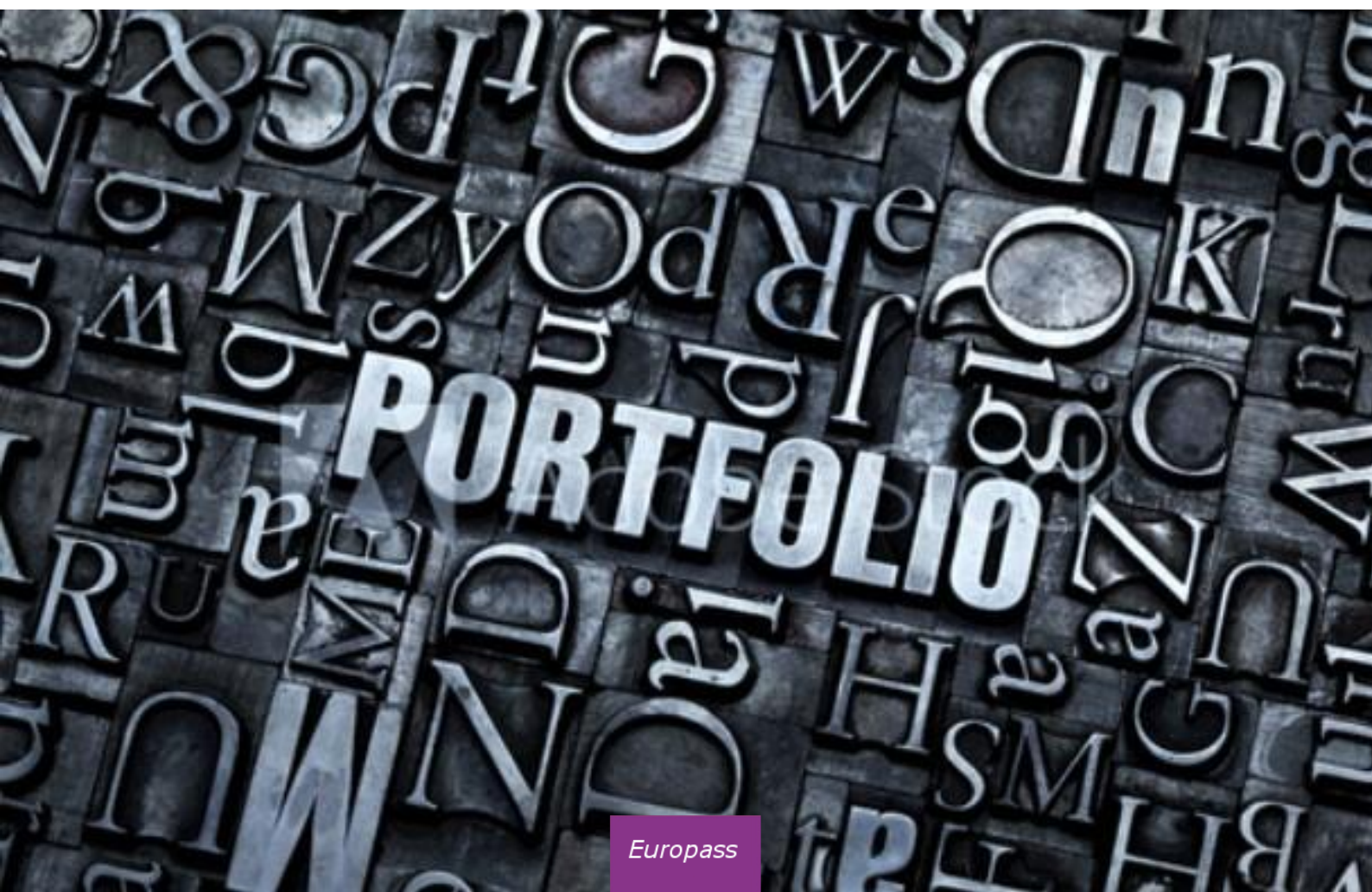


Europass User Approach

Document for the Second meeting of the Europass Advisory Group

13 December 2018



1 Purpose of the document

The paper sets out the approach to identification of **Europass users**, **user scenarios**, and **user testing** for the Europass e-Portfolio and tools. The user approach will inform development of the Europass Communication Strategy (scheduled for discussion in March 2019) and the Europass Content Strategy (See JAG-3).

The Europass Advisory Group is invited to give feedback on the proposed approach to user testing.

2 Europass Users

Article 1 (3) of the new Europass Decision outlines two categories of target users:

- (a) Individual end-users, such as learners, job seekers, workers and volunteers
- (b) Relevant stakeholders, such as education and training providers, guidance practitioners, employers, public employment services, social partners, youth work providers, youth organisations and policy makers.

