



# ukonline.gov.uk

Connecting you with government  
information and services

ukonline.gov.uk

Overview



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# Executive Summary

Government of today is markedly different. Citizens' needs and expectations of the relationship they share with government have fundamentally changed.

In September 2000, the Prime Minister presented his vision of a government that puts the citizen at the centre of everything it does, and which makes the citizen its very purpose. To realise the vision he launched a campaign to get people, businesses and government itself online.

*The whole campaign is called UK online. Ukonline.gov.uk and the Government Gateway are two key initiatives within this campaign.*

*ukonline.gov.uk supports the vision to enable the citizen to interact electronically with government by the year 2005.* Critical to the government's longer term vision, ukonline.gov.uk is expected to be a key driver in transforming the way in which public services are organised and delivered, and in leading the drive to better integration of government services and putting all relevant government information and services online. In achieving this vision, ukonline.gov.uk aims to be:

- a principal entry point for citizens to access government information and services online
- dedicated to serving the citizen by providing easy and multi-channel access to interact with government
- the main vehicle for coherent and relevant information and services that will enrich the citizen experience and interaction with government

- a partner to private and public sector service providers. ukonline.gov.uk will not be the only portal delivering government information and services
- a trustworthy environment where citizens can conduct secure transactions in confidence.
- the best of its kind in the world.

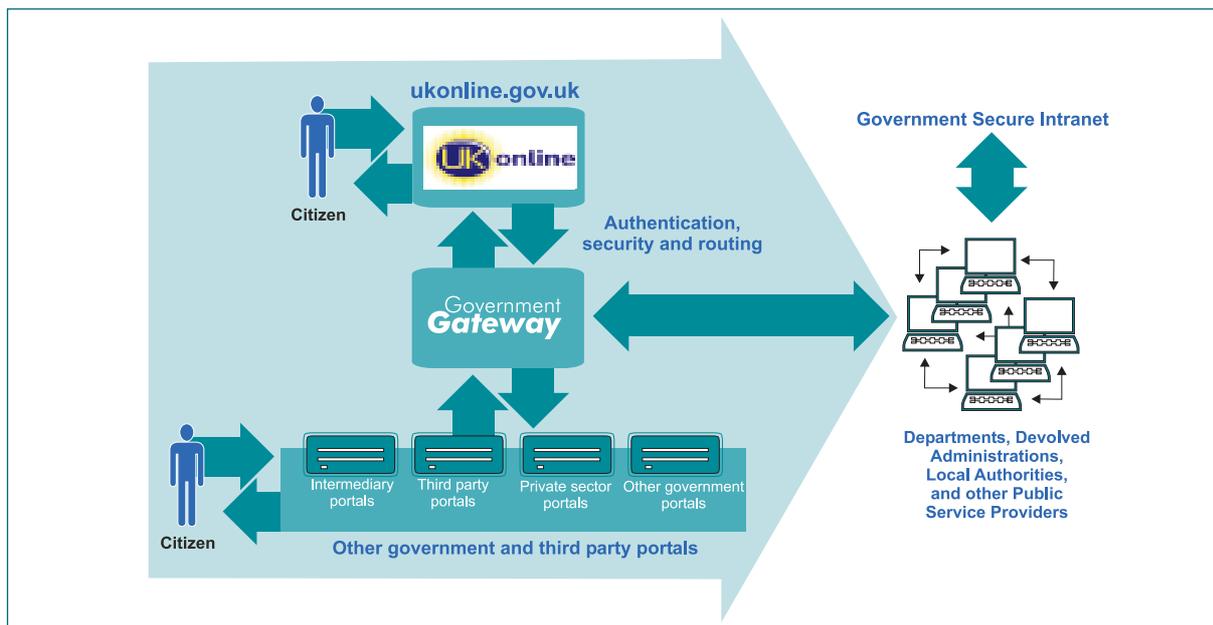
**ukonline.gov.uk** is an Internet-based web-site that aggregates all government information and services in one place. It is intended to be the primary place where citizens go to get information about government services and to transact with Government online. ukonline.gov.uk currently provides general information about the UK online programme and brings together information and advisory services from a variety of sources to help citizens through important experiences, called Life Episodes.

***The initial pilot of ukonline.gov.uk is just the beginning of a long process to provide the United Kingdom with a modern, efficient, citizen-centric Government.***

The 'Government Gateway' ensures that the respective roles of government departments, in providing joined up services, are transparent to the end user. The Gateway provides the appropriate routing and connection services to departments and also the necessary security and authentication to enable different parts of Government to conduct electronic transactions with citizens. The Gateway will also be instrumental in opening up government departments and their information assets and services to the public, private and voluntary sectors.



The architectural framework within which ukonline.gov.uk has been developed is presented below:



This shows the key infrastructure building blocks relating to ukonline.gov.uk. It will enable the coherent integration of government infrastructure, systems, processes and services.

The scale of change required to achieve this integration is immense. The government's strategy has therefore been to develop ukonline.gov.uk primarily by what the citizen finds most valuable. In this context, government will be using citizen feedback to help shape the development programme beyond July 2001. At this stage we expect the development programme to include:

- Adding further life episodes
- Integrating secure online transactions as they are developed across government
- Increasing the functionality and specification of information and services accessed by citizens
- Ensuring that all government services are accessible through ukonline.gov.uk

In addition to citizen feedback, it is intended that ukonline.gov.uk will be developed, where appropriate, in partnership with private and voluntary sector organisations.

Technology innovations for ukonline.gov.uk itself will be examined for feasibility and tested to determine the likelihood of their success. Those that are successful may then be implemented on ukonline.gov.uk.

The Office of the e-Envoy is responsible for the policy, standards and operational running of ukonline.gov.uk.

However, ukonline.gov.uk is a partnership delivery programme across the public and private sectors for delivering citizen oriented information and services. Central government departments, Devolved Administrations, Local government and the voluntary sector are all engaged in the development of ukonline.gov.uk and its future evolution.

