

# Enhancing Online National Trade Portals/Repositories

UNESCAP-ARTNeT-ITD Online Course on Trade Facilitation for Sustainable Development

## Module 5 – Features, Functions and Performances of an Effective NTP/R

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# The objective of this module

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To discuss about

- ▶ how easy it is to use a trade portal/repository depended very much upon **services, features/functions, and performances** offered by this portal/repository?

# Important Note - Quality Attributes Overlapping

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**Some quality attributes (of a content) might be overlapping but slightly different in their meanings or viewpoints**

## **Understandability (Ease of Understand)**

how easy it is  
for the user  
to read and understand the contents  
that have been found

**similar  
but not  
exactly  
the same**

## **Relevancy (Ease of Use)**

how relevant or how useful it is  
for the user  
to use the contents  
that have been found

## **Understandability (Ease of Understand)**

**totally  
different**

## **Accessibility (Ease of Access)**

However, in this module,

We'll discuss about **services & features/functions**

that could **facilitate** the users to search or navigate to the contents

For example, a quality attribute called

► **“Ease of Use”** defined as **“how useful it is for the user to use”** some **types of services**, features and functions that the portal should have, with the following scoring

- 0 means *Useless or not useful at all*
- 1 means *Not very useful*
- 2 means *Partially useful*
- 3 means *Moderately useful*
- 4 means *Very useful*
- 5 means *Extremely useful*

# Types (topics) of Services and Features/Functions of NTP/R

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D1. Language selection and more than one language,  
e.g. local language, and other languages\*

D2. Site Map/Site Navigations

D3. Frequently Ask Questions (FAQs)\*

D4. Information about Commonly Used Terms\*

D5. Search by Goods

D6. Search by Regulatory Procedures

D7. Search by Legal Documents

The list is recommended in Developing a Trade Information Portal, the World Bank, 2012

\* This could be categorized as a “the content” instead of service/feature/function also.

# Assessment by Benchmarking the assessed NTR with other countries' good NTRs

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**A more concrete scenario or more detailed criteria must be chosen for each type of services to be used among assessment team members for scoring and consolidating of the scores**

D1. Language selection and more than one language, e.g.  
5 – if 4 or more languages available  
4 – if 3 languages  
3 – if 2 languages  
.....

D2. Site Map/Site Navigations

D3. Frequently Ask Questions (FAQs)\*

D4. Information about Commonly Used Terms\*

D5. Search by Goods

D6. Search by Regulatory Procedures

D7. Search by Legal Documents

Expected Features and Functions	Ease of Use	NTR1	NTR2	NTR3	NTR4
D1. Language selection and more than one language, i.e. local language, and other languages.	Ease of Use				
D2. Site map/Site Navigation	Ease of Use				
D3. FAQ's	Ease of Use				
D4. Information about Commonly Used Terms	Ease of Use				
D5. Search by Goods	Ease of Use				
D6. Search by Regulatory Procedures	Ease of Use				
D7. Search by Legal Documents	Ease of Use				

The list of topics recommended in Developing a Trade Information Portal, the World Bank, 2012

\* This could be categorized as a "the content" instead of service/feature/function also.



# Performance Indicators of NTR's Services

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Several performance indicators indicating the effectiveness of NTR's services should be measured, e.g.

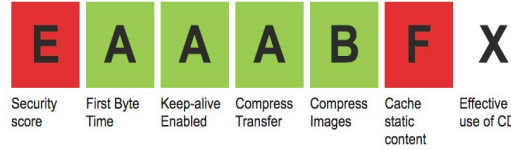
**1. Web Page's Loading speed** - The website <https://www.webpagetest.org> could be used to measure the loading speed of the NTR portal. For example, the loading time of the NTP/R website in the range of 5-95 seconds should be acceptable, otherwise it is too inefficient.

