E-Services: The Challenges of User Experience

ESCWA meeting EGM on Enabling Environment for the Development of Arabic e-Services

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Founder CEO, Travel-Systems
8 March 2011
Content

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• Definitions
• The Web, Evolution and Trends
• E-services vs. User Experience Challenges
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Fadi Sabbagha, Born Interactive
Introduction
Born Interactive is an Independent New Media Agency founded in 1996 with a staff of 45 hand-picked specialists working jointly with our clients within solid long-lasting partnerships driven by customer satisfaction.

Our Mission is to offer creative, innovative and result-generating state-of-the-art digital and interactive communication solutions and experiences that address the evolving needs of local, regional and global institutional and corporate clients.

Over 15 years of Interactive Media and Web Experience
Spectrum of Services

Online Strategy Components

- Kiosks Desktop
- SEO/SEM
- Social Media
- Online Marketing
- Off-line Marketing
- Web
- Mobile
- Email
Markets – Global Reach/Exposure

- USA
- United Kingdom
- France
- Belgium
- Morocco
- Tunisia
- Ghana
- Nigeria
- Guinea
- Sudan
- Cyprus
- Iraq
- Lebanon
- KSA
- Kuwait
- Bahrain
- Qatar
- UAE
- Oman
- Afghanistan
- Singapore
- China

Over 22 countries
12 languages
60 Awards
References - International Brands
E-Services / User Experience
Overview
E-Services

- The concept of E-service revolves around the role of technology in facilitating the delivery of services which make them more of electronic services.
- Three main components identified: service provider, service receiver and the channels of service delivery (i.e., technology: Internet)

Wikipedia
User Experience

- **User experience** (UX) is about **how a person feels about using a system**. User experience highlights the experiential, affective, meaningful and valuable **aspects of human-computer interaction and product ownership**, but it also includes a person’s perceptions of the practical aspects such as utility, ease of use and efficiency of the system. User experience is **subjective in nature**, because it is about an individual’s feelings and thoughts about the system. User experience is **dynamic**, because it changes over time as the circumstances change.

*Wikipedia*
The Web
Evolution & Trends
The Internet is a collection of interconnected computer networks.
The world wide web is an infinitely larger collection of interconnected Documents or Content.
1974 – TCP/IP

A common language of communication
Between computers on the network
1990

hyperlinks

defined a relationship between documents
In Web 1.0 you had a linear transactional relationship.

Content was local to the individual network.

Individual content producers ⇒ individual documents ⇒ Consumers followed links to the content.
Web 2.0 is a term describing the trend in the use of World Wide Web technology and web design that aims to enhance **creativity**, **information sharing**, and, most notably, **collaboration** among users. These concepts have led to the development and evolution of **web-based communities** and **hosted services**, such as **social-networking sites**, **wikis**, **blogs**, and **folksonomies**.

It refers to changes in the ways **software developers** and **end-users** use the Web.
Web 2.0 was another network

creativity
information sharing
Collaboration
Web 2.0

Traditional Media
- Television
- Radio
- Print
- Media Outlets
- Movies

Social Media
- Podcasts
- Vlogs
- Forums
- Wikis
- Enterprise 2.0 Platforms

Blogosphere

Institutional Control → Consumer Control

realfresh.tv
Social Media
Attitudes Toward Social Media

**QUESTION:** Please indicate the extent to which you agree with each of the following statements about social media in your organization?

1. The use of social media by our organization will grow significantly over the next few years
   - 69%
2. Our organization has a significant learning curve to overcome before we can utilize social media
   - 61%
3. Interest in utilizing social media is growing rapidly within our organization
   - 57%
4. Until we are able to clearly measure the impact of social media, it will not be taken seriously in our organization
   - 50%
5. Social media is an important component of our overall marketing strategy
   - 46%
6. The use of social media by our organization is a tactical rather than strategic decision
   - 45%
7. Using social media is integral to our overall company goals and strategy
   - 42%
8. Social media has been designated as a high priority by our organization’s executives
   - 32%
9. It is difficult to see the value of social media for business purposes
   - 29%
10. Social media tools are not very relevant for our business
    - 21%
11. The use of social media for business purposes is a passing fad
    - 17%