To date a number of partners have been involved in the development of the leading edge solutions that support the delivery of information and services through ukonline.gov.uk. In moving forward, government will continue to enhance and deepen this partnership approach to ensure that ukonline.gov.uk and citizens benefit from the latest innovations and technologies.

ukonline.gov.uk is unique. It represents the first step towards making government wholly accessible to the people it serves. Designed expressly for the citizen, it reflects a transformation in the relationship between government and its citizens. How ukonline.gov.uk evolves will depend on the ideas and feedback from citizens and government stakeholders.

This document, ukonline.gov.uk, presents an overview and vision for ukonline.gov.uk, plans for its evolution and the role it will play in the transformation of electronic access to, and delivery of government services. The document represents a 'snap-shot' in time and will be updated as major developments occur.



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# Modernising government and ukonline.gov.uk

## 1.1 Modernising government



Rt. Hon. Ian McCartney MP

When citizens deal with government, they expect to do so in a way that suits them best. They should not need to understand how government is organised, know which department or agency does what or how functions are divided between Central and Local government, in order to access the services they need. Nor should they have to make contact between 9am and 5pm, Monday to Friday when, for many this is inconvenient.



Patricia Hewitt MP

The government recognises that electronic service delivery offers huge opportunities to meet the needs of its citizens.

Improving service delivery electronically was a central theme in the '**Modernising government White Paper**', published in March 1999. The paper set challenging targets for electronic delivery of government services. It also encouraged all levels of government to make full use of new and emerging technologies to provide services that are more accessible, convenient, joined-up, responsive and personalised for the benefit of citizens.

This translates into the following specific goals for government services:

- **Modernised public services** – joined up and focused on the individual
- **Accessible information and services** – 24 hours a day, 7 days a week. Citizens will be able to interact with government from home, at work or on the move.
- To ensure that the **government electronic service delivery is driven by the use that citizens make of it.**
- **Citizen-driven electronic government** – government services organised and delivered the way the citizen wants
- **Multi-channel access** – new electronic channels will enhance existing traditional channels.

## 1.2 UK online

There are three challenging targets for Britain:

- To be the best place in the world for e-commerce
- To get universal access to the Internet
- To make all government services available online via the Internet.

In September 2000, the Prime Minister launched a new campaign, "UK online", to get people, businesses and government itself 'online', with the objective of meeting some of these targets.

ukonline.gov.uk and government Gateway are two key initiatives within this campaign that aim to help meet the above targets. (Full details of other developments in this exciting initiative are available from the UK online campaign web site accessible from <http://www.ukonline.gov.uk>).



### 1.3 Management of ukonline

ukonline.gov.uk is a strategic project in the governments Information Age Agenda. It is being overseen by Ministers and senior officials led by **Patricia Hewitt, Ian McCartney and Andrew Pinder the e-Envoy.**



Andrew Pinder, e-Envoy

The **Office of the e-Envoy** is leading the delivery of ukonline.gov.uk working in close partnership with public service providers, the private sector and the Departmental Information Age Government Champions (IAGCs).

### 1.4 ukonline.gov.uk and Government Gateway

#### Provide citizens with a simple and secure access to government

The primary objective of ukonline.gov.uk is to **provide citizens with a simple, secure and fast way of accessing a wide range of joined up government services online.**

ukonline.gov.uk will not replace direct contact with public service providers. Instead, it offers citizens choice in the way they access government services.

ukonline.gov.uk is an Internet-based web-site that aggregates all government information and services in one place. ukonline.gov.uk has been specifically designed to meet the needs of the citizen and is expected to deliver many benefits. It is available 24

hours a day, 7 days a week, and provides the easiest way to search for information and access services that citizens might need from government.

ukonline.gov.uk aims to meet the government's commitment to enable electronic delivery of government services, and to be the primary place where citizens go to get information about government services and to transact with government online

The **Government Gateway** ensures that the respective roles of government departments in providing joined up services are transparent to the end user. The Gateway provides the necessary routing and connection services to departments for life episodes and also the security and authentication to enable the different parts of government to conduct secure transactions with citizens. Users of the ukonline.gov.uk need not be aware that the Gateway exists - it is included in this document to demonstrate its role in providing electronic government services.

### 1.5 The current position

The initial pilot of ukonline.gov.uk went live in December 2000 at <http://www.ukonline.gov.uk>, marking the beginning of a long process to provide a modern, efficient, citizen-centric government.

ukonline.gov.uk currently provides general information about the wider UK online campaign. It brings together information and advisory services from a variety of sources to help citizens through the following important experiences, called Life Episodes shown below.





Information is organised in a way that helps citizens through key events such as moving house or having a baby, when they may need to contact government. Quite often, information and services connected to a single 'life episode' are delivered by different government departments, and are not available from one single place. By grouping online services linked to a particular life episode, [ukonline.gov.uk](http://ukonline.gov.uk) aims to make life easier and more straightforward for citizens to deal with government. It also provides extensive search and query facilities called 'Quick find' to help citizens navigate easily through the maze of government.

[ukonline.gov.uk](http://ukonline.gov.uk) also gives descriptions and links to a range of government services that are currently available to citizens and businesses. As government extends the scope of [ukonline.gov.uk](http://ukonline.gov.uk), and embraces other government web-sites, descriptions and links to services and information will be updated and extended so that citizens are informed of what's going on in government, including in the Devolved Administrations.

The technology that supports the operation of [ukonline.gov.uk](http://ukonline.gov.uk) is easy to use. For instance, citizens can customise services delivered by [ukonline.gov.uk](http://ukonline.gov.uk), and create direct links to the services they use frequently.

Since December 2000 citizens, and a wide range of stakeholders, have been able to comment on the services provided by [ukonline.gov.uk](http://ukonline.gov.uk). This feedback is helping to shape the future development of [ukonline.gov.uk](http://ukonline.gov.uk).