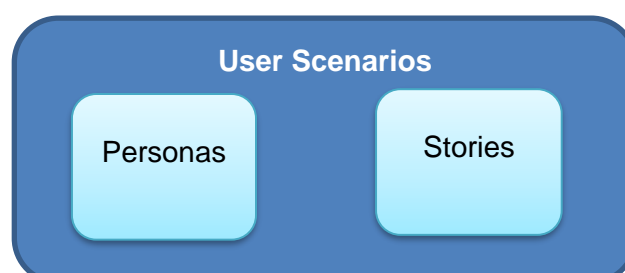
To develop the Europass user approach, these users have been refined further based on needs as follows:

- **Individual end-users** that use Europass to communicate their skills and qualifications (e.g. learners, job-seekers)
- **Facilitators** that use Europass in their activities to support individual users (e.g. guidance practitioners giving advice and information, employers recruiting personnel, education and training institutions issuing Qualification Supplements)
- **Recipients** that receive and process information on skills and qualifications (e.g. employers consider candidates for a vacancy, education and training institutions considering applicants for programmes)

3 Europass User Scenarios

Based on the user-types above, a number of **scenarios** have been developed to identify particular needs of *individual end-users* and to map how the particular user would engage with Europass. This approach is central to building Europass around user needs.

Each scenario is the fictitious **story** of a user completing an action or goal using Europass. The scenario focuses on *motivations* of a fictitious persona, sets context and outlines the *process* by which the user might use Europass.



The scenarios do not represent all possible users but are representative of the most common users. *Facilitators* and *recipients* scenarios are being developed separately for each of the elements planned for Phase 1.

The Commission is exploring how particular needs identified in the new Decision (needs of persons with disabilities (*Article 4 (2)*), older persons (*Article 6 (1) (c)*), and Third Country Nationals (*Article 3 (2) (g)*) will be incorporated within the scenarios.

Personas

Seven *individual end-user personas* have been developed. These are listed below. Personas are generally designed in a visual way (see *Annex 1*).

Persona	Goals
Daniel	<ul style="list-style-type: none"> Find an internship abroad, preferably in Ireland Gain professional experience in the field of Political Science Improve his English Learn about a new culture
Inês	<ul style="list-style-type: none"> Have new professional opportunities as a Java programmer Keep progressing professionally within her field of expertise Keep on learning new skills within her field of expertise
Tatiana	<ul style="list-style-type: none"> Be recognised as an expert in customer experience within her company Keep on growing at professional level Win more projects related to customer experience with potential clients
Carles	<ul style="list-style-type: none"> Be valued within the company Prove his experience as professional tailor Continue learning and acquiring new skills
Amin	<ul style="list-style-type: none"> Get his Youthpass recognising the skills acquired during his European Voluntary Service in Portugal Study a Bachelor of Arts in a university of his choice Continue acquiring skills through non-formal education opportunities such as youth exchanges and SVEs
Nicole	<ul style="list-style-type: none"> Run a sustainable family business (inherited from her father), maintain current clients and find new ones Prove her expertise as a plumber to current and potential clients Get her experience recognised
Caterina	<ul style="list-style-type: none"> Continue her research in the field of Gender Equality Find a grant that will cover her tuition fees and her life expenses during her Phd Get her expertise in Gender Studies recognised

Stories

Corresponding stories for each persona have been developed (See, as an example, the story for the 'Daniel' persona in *Annex 2*).

4 User Testing

User testing will be an integral part of the development of the new Europass platform.