- ▶ 10 score – loading time  $\leq 5$  seconds
- ▶ 9 score – (5-15] seconds
- ▶ 8 score – (15-25]
- ▶ 7 score – (25-35]
- ▶ 6 score – (35-45] seconds
- ▶ 5 score – (45-55] seconds
- ▶ 4 score – (55-65] seconds
- ▶ 3 score – (65-75] seconds
- ▶ 2 score – (75-85] seconds
- ▶ 1 score – (85-95] seconds
- ▶ 0 score –  $> 95$  seconds

## Web Page Performance Test for

<https://trade.ec.europa.eu/tradehelp/>

From: Mumbai, India - EC2 - Chrome - Cable  
8/27/2020, 8:17:19 PM



[Summary](#) [Details](#) [Performance Review](#) [Content Breakdown](#) [Domains](#) [Processing Breakdown](#) [Screenshot](#) [Image Analysis](#) [Request Map](#)

Tester: i-0dfda3026c47bd097

First View only

Test runs: 3

[Re-run the test](#)

[View JSON result](#)

[Raw page data](#) - [Raw object data](#)

[Export HTTP Archive \(.har\)](#)

[View Test Log](#)

### Performance Results (Median Run - SpeedIndex)

	First Byte	Start Render	First Contentful Paint	Speed Index	Last Painted Hero	Web Vitals			Document Complete			Fully Loaded			
						Largest Contentful Paint	Cumulative Layout Shift	Total Blocking Time	Time	Requests	Bytes In	Time	Requests	Bytes In	Cost
First View (Run 2)	0.968s	3.000s	2.949s	3.985s	5.700s	4.565s	0.073	≥ 0.454s	6.392s	132	1,671 KB	8.899s	144	2,556 KB	\$\$\$\$\$

[Plot Full Results](#)

## Web Page Performance Test for

<https://tajtrade.tj/?/=en>

From: Mumbai, India - EC2 - Chrome - Cable  
8/27/2020, 8:32:49 PM



[Summary](#) [Details](#) [Performance Review](#) [Content Breakdown](#) [Domains](#) [Processing Breakdown](#) [Screenshot](#) [Image Analysis](#) [Request Map](#)

Tester: i-06d2d7917bd69b5af

First View only

Test runs: 3

[Re-run the test](#)

[View JSON result](#)

[Raw page data](#) - [Raw object data](#)

[Export HTTP Archive \(.har\)](#)

[View Test Log](#)

### Performance Results (Median Run - SpeedIndex)

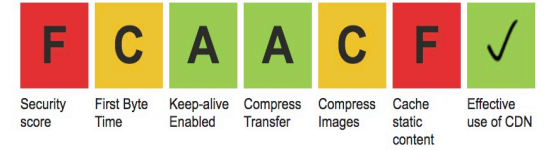
	First Byte	Start Render	First Contentful Paint	Speed Index	Last Painted Hero	Web Vitals			Document Complete			Fully Loaded			
						Largest Contentful Paint	Cumulative Layout Shift	Total Blocking Time	Time	Requests	Bytes In	Time	Requests	Bytes In	Cost
First View (Run 1)	1.455s	2.500s	2.481s	3.813s	5.800s	7.348s	0.003	≥ 0.558s	8.891s	82	3,554 KB	9.069s	83	3,555 KB	\$\$\$\$\$

[Plot Full Results](#)

## Web Page Performance Test for

[www.thailandntr.com/en](http://www.thailandntr.com/en)

From: Mumbai, India - EC2 - Chrome - Cable  
8/27/2020, 8:17:03 PM



[Summary](#) [Details](#) [Performance Review](#) [Content Breakdown](#) [Domains](#) [Screenshot](#) [Image Analysis](#) [Request Map](#)

Tester: i-0dfda3026c47bd097

First View only

Test runs: 3

[Re-run the test](#)

[View JSON result](#)

[Raw page data](#) - [Raw object data](#)

[Export HTTP Archive \(.har\)](#)

[View Test Log](#)

### Performance Results (Median Run - SpeedIndex)

	First Byte	Start Render	First Contentful Paint	Speed Index	Last Painted Hero	Web Vitals			Document Complete			Fully Loaded			
						Largest Contentful Paint	Cumulative Layout Shift	Total Blocking Time	Time	Requests	Bytes In	Time	Requests	Bytes In	Cost
First View (Run 3)	0.837s	4.400s	4.365s	6.582s	10.200s	10.248s	0.042		94.396s	92	4,320 KB	94.412s	93	4,320 KB	\$\$\$\$\$