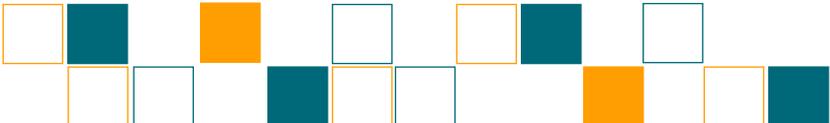
[ukonline.gov.uk](http://ukonline.gov.uk) also provides an opportunity for citizens to share their views on government issues – in 'Citizen Space'. This gives details of government plans to change policy and invites citizens' views on these and other issues.

#### **[ukonline.gov.uk](http://ukonline.gov.uk) will evolve based on citizen feedback**

Over time and with the support of the Government Gateway, [ukonline.gov.uk](http://ukonline.gov.uk) will evolve into a place where citizens can interact and transact with government online. This means, for instance, that a citizen will be able to complete an application form online to access the appropriate service from government. The range of Life Episodes will also be progressively expanded based on customer feedback. In addition, new innovations to [ukonline.gov.uk](http://ukonline.gov.uk) will be added as a result of partnership with government, voluntary and private sector organisations where this has a clear benefit for the citizen, government and the partnering organisation.



# The vision for ukonline.gov.uk



Technology, and particularly that associated with the Internet, is having a democratising impact on society as we move into the Information Age. Government recognises its obligation to meet the needs of citizens and provide information about legislation and the political process, and to ensure that those who wish to become better informed about government can do so.

The advent of ukonline.gov.uk marks a major turning point in access to government information and services. How it evolves, through advances in technology and through feedback from citizens and stakeholders, will determine the face of government and its transformation into a government well placed to meet the needs of the citizens in the 21st Century.

ukonline.gov.uk will be a key driver in transforming the way in which public services are organised and delivered, and in leading the drive towards better integration of government services.

## A joined up and on-line government

'Joined-up and on-line government' is the ambitious objective set by the government to meet the challenge of governing the United Kingdom in the 21st Century. What we have now is just the beginning of government opening itself up to citizens. By 2002, many building blocks will be in place, and much of government will be available online.

*ukonline.gov.uk supports the vision to enable the citizen to interact electronically with government by the year 2005.*



In achieving this vision, ukonline.gov.uk aims to be:

- a principal entry point for citizens to access all government information and services online
- dedicated to serving the citizen by providing easy and multi-channel access to interact with government
- the main vehicle for coherent and relevant information and services that will enrich the citizen experience and interaction with government
- a partner to private and public sector service providers. ukonline.gov.uk will not be the only portal delivering government information and services
- a trustworthy environment where citizens can conduct secure transactions in confidence
- the best of its kind in the world.



ukonline.gov.uk will provide the mechanism for enhanced consultation and deeper relationships between citizens, government and public sector service providers.

In the future, citizens will be able to transact with government, as ukonline.gov.uk develops and evolves. New services will be progressively added, as more Life Episodes come online, and as more information is made available. The government is committed to use the most advanced and innovative technologies to deliver government information and services electronically.



# The architecture for ukonline.gov.uk

## 3.1 The architectural framework

Government is not homogenous. It comprises a complex structure of departments, agencies, non departmental public bodies, Local government, Devolved Administrations and a whole range of intermediary and private sector bodies who deliver public services. In addition, the information and communications technologies in use within government vary considerably with numerous legacy systems in operation.

The framework below positions ukonline.gov.uk in relation to government. It also presents the 'route-map' of infrastructure, which will enable the coherent integration of government to join up services to meet the needs of citizens.

At the 'front end', the principal point of entry is **ukonline.gov.uk**.

The 'middleware', the tier that enables government to join up in a coherent way is the **Government Gateway**. This is a self-contained and immensely sophisticated piece of secure infrastructure with intelligent routing and authentication software that supports ukonline.gov.uk and enables different parts of government to conduct authenticated transactions with citizens. The Gateway will be instrumental in opening up government departments and their information assets and services to the public, private and voluntary sectors. It also supports transactions with government departments from other government and third party portals.

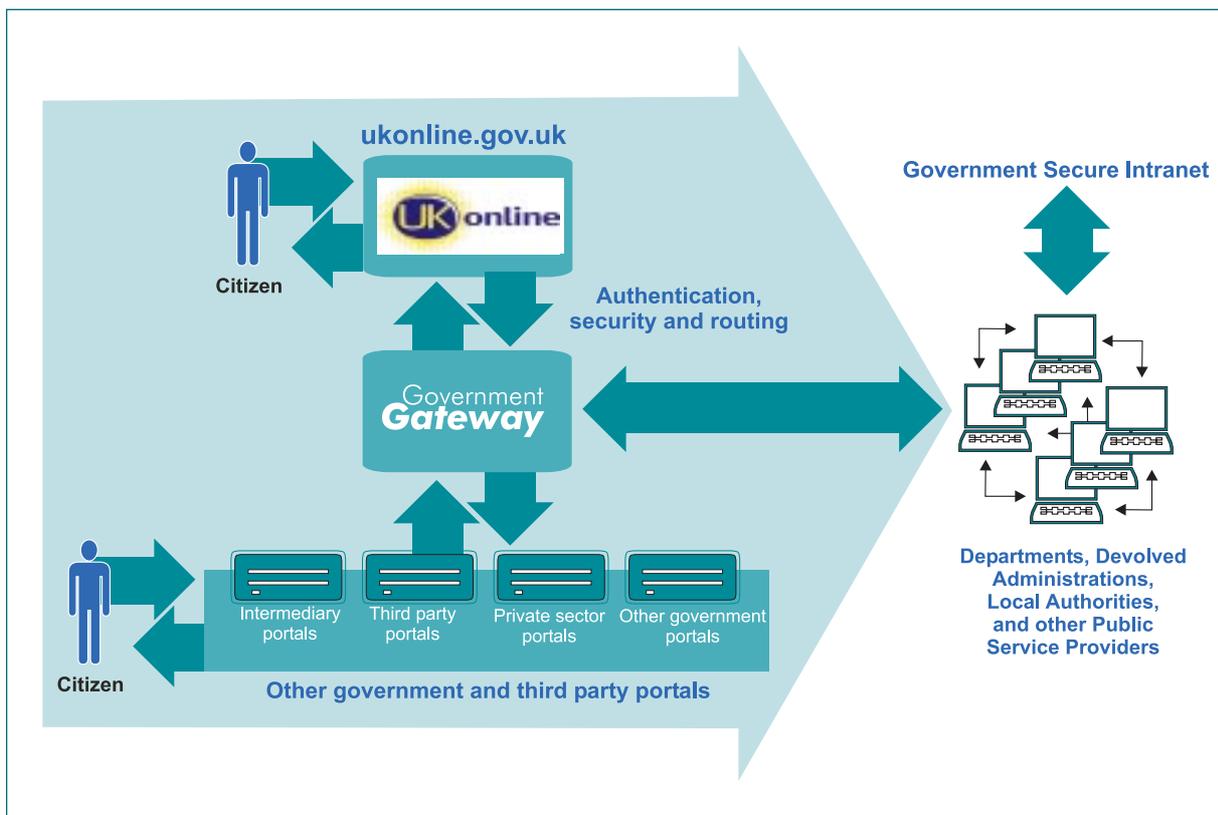
### A coherent architecture is key to delivering the vision

