



# **Elections 2009: Political Party Webagility**

**April 2009**

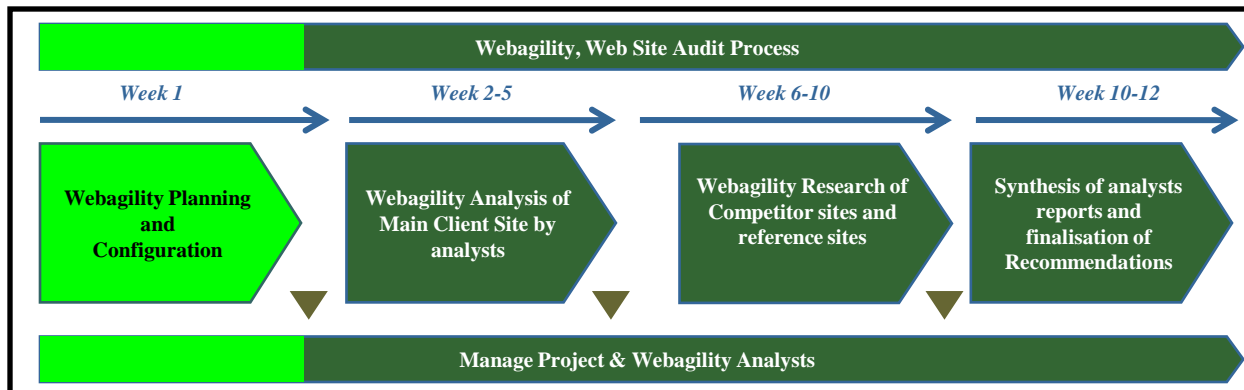
**Steven Ambrose** (CA) SA  
WWW Strategy (Pty) Ltd

# 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**

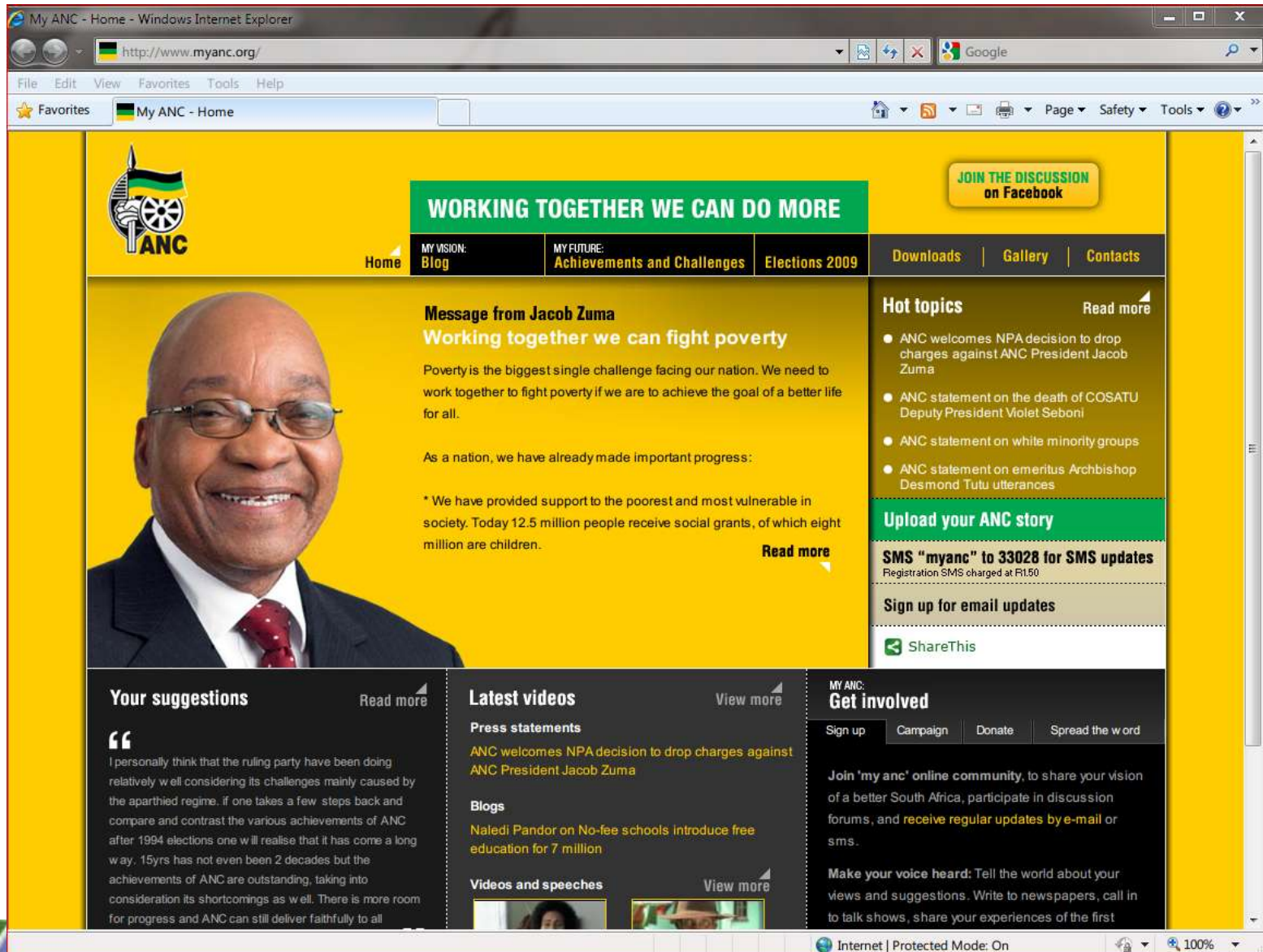
Depending on the nature and sector of the site, specialised modules, such as Transactionality, Social Media and Campaign Effectiveness, are used.

