INFLUENCE OF E-GOVERNMENT WEBSITES' USABILITY IN BRIDGING 'THE OTHER DIGITAL DIVIDE'

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ABSTRACT

This paper adopts a Directed Qualitative Content Analysis for the deductive use of a specific theory to further provide a detailed description of existing theory or prior researches in this domain. The Heuristic evaluation was conducted on Homepage of select E-government Websites of Cabinet Ministries in India to examine the presence of desirable features that augment Usability. The proposed methodological framework examined the aggregate contribution of discrete dichotomous variables outlined by former studies in this domain. Also, the analytical framework derives the contextual specificity of Six Dimensional Usability Framework with varied levels of importance to remove Usability barriers in the select E-government Websites. Furthermore, the evaluation outcomes may consider user-centricity paramount to improve the information capacities of these Websites.

Research Aim

To appraise the E-government Websites using Heuristic approach to measure the availability of desirable features that augment Usability.

Theoretical Underpinning

An expert-based heuristic evaluation of Usability dimensions formed a conscientious theoretical framework in fostering E-government adoption by potential users. The Six Dimensional Usability (Stowers, 2002) was adopted to determine and comprehend the constituent Usability dimensions germane to the survival of select E-government Websites. These include: Online Service, User Help and Feedback, Navigation, Legitimacy, Information Architecture and Accessibility Accommodation.

Research Methodology

A Usability Measurement Tool through the recognition of 46 desirable features was developed with a coding scheme to provide a valuable insight into the Usability status of select E-government Websites.

Research Implications

By modelling the dimensional schema of desirable features that construct Usability, the findings reflect the attempts made by the select E-government Websites in removing Usability barriers for universal accessibility by diverse users. Furthermore, the evaluation outcome may serve as a guideline to examine gaps in implementation of Usability features in the E-government Websites at the Central Level.

KEYWORDS: ICT, Usability, Heuristics, E-government Website, Barriers-Technology, Web Design standards, Access, E-government Development Indicators

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1. INTRODUCTION

Amidst the much researchable phenomenon on the Democratic Divide often referred to as the gap between the online communities who use digital resources and those who do not (Norris, 2001) has emerged 'E-government' as the fourth model of public service delivery (Baker, 2009) and as one of the most outstanding effects of Information and Communication Technology (ICT). Therefore, the E-government Website plays a vital role in E-government development by ensuring universal access to all users.

India uniquely exhibits various competitive characteristics above other countries that have contributed to the provision of E-government services to citizens and other stakeholders despite challenges in E-government development. The overall E-government development is resonated by the public values perspectives reflected through the E-government service delivery mechanisms. The E-government progress recognizes the efforts taken by the country to attain the 96th position up from 107 in 2016 (UN Survey, 2018). The advancement in E-government development indicates an EGDI of 0.5669 followed by Online Service Index (OSI), Telecommunication Infrastructure Index (TII) and Human Capital Index (HCI) as 0.9514, 0.2009 and 0.5484 respectively. This indicates that India has incredibly reflected the efforts towards advancing E-government in building a sustainable and pliant society.

With digitalization as a premeditated mean to accomplish good governance, the 'Digital India' flagship program launched on 3 July 2015 by the Government of India envisions the digital empowerment and ensures the 'ease of use' of government information and services electronically by every citizen in the country. But, the transformation of a digitally empowered nation into knowledge economy can be realized when the digitally dissected society accommodates everyone as Indian natives. The vision of Digital India accomplishes when the usefulness of a shareable private space in digital infrastructure is conceptualized on a public cloud for every privileged Indian.

Accordingly, both the User and E-government Website Usability signify the structural apparatus of the Information Society wherein the user interface complements the provision of multi-optional access to Information resources to meet Information Needs of users. Moreover, the interface interaction purportedly generates a positive emotional stimulus for continuously encouraging and engaging the user with process of information-seeking on an E-government Website.

1.1 E-government Website Usability

The effectiveness, efficiency, and satisfaction in a specified service context of use of E-government Website for citizens to achieve specified goals (Venkatesh et al., 2014) define the E-government Usability. The following contributory aspects of E-government Website Usability are as follows:

1. Steers Need and Expectation of a novice user to interact with E-government Websites.
2. Supports Knowledge Management mechanisms in the design and development of E-government portals to exchange knowledge between government and citizens.
3. Demonstrates Back-end Efficiency for user engagement in E-government Websites through the system, architecture, data processing, business logic, and functionalities.
4. Promotes Front-End Website Design Attributes that directly influence the E-government adoption.
5. Promote Front-End Website Content Attributes as one of the pillars of E-government websites that notably enhances service quality to endorse the overall E-government development of a nation.

