



# Simpatico

**Project acronym:** SIMPATICO  
**Project full title:** SIMplifying the interaction with Public Administration Th rough Information technology for Citizens and cOMpanies  
**Call identifier:** EURO-6-2015  
**Type of action:** RIA  
**Start date:** 1 March 2016  
**End date:** 28 February 2019  
**Grant agreement no:** 692819

## D6.5 – SIMPATICO Evaluation Report v1

**Executive Summary:** This report provides the evaluation of the first iteration of the SIMPATICO validation activities, assessing both the effectiveness of the proposed SIMPATICO solution and the level of achievement of the project KPIs. A list of lessons learned and of recommendations is also included that will be used to re-target project activities for the second iteration and maximize project outcomes and impacts.

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**Version:** 1.0

**Status:** Final

**Deliverable Type:** R: Report

**Dissemination Level:** PU: Public

**Official Submission Date:** 31/10/2017

**Actual Submission Date:** 30/11/2017

**Justification for Delay in Submission:** After the end of validation phase and user engagement activities (end of October), additional time has been necessary to analyze collected data, prepare pilots reports and edit the deliverable.

## Version History

Version	Date	Author	Partner	Description
0.1	25/10/2017	M. Pistore	FBK	ToC send to partners
0.2	12/11/2017	M. Trainotti, G. Fiomoni, M. Garzoglio, R. Santos de la Cámara, K. Zabaleta, N. López, K. Moss, M. Riggall	FBK, TRENTO, HIB, DEUSTO, XUNTA, SPA, SCC	Contributions received from pilots.
0.3	15/11/2017	M. Pistore, P. Fomer	FBK	Complete draft version ready for review.
0.4	17/11/2017	R. Santos de la Cámara	HIB	Internal review
0.5	21/11/2017	C. Scarton	USFD	Internal review
0.6	22/11/2017	M. Pistore, P. Fomer	FBK	Revised version after internal review
0.7	23/11/2017	M. Trainotti, K. Zabaleta	FBK, DEUSTO	Final contributions from Trento and Galicia pilots
0.8	30/11/2017	K. Moss	SPA	Final contributions from Sheffield
1.0	30/11/2017	M. Pistore	FBK	Final quality check

### Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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## Glossary

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Acronym	Definition
<b>CDV</b>	Citizen Data Vault
<b>CNS</b>	Carta Nazionale dei Servizi – National Service Card
<b>CPD</b>	Citizenpedia / Collaborative Procedure Design
<b>CPS</b>	Carta Provinciale dei Servizi – Regional Service Card
<b>CSS</b>	Cascading Style Sheets
<b>DOG</b>	Diario Oficial de Galicia
<b>DOM</b>	Document Object Model
<b>EGAP</b>	Escola Galega de Administración Pública / Galician School of Public Administration
<b>ES</b>	Spain
<b>EU</b>	Europe
<b>FAQ</b>	Frequently Asked Questions
<b>FBK</b>	Fondazione Bruno Kessler
<b>HTML</b>	HyperText Markup Language
<b>ICEF</b>	Indicatore della condizione economica familiare / Family economic indicator
<b>ICT</b>	Information and Communication Technology
<b>IFE</b>	Interactive Front-End
<b>IGE</b>	Instituto Galego de Estatística
<b>IMIS</b>	Imposta immobiliare semplice / Simple real estate set
<b>IT</b>	Italy
<b>JSCRIPT</b>	JAVAScript
<b>Km<sup>2</sup></b>	Square kilometre

<b>KPI</b>	Key Performance Indicator
<b>MLOL</b>	Media Library Online
<b>PA</b>	Public Administration
<b>PEC</b>	Posta Elettronica Certificate/ Certified Email
<b>Q&amp;A</b>	Questions and Answers
<b>QA</b>	Quality Assurance
<b>QAE</b>	Question Answering Engine
<b>R&amp;D</b>	Research and Development
<b>REST</b>	REpresentational State Transfer
<b>RO</b>	Research Objective
<b>SCC</b>	Sheffield City Council
<b>SPID</b>	Sistema Pubblico di Identità Digitale
<b>SSO</b>	Single Sign-On
<b>SUS</b>	System Usability Scale
<b>TAE</b>	Text Adaptation Engine
<b>TREC</b>	Cartella Clinica del Cittadino / Personal Health Record
<b>UI</b>	User Interface
<b>UK</b>	United Kingdom
<b>UX</b>	User Experience
<b>WP</b>	Work Package
<b>XML</b>	eXtensible Markup Language

## Executive summary

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This document is the deliverable “**D6.5 – SIMPATICO Evaluation Report v1**” of the European project “SIMPATICO - SIMplifying the interaction with Public Administration Through Information technology for Citizens and cOMpanies” (hereinafter also referred to as “**SIMPATICO**”, project reference: 692819).

SIMPATICO addresses a strategic challenge towards the innovation and modernization of the public sector: the need to offer a more efficient and more effective experience to companies and citizens in their daily interaction with Public Administration (PA) by providing a personalized delivery of e-services based on advanced cognitive system technologies and by promoting an active engagement of people for the continuous improvement of the interaction with these services. In order to make the project objectives measurable and to validate its achievement, SIMPATICO proposes **three use-cases within the three PAs: the city of Trento, the region of Galicia and the city of Sheffield**. This enables the project to test different approaches to improve public e-services, in different areas of PA, and in countries characterized by different languages and by different attitudes of citizens towards the PA. In addition, two different iterations of this validation are foreseen, following the two research and development phases in the project plan.

**This deliverable doses the first iteration of SIMPATICO evaluation**, and builds on top of two previous deliverables already produced for this iteration. The overall objectives and planning of the validation, the specific objectives for the three use-cases, as well as a detailed specification of the experiments to be carried out during the first iteration of the validation, have been described in deliverable: “D6.1 – Use-case Planning & Evaluation v1”. The project engagement strategy for citizens, civil servants and other local stakeholders (e.g., professionals, associations), and the plan to be carried out by the three PAs have been described in deliverable “D6.3 – Citizens & stakeholders engagement & communitybuilding plan v1”.

The evaluation reported in this deliverable aims both at **assessing the effectiveness of the proposed SIMPATICO solution** against its key objectives and at **assessing the level of achievement of the KPIs** (defined in D6.1), identifying improvement actions towards their achievement. The evaluation covers not only technical aspects, but investigates also the social implications of the adoption of the SIMPATICO solutions, identifying strengths and barriers/obstacles for its wider adoption. The main outcome of this deliverable is a list of **lessons learned and of recommendations** that are now being taken over by the different project work packages, with the goal of re-targeting the activities for the second iteration and maximize project outcomes and impacts.

A second version of this deliverable, planned for project month 32, will cover the evaluation of SIMPATICO use-cases for the second iteration of the validation.

## 1 Introduction

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This deliverable presents the outcomes of SIMPATICO project task T6.5 “Use case evaluation” in the scope of WP6 “Use-case management”, and reports the main outcomes of the evaluation activities performed in the project during the 2<sup>nd</sup> year of project execution in three project evaluation sites – namely, the two cities of Trento (IT) and Sheffield (UK) and the region of Galicia (ES). This evaluation is based on a detailed definition of objectives and plan of the project use cases (deliverable “D6.1 – Use-case Planning & Evaluation v1”), and of the user engagement activities (reported in project deliverable “D6.3 – Citizens & stakeholders engagement & community building plan v1”).