# 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





# The Sites: COPE


Congress Of The People | Home - Windows Internet Explorer

http://www.congressofthepople.org.za/congress\_of\_the\_people\_home.asp

File Edit View Favorites Tools Help

★ Favorites Congress Of The People | Home

Monday, 06 April 2009 Congress of the People online users: 64





# COPE

CONGRESS OF THE PEOPLE

*A New Agenda for Change and Hope for All*

HOME ABOUT COPE DOCUMENTS PRESS ROOM FORUM GALLERY EVENTS CONTACT US





## COPE

CONGRESS OF THE PEOPLE

### COPE CALLS ON SOUTH AFRICANS TO VOICE THEIR DISGUST IN A UNITED FRONT

April ,06 2009

The Congress of the People wishes to register its disappointment at the decision of the NPA to drop the corruption

[Full Story](#)

#### PRESS ROOM

Confusion of party and state a serious threat  
April ,03 2009

Phillip Dexter removed as Chairman of MEGA  
April ,03 2009

**ELECTIONS COUNTDOWN**

15 6 32 19  
Days Hours Mins Secs

[Click here for our Election Campaign](#)

Email Address  LOGIN

Password  LOG IN

[Register](#) | [Forgot my password](#)

[GET INVOLVED](#)

[MAKE A DONATION](#)

[MOBILE DONATION](#)

