



Introductory Guideline of Digital Experience Maturity Index for Government Services 2026

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1. Introduction

Reference to the Council of Ministries Resolution No. (418) dated 25/07/1442 AH, of establishing the Digital Government Authority (DGA). And with reference to the fourth article, in its fourth and fifth Paragraphs of the Authority's regulations which states that the Authority is mandated to "coordinate with relevant entities to organize the activities of digital government, digital government platforms, sites, and services, government networks, and the unified national portal. This includes the development of plans, programs, indicators, and standards related to the activities of digital government and shared digital government services," and "issue measurements, indicators, tools, and reports to measure the performance and capabilities of government agencies in the field of digital government, and the satisfaction of the beneficiaries."

And in support of the digital transformation process in improving and developing digital government platforms and services, improving beneficiaries' digital experience by providing digital services and raising its quality, and enhancing beneficiaries' satisfaction with them in alignment with the strategic directions of the digital government and the Saudi vision 2030.

In continuation of the efforts made to raise the level of maturity of digital government platforms and services and increase beneficiary satisfaction, and based on international best practices and indicators concerned with digital government development, the Authority has developed the **fifth edition** of the introductory guide for the "**Digital Experience Maturity Index (DXMI)**", in which the index's methodology has been updated for the year 2026, including the criteria for selecting the target platforms for this year, in addition to the perspectives, themes, and detailed criteria on which the methodology is based on, according to which the maturity of digital platforms are evaluated.

2. Guideline Objectives

The guideline aims to provide the necessary support to government agencies in order to raise the level of maturity of the digital services experience provided through the following:

- Providing a unified methodology to evaluate the digital experience of digital platforms and services in accordance with established best practices.
- Contributing to raising the maturity of government digital platforms and services by applying the perspectives and themes of the Digital Experience Maturity Index referred to in this guideline.
- Promoting the principles of digital inclusion to ensure that all segments of society, including persons with disabilities and the elderly, can effectively benefit from digital services.
- Enhancing transparency and enabling government agencies to comprehensively understand the perspectives and themes of the Digital Experience Maturity Index..

3. Guideline Scope

This guideline provides the definition of the Digital Experience Maturity Index, its objectives, and reviews the strategic alignment, with the digital government's directions, details the (2026) cycle of the index including identifying the targeted platforms and the criteria for selecting them, clarifies the perspectives and themes that the index focuses on in the (2026) cycle, highlighting the Digital Inclusion Sub-Index and its related dimensions, the mechanisms for their evaluation, in addition to clarifying the maturity levels according to which the platforms will be ranked.

4. Target Audience

This guideline targets government agencies, leaders of digital transformation, and specialists responsible for digital platforms, in addition to operators responsible for managing businesses related to digital government.

5. Guideline Statement

5.1 Definition of Digital Experience



The digital experience is defined as the entirety of the beneficiaries' experience formed through the interactions with digital government platforms and services across all touchpoints through beneficiaries' journey with the government agency. The experience starts with an initial contact with the government agency, across different digital channels to deliver the service, gather the voice of the customer for opinions, complaints, and feedback, and moving forward with a comprehensive analysis of the beneficiaries' data to improve the services.

A digital experience is centered around key elements:



A design that makes it easy for users to browse and find the information they need. Design Platform or digital service functionalities in a way that makes it easy for users to complete their tasks and goals..



Adapting the digital experience. based on users' preferences and needs, making it usable by all user categories.



Responding effectively to beneficiaries' complaints, taking their opinions into account, and encouraging their participation through stages of design and continuous improvement of the digital experience.

A mature digital experience is a smooth and intuitive experience designed to meet the beneficiaries' needs and achieve their goals through interaction that leaves a positive impact on them, which contributes to increasing their satisfaction with it and makes them share their experience and talk about the platform, its digital channels, products and services positively with those around them



Therefore, it is important to measure the level of maturity of digital platforms and their services, so that government agencies can determine the current baseline and the future state of the intended digital experience and then draft a roadmap to improve the digital experience of their platforms and achieve their desired goals.

5.2 The Digital Experience Maturity Index (DXMI)

The DXMI is an annual index designed to measure the maturity of the digital government platforms and services based on several measurable perspectives and themes. The Index serves as one of the enablers to achieve the strategic directions of the digital government by analyzing the results, identifying themes that may require maturity enhancement, and providing recommendations for improvement. Additionally, the annual index sheds light on high-maturity government digital platforms and services, which can be considered national success stories to learn from their experiences and business models.

To ensure alignment with modern digital experience trends, changing beneficiaries' needs and their aspirations, the methodology of the index is reviewed in each cycle according to the latest international practices and strategic trends of digital government. This is done to enhance the exchange of success stories and disseminate valuable insights.

5.3 Objectives of the Digital Experience Maturity Index

The Authority aims to achieve the following objectives through the Index:



Raising the maturity of government digital platforms and services.



Keeping pace with the National Digital Government Strategic Directions.



Establishing DX maturity measurement practices based on international standards.



Enhancing the digital experience of beneficiaries and improving their satisfaction.



Enhancing inclusive access and effective use of digital services for all groups of society, including people with disabilities, with the aim to increase their satisfaction.



Accelerating the digital transformation of government digital platforms and services.

Figure (1): Objectives of the Digital Experience Maturity Index

5.4 The Digital Inclusion Sub-Index

Digital Inclusion constitutes a fundamental principle in the design, development, and operation of digital services, platforms, and content. It ensures accessibility and usability for all segments of society without discrimination—including persons with disabilities and the elderly—empowering them to utilize digital services independently and on an equal basis. The implementation of this principle adheres to accredited standards, technologies, and mechanisms, thereby fostering social justice and equal opportunity. Furthermore, it supports digital autonomy and the active participation of all societal groups in the government digital transformation journey.

