



# Elections 2009: Political Party Webagility

April 2009

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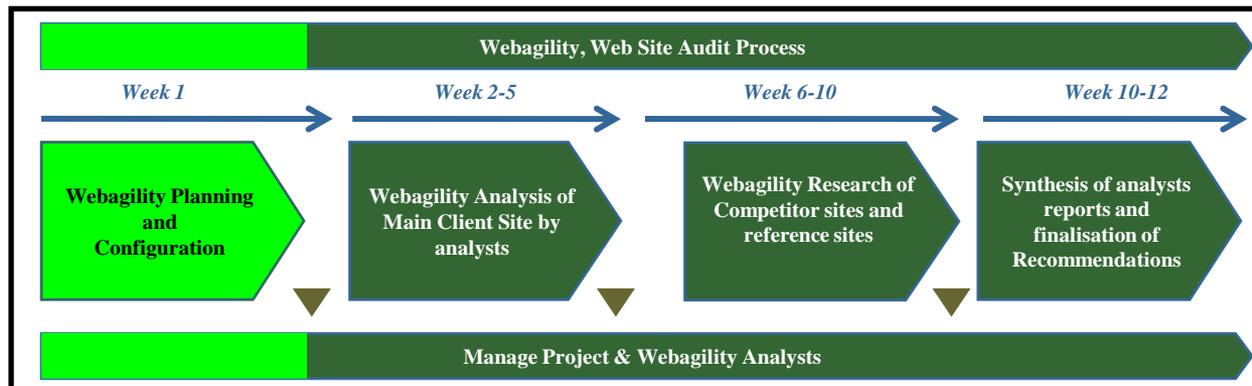


# The Webagility system

Webagility is a scientific usability-testing technique devised by World Wide Worx, using expert usability consultants.

In heuristic evaluation, the user interface and other non interface aspects of the selected sites are reviewed by experts and compliance with defined usability heuristics (broadly stated: characteristics of a good user interface, or practice) are assessed, and any non-compliant aspects are recorded in the Webagility interface.

The Webagility system, however, goes far beyond simple usability testing, and the brief descriptions of the relevant modules below will indicate the comprehensive nature of the system. The diagram below sets out the process for conducting a Webagility analysis on behalf of a client:



# The Webagility modules

## **The Webagility Structural and Usability Analysis**

The usability analysis evaluates a range of elements of the visitor's experience in accessing the client site, navigating through it, finding information quickly and efficiently, and making use of other tools and elements on offer on the site. It also includes an objective assessment of the aesthetics of the site design and of the design consistency of the site.

## **The Webagility Content and Strategy Analysis**

The content and strategy analysis examines a range of aspects of web site strategy, including organisational and service branding on the site, relationship between branding and general content, appropriateness of content, ability of content to retain visitor interest, e-mail content strategy, and extent to which the site meets the strategic business objectives of its owner.

## **Specialised modules**

Depending on the nature and sector of the site, specialised modules, such as Transactionality, Social Media and Campaign Effectiveness, are used.

# The Benchmark table

## Criteria for scores

BENCHMARKS	MEANING
10/10 or 100%	Sets a new standard; Leads worlds best practice.
9/10 or 90%	Cutting edge; Best practice; Case study in excellence.
8/10 or 80%	Excellent site; Close to best practice.
7/10 or 70%	Good site; above average.
6/10 or 60%	Fair, compares with the industry average
5/10 or 50%	Adequate, but lags behind the Industry average.
4/10 or 40%	Workable, but far behind the Industry average.
3/10 or 30%	Barely workable.
2/10 or 20%	Not generally workable; Potential for embarrassment.
1/10 or 10%	Totally unworkable; Damage to image.
0	Not implemented.*

# The Sites: ANC

My ANC - Home - Windows Internet Explorer  
http://www.myanc.org/

File Edit View Favorites Tools Help

My ANC - Home

Home

**WORKING TOGETHER WE CAN DO MORE**

JOIN THE DISCUSSION on Facebook

MY VISION: Blog | MY FUTURE: Achievements and Challenges | Elections 2009 | Downloads | Gallery | Contacts

**Message from Jacob Zuma**  
**Working together we can fight poverty**

Poverty is the biggest single challenge facing our nation. We need to work together to fight poverty if we are to achieve the goal of a better life for all.

As a nation, we have already made important progress:

\* We have provided support to the poorest and most vulnerable in society. Today 12.5 million people receive social grants, of which eight million are children.

