

User-Centricity

What It Means, How It Works, Why It's Needed

Interactive
policy brief

Issue 28/2021

**How Relentless Focus on End-Users Raises
Adoption and Delivers Better Services to Citizens**



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theLisboncouncil

Lisbon, Tallinn, Berlin declarations

Lisbon 2007

“Deliver eGovernment services that are easier to use and of benefit to all citizens by increasing **user centrality**, improving accessibility, convenience and user experience”



Tallinn 2017

“**User-centricity** principles for design and delivery of digital public services”

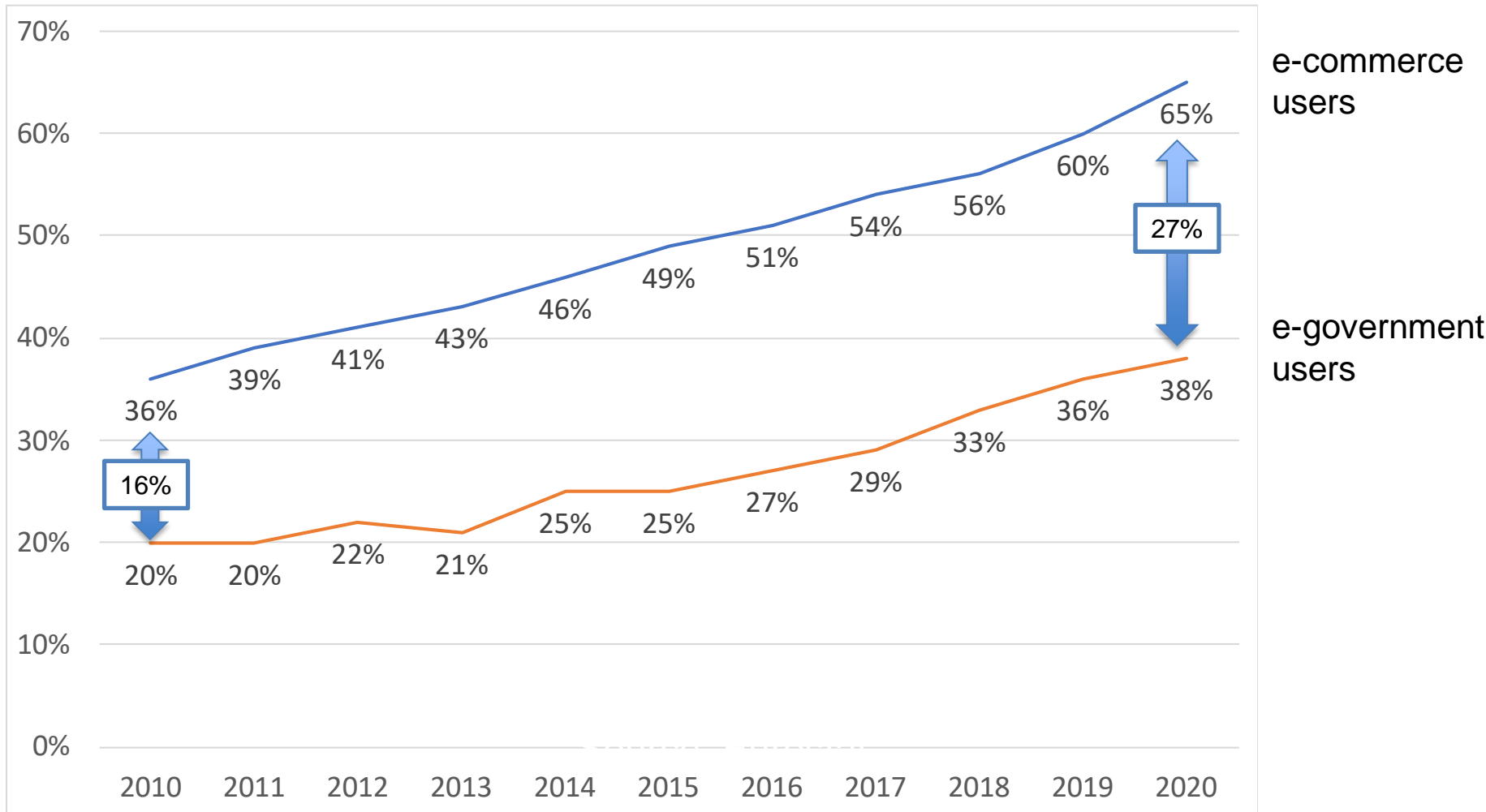


Berlin 2020

“To promote a **human-centred**, responsible and common-good oriented development and use of AI and other novel technologies in the public sector”

JUST DECLARE IT.

