

User satisfaction & impact measurement

DENMARK

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Improvement of the template

A.4. Complete phrasing: relationship between cost-effectiveness and impact. Divide in two questions. Specify: what is “cost”? What is “impact”? Definitions needed.

A.5. Rephrase as an actual question. Divide in two separate questions. Maybe provide a Likert scale.

A.6. Rephrase as a question.

A.7. Transform into closed-ended with fields: yes (please specify)/ no/ N/A.

A.8. Divide in two questions: one with a Likert scale. One closed-ended with fields: yes (please specify)/ no/ N/A.

A.11. Split into two questions. One closed-ended with fields: yes (please specify)/ no/ N/A. One with a Likert scale.

B.1. Split into two questions. Specify whether single/ multiple choice are allowed.

B.2. yes (please specify)/ no/ N/A

B.1.1 to B.2.11 merge into one question with a grid having target groups as rows and aim of the measurement as columns.

Data collected on an annual basis

- Statistical Bureau data collected since 2003
 - Companies use of public websites
 - Citizen use of public websites
 - Public sector supply and benefits
- National Awards (Bedst på Nettet)
 - All public websites evaluated since 2001
 - User experience part of the evaluation
 - Data for each website publicly available

Challenges

- Harmonizing strategies at national level and local level
- Policy domain data & impact studies
- Implicit bias: the more use, the better – contrasting rationale behind government and also contrasting strategies (e.g. taxation)
- Collection of data and motives differ
- National data tend to be about “Have you used....” and not on about “why, how, and with what impact...”

Measuring financial impact

- Since April 2008, by Ministerial Order all State bodies have to use a template for addressing **business case** for IT investments > 10 mill DKK (about 1.5 mill Euro)

Forretningsmæssige investeringer:							
Procesdesign	0	0	0	0	0	0	0
Medarbejderuddannelse	0	0	0	0	0	0	0
Driftsimplicering af systemer	0	0	0	0	0	0	0
Andre forretningsmæssige investeringer	0	0	0	0	0	0	0
Forretningsmæssige investeringer total	0	0	0	0	0	0	0
It-investeringer:							
Interne ressourcer	0	0	0	0	0	0	0
Eksterne ressourcer	0	0	0	0	0	0	0
Hardware	0	0	0	0	0	0	0
Software	0	0	0	0	0	0	0
Andre it-investeringer	0	0	0	0	0	0	0
It-investeringer total	0	0	0	0	0	0	0
Øgede forretningsmæssige driftsomkostninger							
Lønomkostninger	0	0	0	0	0	0	0
Omkostninger til materialer og eksterne services	0	0	0	0	0	0	0
Andre forretningsmæssige driftsomkostninger	0	0	0	0	0	0	0
Øgede forretningsmæssige driftsomkostninger total	0	0	0	0	0	0	0
Øgede it-driftsomkostninger							
Lønomkostninger	0	0	0	0	0	0	0
Licenser	0	0	0	0	0	0	0
Systemvedligehold	0	0	0	0	0	0	0
Andre it-driftsomkostninger	0	0	0	0	0	0	0
Øgede it-driftsomkostninger total	0	0	0	0	0	0	0
OMKOSTNINGER TOTAL	0	0	0	0	0	0	0
ØKONOMISKE GEVINSTER:							
Forretningsmæssige gevinster:							
Lønbesparelser	0	0	0	0	0	0	0
Besparelser på materialer og eksterne services	0	0	0	0	0	0	0
Andre forretningsmæssige driftsbesparelser og gevinster	0	0	0	0	0	0	0
Forretningsmæssige gevinster total	0	0	0	0	0	0	0
It-gevinster:							
Lønbesparelser	0	0	0	0	0	0	0

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