Read more

**Hot topics** Read more

- ANC welcomes NPA decision to drop charges against ANC President Jacob Zuma
- ANC statement on the death of COSATU Deputy President Violet Seboni
- ANC statement on white minority groups
- ANC statement on emeritus Archbishop Desmond Tutu utterances

**Upload your ANC story**

**SMS "myanc" to 33028 for SMS updates**  
Registration SMS charged at R1.50

Sign up for email updates

ShareThis

**Your suggestions** Read more

I personally think that the ruling party have been doing relatively well considering its challenges mainly caused by the apartheid regime. If one takes a few steps back and compare and contrast the various achievements of ANC after 1994 elections one will realise that it has come a long way. 15yrs has not even been 2 decades but the achievements of ANC are outstanding, taking into consideration its shortcomings as well. There is more room for progress and ANC can still deliver faithfully to all

**Latest videos** View more

**Press statements**  
ANC welcomes NPA decision to drop charges against ANC President Jacob Zuma

**Blogs**  
Naledi Pandor on No-fee schools introduce free education for 7 million

**Videos and speeches** View more

**MY ANC: Get involved**

Sign up | Campaign | Donate | Spread the word

Join 'my anc' online community, to share your vision of a better South Africa, participate in discussion forums, and receive regular updates by e-mail or sms.

**Make your voice heard:** Tell the world about your views and suggestions. Write to newspapers, call in to talk shows, share your experiences of the first

Internet | Protected Mode: On | 100%

# The Sites: COPE

The screenshot shows the homepage of the Congress of the People (COPE) website. The browser window title is "Congress Of The People | Home - Windows Internet Explorer" and the address bar shows "http://www.congressofthepople.org.za/congress\_of\_the\_people\_home.asp". The page features a prominent header with the COPE logo (a stylized 'X' in a circle) and the text "COPE CONGRESS OF THE PEOPLE" and "A New Agenda for Change and Hope for All". Below the header is a navigation menu with links for HOME, ABOUT COPE, DOCUMENTS, PRESS ROOM, FORUM, GALLERY, EVENTS, and CONTACT US. A search bar is also present. The main content area includes a large banner image of a group of people, an "ELECTIONS COUNTDOWN" widget showing 15 days, 6 hours, 32 minutes, and 19 seconds, and a green button that says "Click here for our Election Campaign". Below this is a login form with fields for "Email Address" and "Password", and buttons for "REGISTER" and "LOG IN". There are also buttons for "GET INVOLVED", "MAKE A DONATION", and "MOBILE DONATION". A news article titled "COPE CALLS ON SOUTH AFRICANS TO VOICE THEIR DISGUST IN A UNITED FRONT" is featured, dated April 06, 2009, with a "Full Story" link. A "PRESS ROOM" section lists two articles: "Confusion of party and state a serious threat" (April 03, 2009) and "Phillip Dexter removed as Chairman of MEGA" (April 03, 2009). The browser status bar at the bottom shows "Internet | Protected Mode: On" and "100%" zoom.

# The Sites: DA

The screenshot shows the DA website in a Windows Internet Explorer browser window. The address bar displays <http://www.da.org.za/>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The Favorites bar shows 'Home - DA'. The website header features the DA logo (a circular emblem with a sunburst and rainbow colors) and the tagline 'Building an open opportunity society for all.' Below the logo is the text 'DA' and 'ONE NATION. ONE FUTURE.'. A navigation menu contains links for HOME, ABOUT, OUR PEOPLE, OUR POLICIES, CAMPAIGNS, NEWSROOM, GET INVOLVED, and CONTACT. A search bar is located in the top right corner. Below the navigation menu are links for DOCUMENTS, FAQ, CALENDAR, RSS FEEDS, and LANGUAGE OPTIONS. The main content area is divided into two columns. The left column features a large image of a woman and two men, with the text 'CONTRIBUTE TO CHANGE VOLUNTEER' and 'And help build one nation with one future.' Below this is a 'MORE NEWS' button and a news snippet: 'Zille: Dropping the charges against Zuma is irrational and unlawful'. The right column contains a 'SHOW YOUR SUPPORT ONLINE!' banner with the text 'SMS DA TO 32321' and a 'READ MORE' link. Below the banner are four buttons: 'DONATE' (with a heart icon), 'SUBSCRIBE' (with an envelope icon), 'VOLUNTEER' (with a group of people icon), and 'REPORT CORRUPTION' (with an exclamation mark icon). The browser's status bar at the bottom shows 'Done', a progress bar, 'Internet | Protected Mode: On', and a zoom level of '100%'.

# The Sites: UDM

The screenshot shows a Windows Internet Explorer browser window displaying the UDM 2009 Elections Campaign website. The address bar shows the URL <http://www.udm2009elections.co.za/>. The website features a dark header with the UDM logo (a green and yellow circle with a stylized tree) and the text "UDM | 2009 ELECTIONS CAMPAIGN MICROSITE". A portrait of a man in a suit is visible on the right side of the header. Below the header is a navigation menu with links: HOME, ELECTIONS 2009, LATEST NEWS, ISSUES, TAKE ACTION, and BLOG. The main content area is divided into two columns. The left column contains a video player with a play button and the text "UDM udm.org.za your eratic nt!". The right column features a large graphic for "UDMconnect" with the text "EARTH HOUR" and "Let's talk". Below this is a "NEWSFLASH" section with the headline "Zuma charges dropped; UDEMWO reaction" and a paragraph of text. At the bottom of the newsflash is a link "Read more...". The footer of the page includes the text "ZUMA CHARGES DROPPED - A SHAMEFUL DAY". The browser's status bar at the bottom shows "Done" and "Internet | Protected Mode: On".