The evaluation reported in this deliverable aims both at assessing the effectiveness of the proposed SIMPATICO solution against its key objectives and at assessing the level of achievement of the KPIs (defined in D6.1), identifying improvement actions towards their achievement. The evaluation covers not only technical aspects, but investigates also the social implications of the adoption of the SIMPATICO solutions, identifying strengths and barriers/obstacles for its wider adoption.

To better understand the aim and scope of the project use-cases, we provide in this introductory chapter a short description of the SIMPATICO project (Section 1.1), of the validation strategy that adopted by the project (Section 1.2), and of the stakeholder engagement methodology (Section 1.3). We conclude the chapter with a description of the structure of the rest of this deliverable.

### 1.1 SIMPATICO project

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SIMPATICO's goal is **to improve the experience of citizens and companies in their daily interactions with public administration** by providing a personalized delivery of **e-services** based on advanced **cognitive system technologies** and by promoting an active engagement of people for the continuous improvement of the interaction with these services. The SIMPATICO approach is realized through a platform that can be deployed on top of an existing PA system and allows for **a personalized service delivery** without having to change or replace its internal systems: a process often too expensive for a public administration, especially considering the cuts in resources imposed by the current economic situation.

The goal of SIMPATICO is accomplished through a solution based on the **interplay of language processing, machine learning and the wisdom of the crowd** (represented by citizens, business organizations and civil servants) **to change for the better the way citizens interact with the PA. SIMPATICO adapts the interaction process** to the characteristics of each user; **simplifies** text and documents to make them understandable; **enables feedback for the users** on problems and difficulties in the interaction; **engages civil servants, citizens and professionals** so as to make use of their knowledge and integrate it in the system (Figure 1).

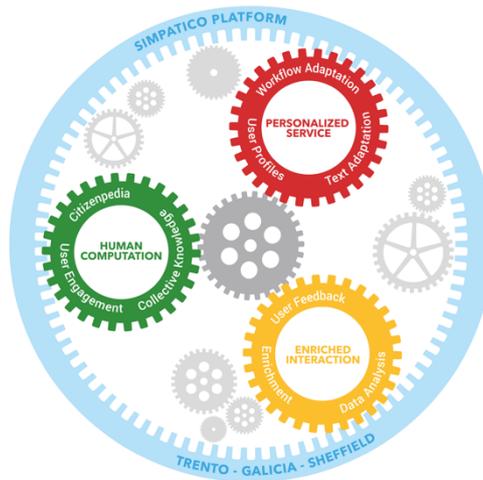


Figure 1: SIMPATICO concept as a glance

The project aims can be broken down into the following **smaller research objectives (ROs)**.

**RO1. Adapt the interaction process with respect to the profile of each citizen and company (PA service consumer), in order to make it clear, understandable and easy to follow.**

- A **text adaptation** framework, based on a **rich text information layer** and on machine learning algorithms capable of **including general text adaptation operations from few examples, and of customizing these adaptations to the user profiles.**
- A **workflow adaptation engine** that takes user characteristics and tailor the interaction according to the user's profile and needs.
- A feedback and annotation mechanism that **gives users the possibility to visualize, rate, comment, annotate, document the interaction process** (e.g., underlying the most difficult steps), so as to provide valuable feedback to the PA, further refine the adaptation process and enrich the interaction.

**RO2. Exploit the wisdom of the crowd to enhance the entire e-service interaction process.**

- An **advanced web-based social question answering engine (Citizenpedia)** where citizens, companies and civil servants **discuss and suggest potential solutions and interpretation for the most problematic procedures and concepts.**
- A **collective knowledge** database on e-services used to simplify these services and improve their understanding.
- An **award mechanism** that **engages users and incentivizes them to collaborate** by giving them **reputation** (a valuable asset for professionals and organizations) and **privileges** (for the government of Citizenpedia – a new public domain resource) according to their contributions.

**RO3. Deliver the SIMPATICO Platform, an open software system that can interoperate with PA legacy systems.**

- A platform that **combines consolidated e-government methodologies with innovative cognitive technologies** (language processing, machine learning) at different level of maturity, enabling their experimentation in more or less controlled operational settings.
- An interoperability platform that enables an **agile integration of SIMPATICO's solution with PA legacy systems** and that allows the exploitation of data and services from these systems with the SIMPATICO adaptation and personalization engines.

#### **RO4. Evaluate and assess the impact of the SIMPATICO solution.**

- Customise, deploy, operate and evaluate the SIMPATICO solution on **three use-cases in two EU cities** – Trento (IT) and Sheffield (UK) – **and one EU region** – Galicia (ES).
- **Assess the impact** of the proposed solution in terms of **increase in competitiveness, efficiency of interaction and quality of experience.**

The focus of this deliverable is around RO4, covering both the description of the plan to customize, integrate, deploy and operate the SIMPATICO solution in the three pilot sites, and the definition of the objective`s and KPIs for the evaluation and assessment of the SIMPATICO effectiveness and impact.

### **1.2 Validation strategy**

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The thesis that we want to validate in SIMPATICO is: *“by integrating language processing, machine learning and human computation we can deliver personalized services that are much more understandable, efficient and effective, thus increasing business competitiveness and citizen inclusion”*.

To validate this hypothesis we need to measure the following expected outcomes: i) **increase in efficiency and effectiveness** of public e-services; ii) **better inclusion** of most vulnerable categories of citizens; iii) **decrease of the administrative burden** for companies and professional to facilitate economic development.

In addition, we want to evaluate the implemented approach by: iv) **measuring the engagement** of civil servants, citizens, professionals and other stakeholders and v) **validating the SIMPATICO Platform** both for its innovative value and for its usability and quality of experience.

In order to make the project objectives measurable and to validate the project’s achievement, SIMPATICO proposes **three use-cases within the three Public Administrations of the Consortium: the city of Trento, the region of Galicia and the city of Sheffield**. This will enable us to investigate different aspects of the problem of improving public e-services (e.g. inclusion increase in case of poor language skills, reduction of bureaucracy burden in case of companies and so on), in different areas of PA (e.g. housing, schools, etc.), and in countries characterized by different languages and by different attitudes of citizens towards the PA. The **stakeholders** (PAs) engaged in the three use-cases have been selected for their experience and interest in e-services, as well as for the different socio-cultural backgrounds of the three regions. In this way, we will have the opportunity to validate the effectiveness of the project results in contexts, which differ on the number and heterogeneity of citizens and their social and cultural background. More precisely:

- The city of Trento experiments the adoption of SIMPATICO in parallel with the adoption of the Trento solution for e-services; focus will be on integration of SIMPATICO with the local “legacy” system, and on the exploitation of SIMPATICO tools for simplifying service delivery to citizens (in particular, young families) and professionals in a production environment.
- The region of Galicia is focusing on citizens’ engagement and inclusion from the early phases of SIMPATICO; evaluation will be achieved in strong collaboration with local citizens associations; special attention will be paid for digital inclusion and for the engagement of vulnerable groups (elderlies, people with disabilities).
- The Sheffield City Council is focusing on migrants and non-native English speakers, with the goal to remove the obstacles for these users in the adoption of e-services (language,

education and access) and to minimize the number of costly face to face interactions that are now necessary with these users.

