



# Next steps for the pan-European Mobility Portal

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# Goal of the pan-European Mobility Portal

- n** *Help EU citizens and enterprises to understand and perform the administrative procedures that are required to perform a particular cross-border activity by*
- n** finding the correct e-government information
- n** access the appropriate e-government services
- è** Challenge: determine the priority cross-border activities as part of the ex-ante evaluation



# What pan-European services are possible?

## n Four levels of sophistication:

- Level 1 **Information**: access to information about government services
- Level 2 **One-way interaction**: downloading of electronic forms, e-mail address for comments and queries, the government service is still completely done in a traditional paper-based way
- Level 3 **Two-way interaction**: submission of electronic forms, e-mail replies to comments and queries, the government service is still partially done in a traditional paper-based way
- Level 4 **Transaction**: electronic delivery of the government service, including payment, i.e. the service is done fully electronically
  - Level 4a **Single-integration transaction**: fully electronic delivery of the government service, i.e. the service is done completely electronically, based only on the *integration of applications within one single government entity*
  - Level 4b **Multi-integration transaction**: fully electronic delivery of the government service, i.e. the service is done completely electronically, based on the *integration of several applications across multiple government entities*



# What pan-European services are possible?

- n To provide truly integrated pan-European e-government services, MS will have to be able to offer e-government services at Level 4b of sophistication
- n April 2002 eEurope benchmark for e-government services:
  - most MS are still at Level 1
  - even MS that are at Level 4 provide only single-integration transactions
  - most MS do not yet have the technical infrastructure or the organisational framework to support multi-integration transactions
- è Conclusion: let's not be too ambitious
  - build a portal site that **refers** to
    - the **correct** e-government information
    - the **appropriate** e-government services
  - at the MS level, without necessarily integrating them across MS



# What does the portal user want?

n An answer to 2 types of questions:

- I want information on ...
- I want a service on ...

n I want information on ...

- find *correct e-government information*
- from the *correct sites*
- sequenced *in the correct order*

n I want a service on ...

- access *appropriate e-government services*
- from the *correct sites*
- sequenced *in the correct order*

è Solution: **task-oriented access**



# Example of a task-oriented portal

The screenshot shows the Mass.gov website interface. At the top, there is a navigation bar with the Mass.gov logo, a search box, and links for home, getting things done, agencies, elected officials, and help. Below this is a secondary navigation bar with categories: home & health, doing business, work & education, having fun, getting around, and your government. A sub-navigation bar lists: getting started in massachusetts, resources to help you succeed, and taxes, licensing, and regulations. The main content area features a sidebar on the left titled 'I want to...' with a list of links: Do business as a corporation or other entity, Know about tax and employer obligations, Know about rules governing the workplace and employers, Know about regulation and licensing of businesses and professions, Finance my business, Find a licensed professional or firm from whom to purchase goods or services, and Find or train employees. The central content area is titled 'getting started in massachusetts' and contains two paragraphs of text. The right sidebar is titled 'RELATED LINKS' and lists: Why locate in Massachusetts?, Guide to starting a business in Massachusetts, Secretary of the Commonwealth Corporations Division, Department of Revenue Online Registration, and Massachusetts Department of Economic Development. The Massachusetts state seal is visible in the bottom left corner of the page.

Mass.gov • home • get things done • agencies • elected officials • help

SEARCH

home & health | doing business | work & education | having fun | getting around | your government

▶ getting started in massachusetts | ▶ resources to help you succeed | ▶ taxes, licensing, and regulations  
▶ business with the government

### I want to...

- [Do business as a corporation or other entity](#)
- [Know about tax and employer obligations](#)
- [Know about rules governing the workplace and employers](#)
- [Know about regulation and licensing of businesses and professions](#)
- [Finance my business](#)
- [Find a licensed professional or firm from whom to purchase goods or services](#)
- [Find or train employees](#)

## ▶ getting started in massachusetts

Whether you are based outside of Massachusetts and wish to do business here, or you are just getting started as a Massachusetts-based business, this is the place for you to learn about resources Massachusetts has to offer and about important obligations you may have once you begin doing business here.

If you would like to contact a Project Manager for one-on-one assistance, call the [Massachusetts Office of Business Development](#) at 1-800-5-CAPITAL. They help new and existing businesses cut through red tape and secure available support from a wide variety of both public and private sources.