6. Encourages E-government Adoption and Use by influencing ease of use as the primary design criterion to ensure accessibility by diverse users.
7. Determines Success or Failure of E-government Websites by serving as one of the critical components in the success or failure of E-government Websites.
8. Orchestrates overall user experience through the provision of psycho-pleasure while interacting with E-government Websites.

2. THEORETICAL FRAMEWORK FOR E-GOVERNMENT WEBSITE USABILITY

The integration of user needs with the interactive Website design has the potential to develop a high benefaction by potential users towards adoption of E-government Websites. Considering this, several researchers have comprehended E-government Websites to examine Usability issues that plagues the adoption of E-government systems, which consequently results in the failure of E-government initiatives especially in developing countries.

Through a content analysis of 148 federal websites, Stowers (2002) recognized six elementary Usability features for designing easier to use websites to remove Usability barriers. These include *Online Service, User Help and Feedback, Navigation, Legitimacy, Information Architecture* and *Accessibility Accommodation*. The presence or absence of these desirable features help bridge 'the other digital divide' by removing Usability barriers for users to easily manoeuvre the government websites.

This paper follows the content analysis of E-government Website Usability to record data dichotomously based on the presence or absence of the following Usability variables and prioritized universal accessibility to all users by considering effective legitimized communication for end user gratification for both the content and services:

2.1 Online Service (OS)

A citizen-orientation with easily comprehensible content based on user need augments E-government Websites as the main access channels for government information and services. Thus, the online services provided by governments become imperative to offer information value to diffuse E-government among potential users. Some of the worth mentioning factors that facilitate user adoption of online services provided by E-government Websites include:

- Multilingualism for a country with multicultural and multilingual groups (Bouaziz & Fakhfakh, 2007)
- Locally relevant content in native language to culturally connect users (Parasuraman et al., 2005; Kim et al., 2006)
- Online demos and trials along with voice aid (Sarkar & Cybulski, 2003b) to help users complete task without any manual intervention
- Communication with users by using opinion poll system, message board and social media platform to imbibe trust and ensue willingness in a citizen to use the service (Cox & Dale, 2001; Liu & Arnett, 2000; Yang et al., 2005)
- Availability of comprehensive contact information (Email, postal address and/or the telephone/fax numbers) for users to contact the department concerned (UNESCO, 2005), and scannable text (Nielsen, 1999)

Therefore, evaluation of the Online Service dimension becomes paramount as an effective service delivery mechanism in E-government Websites.

2.2 User Help and Feedback (UHF)

As one of the key Usability dimensions for an all-inclusive E-Government Website, the provision of adequate *helpful*

information (Roach & Cayer, 2010) becomes paramount to guide novice users and encourages engagement with Websites. The provision of guidance and support through interactivity increases government responsiveness (Parent et al., 2005) through *feedbacks* for complaints, questions and suggestions.

Nielsen (1999) suggested the availability of *search* feature while Huang and Benyoucef (2014) mandated a manifest online *help* function on all web pages to support search behaviour of users. The provision of *Frequently Asked Questions (FAQs)* assist in expedient retrieval of vital information (Koyani, 2001) while *contact details* of the officials and support staffs help in handling queries with minimum response time (Kim & Stoel, 2004; Zeithaml et al., 2000).

Therefore, evaluation of the User Help and Feedback dimension is indispensable to help users resolve issues encountered while accessing or using E-government Websites.

2.3 Navigation (NAV)

The Information Retrieval Behaviour often involves an understanding of the temporal and spatial organization of information by users through a subjective assessment of the likelihood of proximal cues (link labels) to its distal related content, that is, the semantic relevance of screen objects to users' goals (Kitajima, Blackmon, & Polson, 2000; Pirolli & Fu, 2003). These cues help in Information Foraging (Pirolli & Card, 1999) by users to determine the information value of the content.

Moreover, Navigation influences Usability by allowing a user with limited knowledge about government to readily steer and browse the contents of the websites (UNESCO, 2005). Different *hyperlinks* and *organised menus* (Lee & Kozar, 2012; Venkatesh et al., 2014) determine quicker routes to access the required services (Stowers, 2000). The presence of a *Sitemap* as a fixed position or sticky menu allows confidence in effective Information Seeking (Danielson, 2002) besides non-structural Navigation systems such as *quick links* and *related links* (Verma, Patel, & Abhari, 2009).

As an attribute of E-government Website, a global navigation system and proper content groupings gets materialized to make user experience enjoyable. An inadequate consideration of Navigation in the website design process challenges the survival of E-government websites (Zhao & Benyoucef, 2014). Therefore, evaluation of the Navigation dimension is fundamental for users to easily manoeuvre through the E-government Websites to find appropriate content.