Done

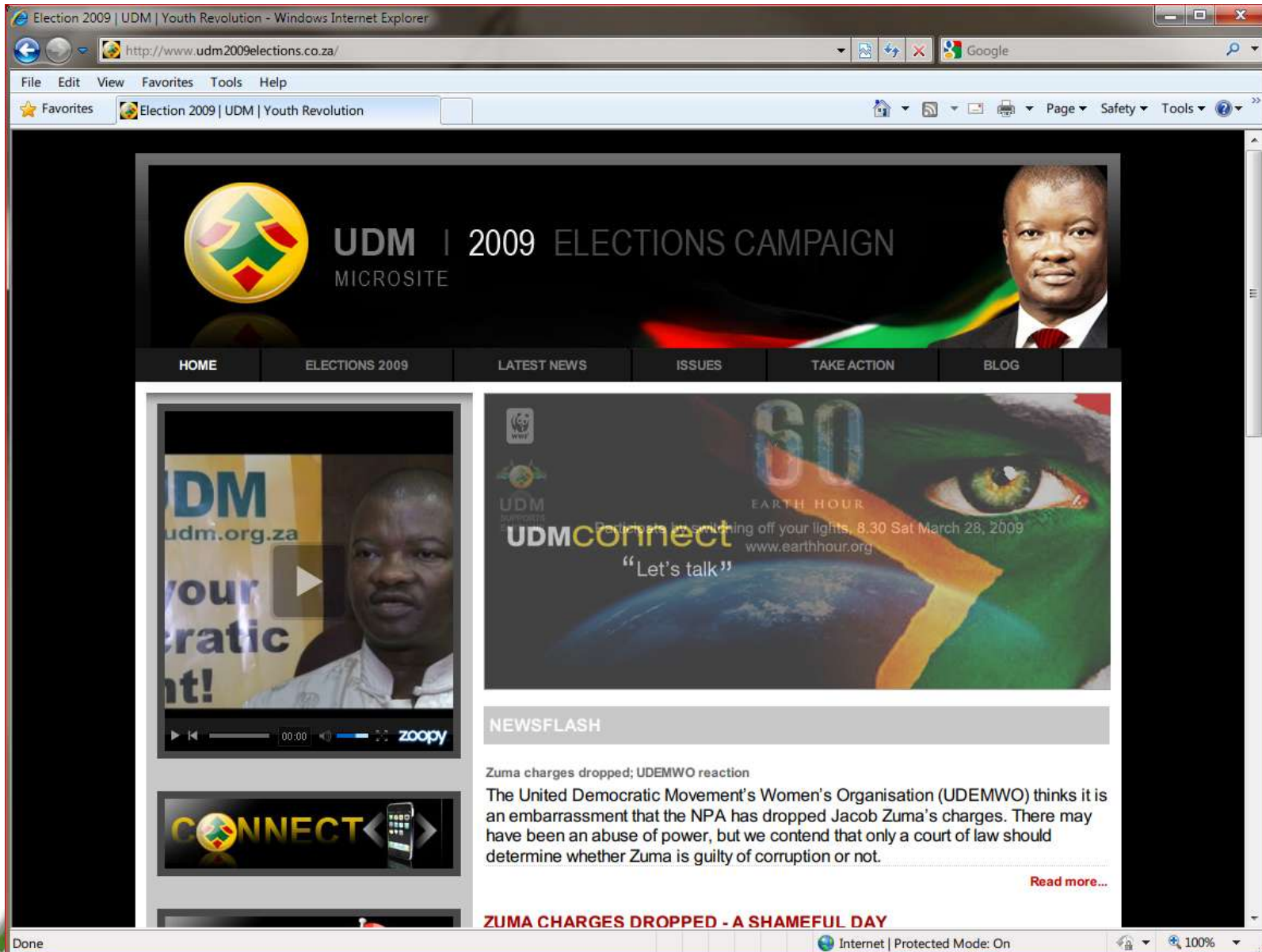
Internet | Protected Mode: On

100%

# The Sites: DA



# The Sites: UDM





# The Sites: IFP

Welcome to the Inkatha Freedom Party - Windows Internet Explorer

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

File Edit View Favorites Tools Help

★ Favorites Welcome to the Inkatha Freedom Party

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

## HOLA HOWZIT

IFP ITHI IMALI YEMPEGEM  
IPHANGI IPHANGI UYINYHUPHULA  
QWANGENANI IBE NGU-1500  
NGENYANGA UTRIM  
NATALOHO GOGO?

KUSHO UKUTHI  
I-IFP IYABONA  
UKUTHI  
GITHWELE  
NZIMA  
KANGAKANANI

VOTELA IQEMBU  
ELIKUCABANGELAYO.  
VOTELA  
I-IFP.

Let's fix it together

TELA I-IFP VOTELA I-IFP VOTELA I-IFP VOTE

### 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

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](#)