Government recognises that an effective and coherent architecture is key to delivering the vision for ukonline.gov.uk. The **integration and alignment of government architecture** is fundamental. The government has developed an architectural framework for enabling the effective interoperability and alignment of existing and new information and communication technologies (ICT), one that addresses the needs for security, authentication and transactional service delivery.

This **framework** (shown below) establishes a clear architecture for enabling effective interoperability and alignment of existing and new ICTs. The framework embeds the critical components for enabling true alignment at the 'back office level'. This includes linking-up existing and new infrastructures in order to enable transactional electronic service delivery, as well as supporting data and information-sharing, across the relevant areas of government. It also helps ensure that ukonline.gov.uk is:

- the main vehicle for **coherent and relevant information and services** to enrich the citizen experience and interaction with government
- a trustworthy environment where citizens can **conduct secure transactions** in confidence .

The 'back end' consists of government departments, local authorities, and other systems and processes that are involved in service delivery.



The existing **Government Secure Intranet (GSI)** provides the connectivity between departments. To ensure that the GSI is truly effective, government is currently addressing plans to extend this connectivity to more departments, agencies and to local authorities.

### 3.2 Standards and protocols

Facilitating the flow of information between the public, private and voluntary sectors is critical if the government is to meet its ambitious target to join up government and bring all services online by 2005.

Inconsistency on technical compatibility need to be minimised if government is to meet the opportunities that innovation in technology presents. Standards will facilitate enhanced interoperability of systems and technologies within government.

The key standards for achieving interoperability and coherence across the public sector have already been defined in the 'Government Interoperability Framework - e-GIF' (available at [www.govtalk.gov.uk/egif.home.html](http://www.govtalk.gov.uk/egif.home.html)). These standards define the essential prerequisite for joined up and web-enabled government and

adherence to them are mandatory for all government systems. ukonline.gov.uk and the Government Gateway have been developed to these standards.

Private sector portals are required to conform to these standards when wishing to connect to government systems and services.

### 3.3 Security and trust

**Security and Trust** are two key issues confronting all Internet transactions, and for raising citizen confidence in transacting with government on-line.

The government is taking important steps to ensure that all information is secure. ukonline.gov.uk uses secure Internet e-commerce techniques to protect information sent over the Internet. A range of experts will test this continually to ensure compliance.

Both ukonline.gov.uk and the Government Gateway comply with current Data Protection legislation. Further data security issues will be addressed as they arise. ukonline.gov.uk is also security accredited by the Communication Electronics Security Group (CESG).



ukonline.gov.uk is currently defining a series of policies to ensure a consistent standard of security across the Internet. These will include frameworks on topics such as, Authentication, Confidentiality, Smartcards and Trust Services. The government is currently working closely with TScheme, an industry organisation set up to regulate and promote the use of electronic trust services.

The government is also working on a 'Trust Charter' which will clearly set out the relationships and rights of citizens with respect to the information held by government. Both ukonline.gov.uk and the Government Gateway will work within this Charter.



# Positioning of ukonline.gov.uk

## A partner to private and public sector service providers

ukonline.gov.uk will not be the only portal delivering government services.

ukonline.gov.uk is however positioned as the natural starting point from which the citizen can interact with government.

Not everyone will choose to use ukonline.gov.uk every time they interact with government. Some citizens may prefer to go directly to a service they know well or have accessed previously. There are a whole range of government and private sector portals which citizens already use, and the government has no intention of changing this.

Positioning ukonline.gov.uk as the natural starting point to all government information and services has great merit in offering a rounded and personalised service to the individual. It also supports the government's overall aim to bring together all public sector portals and web-sites under the UK online brand and to integrate and join up information and services to provide better and more effective services to citizens.

### 4.1 Relationship with other government portals and Web-sites

Many public sector bodies have already begun to develop portals as a means of providing a single access point to their services and information on the Internet. In addition, almost all public sector organisations currently have one or more web-sites. A list of these can be found at [www.e-envoy.gov.uk](http://www.e-envoy.gov.uk).