In addition to **quantitative evaluation**, where we will measure achievements of KPIs alongside different dimensions representing efficiency and effectiveness of public e-services (e.g. time to complete a procedure, number of mistakes in filling a form, etc.), we will devote a significant effort to a **qualitative evaluation** (through surveys, interviews, etc.) measuring the barriers and obstacles preventing the adoption of the legacy e-service, the adapted SIMPATICO solutions and investigating the best strategy to extend the former and overcome the latter. We will investigate the impact of the adoption of the technology both from the citizens' point of view and from the civil servants' point of view, using contextual enquiry methodologies, i.e. following these users in their daily use of the SIMPATICO system.

SIMPATICO validation is organized in two different iterations that form the two research and development phases in the project plan. The overall planning of the first iteration of the validation is organized in the following four phases.

**Preparation phase [M1-M6].** The objective of this phase is to plan and prepare the following phases of the experiments in the use-cases. During this phase, use-case teams analyse the operational environments in the 3 project sites, acquire all relevant documents and regulations, as well as all relevant information on the available e-services that can be used as a basis of the experiment. Based on this information, a detailed planning of the validation phase is also performed, both at the site level and at the project level.

**Implementation phase [M7-M14].** The objective of this phase is to set up all the components of SIMPATICO solution, according to the plan defined in the preparation phase, so that the validation phase can be successfully executed. The implementation phase covers all aspects of the set-up, including community building and engagement campaigns. The present deliverable is being produced as an output of this phase.

**Pre-validation phase [M15].** The objective of this phase, that is expected to happen in parallel to the conclusion of the implementation phase, is to validate that the set-up is in a convenient status and that the validation phase can actually start. The approach that is followed is to run a small "in-lab" experiment at each project site; more precisely, the SIMPATICO solutions in conjunction with the selected e-services for each project site are used by a small panel that is representative of the user community at the site.

**Validation phase [M16-M20].** During this phase, users will have the possibility to interact with the SIMPATICO solutions in conjunction with the selected e-services in a production environment (or in an environment that simulates production). Data are collected during the whole duration of the experiments, target KPIs are regularly measured and analysed against these data, and corrective actions are put in place whenever necessary. Documentation and reporting of the outcomes of the experiments is also part of this phase.

### **1.3 SIMPATICO user engagement methodology**

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As discussed in detail in project deliverable "D6.3 – Citizens & stakeholders engagement & community building plan v1" the methodology for user engagement adopted by the SIMPATICO project is based in the International Association for Public Participation (IAP2) "Spectrum of Public Participation" (henceforth the "Framework" or "IAP2 Spectrum") which, since its publication in the

1990s, has been one of the most successful and widely used tools. We here recall only the some of the key aspects of the methodology presented in D6.3, to serve as a reference for the engagement activities reported in the following chapters.

The following Figure 2 shows the four identified key stakeholder groups for SIMPATICO, together with their relationships and interactions: citizens, companies that act on behalf of the citizens (and both can readily be grouped as the end-users of a SIMPATICO system), Public Administrations and developers of the system. All these stakeholders have been identified as targets of project engagement activities.

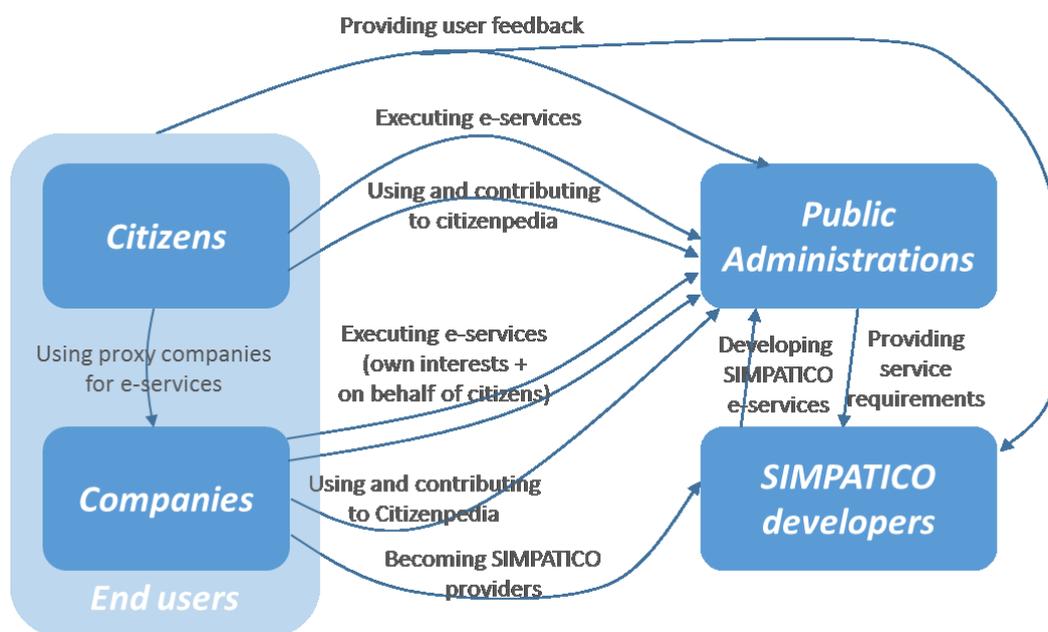


Figure 2: SIMPATICO stakeholders relationships and interactions

The IAP2 Spectrum focuses in-depth in the participation in governmental decision, and for these it specifies five levels of engagement and expected outcomes: inform, consult, involve, collaborate, and empower (see Figure 3).

We want to remark that the IAP2 Framework tries to model the process of collaborative decision-making and how this applies to the process of government. In SIMPATICO we cannot use this model straight away as the goal in the project is not directly enabling users to be active in decision-making from the PAs, but rather enhancing users' access to e-services. But crucially, SIMPATICO also provide means for a very effective feedback loop between end-users and the administrations that closely reflects the overall model of increasing citizen engagement presented in the IAP2 Spectrum. Thus, the different phases in Figure 3 are still valid for the SIMPATICO project, and have been used as a reference to plan and engagement campaigns at the different pilot sites, even if a specific study has been carried out – and reported in D6.3 – on how the different needs from users (and particularly citizens and companies acting on their behalf) can be mapped onto the different phases of the IAP2 model.

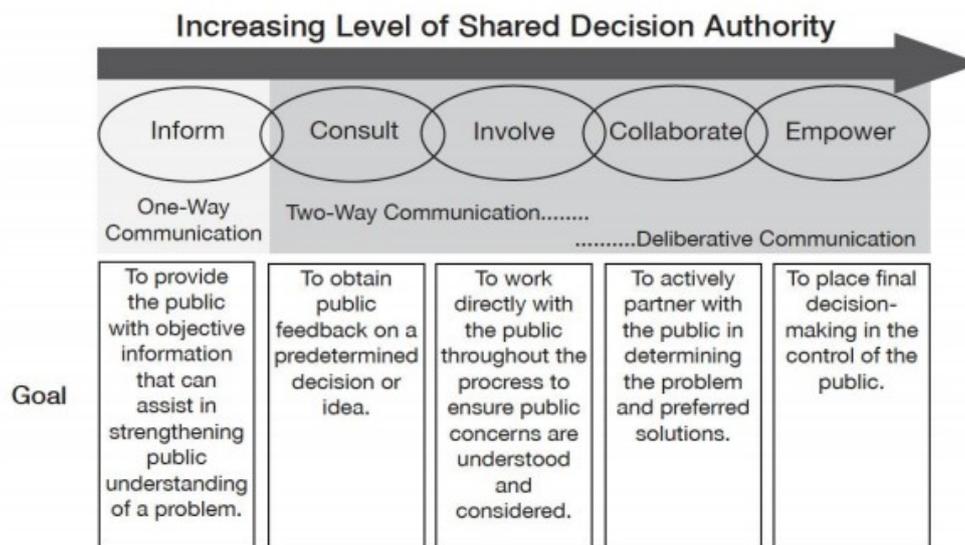


Figure 3: IAP2 Spectrum of Public Participation core levels

## 1.4 Structure of the deliverable

The rest of the deliverable is organized as follows.

