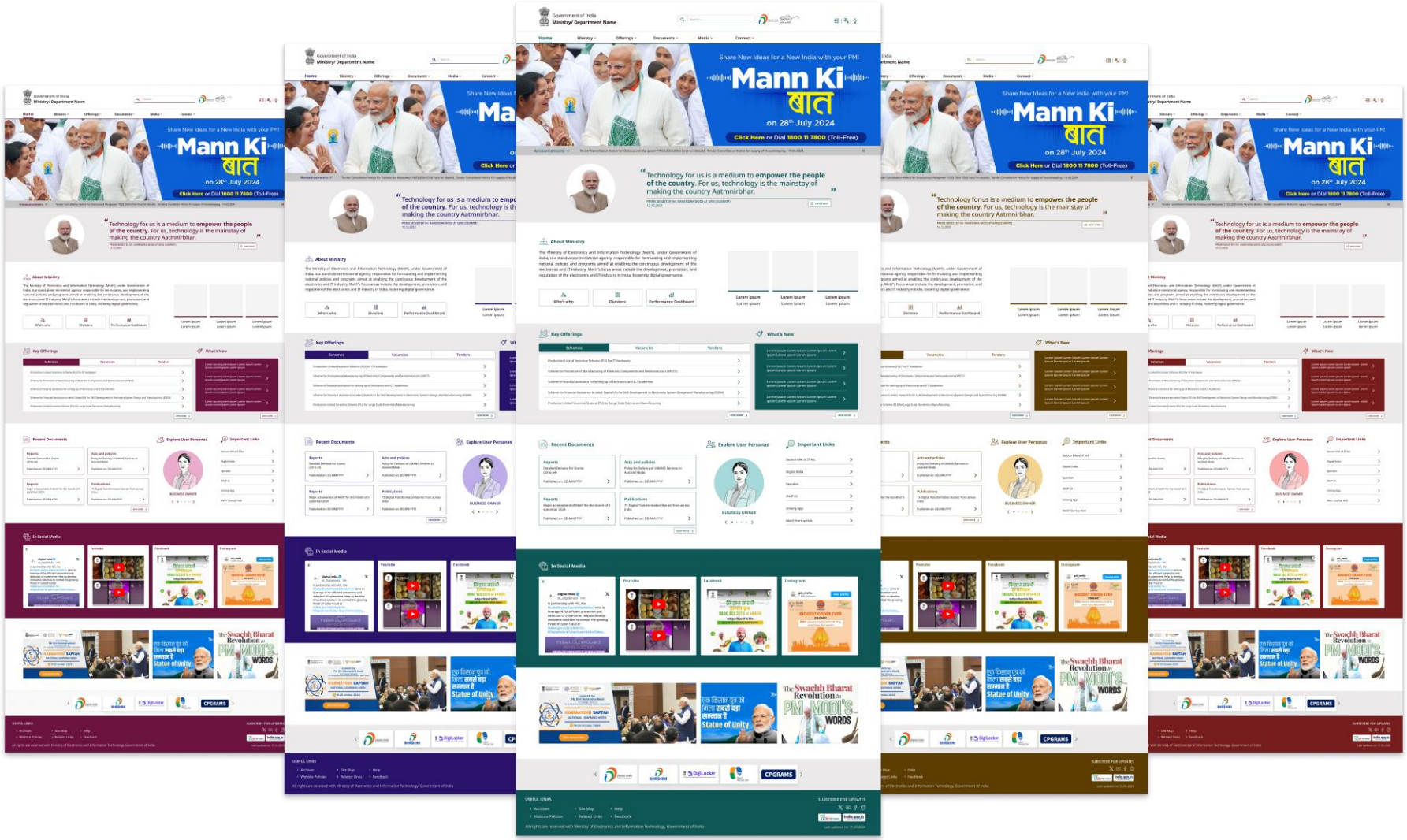
Exemplar Website Salient Features and Information Architecture

18th February 2025

Exemplar Websites

1. M/o Electronics and Information Technology (MeitY)
2. M/o Skill Development and Entrepreneurship
3. D/o Rural Development
4. D/o Water Resources, River Development & Ganga Rejuvenation
5. D/o Drinking Water and Sanitation



Salient Features of Exemplar Websites

1. Accessibility controls for citizens with different abilities
2. Advanced search for content discovery
3. Streamlined and unified information architecture
4. CCPS integration on homepage
5. Focus on most visited citizen-centric pages
6. Social media channel integration
7. Visual approach on internal pages

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY

Homepage Layout

Header

Hero Banner

Announcements Ticker

PM Quote section

About Ministry section

Updates from Ministry

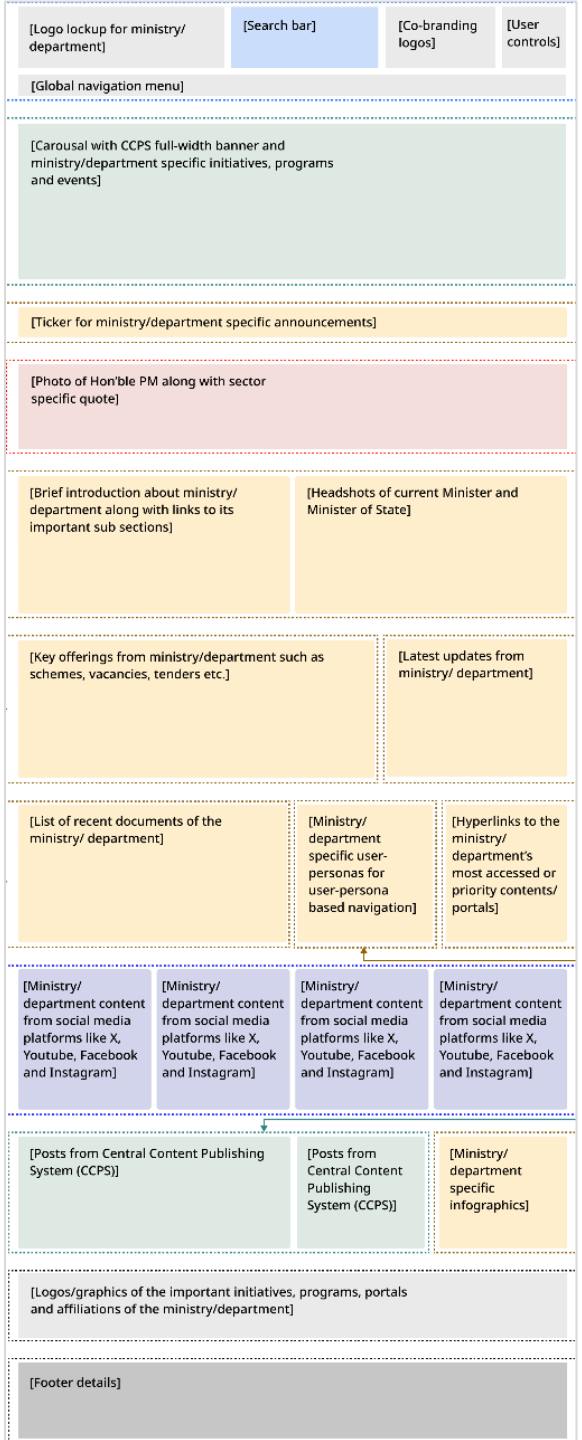
Documents, Persona-specific information and important links

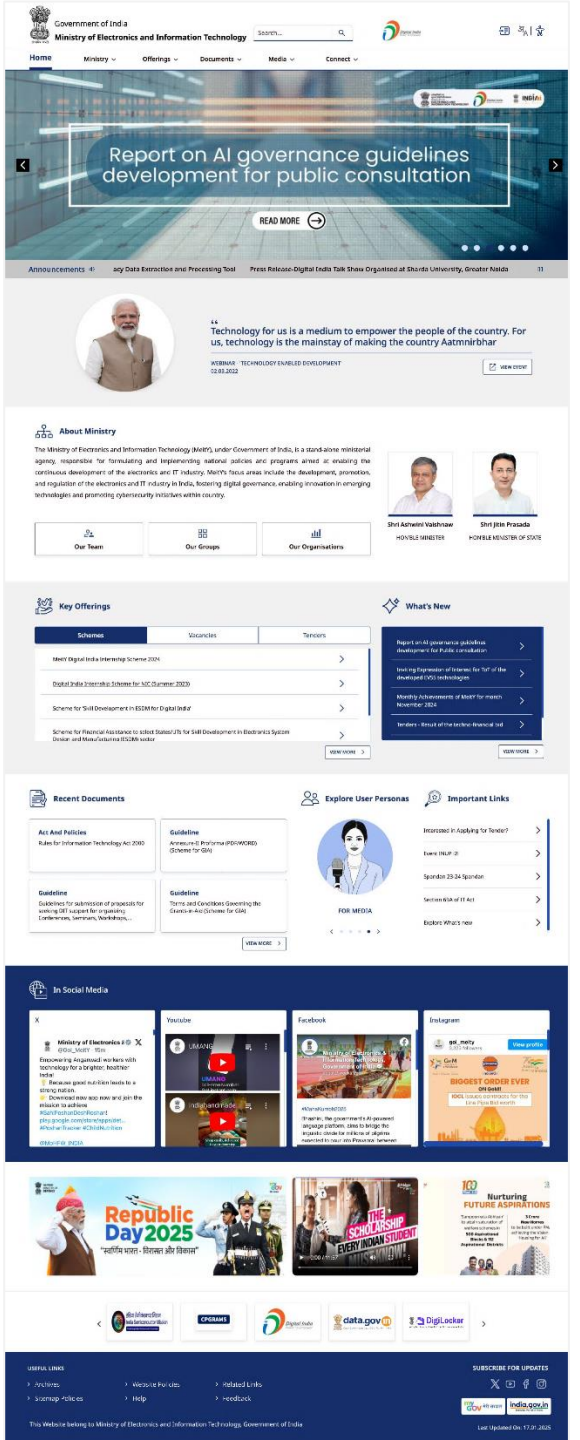
Social Media Channels

CCPS and Ministry specific infographic

Logo band

Footer





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MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY

Homepage |**Header Section**

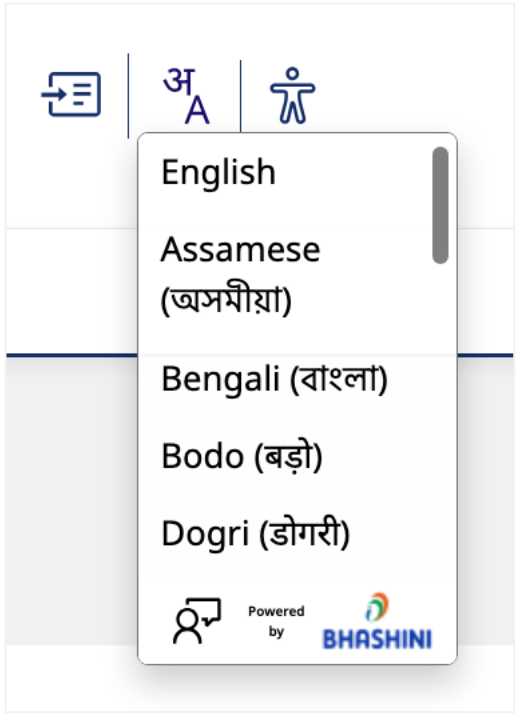
Defined logo lockup

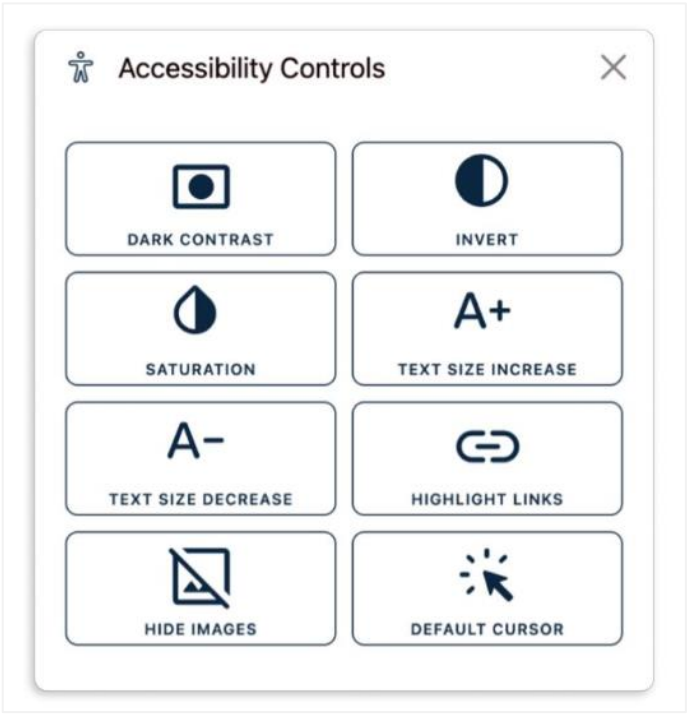
Search bar for content discovery

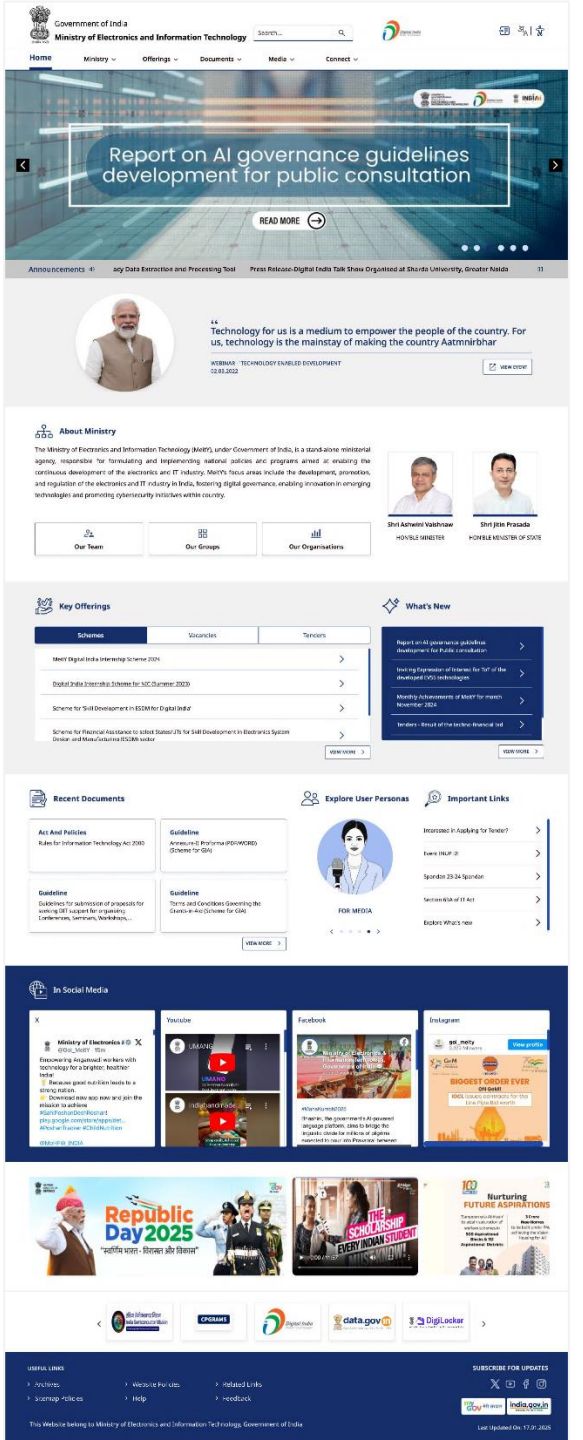
Co-branding space for logos

Accessibility controls

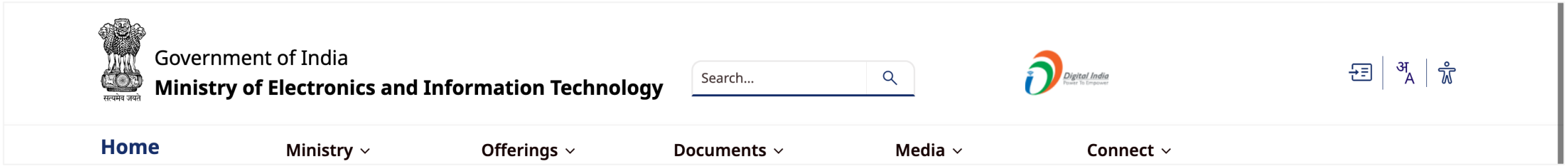
Navigation Menu







Information Architecture



Level 01	Ministry	Offerings	Documents	Resources	Connect
Level 02	*About*	*Schemes and Services/ Initiatives/ Programmes*	*Reports*	*Photos*	*RTI*
	Our Organizations/ Divisions		*Guidelines*	*Videos*	*Grievance Redressal*
	Our Team	*Careers*	*Orders and Notices*	*Presentations*	*Visitor's Pass*
	Our Performance	*Tenders*	*Acts and Policies*	*Podcasts*	*Parliament Questions*
	Directory			*Brochures*	*Directory*

Highlights of information structuring

- Simplified and **standardized information architecture** with 5 big buckets
- Broad bucketing to **accommodate diverse content** of different ministries
- No loss in content while reorganization and migration
- Archiving rules to maintain best practices
- Uniformity in the content's tone of voice based on DBIM principles