The government recognises that it needs to provide services in different ways to different citizen groups around the United Kingdom. Government also needs to ensure that citizens are able to access easily and quickly the services they need by offering a range of portals. Some of these portals provide specialised services and some provide specific joined up or 'cross-cutting' services. For instance:

- Health advice is available from NHS Direct Online [www.nhsdirect.nhs.uk](http://www.nhsdirect.nhs.uk)
- Information on schools from the Parents web-site [www.parents.dfes.gov.uk](http://www.parents.dfes.gov.uk)
- Residential property prices at regional, Local authority or postcode levels from HM Land Registry [www.landreg.gov.uk](http://www.landreg.gov.uk)
- Foreign Office advice for those travelling aboard [www.fco.gov.uk](http://www.fco.gov.uk)
- Inland Revenue, submission of tax returns [www.inlandrevenue.gov.uk](http://www.inlandrevenue.gov.uk)
- Department of Trade and Industry Small Business Service [www.businessadviceonline.org](http://www.businessadviceonline.org).

The government recognises that these portals and others have been built to serve specific citizen needs and welcomes the diversity in access and entry points.

It is the responsibility of each portal 'owner' to ensure that the services offered add value and directly addresses citizen needs.

All government information and services provided through ukonline.gov.uk will form part of the UK online brand. The protocols for linking to ukonline.gov.uk are currently under review. These will define the roles, responsibilities and accountabilities of all portals that link to ukonline.gov.uk.



#### Government portals must:

- Address a distinctive group or purpose
- Make use of secure transactions through the Government Gateway
- Be linked to [ukonline.gov.uk](http://ukonline.gov.uk)
- Adopt the government's e-Gif standards
- Promote joined up government

#### 4.2 Relationship with Private-Sector Portals and Web-sites

[ukonline.gov.uk](http://ukonline.gov.uk) will be the **natural entry point for citizens** to access all government information and services online.

However, we expect and encourage innovative 'bundling' of information and services by private and voluntary sector providers.

Where private sector portals form a key part of the service delivered to citizens, they will be encouraged to work in partnership with [ukonline.gov.uk](http://ukonline.gov.uk) and provide appropriate links. A number of private sector portals have already built open partnerships with government, where citizens can benefit from the bundling of related services or information, with those provided by government.

#### **[ukonline.gov.uk](http://ukonline.gov.uk) will not have a monopoly on government information and transactions**

Instead, it seeks to work in partnership with the private sector to provide richer, more valuable services to the citizen.

As with government portals, it is the responsibility of each portal 'owner' to ensure that the services offered add value and directly address citizen needs. [ukonline.gov.uk](http://ukonline.gov.uk) will not be responsible for private sector services.

The government will not pay other sites to link to [ukonline.gov.uk](http://ukonline.gov.uk). Nor will it pay any of the search engines to gain priority billing in a random search.

#### 4.3 Relationship with Devolved Administrations

[ukonline.gov.uk](http://ukonline.gov.uk) is underpinned by the principle of UK wide coverage and relevance. In practical terms this means that the portal will provide every UK resident with information and services relevant to the area which matters to them. To this end each of the portal's Life Episodes can be personalised to provide information specific to each of the Devolved Administrations, thus ensuring that differences in law or service delivery process are captured and explained clearly to the user. This has been achieved through close co-operation with the Devolved Administrations.

As [ukonline.gov.uk](http://ukonline.gov.uk) develops, it is envisaged that this close co-operation will continue in order to ensure that the portal remains relevant and valuable to every UK citizen.



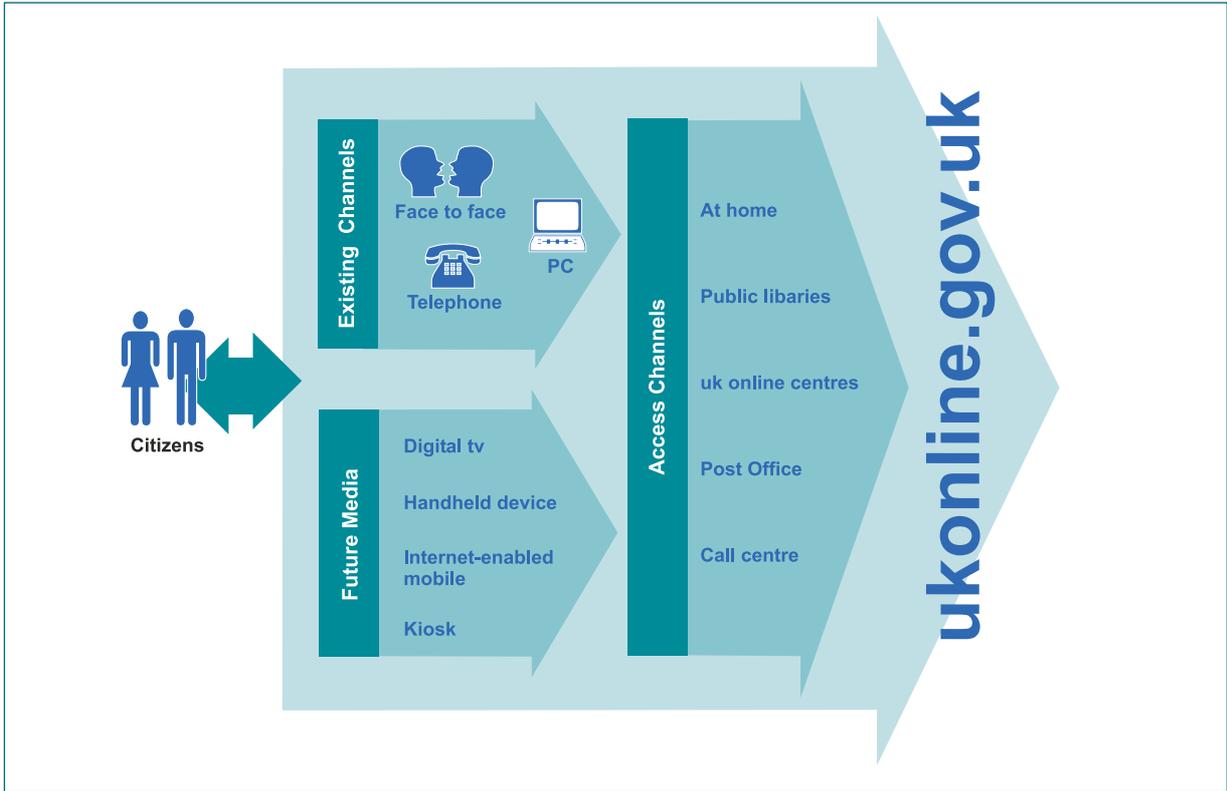
# Access to ukonline.gov.uk

**Access to ukonline.gov.uk**

Not everyone has access to a personal computer and there is a still clear digital divide between income groups and between different parts of the UK. The government is determined that ukonline.gov.uk should be inclusive – everyone, everywhere in the UK should be able to interact with the government electronically if they want to.

ukonline.gov.uk does not seek to replace traditional service delivery channels.

