

Our maturity model combines features of a number of online maturity models, including models used by the [UK's National Audit Office](#) and the United Nations for its e-government surveys.

Level	Definition	Criteria
1. Web presence	Website only. Website provides information only. No customer contact with agency via website	<ul style="list-style-type: none"> i. Website offers information about agency and its services ii. Website offers information about industry or area of interest iii. Currency is maintained and agencies retire websites no longer needed
2. Basic interaction	Website provides basic interaction such as downloads of documents, reports, forms. May include occasional use of online surveys. May include customer comments / feedback capability	<ul style="list-style-type: none"> i. Website offers downloadable documents, reports etc ii. Website offers downloadable forms iii. Website offers basic customer feedback/comment capability iv. Website offers occasional online surveys
3. Transaction	Includes ability to fill in and lodge forms online, make payments, receive payment reminders and receipts, change personal details	<ul style="list-style-type: none"> i. Website offers online forms e.g. fill in and lodge applications online ii. Website offers e-commerce capability i.e. payments, purchases, reminders, records, receipts iii. Website offers ability to update personal details iv. Digital replacement of physical forms e.g. certificates v. Agency has conducted web application security testing vi. Agency uses secure transaction service (e.g. Bpoint) or is itself PCI compliant if offering online payment vii. Agency has policies and procedures for protecting the security of personal information provided by the public

Level	Definition	Criteria
4. Citizen-centric	Designed around customer needs, prioritises ease of access, volume transactions and inquires, may offer parallel channel, e.g. live chat, membership, community-building	<ul style="list-style-type: none"> i. Website design puts customer needs/interests front and centre e.g. links on landing page ii. Website offers up-to-date design aesthetics e.g. good use of colour, animation, text, relevant non-stock images iii. Website positions high volume inquiries and transactions e.g. payments, within 3 clicks of landing page iv. Website supports disability access v. Agency offers parallel channels i.e. social media, mobile web, mobile app vi. Website offers real time assistance e.g. live chat vii. Website hosts community engagement activities e.g. membership services, promoting community activities viii. Agency actively seeks customer input into and participation in its services, i.e. partnership approach
5. Horizontally integrated	Services interface and integrate easily/ seamlessly with other services across government or commercially that are likely to be of interest to or used by customers	<ul style="list-style-type: none"> i. Agency shares information with other agencies directly i.e. feeds into other agencies' online services ii. Agency includes/uses information from other agencies on its own sites iii. Agency provides links to related services in areas of customer interest iv. Agency integrates/hosts related services on its website

