



Evidence-based support for the design and delivery of user-centered online public services



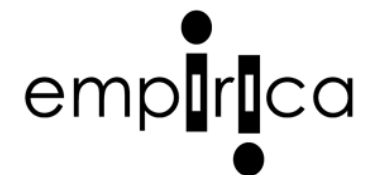
Towards Inclusive Online Provision of Public Services in European Cities and Regions

Prague, 14th October 2005

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THE NETWORK
OF MAJOR
EUROPEAN
CITIES



Background of the eUSER project

- The current focus in public online services development on supply-side measures seems to be misguided.
- “The user, the individual has to be placed at the centre of future developments for an inclusive knowledge-based society for all.” (IST Programme Work Plan, 2003)
- This requires better information on user characteristics, perceived needs, preferences, attitudes towards public services and online interaction.
- The diversity of user-side issues needs to be captured in a well structured way in order to better advise developers of public online services applications

Project objectives

- Prepare a state-of-the-art **resource base on user needs** in relation to online public services and on user-oriented methods for meeting these needs;
- Generate **robust new data** to assess user aspects of the demand and supply sides in Europe; and
- Use this resource base to **actively support the IST programme, projects, EU policy and eGovernment, eHealth and eLearning development in general** to better address user needs in the design and delivery of online public services.

Core research issue

“How well do existing eHealth, eLearning and eGovernment services meet user and potential user needs and preferences in Europe, and what can be done to ensure an optimal match in this regard”?

Research questions

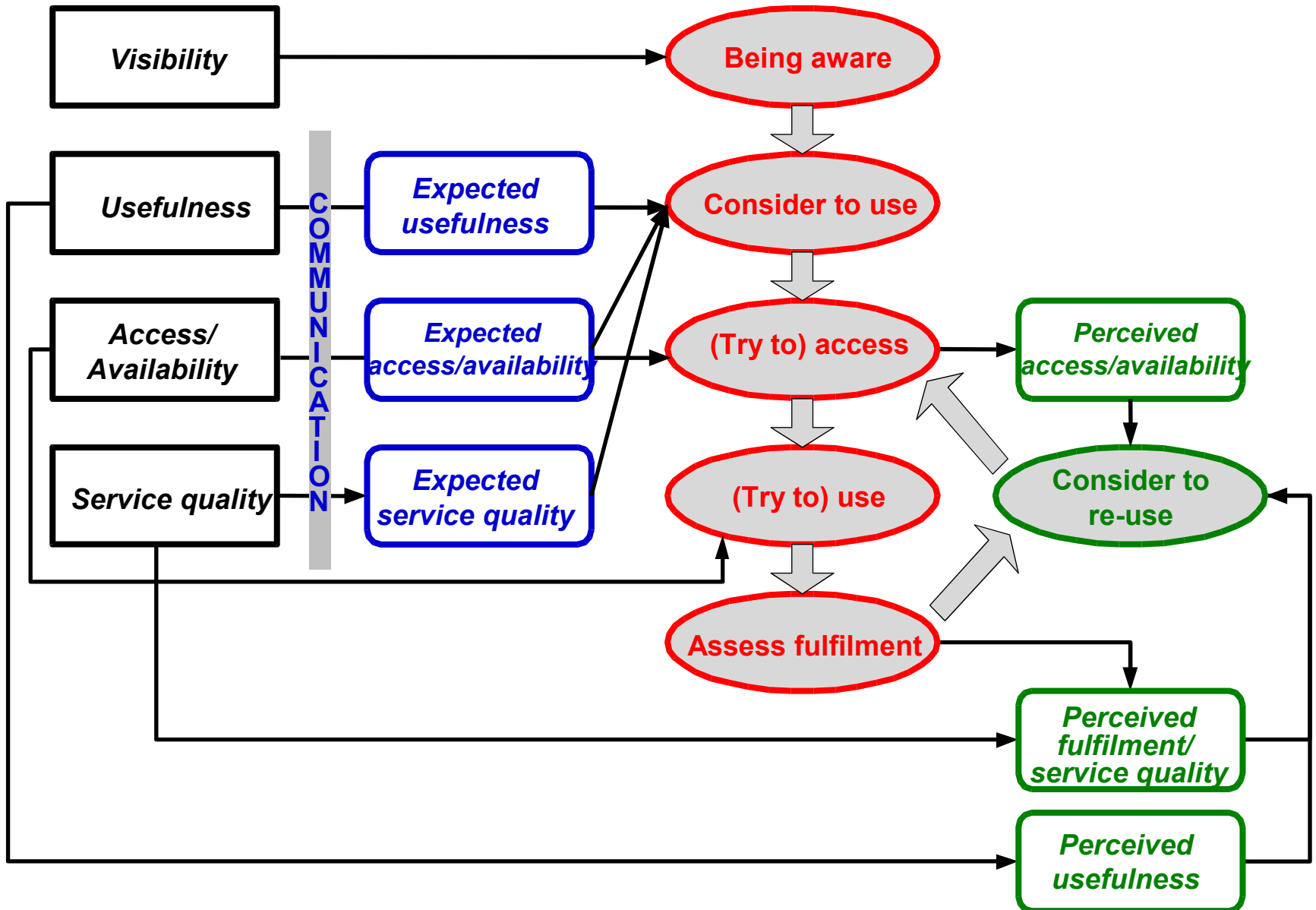
- What **relevance** do eHealth, eLearning and eGovernment have, at least in principle, for meeting the practical everyday needs of Europeans?
- What are the **preferences** of the population as regards online and other forms of service offering, and **how do these vary** across population sub-groups and contextual circumstances?
- What **factors** on the demand and supply sides **condition these preferences**?
- Are there **barriers** to usage of online services that are preventing their exploitation by those who could benefit from them?
- How well do the available online service offerings **meet the needs of users and potential users**?
- What **improvements** in online service offerings would encourage more and better usage?