### RELATED LINKS

- [Why locate in Massachusetts?](#)
- [Guide to starting a business in Massachusetts](#)
- [Secretary of the Commonwealth Corporations Division](#)
- [Department of Revenue Online Registration](#)
- [Massachusetts Department of Economic Development](#)



# How to provide task-oriented access?

## n French proposal:

- architecture for the Mobility Portal based on a *Middle Office*, that will use a *Unified Data Model* consisting of *Elementary Information Blocks*
- the Mobility Portal determines the correct sequence of Elementary Information Blocks by taking into account the *user's profile* and the *user's information/service needs*
- the underlying services are “automagically” integrated by *securely exchanging data* based on the Unified Data Model

## n Similar to proposal in CSC study:

- use an “*answer wizard*”, where the user by answering a sequence of questions would be offered a *checklist* of information to read and services to use in order to perform a particular cross-border activity

**N** requires a degree of integration and interoperability between MS that does not exist and will not exist anytime soon





# How to provide task-oriented access?

n However, it must be possible to build an architecture

- that can evolve in *incremental steps* towards the goal of providing *task-oriented access* to pan-European e-government information and services
- that can take into account the *user's profile* and his or her *information/service needs*

è Build a portal site that **refers** to

- the **correct** e-government information
- the **appropriate** e-government services

but that *gradually* becomes more *task-oriented*  
static listing


à static task-oriented listing

à dynamic task-oriented listing





# At present: static listing

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## Enterprises

### Austria: Setting Up

 View this information in the same language for:

**General Links**

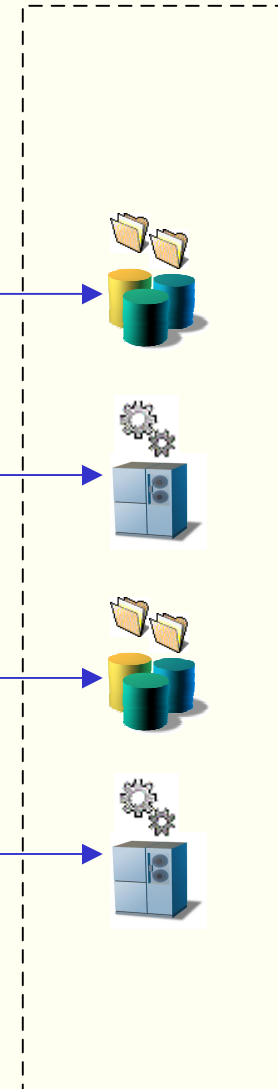
- [Help-Service for entrepreneurs](#) (de)

**Specific Links**

- [Considerations for Establishment of a Business](#) (en)
- [Choice of legal structure](#) (en)
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- [Limited Liability Companies](#) (de)
- [General Partnership with a limited liability company as the general partner](#) (de)
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## Member state





# At present: static listing

## n Navigation used:

- the portal uses a navigational structure for citizens and enterprises based on pan-European common life events/business episodes

## n Content offered:

- short introductory text in the user's own spoken language
- **static** listing of hyperlinks to information and services
  - not adapted to the user's profile and his information/service needs

## n Translation required:

- short introductory text must be made available on the portal in all official EU languages



# Static task-oriented listing

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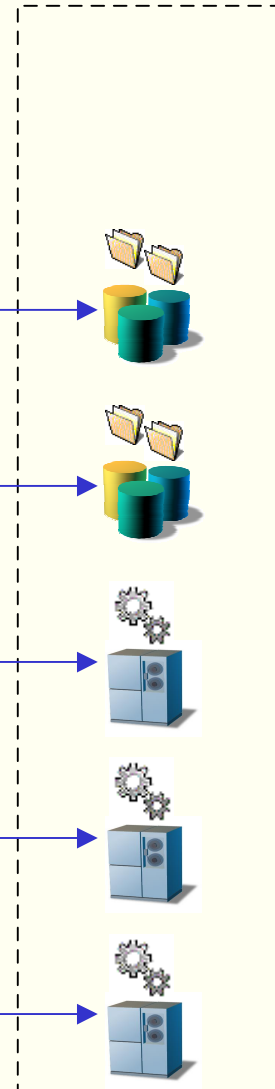
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## Member state





# Static task-oriented listing

## n Navigation used:

- the portal uses a navigational structure for citizens and enterprises based on pan-European common life events/business episodes