In alignment with global best practices in designing government digital experiences, the Digital Government Authority (DGA) has adopted "Digital Inclusion" as a sub-index within the Digital Experience Maturity Index. This measure guarantees the provision of an inclusive digital environment that affords easy and equitable access to government platforms and services for all members of society, enhancing beneficiaries' digital autonomy and the efficiency of their service utilization. The Digital Inclusion sub-index addresses the following aspects:



Recognizing persons with disabilities and the elderly as a critical demographic, necessitating a focus on empowering them to participate independently in the use of digital services [1].



Enhancing and elevating the maturity of the digital experience across government platforms and services provided to all societal segments, thereby improving user satisfaction.



Achieving equitable, meaningful, secure, and reliable access to electronic services for everyone, everywhere [2].



Aligning with the strategic directions of the Digital Government Authority and the Digital Transformation Program (a Saudi Vision 2030 realization program), as well as the Law on the Rights of Persons with Disabilities and the Law on the Rights of the Elderly and their Care (and their executive regulations). These frameworks collectively emphasize the enhancement of Digital Inclusion for all citizens.



Reflecting the focus of international indices (such as OSI, EPI, and GEMS) on digital inclusion and the empowerment of all societal segments to access and effectively utilize digital services

[1] For further details, please refer to the document titled "[Overview of Digital Inclusion in Digital Government](#)," issued by the Digital Government Authority.

[2] The United Nations definition of Digital Inclusion

5.5 Strategic Alignment of the Digital Experience Maturity Index

5.5.1 Alignment with the Saudi Vision 2030

The Digital Experience Maturity Index is linked to the following objectives of the Saudi Vision 2030:



Figure (2): Objectives of Saudi Vision 2030

5.5.2 Alignment with the Strategic Directions of the Digital Government

The Digital Experience Maturity Index (DXMI) is inherent into five out of six pillars of the Digital Government Strategic Directions: Satisfied Citizen, Enabled Business, Effective Government, Regulated Ecosystem, and Expedited Transformation.

01	Satisfied Citizen	Provide seamless and effective government services to all beneficiaries, through distinguished experiences tailored to their preferences; with the aim of ensuring an integrated and facilitated beneficiary experience and ensuring interaction between individuals and the government.
	G2C	
02	Enabled Business	Improving the response of government agencies to the requirements of the private sector, accordingly, Improving ease of doing business within Saudi Arabia, as well leverage available capabilities in order to improve the competitiveness of the private sector and provide added value to the private sector.
	G2B	
03	Effective Government	Empower government by adapting unified business model, launching national initiatives of digital government services aiming at enabling the necessary government resolutions and promoting the adoption of integrated solutions.
	G2G	
04	Regulated Ecosystem	Providing an appropriate regulatory ecosystem by adopting digital policies and regulations and review them on an ongoing basis to ensure compliance to them. This shall be done with the aim of implementing an effective and flexible regulatory framework to adapt to future changes, and regulating national digital trust services
06	Expedited Transformation	Enable the entire digital government strategy by leveraging an efficient communication approach, enhancing the digital infrastructure, as well as upskilling the digital workforce. Also, we can ensure a seamless integration in the government ecosystem by leveraging a robust governance model.

Figure (3): Alignment with the Digital Government Strategic Directions

The Digital Experience Maturity Index (DXMI) also contributes to several national goals that are part of [the Digital Government Strategic Directions](#), and creates a positive impact on the digital transformation journey in Saudi Arabia, through:



Figure (4): The Contribution of the Digital Experience Maturity Index to the National Targets

For more details on how the DXMI is linked to achieving the vision, mission, and values of the digital government’s strategic directions, as well as the most prominent international indicators, please refer to the appendices attached to the guideline.

5.6 Methodology of DXMI In The 2026 Cycle

The Authority was keen to develop the methodology of the Digital Experience Maturity Index for Government Services and enhance its perspectives by adopting a structured, scientific approach across multiple stages of research and improvement, in alignment with international indicators, global best practices, and the strategic directions of the Digital Government, while supporting the achievement of its objectives.

In its 2026 cycle, the Index consists of four (4) main perspectives, encompassing twenty (20) themes, aimed at enhancing the digital experience of government platforms and services, elevating the quality of digital government services provided, improving beneficiaries' experience, increasing their satisfaction, and encouraging the adoption of digital technologies and tools. The Digital Inclusion Sub-Index is based on the same four perspectives and themes of the Digital Experience Maturity Index (DXMI), through the selection of criteria that fulfill the concept of digital inclusion in line with global best practices and international indices. These criteria play a key role in enhancing the digital experience of government platforms and services provided to all segments of society, including persons with disabilities, improving service quality, increasing user satisfaction, and achieving independence and equality in access to and use of digital services for all beneficiaries. The Index, in its 2026 cycle, targets the assessment of sixty-one (61) digital platforms selected based on specific criteria.

