

# SERVICE-ORIENTED GOVERNMENT WEBSITES CONSTRUCTION RESEARCH

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Abstract: With the deepening of internet applications and services in all levels of society, and in the background of the leading countries in e-government continuing to strengthen the government website, building service-oriented government website has become an effective means of entirely new way to promote the administrative system. User, presentation, content and insurance consist of the framework of service-oriented government website.

## 1 INTRODUCTION

Since the State clearly stated, "E-government first, driving the development of national economy and social information" strategy, China has been the rapid development of e-government, information technology continue to highlight the leading position, E-government construction has become important content and main driving force of the government deepen administrative restructuring. Government websites as a front desk and portals, ownership rate has steadily increased, functional positioning has been increasingly clear, the content has been continuously enriched, and government websites have played an active role in China's economic development and social life, and gradually developed as an important platform and window into our government for the provision of services to the public and businesses.

## 2 DIRECTION OF DEVELOPMENT OF GOVERNMENT WEBSITES

With the deepening of the administrative system to promote, the object location that "speed up building the service-oriented government that the people are satisfied "becomes more explicit, "ensuring economic growth, ensuring the people's livelihood" has become the starting point and the end result for all the work of the government. Meanwhile, with the

deepening of internet applications and services in all levels of society, and in the background of the leading countries in e-government continuing to strengthen the government website, building service-oriented government website has become an effective means of entirely new way to promote the administrative system.

### 2.1 Building Service-oriented Government is a Necessary Requirement of the Service-oriented Government

In recent years, the state leaders repeatedly emphasized that the significance of building service-oriented government, and make the service-oriented government as the direction of administrative reform. Building service-oriented government is the direction and important task to speed up administrative reform. Government websites as an important platform and window to provide information and services for the public, should be based on user demand, constantly improve the public service system, enhance the capacity of basic public services, This is a necessary requirement to build service-oriented government.

## **2.2 Building Service-oriented Government is a Necessary Requirement of the People-Oriented Service Concept**

People-oriented is the core of the scientific concept of development, the fundamental purpose of sticking to serving the people wholeheartedly and embodies of the concept of governance. As an important bridge and vehicle of a modern government and the public and businesses, government websites will focus on the public and business users instead of the government functions, focus on the basic needs of the people's livelihood, enhance document handling, business start-up, accreditation and other areas of service planning and provision. Building service-oriented government websites is a necessary requirement of "people-oriented, user-centred".

## **2.3 Building Service-oriented Government is a Necessary Requirement of the World's Leading Government Websites**

The practice of United Nations, the European Union and other e-government performance evaluation and international leading government websites show that user-centred, need-oriented, people's livelihood and business services focused, provides integration of public services for the public and business, and in accordance with user objects and service theme, organize services such as integration and the scene, is the universal law of an international leading government websites. China's government websites should learn from the world's leading ideas and methods of construction websites.

## **3 ADVANCED EXPERIENCE AND UNIVERSAL LAW OF INTERNATIONAL LEADING GOVERNMENT WEBSITES**

Performance evaluation results of United Nations, the European Union and other government websites show that: user-centred, need-oriented, providing practical and easy using online service is the universal law of international leading government websites.

## **3.1 Service Pertinency**

Through the study of the United States, Canada, UK, Singapore and other international leading government websites, we could find that the services provided by government websites focused on public education for the community, health, transport, employment, social security, housing, family, tax and other fields, and business-oriented business start, accreditation, tax payment, human resources, import and export, intellectual property and other fields. Services of these areas are important content of government websites.

For example, public service in British government website covered vehicles services, education and learning, personal tax, family community, tourism and transportation, business-oriented services, including business start-up, financial donations, tax rebates, sales markets, international trade etc..

## **3.2 Service Applicability**

United States, Canada, UK and international leading government websites fully reflect the needs of users as the center of the service concept, make comprehensive integration of government resources, administrative resources and public services, provide a wealth of information and services, and have very strong practicability.