## n Content offered:

- a **script**, in the user's own spoken language, telling him exactly what information he can read and what service he can use
- **static** listing of hyperlinks to information and services
  - not adapted to the user's profile and his information/service needs
  - but task-oriented, since the user is now clearly told what to do first and why

## n Translation required:

- the script itself, and the short texts accompanying each of the script steps, must be made available on the portal in all official EU languages
- the information or service being pointed to should be accessible in the native language of the MS and at least 1 other official EU language



# Landing page

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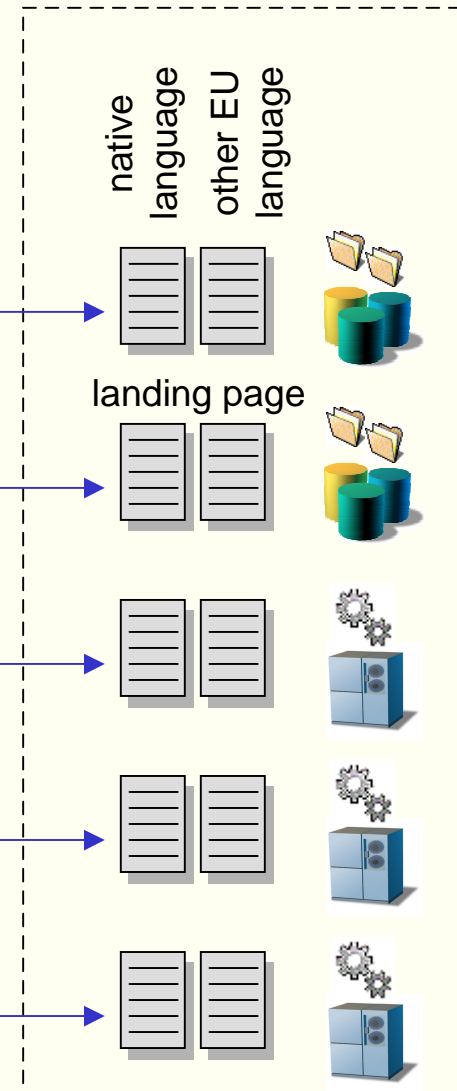
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## Member state





# Landing page

## n Landing page:

- single page on the external site being pointed to by the portal
- is specifically written to welcome a general user coming from the portal
- describes:
  - the range of information available at the external site
  - how to use the e-government service offered by the external site

## n Translation required:

- landing page should be offered in the native language of the MS and at least 1 other official EU language
- it is up to the MS to decide whether any further pages beyond this landing page are also offered in this other official EU language



