

Description of activities

- verksam.se

This is a translation of the document "*bilaga 2. Verksamhetsbeskrivning 1.0*", part of the general *project plan for verksam.se*, from Swedish into English strictly for information and case-sharing purposes. Appendixes etc. are available at request.

Note: earlier the project was named Mitt Företag/My Business

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Publication history for the document

Issue	Date	Comments
0.4	2008-11-03	To management group for decision, BP3

1 Appendices

Appendix	Document name	Issue, date
1	Target groups 1.0	
2	Persons_entrepreneurs 1.0	
3	Process descriptions 1.0	
4	Process flow level 2, 1.0	
5	Process charting 1.0	
6	Information types 1.0	
7	Information flow in principle 1.0	
8	Information flows, examples 1.0	
9	Technical proof of concept	2008-10-23
10	System architecture description 0.8	2008-10-23
11	Target architecture ****	
12	Testing strategy 0.3	2008-10-28
13	Legal assessment 0.8 ****	2008-11-??
14	Legal issues 2.0	2007-10-30
15	Prototypes – website, planning tool ****	
16	Usability evaluation	
17	Focus group report 2008-03	
18	Focus group report 1 2008-05-20	
19	Focus group report 2 2008-05-20	
20	Evaluation of prototype company registration	2007-11-14
21	Entrepreneurship in the making, a knowledge summary	2007-11-06
22	Non-functional requirements	

2 Aim of the document

The aim of the description of activities is to describe in summary the background material that is important for the implementation of the programme. The description of activities is to function as support during the implementation phase.

The document with associated appendices will be updated on an ongoing basis during the implementation phase.

3 Target group

The primary target group for the programme is:

“Persons who are considering starting a business or who operate a business.”

Two secondary target groups are ***“Advisors”*** and ***“Administrators at start-up offices”***.

3.1 Segmentation

A number of prioritized segments have been identified within the primary target group. They are mainly first-time entrepreneurs, who have great need of information and instructive guidance, as they do not necessarily know what they need to know in order to start and operate a business. There are also people who are considering starting a business, and who need inspiration and tools to get their business idea off the ground. Another priority target group are persons who have started a business, and who need tools and support to handle contacts with authorities. Experienced entrepreneurs who need efficient services for their business have also been identified as a segment.

Based on the target group, three typical users, so-called personas, has been developed.

The primary target group, segments and personas are described in greater detail in Appendices 1 and 2.

4 Processes

The processes included in the website are shown in the picture below; for a more detailed process description, see Appendices 3, 4 and 5.

The five main processes are described below:

- Considering
 - The future entrepreneur is considering starting his/her own company and is interested in getting information and inspiration for this. Some future entrepreneurs also want advice about this phase.
 - Starting
 - The future entrepreneur wants to start his/her own company and is interested in getting information and inspiration for this. Some future entrepreneurs also want advice about this phase. In addition to the above, the future entrepreneur also wants to create background material for planning and be able to register his/her new company.
 - Operating
 - The entrepreneur runs his/her own company and is interested in getting information and inspiration for this. Some entrepreneurs also want advice about this phase. In addition to the above, the entrepreneur also wants to create and/or update background material for planning this phase and be able to register changes in information about his/her company.
 - Developing
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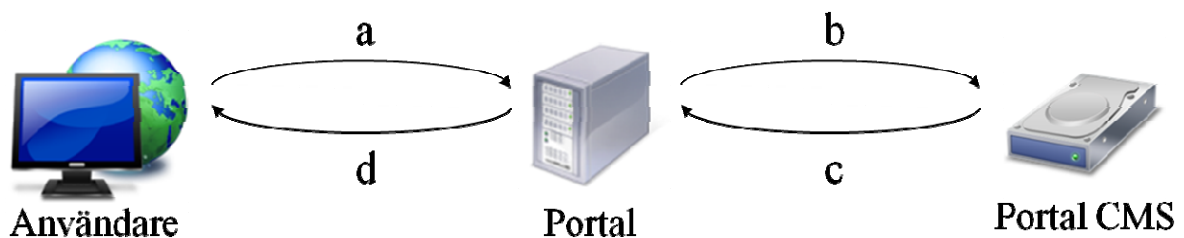
- The entrepreneur is running his/her own company and is interested in developing it. To do this, the entrepreneur wants to get information and inspiration for this. Some entrepreneurs also want advice about this phase. In addition to the above, the entrepreneur also wants to create and/or update background material for planning this phase and be able to register changes in information about his/her company.
- Closing down
 -

