



DIGITAL SERVICES GUIDELINES

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1.1	15th April 2025	Update Standard 3.6 Clear Content to include the Responsibility Assignment Matrix.

Approval and Signatures

Document name	Digital Services Guidelines	
The purpose of this document is to provide a formalize Digital Services Guidelines.		
I have reviewed the information contained in this document and agree:		
Name	Role	Date
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Introduction

All public-facing government digital services must meet the Digital Service Guidelines

This Digital Services Guidelines is a set of best-practices standards for ministries and departments to implement their Digital Services and Mobile Application to meet the Government Digitalization in the Digital Economy Masterplan 2025 goals of delivering digital services that are easy, seamless and relevant for our citizens and businesses.

One of the core government digital transformation journey is to identify user needs in order to design and deliver unified and consistent digital services to citizens and businesses. We adopt an outside-in and co-creation approach with benchmarks against international best practices and follow UN E-Government Survey criteria to ensure that our Digital Services Guidelines is relevant and can help government agencies to uplift their digital services.

1. INTUITIVE DESIGN AND USABILITY

As the government's digital 'frontliner', our government websites must be well designed so that citizens and businesses can interact and transact with us digitally in an intuitive and easy to use manner.

a. Find the service and understand how to use it

Standard 1.1 Intuitive Uniform Resource Locator (URL)	A single website with .gov.bn domain shall be used for each ministry (e.g. ww.ministry.gov.bn). The naming of the URL shall be intuitive and suitable.
Standard 1.2 Easily Searchable	All .gov.bn digital services shall be easily searchable by search engines.
Standard 1.3 Listing of Services Upfront	For all .gov.bn informational services, a listing of transactional services (if any) shall be provided upfront with a short description and any other useful information for each of the transactional services.
Standard 1.4 Prominent Featuring of Transactional Services	All .gov.bn transactional services shall be easily discoverable (within 2 clicks from homepage/home screen) and viewable by user without prior login and be featured prominently.
Standard 1.5 Key Information on Transactional Services	All .gov.bn transactional services shall clearly state the information that enables the user to understand the functionality of the services, when appropriate.

b. Navigate the Digital Services

Standard 1.6 Navigation	All web-based government websites shall implement navigation features that include reasonable number of links, familiar and consistent placement of navigation, and allow users to know where they are on the website.
Standard 1.7 Global Primary Navigation Panel	All .gov.bn informational services shall adopt a Global Primary Navigation Panel for every page in the informational service. The Global Primary Navigation Panel shall include: • About the organisation, • Services provided, • Contact information, • Organisation Structure, • Links to any sub-national or government agencies, • FAQs Section, etc
Standard 1.8 Global Footer Bar	All .gov.bn informational services shall adopt a Global Footer Bar for every page in the informational service. The Global Footer Bar shall include: • Useful Links/Quick Link/Resources, • Number of Visitor, • Copyright Notice, • Sitemap, • Hotline Number, • Last Updated, • Rate this Website Feature, etc.
Standard 1.9 Description Links	All web-based government websites shall have links that are short, descriptive and identifiable, and ensure a clear distinction between visited and unvisited links.
Standard 1.10 Use of Frames	All .gov.bn digital services shall not have frames implementation, except for the use of inline frames (i.e. iFrame).