5.6.1 Criteria for Selecting the Platforms Targeted

The Authority has identified and selected the targeted platforms in the Index cycle (2026) based on the following criteria:

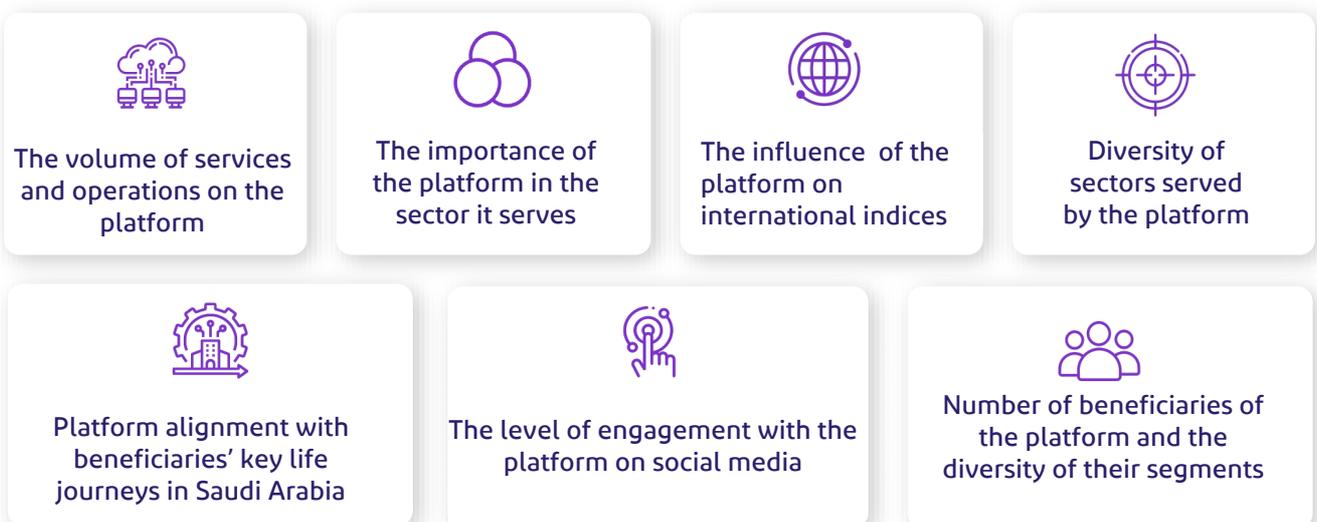


Figure (5): Criteria for Selecting Targeted Platforms

5.6.2 Targeted Platforms

The index in the year (2026) targets to assess the following digital platforms:

<h1>61</h1> <p>Digital Platform</p>	 <p>اعتماد Etimad</p> <p>"Etimad" platform</p>	 <p>استثمر في السعودية INVEST SAUDI</p> <p>"Invest Saudi" portal</p>	 <p>إحسان</p> <p>"Ehsan" platform</p>	 <p>"Ajwaa" portal</p>	 <p>"Absher" platform</p>		
	 <p>هيئة الزكاة والضريبة والجمارك Zakat, Tax and Customs Authority</p> <p>"Zakat, Tax and Customs" platform</p>	 <p>الجيو مكانية Geospatial Authority for Survey and Geodesy</p> <p>"Geosa" portal</p>	 <p>وزارة الثقافة Ministry of Culture</p> <p>"Abdea" portal</p>	 <p>GEA الهيئة العامة للترفيه General Entertainment Authority</p> <p>"Entertainment" portal</p>	 <p>gosi التأمينات الاجتماعية Social Insurance</p> <p>"GOSI" platform</p>	 <p>IA هيئة التأمين Insurance Authority</p> <p>"Insurance Authority" Portal</p>	 <p>المركز السعودي للأعمال Saudi Business Center</p> <p>"Saudi Business" portal</p>
	 <p>وزارة الإعلام Ministry of Media</p> <p>"Unified Media" Portal</p>	 <p>"Saudi Authority for Intellectual Property" Portal</p>	 <p>المركز الوطني للتوعية القطاع غير الربحي National Center for Non-Profit Sector</p> <p>"National Center for Non-Profit Sector" Portal</p>	 <p>وزارة الطاقة MINISTRY OF ENERGY</p> <p>"Energy" portal</p>	 <p>وزارة السياحة Ministry of Tourism</p> <p>"Tourism" portal</p>	 <p>الهيئة السعودية للمياه Saudi Water Authority</p> <p>"Saudi Water Authority" portal</p>	 <p>RER السجل العقاري</p> <p>"RER" platform</p>
	 <p>أناة Anat</p> <p>"Anat" platform</p>	 <p>"Riyadh Municipality" portal</p>	 <p>"Riyadh Public Transportation" platform</p>	 <p>شركة المياه الوطنية National Water Company</p> <p>"National Water" platform</p>	 <p>الوقايمة السعودية Saudi Standards</p> <p>"Saudi Standards" portal</p>	 <p>قبول القبول الموحد Unified Admission Portal</p>	 <p>FutureX</p> <p>"FutureX" portal</p>
	 <p>الهيئة السعودية لتنظيم الاقتصاد الرقمي SERA</p> <p>"SERA" portal</p>	 <p>تقييم TAQEEM الهيئة السعودية للمقيمين المعتمدين Saudi Authority of Accredited Valuers</p> <p>"TAQEEM" portal</p>	 <p>تعديين TADREEN</p> <p>"TADREEN" portal</p>	 <p>KSA VISA تأشيرة السعودية</p> <p>"Saudi Visa" portal</p>	 <p>خدمات بلدي Balady services</p> <p>"Balady" platform</p>	 <p>إفهاء الهيئة العامة للغذاء والدواء Efaa portal</p>	 <p>إيجار EJAR</p> <p>"Ejar" portal</p>
	 <p>سفير SAFEER</p> <p>"Safeer" portal</p>	 <p>SPL</p> <p>"SPL" platform</p>	 <p>ريادحي RIYADHI</p> <p>"Riyadhi" portal</p>	 <p>السعودية Visit Saudi platform</p>	 <p>حسين Haseen</p> <p>"Haseen" portal</p>	 <p>جدارات الهيئة العامة للتوظيف الموحدة للتوظيف Jadarat portal</p>	 <p>توكلنا Tawakkalna</p> <p>"Tawakkalna" application</p>
	 <p>فرص Furas platform</p>	 <p>عقاري AQARI</p> <p>"Aqari" portal</p>	 <p>HADA هدف من تخصصات تنمية الموارد البشرية HadaF Portal</p>	 <p>صناعي Senaei</p> <p>"Senaei" platform</p>	 <p>صحتي Sehhaty</p> <p>"Sehhaty" application</p>	 <p>صحة Seha</p> <p>"Seha" portal</p>	 <p>سكني Sakani platform</p>
	 <p>منشآت monsha'at</p> <p>"Monshaat" portal</p>	 <p>مساند MUSANED</p> <p>"Musaned" platform</p>	 <p>مدرستي Madrasati</p> <p>"Madrasati" platform</p>	 <p>مدارس madares</p> <p>"Madares" portal</p>	 <p>متصل mutasil</p> <p>"Mutasil" portal</p>	 <p>لوجستي LOGISTI</p> <p>"Logisti" portal</p>	 <p>قيوا QIWA</p> <p>"Qiwa" portal</p>
	 <p>نور NOOR</p> <p>"Noor" portal</p>	 <p>نما NAAMA</p> <p>"Naama" platform</p>	 <p>نفييس nphies</p> <p>"Nphies" portal</p>	 <p>نفاذ</p> <p>"Nafath" platform</p>	 <p>نوسك Nusuk platform</p>	 <p>نجم hajm</p> <p>"Najm" platform</p>	 <p>ناجز hajiz</p> <p>"Najiz" platform</p>

