

# Transforming Government: A Proposed Model for Culture Centred Design Approach

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## Abstract

The focus of the article is to introduce the potential of Culture Centered Design (CCD) approach to cater the diverse social and cultural background of the E-Government users in Malaysia. It focuses on the cultural factors associated with user interface design for E-Government services Malaysia. The article begins with a section that discusses on the emergence of plural society which leads to the birth of multicultural country that consists of three main ethnics groups; Malays, Chinese and Indians. It also explains the growth of ICT industry that triggers the birth and expansion of E-Government services in Malaysia. The second section will further elaborate on the benefit of CCD approach and how to cultivate it into the Malaysian E-Government services. Furthermore, a proposed model was developed that exhibit how cultural elements can be cultivated into the E-Government services that would improve the user's acceptance and satisfaction which are the pivotal aims of e-Government when it was initially started.

**Keywords:** *Culture-Centered Design, E-Government, Multicultural, User Preferences.*

## 1. Introduction

The growth of ICT Malaysia has transforms the government's operation toward a better future. In the year of 1996, Multimedia Super Corridor (MSC) was launched as an expansion plan by the Malaysia government to provide responsive and alternative method of delivery for government services. The main aim of e-government initiatives was to increase efficiency and effectiveness e-government services and to propel Malaysia into the

information age [1]. The government has made rapid progress whereby in the year of 2003, Malaysia was ranked as 43 out of 173 member countries for Global e-government readiness survey made by United Nation's [2]. To date, a decade has passed but the e-government services still lack of the cultural awareness in their services. Ironically Malaysia is composed of multicultural citizens who have different thoughts, beliefs, rituals and daily practices. There is a danger of loss of cultural identity and tradition in the globally changing world [3].

Culture centered design (CCD) is such an approach that addresses the differences of the user's background. The preferences of the user are deeply rooted in their culture [3] because they have been socializing within their own environment since they were young [4]. In the earlier days, especially during the British colonialism, Malaysia consists of geographical segregated society whereby each ethnic lives separately. When they migrate to the other places, they tend to socialize with their own group of people who share common social and cultural background. Thus, the article proposes a solution to cater E-Government users with various social and cultural background in Malaysia.

### 1.1 Research Objectives

The article proposed Culture Centered Design (CCD) approach for e-government services in Malaysia. With respect to this, the research objectives are to develop and utilize the model that captures the cultural preferences