# The Sites: IFP

Welcome to the Inkatha Freedom Party - Windows Internet Explorer

http://www.ifp.org.za/

File Edit View Favorites Tools Help

Home | History | Biographies | Photo Gallery | Archives | Search | IFP Contacts

## HOLA HOWZIT



Let's fix it together

### The IFP Welcomes You

#### Info Centre

- Newsletters
- Speeches
- Press Statements
- Coming Events
- What do You think?

IFP Constitution Policies

Draft KZN Constitution Resolutions Memorandums

**Join Mailing List**

Site updated 06/04/2009

#### President's Newsletter



**Dr Mangosuthu Buthelezi**

Two Sundays ago (March 14 2009), the editor of the Sunday Times, Mr Mondli Makhanya penned one of his periodical articles on the dangers of ethnicity (Remember lessons of the past and resist ethnicity in politics at all costs).....

[click to continue](#)

**What do you think?**

Click here to voice your opinion on the state of the country and the IFP.

#### Coming Events

- 01/04/09 IFP President's Election Campaign Schedule 4-8 April 2009
- 01/04/09 Election Campaign schedule for the IFP Youth Brigade Acting National Chairperson

#### Latest Speeches

- 05/04/09 Minorities Essential for South Africa's Success - Speech by Prince Mangosuthu Buthelezi (Zulu)
- 05/04/09 Minorities Essential for South Africa's Success - Speech by Prince Mangosuthu Buthelezi
- 04/04/09 Liberation Incomplete Without Economic Freedom - Prince Mangosuthu Buthelezi (Zulu)
- 04/04/09 Liberation Incomplete Without Economic Freedom - Prince Mangosuthu Buthelezi
- 02/04/09 Statement on Police Brutality in Nongoma - By Rev Musa Zondi

#### Latest Press Statements

- 06/04/09 ANC Thugs Violate Electoral Code of Conduct in Greytown
- 06/04/09 NPA Decision to Drop Zuma Charges - Statement by Prince

#### Inkatha Freedom Party

**The Tried and Tested Alternative**

[Click to Download PDF files](#)

**National Manifesto - abridged**  
**National Manifesto - full**  
**Z-Fold Pamphlet**  
**Manifesto Pamphlet**

**KZN Manifesto Pamphlet**  
**KZN Manifesto Pamphlet - Zulu**  
**Election Cartoons**



#### Check where you are registered as a voter

Click here for **Resolutions Adopted by the IFP Youth Brigade Conference 2008**

Click here for **Resolutions Adopted by the**

Done

Internet | Protected Mode: On

100%

# The Sites: ID

Home — Independent Democrats - Windows Internet Explorer

http://www.id.org.za/

File Edit View Favorites Tools Help

Home — Independent Democrats

Click here for our 2009 Manifesto

Click here to listen to and download the new ID ringtone

Independent Democrats  
Be a part of the solution

Navigation

- Home
- About the ID
- ID Leaders
- News Room
- Documents and Policies
- Young Independent Democrats
- Join the Independent Democrats

Search

Contact Us

Head Office:  
Tel: +2721 403 8696  
Fax: +2721 403 2350  
Email: id@id.org.za  
Click here for contact details of regional offices

ID. Lifestyle Plan - Login Page

## Home

View the latest news about the Independent Democrats...

### ID'S PATRICIA DE LILLE 'VERY, VERY ANGRY' THAT ZUMA CHARGES HAVE BEEN DROPPED

6 APRIL 2009-'There are absolutely no legal reasons for the decision,' says De Lille

[Read More...](#)

### ID'S PATRICIA DE LILLE TO ATTEND NATIONAL PROSECUTING AUTHORITY'S ZUMA ANNOUNCEMENT TOMORROW IN PRETORIA

5 APRIL 2009-ID President Patricia de Lille, the initial whistleblower on Arms Deal corruption and the prospective 1st of over 200 witnesses in the Zuma trial, will attend the NPA media briefing on the Jacob Zuma case in Pretoria tomorrow.

[Read More...](#)

### ID's PATRICIA DE LILLE- THE DIVIDE BETWEEN URBAN AND RURAL AREAS ON THE INCREASE

3 FEBRUARY 2009-ID Leader, Patricia De Lille says the 'divides between urban and rural areas are on the increase, with those living in the rural areas being completely forgotten'.

[Read More...](#)

### ID SLAMS ZUMA FOR STATEMENT THAT AMONG WHITE "GROUPINGS", AFRIKANERS ARE THE ONLY TRUE SOUTH AFRICANS

[Read More...](#)

Watch the ID's TV advert

Be a Part of the Solution!