c. Use the Digital Services

Standard 1.11 Digital Service Availability	All .gov.bn digital services and functionalities shall be made available anytime where applicable and shall not have broken links. Customers shall be informed in advance if the digital services would not be available (e.g. scheduled maintenance) via gov.bn platforms.
Standard 1.12 Display of Key Features and Contents	All web-based informational services shall display key features, featured content or announcements (e.g. alerts and notices) prominently on their homepages/home screen, with useful and critical content to be 'above the fold' (i.e. readily visible to the user without the need to scroll) and present visual cues for users to scroll down shall be easily searchable by search engines.
Standard 1.13 Search Field	All .gov.bn informational services shall place their search icons (e.g. a magnifying glass) at the top right side of the screen and in the same line as the Global Primary Navigation Panel.
Standard 1.14 Element Design	All web-based digital services shall use familiar design conventions that map closely to real-world concepts for their digital service elements (e.g. buttons, links, checkboxes). The elements shall make sense within the context of the task.
Standard 1.15 Standard Font	All .gov.bn informational services shall use Sans-Serif fonts / font family (e.g. Verdana, Arial, and Helvetica) in dark font colour on background that is white or light in colour for primary textual content. The .gov.bn informational services shall adopt a minimum base font size of 16 CSS pixels, with the size to be adjustable.
Standard 1.16 Hyperlink to non-HTML Documents	All .gov.bn digital services and mobile applications with hyperlinks to non-HTML documents shall specify in text the type of the file, in parentheses beside the hyperlink. For content of digital services that can be presented in a HTML page, they shall not be put in non-HTML documents (e.g. PDF file).

Standard 1.17 Saving as Soft Copy	All .gov.bn informational services containing useful content that is likely or meant to be cited/used by users shall provide an option to save this content to a soft copy format and viewed using free viewer software. Serif fonts (e.g. Times New Roman) shall be used in the soft copy for optimum readability.
Standard 1.18 Use of Multimedia	Images, audios and videos shall be relevant to the subject matter for all .gov.bn informational services and be of adequate quality and with appropriate titles and descriptions.
Standard 1.19 Indication of User Interface (UI) Response	All .gov.bn digital services and mobile applications shall provide users with a visual indication of the UI response, minimise user interface response time, and provide response and feedback to user actions in a timely manner to acknowledge their actions. Sound or graphics shall be used to indicate if an operation (e.g. keyboard input) has been accepted or an accepted input is being processed.
Standard 1.20 Login Prompt	Where Digital ID is required for a .gov.bn transactional service, the transactional service shall prompt for login only at the point prior to the start of the transaction and before entry of any data.
Standard 1.21 Display of User Name upon Login	All web-based transactional services shall ensure that the logged in user's name is displayed on the website/ digital service portal, where applicable, to provide visual cues that users are in a secure and personalised environment.
Standard 1.22 Streamlining of Transactional Services	Transactional services deployed in web-based or mobile applications shall be streamlined to have minimum number of steps and provide a "Save as draft" where appropriate.
Standard 1.23 User Assistance in Form Filling	All .gov.bn transactional services shall use pre-fill forms, so that users do not need to repeat the same information. In addition, the fields in the form shall be labelled using clear and common terms with mandatory and optional fields clearly indicated, include smart defaults (e.g. postal codes to retrieve address) and provide prompts to prevent data-entry errors.

Standard 1.24 Progress Information	All transactional services deployed in web-based or mobile applications that require multiple steps to complete shall include key instructions and progress information (e.g. Page x of y, progress indication bar, labels, visual icons) to inform user which stage he / she is currently at, in relation to the entire transaction.
Standard 1.25 Intuitive Error Message	All web-based digital services and mobile applications shall provide meaningful and actionable error messages which are intuitively placed, where applicable.
Standard 1.26 Last Updated Date Stamp	All .gov.bn digital services pages shall display a last updated date stamp to indicate the currency of the content at the end of each page.
Standard 1.27 Official Design Specification for Mobile Application	Mobile applications shall be designed to cater to the needs of the users with a clear call to action and be developed according to the native design guidelines and specifications released by the platform provider.

