



Study on user expectations of a life events approach for designing e-Government services

Workshop on Public Services 2.0

carried out for the European Commission's unit "ICT for Government & Public Services", DG Information Society and Media in 2010

Brussels, 16 November 2010



The study provides a future vision of eGovernment, based on a life events approach, user expectations, Web 2.0 enablers and a Service Oriented Architecture paradigm

Research approach

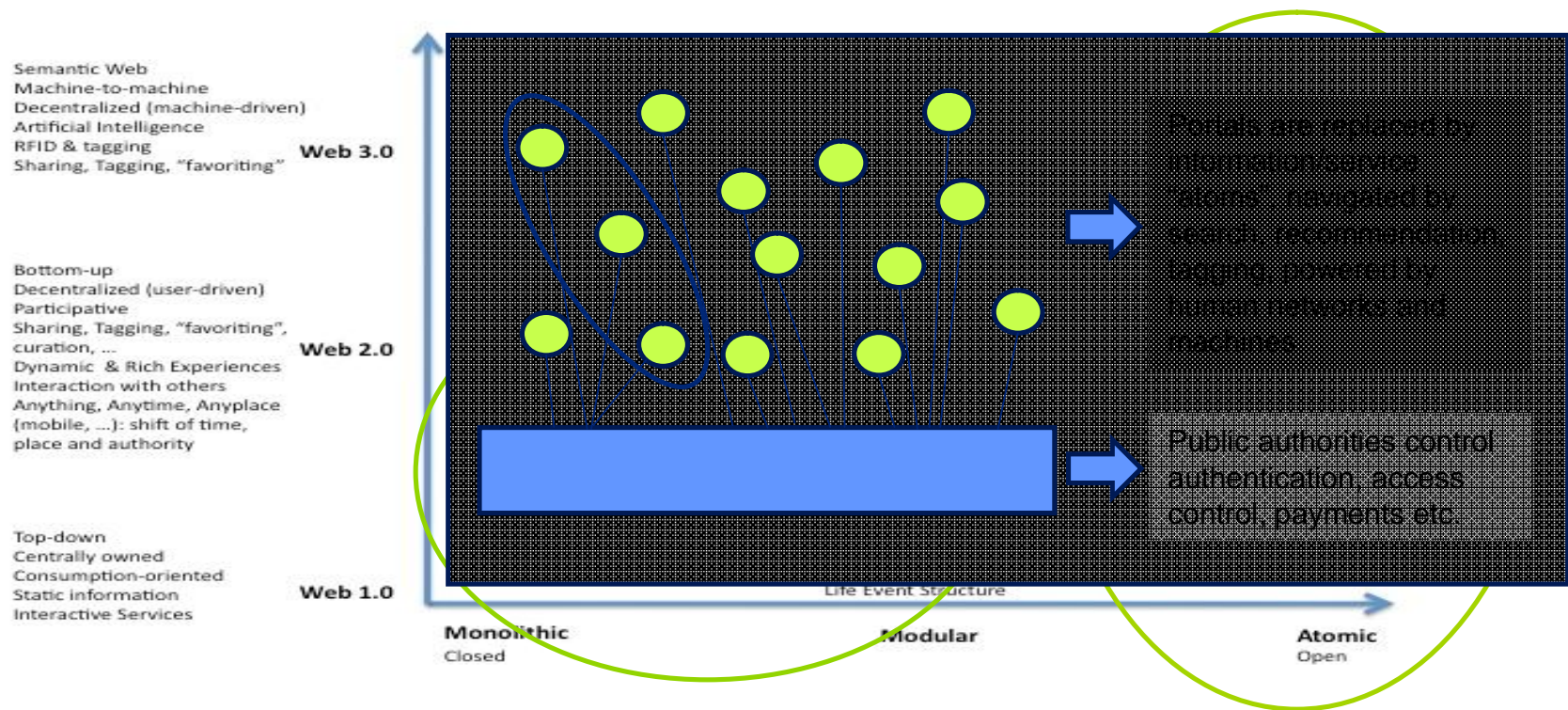
- > Phase 1: an analysis of existing approaches.
 - Desk research.
 - User experiments undertaken in a laboratory environment.
 - Scenario development.