Mind the (growing) gap



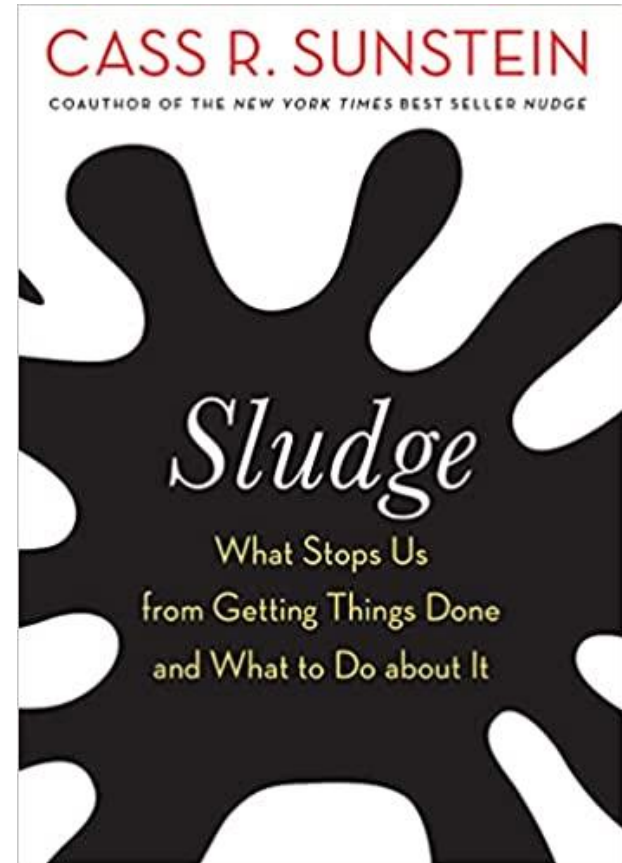
(source: Eurostat)

More than a slick interface

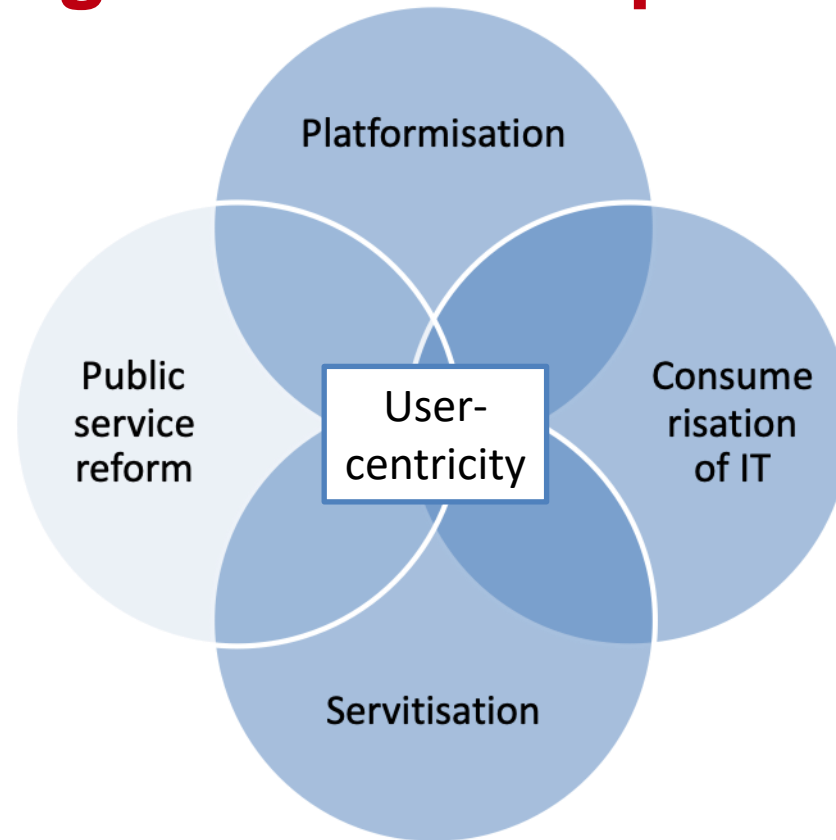
- Portugal social energy tariff
- Helps all eligible citizens, with proactive registration based on government data
- 763,319 families in 2020