Source: HBR
Social Media Usage in the Arab Region: Selected Highlights

Figure 2: Selected Highlights of Social Media Usage in the Arab Region 2010

- Egyptians’ first use of Facebook in presidential campaigns (1)
- Social media informs 1st Sudanese election in 24 years (2)
- Lebanese social media users provide critical input on government’s proposed e-transactions law (3)
- Syria issues zero tolerance policy on school corporal punishment after Facebook/YouTube videos (4)
- UAE lifts 5-year ban on Flicker (5)
- Saudi Ministry of Culture and Information develops social media regulations (6)
- Social media becomes primary source of coverage of Tunisia events (7)


Source Arab Social Media Report, Dubai School of Government
# Facebook Penetration in the Arab Region (Dec 2010)

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Facebook users</th>
<th>Population*</th>
<th>Facebook penetration (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Algeria</td>
<td>1,413,280</td>
<td>35,422,589</td>
<td>3.99</td>
</tr>
<tr>
<td>Bahrain</td>
<td>276,580</td>
<td>807,131</td>
<td>34.27</td>
</tr>
<tr>
<td>Comoros</td>
<td>6,240</td>
<td>691,351</td>
<td>0.90</td>
</tr>
<tr>
<td>Djibouti</td>
<td>46,040</td>
<td>879,053</td>
<td>5.24</td>
</tr>
<tr>
<td>Egypt</td>
<td>4,634,600</td>
<td>84,474,427</td>
<td>5.49</td>
</tr>
<tr>
<td>Iraq</td>
<td>397,140</td>
<td>31,466,698</td>
<td>1.26</td>
</tr>
<tr>
<td>Jordan</td>
<td>1,104,340</td>
<td>6,472,392</td>
<td>17.06</td>
</tr>
<tr>
<td>Kuwait</td>
<td>629,700</td>
<td>3,050,744</td>
<td>20.64</td>
</tr>
<tr>
<td>Lebanon</td>
<td>983,380</td>
<td>4,254,583</td>
<td>23.11</td>
</tr>
<tr>
<td>Libya</td>
<td>260,400</td>
<td>6,545,619</td>
<td>3.98</td>
</tr>
<tr>
<td>Mauritania</td>
<td>40,000</td>
<td>3,365,675</td>
<td>1.19</td>
</tr>
<tr>
<td>Morocco</td>
<td>2,446,300</td>
<td>32,381,283</td>
<td>7.55</td>
</tr>
<tr>
<td>Oman</td>
<td>219,320</td>
<td>2,905,114</td>
<td>7.55</td>
</tr>
<tr>
<td>Palestine</td>
<td>474,400</td>
<td>4,409,392</td>
<td>10.76</td>
</tr>
<tr>
<td>Qatar</td>
<td>512,060</td>
<td>1,508,322</td>
<td>33.95</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>3,213,420</td>
<td>26,245,969</td>
<td>12.24</td>
</tr>
<tr>
<td>Somalia</td>
<td>6,940</td>
<td>9,133,124</td>
<td>0.08</td>
</tr>
<tr>
<td>Sudan</td>
<td>319,624</td>
<td>43,192,438</td>
<td>0.74</td>
</tr>
<tr>
<td>Syria</td>
<td>241,859</td>
<td>22,505,091</td>
<td>1.07</td>
</tr>
<tr>
<td>Tunisia</td>
<td>1,820,880</td>
<td>10,373,957</td>
<td>17.55</td>
</tr>
<tr>
<td>UAE</td>
<td>2,135,960</td>
<td>4,707,307</td>
<td>45.38</td>
</tr>
<tr>
<td>Yemen</td>
<td>179,400</td>
<td>24,255,928</td>
<td>0.74</td>
</tr>
</tbody>
</table>

*Source: Arab Social Media Report, Dubai School of Government*
Facebook Penetration in the Arab Region (Dec 2010)

Source: Arab Social Media Report, Dubai School of Government
Facebook and Internet Penetration Rates in the Arab Region (Dec 2010)

Source: Arab Social Media Report, Dubai School of Government
Facebook Users: Gender Breakdown in Arab Countries

