User Experience in Government Web Resources as an Imaging Tool

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Abstract—**The article is devoted to the consideration of the digital technologies role as a governmental image-forming instrument. Today a lot of modern states is facing the strategic task to implant in the minds of all citizens an image of an open political leader, party, executive authority, concerned about every individual person. New channels of communication state-citizens are, first of all, a range of governmental resources on the Internet, allowing organizing, not instant, but exceptionally rapid, bi-directional communication, support the principles of government's information openness.**

Keywords—image, state power, political process, user experience, web-resources, young electorate, digital technologies

I. INTRODUCTION

One of the key vectors of the state's communicative policy is the establishment of a positive governmental image, the involvement of a larger number of people in political processes, improving the credibility of executive bodies' activities and the interest of citizens in the political life of society in general. After all, only due to the active feedback, public authorities will be capable to transform as quickly as possible to meet the demands and interests of citizens.

The image of the government can be formed whether purposefully and thoughtfully, or spontaneously, on the various factors basis. Spontaneously formed image is often negative. It is difficult to underestimate the functionality and importance of the image, formed systematically and in accordance with the strategic objectives, especially when it comes to the image of the politician or the executive body in general.

The traditional set of image formation tools, including image campaigns, social and political advertising, aimed mainly the older electoral group, while the younger audience remains outside the zone of attention.

The relevance of this issue is determined by the variety of contradictions between the "ideal" image of the government in the public minds and the reality, where many factors influence the creation of this image, factors that often beyond the character of a particular politician but determine the attitude of citizens to the whole government.

Informational openness and state policy transparency, the provision of objective and complete information for the society by state bodies – all these factors contribute to the establishment of trust in the government, understanding political processes, and involving and participating in them.

Thus, the need to expand the range of image-forming tools at the expense of modern information technologies is entirely justified.

II. THE IMAGE OF THE STATE IN MINDS OF A YOUNG AUDIENCE

Modern democracy implies the ability to participate in political discourse.

Public trust and understanding could be achieved only when the state bodies themselves strive to provide the society with broadest objective, reliable and complete information about their decisions and actions, in other words, to follow the principles of information transparency.

The development of an economic and political ideology that would correlates the mental social needs, and has a cutting-edge information effect in the explicitly creation of an economic and legal public consciousness in their organic unity, is a   particular challenge during the governmental image establishment.

However, not all social groups are equally involved in political processes.

Young people, for the most part, do not vote, do not participate in the political process in general, and perceive the state organizations with inherent in young people skepticism and distrust. Perhaps this statement sounds too categorical, however, according to the VTsIOM, in 2018 in the presidential elections of the Russian Federation the majority of voters in large cities (about 80% of all voters) were over 35 years old [1]. There is problem of attracting young electorate is in many countries and this is the one of the most ambitious goals of communication strategies in public administration.

The reasons for the low involvement of young people in the state political processes in general and the electoral process in particular are determined by many factors. There are three generally recognized basic groups: legal nihilism,

distrust of government, negative social adaptation [2]. Thus, and the problem of forming a governmental communicative strategy aimed at overcoming the electoral passivity of young people, building a dialogue between the country's young population and government bodies based on the trust and interest of the young electorate became obvious.

But what should be done not only to attract a young audience, but also to form an active electoral behavior?

Studying the problem of Russians' conscious and voluntary ignoring the state's political life, A.V. Betekhtina and N.V. Olukhov, in their article, claimed that at the heart of this phenomenon lies absenteeism. In broad terms, absenteeism can be understood as the fact of the population's indifferent attitude to political life, the narrow-minded representation of individuals that in politics nothing depends on them, etc. [3]

Nowadays it is considered to be a fairly traditional excuse for young citizens to ignore the political process. Young people are more focused on solving their own personal problems, career arrangements and material well-being, rather than the need to participate in the political process in order to improve public life and interaction with government institutions.

Another reason for the non-involvement in the dialogue with the state of the young population could be the frequent change of residence. After graduation many young people move to another larger city for admission to university. Later, changing the place of residence, even within the city from district to district, young citizens often do not pay attention to the activities of local authorities and do not participate in political events of the district.