d. Complete the Interaction or Transaction

Standard 1.28 Allowing Review and Confirmation	All web-based transactional services shall allow the users to review, confirm and correct their inputs/information before submission, where applicable.
Standard 1.29 Digital Payment	Where inbound and/or outbound payments are required, .gov.bn transactional services shall provide digital payment options. The inbound payment collection shall include the payment collection screen, bill information, and digital payment modes.
Standard 1.30 Exception Handling and Refund Process	All web-based transactional services shall clearly communicate the processes relating to exceptions handling, and payments, refunds and reconciliations in the event of a failed transaction (before the user makes the payment). These processes shall include appropriate procedures for handling exceptions (e.g. interruptions), digital payments, as well as procedures for handling refunds and reconciliations.
Standard 1.31 Digital Signature	All .gov.bn transactional services shall provide digital alternatives to wet ink signatures.
Standard 1.32 Transaction Acknowledgement	All transactional services deployed in web-based or mobile applications shall provide acknowledgement to the user upon concluding the transaction, with the relevant transaction details.
Standard 1.33 Status Tracking	For all .gov.bn transactional services, where the outcomes may not be immediately available (e.g. approval of application), the transactional services shall allow users to track status and be informed of any updates.
Standard 1.34 User Satisfaction	All transactional services in web-based or mobile applications shall provide the user satisfaction rating (eg. Star Rating System) at the end of the transaction.

2. ACCESSIBILITY AND INCLUSIVITY

Government digital services must be designed to benefit all population segments, including persons with disabilities. We embrace the international accessibility standard, Web Content Accessibility Standards (WCAG).

Standard 2.1 Web Content Accessibility	All web-based digital services, including those accessed via mobile devices, shall adhere to Level A and Level AA of the Web Content Accessibility Guidelines (WCAG) 2.0 specifications, except for WCAG clauses on "Provide alternatives for time-based media" for which all digital services need only adhere to Level A <i>WCAG 2.0 was developed by the Web Accessibility Initiatives. The WCAG 2.0 Document can be found at www.w3.org/TR/WCAG20/</i>
Standard 2.2 Speech Videos and Captions for Pre-recorded Multimedia	All .gov.bn digital services with speech videos and pre-recorded multimedia shall include the use of signposts, lower thirds, subtitles, footage and captions.
Standard 2.3 Mobile Responsiveness	All web-based informational services shall adopt Responsive Web Design to ensure mobile responsiveness. Web-based transactional services that are assessed as not suitable for mobile access shall be disabled for access on mobile devices, and users shall be informed and advised accordingly.
Standard 2.4 Web Rendering	All web-based digital services shall be designed to adapt for best viewing and adjusted to fit according to the user device's screen resolution, width and orientation without the need for horizontal scrolling. They shall be compatible with the latest versions of commonly used web browsers. All supported browsers and versions, as well as required plug-ins shall be displayed on the web pages.

	All web-based digital services shall be HTML W3C and CSS W3C valid. HTML, CSS and JS files shall be minified, where possible, to ensure acceptable page loading.
Standard 2.5 Common Language	All web-based digital services shall be offered in Bahasa Melayu and English. Additional languages should be offered to better serve the target users if required. If other languages for the digital services are offered, all relevant information needed to complete the transaction shall also be made available in the other languages.
Standard 2.6 Use of Infographics	All web-based informational services shall use infographics to explain complicated data and statistics, for greater clarity and inclusivity.
Standard 2.7 Search and Assistance	All web-based digital services shall provide different forms of search and assistance to the user such as site search, contextual help, phone, chatbot, etc. to the user, so that the interaction or transaction can be completed easily.

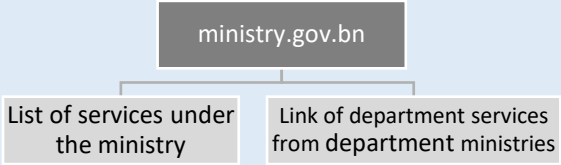
3. RELEVANCE AND CONSISTENCY

Our digital services must be relevant to the needs of our citizens and businesses, and provide a consistent experience across the government. They shall carry a 'branding' that uniquely identifies them as government entity, as well as in keeping with the ethos of their respective parent ministry.