[Plot Full Results](#)

## Web Page Performance Test for

<https://www.cambodiantr.gov.kh/>

From: Mumbai, India - EC2 - Chrome - Cable  
8/27/2020, 8:20:16 PM



[Summary](#) [Details](#) [Performance Review](#) [Content Breakdown](#) [Domains](#) [Processing Breakdown](#) [Screenshot](#) [Image Analysis](#) [Request Map](#)

Tester: i-0876f654b5ac45341

First View only

Test runs: 3

[Re-run the test](#)

[View JSON result](#)

[Raw page data](#) - [Raw object data](#)

[Export HTTP Archive \(.har\)](#)

[View Test Log](#)

### Performance Results (Median Run - SpeedIndex)

	First Byte	Start Render	First Contentful Paint	Speed Index	Last Painted Hero	Web Vitals			Document Complete			Fully Loaded			
						Largest Contentful Paint	Cumulative Layout Shift	Total Blocking Time	Time	Requests	Bytes In	Time	Requests	Bytes In	Cost
First View (Run 1)	1.090s	5.000s	4.949s	5.046s	5.000s	4.949s	0.452	≥ 0.000s	6.165s	43	1,892 KB	6.274s	44	1,892 KB	\$\$\$\$-

[Plot Full Results](#)



## 2. Helpdesk feedback response time

If an email to ask some questions is sent out to the helpdesk of this NTR porta - how long does it take to get the response.

- ▶ 10 score – if the answer back within 2 days
- ▶ 5 score – if the answer got back within 3-7 days
- ▶ 0 score – if no answer back within 7 days, or the helpdesk is not available by the NTR

# Performance Indicators of NTR's Services

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## 3. Multiple Browsers Support – the website “Power Mapper”, for example, could be used to check the NTR website’s browser compatibility on a computer desktop. The portal should support multiple browsers i.e. Chrome, Edge, Internet Explorer, Firefox, Opera

- ▶ 10 score – the portal accessible by all 5 browsers
- ▶ 5 score – if the portal accessible by just one to 4 browsers
- ▶ 0 score – none are compatible

<https://www.powermapper.com/products/sortsite/checks/browser-compatibility/>

This tab shows pages that exhibit browser-specific behavior, or trigger browser bugs.

Browser	IE	Edge	Firefox	Safari	Opera	Chrome	iOS	Android	
Version	11	84	78	≤ 12 13	69	84	≤ 11 12 13	≤ 83* 84	
Critical Issues	✓	✓	✓	●	✓	✓	✓	✓	✓
Major Issues	✓	✓	✓		✓	✓	✓	✓	✓
Minor Issues	✓	✓	✓		✓	✓	✓	✓	✓

**Key**

- Missing content or functionality
- Major layout or performance problems
- Minor layout or performance problems

\* Most Android devices from 4.4 onwards use Chrome as the default browser, older versions use the original Android stock browser