Sign the People's Pledge against Crime and Corruption

Independent Democrats

[Click Here](#)

Main Areas

[Donate to the ID](#)

[Media Statements](#)

[Join the ID](#)

Internet | Protected Mode: On

100%

# Political Party Webagility

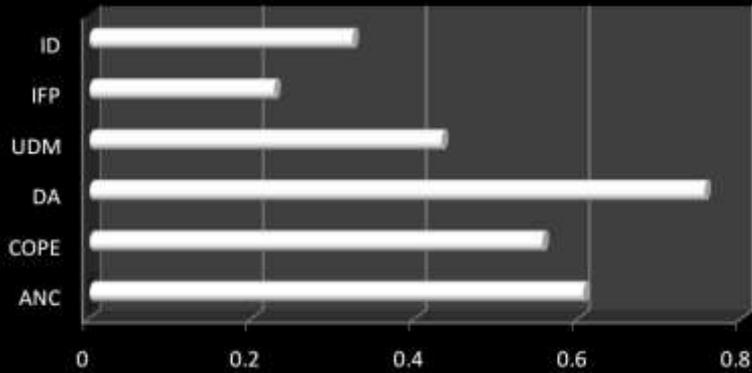
## The Overall Score

Module	Out of	ANC	COPE	DA	UDM	IFP	ID
Usability	120	76	68	83	64	47	51
	%	<b>63%</b>	<b>57%</b>	<b>69%</b>	<b>53%</b>	<b>39%</b>	<b>43%</b>
Social Media	90	42	39	62	18	3	9
	%	<b>47%</b>	<b>43%</b>	<b>69%</b>	<b>20%</b>	<b>3%</b>	<b>10%</b>
Content strategy	230	167	155	213	125	50	91
	%	<b>73%</b>	<b>67%</b>	<b>93%</b>	<b>54%</b>	<b>22%</b>	<b>40%</b>
<b>Total</b>	<b>440</b>	<b>286</b>	<b>263</b>	<b>359</b>	<b>208</b>	<b>100</b>	<b>152</b>
<b>Overall %</b>	<b>100%</b>	<b>65%</b>	<b>60%</b>	<b>82%</b>	<b>47%</b>	<b>23%</b>	<b>34%</b>
Campaign Score*	40	19	18	27	17	0	9
%		<b>48%</b>	<b>45%</b>	<b>68%</b>	<b>43%</b>	<b>0%</b>	<b>23%</b>