The government's aim is to provide easy and multi-channel access to government information and services on ukonline.gov.uk and thus ensuring that the citizen has real choice in the way they interact with government.





## 5.1 Multiple access media

ukonline.gov.uk currently focuses on PC-enabled Internet access. Over time the range of media through which ukonline.gov.uk can be accessed will be increased to include kiosks, mobile phone and Digital/Interactive television, call and contact centres and other emerging hand held devices. In particular, **Digital and Interactive TV (DTV)** presents government with a real opportunity to cross social boundaries by bringing the Internet into every home via the familiar TV set. Already ukonline.gov.uk is available on some DTV platforms, although much work remains in designing content and presentation for this medium and widening the number of platforms on which ukonline.gov.uk is delivered.

### Why is DTV important?

As a medium, DTV offers real convergence of the TV and IT worlds. It requires minimal technology understanding and is relatively simple to use. The UK is an early adopter of DTV and is widely expected to become one of the most advanced DTV markets in the world over the next few years. In addition, the ability to localise content also increases the potential of DTV to assist with the social inclusion agenda.

Almost two thirds of the UK population now has a mobile phone. The launch of **WAP-enabled mobiles**, third generation telephony and other hand-held devices marks the widening of access points to the Internet. The government is currently considering the capabilities of such new media and the role they can play with ukonline.gov.uk.

**Game consoles** are also being considered as an alternative means of accessing ukonline.gov.uk. Sega's Dreamcast, launched in late 1999, and Sony's Playstation2, are the first to have Internet access, to be followed by Nintendo's Dolphin and Microsoft's X-box. The number of Internet-enabled consoles in the UK is expected to see rapid growth in the next two years. The extent to which Internet capability through game consoles is use remains unclear, but current developments indicate the scope for growth in alternative access channels to the PC.

Frameworks on web-sites, call centres and digital TV have already been published at ([www.e-Envoy.gov.uk](http://www.e-Envoy.gov.uk)). The government will continually review framework policies for each major access and delivery channel as technologies develop.

In developing services using these technologies for access, public sector bodies should comply with current guidelines. Devolved Administrations have the option to adopt the same technical standards or develop comparable local standards for operations and procedures.

## 5.2 Multiple Access channels

In addition to multiple access media, ukonline.gov.uk will be available to citizens through familiar channels such as Post Offices and Libraries.

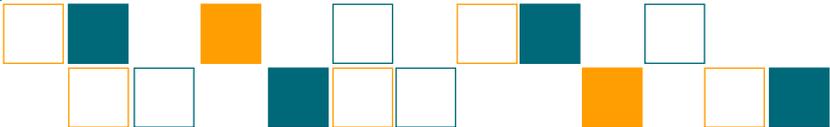
Citizens will be able to access ukonline.gov.uk through a range of channels:

- Through UK online centres – these will be based in local communities to meet the needs of local people. They will provide access to new technologies and help to develop citizens' skills to use them. The end of 2002, the ambition is to set up 6000 UK online centres
- Through Public Libraries – by the end of 2002, all 4,300 of UK public libraries will also be online with support available from trained library staff to help people make the most of UK online services
- Piloting Internet access in Post Offices.

The channels will be reviewed on a regular basis to ensure that citizens who do not have access to their own PC or need assistance of intermediaries are able to engage with government equally.



# Future development approach



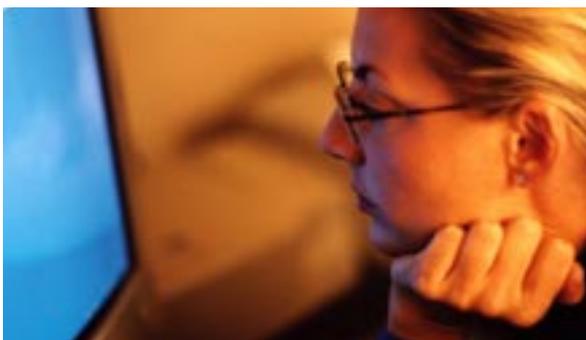
## 6.1 Introduction

ukonline.gov.uk will represent the visible face of government in the information age. And therefore it is important that it strives to be the best of its kind. To achieve this, we are working on the development of ukonline.gov.uk in the following areas:

- Multiple access media and channels
- Advanced interfaces
- Advanced personalisation
- Joined up information and services
- Transactional services
- Rich, accurate and up-to-date services and content.

## 6.2 Multiple access media channels

The vision and the critical importance of this has been described in the previous section. The government is working on a programme that accelerates the addition of new media and channels to ukonline.gov.uk. Work has already started on Digital TV, WAP phones and kiosks and this will continue until we have achieved universal and inclusive access for all citizens.



## 6.3 Advanced human interfaces

Ukonline.gov.uk currently provides an extensive search and query facility called 'Quickfind'. Quickfind is an enriched search engine and provides citizens with the ability to search many different areas and focus quickly on the services they want.

### Intelligent search, minority languages and voice recognition

The vision for ukonline.gov.uk is to implement human technology interfaces that work on natural and multiple languages through keyboard and voice.