The three support processes are described below:

- My pages
 - The entrepreneur wants to get a summary of his/her issues and information about the company. In addition, the entrepreneur also wants to be able to continue previously started activities, such as the planning tool, etc.
- Search for information
 - The entrepreneur wants to be able to search for specific information on the website, via the "Dictionary", direct search, "Contents A-Z" or "FAQ".
- Confirm login
 - All services use e-identification and this support process is there to ensure that the user has a valid identification and has logged in.

5 Principle flows

The principle image below is an example of how information is gathered from the website's CMS and shown when the user logs in to the website.



- a) The user logs in to the website
- b) The website sends a call to Portal CMS
- c) Portal CMS sends back the content to the website
- d) The website creates the page and sends this to the user

See Appendices 7 and 8 for more information.

6 Architecture

The architecture aims to describe how the requirements and needs of the businesses are to be supported by the various technical solutions. The businesses' requirements are defined as processes, functions and non-functional requirements.

6.1 Target architecture

It is planned to describe the aim and the long-term result in a target architecture. Many principles and starting points are defined for the long-term, more technical design of verksam.se, but some work remains, as the target image of the website is not yet defined.

A central starting point for the future solution is to support a decentralized model for ownership and responsibility. Decentralization aims to give different public authorities and actors the greatest possible control over development, operation and management for business-specific processes and e-services.

The following principles have currently been set for the long-term target architecture:

1. In our work, we shall strive to define as few guiding principles as possible
2. Login to the website and access to services is done centrally with e-identification
3. Services included can get information as structured data in the service position
4. It shall be possible to call up the authorities' e-services and have delivered current status and information that users have chosen to make available
5. Available e-services shall be shown via a catalogue service on the website
6. It shall be possible to design the authorities' e-services/functions independently in order to use it in other circumstances
7. The services own and are responsible for the information handled and created
8. Information to be handled between e-services shall be defined jointly
9. The architecture shall be independent of the process and structure of the website
10. Information exchange between different e-services, authorities and actors shall be done via a joint platform (SHS).

7 Technical solution, June 2009

The introduction of the target architecture will be implemented in stages in order to guarantee different functional deliveries. Short-term divergences shall be handled consciously and be aimed towards the planned target architecture.

