



هيئة الحكومة الرقمية
Digital Government Authority

Definitions Guide

of Digital Platforms, Products, and Services

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1. Introduction

The Digital Government Authority, in this guide, sets out the terminology chosen for the digital channels, platforms, products and services, in an effort to standardize concepts and emphasize clarity of their uses.

This guide, In addition to being considered the national reference for defining terms related to digital channels, platforms, products and services that have been classified according to an approved national classification, serves as a source for individuals, government agencies and the private sector to use Using a unified terminology in the field of digital government.

2. Objectives

The Guide aims to:



Assist the government agencies in classifying their digital assets according to a unified national classification.



The consistency of the digital national landscape and the use of a unified terminology in the field of digital government

This would contribute to achieving the desired goals, the most important of which are:

1

Enabling the government agencies to implement digital government regulations more smoothly.

2

Enabling the government agencies to competently manage its digital assets, which leads to improving spending efficiency.

3

Enhancing the quality of the services provided and improving the customer experience, therefore raising the satisfaction rate of the beneficiary.

4

Facilitating the integration and sharing of data between the government agencies through their digital assets.



3. Scope



This Guide applies to the government digital platforms, products, and services managed by the government agencies.

4. Target Audience



This Guide targets the government agencies in addition to the private sector that acts as a developer or operators of businesses related to the digital government.

5. Definitions



Digital Channel

A digital means of communication to display information or offer digital services and products to beneficiaries, such as websites, digital portals, smart device applications, e-mail, self-service kiosks, call center services, social networking sites and applications or Chabot's. The services may be provided on all channels or selectively on some of these channels.

Types of Digital Channels



Digital Portal

A web application work through the browser that acts as a single point designed to access all services and information of an agency in one station. The portal is used to provide a range of digital services in an customized way, often requiring a login.



Smart Device Application

A software application that is specifically programmed for smart devices such as smartphones and tablets to provide a set of services or informative content. The software application can be downloaded from the official application stores.



Website

Non-interactive web pages that provide information and news content available to everyone without need log in to the website. It can also demonstrate the available service and products catalog, but without the ability to request them, meaning that they are non-interactive services.



Digital Platform

Technical solutions on which digital products and digital services are built, that provide beneficiaries with an enhanced digital experience through digital portals or smart device applications (digital channels). The digital platform allows these channels to communicate and integrate among themselves, and it also allows the integration of their services with other external services, for example: Absher Platform.



Digital Product

Digital solutions serving the same scope and offered as one group through digital channels such as electronic portals and smart device applications, and these solutions enable the beneficiary to complete a request or a service. Products may include software, information, or a related set of services that are associated with providing a specific outputs to beneficiaries, such as: Passports, Traffic and Civil Affairs.



Digital Service

A group of digital procedures linked to each other to perform a full function offered by the government agency to the beneficiary through digital channels such as electronic portals and smart device applications, and it provides one main and specific deliverable. A group of related services will form a product, such as: Issue Passport, Renew Driving License, Query Traffic Violations, National ID Renewal



Procedure

A set of steps completed within scope of a government service to achieve one or more requirements for implementation of this service, such as: fees payment and personal picture upload.