However, the vision is to develop the advanced human technology interfaces using multimedia capabilities working on three fronts:

- Intelligent and natural language search
- Output in multiple languages
- Interaction through voice recognition

In development terms, the future ambition is to enable Quickfind to support searches using natural language questions with a simple but highly capable one-line interface. When a citizen logs on, they will be asked: "What would you like to do?" Having typed in their question, advanced search engines will be able to translate the question into a rich and intelligent search across all government departments. The one line interface will be able to provide specific answers to enquiries, rather than simply a list of search results.



The government is committed to making online public services accessible, including minority language groups and those with a disability. To reflect the cultural diversity of the United Kingdom, ukonline.gov.uk aspires to be multi-lingual. Content is already available in Welsh and we are exploring how to add further languages to ukonline.

ukonline.gov.uk will also investigate incorporating speech recognition capabilities, when these are sufficiently mature for implementation. This recognises that speech is the ultimate natural interface for most people and is a critical criteria for inclusivity and usability.

#### 6.4 Advanced personalisation

Personalisation of UKonline.gov.uk is a key part of the vision for serving the citizen as an individual. Currently ukonline.gov.uk allows you to personalise information based on where you live and a choice of language. Although much will depend on citizen feedback, future developments will concentrate on increasing the depth of personalisation in two ways. Firstly, the ability to choose colours, configurations and images of your choice and, secondly having personalised updates on government information and services with which an individual citizen is currently engaged.

Current technologies are developing fast. It is therefore conceivable in the future that ukonline.gov.uk could provide proactive information updates which are targeted to the needs of a particular individual. For instance, someone interested in local planning may automatically be updated on developments in their area. Likewise, if a citizen has ordered a passport, the ambition is to enable them to receive an update on its progress through the government systems.

Development plans also include capability for short-sighted or colour blind citizens to customise the appearance of the screen to enlarge fonts or images or choose colours that they can see more clearly.

Over time ukonline.gov.uk can be customised to reflect a person's individuality. Through the use of colour, animation and photographs, the home page can be made to look exactly the way any citizen wants.



#### 6.5 Joined up information and services

##### Joined-up service delivery

Joined-up government information and services at a click.

Our approach to delivering information and services to the citizen has been to package them into Life Episodes. This aims to present information relevant to citizens needs rather than the way in which government and its departments are structured. Currently there are six Life Episodes:

- Having a Baby
- Going Away
- Dealing with Crime
- Moving House
- Learning to Drive
- Dealing with Bereavement.

These have been based on initial research and feedback on the most popularly requested services that citizens needed and wanted to be delivered first.



We plan to add further Life Episodes based on citizen feedback. Currently the following Life Episodes are under consideration:

- Retirement
- Becoming a carer
- Changing Jobs
- Starting and changing school
- Leaving school.

We will also continue to work with public and private sector organisations to integrate Life Episode information such that an enriched and comprehensive service is delivered to the citizen.

## 6.6 Transactional services

Real government services, not just information

ukonline.gov.uk is intended to be much more than just joined-up information. It will enable citizens to interact and transact fully with government.

For example, citizens will be able to register a birth, order a passport and pay their road tax online. Many of these interactions will take place within the Life Episodes. Information about how to register a birth, for example, will be found under the Life Episode 'Having a baby'.

Already it is possible to conduct a number of transactions online:

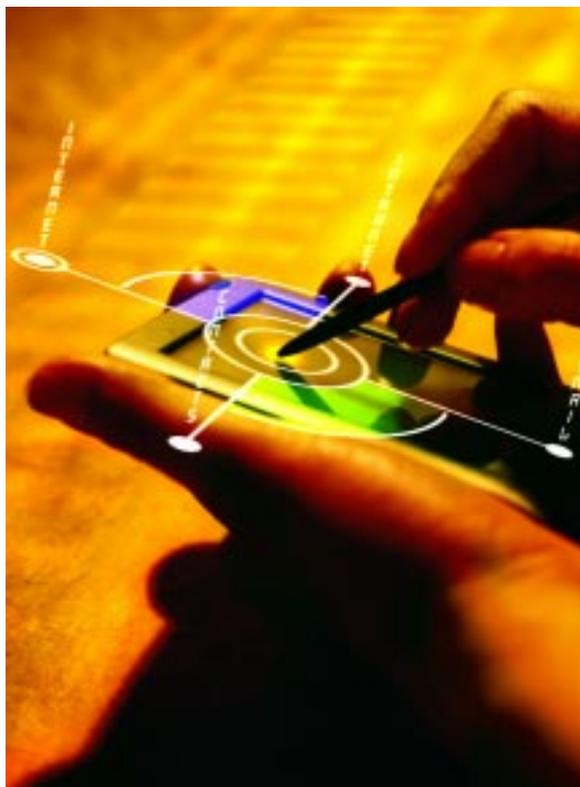
- Ministry of Agriculture Fisheries and Food – CAP payments
- Inland Revenue – Self Assessment Tax and PAYE
- HM Customs and Excise – Value Added Tax.