“Confronted by sludge, people just give up – and lose a promised outcome: a visa, a job, a permit, an educational opportunity, necessary medical help”



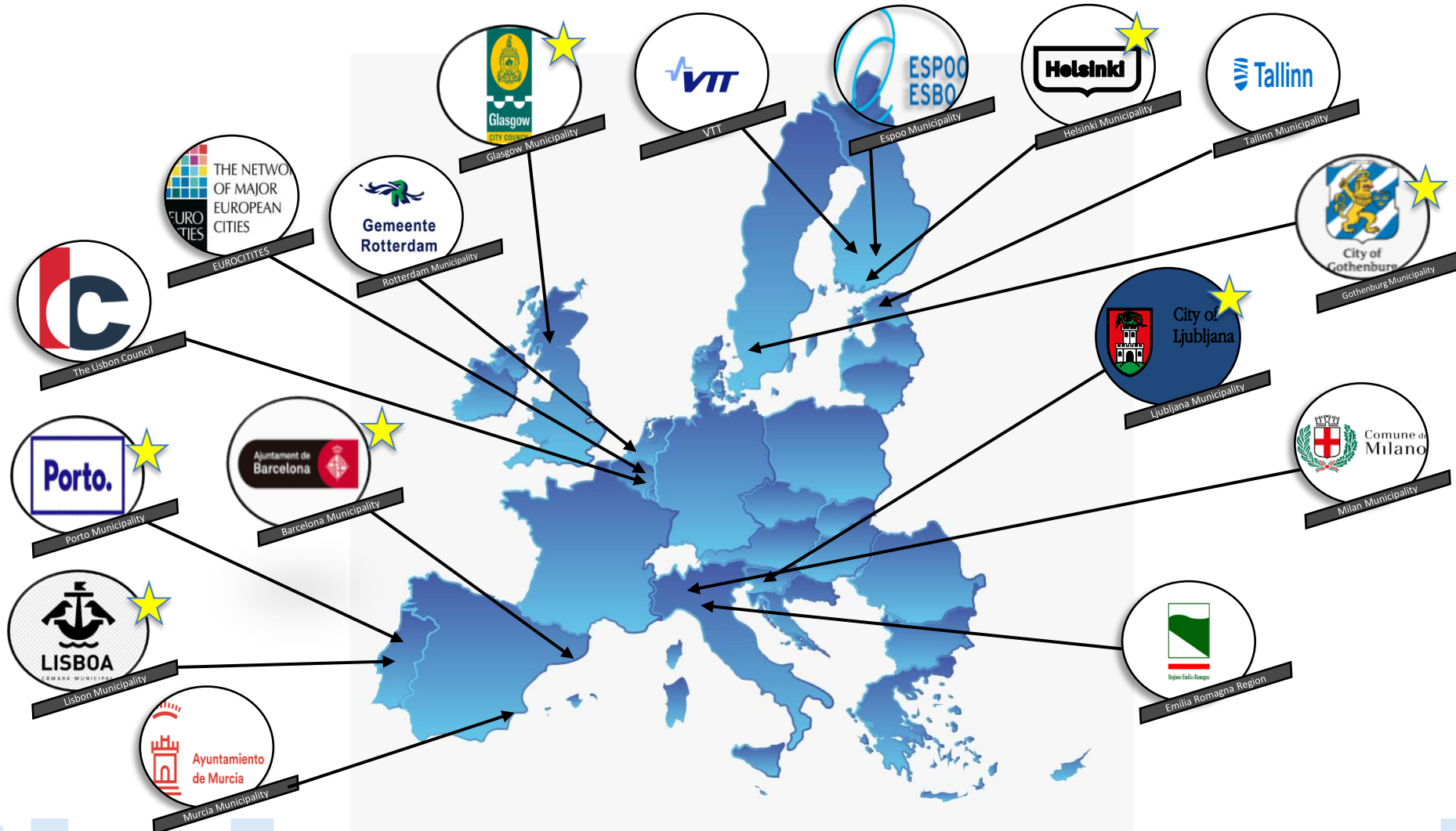
The Convergence of Multiple Trends



How to bridge the gap

- It's not rocket science
- Service design is mature and codified (service and user experience standards, academic disciplines and job profiles)
- A question of incentives:
 - Think local: cities have both the *incentives* and the *understanding* thanks to direct contact with citizens
 - Need for greater accountability and transparency mechanisms, as substitutes of market mechanisms

Cities on the move



Discussing lessons learnt and best practice

Ayuntamiento de Murcia

Digital and User Centred Experiences

- MiMurcia project: Your Smart, Open and Innovative City
Smart City Project ERDF Funded 8M – 2017
- Murcia Citizen App "TuMurcia"
- Murcia e-governance
- Murcia Data Platform
- URBAN DNA

LOCALIZA TU IDEA DE NEGOCIO

MyEspoo components

MyEspoo			
Self-service portal = Customers MyEspoo	Chatbot and wiki= Support tools for both customer and employee	Contact Center and workflow = Employees MyEspoo	Participation portal = Tools for participation
Portal collects e-services in one place and shows customer their own information and case status	24/7 service and digital support. Directs to customer service if needed	One system that includes Contact Center service channels, job-flows, CRM and reports	Participation opportunities are part of customers MyEspoo. For employees it's a separate tool from CC

Defining common indicators on

<https://discuss.usercentricities.eu/>

1. ENABLERS

1.1 Skills

- * The number of professionals with user experience / user research / service design skills
- * The number of ICT specialists employed by the local authority
- * The share of citizens with at least basic digital skills at local level (or national level, based on data availability)
- * Number of civil servants that received training in ICT
- * Total number of employees of the local authority
- * Any additional indicators (and sources)?