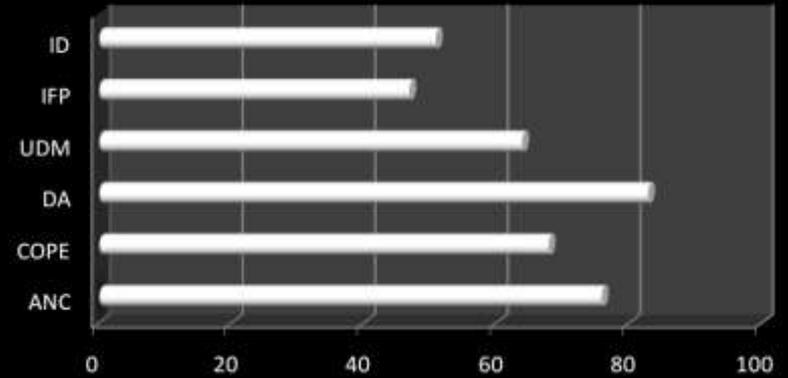
\* Part of Content strategy

# The findings

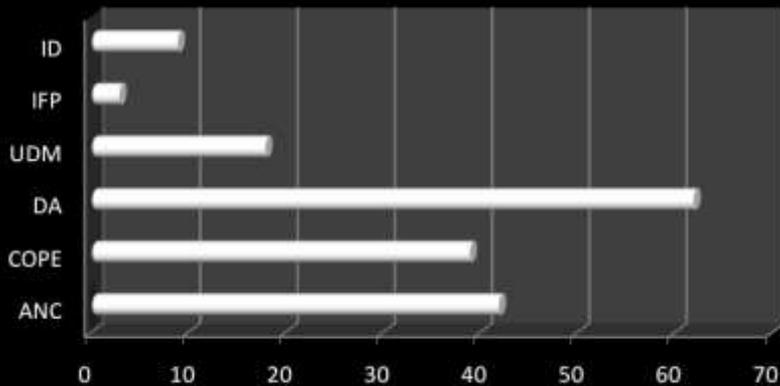
## Overall Webagility Score



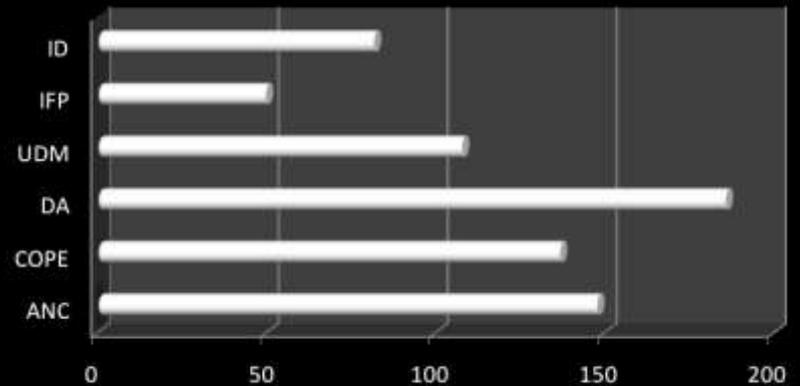
## Overall Usability Score



## Overall Social Media Score



## Overall Content and Campaign Score



# The findings: micro-elements

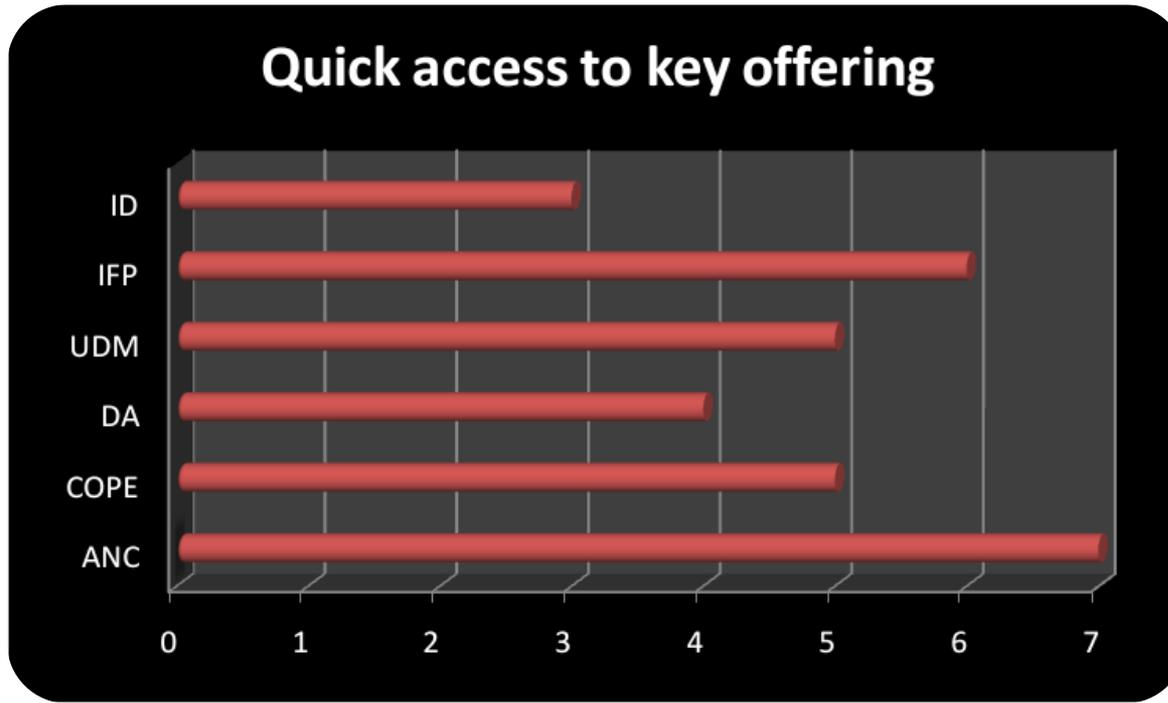
## How Webagility works

The Webagility system breaks the analysis down into several modules, including usability, social media, campaign effectiveness, and content strategy. Each module contains up to 30 micro-elements, which are each assigned a score, providing a detailed measure of overall effectiveness of online presence. Webagility has been used to analyse sites for clients as diverse as major retailers, banks, bookstores, the City of Jo'burg, SA Revenue Services, the SA Institute of Chartered Accountants and Wits University.

## The micro-elements

The following slides show selected micro-elements that highlight specific areas of sites' performance. High or low scores in each of these elements do not necessarily mean high or low overall scores, but contributes to those scores.

