



User
Centri
Cities

The State of UserCentriCities

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The State of UserCentriCities

How Cities and Regions are Creating Better Digital Services
by Putting Citizens' Needs at the Centre

By Alice Iordache, Chrysoula Mitta, David Osimo and the UserCentriCities Community



Available to download at
<https://www.usercentricities.eu/>

13 Cities and Regions

Ajuntament de
Barcelona



Helsinki



Comune di
Milano



Generalitat
de Catalunya



REGION
KRONOBERG



Ayuntamiento
de Murcia

Co-creation with municipalities
(346 comments)

Revised version of the Tallin
declaration

39 Y/N Indicators in three pillars



ESPOO
ESBO



KYIV
DIGITAL



City of Rotterdam



City of
Gothenburg



MADRID



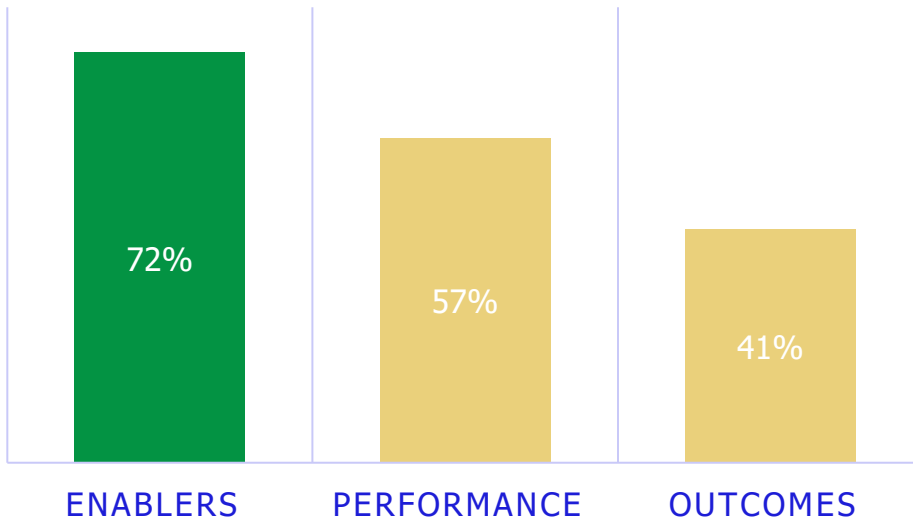
Tallinn

UserCentriCities Dashboard

<https://www.usercentricities.eu/ucdashboard>

USERCENTRICITIES DASHBOARD

■ Enablers ■ Performance ■ Outcomes



	1.1 - Skills	1.2 - Strategies	1.3 - Ecosystem	2.1 - Co-creation	2.2 - Supply of online services	2.3 - Usability	2.4 - Security and privacy	2.5 - Citizens redress and feedback mechanisms	3.1 - Adoption	3.2 - Reduction of burden	3.3 - Satisfaction	3.4 - Environmental impact
Barcelona city	2/4	4/6	3/3	0/5	3/5	3/4	3/3	2/2	0/2	0/2	0/2	0/1
Catalonia Region	4/4	4/6	3/3	1/5	4/5	3/4	3/3	2/2	1/2	0/2	2/2	0/1
Emilia-Romagna Region	3/4	3/6	2/3	0/5	2/5	2/4	2/3	0/2	2/2	0/2	0/2	0/1
Espoo city	3/4	3/6	3/3	1/5	3/5	2/4	3/3	2/2	1/2	0/2	1/2	0/1
Gothenburg city	4/4	4/6	3/3	4/5	0/5	3/4	2/3	2/2	1/2	1/2	1/2	0/1
Helsinki city	4/4	4/6	3/3	4/5	1/5	3/4	2/3	2/2	1/2	0/2	1/2	0/1
Kronoberg Region Reality Lab (Healthcare)	2/4	3/6	1/3	0/5	1/5	2/4	2/3	1/2	0/2	0/2	2/2	0/1
Kyiv city	3/4	5/6	3/3	2/5	1/5	3/4	2/3	2/2	0/2	1/2	2/2	0/1
Madrid city	2/4	4/6	3/3	2/5	3/5	3/4	3/3	2/2	2/2	1/2	2/2	1/1
Milan city	4/4	5/6	2/3	5/5	3/5	3/4	2/3	2/2	2/2	2/2	1/2	1/1
Murcia city	2/4	1/6	2/3	0/5	3/5	3/4	1/3	2/2	1/2	0/2	0/2	0/1
Rotterdam city	3/4	5/6	2/3	3/5	2/5	2/4	2/3	1/2	2/2	0/2	1/2	0/1
Tallinn city	3/4	5/6	3/3	2/5	3/5	3/4	3/3	2/2	2/2	0/2	2/2	0/1

Key Findings I

ENABLERS

- **SKILLS:** The vast majority of local authorities report that they employ in-house service designers, but it only 2 have a significant number of them (20). Average score: 75%
- **STRATEGIES:** The majority of local authorities have developed strategies and guidelines for making user-centricity happen. But still lack formal standards or adequate monitoring and enforcement tools.
- **ECOSYSTEM:** This sub-pillar is an area where cities and regions perform best, with an average score of 85%. (APIs, service modules like eID and startups/SMEs).

PERFORMANCE

- **CO-CREATION:** With a 37% score, local governments need to take decisive steps in taking co-creation to a higher level and make it an integral part of user-centric digital government.
- **SUPPLY and USABILITY:** The supply of services online remains very challenging for local authorities. only 6 provide the majority of services online, only 3 provide a proactive service. But progress in usability is visible.