#### 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
- 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

#### What do you think?


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



#### 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**



#### 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**

Done

Internet | Protected Mode: On

100%

# The Sites: ID



# Political Party Webagility

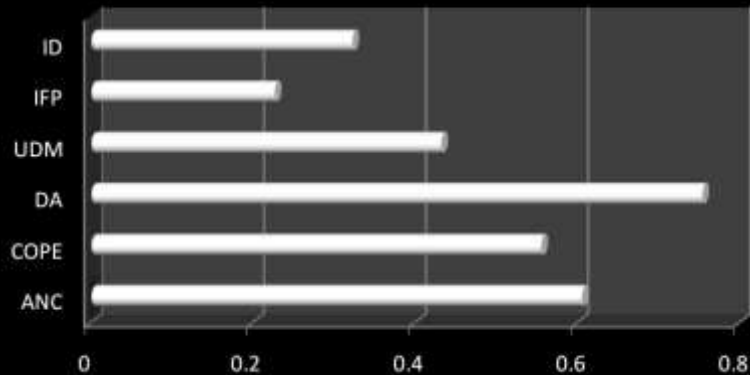
## The Overall Score

Module	Score Total	ANC	COPE	DA	UDM	IFP	ID
Usability	120	76	68	83	64	47	51
		63%	57%	69%	53%	39%	43%
Social Media	90	42	39	62	18	3	9
		47%	43%	69%	20%	3%	10%
Content strategy	230	148	137	186	108	50	82
		64%	60%	81%	47%	22%	36%
Total	440	267	245	332	191	100	143
% Overall Score	100%	61%	56%	76%	43%	23%	32%
Campaign Score*	40	19	18	27	17	0	9
	<b>Campaign Score Total</b>	48%	45%	68%	43%	0%	23%