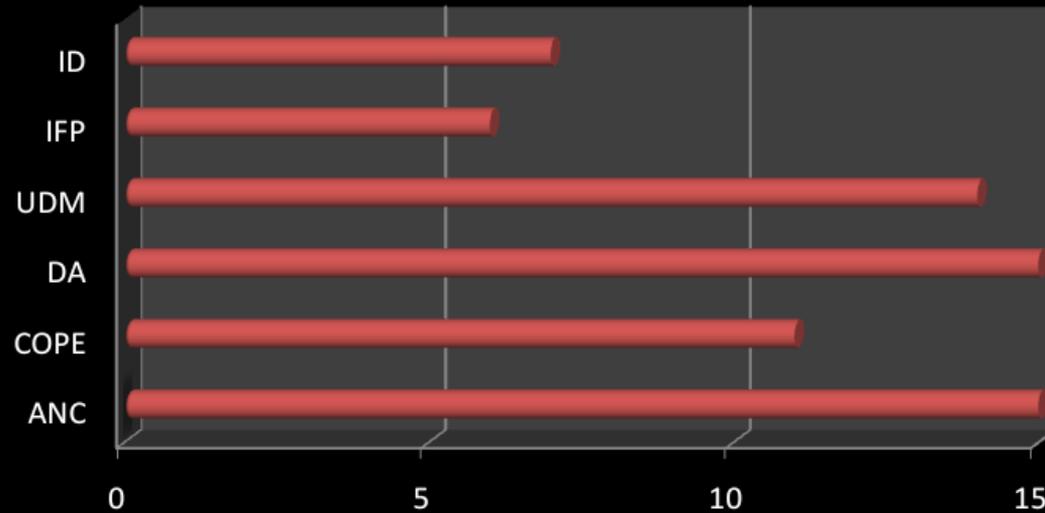
# The findings: Usability



<p>The <b>ANC's</b> mission statement is in a highlighted position with an option to read more. This is current leading practice,</p>	<p>"<b>COPE's</b> policies" are marginalised on the bottom of the page. This is poor practice.</p>	<p>The <b>DA</b> presents no information about the DA directly on the home page. Only links to further information are available.</p>	<p>The <b>UDM</b> manifesto is available on the home page, but only because it is part of the news stream.</p>	<p>The <b>IFP</b> gives the option to download the manifesto but no simplified information is available on the home page.</p>	<p>No information on the <b>ID</b> is immediately available.; only links on the side of the page.</p>
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# Usability continued

## Overall front page appearance



The **ANC** site is clean, colourful and inviting. It has a professional air, and there is a good use of appropriate graphics.

The **COPE** site is bland with no direct call to action; the use of graphics does not blend well with the website theme.

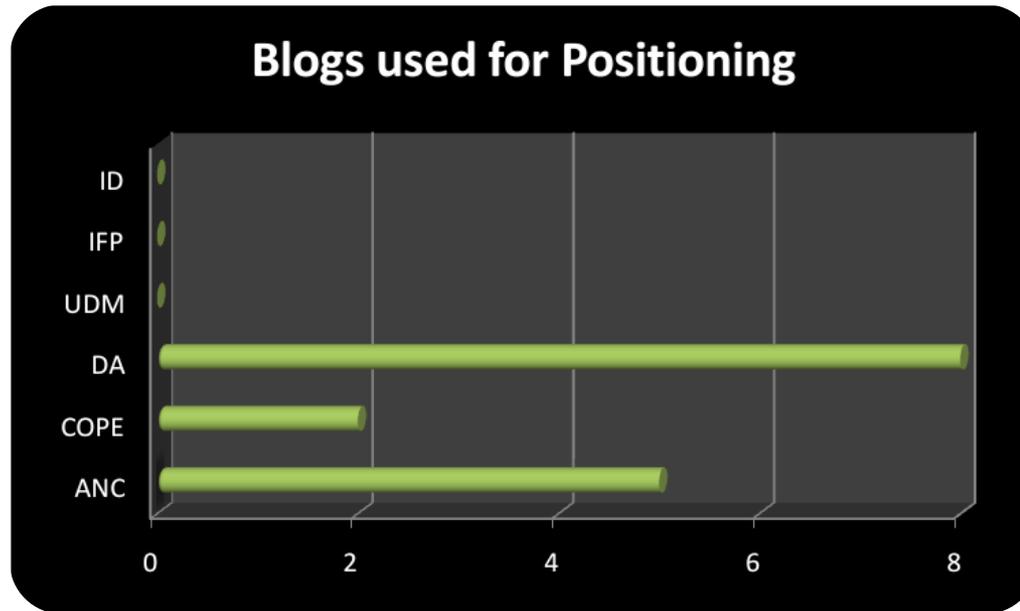
The **DA** site appears classy and professional. It mirrors the image of the party offline, with a good use of colour and appropriate graphics.

The **UDM** site is a little too dark. Good use of graphics, which fit well with the overall theme of the site.

The **IFP** site appears amateurish and has a dated feel.

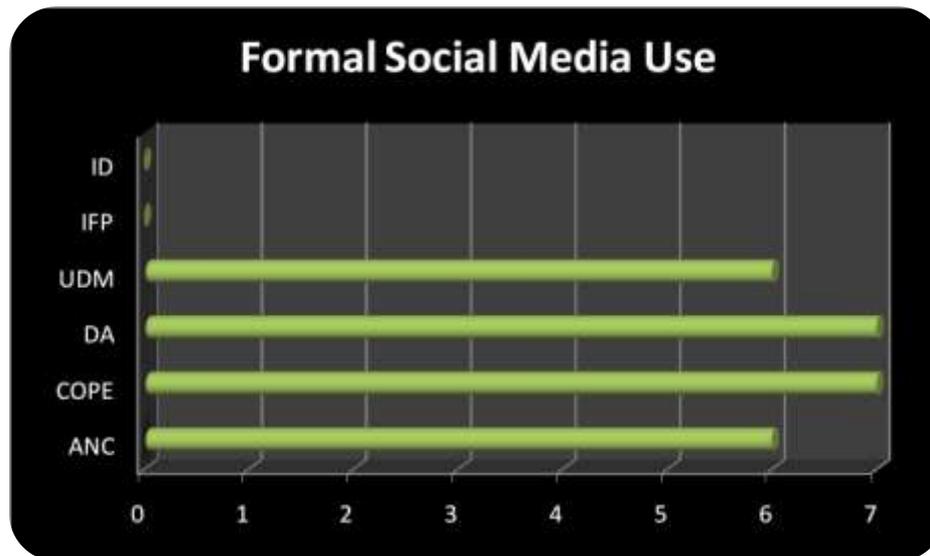
The **ID** site is dull, unimaginative and uninviting.

