>
<tr>
<td>Digital democracy</td>
<td>Discussion forums, public opinions, online forms available that enhance the concepts of digital democracy available</td>
<td>0</td>
<td>No</td>
</tr>
<tr>
<td>Links</td>
<td>Links provided to the main government / departmental websites</td>
<td>2</td>
<td>Yes – to similar sites, not online services</td>
</tr>
<tr>
<td>Appropriate security</td>
<td>Sufficient level of security provided for e-government services. Appropriate authentication mechanisms (e.g. certificates) must be used to support self-service</td>
<td>-</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Database integration</td>
<td>Proper database integration in place to support self-service functionality</td>
<td>-</td>
<td>Not applicable</td>
</tr>
<tr>
<td>----------------------</td>
<td>--------------------------------------------------------------------------</td>
<td>---</td>
<td>----------------</td>
</tr>
<tr>
<td>Customer service and respect</td>
<td>Evidence of customer service management, e.g. effective management of requests and complaints from customers (evaluate the ease of contact and responsiveness)</td>
<td>0</td>
<td>No. E-mail enquiry from the home page not answered</td>
</tr>
<tr>
<td>Matches user sophistication level</td>
<td>Website matches the likely technological savvy of the user A site targeted to average users should not require plug-ins to use key features The site appears sensitive to different user types such as average vs. power users The site differentiates its services between remote access vs. office users</td>
<td>1</td>
<td>Most on-line users would be able to read basic content. Historically disadvantaged users would battle to find information</td>
</tr>
<tr>
<td>Personalisation: The ability to create “my site”</td>
<td>Site is customisable. Possible to uniquely define topics of interest and how they are presented</td>
<td>-</td>
<td>Not applicable</td>
</tr>
<tr>
<td>2. Interactive features</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interactivity</td>
<td>Site offers users information customised to specific needs Users can submit content to website</td>
<td>-</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Newsletter</td>
<td>Users can subscribe to an on-line newsletter or e-mail newsfeed</td>
<td>-</td>
<td>Not applicable</td>
</tr>
<tr>
<td>E-mail links</td>
<td>Adequate e-mail links provided for all online services provided</td>
<td>0</td>
<td>None</td>
</tr>
<tr>
<td>Feedback</td>
<td>Comment, feedback and input encouraged Incentives for feedback given</td>
<td>2</td>
<td>In “Crime Stop” page, a few other pages</td>
</tr>
<tr>
<td>Vacancies</td>
<td>Information on vacant positions and joining the police</td>
<td>3</td>
<td>Only by post &amp; hand delivery</td>
</tr>
<tr>
<td>Emergency situations</td>
<td>Sufficient advice provided to handle emergency situations</td>
<td>0</td>
<td>No numbers, no easy find</td>
</tr>
<tr>
<td>Initiatives</td>
<td>Information provided on-line on the police service’s campaigns and initiatives</td>
<td>2</td>
<td>Basic information. Does not seem to be updated often</td>
</tr>
<tr>
<td>Surveys on user needs (results available online)</td>
<td>Questions on navigation, purpose of visits, site aesthetics, and type of people who visit the sites</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Promotion of police service objectives</td>
<td>Website effectively promotes understanding of the police service</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Ensured reaction</td>
<td>One phase higher than just offering an electronic brochure on the WWW</td>
<td>1</td>
<td>Not very inspiring</td>
</tr>
<tr>
<td>Contact information</td>
<td>Contact information (e.g. e-mail) for the webmaster given</td>
<td>3</td>
<td>Yes</td>
</tr>
<tr>
<td>User support</td>
<td>Level of user support on the site - help documentation, e-mail help, and fax-back service adequate Interactive feature sufficiently explained</td>
<td>0</td>
<td>None</td>
</tr>
</tbody>
</table>
## Appendix A - Errors & dead links

<table>
<thead>
<tr>
<th>Home page</th>
<th>Error 404 on &quot;Strategic plan&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Servamus page</td>
<td>POLMED website is dead</td>
</tr>
<tr>
<td>Links page</td>
<td>SAPS West Metropole link is dead</td>
</tr>
<tr>
<td>Crime stop</td>
<td>Community Alert</td>
</tr>
</tbody>
</table>
ANNEXURE C: SUMMARY OF RECOMMENDATIONS FROM SAPS WEBSITE EVALUATION REPORTS
Annexure C

Summary of recommendations from the SAPS website evaluation reports

The table lists the recommendations given on the seven areas that the SAPS website and service delivery has been evaluated:

<table>
<thead>
<tr>
<th>1. Website content</th>
<th></th>
</tr>
</thead>
</table>
| **General**        | - The purpose of the website should be spelt out clearly.  
|                    | - Attempts could be made to make the home page more engaging.  
|                    | - More reasons to return should be built into the website content.  |
| **Content**        | - An “About us” page should be considered.  
|                    | - A “Where to find us” page should be considered.  
|                    | - A Calendar of Events should be established  
|                    | - Updated reports should be posted on the website.  
|                    | - Initiatives should be published regularly.  
|                    | - A “What’s new” section should be considered instead of the flashing “New” notices on the home page.  
|                    | - A glossary could add value to the website.  |
| **Credibility**    | - Contact numbers required for content providers.  
|                    | - Contact numbers required for the web team (and not only the webmaster).  
|                    | - Contact details required for authors of articles.  
|                    | - Limit the depth of content to three clicks or less.  
|                    | - Reports could be verified by referring to print copies, where applicable.  
|                    | - Dates of articles should be given.  
|                    | - Updates should be provided.  |
| **Legal issues**   | - Terms of use should be clear.  
|                    | - Copyright conditions should be displayed conspicuously.  
|                    | - A privacy statement should be attached.  |

<table>
<thead>
<tr>
<th>2. Overall design</th>
<th></th>
</tr>
</thead>
</table>
| **Website structure** | - Design for an intuitive flow: Positioning of information should be logical – information should be categorised to allow easy movement through the site.  
|                    | - The structure and layout should be user-centric.  |
| **Navigation**     | - More navigation labels should be considered, such as “Site map”, “Feedback”, “Contact us”, and “Help”.  
|                    | - It should be possible to navigate within the website without returning to the home page.  
|                    | - Give details in more than one language in the search engine.  
|                    | - A site map would add value to the website.  
|                    | - The quality of backgrounds used in the website should be investigated.  
|                    | - The indication of page positions should receive attention: Users need to know where they are on the site.  
|                    | - Greater use of navigation aids: Where text is long and vertical scrolling is required, navigation aids in the text – such as indicating “Back to top” – could be used.  |
| **Links and menus** | - All links – external and internal – should be revisited to ensure that they are adequate and that dead links are removed.  
|                    | - A top menu bar should be implemented and the other menu bars should be examined to determine whether they should be improved.  |
• Police initiatives should be published and kept up to date.
• There should be more information on how to deal with emergency situations.
• Vacancies are published, but users are not advised on how to join the SAPS. This should be done.
• User support should be developed.
• Surveys on user needs should be regularly conducted.