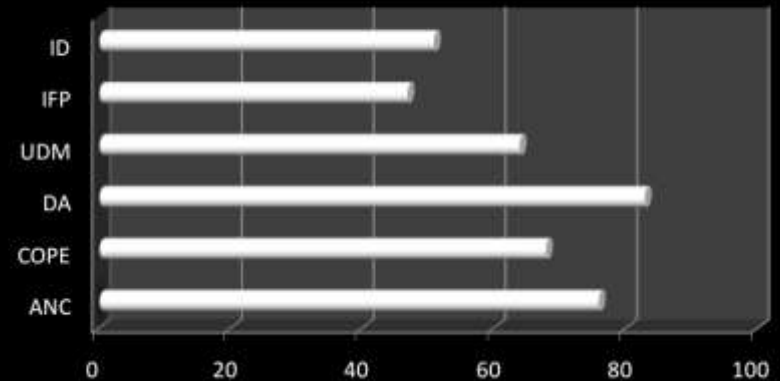
\* Part of Content strategy

# The findings

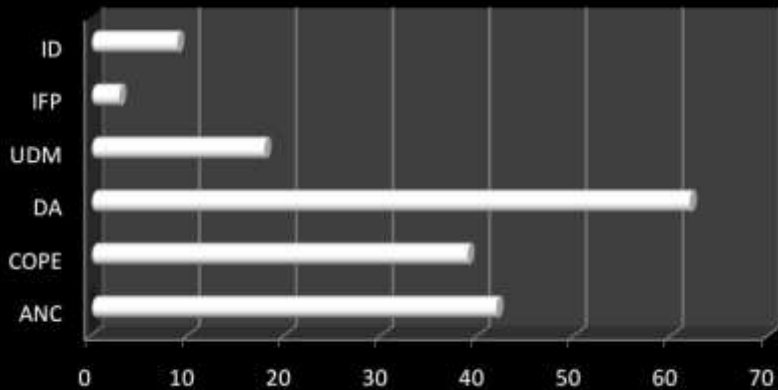
## Overall Webagility Score



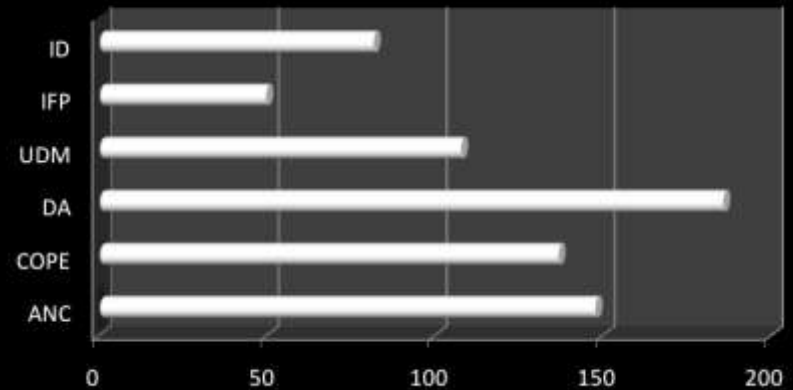
## Overall Usability Score



## Overall Social Media Score



## Overall Content and Campaign Score





# The findings: micro-elements

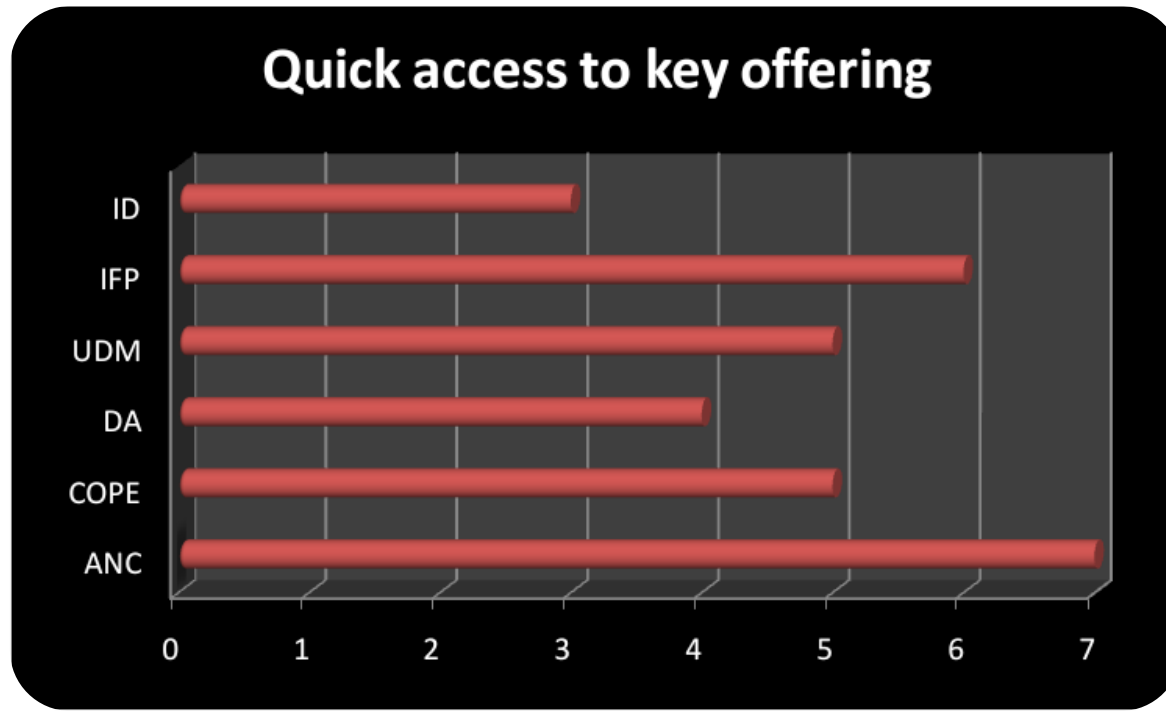
## How Webagility works

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.