# The findings: Social Media



ANC	COPE	DA	UDM	ID
<p>The blogging platform utilised by the ANC is well presented and adds an element of innovation to their standard campaign. The lack of true communication with their audience in this platform holds back true innovation in this respect.</p>	<p>COPE does not effectively utilise blogs to show any real innovation.</p>	<p>The DA blogging environment is diverse and innovative within the political environment. The articles are somewhat uniform in message and do not reflect sufficient diversity to be truly innovative and independent of the party line. It is, however, a good effort.</p>	<p>No blogging environment</p>	<p>No blogging environment</p>

# Social Media continued



## ANC

The ANC has formal participation in YouTube and Facebook. The YouTube channel is somewhat static and contrived and as a result has a low following. The Facebook profile is more effective use of the medium. The ANC presence shows money has been spent with little engagement.

## COPE

Cope has a presence on YouTube, Facebook and Twitter. The Facebook profile is well implemented and well followed with clear focus on communication. The YouTube channel is also less contrived than the ANC's and more accessible. The twitter feed is anaemic and poorly followed.

## DA

An integrated forum, while not Web 2.0, is effective. The Facebook profile is well utilised and implemented. The DA twitter feed is also effectively used and maintained.

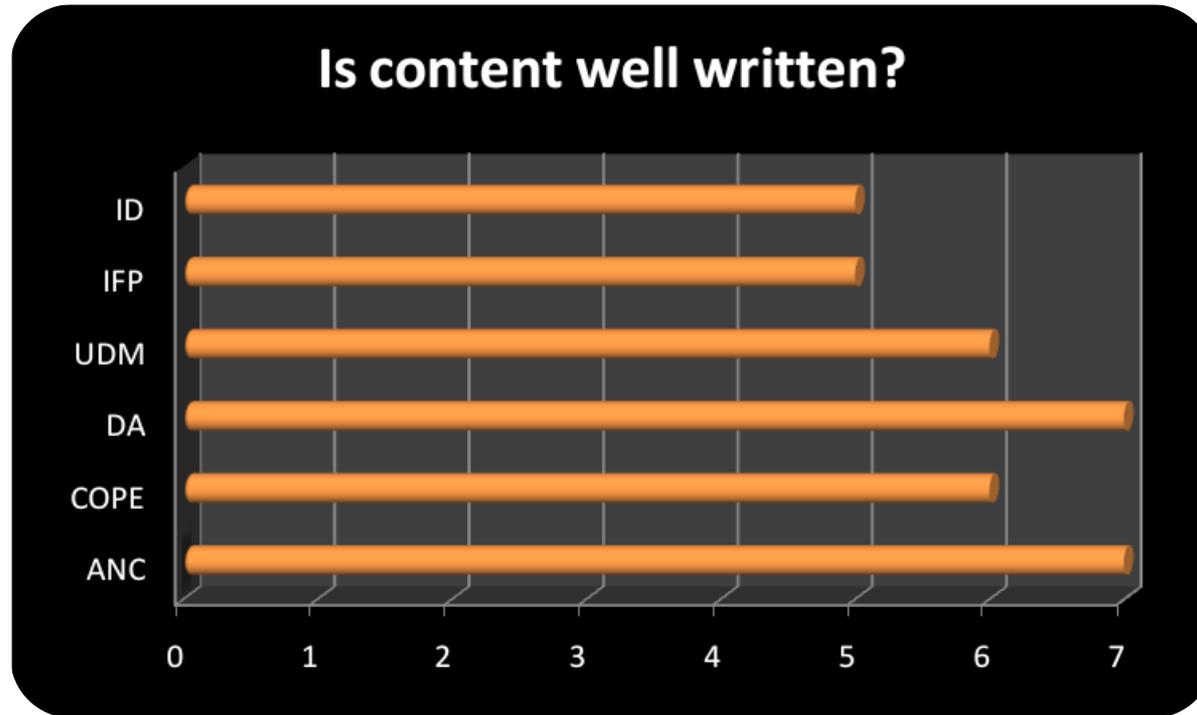
## UDM

The UDM has a presence on Facebook, MySpace and Zoopy, which is labelled You Tube on the site, which is misleading. The Facebook profile is well presented and reasonably well followed. The Zoopy presence is poor and inadequate. The MySpace presence is well designed, but not well supported.