Example: Rotterdam

Does the local authority have design guidelines valid across departments, including for instance standards or protocols for simple language?

↳ **Evidence:** Specifically for Simple Language, a whole group of colleagues working on this (NB, this is an intranet page): <https://rio.rotterdam.nl/Project/Duidelijketaal>

Yes

Key Findings II

- SECURITY AND PRIVACY: With an overall score of 77%, local authorities appear to take security and privacy issues seriously, also thanks to secure identification through national ID.
- REDRESS AND FEEDBACK: Average score 85%. Citizen redress mechanisms are rolled out consistently.
- ADOPTION: The data show an encouraging trend towards the increased adoption of user-centric services, with an overall score of 58%. But a minority monitor adoption systematically.

IMPACT

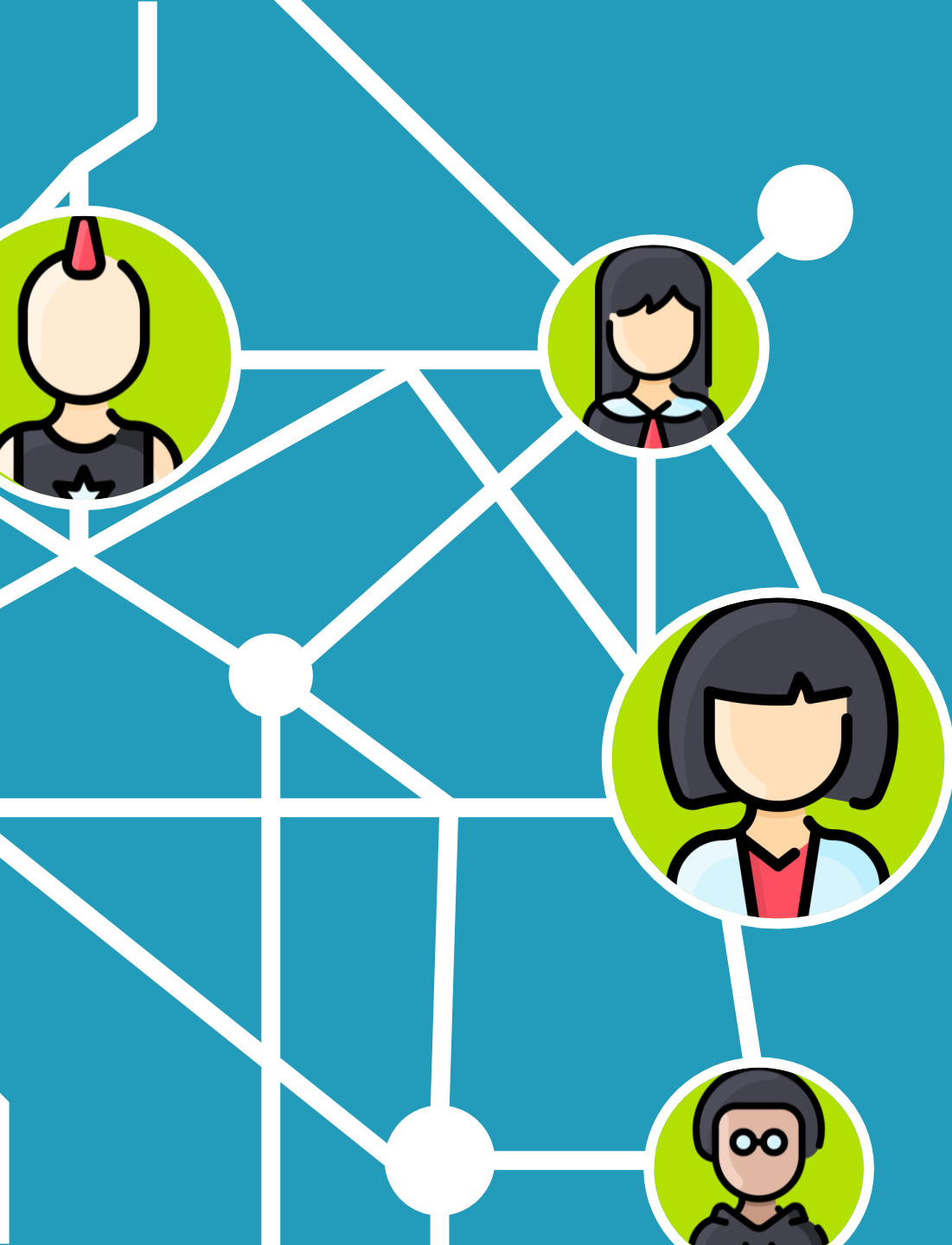
- REDUCTION OF BURDEN: One of the areas where cities and regions are less active, showing an average score of 19%
- SATISFACTION: Cities and regions in the dashboard are showing an increased interest in measuring user satisfaction with an average score of 58%. But only 5 report satisfaction levels above 80%
- ENVIRONMENTAL IMPACT: This indicator has the lowest score in the Dashboard with a 15% score.

Example: Espoo

Does the local authority measure the citizens' level of satisfaction with regards to the services' provision?

↳ **Evidence:** Espoo has decided to use NPS as the city-level practice to measure customer satisfaction since April 2020. Not all units have yet applied the city-level questions but have different indicators for customer satisfaction (such as four-scaled happy-or-not questions). NPS scores 2021 of different units vary from +10 to +92.





**For cities and regions
who would like to
complete the
dashboard, contact:**

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www.usercentricities.eu