

## **2. ACB Website Evaluation and Revamp Recommendations**

### **2.1 Summary**

The current website of Anti-Corruption Bureau (ACB) gives a fairly decent description of the work of ACB and also has the facility for the user to lodge an online complaint. But there are some shortcomings in the website which need to be rectified.

Some areas of improvement are user friendliness and better navigability. It can happen that the user is unable to derive the maximum out of the website. At some places, the content on the pages needs to be reviewed and changed. The workflow in the website also needs to be redone. Most importantly, a need was felt to popularise the existence of website in the masses.

The participants from SPJIMR reviewed ACB's website and came out with certain suggestions so that the website can help serve the community better. There are certain additions which can be done to the site to make it more appealing and efficient. This report tries to provide a solution to the discussed problems with the ACB's website.

### **2.2 Scope of Work**

The students from SPJIMR did a thorough browsing of the anti corruption bureau's website and tried to explore as to how the website can be improved so as to serve the nation better. ACB in its endeavour to curb corruption has gone online and built this site which apart from giving information about the ACB, also provides the facility wherein a person can submit online complaint. Thus, enabling the ACB to be tech savvy and helping it come closer to the ordinary man.

The work was done basically with intent to bring out better ways to be suggested to ACB so that after implementation of the changes, the website scores high on:

1. Usability (ease of use)
2. Correctness of information
3. Easy access to the information.
4. Security
5. Navigability

## **2.3 Content Review**

The contents of the website of the anti-corruption bureau were reviewed and some modifications and additions are being suggested so that the website is more effective and efficient for the users.

### **2.3.1 Modification**

Following are the modifications suggested for the website by the team.

- Under the heading "Home"
  - Under the heading of 'Your Suggestions'
    - Modify existing "Feedback Form" to incorporate the current subjects of suggestions "On working of ACB" etc.
    - Provide guiding questions (yes/no, 2-3 line answers) on this form.
  - Under 'ACB Units'
    - Remove this section from left hand side of Default Page – club it with "Contact Us"
  - Under 'In the News'
    - ACB can send out messages to the users regarding upcoming drives/campaigns etc. by using the In the News section
    - Rename to "News & Events"
  - Under 'Your Complaints'
    - This is the nucleus of the website and hence, should be given maximum emphasis.
    - Instead of using just text, use pictures, use tag lines from ACB ads like don't give bribe click here, help us help you, we are just a click away.
    - Expand this section to cover half of the right hand side part by moving "Your Suggestions" link to the tabs section – this shall ensure the users attention is drawn more towards the complaint section.
- Under the heading "Programs"
  - Each initiative with its description in terms of objective, timelines, key milestones achieved and logos or promos can be put here instead of photographs only.
- Under the heading "Feedback"
  - Questions 1 & 2 are repeated. They need to be rectified..
  - Check spellings: "Newpapar"
  - Anonymity can be maintained out here with only email add of sender being the identity- do not make name and telephone mandatory.
  - The relevance of question 2<sup>nd</sup> is not there. Kindly check again.
- Under the heading "Contact Us"
  - Either demarcate the ranges on the map and provide links on these ranges on the map which when clicked shall list all the required addresses.
  - Use the ACB Units drop down list here and when a particular area is clicked show the address of the unit.
- Under the heading "Links"

- Remove Links tab from tabs section. We can add a “Your Suggestions” tab here which shall open the feedback/suggestion form already available.
- Move “Links” tab to the foot of the home page.
- Under the heading “Site Map ”
  - Show branching pictorially instead of textually and maintain the template if branching should be shown then show it throughout and maintain the level of depth.
- Under the heading “News”
  - Default news page can show latest headlines

### 2.3.2 Addition

- Ads can be displayed on the title section e.g. MSN Hotmail Title frame.
- Online survey can be done.
- Polls on Experience with website can be done.
- Discussion Forum can be enabled.
- Counter can be maintained as to how many visitors have visited the site till date.
- Citizen Charter can be brought on the web and can be put as a different tab on the tabs section with Right to Information also as one of the drop downs of this tab.
- Left hand side of all pages should display rotating ACB ads.
- Gallery of pictures can be maintained. These pictures can contain achievements of the ACB.
- Link to the AC Community Online – encourage people to join by way of catchy tag lines.
- Allow users to add a question through discussion forum and through FAQs page
- Programs section should also have information about upcoming events, objectives, timelines, venue etc.
- New feedback form structure can be done.
- Feedback type should have different treatment.
- Contact Us- should show toll free number , email ids and website address.
- Message from D.G can be removed from header tab
- Add anonymous Criminal Misconduct Complaints section
- Restructure tabs – The current structure is a bit discomfort able. We can divide it into 3 -4 broad categories.

Our Organization	Complaints	News & Events	Your Voice	FAQs	Documents	Contact I
About Us	Lodge Complaints	News	Feedback		Legal	
Message from D.G	View Statistics	Press Releases	Survey - I		Circulars	
Citizen Charter		Programs	Survey - II		Right of Information	
		Gallery	Discussion Forum			