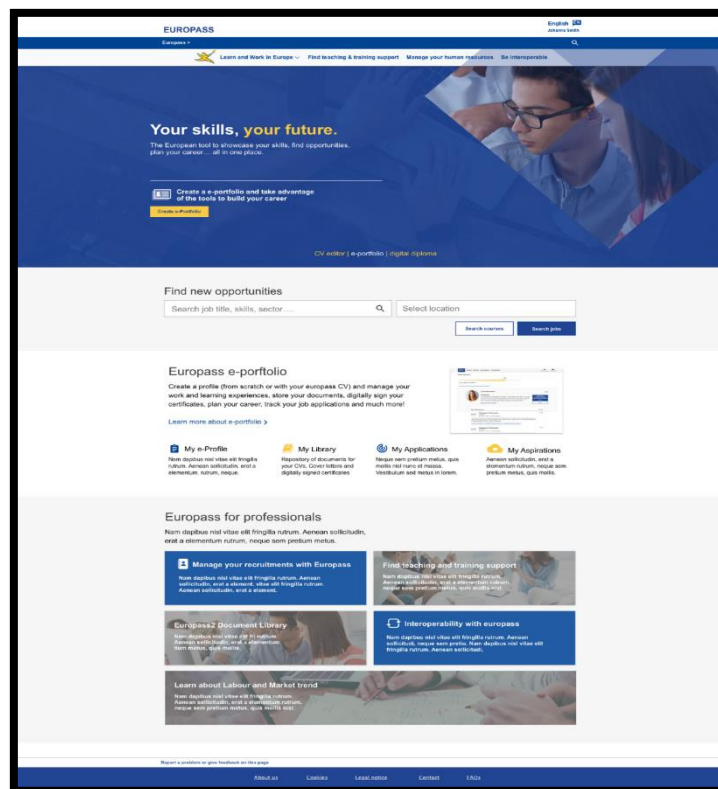
As development progresses, the Commission will schedule testing of **1) mock-ups**, **2) usability testing** of web-based tools and specific functionalities, testing of the **3) beta version** of the platform (scheduled for release in Autumn 2019), and **4) final user acceptance testing** of the Phase 1 launch.

All stages of testing will ensure representation of the diversity of potential Europass users, including differing skills levels, gender, ages and nationalities. The testing described below will be held in English. The Commission will also schedule testing of different language versions of the platform.

1) Mock-up Testing

Mock-ups are a visual representation of the elements of the platform.

Mock-ups demonstrate the structure and flow of the platform (though will not be interactive or have 'live' functionalities). See below a *draft* mock-up of the Homepage of the Europass platform as an example.



Mockup testing will commence from February 2019.

The Commission will distribute mockups to all national services and the Europass AG in February 2019 and will schedule a webinar for discussion of the mockups, as well as invite written feedback. National Europass Centres in particular will be encouraged to provide feedback considering their direct experience with Europass individual end-users.

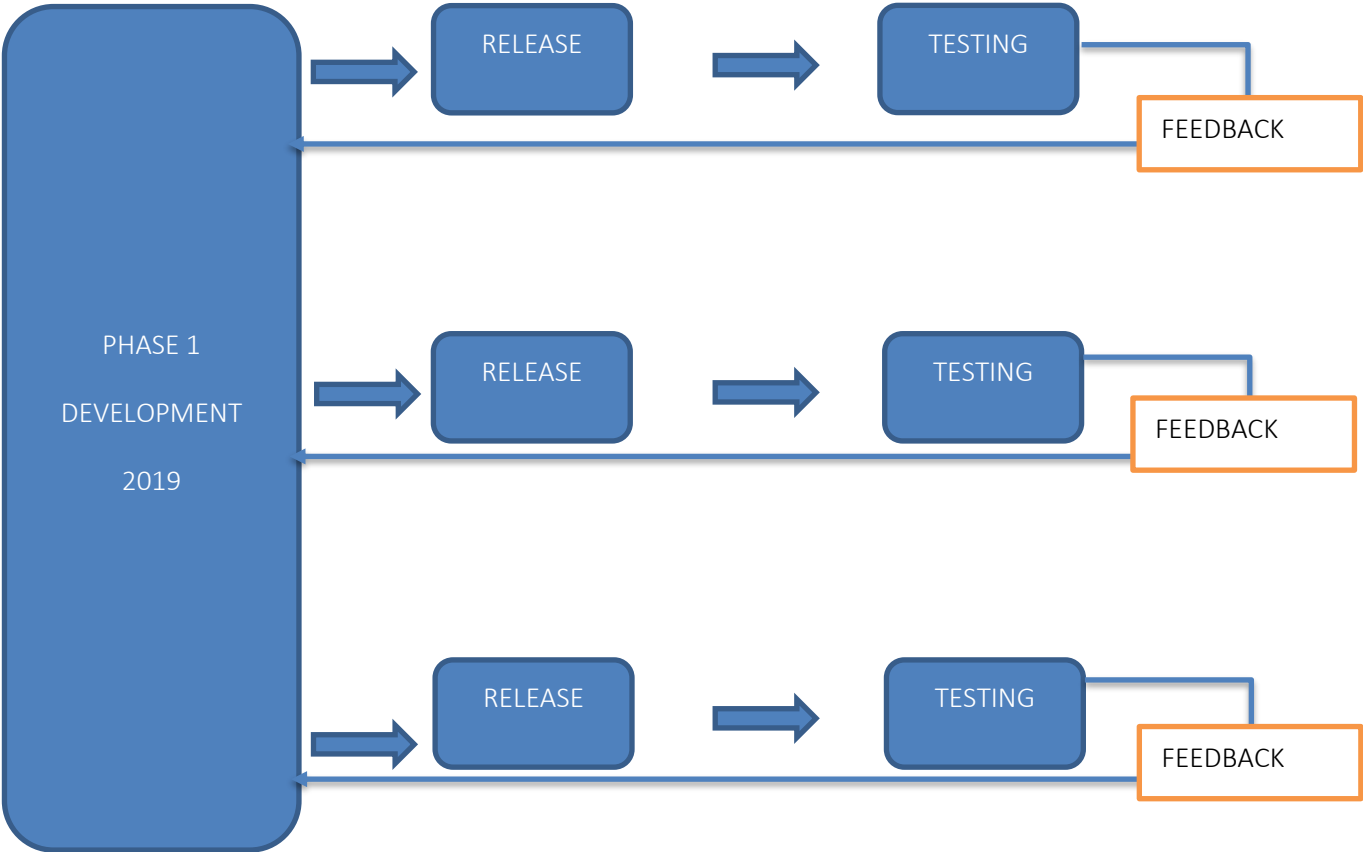
The mockups distributed in February 2019 will include the Homepage and elements of the Europass e-Portfolio (See JAG-2).

