



# eGovernment Benchmark Usability Pilots

Pilots' results and validated framework proposal

## EXECUTIVE SUMMARY

Written by The Lisbon Council and Public.digital for the European Commission Directorate-General for Communications Networks, Content and Technology

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# eGovernment Benchmark Usability Pilots VIGIE 2020-0828

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## D4 Pilots' results and validated framework proposal

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## The European Commission

Directorate-General for Communications Networks, Content and Technology  
Directorates F: Digital Transformation and Directorate H: Digital Society, Trust & Cybersecurity  
F4: Digital Economy, Recovery Plan and Skills and H4: eGovernment & Trust  
Unit F.4 - Digital Economy and Skills  
Stefanos Kotoglou (Project officer for the eGovernment Benchmark data collection)  
Email : [CNECT-BENCHMARK-EGOV@ec.europa.eu](mailto:CNECT-BENCHMARK-EGOV@ec.europa.eu)

## Written by

Nathan da Silva Carvalho (The Lisbon Council - project manager and research associate)  
Email: [nathan.carvalho@lisboncouncil.net](mailto:nathan.carvalho@lisboncouncil.net)

## With contributions and reviewed by

David Osimo (The Lisbon Council)  
Cristina Moise (The Lisbon Council)  
Angeles Kenny (Public.digital)  
Gavin Freeguard (Public.digital)

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## Executive summary

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The eGovernment Benchmarking has become, over the years, not just a measurement framework but one of the main policy tools in digital government. As such, it needs continuous updating to stay relevant in a fast-changing context while keeping year-by-year comparability. In particular, indicators to measure usability were added over the last years but are now in need of updating and refinement. To define and pilot such indicators is the goal that the Lisbon Council and Public.Digital set out to deliver in the present study. To do so, the study started off by collecting the widest range of indicators, creating a long list of 97 indicators. This longlist was developed based on desk research, one to one interviews with 13 stakeholders and open discussion with 21 experts.

This longlist was then assessed based on the criteria of compliance with usability theory, alignment with policy priority, technical feasibility. Based on such assessment, the feedback of the Member States, and early mini-pilots, the list was drawn down to 20 indicators grouped in four areas: clear language, consistency and ease of use, speed and performance, help and support. Additionally, the decision was taken (based on expert interviews) to implement the methodology not on portals, as in the existing usability indicators, but on individual services. Such methodology was then deployed in three Member States (Czech Republic, Denmark, and Italy) by selected mystery shoppers (two per country) on 16 services (two per each of the eight life events). The Member States were selected based on the geographical balance and performance in terms of supply and demand of eGovernment services.

The data collection was then validated through cross-examination and analysis by members of the consortium. The final results were shared with the three Member States for early detection of possible mistakes. The results show high variability between the services and the Member States. The overall performance (a simple average of 54%) lies well far from the 91% EU average score of the existing benchmarking. Criteria-wise, speed and performance are the most advanced areas, with few problems detectable. Clear language shows a partially positive picture. Help and support, and in particular consistency and ease of use, are more problematic and show weaker performance.

Country-wise, Denmark appears more advanced, mainly thanks to its centralised approach in a consolidated portal. Mystery shoppers were adamant about the great diversity of interfaces in Czech Republic and Italy, compared to Denmark. This was also detected in the difficulty to identify the correct URL to analyse in the first two countries. The indicators, overall, proved effective. It seems feasible to introduce such indicators and measure usability consistently and robustly. However, not all indicators performed equally well. Some proved more controversial, leading to inconsistent measurement by the mystery shoppers. This issue was solved through reconciliation and validation, but in some cases, would require additional work before large scale deployment. The report includes final recommendations on future work to deploy new usability indicator

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