The next three chapters report the **outcomes of the evaluation** for the three SIMPATICO pilot sites during the first iteration: Trento (**Chapter 2**), Galicia (**Chapter 3**), and Sheffield (**Chapter 4**). Each chapter describes: motivation, services, deployment, and tested features for each pilot, highlighting deviations with respect to the plan in deliverable D6.1; engagement activities performed with users and stakeholders to validate SIMPATICO solutions, highlighting deviations with respect to the plan in deliverable D6.3; achieved KPIs and deviations with respect to target values; and lessons learned from the pilot evaluation.

**Chapter 5** completes the deliverable by drawing some project-level conclusions on the outcomes of the evaluation and discusses the most relevant lessons learnt to be taken into account by the project for the preparation of the second iteration.

**Appendixes A, B and C** contain the detailed reports on the engagement activities performed by the three pilot sites. These reports contain the detailed information that has been collected during the execution of the validation activities and that have been condensed in the results described in this deliverable.

## 2 Evaluation of Trento pilot

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### 2.1 Use case description

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Trento has already done much to improve interactions with its citizens. The city website is an important reference for citizens and contains all relevant information on the city services. Each procedure has a web page with:

- a description of the procedure;
- links to the PDF version of all relevant laws and regulations (national and local);
- a step-by-step description of the interaction, with waiting times, costs, and documentation needed;
- links to the application documents: all documents are fillable PDF documents.

Also, the Municipality of Trento already supports submitting applications through certified e-mail, by sending the filled application documents and a scan of identity document and signature.

As part of its “smart city” strategy, Trento is working to realize a new e-service portal: it serves as a “one-stop shop” or unique access point that offers integrated and easy access to all the various services. With this new portal, it is possible for citizens and businesses to authenticate using smart service cards or one-time password devices, and to complete the interaction online.

Trento main goals for the “e-service portal” project of the Municipality are:

1. To improve the relations with citizens and businesses:
  - a. enhancing the interactivity of the available services;
  - b. providing specific help in the interaction according to user profile.
2. To simplify the “bureaucracy”:
  - a. in order to improve the level of services offered and make them both more efficient and less “expensive”.

In the scope of this strategy, the Municipality of Trento has adopted “Sportello Telematico”, an end-to-end solution provided by company GLOBO srl, specifically targeting the digitalization of modules for service provision by public administrations. Within this solution, the digital module is a composition of sections of organic information (e.g., birth data section, residence data section, real estate registry data section). The logic of the interaction with an information section is explicitly mapped by the module designer. The integrations with legacy systems are handled via a centralized REST web service, which routes the proper service request to the right data source service. Finally the solution supports module hierarchy, which guarantees the definition of a well organized digital module library.

The first phase of the “e-service portal” project aimed at the digitalization of the procedures within three different domains:

- Childcare services: enrolment to day nursery service;
- Environment Quality: acoustic derogation for temporary activities (regarding building, musical entertainment at public premises or events);
- Private Building: landscape permit and mandatory opinions on the architectural quality of the interventions.

Together, they cover needs of different stakeholders, ranging from citizen to professionals, and offer an important test-bed for the whole “e-service portal” project.

Trento adopted SIMPATICO and integrated it on top of Sportello Telematico as a key contribution to achieve the main goals of the “e-service portal” project mentioned above, by taking advantage from the simplification, adaptation and community tools developed within the project. Trento is convinced this integration improves the Sportello Telematico usability and the quality of the final provided e-services. More on this, the simplification and adaptation techniques reduce the gap between the PA technical language and the final users’ language (citizens or professionals), while Citizenpedia helps in activating the community.

Trento approach has been to integrate and experiment SIMPATICO techniques and tools within the production environment provided by the Trento e-service portal, and to validate them on two of the services made available on the portal. The implementation of the **Enrolment to day nursery service** and **Acoustic derogation for temporary activities service** have been enriched with the SIMPATICO tools and aligned with the SIMPATICO validation plan. At this very moment an in production versions of both the two e-services are up and running and usable in a controlled environment from the citizens and professionals. Moreover, the Municipality will proceed to make the first e-service (Enrolment to day nursery service) available for the unrestricted online completion from home or private devices by mid-November, while the second e-service (Permit on acoustic derogation) has been opened since the 17th of October, so it is already available and can be used by citizens and professionals. **These e-services have been used to validate all the different features and components of the SIMPATICO solution.**

The following tables describe the e-services that have been selected for the Trento experimentation.

**Table 1:** Enrolment to day nursery service

<b>e-Service</b>	Enrolment to day nursery service
<b>Target</b>	Citizen
<b>Description</b>	The day nursery service aims at offering day nursery for 0-3 year olds; the day-long care is based in a center and the education and care programs are created around the developmental needs, interests and experience of each child. In the project context, we are going to handle the enrolment process.
<b>Process and user interaction</b>	The enrolment process can be summarized in the following major steps: <ol style="list-style-type: none"> <li>1. the citizen (usually a parent) compiles the enrolment to day nursery service request module before a specific deadline;</li> <li>2. the council collects all the module requests and within 30 days after the deadline, based on the defined rules, they produces a list of the children entitled for the service;</li> <li>3. the citizen (usually a parent) within 10 days from the list publication must compile the acceptance module.</li> </ol> The service enrolment request must be presented from 1 <sup>st</sup> of September to 30 <sup>th</sup> of April.

**Table 2:** Permit on acoustic derogation for temporary activities

<b>e-Service</b>	Permit on acoustic derogation for temporary activities
<b>Target</b>	Citizen, professional, association
<b>Description</b>	The service aims at managing the acoustic derogation for temporary activities permit. The service has different specialization, in the project context we will handle: <ul style="list-style-type: none"> <li>• temporary acoustic derogation for building;</li> <li>• temporary acoustic derogation for musical entertainment at public premises or events</li> </ul>

	derogation for concerts, events, performances.
<b>Process and user interaction</b>	<p>As far as the user requesting the permit, the process is common for the different specialization of the service and it can be resumed in two major steps:</p> <ol style="list-style-type: none"> <li>1. the requestor compiles the request for acoustic derogation for temporary activities permit</li> <li>2. the council evaluates the request and based on internal rules releases the acoustic derogation permit if appropriate.</li> </ol> <p>The timespan between steps 1) and 2) depends on the derogation the user is asking for: 20 day for temporary acoustic derogation musical entertainment at public premises or events derogation for concerts, events, performances permit; 30 days for temporary acoustic derogation for building permit.</p>

The main **purpose** of the first experiment phase in Trento is to **validate the integration between the Trento e-service portal and SIMPATICO solution**. In this regard, it is important to stress that this validation evaluates both (1) the openness and flexibility of the SIMPATICO solution, in particular the possibility to integrate with an existing solution for e-service delivery, specifically the “Sportello Telematico” solution, and (2) the user interaction and satisfaction in using the e-services improved by SIMPATICO solution.