2) Usability testing

Usability testing will be arranged to test prototypes of the e-Portfolio, tools, or specific functionalities by users.

The development of the e-Portfolio and tools will occur in 'sprints' – meaning intensive periods of development of elements of the e-Portfolio followed by reviews and feedback. Following each 'sprint', a tool or package of functionalities of the e-Portfolio will be released for testing and feedback for the next development 'sprint'.

There will be releases of items for testing every 2 – 3 months during 2019. The functionalities to be released will depend on progress with development.



Users will complete a particular task and particular measures of success will be applied to each task: *successful completion of each task; time on task; errors, and subjective evaluation by the user on the task.*

For example, a release could include a test version of the Library and users will be invited to test storing a digital diploma in the Library, deleting documents from the Library, and attaching documents

from the Library to a job application. Users will receive instructions on the functionality to be tested, a link to the test version, and be invited to give feedback on their experience.

In accordance with the which states that the Europass AG and Member States will be actively involved in testing, the Commission proposes that testing is planned as follows:

- **Europass AG:** For each release, 10 members (7 participating countries and 3 stakeholder organisations) will be invited to test the functionalities. The Europass AG representatives may choose how to undertake the testing (undertaking the testing personally or coordinating with colleagues/experts). Each AG member will be asked to submit a summary of their feedback following a set of open and closed questions.
- **National services:** The Commission will consult with national services on how to co-ordinate testing with end users. The Commission will send an expression of interest to the national services, inviting (1) a representative of the national service to undertake testing, and/or (2) arranging for 4-5 Europass end-users to test the functionality. A minimum of 50 end-users should be invited to test each release through this process.

The Commission will also plan direct observation of testing by users with a user experience expert. In total, this will mean a minimum of 60 tests of each release including by Member States, stakeholders and end-users, in addition to the testing done by the Commission, and technical testing done by developers.

3) Beta testing

Beta testing will provide an overview of the user experience of the 'full' Phase 1 version of the Europass platform. The release of a beta version is planned for Autumn 2019 and this version will include as much of the Phase 1 elements of the e-Portfolio as possible.

It is essential that beta testing focus on the target audiences for Europass. Again, the Commission will co-ordinate with national services to arrange testing directly by end-users in participating countries. In addition, the Commission will arrange a testing 'event' where end-users are invited to participate in testing, observed by user experience experts, and provide feedback.

The Commission will also host a stakeholder 'unconference' event to coincide with the release of the beta version, which will be used to gather stakeholder feedback through practical workshops.

Members of the Europass AG will be provided with access to the beta version to provide high-level comments and feedback, and will also receive a report on all end-user testing.

4) User acceptance testing


User acceptance testing is the final stage in development. User acceptance testing will include a final verification that the Phase 1 platform will work in 'real-world' scenarios and that issues and feedback identified during the testing of the *beta* version have been resolved.

The Commission will organise user acceptance testing with end-users to undertake this final acceptance testing.

The Commission will present an overview of the feedback and issues identified during the testing of the beta version, the solutions developed and the results of the final testing to the Europass AG.