Standard 3.1 Digital End-to-End	All government services shall be completed online (end-to-end), except those where physical presence is uniquely required. Citizens and businesses shall be able to transact digitally with the government from start to finish, without having to deliver a document (i.e. paperless) to the government or show up in person (i.e. presence-less).
Standard 3.2 Web-based Digital Service Prioritisation	Mobile applications shall be implemented only if the same objectives cannot be met with web-based digital services.
Standard 3.3 Digital Service Lifespan	Digital services for programmes or initiatives shall be terminated as soon as the programmes or initiatives cease to exist, or are consistently low in traffic.
Standard 3.4 Digital Service Review	All digital services shall be reviewed at least once every three years to stay relevant with changes in business needs and technology.
Standard 3.5 Adoption of .gov.bn Domain	All web-based digital services shall use the .gov.bn domain except for those in the area of education which may use the .edu.bn domain.
Standard 3.6 Clear Content	The content of digital services deployed in web-based digital services or mobile applications shall be relevant, up-to date, useful and easy to understand. <i>[Refer ANNEX 03: Responsibility Assignment Matrix for details]</i>

Standard 3.7 Archived Information	All .gov.bn digital services shall provide archived information online, if the archived information is still relevant.
Standard 3.8 Official Government Banner	All .gov.bn digital services shall adopt the Official Government Banner (containing the Government Logo) for every page in the digital services. Example Logo of Ministry Website:  Example Logo of Department Website: 
Standard 3.9 Service Identity	All .gov.bn digital services shall adopt a Service Identity (containing the Ministries or Department/ service name and logo) for every page in the digital services.
Standard 3.10 Footer Panel	All .gov.bn digital services shall adopt the Footer Panel (containing the "Privacy Statement", "Terms of Use", "Disclaimer" etc.) for every page in the digital services. [Refer ANNEX 02 for details]
Standard 3.11 Application Store Content for Mobile Application	The name of Ministry or Department and pre-requisites shall be shared in the application store for all mobile applications.
Standard 3.12 Basic Information of Mobile Application	All mobile applications shall include an "About", "Information" or equivalent screen to provide basic information about the mobile application.

Standard 3.13 Icon for Mobile Digital Service	All mobile applications and .gov.bn digital services rendered on mobile devices shall provide an icon containing the logo of the digital service or name of the digital service.
Standard 3.14 Content Ownership	All web-based digital services shall display content that is either owned by, or under the control (i.e. being able to edit or delete the content at the source) of any Ministries. The digital service shall indicate clearly if the Ministries has partial or full ownership of the content.
Standard 3.15 Commercial Advertisements	All web-based digital services shall not show commercial advertisements or endorsement of products and services of private sector organisations. However, hyperlinks to private-sector digital services can be provided if it is beneficial to the target users to package the information together, but the .gov.bn digital services shall indicate clearly that the hyperlinks do not mean endorsement of the products or services mentioned in these services.
Standard 3.16 Digital Service Feedback	All digital services shall provide a means for the user to provide feedback. Procedures for handling customer queries and feedback for their digital services shall be put in place.
Standard 3.17 Link to GOV.BN Websites	All .gov.bn informational services shall provide a link to the www.gov.bn websites.
Standard 3.18 Social Networking Feature	All .gov.bn informational services shall provide a link to their Social Network accounts
Standard 3.19 Security - System Implementation Guidelines	All .gov.bn digital services shall undergo all the actions listed in accordance with the System Implementation Guidelines that have been prepared by the Information Security Office (ISO) of the E-Government National Center. The System Implementation Guidelines shall include: • Stress Test • Vulnerability Assessment • Penetration Test • System Documentation

	• User Guide/Infographics • Marketing/Awareness • FAQs for TD123 (if Required)
Standard 3.20 SSL Certificate	All .gov.bn digital services shall ensure SSL is in place and updated.
Standard 3.21 Digital Services Mapping	All web-based digital services shall be mapped accordingly: For Ministry Website:  <pre> graph TD A[ministry.gov.bn] --- B[List of services under the ministry] A --- C[Link of department services from department ministries] </pre> For Department Website:  <pre> graph TD A[department.gov.bn] --- B[List of services under department] </pre> For Gov.bn Website:  <pre> graph TD A[Gov.bn] --- B[Links to all services from ministry & department websites] </pre>

GLOSSARY

Government digital service refers to any public service that is delivered digitally. A digital service can be categorised as informational service or transactional service.