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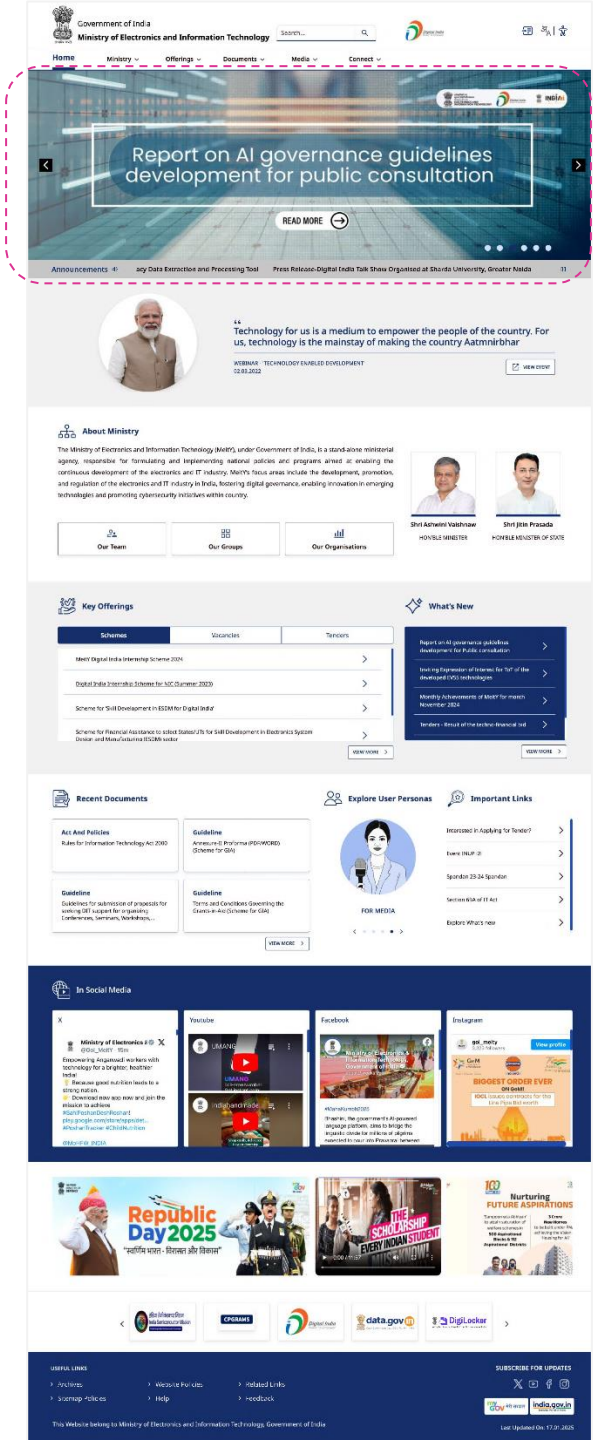
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY

Homepage | **CCPS and Announcements**

Ticker band for latest announcements

CCPS: consistent information dissemination system



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MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY

Homepage | **Ministry-specific sections**

Designated section for ministry-specific PM Quote's

"PM emphasises that democracy and technology together can ensure the welfare of humanity.

SEMICONDUCTOR EXECUTIVES' ROUNDTABLE
10.09.2024

VIEW EVENT

About Ministry

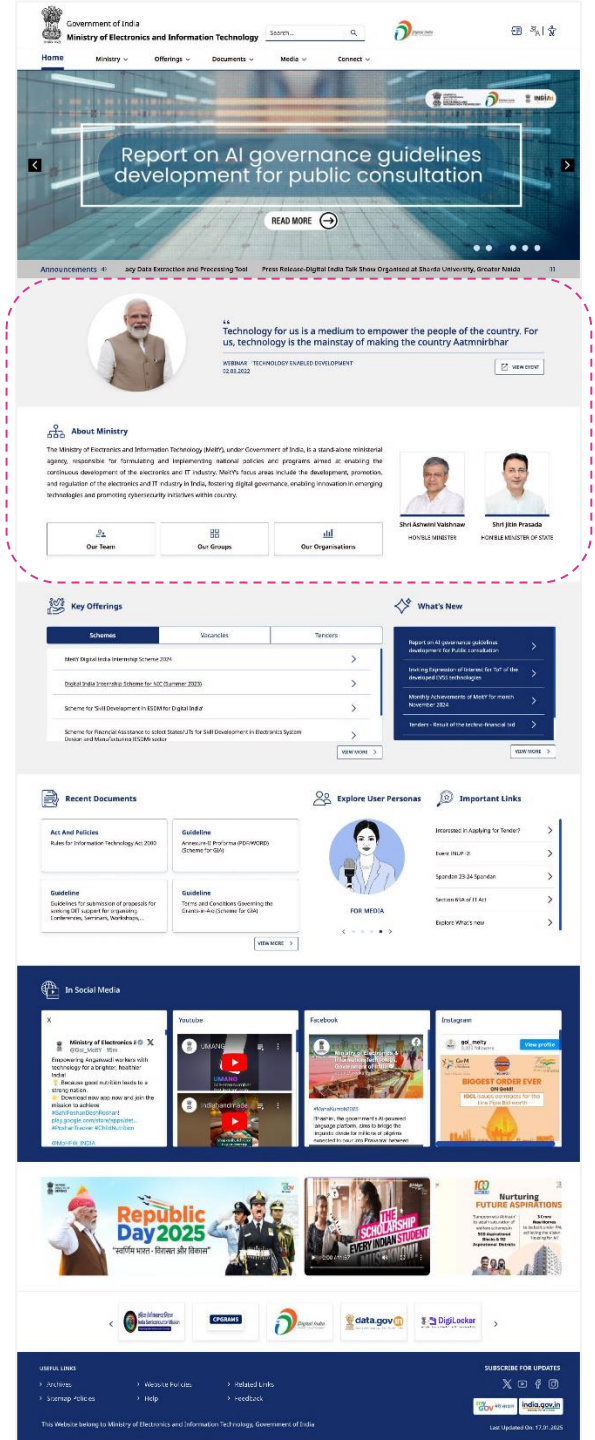
The Ministry of Electronics and Information Technology (MeitY), under Government of India, is a stand-alone ministerial agency, responsible for formulating and implementing national policies and programs aimed at enabling the continuous development of the electronics and IT industry. MeitY's focus areas include the development, promotion, and regulation of the electronics and IT industry in India, fostering digital governance, enabling innovation in emerging technologies and promoting cybersecurity initiatives within country.

Our Team | Our Groups | Our Organisations

Shri Ashwini Vaishnaw
HON'BLE MINISTER

Shri Jitin Prasada
HON'BLE MINISTER OF STATE

Section dedicated to orient user on ministry's nature of work, with direct go to buttons to team, groups/divisions, and organizations pages