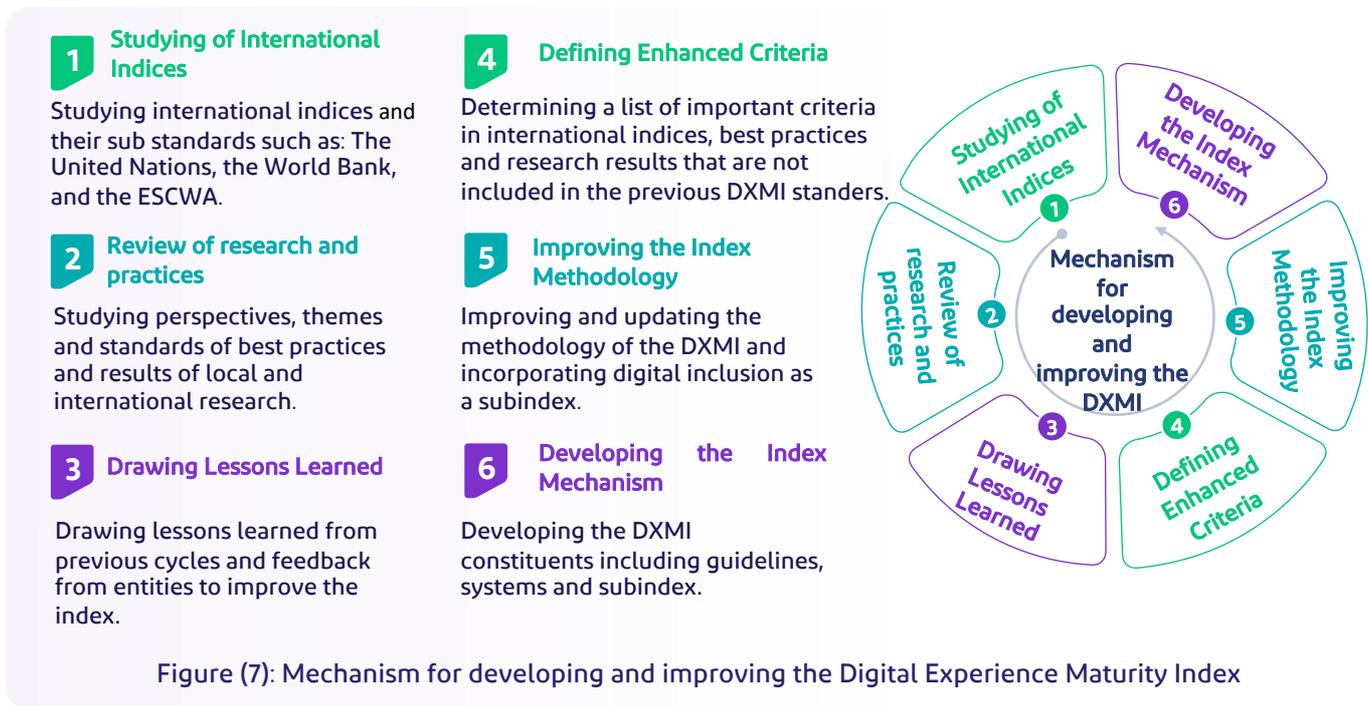
Figure (6): The Targeted Platforms in the (2026) Cycle

The digital platforms targeted in the (2026) cycle were classified according to the channels they provide to their beneficiaries, in accordance with the “[Definitions of Digital Platforms, Products and Services](#)” guideline previously published by the Authority. It is referred to as a “portal” if the platform provides its services via a digital portal only, while it is referred to as an “application” if it provides its services exclusively via a smart device application. As for the platforms that provide its services via both digital channels, they are referred to metaphorically as a “digital platform”.

5.6.3 Mechanism for developing and improving the Digital Experience

Maturity Index

The Authority has been committed to developing the Digital Experience Maturity Index (DXMI) and improving its perspectives and themes through a scientific and organizational mechanism involving stages of research and refinement - Figure (7) - and in accordance with international indicators and best practices to align with the strategic directions of the digital government and gradually achieve its goals, to focus on standards playing a fundamental role in international indices and Saudi Arabia's ranking therein, and to accelerate the pace of digital transformation in Saudi Arabia, ensuring impactful outcomes.



Upon completion of all stages of development and improvement of the methodology, the following enhancements were taken into consideration:

- 1 Change the "Shared Services" theme to "Data integration" in the UX perspective
- 2 Renaming the "Data Collection and Integration" theme to "Data Collection and Tabbing" in the Technologies and Tools perspective
- 3 Improving and developing sub-standards for various themes.