An informational service is a digital service that publishes content or provides information to help users understand and connect with the government or its programmes/initiatives.

A transactional service is a digital service that requires explicit user exchanges. A transactional service allows the user to participate in the transaction and typically involves an exchange of information, such as money, licenses, etc.

Web-based means browser-accessible. Web-based digital service refers to a digital service that can be accessed via a web browser software, regardless of the hardware used, and this includes microsites.

Microsite refers to an individual web page or a cluster of web pages which are designed to meet specific objectives different from the parent website.

Mobile digital service refers to a digital service such as mobile application, webpages, etc. accessed on a mobile device (e.g. tablets, smartphones, etc.) that is deployed by the Ministry or Department.

ANNEX

1. STANDARD WEBSITE DESIGN TEMPLATE

Some basic aspects of web design and layout including the placement of common user interface objects and basic navigation links are standardised while flexibilities are given to Ministries and departments to develop their web pages to serve their respective functions.



2. WEBSITE TERMS AND CONDITIONS AGREEMENT

Government Website and Digital Services shall have as below:

- **Disclaimer** states the limitation of the liability for the use of the website and the information it contains.
- **Terms of use** is an agreement that a user must agree to and abide by in order to use a website or service.
- **Privacy policy** that discloses the ways in which a website collects, processes, stores, shares and protects user data, the purposes for doing so and the rights of the users in that regard.

DISCLAIMER

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- IF you choose to make an application or send us an e-mail for which you provide us with personality identifiable data, we may share necessary data with other Government agencies, so as to serve you in a most efficient and effective way, unless such sharing is prohibited by legislation. We will NOT share your personal data with non-Government entities, except where such entities have been authorised to carry out specific Government services.
- For your convenience, we may also display your data you had previously supplied us or other Government agencies. This will speed up the transaction and save the trouble of repeating previous submissions. Should the data be out-of-date, please supply us the latest data. We will retain your personal data only as necessary for the effective delivery of public services to you.
- To safeguard your personal data, all electronic storage and transmission of personal data are secured with appropriate security technologies.
- This site may contain links to non-Government sites whose data protection and privacy practices may differ from ours. We are not responsible for the content and privacy practices of these other websites and encourage you to consult the privacy notices of those sites.

DISCLAIMER

1. General

- 1.1 This page tells you the Terms and Conditions of Use on which you may make use of our website www.gov.bn (hereinafter referred to as the "Website"), whether as a guest or a registered user. This Website is owned and operated by the Government of His Majesty The Sultan and Yang Di-Pertuan of Brunei Darussalam (hereinafter referred to as "the Government"). Please read these Terms and Conditions of Use carefully before you start to use the Website. By using the Website, you indicate that you accept these Terms and Conditions of Use and that you agree to abide by them. If you do not agree to these Terms and Conditions of Use, please refrain from using the Website.
- 1.2 By continuing to use the Website you further agree to not use this Website, content and services contained herein for purposes that may contravene the rights or restrict the use and benefit of the Website and its content and services, including;
- a. Uploading material that may violate the law could lead to criminal behaviour, endangering the public or otherwise violate any regulations or laws of the country or international use of material which may contravene the rights of writing, ownership, or any right of intellectual wealth;
 - b. The use of unauthorised data or access to legal, system or network, including any attempt to prove, scan or test the integrity of the system or network system;
 - c. The Use of any virus, 'or any similar applications that can damage or disrupt service to any user, host or network, including but not limited to "mail bombing', 'flooding', 'broadcast attacks database' or place any additional burden or unnecessary to the system;
 - d. Exploiting any confirmation password or personal safety of users of any host, network or account (hacking or intrusion, or trying to trespass or hacking); and
 - e. Reselling or providing a website, the contents and services or any part from the website to the person or entity for profit or otherwise.

