**Interview 6**

**Demographic Data**

* Gender: Female
* Age Group: 36-47
* Job Title: Chief of channels design and development
* Department: Channels design and development
* Experience: 13 years
* Academic Qualification: Master of Business Administration

**2-Questions and Answers**

1-What are the challenges affecting the performance of Open Government Data?

**We have more than 60government entities every one of them has a different way of representing its data like different data models and structures in terms of parameters, so this is one of the challenges, also the specialty of each government entity affects the way of displaying data and understanding the nature of data meaning that each specialty has its definitions and rules and display the data that way.**

**2-Do you mean what does this data mean?**

Yes

3-Professionals outside computer science might not accept the concept of sharing their data, is that could be a challenge?

**Yes, the sensitivity of data, they have concerts about sharing some kinds of data. In 2017 we worked on a project called Unified Platform for Government Services which is the service catalog and it’s existing now on the National Portal of the Kingdom of Bahrain “albahrain.bh” This project aims to conclude all information related to government services, first of all ,present a brief for the service, how to use it, payment method, what are the required documents and which channel these documents are available, so this project concludes around 1600 government services either e-services or ordinary services, for example, user who needs to use a service in the embassy which is not available online could use the catalog and it will guide him with the full steps to get his service done. This catalog is available either on the website or the mobile application, we also have e-kiosks which one of Self-service platforms that provide the user with all the related data about services like location and the way of payment, in phase1 we gathered data about the services, we made a team to communicate with the various government entities, sometimes we faced issues like the lake of documents and numbers beside the different formats and parameters, so we added the formats that could benefit the user and building a structure by which we gathered data, also we faced issues like what’s the service purpose, use procedures and details related to channels and cost besides the unavailability of some details and refusing of some government entities to provide specific kinds of data due to sensitivity. Sowe tried to conclude only the data would be useful for the user and save his time.**

**4- What are the specific domains that you see would have the opportunity to leverage the Open government data to drive innovation?**

**I think the private sector, especially the banking field. We have integrated government and financial systems with gateways, and some data could help the private sector to make client transactions smoother so I see that the banking sector has a big opportunity.**

5- What is the impact of using technological innovation on the performance of Open Government data?

**Currently, AI and advanced technology should be used in Open Data, it could help in data analysis and representation by creating new ways to make it easier for the user to understand this data from visualizations. Also, we could use AI to improve the connection between the various government entities.**

6- How do you measure the performance of Open Government data? Do you use any technology to know the positive/negative impact of the service?

**Yes, currently we use a set of tools to measure the performance of services and channels. We have channels: the National Portal of the Kingdom of Bahrain website “albahrain.bh“, mobile applications based on sectors, e-kiosks, and the contact center. So we use multiple tools we also have an AI tool connected to the channel directly that measures some KPIs like whenever the user makes clicks or site visits and users journey in the website we measure these KPIs to solve problems that could face the user ,also this KPIs help us to measure the success of this service and by analyzing captures images/videos for the user journey, number of website visit and number of clicks we could improve our service by eliminating unnecessary steps or simplify the process.**

**7- So, you use tools that help you to know the numbers but you don’t make reports right?**

**We have mouse flow, which cannot be considered as a report but we use it to measure the user’s journey, we also have et-internet which is an AI-based tool that measures overall users who visit the site and for how long the user stayed on the site it also measures the website respond time.**

8-What are the future trends you predict in the field of e-government?

**Currently, AI is the trend, we are working on chatbots that could help the user on the website, so we are not only connecting chatbots to channels but also building some systems on AI to facilitate data visualization and analysis.**