## 6.7 Rich and dynamic content

Accurate, dynamic and trustworthy content on multiple channels

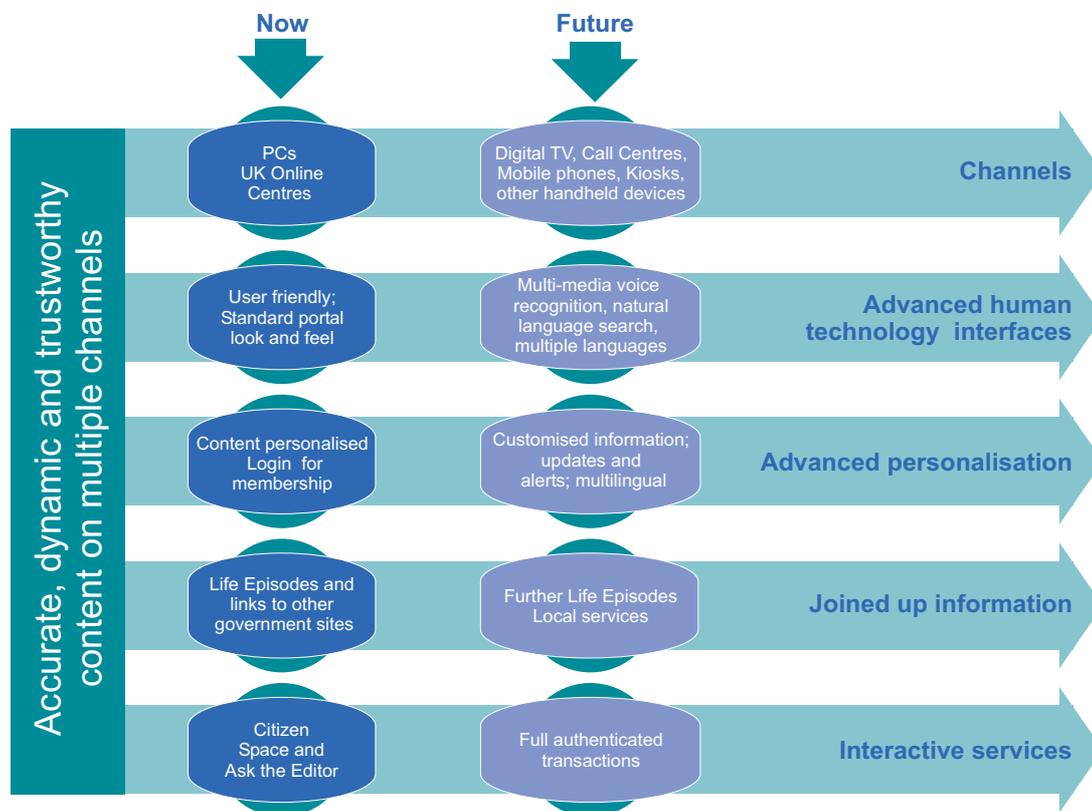
Central to ukonline.gov.uk is the provision of comprehensive and up to date information on government services.

The government is working hard to ensure that ukonline.gov.uk services and Life Episodes have rich content which is constantly updated. We are also working on ensuring that content is appropriate for various access channels, such as DTV and Mobile Phones, taking into account the limitations and opportunities presented by each.

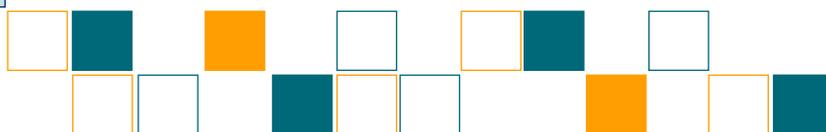




ukonline has set ambitious development targets for achieving its vision to be the best of its kind. The diagram below summarises the current and future development ambitions.



# The way forward



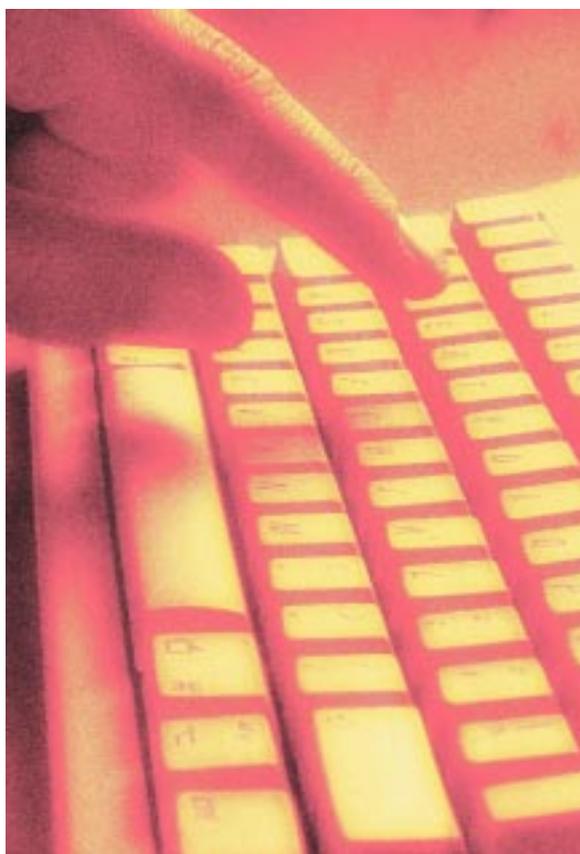
ukonline.gov.uk sets out an ambitious agenda for government and forms a key driver to transforming the way in which public services are organised and delivered. Very few organisations in the public or private sector have embarked on such challenging and far-reaching initiatives. As such ukonline.gov.uk is at 'leading edge' of innovation.

ukonline.gov.uk has already achieved a great deal. It has established the basic infrastructure on which to build the relationship between government and citizen along with the ability to conduct secure and authenticated transactions in the future. However the full scale of benefits from these achievements will not be realised without considerable effort, investment and cultural change.

In going forward, the challenge for ukonline.gov.uk is being able to keep abreast of technology and lead the pace of change to enable government to take advantage of emerging technologies and new innovations. To achieve this, government has taken an incremental approach to ukonline.gov.uk. This is underpinned by continuous dialogue with citizens and stakeholders recognising that the success of ukonline.gov.uk is dependent on its sustained use by citizens.

In the longer term, the government is looking at all options open to it for delivering citizen focused services at best value. The ambition is to partner with the private, voluntary and public sector organisations to deliver value for citizens and businesses, and operate government effectively, minimising costs where possible.

ukonline.gov.uk is a real opportunity for citizens to help shape the way in which government organises and delivers its services in the Information Age. Its ultimate success will depend on the extent to which citizens fully engage with government in making ukonline.gov.uk serve their needs.



ukonline