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4. Links to this Website

Those wishing to place a link to this Website on other sites may do so only to the home page of the site www.gov.bn and shall not do so without prior permission. Deep linking (i.e. links to specific pages within the site) requires the express permission of the Government. To find out more please contact us by email at corpcomms@egnc.gov.bn or

E-Government National Centre
Simpang 69-18
Jalan E-Kerajaan
Gadong, BE1110
Brunei Darussalam

5. Privacy

Use of the Website is also governed by our Privacy Statement which is incorporated into these Terms and Conditions of Use by this reference. To view the Privacy Policy, please click on the link above.

6. Disclaimers

6.1 The Government makes no warranty or representation that the Website will meet your requirements, that it will be of satisfactory quality, that it will be fit for a particular purpose, that it will not infringe the rights of third parties, that it will be compatible with all systems, that it will be secure and that all information provided will be accurate. The Government make no guarantee of any specific results from the use of our service.

6.2 No part of this Website is intended to constitute advice and the content of this Website should not be relied upon when making any decisions or taking any action of any kind.

7. Availability of the Website

7.1 The Service is provided "as is" and on an "as available" basis. The Government gives no warranty that the service will be free of defects and/or faults. To the maximum extent permitted by the law the Government provides no warranties (express or implied) of fitness for a particular purpose, accuracy of information, compatibility and satisfactory quality.

7.2 The Government accepts no liability for any disruption or non-availability of the Website resulting from external causes including, but not limited to, ISP equipment failure, host equipment failure, communications network failure, power failure, natural events, acts of war or legal restrictions and censorship.

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9. No Waiver

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10. Variation of Terms and Conditions

The Government reserves the right to change these Terms and Conditions of Use from time to time at its sole discretion. All changes will be posted on this page, and your use of this website after such changes have been posted will constitute your agreement to the modified Terms and Conditions of Use and all of the changes. You should therefore read this page carefully each time you visit this Website to review the then current Terms and Conditions of Use.

11. Notices

All notices / communications shall be given to us either by post to our Premises (see address above) or by email to corpcomms@egnc.gov.bn. Such notice will be deemed received 3 days after posting if sent by first class post, the day of sending if the email is received in full on a business day and on the next business day if the email is sent on a weekend or public holiday.

12. Law and Jurisdiction

These Terms and Conditions of Use and the relationship between you and the Government shall be governed by and construed in accordance with the laws of Brunei Darussalam and you agree to submit to the exclusive jurisdiction of the courts of Brunei Darussalam.

3. RESPONSIBILITY ASSIGNMENT MATRIX

Task	Web Admin (IT Department/ Division/Section)	Content Manager (Public Relation Team)	Senior Management
Website Development	R/A	C	I
Website Maintenance & Updates	R/A	C	I
Content Creation & Updates	C/I	R/A/C	I
Content Monitoring	I	R/A/C	I
UI/UX Improvements	R	A	C/I
Security & Compliance	R/A	I	C/I
*Hosting & Server Management	R/A	I	C/I
Backup & Disaster Recovery	R/A	I	C/I
User Access Management	R/A	C/I	C/I
Performance Monitoring	R/A	C/I	C/I
Technical Support & Bug Fixes	R/A/C	I	I

Roles Defined:

- **R (Responsible):** The person/team who does the work.
- **A (Accountable):** The person who is ultimately answerable for the task.
- **C (Consulted):** The person/team who provides input or expertise.
- **I (Informed):** The person/team who needs to be updated on progress.

***Note: Subject to EGNC Shared Services**

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