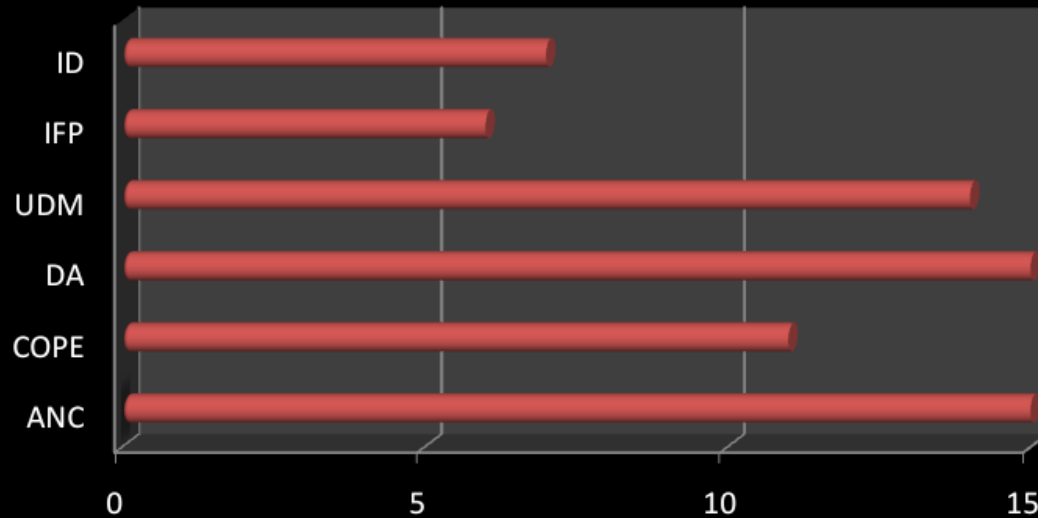
# The findings: Usability



<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>
---	--	---	--	---	---

# 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.

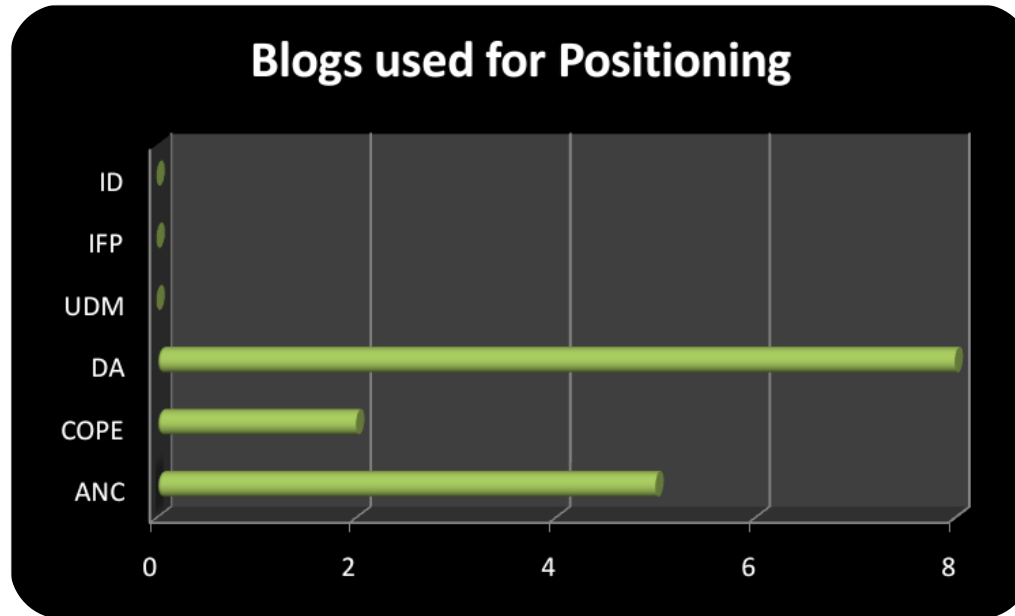
The **DA** site appears classy and professional. It mirrors the image of the party offline, with a good use of colour and appropriate graphics.

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.