Turning to the experience of foreign countries, which explore the problems of young people electoral passivity, for example, the United States, we cannot but agree with one of the reasons that exist in our country. Political campaigns, understanding the changeable essence of young people, prefer to spend efforts on that part of the electorate that is guaranteed to vote. This is why the politicians tend to focus on issues that relate to their target voters, which guarantees them their support, but at the same time aggravating the situation with the involvement of a young audience. And the young audience itself, unattended, by ignoring the political process performs a completely predictable action.

Although, the increasing interest of the young audience to the volunteer movement must be pointed out. Youth organizations in various spheres are actively involved in the volunteer movement, whether it is helping inmates of children's homes or organizing the World Cup.

Young people definitely have a desire to be part of their State life, but the opportunities to participate in this life, to make a real contribution to its improvement today and lay the foundation for future well-being, is not enough for them today.

The image of the government stereotyped in the minds of young citizens can be described as something far away, unattainable and close for the transformation through dialogue with young people, and also for understanding by a young audience who has no experience of such interaction and knowledge and skills in the political sphere.

Today many modern states face the strategic task to create in the minds of all citizens an open, political leader, party, executive authority, concerned about every individual person.

Governmental communicative policy, aiming the involvement of a young audience into the political process, should consider the specifics of this audience, primarily in terms of receiving and perceiving information.

III. MODERN CHANNELS OF THE COMMUNICATION STATE-CITIZENS

New state-citizen communication channels are, first of all, a range of government resources on the Internet: the Government Services Portal, the President's e-reception, the Administrations Internet portals and others. These sites provide an opportunity to establish, not instant, but exceptionally rapid, bi-directional communication, support the principles of government's information openness.

In 2014, the Government of the Russian Federation adopted a concept of openness for federal executive bodies. Under the increasing complexity of social processes and new economic challenges context, the demand to form decision-making models and implement state functions based on the active participation of civil society in government and on the modern public control mechanisms implementation is a serious task for federal executive bodies [4].

This concept seek to increase the transparency and accountability in governance and social satisfaction with the quality of public administration, as well as to expand the capacity of direct participation of the society in the processes of developing and examining the decisions, made by federal executive bodies, as well as qualitative changes in the level of federal executive bodies authorities information openness [4].

The implementation of the information openness program of the executive authorities should result in a qualitative increase in the level of interaction between state structures and citizens, ensuring the socially important information availability for citizens, as well as the citizens' involvement into the state's political processes.

That is why it is important to implement modern technologies and information interaction mechanisms into all levels of communication, to stimulate the development of platforms for interaction between the state and citizens with maximum information openness, aiming the meeting the interests and demands of citizens.

The necessity to improve the quality of government Web resources as part of the strategy of engaging a young electorate in state's political processes arises from the fact that young audience are looking for the most comfortable, efficient and most expeditious ways to overcome emerging problems, beginning with the need to obtain a passport or change driver's license to the ability to vote without reference to the permanent registration.

The Russian Federation President elections held in 2018 were marked by a number of innovations aimed at increasing the involvement of the entire electorate in general and young people in particular. For example, absentee ballots were abolished, which allowed citizens to vote at the place of stay by submitting a statement about the impossibility to vote at the place of registration through the public services portal or the MFC. Researches indicate that only this tool allowed increasing the turnout of citizens for elections by 1.5-1.7% [5].

There was an option to monitor the data on the presidential election through Smart ExitPoll, one of the world's first block chain projects for electoral research. This technology does not allow for external modifications of the downloaded data, which increase the level of confidence in the results of such studies. This block chain storage was created on the Ethereum platform. You could follow up on the implementation of the project in real time through a special site blockchain.wciom.ru [6].

However, active electoral behavior of young people is not confined only to a turnout at the polling station, and the new digital technologies use within the major events in the country's political life will not provide a solution to the problem of low youth involvement in the political process in general.

Clearly, one of the key ways to solve this problem should be raising awareness of young people about their ability to participate in the political process, whether it is elections at various levels or changes in legislation. However, this awareness should occur through channels accessible and popular among young people.

As it was mentioned above, the use of modern information technologies helps to attract the attention of young people to the government bodies' activities. Moreover, there is striving for a comfortable and fast receiving of any state services, which is the basis for the formation of a positive governmental image in the young audience minds. This is especially important for a young audience: elder electoral group can act in more traditional ways - personally visit certain government organizations, write complaints, express their position on a particular issue.