Figure 11: Gender Breakdown of Facebook Users in Arab Countries* (Dec. 2010)

* Excluding Syria and Sudan (due to US technology sanctions, no data on gender breakdown of Facebook users available)

Source: Arab Social Media Report, Dubai School of Government
## Top Sites (Alexa.com)

### Worldwide

1. Google
2. Facebook
3. YouTube
4. Yahoo!
5. Windows Live
6. Blogger.com
7. Baidu.com
8. Wikipedia
9. Twitter
10. QQ.COM
11. MSN
12. Yahoo!カテゴリ
13. 新浪新闻中心
14. Google India
15. 淘宝网
16. Amazon.com
17. LinkedIn
18. Bing
19. Google.de
20. Google谷歌

### Lebanon

1. Facebook
2. Google
3. google.com.lb
4. Windows Live
5. YouTube - Broadcast yourself
6. Yahoo!
7. tayyar.org
8. Elnashra.com
9. MSN
10. Wikipedia
11. Blogger.com
12. Twitter
13. The Lebanese Forces
14. lebanonfiles.com
15. Alfa
16. LinkedIn
17. elnashrafan.com
18. Now Lebanon
19. Kataeb.org
20. al-akhbar.com

### Syria

1. Google
2. Facebook
3. Windows Live
4. YouTube
5. Yahoo!
6. أخبار سورية
7. Kooora
8. MSN
9. عكس السير
10. Maktoob.com Inc.
11. 4shared
12. الجزيرة
13. Bing
14. XNXX Galleries
15. Twitter
16. Microsoft Corporation
17. Blogger.com
18. MediaFire
19. مجموعة ترايدنت العربية
20. Syrian Arab News Agency

### Jordan

1. Facebook
2. google.jo
3. YouTube
4. Google
5. Yahoo!
6. Windows Live
7. Maktoob.com Inc.
8. Yahoo!
9. Blogger.com
10. MediaFire
11. 4shared
12. Blogger.com
13. MSN
15. hawaaworld.com
16. gamezer.com
17. eqla3.com
18. bing.com
19. alghad.com

### KSA

1. google.com.sa
2. YouTube
3. Facebook
4. Windows Live
5. Google
6. Maktoob.com Inc.
7. Yahoo!
8. Blogger.com
9. MediaFire
10. 4shared
11. sabq.org
12. travian.com.sa
13. traidnt.net
14. kooora.com
15. msn.com
16. gamezer.com
17. eqla3.com
18. bing.com
19. stc.com.sa

Source: Alexa.com
Web 3.0 – The Semantic Web

A web were the context of content is defined by data

A web capable of reading and understanding content and context

Tim Berners-Lee
Web 3.0 (Cont’d)

Right message
Right time
Right person
Right device
Today

How people interact with content

Evolution of software

Evolution of Technology

Evolution of Data

Evolution of Networks
The Building Blocks of an Experience
The Building Blocks of an Experience

EXPERIENCE

<table>
<thead>
<tr>
<th>USEFUL</th>
<th>USEABLE</th>
<th>DESIRABLE</th>
<th>SUSTAINABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serves Purpose</td>
<td>Intuitive</td>
<td>Enjoyable</td>
<td>Scalable</td>
</tr>
<tr>
<td>Satisfies Needs</td>
<td>Easy</td>
<td>Pleasurable</td>
<td>Maintainable</td>
</tr>
<tr>
<td>Practical</td>
<td>Seamless</td>
<td>Delightful</td>
<td>Adaptive</td>
</tr>
<tr>
<td>Functional</td>
<td>Accessible</td>
<td>Memorable</td>
<td>Pliable</td>
</tr>
<tr>
<td>Helpful</td>
<td>Efficient</td>
<td>Differentiated</td>
<td></td>
</tr>
<tr>
<td>Effective</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Natural progression to social experience

The Basics

Users
Brand
Business
Foundation

BornInteractive
New Media agency
Adding the Social Component

SOCIAL EXPERIENCE

USEFUL
- Serves Purpose
- Satisfies Needs
- Practical
- Functional
- Helpful
- Effective