In addition to this, the Trento use-case contributes to the project level objective of the first phase, namely to **evaluate the maturity, effectiveness and usability** of the different SIMPATICO solutions, techniques and components.

More specifically, this includes: (1) to measure the improvement in the usage of the selected testing e-services thanks to the adoption of the SIMPATICO solutions; and (2) to evaluate the potential social engagement generated by the SIMPATICO approach in terms of community participation (e.g., number of comments, change requests, documentation improvements produced by the user community during the experimentation phase).

Finally, the Trento use-case is interested in measuring the **improvement in the efficiency of the (organizational) “machine”** that is in charge of managing service requests by citizens and businesses. This means to compare a civil servant’s average working time required to acquire a complete and correct service module before and after the introduction of the e-service portal, as well as with and without the SIMPATICO tools. Trento use case objectives can summarized in the following table:

**Table 3:** Trento pilot objectives and successful criteria

<b>Objective</b>	<b>Success criterion</b>
<b>Obj-TN-1.</b> To digitalize the selected test services within the e-service portal of the Municipality of Trento and make them compliant with SIMPATICO.	The selected test e-services shall be available on the Municipality portal in a form that is compliant with SIMPATICO at the beginning of the validation phase.
<b>Obj-TN-2.</b> To integrate and validate the SIMPATICO simplification techniques with the test e-services of Obj-TN-1.	Successful integration of the identified SIMPATICO simplification techniques within the Municipality e-service portal and with the test e-services by the beginning of the validation phase; sufficient information collected during the experiment to allow the validation of the SIMPATICO simplification techniques and the evaluation of their effectiveness and maturity.
<b>Obj-TN-3.</b> To evaluate the improvements of the adoption of	The number of applications presented on-line is sufficient to evaluate the effectiveness of SIMPATICO according to the identified

SIMPATICO solutions to the usability of the e-services and to the efficiency of the offices of the Municipality.	measures; an increase in the applications presented on-line, in the satisfaction of the users, and in the efficiency of the municipality is measured.
<b>Obj-TN-4.</b> To involve Trento community (civil servants, citizens and professionals) in the documentation of the e-services through Citizenpedia.	Evidence is collected that the community can be engaged to contribute to Citizenpedia (e.g., by measuring the number of interactions, comments and suggestion generated by the Trento civil servants, citizens and professional through Citizenpedia).

Since “Sportello Telematico” is provided by an external service provider not directly involved in the SIMPATICO project, the integration has to be as nonintrusive as possible: the original idea was to **exploit the integration models supported by “Sportello Telematico”**. These include:

1. The possibility to inject Javascript in the different digital modules;
2. To invoke REST web services to handle interaction with legacy systems.

The injection of Javascript in the digital module is possible only if it does not interfere with the module interaction logic. This means that the injected Javascript can operate on the DOM (Document Object Model) modifying only the static elements of the document (in particular, the labels and text descriptions), but cannot operate in the fields that the user is required to fill.

“Sportello Telematico” supports operations on the fields, e.g. pre-filling their values, via explicit external calls. These operations are handled via a unique REST web service, which is responsible for routing the proper request to the proper external service and/or data source and to compose the reply. The web service request and response must implement a specific simple grammar: the request message is formatted in XML and contains an array of key-value couple (request params); the response message is formatted in XML and contains an array of key-value couple (relations) or a set of key-value couples (record).

As reported in Figure 4, this first version of the pilot requires SIMPATICO components being deployed on the SIMPATICO cloud. The municipality information system is going to be the container just for Sportello Telematico and for CDV. The tight interaction schema between Sportello Telematico and CDV was meant mainly to ensure data security and integrity due to the fact the CDV contains user personal data. This solution prevents voluntary or accidental access to the personal data. It also simplifies the integration security and authentication issues between Sportello Telematico and CDV. One important point to stress is that, in this scheme, some interactions take place between Interactive Front-end and CDV and between Interactive Front-end and Trento Authentication and Authorization Service. This is mainly due to the need pass to the CDV the user personal data gained during the interaction, and to the need to check and verify the user identity before using SIMPATICO tools.

The main deviation from this scheme is that for phase one CDV has not been integrated directly with Sportello Telematico. For this first phase CDV is integrated with the SIMPATICO components and with the e-service using the standard SIMPATICO integration model (IFE and Jscript injection).

Finally it must be stressed that the civil servant, citizen and professional access to Sportello Telematico is handled via the Autenticazione del Cittadino Service provided by the Provincia Autonoma di Trento.

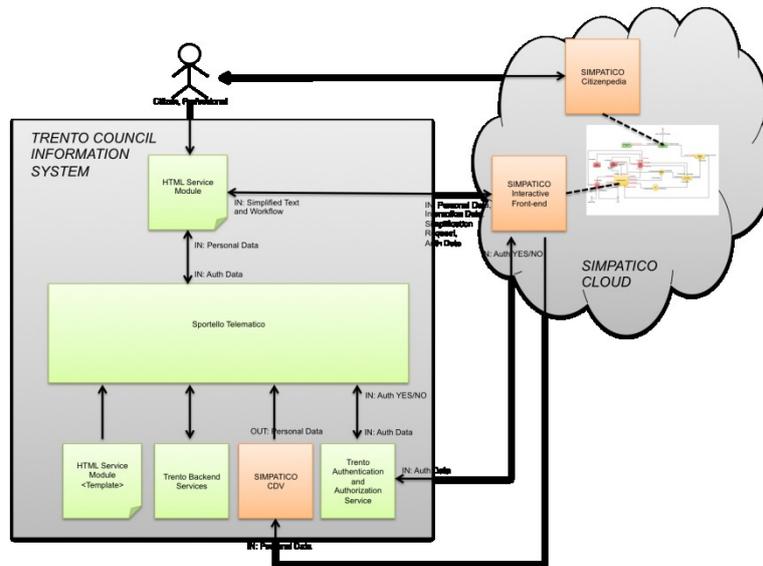


Figure 4: Sportello Telematico and SIMPATICO citizen interaction schema

The service provides an authentication mechanism based on Shibboleth which returns a user specific authorization token. In the use of SIMPATICO tools we have put in place a mechanism to verify if the user identity is coherent with the Shibboleth authentication model.

In the following Table are listed the functionalities for the Trento scenario defined in project deliverable “D6.1 – Use-case Planning & Evaluation v1”, and tested in this first phase. The last column reports the deviations from the original plan occurred during the experimentation.