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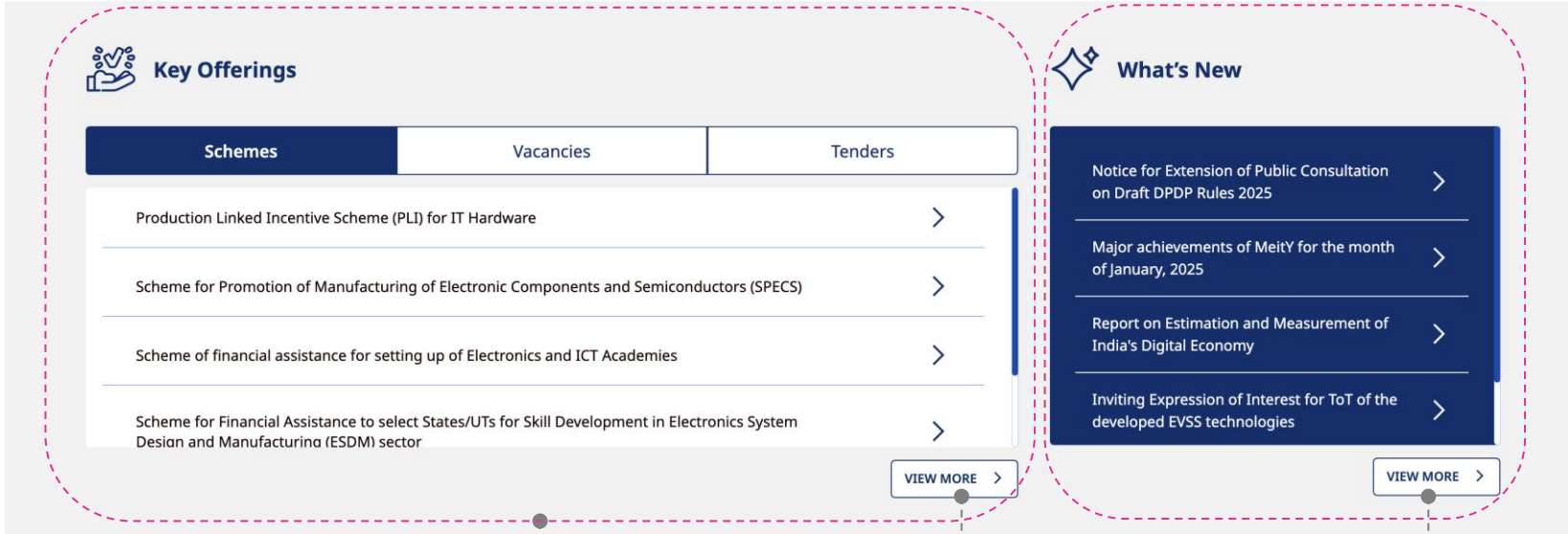
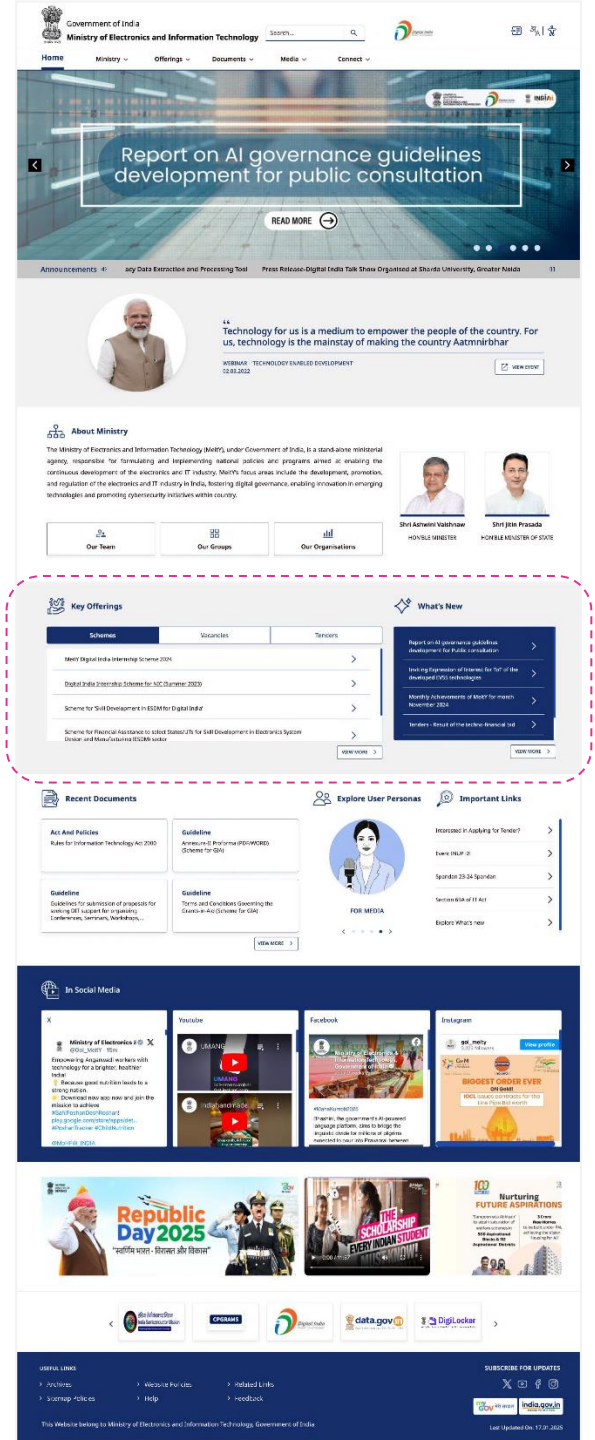
Homepage | **Key Offerings and What's New**



This section lists citizen-centric services along with latest updates and news for citizens

View more button to further view detailed individual pages



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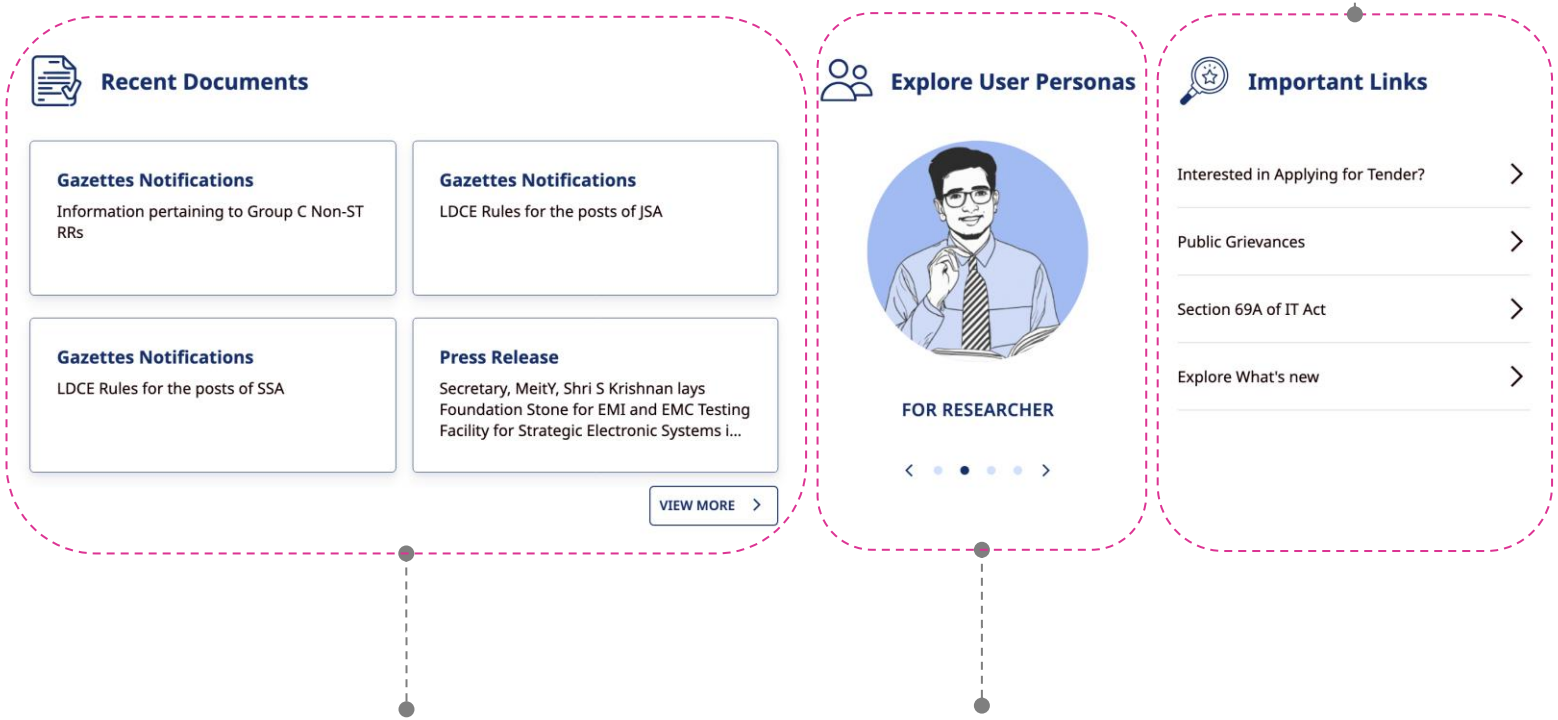
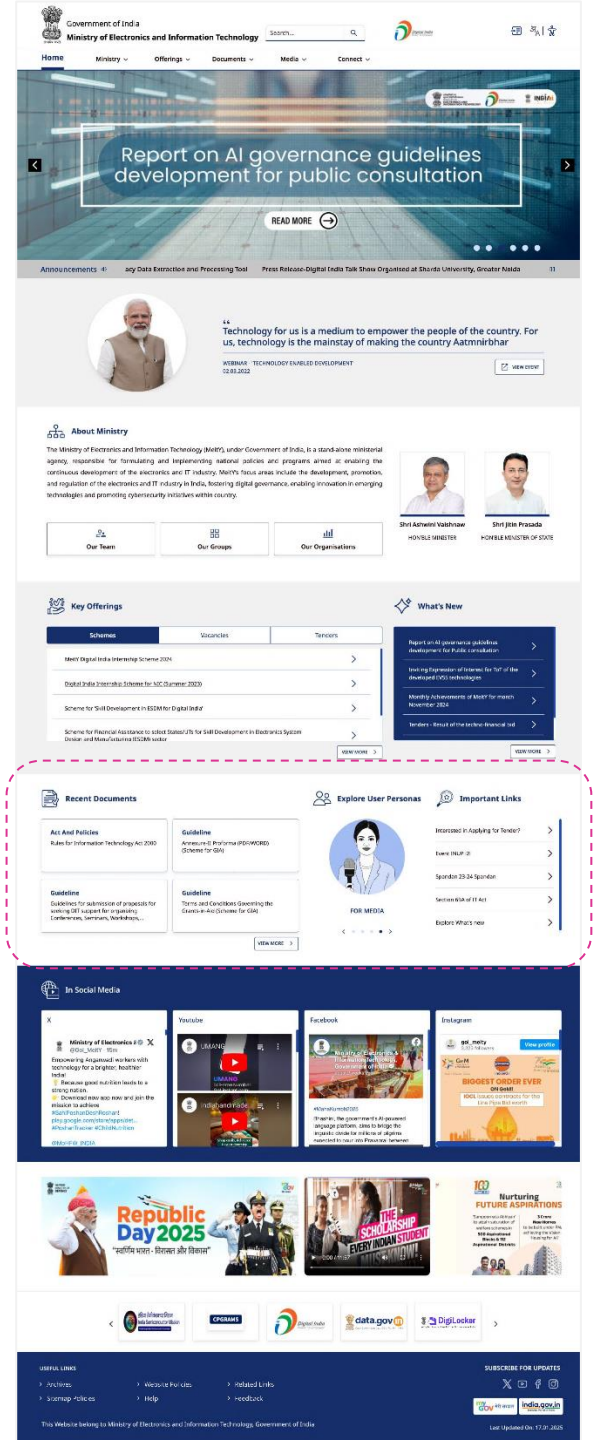
Homepage | **Ministry–specific pages**