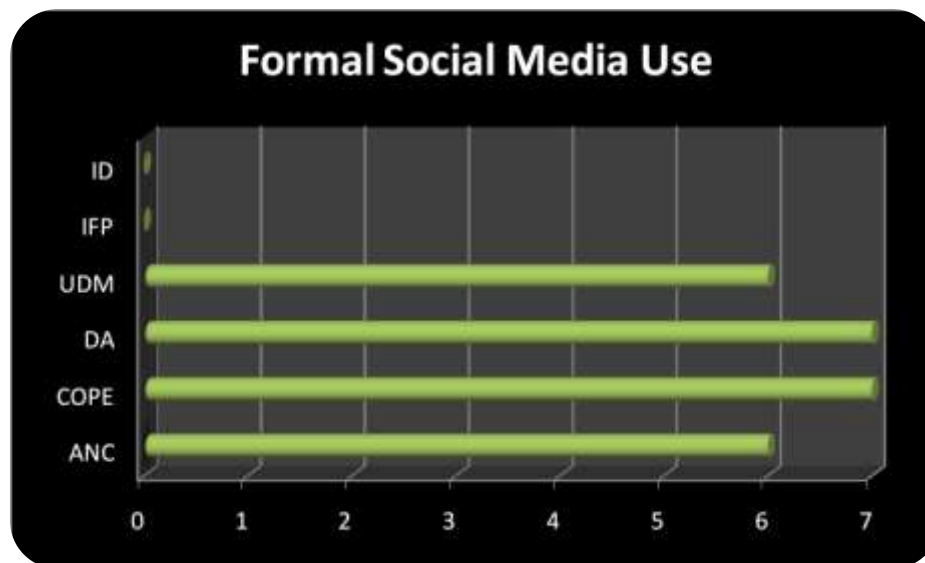
# The findings: Social Media



<b>ANC</b> 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.	<b>COPE</b> COPE does not effectively utilise blogs to show any real innovation.	<b>DA</b> 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.	<b>UDM</b> No blogging environment	<b>ID</b> No blogging environment
---	---	--	---------------------------------------	--------------------------------------



# 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.

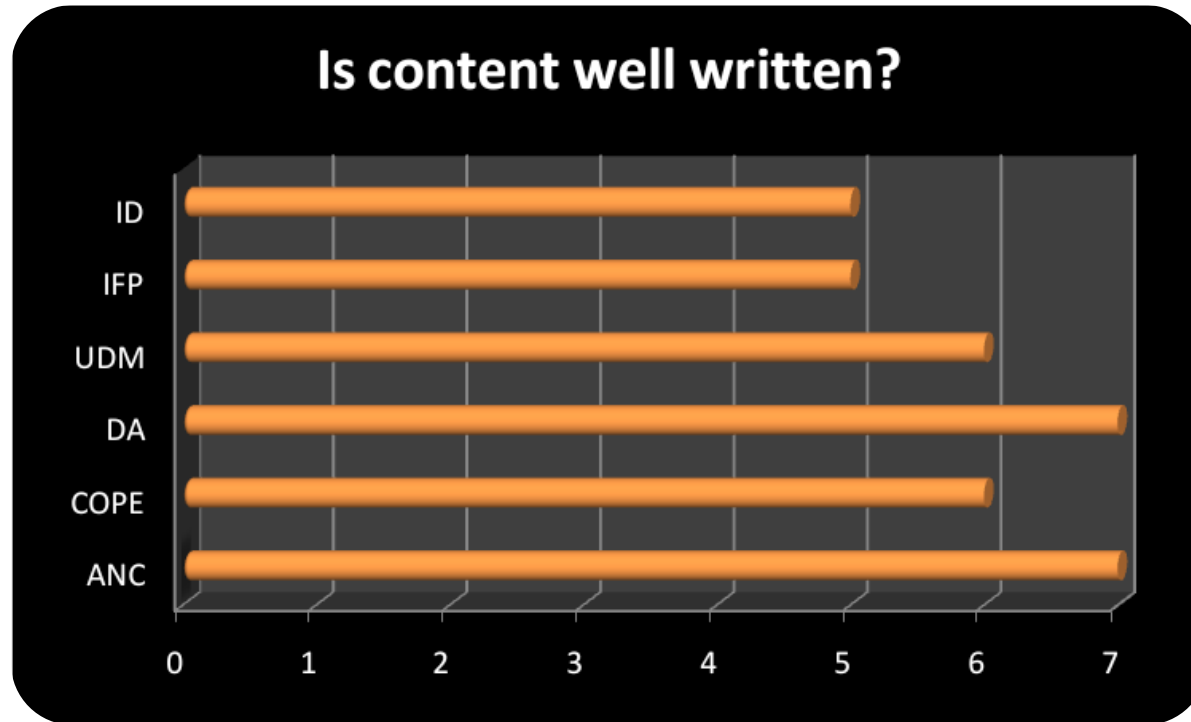
## UDM

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



## ANC

The content has a professional feel to it and the writing style suits the site's intention and mission.

## COPE

The content has a "cut and paste" feel to it. It does not feel suited to the web site's purpose.

## DA

The writing style suits the site's role very well. It is clear, well written and not too wordy. Leading practice.

## UDM

The content seems to be lifted from news articles.