SERVICE CHARACTERISTICS

USER EXPECTATIONS

ACTIVITIES

USER PERCEPTIONS



Outcomes: Online Knowledge Base

- **Statistics** from the eUser population survey 2005 in 10 selected EU member states including: DK, FR, DE, IE, IT, UK, CZ, HU, PL, SI with 10,000 successful interviews
- **Country Briefs** regarding eGovernment, eHealth and eLearning including Altogether 25 eUser Country Briefs are available in a common format, one for each member of the enlarged European Union
- **Good practices:** 21 cases in eGovernment, eHealth and eLearning
- **Country background for eServices** for all 25 EU member states as a searchable online knowledge base
- **User-orientation Profiles** of online public services for each of the 25 EU member states

The day today

START: 9:00 h

- Karsten Gareis, empirica GmbH: eUser Project
- Kevin Cullen, Work Research Centre Ltd: The eInclusion dimension
- Jaroslav Solc, City of Prague / Michiel van den Berg, Deloitte: Czech Cities Towards Information Society- Results from the LORIS and eCitizenship for All 2005 survey
- Good Practice examples (Chairman: Jeremy Millard, DTI):
 - Dr. Wolfgang Both: www.berlin.de – from city information to government e-services
 - Keld Borup: SelfKey bv Danish Customs and Tax Administration
 - Brendan Hughes: Vhi Healthcare Portal, Ireland
 - Bob Gann, NHS Direct Online
 - Ralf Kellershohn, APOLL – Alpha Portal Literacy Learning
- Expert and Plenary Panel - Future Policy Action/Intervention and Research Requirements, chaired by Garteth Hughes, eris@

END: 15:15 h



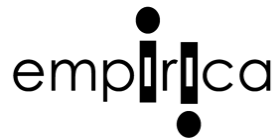
Thank you for your attention!

More information:



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