5.6.4 Perspectives and Themes of the Index

The Digital Experience Maturity Index for the year (2026) consists of (4) main perspectives, each of which falls under several themes, with a total of (20) themes. These themes include detailed criteria through which the maturity of the digital platform is evaluated. The figure below summarizes the components of DXMI.

Perspective	Themes	Assessment Methods
<p>1st perspective</p>  <p>Beneficiary Satisfaction</p>	<ul style="list-style-type: none"> Quality of Information & Content Ease of use and Usability User Support and Responding to Complaints Beneficiary Participation General Satisfaction and Expectations 	 <p>User satisfaction survey using CSAT</p>
<p>2nd perspective</p>  <p>User Experience</p>	<ul style="list-style-type: none"> Usability * Availability and compatibility * Accessibility (For People with Disabilities and the Elderly)* Data integration Personalization and Preferences 	 <p>Expert assessment of the platform based on their experience of it through field visits and meetings</p>
<p>3rd Perspective</p>  <p>Complaints-Handling</p>	<ul style="list-style-type: none"> Complaints Channels * Complaints and Responses* Service Level Agreements Resolving Complaints and Problems Development & Enhancement 	 <p>Expert assessment of the platform through field visits and meetings and reviewing the systems and documents related to the requirements of the perspective</p>
<p>4th Perspective</p>  <p>Technologies & Tools</p>	<ul style="list-style-type: none"> Strategy and Principles* Data Collection and Tabbing* Data Analytics and data representation* Digital Journeys Design* Digital Experience Systems* 	 <p>Expert assessment of the platform through field visits and meetings and reviewing the systems and documents related to the requirements of the perspective</p>

*Counted in digital inclusion index

Table (1): Perspectives and Themes of the Digital Experience Maturity Index

The first perspective :Beneficiary Satisfaction Perspective

This perspective involves measuring beneficiaries' satisfaction with their experience in using the platforms from their standpoint. It contributes to understanding the challenges to support the development of these platforms. This perspective includes (5) themes: Quality of Information and Content, Ease of use and Usability, User Support and Responding to Complaints, Beneficiary Participation, and General Satisfaction and Expectations.

Themes of the beneficiary satisfaction perspective

Theme	Description
Quality of Information and Content	It determines the extent of beneficiaries' satisfaction with the availability, accuracy, validity, and level of usability of information and content.
Ease of use and Usability	It determines the extent of beneficiaries' satisfaction with the ease of using the digital platform in terms of Speed of browsing, moving around, performance and interaction with the no technical errors.
User Support and Responding to Complaints	It determines the extent of beneficiaries' satisfaction with the ease of using the digital platform in terms of Speed of browsing, moving around, performance and interaction with the no technical errors.
Beneficiary Participation	It determines the extent of beneficiaries' satisfaction with the participation and inclusion in activities and digital events to consult with them and welcome them to get their ideas and suggestions.
General Satisfaction and Expectations	Determines the extent to which the beneficiary is satisfied about their experience to obtain services and meet their aspirations.

Table (2): Themes of the Beneficiary Satisfaction Perspective

Perspective Assessment Method

User satisfaction survey on digital platforms using the Customer Satisfaction Score (CSAT).

Second perspective: User Experience Perspective

This perspective involves evaluating the user experience of digital platforms from the viewpoint of specialized experts in user and beneficiary digital experience. This perspective includes (5) themes: Usability, Availability and Compatibility, Accessibility (for people with disabilities and elderly), Data integration, and Personalization and Preferences

User Experience Perspective themes

Theme	Description
Usability	Determines the extent of the platform's usability in terms of effectiveness, efficiency, flexibility, and ease of digital use, including search and browsing, content, progress and workflow, error avoidance and handling, privacy, and trust.
Availability and Compatibility	Determines the extent of the platform's availability at its full efficiency, and its compatibility with prominent devices and browsers (digital portals) and operating systems (smart device applications), and its appearance in search engines for full use by different segments of beneficiaries.
Accessibility (For People with Disabilities and the Elderly)	Determines the accessibility of the platform and the ability to use it fully and effectively by the elderly and people with disabilities, including those with visual, hearing, and others.
Data Integration	Determines the extent of integration and benefits from joint government systems and services when needed, such as unified national access (Nafath), electronic payment, and multiple payment channels through (Tahseel) system. In addition, it adheres to the principle of requesting user data once and through a one-stop shop along with providing statistics about the digital platform.
Personalization and preferences	Determines the extent of the platform's ability to customize its features to align with the needs and preferences of the user.

Table (3): User Experience Perspective Themes

Perspective Assessment Method

Experts evaluate the platform through their experience of it through field visits and meetings.

The Third Perspective: Complaint Handling Perspective

This perspective involves the assessment of the mechanisms for handling complaints from users regarding the digital services provided by platforms. It evaluates the availability of diverse channels for receiving these complaints, the effectiveness of the solutions provided to the users. This perspective includes five (5) themes: complaints channels, complaints and responses, service level agreements, resolving complaints and problems, and development and enhancement.

Themes of Complaints Handling Perspective

Themes	Description
Complaint Channels	Determines the extent of providing multiple communication channels 24/7 and the availability of up-to-date and comprehensive information to assist the user in accessing the terms and conditions to each channel.
Complaints and Response	Defines the response time to complaints raised by platform users through the execution of the initial action. Additionally, it includes measuring the percentage of loss in complaint requests, the percentage of prohibited requests, and the automated response mechanism to handle them.
Service Level Agreements	Determines the extent of handling complaints in accordance with the service level agreements that have been specified or published
Resolving Complaints and Problems	Determines the effectiveness of handling complaints for the beneficiaries in terms of the time taken to address and resolve the issue from the first attempt, as well as the satisfaction of the beneficiary with the solution and the service team through various communication channels in the complaints system.
Development and Enhancement	Determines the extent to which an exceptional experience is provided for the complainant through the development of the complaints system services. It also includes addressing the root causes of various types of complaints.