Important links section highlights the quick links to pages of most interest to citizens



Card-type listing of recent documents with view more feature to visit more documents

Persona-based content discovery – *Persona cards are specific to every Ministry/Department and represent the user types*



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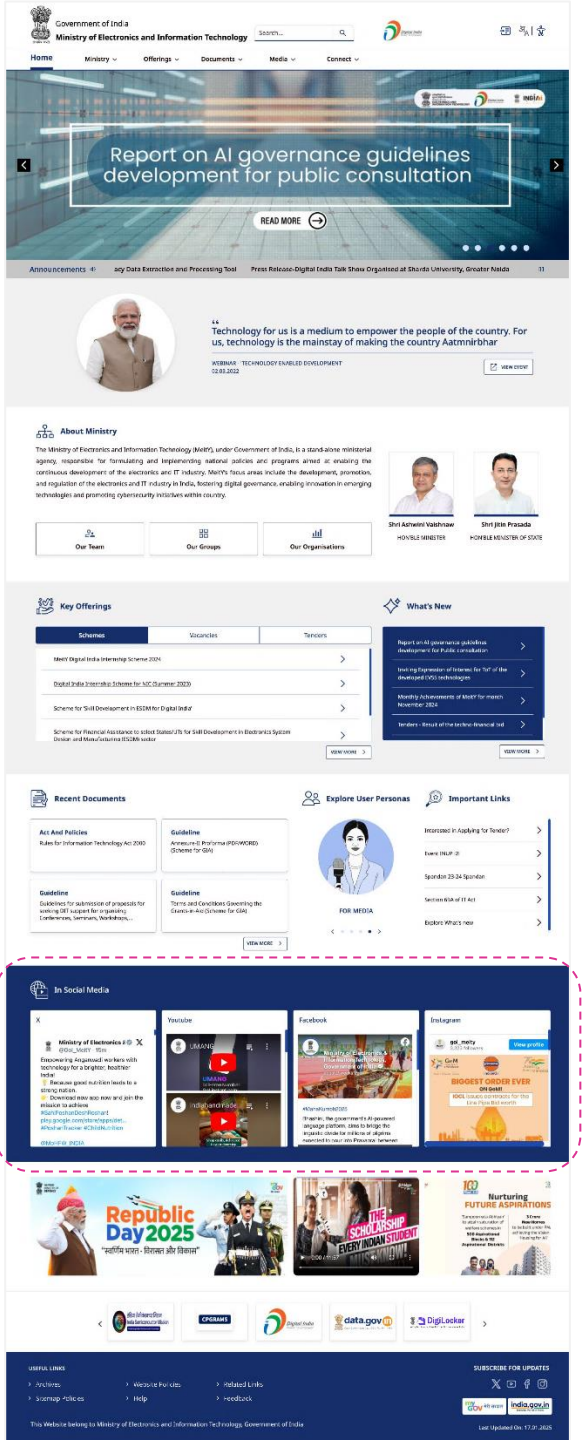
Homepage | **Social Media section**



Social media section listing all 4 social media channels with latest content feeds of Ministry/Department

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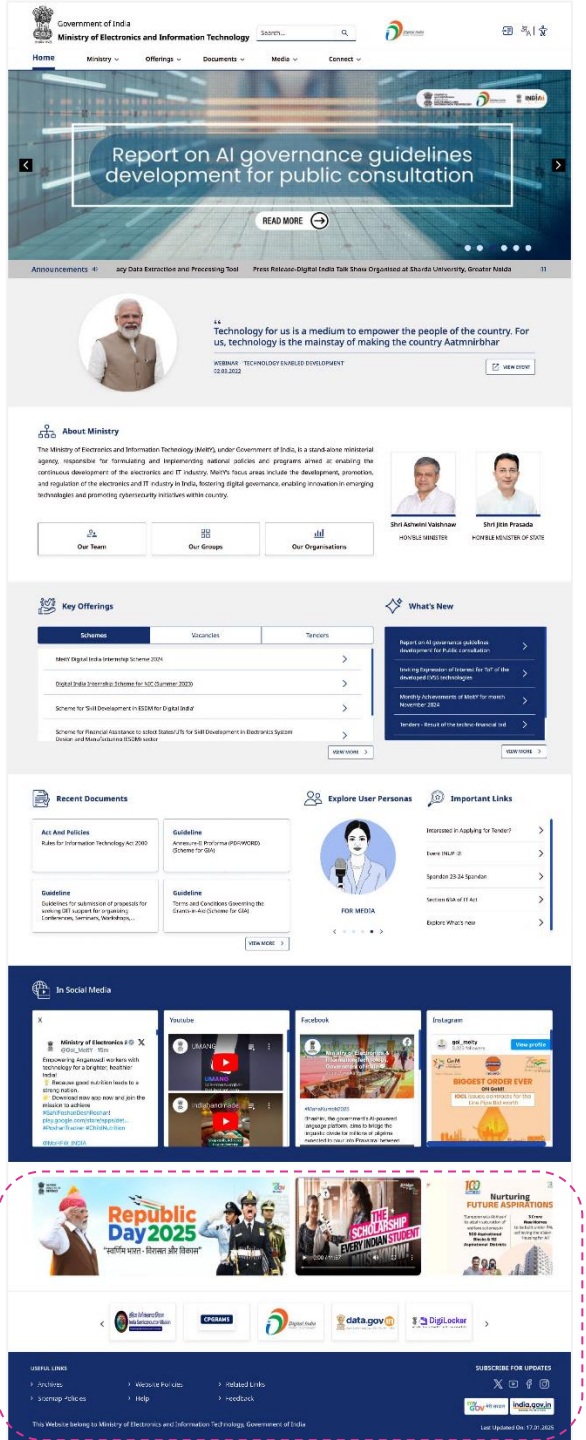
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY

Homepage | **CCPS, Logo band and Footer**

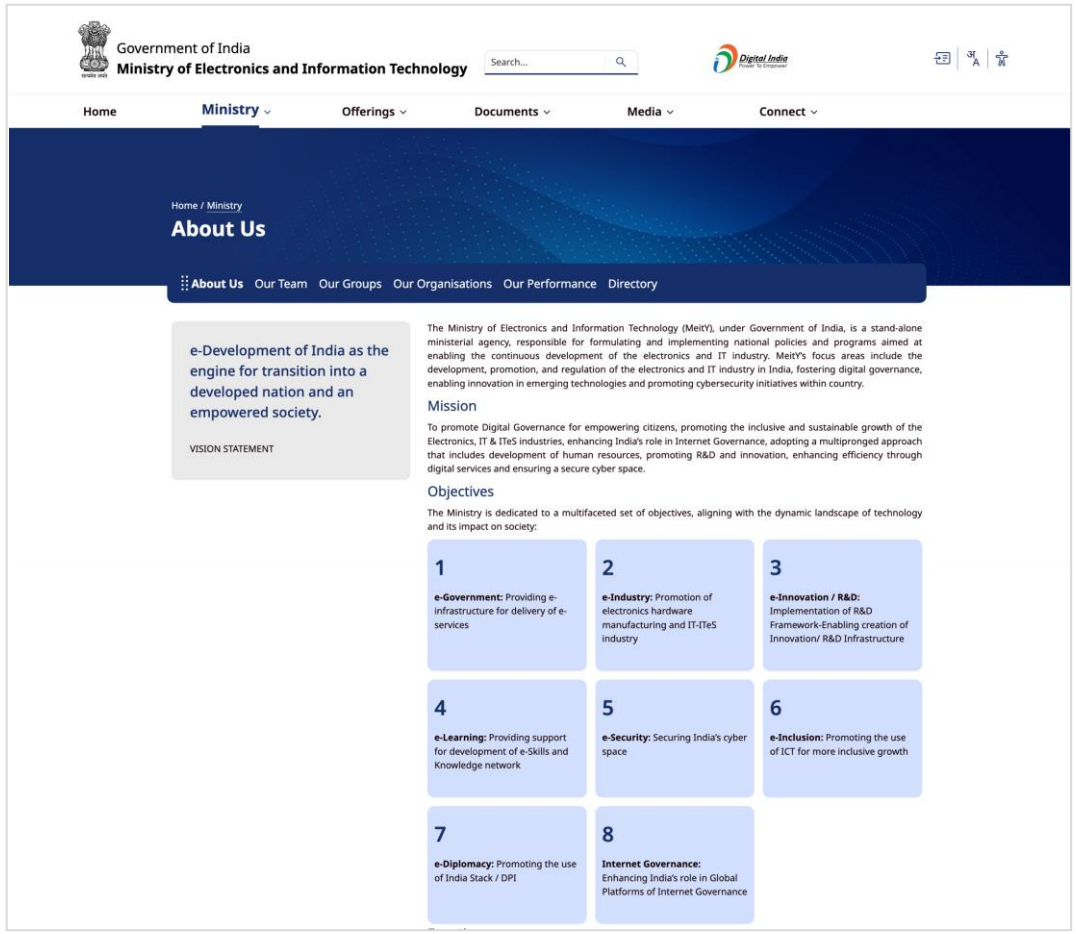
4 grid layout CCPS section

Footer section with links to key pages, social media channels, and logos of mygov and india.gov.in

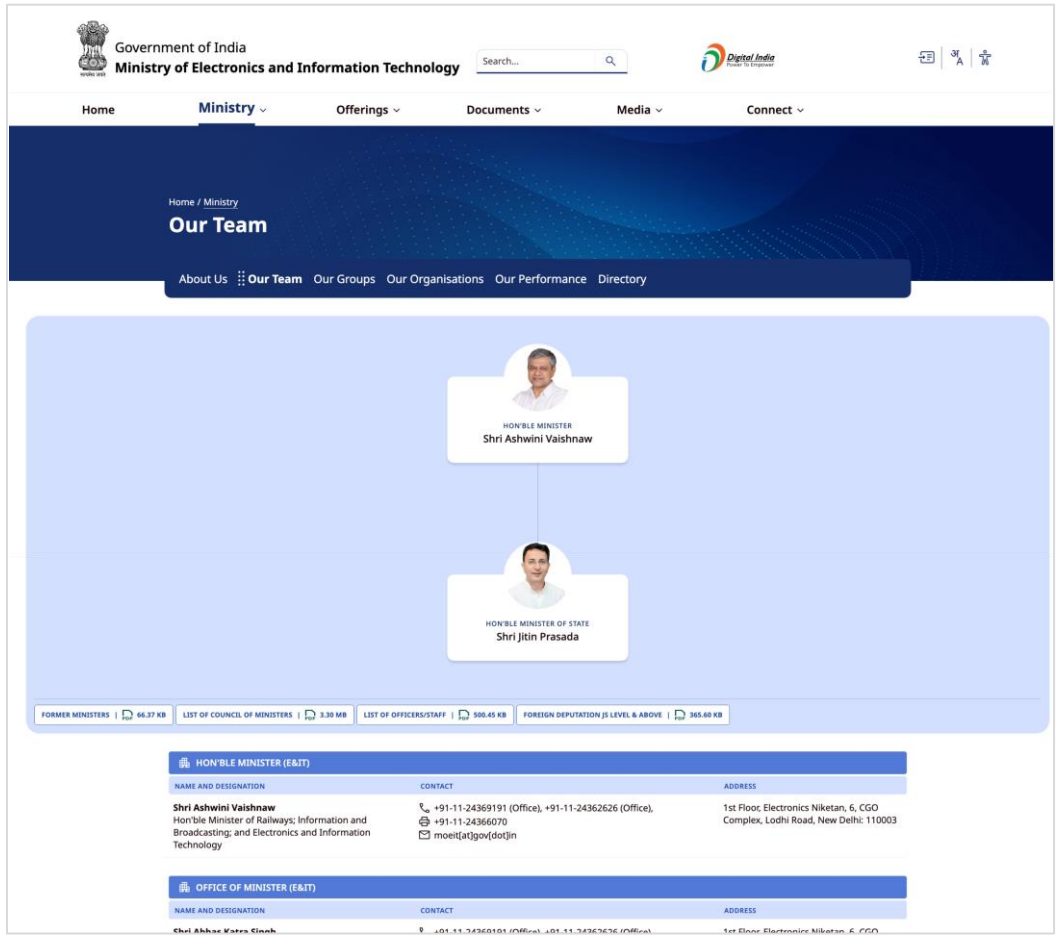
Dedicated band for logos of relevant initiatives/schemes under specific Ministry/Department



