MEETING OF THE EXPERT GROUP ON THE CITIZENS' INITIATIVE

IT developments – ECI website and OCS software
Agenda

ECI

ECI activities in 2016
ECI activities for 2017

OCS

OCS activities in 2016
OCS activities for 2017
Sneak preview of next OCS "Mobile" release
Agenda

**ECI**

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ECI activities for 2017

**OCS**

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Sneak preview of next OCS "Mobile" release
ECI activities in 2016

4 new releases covering:

• Business Continuity

• Improving the communication with the organizers (follow-up page)

• New statistic module
ECI new web site statistics module

( Available since August 2016)
ECI new web site statistics module

Average on a daily basis:

**967 visits, 895 unique visitors**

**2 min 36s** average visit duration

**59%** visits have bounced (left the website after one page)

**2.8 actions (page views, downloads, outlinks and internal site searches) per visit**

**2,409 pageviews, 1,745 unique pageviews**
ECI web site statistics

Device type

- Visits

- Smartphone: 19%
- Desktop: 76%
- Tablet: 4%
- Phablet: 4%
- Portable media player: 1%
- Others: 1%
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ECI activities for 2017

Focus on:

- Business Continuity
- Document management
- Translation workflow
- Communication with Organizers
- User Experience for the ECI organizer
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OCS activities in 2016

OCS 1.9 release delivered: Covering social media improvement

OCS User Experience study:
  • Improving the experience of the citizens and the organizers
  • Going to mobile
OCS activities in 2016

Some organisers feedback related to the Captcha usage:

"The obligation to use strong Captcha is discouraging some people to support the initiatives"

Commission position on Captcha:

• Applying Commission Implementing Regulation (1179 /2011)
• OCS implementation is using J-Captcha, The open source java framework for captcha which offers the required guarantee in terms of transparency and security.
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Implementation of the "mobile" version:

- **Better User experience for Desktop and Mobile version**
  - Public interface (Q2 2017)
  - Administration interface (Q4 2017)

- **Responsive web application designed for mobile devices.**
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Public interface: New journey proposal

Form

The user finds out about the initiative and access

Checks information on the proposed initiative (accomplishment, mission, end date, values, etc.)

Decides to support the initiative and to fill the form

Possible to view the conformity certificate (link)

Possible to change language version of all the information

The form can be integrated on the initiative website.

The form is available from the beginning of the decision making process.

Confirmation

Selects / changes the member (name, id, he/she comes from)

Fills the required fields (united & simplified)

Ticks checkbox to confirm that the information provided is correct and that he/she has read the privacy statement (it can be deployed with a click).

Fills in the accessible captcha

Submits the form by clicking Support

Receives confirmation of the process + Signature ID (on-screen & by e-mail)

Views the signature distribution map & the progress of the initiative

Users can agree to receive updates and stay informed

Follow me back to the initiative website (in case the user signs the initiative at the ECI website)

Share the statement support in social media networks, being able to edit the message.

Users receive information about the performance of the initiative to enhance awareness and engagement.

Confirmation is shown on the same screen. E-mail includes the signature ID. Users can agree to subscribe to updates on the progress of the initiative.
Design improvement's key points

The **user-friendliness** of a website really matters. Users should feel they **have the control** and experiment memorable experiences. Look & Feel
Functional simplification:
- Group steps according to task performed and information provided
- Layout as a pattern to reduce the curve of learning

Continuous feedback:
- Error prevention
- Setting up initiative

Task-oriented:
- Task-oriented dashboard to provide user awareness of the steps to set up the initiative
- Focus on calls to action by having one clear main task per page.
OCS new Public interface

Desktop

Common elements to ease process

Minimalist design, everything is essential

Provide help and extra information

Prevent and recover from errors

Mobile
OCS new admin interface

- Visible and available information
- Recognizable layout (no learning needed)
- Combination of guided process and freedom to choose steps
- Flexible and efficient process
Q&A