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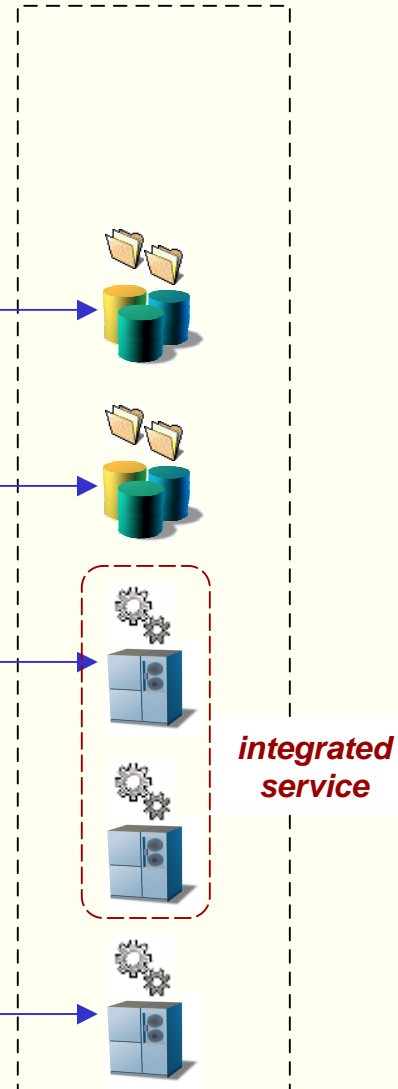
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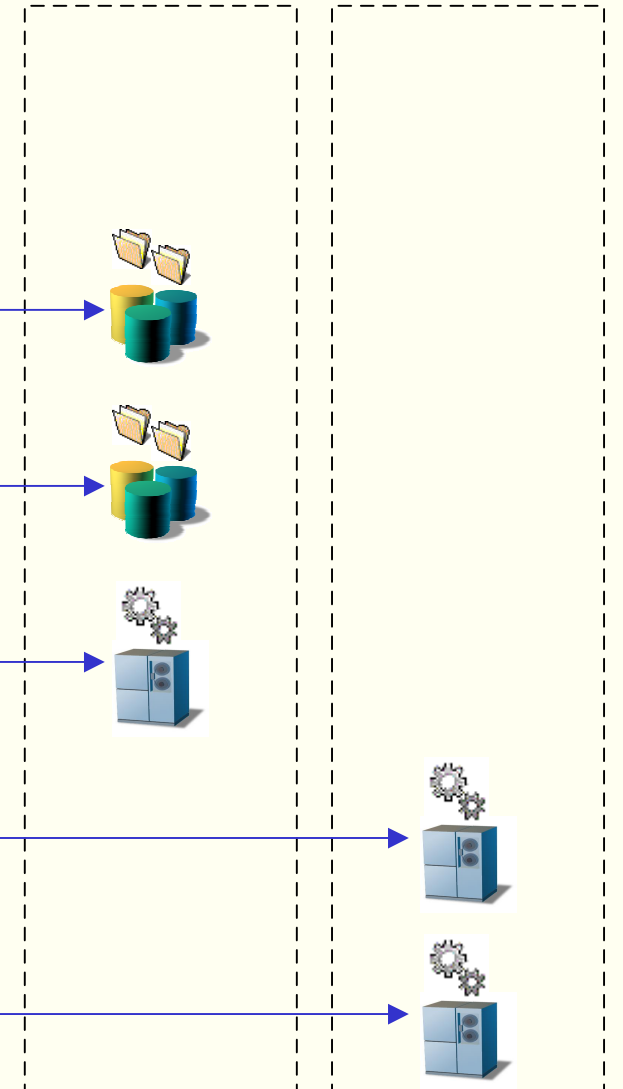
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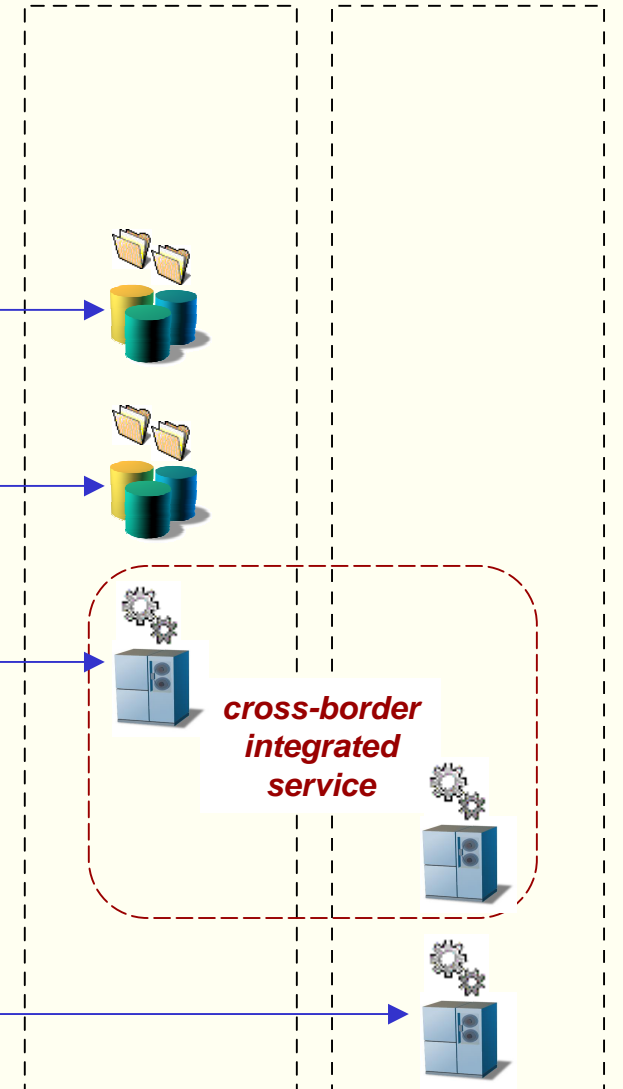
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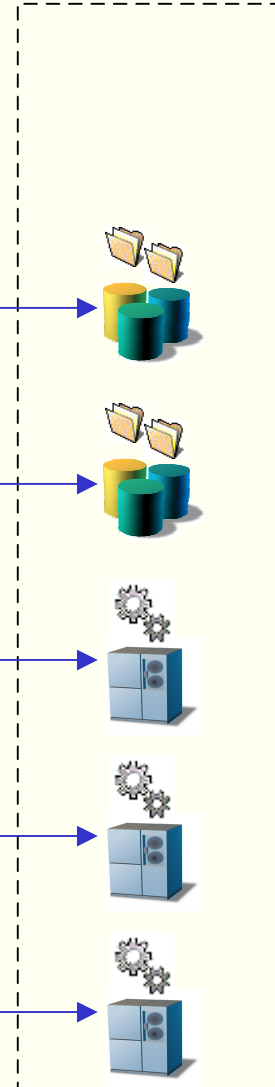
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## Member state