## IFP and ID

No formal participation from these parties.

# The findings: Content



<p><b>ANC</b> The content has a professional feel to it and the writing style suits the site's intention and mission.</p>	<p><b>COPE</b> The content has a "cut and paste" feel to it. It does not feel suited to the web site's purpose.</p>	<p><b>DA</b> The writing style suits the site's role very well. It is clear, well written and not too wordy. Leading practice.</p>	<p><b>UDM</b> The content seems to be lifted from news articles.</p>	<p><b>IFP</b> The content is reasonably well written but far too wordy.</p>	<p><b>ID</b> The content feels as if it were lifted directly from news articles.</p>
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# The findings: Campaigning



## ANC

There is not a single link or message besides the vague "spread the word" to invite visitors to join the party.

## COPE

There is a big red "get involved" banner on every page. This is good practice. However only the link to the "fax in" membership form works. Online registration is not available.

## DA

A "Join" banner on the right of every page is good practice. Only online registration available.

## UDM

To join the UDM one must SMS a cell phone number. This is innovative but an online form of registration is leading practice.

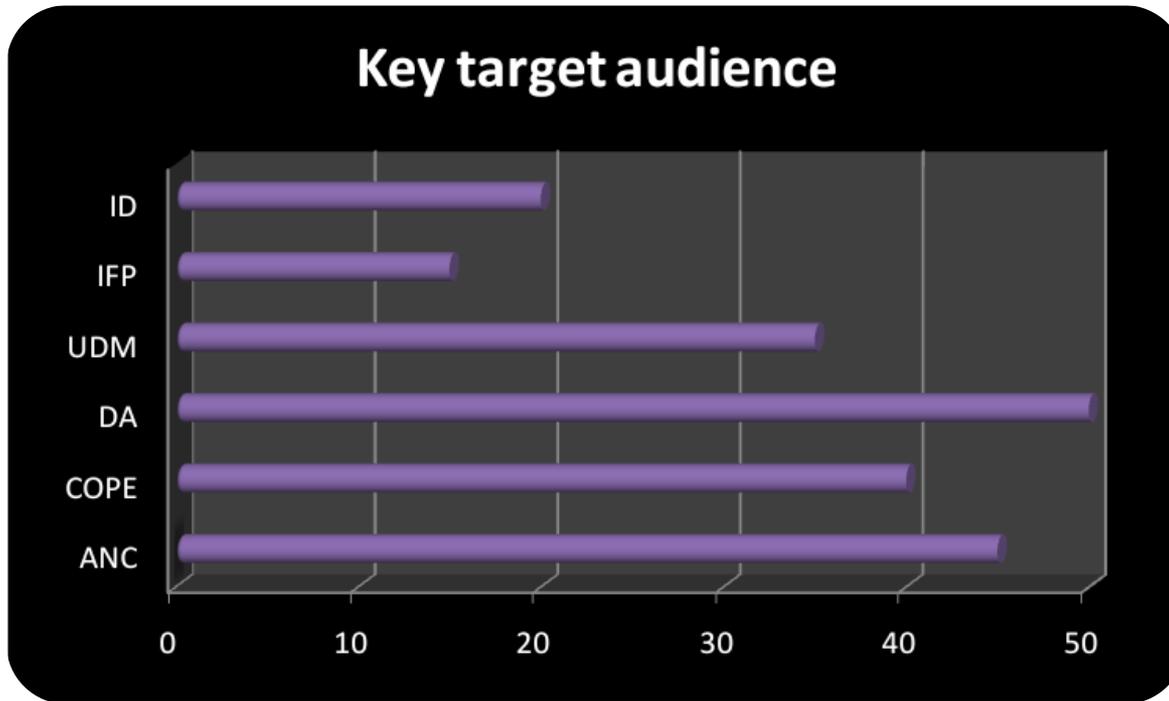
## IFP

No section to join or get involved.

## ID

A link to join the party on the right side of every page is good practice but requires a second click through.

# Campaigning continued



<p><b>ANC</b> The ANC Site is well targeted to the Internet savvy and middle-to-high income group.</p>	<p><b>COPE</b> The COPE Site is well targeted to the Internet savvy and middle to high income group.</p>	<p><b>DA</b> The DA focuses well on the Internet savvy and middle to high income group. Currently leading practice in this area, as it engages the target audience on several fronts.</p>	<p><b>UDM</b> The UDM site is reasonably well targeted to the middle to upper class, but not in the same league in terms of understanding and integration as the leading sites.</p>	<p><b>IFP</b> The IFP online presence is not designed for the Internet aware audience. The target audience is missed as a result.</p>	<p><b>ID</b> The ID's attempt to target the Internet savvy is reasonable, and the intended audience is clear.</p>
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# Thank you

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