Let's consider the introduction of modern information technologies in the process of implementing public services on the example of the portal of public services gosuslugi.ru.

This single portal of public services was launched in 2009. The portal allows citizens and organizations to receive all necessary information about public services, as well as get them in electronic format. Each service on the portal has as detailed as possible description, supplied with a list of necessary documents and requirements, location, timing, cost and results of the service.

According to the Ministry of Communications and Mass Communications of the Russian Federation data, 1.3 billion services were rendered through the portal for 2017. The number of registered users of the portal increased by 25 million people in 2017 and reached 65 million citizens. Since 2012, the number of portal users has increased almost 20 times. Thus, in 2012, a total of 3.6 million citizens were registered on this single portal of public services, in 2013 - 6.9 million, in 2014 - 13 million, in 2015 - 22.5 million, in 2016 - 40 million. [7] With a total population of the Russian Federation of about 144.5 million people, this is almost a third of the total population of our country.

But what was the impetus for such a dynamic rise of portal users?

A qualitative improvement in the structure of the site and its user interface can be considered as one of the main reasons. Using the service web.archive.org, you can track the dynamics of visits to the website depending on the changes in its structure. In 2009-2011, the portal existed in its original form, was overwhelmed with textual information and had a very complicated navigation. The number of users did not exceed 2.5 million people. Over time, the changes made to the portal attracted more users.

IV. CONCEPT AND ROLE OF UX AS AN IMAGE-FORMING TOOL

Nowadays web developers have realized that an excellent experience of interacting with a resource provides a significant advantage in the fight against competitors. "It is the experience of interaction with the site that gives the visitor an impression of the goods or services offered by the company, it is the experience of interaction that distinguishes the company from its competitors, and it is the portal determines whether the visitor returns to the site or not" [8, p. 26]

In our case, a positive experience of interacting with a public authority through a public services portal creates a positive image of the state body and the government in general, as it allows the user-citizen to get the necessary service as quickly and conveniently as possible.

There are three generally recognized factors that affect the positive attitude to the resource and then to the owner of the resource:

- Personal Benefit.
- Support.
- Public opinion.

A. *Personal Benefit*

While visiting a resource, visitor has naturally got the question, "What benefits will I get?" The product has just under a second to answer this question, to tell about the benefits that the user will get from visiting a particular web-page. Otherwise, there will be difficulties in attracting.

B. *Support*

The user independently studies the resource and has no support for its use. Not only contextual support, but also customer support comes up. "If you understand your users well, your assistance to the training and user support departments will become more effective" [9, p. 300]

C. *Public opinion*

Public opinion has an undervalued influence; it is not enough just to maintain its positive state. To reduce the

negative attitude is very difficult, it is better to start working with groups of users, find out what formed the public opinion and how "opinion leaders" influence the public.

Thus, well-organized work with a web-resource using modern technologies will appear to be an additional governmental image-making tool, and a mean to get a larger number of audiences to interact.

Today, in a commercial environment, designing of an interaction experience is a priority for the web structure development, and only a few government ports pay due attention to this tool. A separate subject, that studies navigation issues on sites including the Informational Architecture, has emerged. The subject is limited by using pages, links, and minimally interactive interface elements. Along with this term, appears the notion of User Experience (Experience of interaction, UX). "Many people advocate the use of this term as "an umbrella", under which many different disciplines, which associated with the design and usability of products, systems and services, cooperates" [10, p. 23].

When perceiving these concepts, a very serious question arises: how to design the interaction experience? Will the designer be really able to manage the experience of use? No, but the tools from using environment can partially affect the experience of interacting with the object. For example, when designing an advertising poster for a candidate in an election campaign, a designer may influence the interaction experience with illustrations, text, and photographs. If we consider this in a digital environment, the designer will be able to influence the user experience thanks to well-developed mechanisms of interaction with the product. This process should not be limited by one section; for a positive using experience, it is better to apply a set of design subjects, which can be characterized as designing an interaction experience.

The digital-sphere products a priori imply to be used by a technically competent user who is able to understand software designations, system requirements and requests. An obscure sequence of the necessary functions location, the hierarchy of commands violation, entanglement - all this creates a negative using experience, and the user is unlikely to return to the page afterwards.