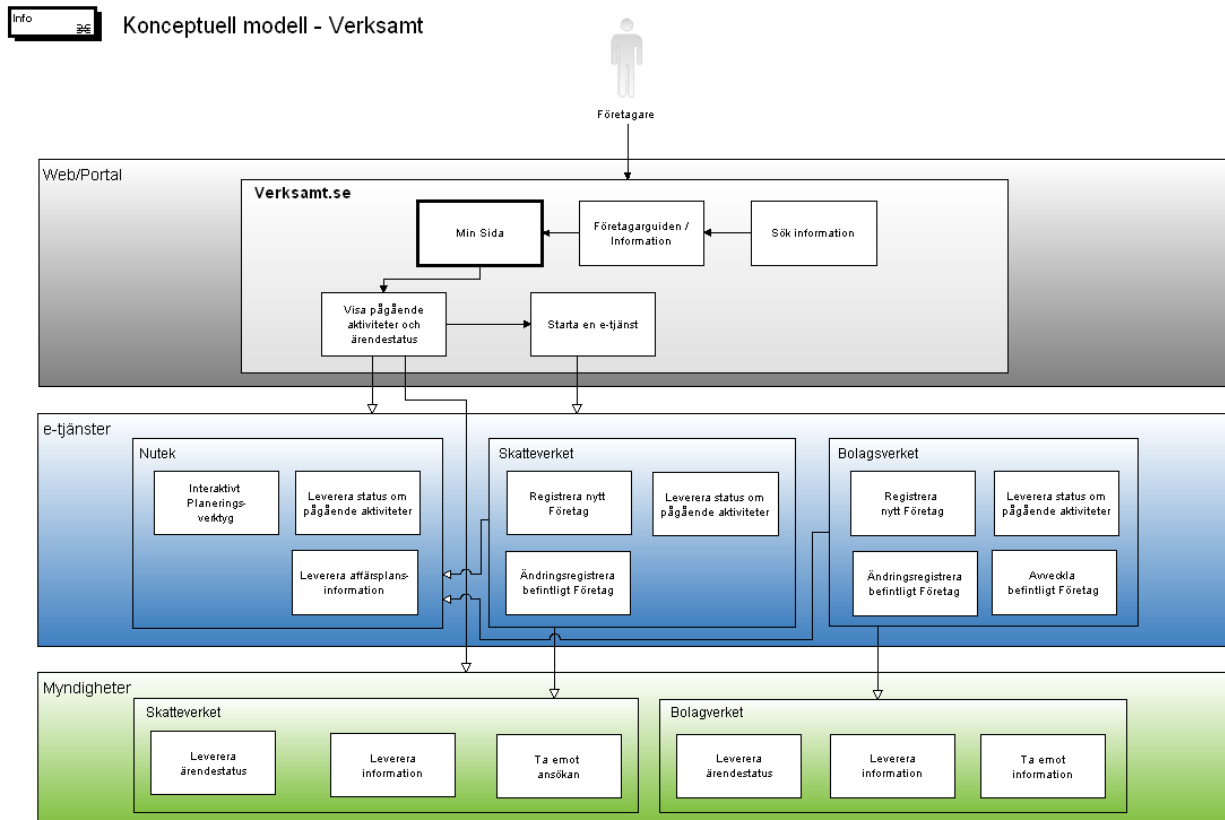


Figure 1: The image shows a conceptual model of the solution to June 2009. The model consists of 3 different layers: The website is the contact area and the joint point of entry for the entrepreneur to different e-services.

Starting points for the technical realization to June 2009

1. Underlying e-services are gathered together and are available via My pages.
2. The business plan that can be created in the planning tool is the information that can be reused and gathered by the e-services of the Swedish Companies Registration Office and the Swedish Tax Agency.
3. The portlet (e-service interface) of each authority is operated at the Company Registration Office.
4. The portlets of the authorities shall be as "thin" as possible, and communication to underlying function shall be done via WebServices.
5. LifeRay is the portal product we will be introducing in the entrepreneur website (verksam.se).
6. Statistical content will be handled in the CMS (Content Management System) of the website.
7. Login shall be done in place on the website with a valid e-identification, and underlying e-services shall be able to gather information about the logged-in user from the website.

8

Testing

An overriding testing strategy (see Appendix 12) has been developed, with the aim of giving a unified picture of the testing activities that should be carried out within the framework for the programme up until delivery in June 2009. The strategy also shows the dependencies between different systems and services, and how these are to be coordinated.

The testing activities include:

- **Beta testing**
Carried out to get an early indication of how the technical system testing environment works. A basic version with limited functionality of the different systems and services shall be installed in a joint system testing environment.
- **System integration testing**
The aim of the system integration testing is to verify the integration of interfaces and information flows between components included in the entrepreneur website verksam.se. All integral components from each project shall include complete functionality in accordance with the ambition for release in June 2009.
During this testing phase, testing will be carried out of the technical (non-functional) requirements drawn up, including load and performance testing.
- **Acceptance testing**
Testing of functional and non-functional requirements in a production-like testing environment to ensure compliance with the detailed product targets of the integral subsidiary projects.
- **User testing**
User testing of verksam.se will be carried out in conjunction with the acceptance testing. The results from these tests will be used as input to the planning of the next release of the entrepreneur website verksam.se (December 2009).

In order to carry out the planned testing activities, a joint system and acceptance testing environment will have to be set up, so that all services and systems can be tested together (interfaces and information flows). A prerequisite for starting the system integration testing is that each subsidiary project has passed function testing, integration testing, system testing (or similar, depending on testing model).