Annex 1

User Scenario



Daniel

"I would like to have international work experience"

ABOUT

- **Age:** 22
- **Nationality:** French
- **Occupation:** Unemployed
- **Education:** BA in Political Science

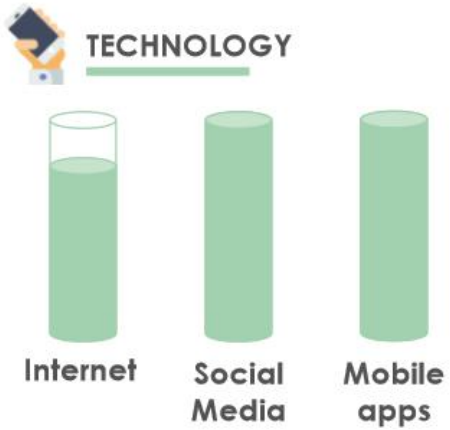
GOALS

- Find an internship abroad, preferably in Ireland
- Gain professional experience in the field of Political Science
- Improve his English
- Learn about a new culture

FRUSTRATIONS

- He does not know how to apply the knowledge acquired during his degree to the labour market
- He does not have a digital diploma to send to Irish employers
- He does not know where to find job opportunities for political science graduates

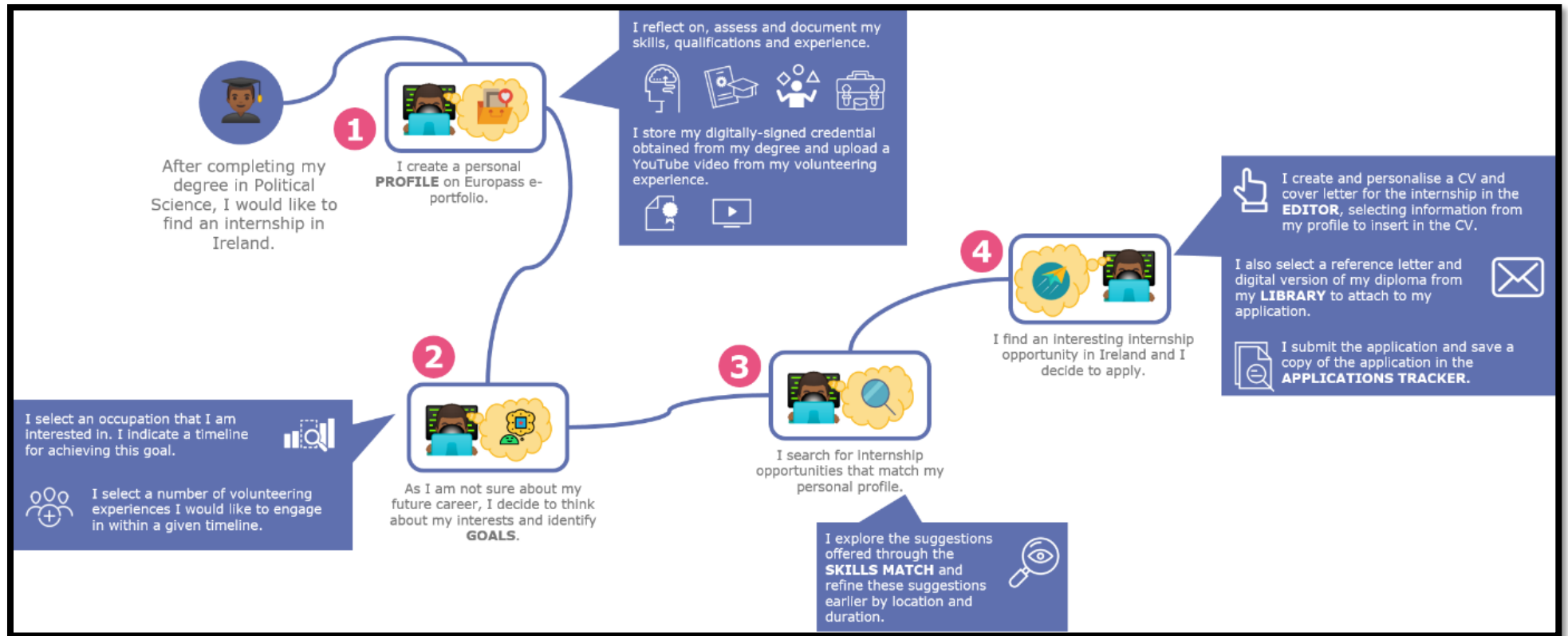
TECHNOLOGY



Technology	Usage Level
Internet	High
Social Media	Medium
Mobile apps	Low

Annex 2

User Scenario – Example Story



The purple text boxes outline how 'Daniel' would use the tools and information in the Europass e-Portfolio to meet his needs.