2.4 Legitimacy (LEGI)

With a view to endow with plausible substantiation of E-government Websites, the apparent Legitimacy aspects explicate users of their privacy and security concerns in E-government service adoption. Several features that provide credible evidence and officially legitimize an E-Government Website include *well-worded disclaimers*, *privacy policies*, *terms and conditions*, *copyright information*, and *contact details*. Hence, it is imperative to ensure the provision of visible legitimacy features on the E-government websites.

Both the security and privacy prominently influence citizens' attitude towards E-government service adoption (Zeithaml et al., 2000; Yoo & Donthu, 2001; Welch & Pandey, 2005; Yang et al., 2005; Shareef et al., 2011) that is demonstrated through *policy statements* for handling personal information submitted online. Timeliness of information also gains momentum as government websites that are *not updated regularly* (Santos, 2003) may impede e-service uptake. Therefore, evaluation of the Legitimacy dimension becomes essential to ensure the conformance of E-government Websites to legitimacy standards.

2.5 Information Architecture (IA)

Considered as the information map, the IA binds all Website elements in harmony for its overall appearance to the user (Baker, 2009; Stowers, 2002) to retrieve information. Therefore, evaluation of the Information Architecture dimension is imperative to fabricate a citadel of sophisticated comprehension of the availability and accessibility of information through various sources and forms by E-government Website users.

2.6 Accessibility Accommodations (AA)

An Interface for users with *cognitive or functional limitations* (Javahery, Gower, Sinnig & Forbrig, 2011) for quick navigation through online services and overcome problems encountered with E-government Websites (Baker, 2009) define Accessibility. Therefore, evaluation of the Accessibility Accommodation dimension is vital to significantly contribute to user satisfaction through ease of use and navigability in E-government Websites.

3. OBJECTIVES OF THE STUDY

A comprehensive evaluation of the Usability dimensions gains principal significance as a critical research area for addressing the continued failure of E-government initiatives in developing countries. Hence, the prime objective of this paper is

1. To evaluate the select E-government Websites in India for the presence of desirable features that augment Usability.

4. RESEARCH METHODOLOGY

Explanatory Research Design was adopted for a rigorous investigation of Usability of the concluding list of 17 E-government Websites and provided a compelling test of the theoretical framework by maintaining the un-ambiguity in the obtained data. A Usability Measurement Tool (UMT) comprising 46 binomial variables ('1' for presence and '0' for absence) was developed for examining the desirable features that enhance E-government Websites' Usability (Table 1).

Table 1: Binomial Discrete Variables of E-government Websites' Usability

Usability Dimension	Binomial Variables
Online Services	9
User Help and Feedback	7
Navigation	11
Legitimacy	6
Information Architecture	5
Accessibility Accommodation	8
Total	46

A directed qualitative content analysis further provided the description of existing theory or prior researches in this domain to guide the conceptual extension of the Usability dimensional schema to develop the coding scheme as suggested by Mayring (2014). The Homepage with up to the third click was chosen as the ideal Unit of Analysis for each E-government Website. The presence of a particular variable was counted only once rather than frequency of its appearance in the select E-government Websites. Coding rules were created for the logical categorization of each variable as it appeared or in different forms to ensure that the word segments fall into the same category to explicitly demonstrate a

particular variable.

5. DATA ANALYSIS

The collected data was analyzed using the logical and analytical reasoning for each Usability Dimension with its discrete binomial variable set in the select E-government Websites. The Mean Scores for existence of variables within each dimension across the select E-government Websites and variables across dimensions of the individual E-government Website were computed using binary ratings ('1' for presence and '0' for absence).

6. FINDINGS

Table 2 reveals the proportional analysis of the presence of desirable Usability features in select E-government Websites.