# Dynamic task-oriented listing

## n Navigation used:

- the portal determines who the user is and what his needs are by asking the user a number of simple questions

## n Content offered:

- a **generated script**, in the user's own spoken language, telling him exactly what information he can read and what service he can use
- **dynamic** listing of hyperlinks to information and services
  - adapted to the user's profile and his information/service needs
  - and task-oriented, since the user is still clearly told what to do first and why

## n Translation required:

- the script itself, and the short texts accompanying each of the script steps, must be made available on the portal in all official EU languages
- the information or service being pointed to should be accessible in the native language of the MS and at least 1 other official EU language



# Dynamic task-oriented listing

## n Generated script:

- a script step must be defined in a *generic* way
  - à can be re-used in different scripts, adapted to the user's profile and his information/service needs, i.e. script steps have to be able to be sequenced together into different scripts.
- a script step will have to contain additional *meta-information*
  - à will allow a back-end "*reasoning engine*" in the portal site to select the appropriate steps, and sequence them in the appropriate order, in order to generate a script that will satisfy the requirements of the user's profile and his information/service needs.



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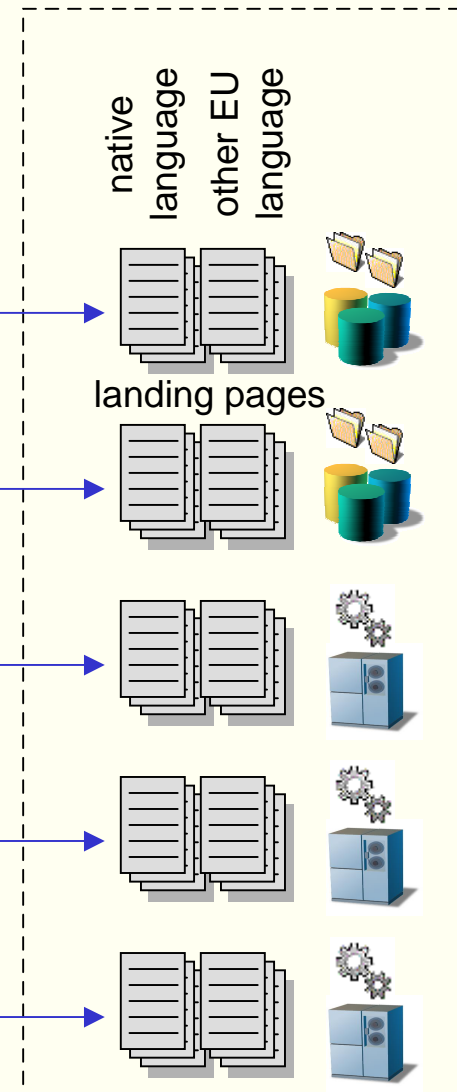
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# User-specific landing pages

## n User-specific landing pages:

- multiple pages on the external site being pointed to by the portal
- are specifically written to welcome specific users coming from the portal
- describes:
  - the range of information available at the external site
  - how to use the e-government service offered by the external site
- in a way which is adapted to:
  - the user's profile
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## n Translation required:

- landing pages should be offered in the native language of the MS and at least 1 other official EU language
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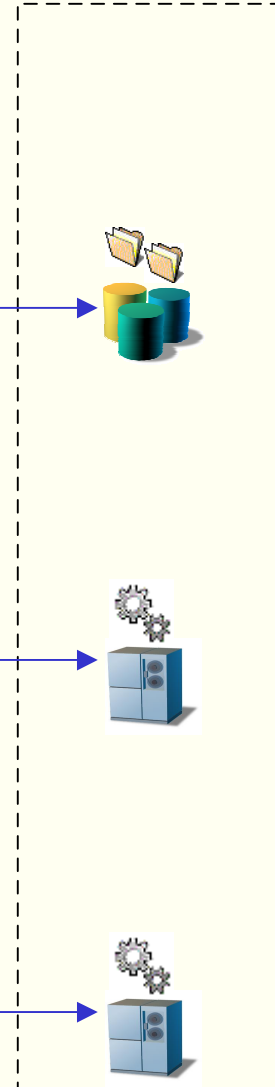
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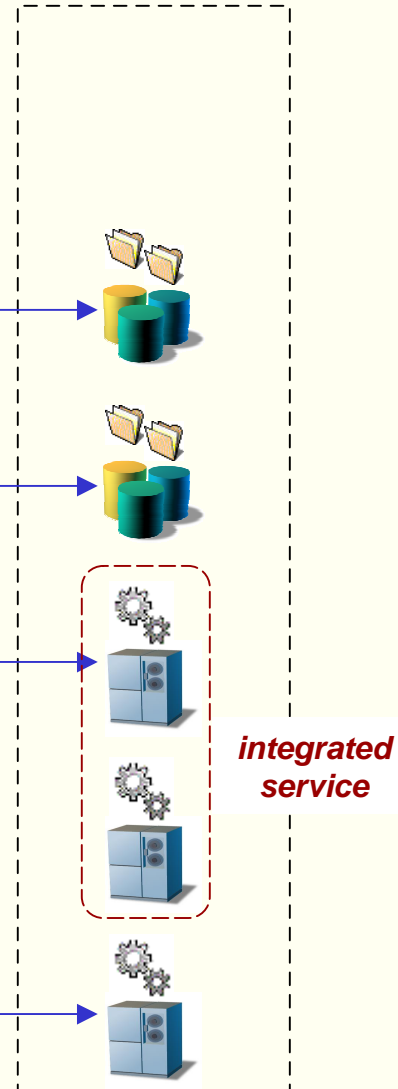
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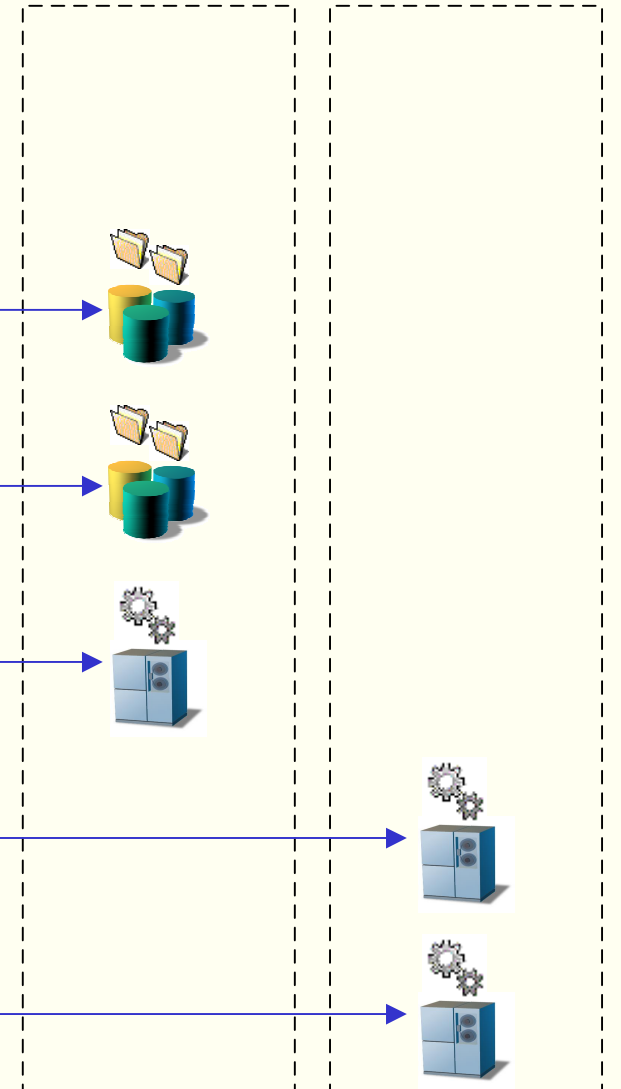
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## Member state X Member state Y