## **3.3 Service Channel**

UK, USA, the Netherlands government websites start from the applicability of the services, user need-centered, to facilitate the users to use, problem solving-oriented, to refine the classification of clients on the whole society. In accordance with the user object, work processes, services, resources, these websites make organization of services scene, etc., to provide the public with convenient, efficient and practical service.

## **3.4 Service Quality**

While world's leading government websites making resource integration, they emphasis on site-building specifications of information and services. For example, British government website has integrated all the medical establishments in the state, and publish the information according to the unified norms and standards, including hospitals register information, user rank score information etc.. In the medical information page, British government

website provide general information, departments and services, medical facilities, feedback information, maps and contact information etc., and effectively protect the normalization of information and services.

## 4 FRAMEWORK AND CONTENT OF SERVICE-ORIENTED GOVERNMENT WEBSITE

On the basis of research of China administrative system, the requirement of service-oriented government website, government functions, user's actual demand, and development tendency of international leading government websites, the authors propose the reference model of service-oriented government website, including user level, presentation level, content level and insurance level.

### 4.1 Framework

#### 4.1.1 User Level

User level is the driving force of service-oriented government website construction. Service-oriented government websites must always put the user as the center of the construction, put the needs of the user as guide for the site construction, put customer satisfaction as the ultimate measure of the level of government performance standards. This is a point of departure of service-oriented government website content design and implementation, is also embodies of "people-oriented" concept of service-oriented government.

#### 4.1.2 Presentation Level

Presentation level is window of government websites and support of services. It has direct impact on user perception of the situation of government website. Service-oriented government website must combine with user's need and use habit, according to intergration, streamline, scene etc. to organize the website content. Also, humanity navigation, integration of service resources around the process, make government websites convenient and easy to use.

#### 4.1.3 Content Level

Content level is the core of service-oriented government website, is foundation of government website to provide service to social public. Service-

oriented government website should focus on ensure and improve the people's livelihood, focus on ensure the lawful rights and interests of citizen and enterprise, focus on transparent and democratic decision making. This is the most important content of service-oriented government website construction.

#### 4.1.4 Insurance Level

Insurance level is premise of service-oriented government website to provide service, including service consciousness, mechanism insurance and content insurance etc..

In terms of service consciousness, government departments and staff should have complete idea, establish service consciousness of "people-oriented, user-centred".

In terms of mechanism insurance, there should be thorough institution and reasonable mechanism, providing legal basis and organization insurance for the service system.

In terms of content insurance, there should be normative content insurance system, insuring website content timely, exact, and practical.

### 4.2 Core Content

Promoting the level of people's livelihood is the key to increase performance of service-oriented government website. Service-oriented government website as window of government to face the public, must serve the overall situation "economic growth, ensuring the people's livelihood" and make "ensuring and improving the people's livelihood" starting point and the objective of service-oriented government website construction.

Ensuring the lawful rights and interests of citizen and enterprise is important content of service-oriented government website construction. Service-oriented government website as window of information and service should deeply analyse the need of social public in these areas. On that basis, integration of service resource in all departments, make service-oriented government website as important platform of ensuring the lawful rights and interests of citizen and enterprise.

Realizing transparent government and democratic decision-making, is an important target of service-oriented government website construction. Service-oriented government website as the first platform of government information disclosure, should carry out 《 government information disclosure regulation 》, publish government information timely and exactly.

## 5 CONCLUSIONS

User, presentation, content and insurance consist of the framework of service-oriented government website. Among them, user's need is directive of government website construction, content construction is core of government website construction, and they are key of service-oriented government website's location and performance level. All work of government website should be closely around the basic task that establishes the government public service system that is suitable to conditions of our country, to benefit all the people, fair, moderate level, sustainable development. Also, we should deeply analyze user's need, enhance service ability, organize the content reasonably, found and improve the insuring mechanism. Service-oriented government website should be forward position of service-oriented government construction.

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