- > Phase 2: an analysis of the potential Web enabled e-services.
 - User panel surveys.
 - Interviews with key stakeholders.

- > Phase 3: a definition of the potential architecture.

Analysis of existing approaches

Where is eGovernment now?



User experiments

How users behave

- Subjects used four distinct strategies to find information:
 - portal-only (22%), search-only (31%), portal-then-search (15%), and search-then-portal (26%);
 - 'portal-only' and 'search-only' were the most effective; 'search-then-portal' took considerably longer, the least effective strategy was 'portal-then-search';
 - time differences across strategies were consistent across questions;
- The 'portal' group took significantly longer to find the answers to questions;
- No strong differences across age groups, but level of Internet skills was significant;
- Subjects finding answers on private sector sites and Wikipedia answered questions more quickly than those finding them on government sites;
- **Subjects treated 'life events' in a disaggregated way, focusing on discrete tasks - an 'atomic' approach to information seeking that is not recognised in the current state of on-line provision.**

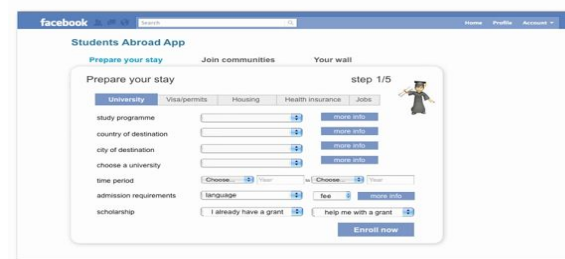
Scenario development

Future Web2.0 enabled eGovernment services

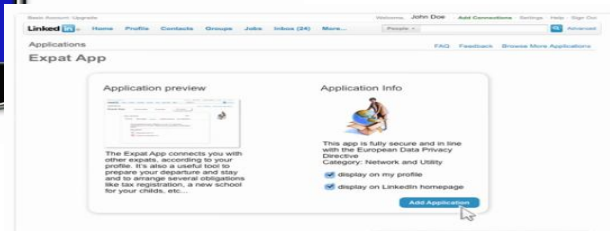
- Scenario 1: Stolen valuables
- Scenario 2: Studying abroad
- Scenario 3: Working abroad
- Scenario 4: Pandemic flu



You start the **Global Help Application for European Citizens** on your mobile phone....



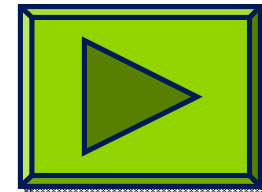
The first step is to prepare your stay.



So, you install the secure and personalized Expat App in your LinkedIn environment



You check out the new European Swine Flu App, consulting the latest news feeds in a message stream.



User survey

What users really want

- Positive tendency to adopt Gov 2.0 applications
 - People are willing to use and see value in using the Gov2.0 concepts;
 - Younger student target group is more critical;
 - There is a considerable positive impact of actual Internet / Web2.0 user behaviour and level of trust in the Internet.

- Utilitarian and pragmatic user perspectives
 - Top benefits = time savings, convenience, flexibility;
 - Crucial feature = handling all formalities using one single application;
 - User support for Open government, data.gov, collaboration with third parties.

Stakeholder consultation

What needs to be in place

➤ Key enablers:

- open government, workable technical and legal conditions, standards, machine readable information, Service-Oriented Architecture;

➤ Role of government:

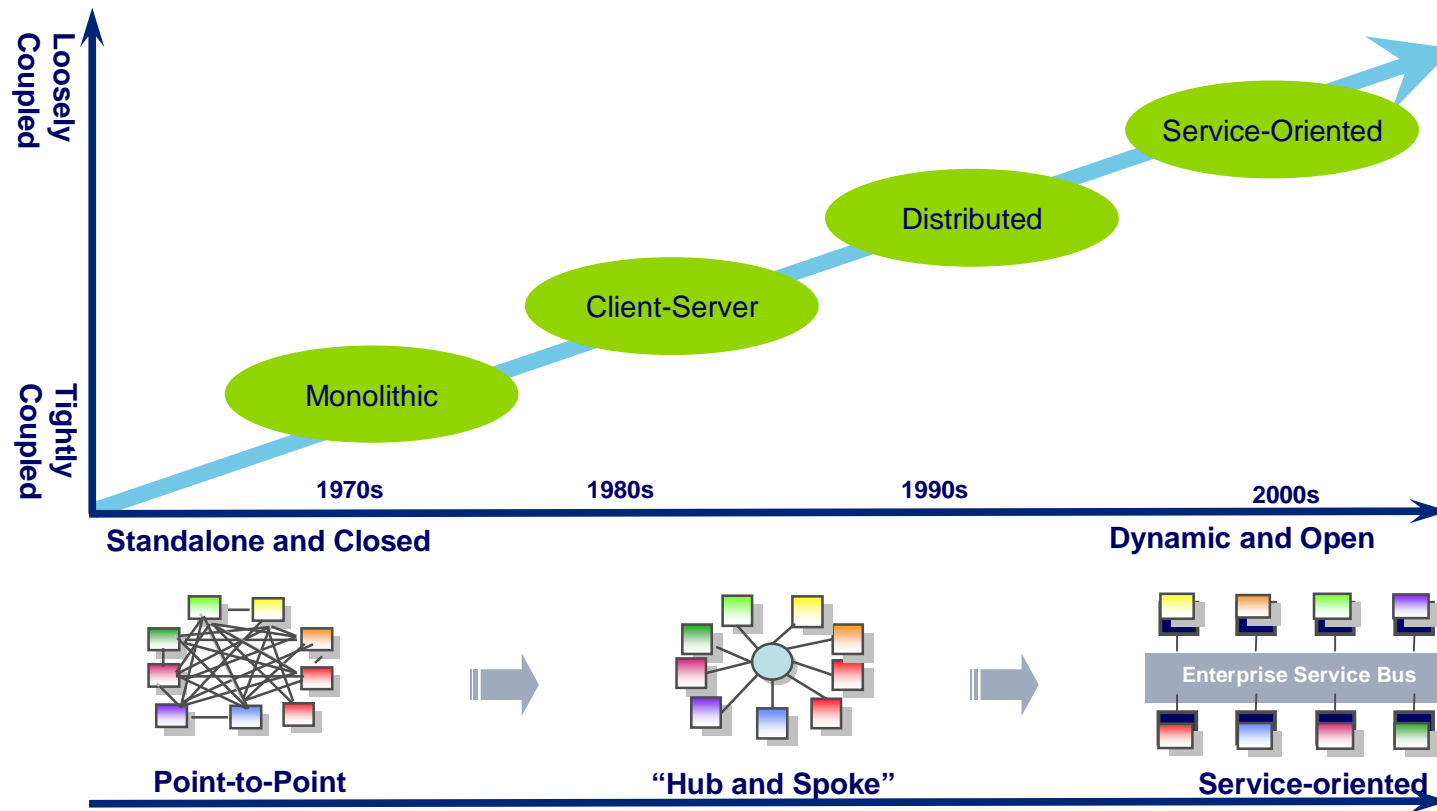
- develop strategy maps, efficient legal framework, pilots, open data, standards, economic incentives;

➤ Role of the private sector:

- develop the technologies, collaborate with public sector to develop new Web2.0 services

Service Oriented Architecture

SOA is the latest evolution in software architecture



What did we learn?

- The use of Web2.0 tools in eGovernment is still at an early stage;
- Life Events I approach: currently eGov portals organised around life events, these are not necessarily the most effective way to organise public eService delivery;
- Life Events II: users appreciate saving time with a services that provides full case handling, life events are a useful approach in order to provide mashed-up service
- Government has, in collaboration with the private sector, an important role to play in the strategy towards of Gov2.0;
- SOA is the design paradigm that enables the shift towards Gov2.0.

New Web 2.0 based models of public service delivery, developed by government agencies in co-production with third parties, have the potential to better meet user needs of online citizens.

Deloitte.