

Landing Page Analysis

1. Header & Navigation

- **Logo & Branding:** The “MY PolicyLens” logo in the top-left immediately identifies the platform. It uses bold, uppercase lettering to convey authority and trust.
- **Primary Navigation:** Links to **Home**, **Policy**, and an **AI Chatbot** tool sit prominently across the top, making essential features reachable in one click.
- **Language Selector:** A toggle between Bahasa Malaysia and English allows the site to serve a bilingual audience, enhancing accessibility and inclusivity.

Insight: The clear, uncluttered header helps users orient themselves quickly and supports multilingual engagement.

2. Hero Section

- **Headline:** “Making Policies Transparent & Understandable for Everyone” succinctly states the platform’s mission in plain language.
- **Subheading:** “Navigating policies made easy — breaking down complex policies into straightforward, accessible information for everyone.” reinforces the value proposition.
- **Call to Action (CTA):** A prominent **Explore Policies** button invites immediate engagement, while the “Scroll Down” prompt encourages deeper exploration.

Insight: By leading with a simple statement of purpose and an immediate CTA, the site reduces friction for first-time visitors and drives them toward key content (MyPolicyLens, 2025).

3. Featured Policy Spotlight

Featured Policy Spotlight

- **Section Title**
“Diesel Subsidy Reform: What’s Going to Cost You?” frames a timely, high-impact policy change in terms of its direct effect on citizens’ wallets.
- **Description**
The brief, conversational lines—“Subsidies are changing. Prices are rising.”—translate technical policy shifts into everyday concerns, making the issue relatable to non-expert users.

- **Key Metrics & Reasoning**

- **32.8 M Malaysians Potentially Impacted**

- **Transparency Score: 50/100**

- A transparency score of 50 places Malaysia just above the global average of 43 and above the Asia Pacific average of 44, yet well below the leaders scoring in the 80s–90s. This midpoint ranking (57th out of 180 countries) signals that while Malaysia has made strides in combating corruption, significant gaps in openness and accountability remain. In practice, a score of 50 means nearly half of public-sector processes are still perceived as opaque, underlining the need for independent tools that demystify policy details, exactly the gap MyPolicyLens aims to fill.
- Displaying “32.8M” underscores the scale of impact (nearly the entire adult population) and making the issue urgent.
- **Secondary CTA**
The **Explore the Policy** button invites users to delve into the full analysis, transforming passive awareness into active learning.

Insight: Spotlighting one policy with quantitative data immediately demonstrates the platform’s analytical depth and relevance to everyday life.

4. “What We Do” Overview

- **Intro Text:** A concise paragraph explains the platform’s core functions—simplifying policies, breaking down data, and visualizing impacts.
- **Feature List:** Three offerings are presented as bite-sized items for easy scanning.
- **Multimedia Element:** A video thumbnail suggests interactive content, catering to users who prefer audiovisual explanations.

Insight: This section balances depth (text explanation) and breadth (multiple features), guiding different learning styles toward relevant tools.

5. “Why It Matters” Value Proposition

- **Problem Statement:** Highlights the stakes—policies influence prices, jobs, and trust—but are often obscured by jargon.
- **Solution Statement:** Emphasizes the platform’s role in cutting through noise to empower informed decision-making.

Insight: Framing the problem in human terms (“citizens lose trust and power”) engages users’ emotions and underscores the civic importance of transparency

6. “Who We Are” & Footer

- **Team Origin:** Positions the creators as Monash University IT students, lending academic credibility.
- **Mission Alignment:** Their shared frustration with opaque policy language explains the project’s genesis and underscores authenticity.
- **Quick Links:** Links to **About Us** and **FAQ** in the footer ensure users can access deeper background information as needed.

Insight: Conveying the team’s background and passion builds trust, while the footer’s quick links facilitate further exploration without overwhelming the main content.

Overall Observations

- **Clarity & Accessibility:** Plain-language headlines and bilingual support lower barriers to engagement.
- **Visual Hierarchy:** Bold section headings, concise paragraphs, and CTAs guide users through a logical flow from overview to action.
- **Engagement Strategies:** Mix of text, data, and multimedia caters to diverse preferences and encourages exploration.
- **Trust Building:** Academic affiliation and transparent data presentation reinforce credibility.