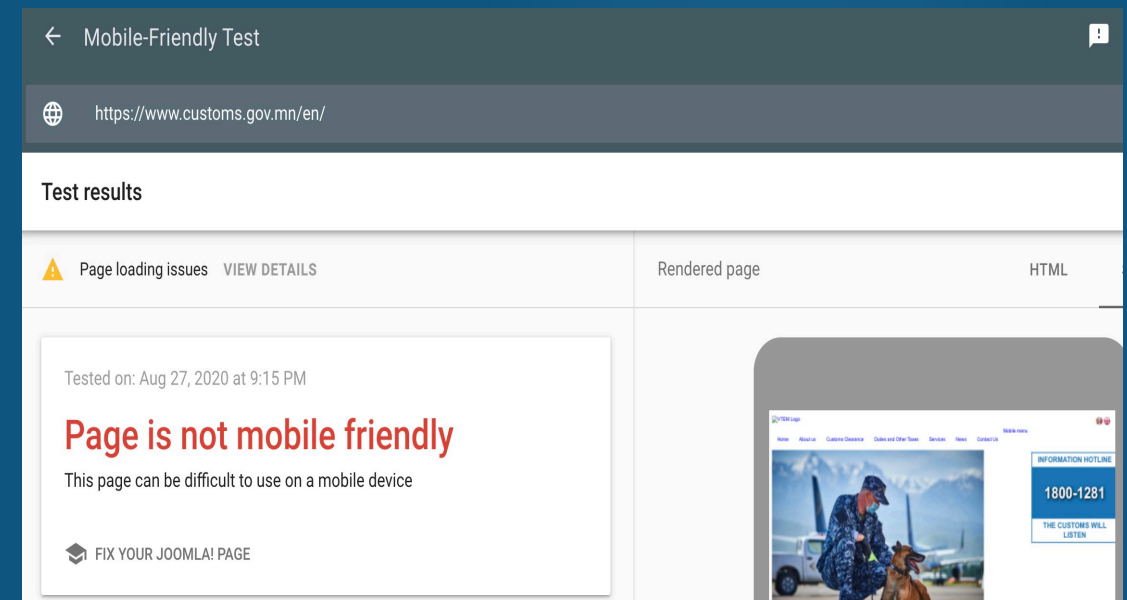
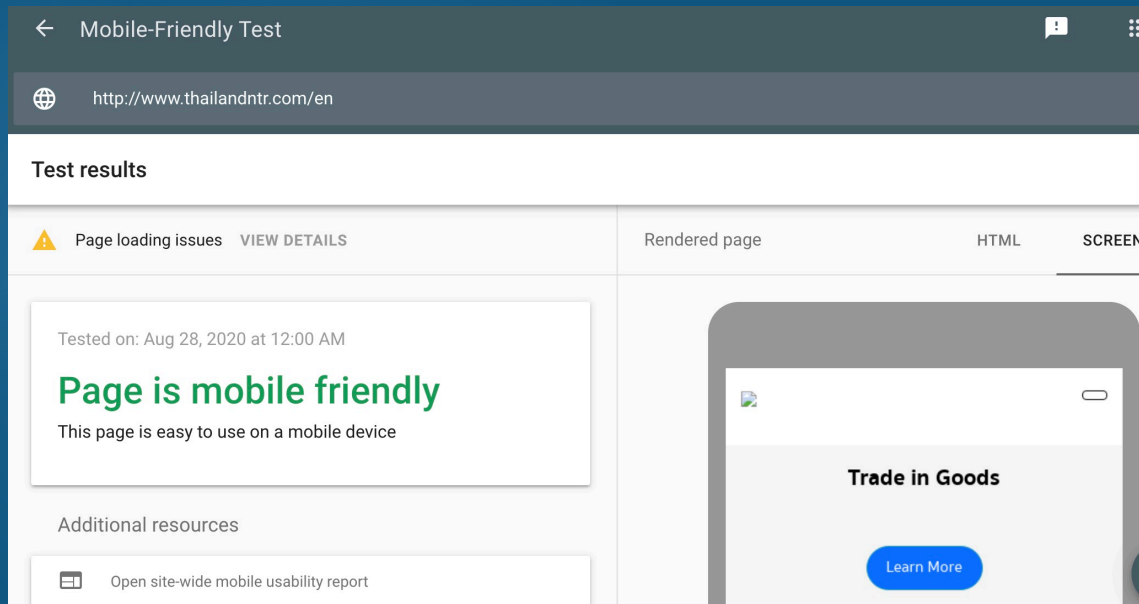
# Performance Indicators of NTR's Services

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## 4. **Mobile Friendly** – the website can be accessible on mobile web browser

- ▶ 10 score – the portal accessible and easily readable on a mobile device
- ▶ 0 score – none are compatible]

<https://search.google.com/test/mobile-friendly>



# Conclusion for this module

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We've discussed

- ▶ There are several services, features and functions that can make an NTR more effective.
- ▶ How to assess and measure the effectiveness and performance of the services offered by the NTR.

# Next module

We're going to discuss about

**other quality attributes of the contents** provided by NTP/R,  
e.g. accuracy, timeliness, consistency, and completeness.



Thank You.

See you in the next module.