Table (4): Themes of the Complaints Handling Perspective

Perspective Assessment Method

Expert assessment through field visits, meetings and reviewing the systems and documents related to the requirements of the perspective.

Fourth Perspective: Technologies and Tools

This perspective involves assessing the availability of comprehensive innovation and digital experience design, testing, and integration. In particular, it assesses the technological systems and tools for data collection, integration, analysis, and visualization to design, test, and improve digital experiences. This perspective encompasses (5) themes: Strategy and Principles, Data Collection and Tabbing, Data Analytics and Representation, Digital Journeys Design, and Digital Experience Systems.

Themes of Technologies and tools perspective

Theme	Description
Strategy & Principles	Focuses on effective methods for employing and testing modern technologies to achieve high-quality automation. The principles highlighted in this theme are considered essential for enhancing the capabilities of digital experience practitioners and improving overall processes.
Data Collection and Tabbing	Defines methods for collecting and classifying data from diverse sources and integrates them systematically according to clear principles of data governance. This theme supports the digital experience strategy and ensures the effective use of data for the benefit of the beneficiaries.
Data Analysis and Representation	Focuses on precise data analysis and presenting it in an easily understandable visual representations, whether structured or unstructured data. Advanced analytics enhances continuous learning, enabling continuous improvement.
Digital Journeys Design	Focuses on designing and evaluating user journeys using tools such as journey mapping and data-driven design tools. It also emphasizes leveraging the capabilities of specialized teams and expanding awareness and knowledge through training, with the sharing of improvement results to ensure transparency and knowledge transfer.
Digital Experience Systems	Determines the extent of integration between core systems and digital platforms with accurate data and application programming interfaces (APIs), ensuring service integration and facilitating interaction with users.

Table (5): Themes of Technologies and Tools Perspective

Perspective Assessment Method

Expert assessment through field visits, meetings and reviewing the systems and documents related to the requirements of the perspective

5.5.5 Digital Experience Maturity Levels

The results of the DXMI are recorded for each platform based on the analysis of inputs and data collected for all perspectives and their underlying themes according to the adopted mechanisms. Consequently, the DXMI classifies the covered digital platforms into (5) levels, determined based on the evaluation of these platforms as follows:

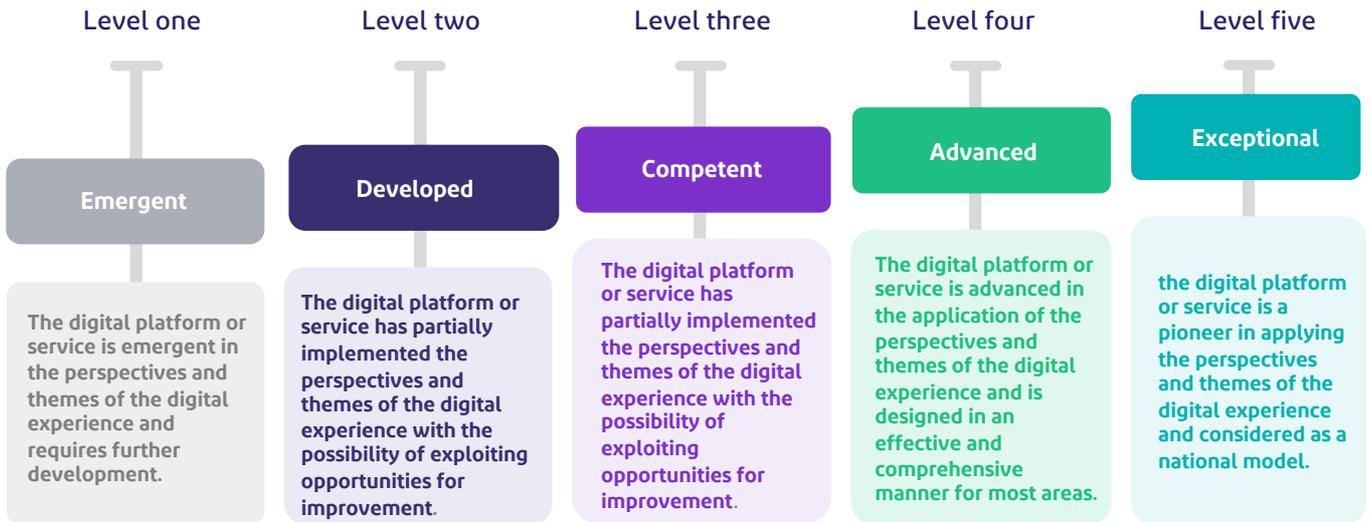


Figure (8): Digital Experience Maturity Levels

5.5.6 Execution Stages of DXMI Cycle

DXMI, in its cycle for the year (2026), operates within (5) main stages, represented as follows:



Figure (9): Execution Stages of DXMI Cycle

6. Table of Definitions

Term	Definition
Authority	Digital Government Authority
Beneficiary	Citizen, resident, visitor, government agencies, private or non-profit sector organizations inside or outside the Kingdom who need to interact with a government agency to obtain a service.
Digital Transformation	Strategically transform and develop business models to be digital models based on communication data, technologies, and networks.
Digital Government	Support the administrative, organizational, and operational processes within and between government sectors to achieve digital transformation, develop, improve, and enable easy and effective access to government information and services.
Government Agencies	Ministries, public authorities and institutions, national councils and centers, and the like.
Digital Channel	A digital communication method for displaying information or providing digital products and services to beneficiaries, such as websites, digital portals, smart device applications, e-mail, self-service kiosks, call center services, social media sites and apps, or automated response services (chatbots). The Services may be provided on all channels or selectively on some of these channels. .
Digital Portal	A Browser-based web application that constitutes a unified portal designed to access all services and information of a government agency in one station. The portal is used to provide a range of digital services in an interactive and customized way, usually require a login.
Smart Devices App	A software application that is specifically programmed for smart devices such as smartphones and tablets to provide a range of services or informative content. The software application can be downloaded from official app stores.
Digital Platform	Technical solutions through which digital products and digital services are provided, as they provide beneficiaries with an enhanced digital experience through digital portals or smart device applications (digital channels). The digital platform allows these channels to connect and integrate, as well as integrate their services with other external services.
Digital Service	A set of digital procedures linked to each other to perform a complete function provided by the government agency to the beneficiary through digital channels such as digital portals and smart device applications so that they have one main exit defined and specified. A group of services can be linked together to form a digital product such as issuing passport, renewing passport, renewing driving license, query about traffic violations and renewing the national ID.
Digital Inclusion	Ensuring the availability of digital services for all groups of society, including people with disabilities and the elderly, through the design and development of tailored digital products and services enabling all relevant groups to use and benefit from these services smoothly and with complete independence.
User Experience	The process that designers use to create products that provide meaningful user-centered experiences. This involves designing the entire experience including design for value and functionality as well as ease of use, content, navigation, branding, and interface design.
Accessibility	Accessibility Means that services are easily available to all users and covers inclusion, equality, and Accessibility Guidelines.
Beneficiary Interactions	All types of communication received through the channels of the complaints system, which may include inquiries, complaints, service requests, suggestions, or general questions.

Term	Definition
Complaint	An official expression of dissatisfaction differs from an objection by any individual or agency regarding the behavior of an employee, methodology, procedure, or completed work.
Digital Experience	The entirety of the beneficiary's interactions with digital platforms and services across all points of contact throughout the beneficiary's journey with the agency, starting from the first point of contact through the digital channels of the platform that provides the service, through the systems for dealing with the opinions and complaints of beneficiaries, and ending with the analysis of the opinions and inputs of the beneficiaries to improve the services, products and digital channels of the platform.
Digital Inclusion	A process aimed at ensuring that all individuals and communities, including people with disabilities and the elderly, can access and effectively use information and communication technologies (ICT).
Digital Product	Digital solutions in one domain provided as a single group through digital channels such as electronic portals and smart device applications to provide the beneficiary with the completion of an application or service. Products also includes software, information, or a set of related services that are linked to the delivery of specific outputs to beneficiaries.

7. Table of Abbreviations

Abbreviation	Meaning
CSAT	Customer Satisfaction Score
EGDI	E-Government Development Index
EPI	E-Participation Index
GEMS	Government Electronic and Mobile Services
GTMI	GovTech Maturity Index
APIs	Application Programming Interface
GCI	Global Cybersecurity Index
PSDI	Public Service Delivery Index
DCEI	Digital Citizen Engagement Index
GTEI	Government Technology Enablers Index
CGSI	Core Government Systems Index

8. Appendix

8.1 Alignment with the vision, mission and values of the Digital Government Strategic Directions

The Digital Experience Maturity Index, with its four perspectives, contributes to achieving the vision, mission, and values of the Digital Government Strategic Directions, as shown in the figure below. :

Strategic Directions		The Perspectives of The Digital Experience Maturity Index			
		Beneficiary Satisfaction	User Experience	Handling Complaints	Techniques & Tools
Vision	Pioneering Digital Government	✓	✓	✓	✓
	Empowered Nation				✓
Mission	Seamless and integrated digital services	✓	✓	✓	✓
	Technologies				✓
	Beneficiary Preferences	✓	✓		✓
Values	Innovation		✓		✓
	Excellence	✓	✓	✓	✓
	Collaboration		✓		✓
	Empowerment	✓	✓	✓	✓

Table (1): Alignment of the Digital Experience Maturity Index with the Vision, Mission, and Values of Strategic Directions

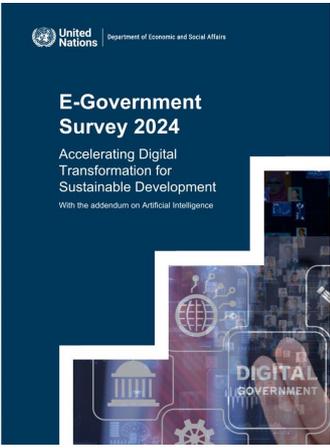
8.2 Alignment with international indices

In order to consolidate efforts to strengthen Saudi Arabia’s position in international indices, the DXMI has been aligned with international indices such as the E-Government Development Index (EGDI), the World Bank GovTech Maturity Index (GTMI), and the Government Electronic and Mobile Services (GEMS).

International Index	Strategic Directions	The Perspectives of the DXMI			
		Beneficiary Satisfaction	User Experience	Handling Complaints	Techniques & Tools
UN E-Government Development Index (EGDI)/ Online Service sub-Index	Institutional Framework		✓		✓
	Content Availability		✓		
	Service Availability	✓	✓	✓	
	E-Participation	✓	✓		✓
	Technologies				
World Bank GovTech Maturity Index (GTMI)	Government Systems				
	Service Delivery	✓	✓		
	Digital Engagement	✓	✓	✓	✓
	Technical Empowerment		✓		✓
E-Government and Mobile Services Maturity Index	Service Availability	✓	✓		
	Service Usage and Satisfaction	✓	✓	✓	
	User accessibility		✓		

Table (2): Alignment of the Digital Experience Maturity Index with International Indices

