

ANNEX C: FACTSHEET ON MOM WEBSITE

Overview

The Ministry of Manpower's (MOM) website (www.mom.gov.sg) provides a single point of access to MOM information and services on the Internet. It attracts more than eight million page views every month and is already one of the top five 'top-of-mind' Government websites¹.

Between October 2008 to February 2009, MOM conducted an in-depth usability study on the MOM website to assess and identify the areas for improvement on the existing website to meet the future service delivery expectations of MOM customers. As a result of the survey, a redesigned MOM website was recommended.

New Features on the Refreshed Mom Website



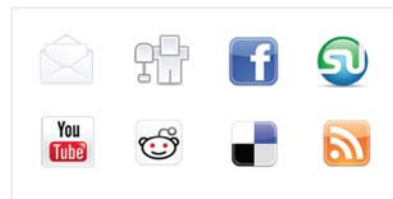
A more user-centric information architecture with a refreshed look-and-feel

The site structure and information architecture have been re-organised based on findings from usability study and focus group discussions with MOM policy colleagues and validation exercises with nearly 3,000 actual users of the website. The user interface has also been made clearer and less text-heavy for greater user experience.



Profile gateways

These are customised gateways for key target audience to quickly navigate to relevant content and services.



Multiple ways to stay connected with MOM

There is now increased prominence for MOM news updates and announcements on policies and programmes. The public can also receive automatic updates via RSS or sign up for various electronic mailers, and share webpages on Facebook and YouTube.



iSuggest

This is a channel for members of the public to provide suggestions to MOM. The top three suggestions will be short-listed for public voting every quarter.

¹ The finding is from Project Two-One which delivered a report on focus groups for pilot agencies on 1 September 2008.

e-Services Search

e-Services Category: Title:

Employment/S Pass Self-Assessment Tool	Get a preli an Employ
Employment Pass Online (EPOL)	Submit and Online for Register fo

Search functions for forms and eServices, press releases, speeches etc

The public can use this feature to locate specific forms, eServices, press materials quickly.