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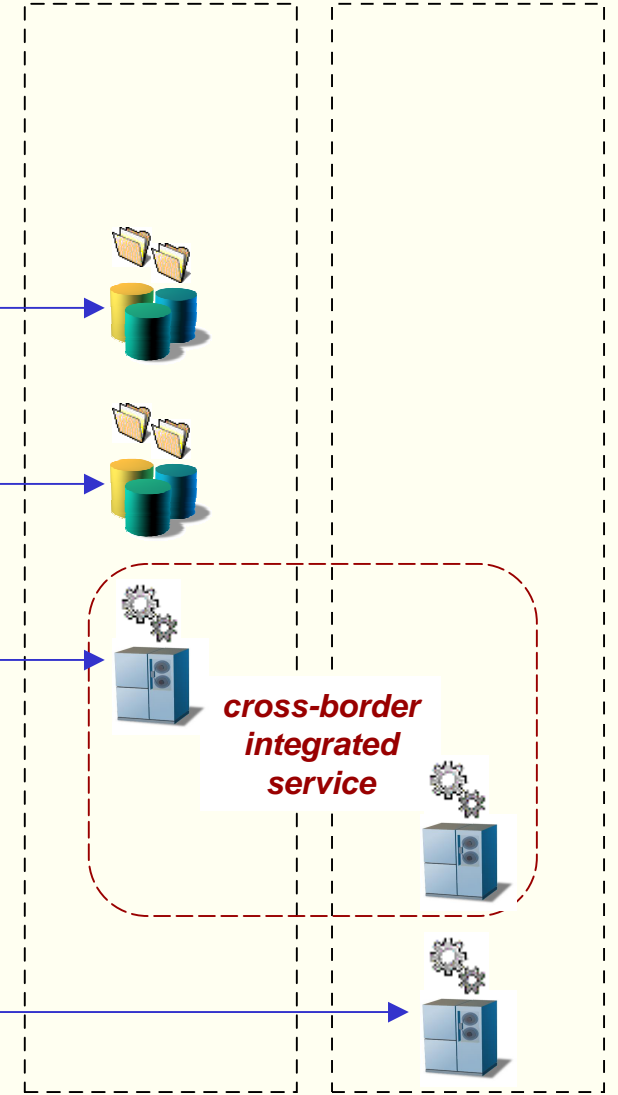
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## Member state X    Member state Y





## From static to static task-oriented

### n Determine

- what are the cross-border life events/business episodes that the user is most interested in
- for each of these cross-border life events/business episodes, what are the tasks that the user is most interested in

### n Two types of cross-border life events/business episodes:

- **involving one Member State:** citizen/business of MS X, wanting to do something in MS Y involving only MS Y
- **involving two Member States:** citizen/business of MS X, wanting to do something in MS Y involving both MS X and MS Y

à it will be impossible to cover all cross-border life events/business episodes for all possible combinations of two Member States X and Y

à each Member State will have to decide with which other Member States they want to work together first



## From static to static task-oriented

- n** What the EU Commission needs to do:
  - identify the list of priority cross-border activities
  - translate the scripts, and the steps in each script, provided by the MS
  
- n** What the Member States need to do:
  - decide which priority cross-border activities they want to support, by working together with another MS
  - define the scripts for these cross-border activities and develop the landing pages at the participating external web sites



# From static task-oriented to dynamic task-oriented

## n Analyse

- the static scripts, to see which script steps are occurring frequently enough to be considered generic, re-usable script steps

## n Define

- a model of the user's profile and his information/service needs

## n Develop

- a “reasoning engine”, capable of generating dynamic scripts using the generic script steps, based on an understanding of the user's profile and his information/service needs





# From static task-oriented to dynamic task-oriented

## n What the EU Commission needs to do:

- define generic, re-usable script steps for use in dynamic scripts
- define a model of the user's profile and his information/service needs
- develop a “reasoning engine”, to be used by the portal

## n What the Member States need to do:

- refine existing script steps in order to better adapt them to the user, and define additional script steps where necessary
- develop landing pages at the participating external web sites that are adapted to the profile of the incoming user