Table 4: Trento scenario functionalities

Target	Features	Description	Deviation
Citizens Professionals	Interactive Front End	Through the Interactive Front End the user will access to all the provided SIMPATICO components and tools.	
	Text Adaptation Engine	Complex words and phrases are highlighted. When a user clicks on one highlighted phrase or word, a pop-up within a simplified version of it is shown according to the user profile.	<i>The different interaction model has been implemented. The user selects the complex phrase or word to simplify. In this first version user profile is not used.</i>
	Text Adaptation Engine	The user selected module phrases and words are automatically translated in the user language/profile.	<i>The translation function has not been implemented yet.</i>
	Text Adaptation Engine + Workflow Adaptation Engine	Near the most difficult fields to fill (understood thanks to logs or other evidences such as Q&A) a symbol/icon will be present. Clicking on it, a pop-up will appear with a text explaining what it is asked to insert for that specific field according to the user profile.	<i>A different interaction model has been implemented. Close to each interaction block a help callout is automatically activated. In this first version user profile is not used.</i>

	Workflow Adaptation Engine	Parts of the digital module are shown/hidden on the basis of an optimized compilation process defined according to the user profile.	<i>In this first version user profile is not used.</i>
	Workflow Adaptation Engine	When the citizen chooses an option that change the workflow (with the rules of the “Sportello Telematico” solution), the parts of the module that do not need to compile (because eg disabled) will be hidden, while the parts of the module that will return fillable will be shown again. In addition to this, the next section to compile will be highlighted.	
	Citizen Data Vault	All the useful information filled in the module (such as the information on the degrees of relationship of persons) is stored in the CDV and made available for future usage. If any information requested in the module is already present in the CDV, it will be retrieved and used to pre-fill the module. This pre filled information from the CDV will be highlighted in a different way than the information retrieved from the administration DBs (such as the Citizen Register) that provide authoritative information.	
	Question and Answer	The citizen can select a part of the digital module and ask for clarification.	
	Citizenpedia (CPD)	The citizen can access the administrative procedures’ diagrams and comment on the interaction elements in the case they do not fully understand the steps to take in order to receive the service.	
Civil Servants	Decision Support System	The civil servants can receive reports about the use of the front-end.	<i>In this first version this feature has been implemented as a dashboard providing relevant user interaction information and authoring tools.</i>
	Citizenpedia (CPD)	The civil servants will be able to graphically design administrative procedures. Each administrative procedure will have to clearly state the interactions between the citizen requesting a service and the PA offering that service. Interactions may be in the form of on-line form filling, paper form to be filled and sent to the PA by ordinary email, telephone conversation, face-to-face meeting	

In order to minimize the risks in the production environment the use-cases experimentation has been structured in a pre-evaluation phase and an evaluation phase. Within the **pre-evaluation phase**, the services have been presented, used and evaluated by a representative panel of the Trento community (civil servants, professionals and citizens).

During the **user evaluation phase**, the opportunity to participate to the evaluation has been offered to all users accessing the selected test services through the Trento e-service portal (opt-in approach). The evaluation of the techniques took place both implicitly, e.g., through the collection of information on the interaction of the user, and explicitly by submitting questionnaires to the users at the end of the service interaction.

In parallel to the user evaluation phase, a **community evaluation phase** has been launched to assess the possibility to engage the community of Trento in the documentation of the e-services through Citizenpedia.

According to the plan we defined in D6.1 the original idea was to have a short pre-evaluation phase followed by a longer evaluation phase. Due to fact that the e-services are going to be used in a production environment the pre-evaluation took longer than what planned even because of the time required to implement the e-services which was longer than expected. The deviation is mainly due to the delays in the e-service implementation and deployment of the two e-services. The delay had a major impact on the Permit on a acoustic derogation for temporary activities e-service evaluation and on the community evaluation phase. The validation of the e-service was postponed till the end of October/beginning of November just in time to be part of this deliverable. The community evaluation phase has not been completed since we had a minimal usage of Citizenpedia. This is due to the fact that, for the most part, the experimentation took place in the municipality offices, with civil servant supervising users and directly answering their queries. We expect to improve the community participation and the usage of Citizenpedia when e-services are used from home/office without the civil servants supervision.

Contrasting to this delay, the municipality has deployed a third e-service (Environmental permits) with the SIMPATICO tools. The e-service will be available for professionals by late November. For this, it must be remarked that the municipality team was able to handle the modelling of this e-service autonomously and without any contribution by other partners. From one side this is a demonstration of the fact that the municipality is keen on using SIMPATICO in a structural way. On the other hand this is an evidence of the scalability and the usability of the tools provided by the SIMPATICO project.

In the following Table the description of the evaluation strategy used for the two e-services is presented.

**Table 5:** Evaluation process description

Enrolment to day nursery service	Pre-evaluation	In the pre-evaluation phase a comparison between the new online procedure and the currently in use one, which requests the submission of a paper form, has been made. The working session, attended by Municipality members and a team of developers from FBK, consisted in the following steps: <ul style="list-style-type: none"> <li>● <u>First step</u>: Paper form completion measuring the time needed.</li> <li>● <u>Second step</u>: Online form completion measuring the time needed.</li> <li>● <u>Third step</u>: Online form enriched with SIMPATICO's features completion measuring the time needed.</li> <li>● <u>Fourth step</u>: questionnaire and feedback collection.</li> </ul>
	Evaluation	The evaluation phase took place in a production environment, i.e., with citizens interested in exploiting services to fulfil their real needs (the enrolment of their children to day nursery service), and not interested in spending a lot of time completing the form with and without SIMPATICO.

		<p>This allowed evaluating the adoption of the SIMPATICO extensions for filling forms in a real setting, but did not allow for a comparison of the same users filling forms with and without SIMPATICO, as done in other pilots.</p> <p>This phase has been organised in three steps:</p> <ul style="list-style-type: none"> <li>• <u>First step</u>: Completion of REAL forms by the operators of the nursery school office, with the data provided by parents who came to enroll their children, under the supervision of a member of the Trento Pilot team. Parents have been asked for feedback through a paper questionnaire. This step opened the evaluation phase on September 7th and lasted about 7-10 days.</li> <li>• <u>Second step</u> (CURRENTLY ONGOING): Completion of REAL forms by parents who come to enroll their children, helped (if necessary) by the operators of the nursery school office, under the supervision of a member of the Trento Pilot team. Parents are asked for feedback through a paper questionnaire.</li> <li>• <u>Third step</u>: Completion of REAL forms by parents who want to enroll their children directly from their home, using the form made available online. Parents will be shown an online questionnaire after their completion of the form. This step is going to start after mid-November, with a little delay due to some issues which will be solved in the next days, in order to give citizens a fully working service.</li> </ul>
Permit on acoustic derogation for temporary activities service	Pre-evaluation	<p>Also for this service the pre-evaluation phase consisted of a comparison between the new online procedure and the one currently in use one, which requests the submission of a paper form, has been made.</p> <p>The working session involved a team of members of the Municipality and some citizens with a technical background and/or high usability skills and/or domain knowledge, who completed some online forms enriched with the SIMPATICO's features, testing their added value and reporting their feedback.</p>
	Evaluation	<p>The evaluation phase is currently ongoing and started with a public event where professionals have been shown the new online service and its features.</p> <p>Each professional attending has been sent an email asking for an active usage of the service and for a productive feedback.</p> <p>Due to the limited number of requests for this kind of permits (that is only in case of loud works to be done) we don't expect receiving a large number of forms in such a short time.</p> <p>Since the objective is to evaluate the effectiveness of the procedure enriched with SIMPATICO, the Trento team elaborated a strategy to collect a larger number of results and feedback, which will be presented in the engagement section.</p>

## 2.2 Engagement activities

Trento has been very active in the development of e-services, although the use of them has not taken off as expected. This phenomenon has been analysed and the result has been that one of the key aspect to stress is community building and engagement. Given this situation, the Municipality of Trento has decided to engage the community in the definition of the e-services, starting from the

very initial phases. With regard to SIMPATICO, together with the validation of the new simplification tools with the final users, Municipality of Trento is very interested in verifying the possibility to use Citizenpedia both as a tool offering advanced help to the final users and as an instrument to involve the community stakeholders.

More specifically, the engagement and community objectives are:

- introduce the e-services;
- raise awareness of the usefulness of online services and their benefits;
- simplify the process and the forms used for each procedure;
- evaluate the improvements brought by the adoption of SIMPATICO solutions to the usability of the e-services and to the efficiency of the offices of the Municipality as they are perceived by the community;
- involve Trento community (civil servants, citizens and professionals) in the documentation of the e-services through Citizenpedia.