9 Legal issues

An investigation has been made into the legal prerequisites for an entrepreneur website run jointly by public authorities.

The website and the main processes shall be owned jointly by the Company Registration Office, the Tax Agency and the Swedish Agency for Economic and Regional Growth. This means that these authorities together own the decisions about the information to be shown, and how it is to be shown on the website. The collaboration shall, as far as possible, be designed to consist only of virtual co-location. If the collaboration was to be deemed to be integration of the operation of two authorities, a collaboration agreement is required. However, the assessment is that the jointly owned information according to the

proposal is not of such a character that it should be deemed a joint service, irrespective of how the responsibility for it is distributed.

9.1 Design of interfaces

When designing interfaces and information during the development phase, it is important that it is clear to the users who is to be responsible for different information sets and services, as the user perspective usually is crucial for what is regarded as co-location and integration respectively.

It is also important to design interfaces and routines for intermediate storage in different services, so that the electronic storage cannot be mixed up with a reception function, or the authorities' storage of documents. These issues should be dealt with in the different projects, and be followed up by the programme management.

During development, this should also be tested on users, which can be clarified in the testing strategy, for example.

9.2 Responsibility and management

The joint services are managed in accordance with a management plan to be drawn up for each management period in consultation between the participating authorities.

10 Usability and actionability

The website shall be developed so that it is useable in accordance with the guidelines described below. According to an often cited international standard in the area (ISO 9241:11), usability refers to the degree to which specified user groups consider that a system is fit for purpose, effective and subjectively satisfying for carrying out specific tasks.

The website, i.e. the IT system, shall support the actions of the users (Appendix 23). The IT system supporting, enabling and facilitating the execution of the system users' actions means that the system is supporting the users actions. This requires, among other things, that the IT system shall be simple to use and that the action repertoire is clear and easy to access. The definition of an IT system's actionability is as follows:

“The ability of an IT system, in an operational context, to carry out actions and thereby promote, enable and facilitate users to carry out actions both via the system and from the system, on the basis of its information.”

10.1 User-driven development

The website is being developed with user needs in focus. During the preliminary and definition phase of the programme, prototypes have been developed of different parts of the website (Appendix 15). The prototypes have been tested on the target group, both using so-called focus groups, and also using ordinary user testing (Appendices 16, 17, 18, 19 and 20). The concept for the website, the need for different services, phase division, navigation, etc, have been tested. The programme also has a reference group with business advisors, who participate in the development of the planning tool, among others. The programme also uses entrepreneurship researchers at the Stockholm School of Economics to capture the latest knowledge within the area (Appendix 21). Focus groups have been carried out with the help of Linköping University.

During the implementation phase, no prototype development is carried out. The users, business advisors, researchers and stakeholders participate in different tests of the portal being developed.

11 Scrutiny, follow-up, quality assurance

The development projects are scrutinized and quality assured by each authority responsible in accordance with their own methods and routines, i.e. the Portal project by the Companies Registration Office, Business information by the Agency for Economic and Regional Growth, Registration by the Companies Registration Office and Registration by the Tax Agency. This work includes safeguarding that the projects comply with both internal guidelines and guidelines for the joint project in terms of documentation and usability, and that they use prescribed development methods.

11.1 Architecture

In order to ensure that the architecture used in verksamst.se lives up to the requirements made, an architecture panel with participants from the various authorities has been formed. Its task is to handle and prepare collaboration issues and proposals for long-term solutions for verksamst.se.

Scrutiny of the selected architectural solutions has been carried out using so-called Proof of concepts. The architectural panel is responsible for the architectural scrutiny.

11.2 Legal issues

To ensure that verksamst.se fulfils the legal requirements and regulatory framework that apply to each authority, a scrutiny will be carried out by lawyers within each authority, as well as by an external expert on IT law. In addition, regular consultation with legal experts within the participating authorities is also carried out.

It is important to design interfaces and routines for intermediate storage in different services, so that the electronic storage cannot be mixed up with a reception function, or the authorities' storage of documents. These issues should be dealt with in the different projects, and be followed up by the programme management.