USEABLE
- Intuitive
- Easy
- Seamless
- Accessible
- Efficient

DESIRABLE
- Enjoyable
- Pleasurable
- Delightful
- Memorable
- Differentiated

SUSTAINABLE
- Scalable
- Maintainable
- Adaptive
- Pliable

SOCIAL
- Shareable
- Open
- Distributed
- Dynamic
- Collective

The Basics
Natural progression to social experience

Users
Brand
Business
Foundation

BornInteractive
New Media agency
E-service Keywords
Major E-service Keywords/Challenges

- Acceptance
- Accessibility
- Administrative literacy
- Benchmarking
- Digital divide
- E-readiness
- Efficiency
- Security
- Stakeholders
- Usability
Consumers want quality E-services that properly embrace their online behavior and affinities and reach them with the right service, at the right time, using the right device.
E-services Quality Indicators

- Accessibility
- Ease of navigation/Usability
- Efficiency
- Flexibility
- Reliability
- Personalization
- Security/privacy
- Responsiveness
- Assurance/trust
- Site aesthetics
- Price knowledge

Source: Zeithaml (2002)
E-Services for Government Challenges
Effective e-Government: Requirements/Challenges

W3C Interest Group (W3CIG) paper:

- Many environmental, policy, legal, and cultural issues and challenges face the establishment of effective e-Government.
- Required openness, transparency, collaboration and skill for taking advantage of the capabilities of the World Wide Web and specifically from the evolving technologies including Web 2.0 and Social Media.
- Gaps between the current existing standards and the ones needed for the evolution of e-Government services on the Internet.
- Trends and modalities of the Web and the Information Consumer.
- Issues to be faced:
  - participation and engagement, accessibility, Open Government challenges, interoperability, multi-channel delivery as well as identification and authentication.
Web Standards and Guidelines for the Government of Lebanon Project
Web Standards and Guidelines for the Government of Lebanon Project

- OMSAR/Arab Fund project
- Undertaken by Born Interactive
- Creation of Web Standards and Guidelines that are expected to provide the following specific objectives:
  - Convey user confidence and reach high satisfaction levels
  - Produce usable and universally accessible government websites
  - Maintain a common look and feel and navigation
  - Reduce time and cost, avoid duplication and redundant spending
  - Provide essential functionalities and citizen services
  - Provide systematic and tightened security measures
- First phases completed
- Situation Analysis completed: 10 administration entities sites thoroughly audited
- SWOT Analysis completed
Common Weaknesses in Government Online Presence in Developing Countries (1/2)

- Limited dedicated human resources allocated to web-mastering
- Limited clear and long-term strategic vision for the Websites and not always from a specific e-Government perspective and proper identification and definition of their target audience and its needs.
- Limited audience understanding
- Most sites are still missing the transactional parts and e-services.
- No significant dialogue-building features identified. Citizen to government communication is limited to some contact forms in some of the cases.
- Improper handling of feedback from the websites in most of the cases.
- Limited financial resources.
Common Weaknesses in Government Online Presence in Developing Countries (2/2)

- Missing unified identity and design: the overall look lacks standardization
- Accessibility, Navigation and Usability Issues
- Missing content, multiple Language difficulties
- Inconsistency in content availability per language in sites that have multiple languages
- Search Engine Optimization and Social Media considerations are lacking
- Security Concerns
- Performance and speed issues related to the Lebanon-based hosting infrastructure in most of the cases.
User Experience Optimization Areas

• Navigation and interactive design
• Design, Look and Feel
• Usability
• Accessibility
• Development
• Performance
• Content
• Social Media Integration
• Maintenance
User Experience Involvement Stages

- Pre-production
- Development
- Maintenance and support
- Evolution and Dynamics

Across all the development stages
Conclusion: Challenges
Challenges

• How can we take advantage of Web 2.0 and meet the demands and aspirations of the target audiences in delivering quality e-services?
• How can policies, practices, and laws be amended to allow for electronic participation?
• How and what must governments do to ensure the majority of citizens have access to the information and services once available and that were financed by the taxes they pay?
• How can we overcome the infrastructure and connectivity problems that limit the opportunities in achieving and benefiting from the promise of electronic government?
Thank You!

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