Informative Content

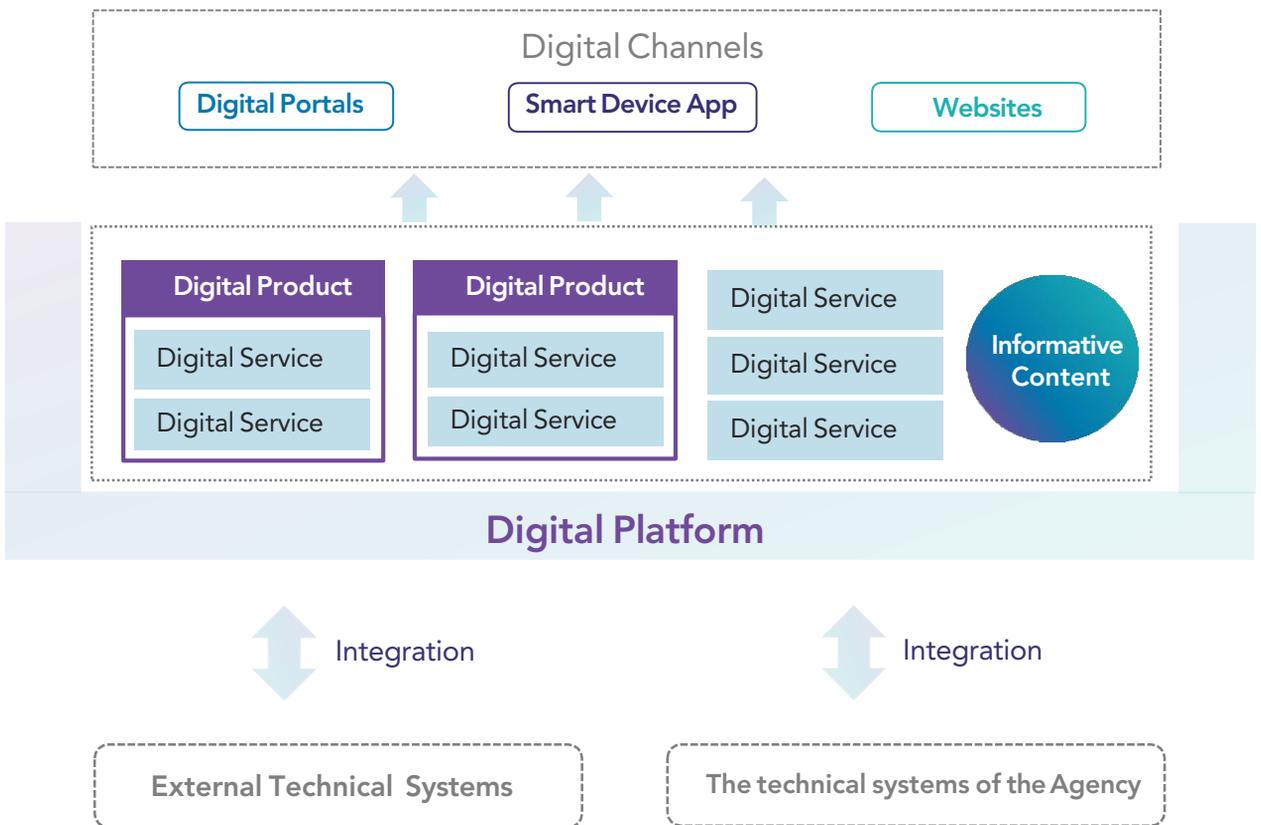
Information that the government agency publishes through its digital channels to give an overview of the agency and what it does, such as: Its latest news, its initiatives and its mechanism of action.

6. General Structure to clarify definitions

The structure clarifies the general perception of the definitions and how they are interconnected, as the platform represents the basic technical base on which products, services or informative content are developed and provided through various digital channels, these channels represent the interface for the beneficiary.

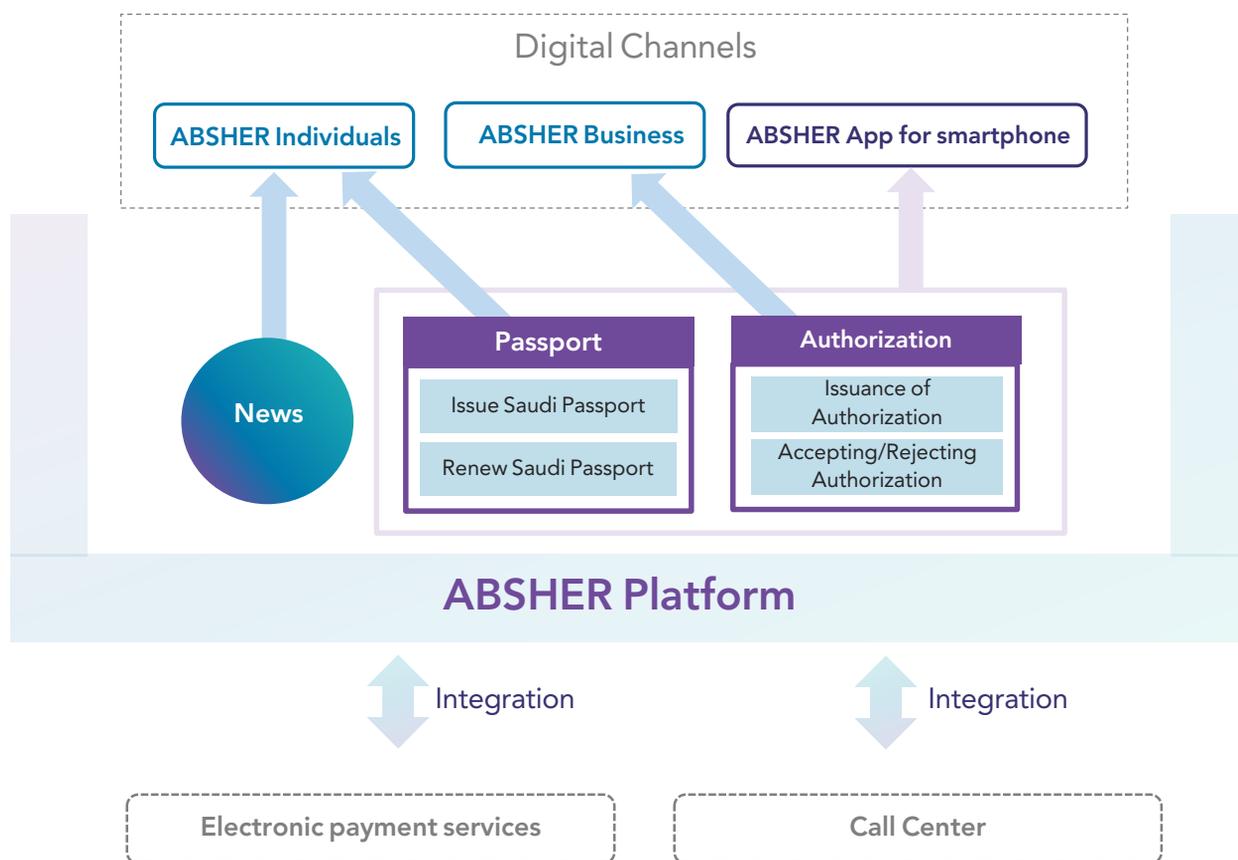
The platform can be linked and integrated with:

- The agency's technical systems, such as: call centers.
- External technical systems, such as: Shared national systems.

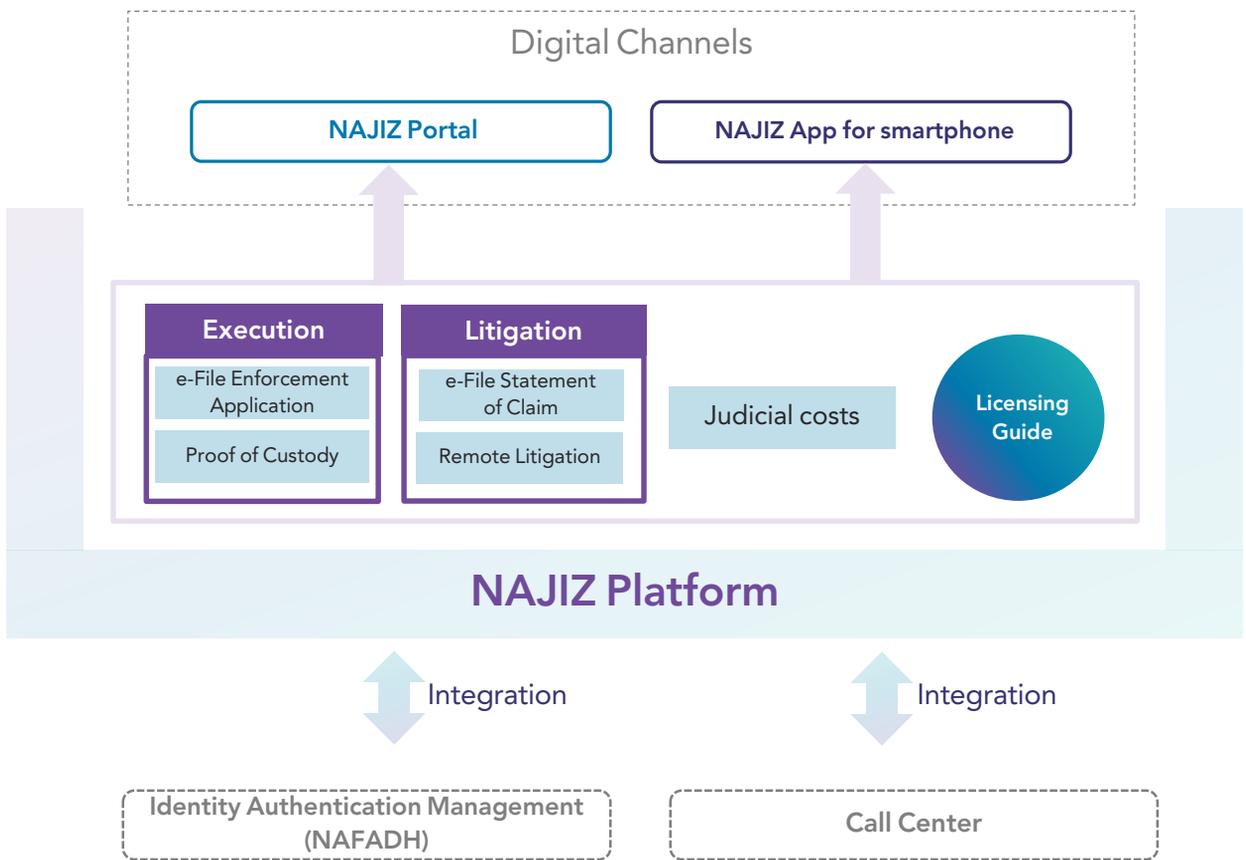


7.Examples on General Structure of Definitions

7.1. ABSHER Platform



7.2. NAJIZ Platform





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