## IFP

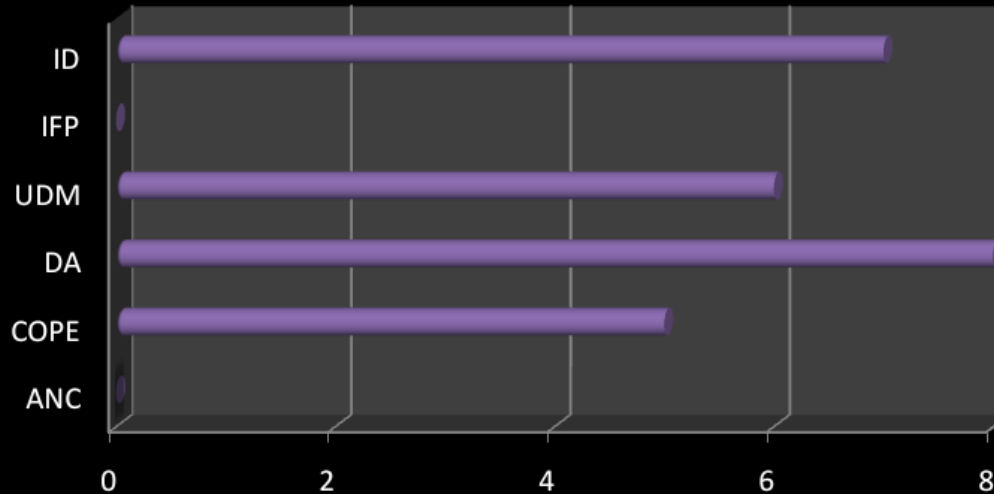
The content is reasonably well written but far too wordy.

## ID

The content feels as if it were lifted directly from news articles.

# The findings: Campaigning

## Membership Application and sign Up



### 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

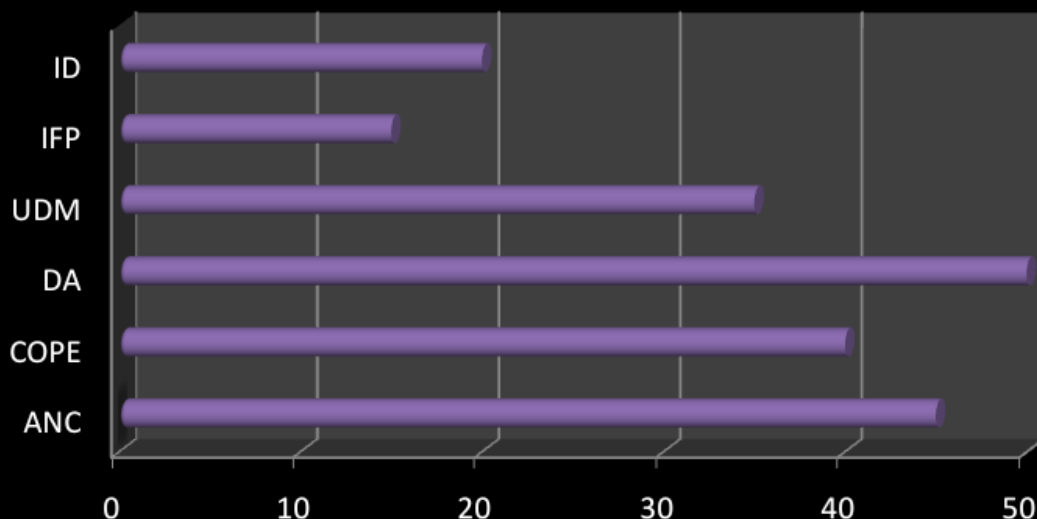
No section to join or get involved.

### 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

Key target audience



<b>ANC</b> The ANC Site is well targeted to the Internet savvy and middle-to-high income group.	<b>COPE</b> The COPE Site is well targeted to the Internet savvy and middle to high income group.	<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.	<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.	<b>IFP</b> The IFP online presence is not designed for the Internet aware audience. The target audience is missed as a result.	<b>ID</b> The ID's attempt to target the Internet savvy is reasonable, and the intended audience is clear.
--	--	---	---	---	---



# Thank you

Steven Ambrose CA (SA)

[www.wwwstrategy.co.za](http://www.wwwstrategy.co.za)

011 782 0045

083 601 0333

[steven@wwwstrategy.co.za](mailto:steven@wwwstrategy.co.za)

Arthur Goldstuck

[www.worldwideworx.com](http://www.worldwideworx.com)

011 782 7003

arthur@worldwideworx.com