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1.2 Incentives

- * Does the local authority offer incentives for citizens to use digital services (such as lower costs for online)?
- * Does the local authority provide onboarding of citizens in digital services?
- * The number of citizens that received training on digital public service use

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Collapse all



Paola Russillo 29/09/2021 09:15 -



Measuring in number may be misleading as it depend on the size of the local authority. Maybe an indicator based on Yes/No related to the involvement of such professional in the process of designing services can be more significant



Jochem Cooiman 30/09/2021 10:38 -



Good indicator, would advise two others as well: 1. Percentage of professionals with UX experience on the total population (huge city with one UX specialist vs small village with one UX specialist) 2. Try to determine the quality of the people working on/with UX, the existence of (what number / percentage of) processes in which UX is mentioned. In the latter it of course matters whether or not the UX is executed during the process



Maarja Kõue 30/09/2021 17:07 -



In addition to the number there could be extra question whether in developing new services people with such expertise are involved.



Bjorn Dirkse 01/10/2021 14:53 -



also referring to the questions/suggestions above: what will be the (objective) indicator? who counts as "professional with skills"? will it? no diploma's, just experience. do we need a questionnaire to assess these things?



Marc Pérez-Batlle 09/11/2021 08:29 -



It also depends a lot on the city's service creation strategy. An IT department that completely outsources the creation of services is not the same as one that creates them in-house.

Roadmap to user-centricity

- Involve the local level from the early stages
- Use political clout not only for securing funding but also to enforce guidelines and standards
- Extend the European Interoperability Framework to include service standards
- Make the publication of metrics on the adoption of digital services compulsory
- Monitor, monitor, monitor