

# 電子化政府網站的可用性原則\*\*

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## 摘要

對公共行政的領域而言，全球資訊網的迅速發展，將公共事務的管理帶入了新的境界。網際網路不僅可能大幅提高政府的效率，而且更有機會突破時間與空間的限制，迅速地滿足服務民眾的需要。然而，政府部門的領導階層，對這個正急速改變的世界卻似乎仍缺乏足夠的了解。

本文基於當代網際網路的實證研究，根據公共組織的功能以及網際網路的特性，強調政府網站內容的效用性（Utility），並提出 1）以使用者的行為模式為核心；2）建立網頁的獨立性；3）設計清晰的導覽功能；4）保持簡單明瞭的原則；5）普遍化的設計以及 6）提供網站的「無障礙空間」等六組網站可用性（Usability）的設計準則，並分別深入探討各準則的理論基礎與實務影響，以做為進行政府網站規劃時的基礎，並提供公共管理者檢視個別網站時有效的評估依據。

**關鍵詞：**電子化政府、網站、可用性、好用度、網際網路

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# Web Usability Guidelines for Electronic-Government

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## Abstract

The rapid development of the World Wide Web has brought the field of public administration into a new era. Public WWW sites are not only able to improve the efficiency of public management, but also have the potential to overcome the limits of time and space to provide responsive public services to the society. Nevertheless, public managers in general still seem to be lack of adequate understanding of this increasingly popular public service channel.

Based on the existing WWW literature and the unique features of public organizations, this paper emphasizes the importance of Web Utility, and provides specific Web design guidelines for public managers who are serious about electronic governance. The guidelines are grouped into six groups: 1) user oriented design; 2) creating Web page independence; 3) highlighting navigation paths; 4) maintain clarity and simplicity; 5) design general interaction mechanism; and 6) making Web sites accessibly to people with disabilities.

**Key Words:** E-Government, Web design, usability, Internet

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