Web-resources are independent objects. The user will have to use them on his own, no one will teach him how to behave properly on the page; there's nothing to do, but guide by personal experience, resourcefulness and ingenuity. During the designing most sites, the problem of user preparedness was not even discussed, "for almost the entire history of the Network, there an unjustly little attention was paid to the simple desire to understand what people want and what they need" [8, p. 25]

When applying the commercial sphere problems to the subject of using the governmental Internet portals, the age and specifics of the main audience must be noted. The portal of state services can be used only by people older than 18 years old, and they need to receive a public service or get complete and accurate information about the activities of a particular structure, often unaware, which agency would realize this service.

Without a logic and usability of a digital product, the user faces the problems in handling, and he blames himself for these problems. The user thinks that he could not find the necessary information because of his own carelessness. "And if you want to discourage users from your site, it is difficult to come up with a more effective way than to make them feel fools when visiting the site" [9, p. 30]

The analysis of the main governmental content sites of regional and federal scale, allows identifying the shortcomings that directly affect the attitude of users to the owner of the resource, they are the following:

1. Web sites are positioned as a secondary source for communication with users, which in the network economy has only negative consequences.

2. The analogy of the site and the usual corporate project will lead to incompatibility with the user interface. There is a possibility, that the site will be the only source of information and communication with the user, and that should be expected during the development of the site.

3. The site content does not answer the user demands. Basically, 80% of the site structure is taken up by the company structure, disregarding the users' tasks and needs.

4. The lack of any design adaptation for the average user. Pages are overloaded with elements that are well perceived only within the company.

5. Information page-making has a linear format, which makes it difficult to perceive. Requires a change in writing style to the network, which will fasten the process of finding information by the user.

UX primarily aims the influence on "the users feelings and behavior by creating and mutually agreeing those elements that affected the experience of user interaction with a particular company" [8, p. 27]. "Elements" means not only physical, sound objects and smells, but also intangible objects, which include Web-sites and Mobile applications. Finally, the creation of a positive attitude towards the company is not limited to the scope of a monitor or a smartphone. In order to have maximum effect, the developer should create a logical and convenient interaction structure, work out CJM qualitatively, and spend enough time on creation of Resource Characters.

The recent large-scale update of the Public Services Portal of the Russian Federation was an excellent example of such work. This evidenced by the above-mentioned statistics of the dynamics of the increase of both registered portal users and the services provided.

The interface is person-oriented if it meets the users' needs and understands his weaknesses.

The functionality exceeds all expectations, the top menu is extremely simple and straightforward, all primary questions can be answered without even scrolling down the page. There are several types of search that will solve the user problem; moreover, there are popular questions and the division into

categories. If you scrolling down a little, you can find answers to frequently asked questions about the services provided by the portal, as well as on the portal itself, there is an excellent chain: content - navigation.

The portal has become a real mediator between the State and the users; any kind of services can be carried out here: from checking fines and making an appointment to a doctor to the recovery of documents. The government tries to maintain the growing usage statistics and additionally provides discounts for some services when they are provided through the portal. The mobile application that confidently ranks the Top 10 in its category in the Play Market and the App Store was an important addition.

V. Conclusion

The portal gosuslugi.ru, considered as an example, indicates the direct dependence of the number of users and their level of satisfaction by the offered quality of services, on the quality of the portal itself. The large-scale changes in the structure of the site, the organization of its interface according to the UX rules, improve the dynamics of growth in the registered users number, and hence the degree of confidence in the portal in particular, and the executive authorities in general.

The quality and efficiency of state services provided through the portal, the availability of any necessary information about the state authorities' activities, about a particular important political event, has positively affected the image of the government and its perception by citizens.

Along with traditional image-creation tools and interaction channels, with mostly passive audience, online platforms allow the audience interactive participates in political communication, which is a very important and promising tool of the governmental communicative policy.

In order to provide successful political process, it is necessary to establish the most effective interaction between the authorities and society. A dialogue between them is possible only when there is an extensive system of political communication which enables citizens participate in political life and interact with government either way.

The involvement of a young audience into the political process will have positive results, as long as these tools are used and they are adapted to the perception and requirements of a particular social group; that will provide the opportunity to target a young audience and achieve better results.

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