Table 2: Proportional Analysis of Usability Dimensions of E-government Websites

Ministries representing E-government Websites	Usability Dimensions											
	OS		UHF		NAV		LEGI		IA		AA	
	P	A	P	A	P	A	P	A	P	A	P	A
Expenditure	25.6	20.4	26.2	19.8	21.0	25.0	30.7	15.3	46.0	0.0	28.8	17.2
Economic Affairs	25.6	20.4	26.2	19.8	21.0	25.0	30.7	15.3	36.8	9.2	28.8	17.2
Financial Services	20.4	25.6	26.2	19.8	29.2	16.8	38.3	7.7	36.8	9.2	40.2	5.8
Revenue	30.7	15.3	19.8	26.2	16.8	29.2	38.3	7.7	46.0	0.0	34.5	11.5
External Affairs	25.6	20.4	32.9	13.1	33.5	12.5	30.7	15.3	36.8	9.2	40.2	5.8
Pensions and Pensioners' Welfare	25.6	20.4	32.9	13.1	12.5	33.5	23.0	23.0	27.6	18.4	28.8	17.2
Human Resource Development	35.8	10.2	26.2	19.8	16.8	29.2	30.7	15.3	36.8	9.2	40.2	5.8
Electronics and Information Technology	30.7	15.3	32.9	13.1	25.0	21.0	30.7	15.3	46.0	0.0	46.0	0.0
Home Affairs	15.3	30.7	32.9	13.1	25.0	21.0	38.3	7.7	46.0	0.0	40.2	5.8
Road Transport and Highways	30.7	15.3	26.2	19.8	25.0	21.0	30.7	15.3	46.0	0.0	34.5	11.5
Agriculture, Cooperation and Farmers Welfare	35.8	10.2	26.2	19.8	25.0	21.0	23.0	23.0	27.6	18.4	28.8	17.2
Corporate Affairs	30.7	15.3	32.9	13.1	21.0	25.0	38.3	7.7	27.6	18.4	17.2	28.7
Labour and Employment	40.9	5.1	32.9	13.1	29.2	16.8	38.3	7.7	46.0	0.0	28.8	17.2
Rural Development	35.8	10.2	26.2	19.8	29.2	16.8	23.0	23.0	36.8	9.2	28.8	17.2
Commerce and Industry	35.8	10.2	26.2	19.8	25.0	21.0	23.0	23.0	36.8	9.2	28.8	17.2
Justice	25.6	20.4	32.9	13.1	21.0	25.0	30.7	15.3	36.8	9.2	23.0	23.0
Panchayati Raj	25.6	20.4	13.1	32.9	21.0	25.0	30.7	15.3	27.6	18.4	23.0	23.0

As the quintessence of government websites, the manifest content is reflected in the online service delivery

mechanisms on the Homepage of all the 17 E-government Websites. The Usability performance by the E-government Website of the Ministry of Labour and Employment contributes to 40.9% of desirable variables representing online service provision while that of the Ministry of Electronics and Information Technology facilitate content accessibility by users, especially the disabled (46%) followed by Website of the Ministry of External Affairs that indicate a navigation scheme to promote ease of use for intended users (33.5%). It is further noticed that 7 Ministerial Websites provide the helpful information for user assistance (32.9%), 5 Websites indicate presence of attributes of legitimacy and the prevalence of various policy statements while 6 consider the hierarchical categorization of information on its respective Homepage.

Furthermore, Table 3 finds the overall Usability Score that reveals the manifestation of 76.1% of desirable features in the E-government Website of the Ministry of Labour and Employment followed by Electronics and Information Technology (73.9%) and External Affairs (71.7%).

Table 3: Proportional Analysis of overall E-government Websites' Usability

Ministries representing E-government Websites	Usability Score (US)	
	Presence	Absence
Expenditure	60.9	39.1
Economic Affairs	58.7	41.3
Financial Services	67.4	32.6
Revenue	63.0	37.0
External Affairs	71.7	28.3
Pensions and Pensioners' Welfare	52.2	47.8
Human Resource Development	65.2	34.8
Electronics and Information Technology	73.9	26.1
Home Affairs	67.4	32.6
Road Transport and Highways	67.4	32.6
Agriculture, Cooperation and Farmers Welfare	60.9	39.1
Corporate Affairs	58.7	41.3
Labour and Employment	76.1	23.9
Rural Development	65.2	34.8
Commerce and Industry	63.0	35.0
Justice	58.7	41.3
Panchayati Raj	50.0	50.0

7. DISCUSSIONS

Based on the obtained Usability Scores, the select E-government Websites in India are found to have acceptable Usability levels with respect to the deployment of various service delivery mechanisms for the provision of e-services to the potential information users. This furthers the observation with respect to the provision of user help features for website navigation that demonstrates variations to express concern over E-government Website Usability for inadequate help features in the development of E-government Websites.

Though the outcome demonstrates variations but encourage E-government Websites in India to alleviate Usability barriers. The establishment of credibility and an appreciable Usability with respect to the provision of aids for website navigation and the information structure is observed. This may pave the way to accelerate the materialization and deployment of various service delivery mechanisms for the provision of e-services to the intended users.

8. CONCLUSIONS

The evaluation reveals potential areas of improvement for making E-government Websites more usable and accessible for a wide array of intended users. Furthermore, the evaluation outcomes may consider user-centricity paramount to improve the information capacities of these Websites. Hence, the analysis may serve as a guideline to examine gaps in implementation of Usability features in the E-government Websites at the Central Level. Hence, by modelling the dimensional schema of desirable features that construct Usability, the E-government development in India will reap enormous benefits for intended users.

Findings of this study indicate that Usability issues undermine the successful establishment of E-government in India. Further research needs to involve integrating the usability problems with qualitative and quantitative approaches to obtain results that can accelerate E-government adoption to augment E-government development in India.

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