8.3 International Indices

United Nations e-Government Development Index (EGDI)			
	<p>The E-Government Development Index (EGDI) measures the state of EGovernment Development of the United Nations Member States. EGDI reflects the extent to which beneficiaries can access digital government services and their involvement in decision-making by assessing infrastructure and educational levels. EGDI combines the results of three subindices; namely: provision of online services, telecommunications infrastructure development index and human capital index.</p>		
	Publisher	UN DESA	
	Latest Edition	2024 (13th Edition)	
	Number of countries	(193) Countries	
United Nations e-Government Development Index (EGDI)			
Sub-Indices	<ul style="list-style-type: none"> • Online Service Index-OSI. • Telecommunication Infrastructure Index –TII. • Human Capital Index –HCI. 		
Components of the Online Service Availability Index	<ul style="list-style-type: none"> • Institutional framework (regulatory and legislative): Measures the availability of information on the regulatory structure and the legal and legislative framework necessary for governments to organize digital transformation • Content provision: Measures the availability of online comprehensive information in multiple languages, multiple channels, easy access, high quality, concise presentation, and language relevance. • Services provision: Measures the availability of a wide range of services and transactions that pertain to citizens or the population in general or specific groups in society (groups that need support) and focuses on how to access government services through one main portal or several dedicated portals, in addition to the existence of specialized portals such as electronic procurement portals. • E-participation: measures participation, responsiveness, inclusion, and enabling consultation and decision-making related to the formulation and approval of policies, regulations, public services, and services of vulnerable groups of society. E-participation consists of three levels: data and information availability, consultation (policies or service provision at different stages of the process taking feedbacks into account) and decision-making (involvement of beneficiaries in decision-making). • Technology: Focuses on the technical features of websites to verify the presence of e-portals on the Internet, accessibility standards, and ease-of-use. 		
Saudi Arabia score	96.022%		
Saudi Arabia Ranking	6 In the 2024 Report		
Top Countries in the OSI Index	 Denmark	 Estonia	 Singapore

The GovTech Maturity Index (GTMI)



The GovTech Maturity Index (GTMI) measures key aspects of four GovTech focus areas: supporting core government systems, enhancing service delivery, mainstreaming beneficiaries' engagement, and fostering GovTech enablers to support public sector modernization. Its objective is to assist practitioners in designing new digital transformation projects.

Publisher	World Bank Group
Last edition	Third Edition 2025 – Data released in December 2025
Number of countries	(198) Countries

The GovTech Maturity Index (GTMI)

Number of indicators	The World Bank's GovTech Maturity Index (GTMI) comprises forty-eight (48) indicators. These include forty (40) updated and expanded GovTech indicators designed to measure maturity across four (4) GovTech focus areas, alongside eight (8) external indicators.
Components of Online Service Availability	<ul style="list-style-type: none"> • (8) external indicators are measured within other relevant indices, including: <ul style="list-style-type: none"> • The three sub-indices of the United Nations E-Government Development Index (EGDI). • The United Nations E-Participation Index (EPI). • The Global Cybersecurity Index (GCI) issued by the International Telecommunication Union (ITU). • Three relevant indicators from the Identification for Development (ID4D) dataset, a World Bank Group initiative.
Indicators and Sub-Metrics	<ul style="list-style-type: none"> • Core Government Systems Index (CGSI): (17) indicators measuring key aspects of a whole-of-government approach. • Public Service Delivery Index (PSDI): (9) indicators assessing the status of government online portals, the availability of e-filing services, e-payment capabilities, and other related services. • Digital Citizen Engagement Index (DCEI): (6) indicators measuring aspects of public participation portals, citizen feedback mechanisms, and government/open data portals. • GovTech Enablers Index (GTEI): (16) indicators measuring strategy, institutions, and regulations, in addition to digital skills and innovation programs.
Notes	There is a direct impact of the United Nations E-Government Development Index (EGDI) and its sub-components—the Online Service Index (OSI), Telecommunication Infrastructure Index (TII), and Human Capital Index (HCI)—on the World Bank's GovTech Maturity Index (GTMI).
Saudi Arabia score	99.64%
Saudi Arabia Ranking	Group A: Very Highly Developed Countries (GovTech Leaders).
Top Performing Countries in the Index	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>South Korea</p> </div> <div style="text-align: center;">  <p>Saudi Arabia</p> </div> <div style="text-align: center;">  <p>Estonia</p> </div> </div>

The Government Electronic and Mobile Services (GEMS)



مؤشر نضوج الخدمات الحكومية الإلكترونية
والنقلية GEMS-2023
كانون الأول/ديسمبر 2023



The Government Electronic and Mobile Services (GEMS) index measures the maturity of government services provided through the portal and through mobile applications in the Arab region. To this end, 84 government services have been identified that must be delivered electronically to individuals and businesses. The principle of the life cycle has been adopted in service selection

Publisher	UN ESCWA
Latest edition	December 2023 (report was issued on Dec. 2023)
Number of countries	17 Countries

The Government Electronic and Mobile Services (GEMS)

Number of indicators	<ul style="list-style-type: none"> • Service availability and sophistication (15 indicators). • Service use and beneficiary satisfaction (6 indicators). • Outreach to end-users (3 indicators). 			
Notes	There is a direct correlation between OSI-SP. This is clearly shown through the comparison between OSI 2020 and GEMS 2020 as the index focuses on the availability of e-government services on the Internet must be accompanied by a high level of maturity in order to achieve the goal of providing such services electronically.			
The Kingdom's Result	93%			
Kingdom Ranking	1			
Top Countries	<table border="0"> <tr> <td> Saudi Arabia</td> <td> U.A.E</td> <td> Qatar</td> </tr> </table>	 Saudi Arabia	 U.A.E	 Qatar
 Saudi Arabia	 U.A.E	 Qatar		



هيئة الحكومة الرقمية
Digital Government Authority