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Smart city - Guidelines for public information terminal services

智慧城市 公众信息终端服务指南

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1 Scope

The document gives the basic principles of public information services in a smart city context, the content and modes of those services, and the classification of public information terminals together with their service functions.

It applies to guiding the planning, design, construction, operation and maintenance of public information terminal services in a smart city context.

2 Normative references

The document states that it has no normative references.

3 Terms and definitions

3.1 public information terminal services: organized activities in which, according to the information needs of the public, the service provider collects, processes and handles information by various means and methods and supplies information products or services on terminal devices of various kinds.

3.2 smart mobile terminal: a handheld or portable device that can connect to a mobile communication network, that has an open operating system able to offer application programming interfaces, and that can install and run third party application software. Adapted from GB/T 34978-2017, 3.1.1.

3.3 public information self-service terminal: a dedicated device or apparatus provided by the service provider for carrying out self-service. From GB/T 23647-2009, 3.2.

4 Abbreviated terms

ID: identity document.

5 Basic principles of public information services

The following basic principles should be taken into account when public information services are provided.

- a) Compliance and legality: the current laws and regulations are observed when information is collected, processed and published.
- b) Convenience for the public: the public are given multiple, simple, clear and easy to use ways of obtaining and handling information, so that they can obtain and handle it conveniently and effectively.
- c) User friendliness: varied user needs are met, the interface and the functions are designed to be plain and clear, differences in the physical capabilities of users are fully taken into account, and the service offers digital inclusiveness and good human-machine interaction.
- d) Timeliness and accuracy: the measures needed are taken to provide timely and accurate information and to safeguard its timeliness, accuracy and completeness.
- e) Authenticity and reliability: cryptographic techniques and other means are used to prevent information being stolen, tampered with or forged, safeguarding the security, authenticity, source reliability and authority of the information.
- f) Minimum and necessary: the minimum and necessary principle is followed when information for public information services is collected, and over-collection is avoided.
- g) Maximum sharing: the greatest possible sharing of information between services of all kinds is achieved, so as to promote interconnection and mutual recognition between services, reduce service costs and safeguard the accuracy, completeness and convenience

of the service.

6 Content and modes of public information services

6.1 Content. The information supplied to the public by public information service terminals includes but is not limited to: a) government affairs information, such as laws and regulations, policy measures, administrative licensing, guides to procedures, public safety and public services; b) daily life information, such as employment, social insurance, education, healthcare, property management, weather forecasts, payment notices and travel; c) business information, such as investment promotion, company news, company services and industry markets.

6.2 Modes. The service modes of public information service terminals include but are not limited to: a) information push, a service in which information is sent to the public on the terminal's own initiative, for example as a pop-up message window; b) information enquiry, a service that lets the public find the information they need quickly and conveniently through the terminal; c) information interaction, a service that gives a timely reply to questions or requests sent by the public through the terminal, by remote audio, video, image or text.

6.3.1 Push methods. The push methods of a public information service terminal include but are not limited to: a) direct publication and display of information; b) personalized push, in which search and recommendation algorithms interpret the needs of the user intelligently from the user's past behaviour, preferences and other attributes; c) intelligent matching of specific information to the user's subscriptions, pre-set tags and similar criteria.

6.3.2 Factors to be considered when providing information push services: a) the pushed content complies with the national rules on information push services and with content management norms, avoiding information that is undesirable, unlawful, unapproved, reproduced beyond the permitted scope, plagiarized or distorted; b) the pushed content stays objective and truthful, and avoids language and forms of expression liable to mislead the public or to stir up undesirable feelings and behaviour; c) the form and frequency of the push are disclosed and made clear to the user, the user experience is fully considered, the method and frequency are planned soundly, and pushing is neither malicious nor forced; d) the way to cancel the push is made clear to the user and the cancellation operation is transparent and easy to find; e) the pushed content is monitored regularly and deleted or updated in good time so that it stays current; f) a full and effective content review mechanism is set up, covering editorial review, fact checking, legal review and subject matter review, to safeguard the accuracy, lawfulness and compliance of the push; g) content pushed intelligently is checked by a person, so that the algorithm is not used to spread false information, hate speech or other harmful information.

6.4.1 Enquiry methods. The enquiry methods of a public information service terminal include but are not limited to: a) enquiry by keyword; b) multi-condition compound enquiry according to the user's own needs.

6.4.2 Factors to be considered when providing information enquiry services: a) support for several languages, for users of several languages; b) multimodal enquiry, including but not limited to text, image and voice; c) extensibility, so as to meet enquiry needs in different fields and application scenarios and information needs that keep changing; d) where the enquiry involves the user's privacy, the display and handling of the information complies with privacy protection laws and standards; e) where an intelligent enquiry function is provided, it should have natural language processing capability, so as to understand the natural language entered by the user and generate the corresponding enquiry result.

6.5.1 Interaction methods. The interaction methods of a public information service terminal include but are not limited to interaction by text, by image, by audio and by video.

6.5.2 Factors to be considered when providing information interaction services: a) natural language processing capability, so as to understand the natural language entered by the user and respond effectively; b) suitable encryption and identity authentication measures during the interaction, preventing leakage and misuse of information and safeguarding the security of user data; c) a fault handling mechanism that gives the user clear error information when an interaction goes wrong and offers a solution or guides the user to the correct operation; d) a monitoring mechanism that detects potential problems in good time and offers the user a channel for feedback; e) the user guidance functions needed, so that the user quickly learns how to interact correctly with the terminal; f) a degree of fault tolerance, able to handle input errors or unclear interaction requests from the user; g) prompt response to user requests, reducing waiting time; h) the ability to understand and use context information so as to respond intelligently and effectively to user requests and supply the relevant information.

7 Classification of public information terminals and their service functions

7.1 Terminal classification. Terminals providing public information services fall mainly into five classes. a) Mobile terminals, that is smart mobile terminals: the public obtain information of various kinds and handle affairs online through smart mobile communication terminals, tablet computers and professional handheld mobile terminals, using service applications and mini programs. b) Computer terminals: the public obtain information and handle affairs online through a web page or an application on a computer. c) Self-service terminals: the public obtain information and handle affairs online through self-service terminals in their working and living environment. d) Television terminals: the public obtain information through a smart television. e) Information display screens: the public obtain information through indoor and outdoor information display screens.

7.2.1 Basic service functions of mobile terminals: a) support for information push; b) support for information enquiry; c) support for interaction between government and the public, interaction with public service enterprises and industry information interaction; d)