Internal pages | **Ministry**

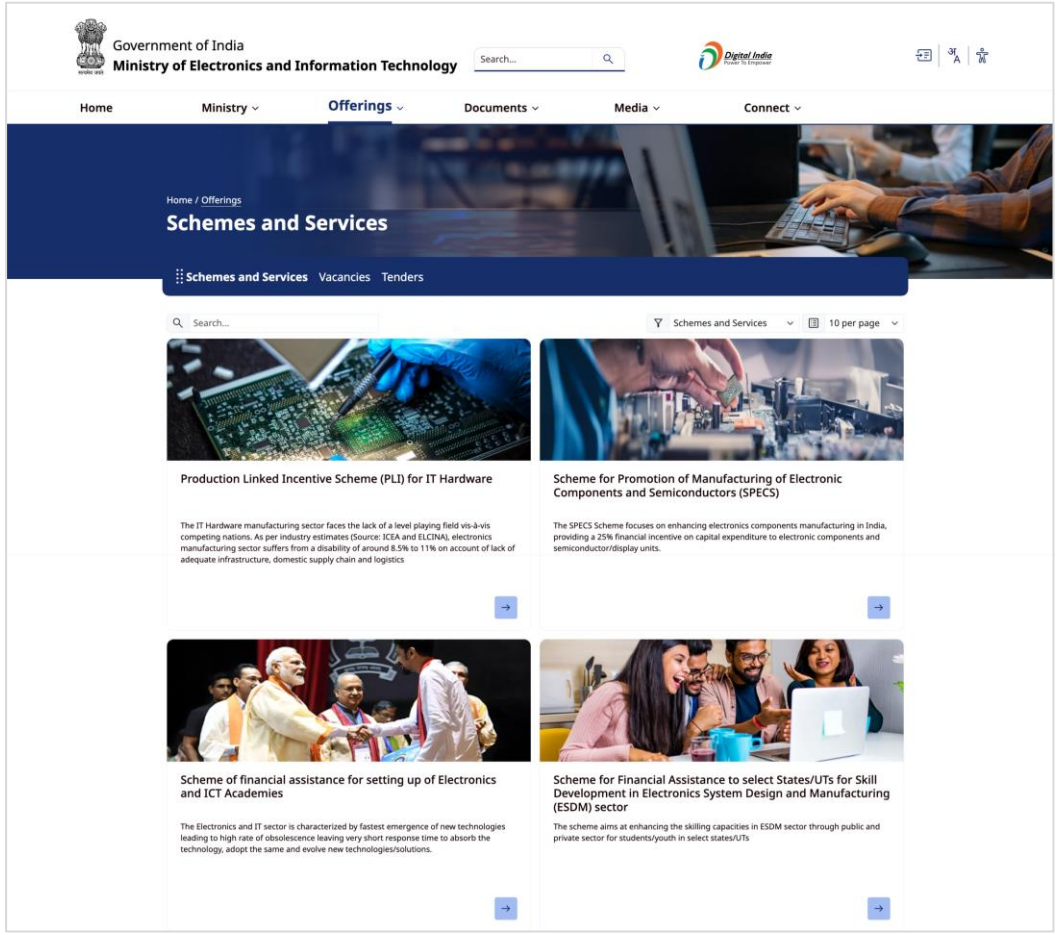


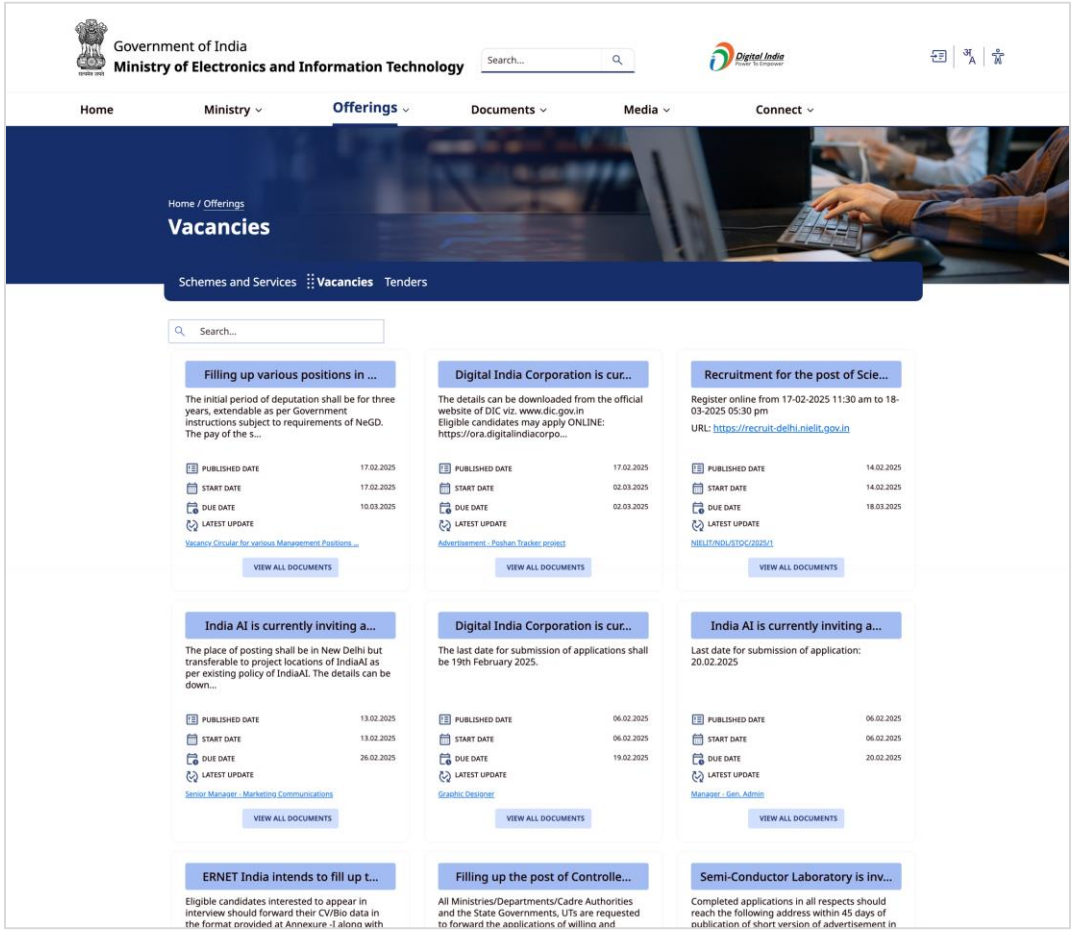
- Card and Text-type page for About Us section
- Objectives of every Ministry/Department listed in cards to bring visual interest



- Card and list-type page for Our Team section
- Card facilitates details of ministers through pop-ups

Internal pages | **Offerings**

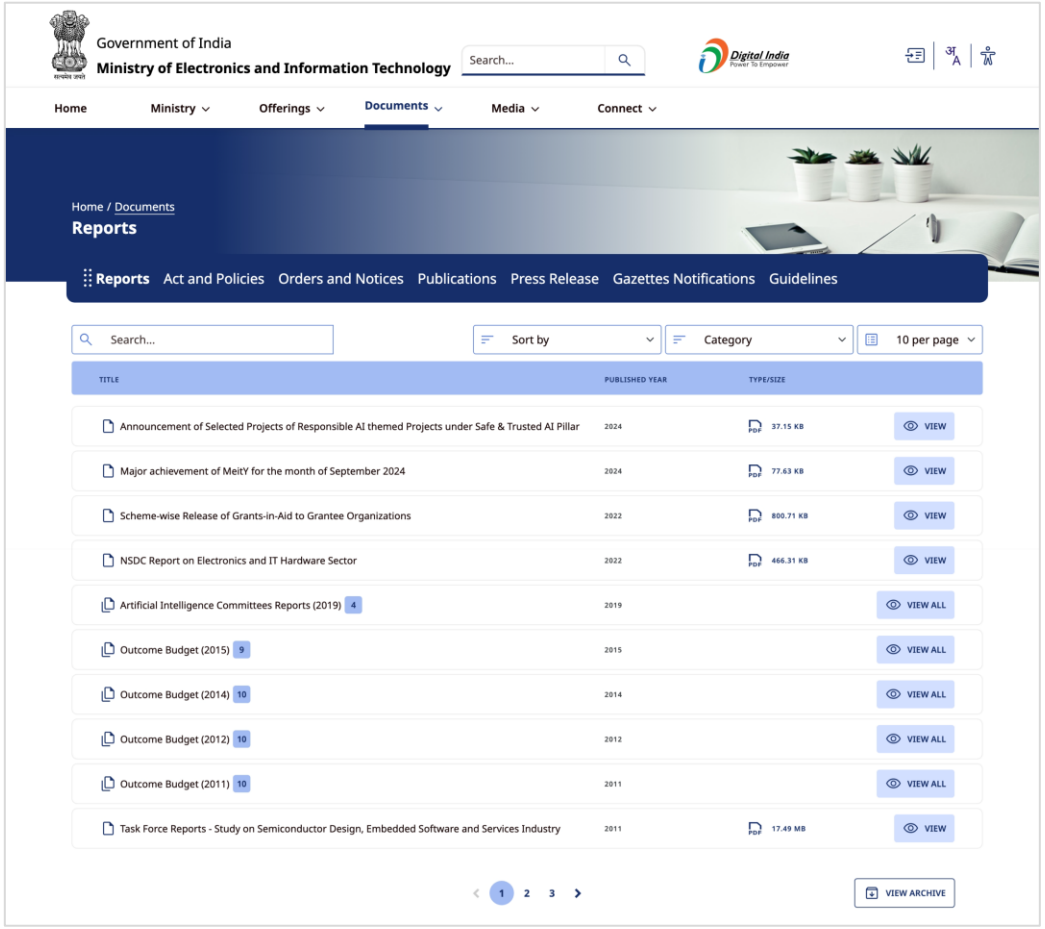




- Card- type listing of to bring visual interest
- 3 line brief to orient the user before entering the page

Card-type listing of Vacancies with details on position, published date, due date, and direct link to vacancy circular