According to the general Figure 2, the target audience for Trento use case is built by: Citizen (End users), Professionals and companies, Civil servants and Developers.

**Citizens (End users)** participate in engagement activities:

- to execute the new e-services,
- to provide feedback on the quality of the e-service,
- to use Citizenpedia to gather information about the offerings of the SIMPATICO system and/or to contribute with their own insights for the benefit of other users.

**Professionals and companies** participate in engagement activities:

- to execute e-services for the company's behalf or on behalf of a third party such as another Citizen,
- to use Citizenpedia and to provide feedback, the same as Citizens although with significant differences (e.g., in perceived trust).

**Civil servants** are engaged:

- to help introduce digital services and to simplify the process of transition from analogue to digital,
- to provide feedback on the quality of the e-service,
- to use and to contribute to Citizenpedia,
- to ask developers to implement changes to ensure the improving of the e-services on the weak spots found explicitly by the users or implicitly by the analysis tools,
- to orchestrate the work of the developers about the integration between "Sportello telematico" and SIMPATICO solutions.

**Developers** are engaged:

- to implement technical solutions that enable the e-services to fulfil the PA needs following the SIMPATICO approach.

To achieve the above objectives Trento task force has defined the following separate key engagement activities for each phase.

**Table 6:** Trento key engagement activities

<u>Phase</u>	<u>Activity</u>
<b>Inform</b>	<ul style="list-style-type: none"> <li>• Communication events</li> <li>• Scientific café</li> <li>• Call aimed at finding citizens for pre-evaluation and evaluation engagement about the “enrolment to day nursery service” e-service</li> <li>• Call aimed at finding professionals for pre-evaluation and evaluation engagement about the “acoustic derogation for temporary activities” e-service</li> </ul>
<b>Consult</b>	<ul style="list-style-type: none"> <li>• Evaluation of the new e-service with feedback (using pre-evaluation questionnaires)</li> <li>• Evaluation of the e-service powered by SIMPATICO’s features with feedback (using evaluation questionnaires)</li> <li>• Citizenpedia survey for citizens</li> <li>• Citizenpedia survey for civil servants</li> </ul>
<b>Involve</b>	<ul style="list-style-type: none"> <li>• Focus groups with citizens to discuss how the introduction of SIMPATICO’s features can really simplify the e-services</li> <li>• Focus groups with professionals to discuss how the introduction of SIMPATICO’s features can really simplify the e-services</li> <li>• Focus groups with civil servants to discuss how the introduction of SIMPATICO’s features can really simplify the e-services</li> </ul>
<b>Collaborate</b>	<ul style="list-style-type: none"> <li>• Improve the usage on the e-services through the usage of (and the contribution to) Citizenpedia</li> <li>• Use of a collaborative change requests system</li> </ul>
<b>Empower</b>	<ul style="list-style-type: none"> <li>• Specific Focus groups to improve the quality after the evaluation</li> </ul>

The following table, taken from project deliverable “D6.3 – Citizens & stakeholders engagement & community building plan v1”, presents the preliminary engagement activities plan; for each activity the table presents the Title (the code name), the Target audience (who it is referred to), the phase (a link with the engagement methodology phase), the content (e.g. the service it refers on), the description, the Driver and Incentives (how the municipality reward the participants), the Expected results, the Quantitative outcomes, and the comments.

**Table 7:** Trento engagement plan as defined in D6.3

Activity title	Target audience	Phase	Content	Description	Drivers and incentives	Expected results	Quantitative outcomes
IEEE Smart City Week	Citizens	Inform	Project, services, platform	5 days communication event with workshops and activities in stand to present: <ul style="list-style-type: none"> <li>• the council innovation strategy</li> <li>• the one-shop-stop project</li> </ul>		Raise a awareness on Trento Smart City Project, the usefulness of online services, SIMPATICO Project	2 workshops 5 days of activities in stand

				<ul style="list-style-type: none"> <li>the SIMPATICO project</li> <li>the possibility to register for being part of an experimentation panel of people</li> </ul>			
Scientific café	Citizens, Professionals	Inform	Services, platform	Event about e-services in general and regarding the specific services: "enrolment to day nursery service" and "aoustic derogation for temporary activities"			2 Scientific cafés  10 people involved
Calls for pre evaluation engagement	Citizens, Professionals	Inform	Services, platform	Call aimed at finding: <ul style="list-style-type: none"> <li>citizens for pre-evaluation and evaluation engagement about the "enrolment to day nursery service" e-service</li> <li>professionals for pre-evaluation and evaluation engagement about the "aoustic derogation for temporary activities" e-service</li> </ul>		Reach test-users to test the new e-services and to build the community for the pre-evaluation and evaluation phase	2 calls
Evaluation of the e-services with feedback	Citizens, Professionals	Consult	Services, platform	Face to face meeting with a series of single citizens or professionals to evaluate the use of the new e-service about: <ul style="list-style-type: none"> <li>the "enrolment to day nursery service" e-service</li> <li>the "aoustic derogation for temporary activities" e-service</li> </ul> During the meeting the user give feedback using the specific pre-evaluation questionnaire	tech gadgets	Execute a test of the new e-services,  Receive feedback on the quality of the e-service and the actual issues  Understand how it is possible to simplify the service	2 evaluations  15 users (citizens and professionals) involved
Citizenpedia survey	Citizens, Professionals	Consult	Services, platform	Deployment of a survey about Citizenpedia for citizens, professionals and civil servants		Receive contents to insert in Citizenpedia	10 surveys filled
Focus groups	Citizens, Professionals, Civil servants	Involve	Services, platform	Specific focus groups with citizens, professionals and civil servants to discuss how the introduction of SIMPATICO's features	tech gadgets		3 focus groups  15 users (citizens, professionals and civil

				can really simplify the e-services about: <ul style="list-style-type: none"> <li>● the “enrolment to day nursery service” e-service</li> <li>● the “acoustic derogation for temporary activities” e-service</li> </ul>			servants) involved
Evaluation of the e-services powered by SIMPATICO's features with feedback	Citizens, Professionals	Consult	Services, platform	Face to face meeting with a series of single citizens or professionals to evaluate the use of the new e-service about: <ul style="list-style-type: none"> <li>● the “enrolment to day nursery service” e-service</li> <li>● the “acoustic derogation for temporary activities” e-service</li> </ul> During the meeting the user give feedback using the specific pre-evaluation questionnaire	tech gadgets	Execute a test of the e-services powered by SIMPATICO's features  Receive feedback on the quality of the e-service and the actual issues  Understand how it is possible to simplify the service	2 evaluations  20 users (citizens and professionals) involved
Focus groups	Citizens, Professionals, Civil servants	Empower	Project, services, platform	Specific focus groups with citizens with a technical background and/or high usability skills and/or domain knowledge, professionals and civil servants to discuss how to improve the simplify process with SIMPATICO	tech gadgets		3 focus groups 10 users (citizens, professionals and civil servants) involved. These focus groups have analyzed the evaluation results and discusses how to enhance the SIMPATICO tools and techniques within Sportello Telematico.

During the execution of the validation process we had one deviation from the original community plan. The deviation is mainly due to the delay we had in the e-service delivery and, as highlighted in the previous section, the delay is due to the need of opening those services into a real environment. For this reason everything had to be fully working in order to provide efficient services avoiding users' bad experiences during their usage.

