







## RESEARCH TO IMPROVE USER EXPERIENCE ON E-SERVICE PORTALS AND TRAINING ON DIGITAL TRANSFORMATION FOR THE PUBLIC SECTOR

### Part 1: Action research to improve user experience on e-service portals

-  **Lead agency for implementation:** Institute for Policy Studies and Media Development
-  **Data collection duration:** 01/02/2023 - 15/04/2023
-  **Objective:** Developing a set of criteria to improve the user-friendliness of online public services portals
-  **Samples:** 81 online public service portals, including national public service portals and public services portals of 63 provinces and cities and 17 ministries and sectors



## ASSESSMENT CRITERIA



Availability and ease of use of user support tools  
(Learnability)

Availability of contact information (Contactibility)

Ease of use of information search tools  
(Navigation and searchability)

Accessibility according to WCAG 2.0 standards and Article  
18 of Circular No. 32/2017/TT-BTTTT

Availability of tools allowing citizens to rate their  
satisfaction (Accountability)

Mobile-friendliness

Transparency about performance and evaluation results  
(Transparency)

Commitment to protecting personal data and  
information security (Privacy and Security)

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Scan the QR code to conduct the  
survey on National Digital  
Transformation training needs

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### Part 2: Training on "Strategy development and management of the provincial digital transformation process"



**Participants:** Leaders of provincial departments, agencies, and sectors



**Training duration:** June to August 2023



**Register to the training:**

Email: [contact@ips.org.vn](mailto:contact@ips.org.vn)

Tel: 096 952 02 20



## TRAINING CONTENT



Building and mining data systems for local government administration



Identifying digital transformation priorities at the provincial level and formulating a digital transformation strategy



Designing tasks and building mechanisms to hire and manage technology contractors for digital transformation projects

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