

# **E-government websites user experience from public value perspective: Case study of iTax website in Kenya**

The need to encourage citizens' adoption of e-government services has led to an increasing interest in the evaluation of e-government websites. The success of e-government websites depends on how well it is perceived by the end-users. User experience of e-government websites is considered one of important factors affecting the success or failure of e-government websites. However, researchers have focused on infrastructure issues not giving user experience of websites attention as one of the factors affect usage of government services. Focusing on the three high levels of UX components namely user internal state, the characteristic of the system and context and using hedonic/pragmatic quality model to measure the user experience. This study evaluated e-government websites UX from public value perspective. iTax website in Kenya was used as a case study. Findings are discussed with reference to previous research and recommendations for practice. Finally, further research works are offered.