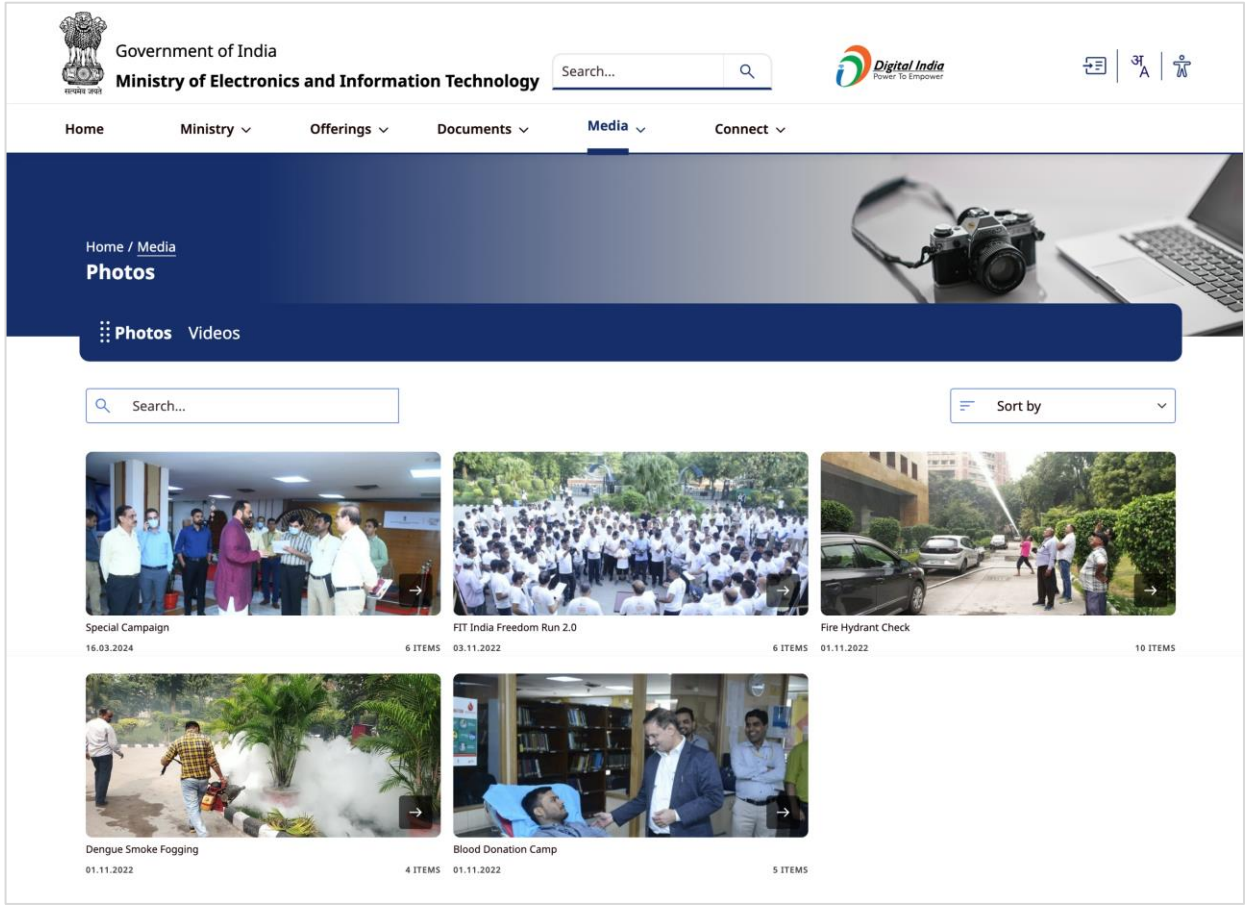
Internal pages | **Documents**



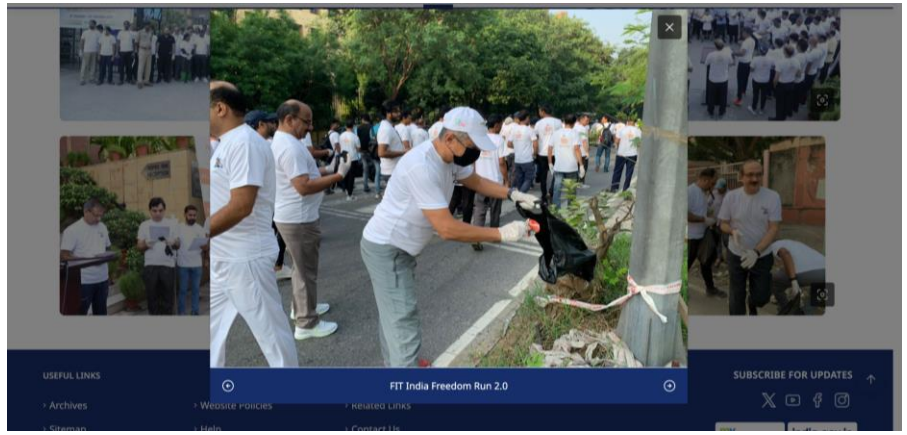
List-type view for Reports page

Detailed view of a Document at Level 3

Internal pages | **Media**

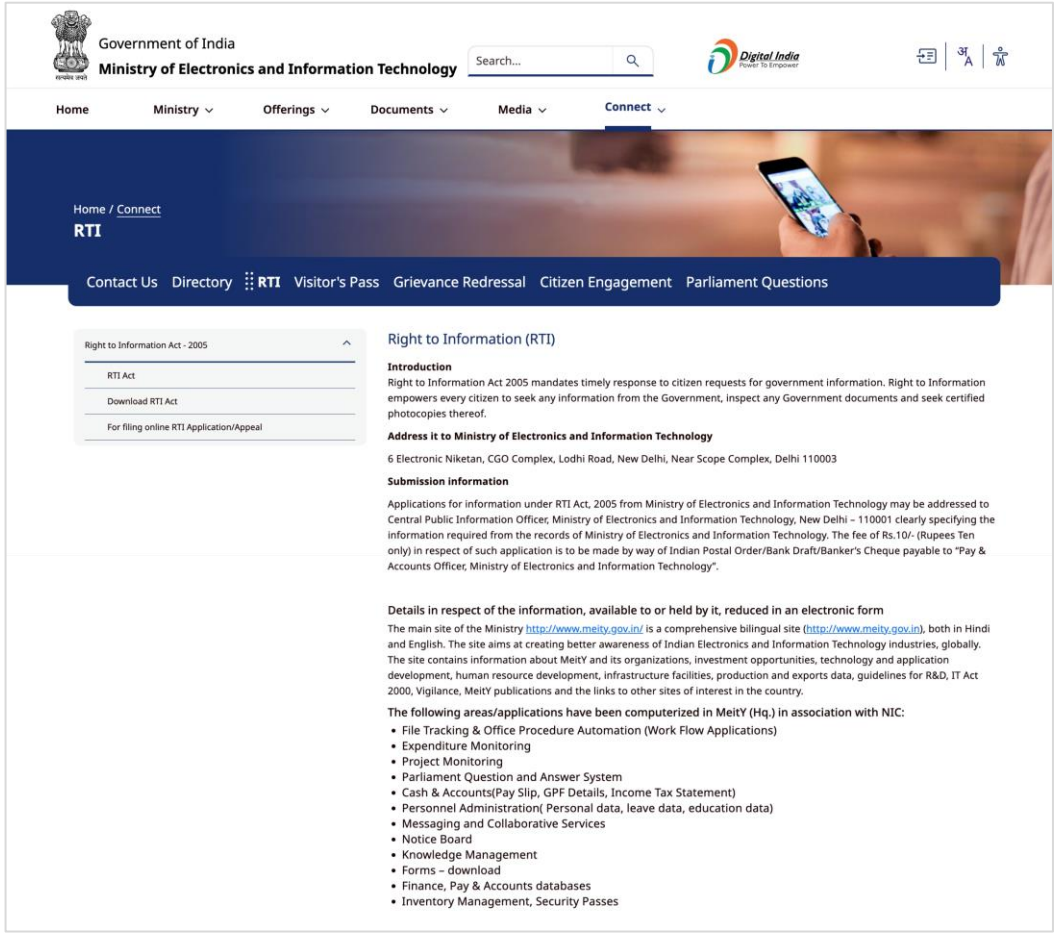


Card-type listing of media albums with



Pop-up cards for individual images at Level 3

Internal pages | **Connect**



Content-type view for Right To Information (RTI) Page

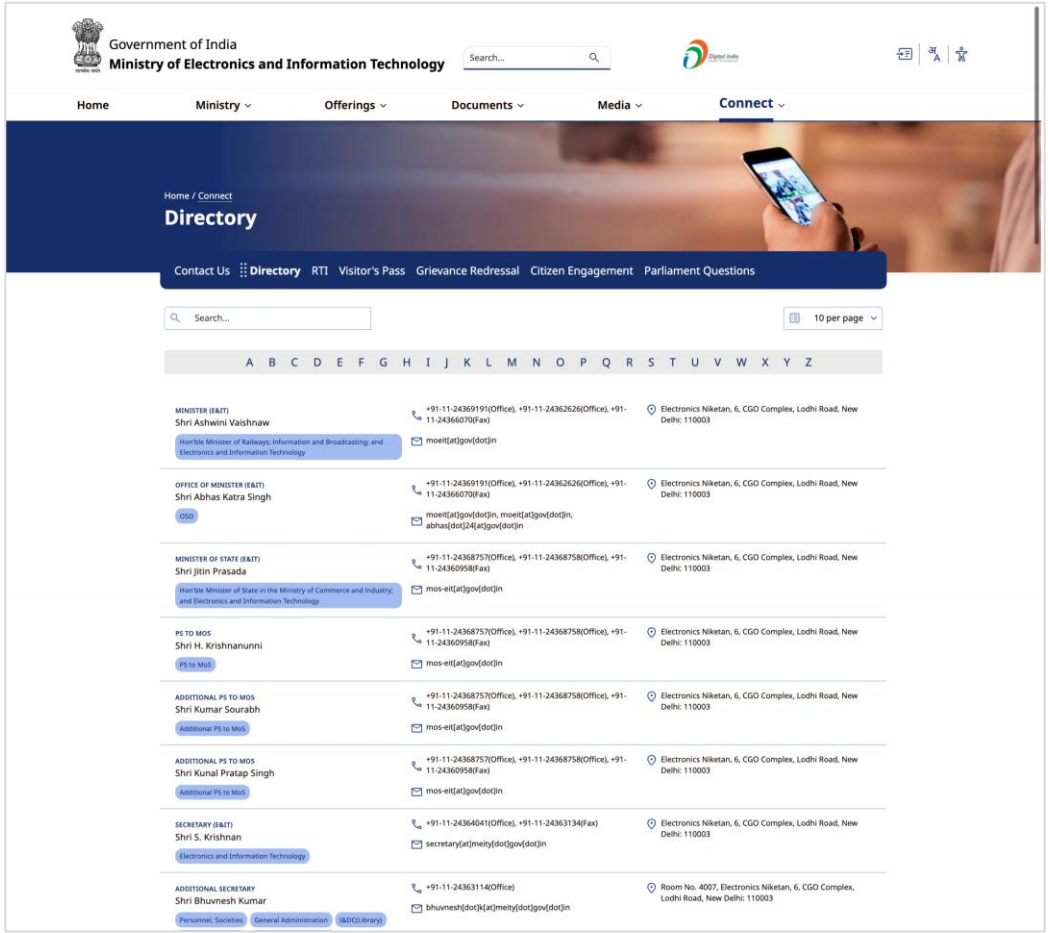


Table-type view for Directory page

Conclusion

Harmonization of user experience will enable trustworthy brand presence both nationally and internationally.