The deviation had no impact with the qualitative result meanwhile there has been some impact with quantitative results. More precisely it had some impacts in the community empowerment activities which have been postponed after the end of the validation process (which is still running). The

results are reported the next tables where we specified both the expected and the achieved results obtained in the different engagement activities.

Finally it is important to remark that while working at the first two services, an extra effort has been made and a third service is quite ready to be opened: the environmental permits. About that an introductory focus group with the specific office personnel has been made, during which we presented the digitalised version of the currently paper form (starting with the 1st of January 2018 the environmental permits requests will be accepted in the online format only) and showed the potential represented by the SIMPATICO's features. In such a context it could be useful adding some lines, which will be addressed by the third service related activities, to the previous table as it follows:

**Table 8: Environmental permit service**

Activity title	Target audience	Phase	Content	Description	Drivers and incentives	Expected results	Quantitative outcomes
Focus group	Civil servants	Inform, Involve, Collaborate	Project, services, platform	2 focus groups with the civil servants of the Environmental Office. The first one to inform and present the SIMPATICO solution, the second one to test and collaborate in the improvement of the service.	The online form will be the only accepted form since the 1st of January 2018	2 civil servants working on this specific service involved in the improvement process	1 focus group done, 5 civil servants involved
Public press conference	Citizens, Professionals	Inform	Services platform	Public press conference scheduled for the 21st of November, to inform citizens and professionals about Sportello Telematico Unificato and the environmental permit form opening	The online form will be the only accepted form since the 1st of January 2018, so professionals have to learn how to use this kind of service	Raise a awareness on Trento Smart City Project, the usefulness of online services, SIMPATICO Project	
Scientific café/Focus group	Citizens, Professionals	Inform, Involve, Collaborate	Services platform	Events scheduled for the 22nd of November. Professionals and citizens will be shown a live demo session with the SIMPATICO online form. A participant list will be collected asking for volunteers who want to be involved in the services' improvement process.		At least 20 attendees and 3 volunteers	

In the following tables the achieved qualitative and quantitative results.

**Table 9: Qualitative result achieved**

<b>Qualitative result</b>	<b>Description</b>
Raise awareness on the Trento Smart City Project and the related initiatives about Government and participation aimed at improving the quality of living in the city and getting the citizens' propensity to share it through word of mouth.	What the experimentation showed was the real interest of a large number of people in these new online services.
Raise awareness of the usefulness of online services and their benefits.	It was clear that the digitalisation of the services would be really helpful and could lead Trento in its process to become a smart city.
Increase awareness of the usage of European projects by Trento Municipality and its partners as FBK for the realization of its objectives of smart city.	
Enlarge the community of citizens involved in the open innovation process thanks to a collaborative culture to transform the city of Trento into a competitive city.	It is a long way but the more the services become easy and helpful, the more will be the citizen involvement in the growth process of Trento, and the wider would be the acceptance of new digital services replacing the standard paper ones.
Share information in order to simplify the filling of the digital forms to citizens and professionals that provide social and economic value to the whole community.	
Emphasize the sense of a Smart City: Using our Smart City Lab as a meeting place where citizens, professionals, developers and civil servants have the opportunity to collaborate in the development of simplified procedures to provide new solutions to problems and needs of the city.	Not only, the new community arising would be also more aware about the mission of such European Projects and proactive in the collaboration with the Municipality and its partners.
Understand the general acceptance of the open innovation process.	

**Table 10: Quantitative result achieved**

<b>Expected Quantitative result</b>	<b>Achieved Value</b>
1 Communication event focusing on the Trento Council e-service implementation view, strategy and plan.	1
2 Scientific cafés targeting citizens and professionals presenting the specific e-services developed in SIMPATICO.	2
2 Calls aimed at finding citizens and professionals for pre-evaluation and evaluation of the specific e-services and tools developed in SIMPATICO.	2 Note: the scientific cafés were also the occasion to involve citizens and professionals
10 People involved in Scientific cafés.	16
15 Users (citizens and professionals) involved in the pre-evaluation phase.	20
15 Pre-evaluations of the specific e-services and tools developed in SIMPATICO (using pre-evaluation questionnaires).	20
20 Persons (citizens and professionals) involved in the evaluation phase.	75
20 Evaluations of the specific e-services and tools developed in SIMPATICO (using evaluation questionnaires).	74
1 Citizenpedia survey for citizens.	1 survey realised completed by 34 citizens
1 Citizenpedia survey for civil servants.	1 survey realised completed by 15 civil servants
3 Focus groups with the community stakeholder to discuss how	3

the introduction of SIMPATICO's features can really simplify the e-services.	NOTE: with some stakeholders (civil servants) more than one meeting/focus group has been held, where the same group of people attended each time. The number before reported counts the number of focus groups held with a different set of people (if we count 1 for each single meeting done the number would be 8). NOTE: one of the three focus groups reported is related to the third e-service developed by the municipality. This to stress that the involvement of the community is a structural activity and a key issue for Trento.
15 Persons (citizens, professionals and civil servants) involved in the final focus groups.	11 Civil Servants and 5 Citizen (face to face meeting)
Focus groups with citizens with a technical background and/or high usability skills and/or domain knowledge, professionals and civil servants to discuss how to improve the simplification process with SIMPATICO.	NOTE: the evaluation is still ongoing, the final focus group with high level citizens and professionals will be held after the end of this phase.
Persons (citizens, professionals and civil servants) involved in the final focus groups.	

## 2.3 KPIs

For the 1st phase of the Trento use-case, four different objectives with specific success criteria have been identified (see Section 2.1). Section 5.2.4 from D6.1 matches Objective, Success Criteria and KPI.

The following tables summarize the general and services specific KPI measured during the **evaluation phase**. It has been decided to report below only the results achieved in the evaluation phase because the pre-evaluation ones are considered as internal outcomes. The pre-evaluation results are in any case presented in the engagement report attached to the deliverable as appendix. As reported in the tables for Enrolment to day nursery service did better than what promised meanwhile we had some deviation with service Permit on acoustic derogation for temporary activities service. This is mainly due to the extra time required to have the e-service up and running, extra time which was not related to SIMPATICO project.

Table 11: Trento general KPIs

Category	KPI	Target	Value
SIMPATICO Platform	Number of procedures supported by SIMPATICO	2	3
	Number of accesses to platform during experimentation	40	430 407 in production environment during the evaluation phase for Enrolment to day nursery service. 23 in the evaluation phase for the Permit on acoustic derogation for temporary activities service.

	Number of platform users	20	35 26 registered users for Enrolment to day nursery service. 9 registered users for Permit on a coustic derogation for temporary activities service. The real user number is higher since in many cases the user who completed the e-service logged in with the civil servant credentials. In the following the real data: 65 citizens + 1 professional who presented real e-service request 5 civil servants who handled real e-service request 84 considering tests with fake e-service requests performed during the evaluation phase
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Table 12: Trento scenario specific KPIs for evaluation phase

Service	Category	KPI	Target	Value
Enrolment to day nursery service	Number of engaged stakeholders for each type	Civil servants	4	5 NOTE: these 5 civil servants daily work with this service and provide a continuous feedback, leading the improvement of the service
		Citizens	12	65
		Disadvantaged users (migrants, elderlies...)	3	20
	Internal efficiency of PA processes	Percentage of time saved by civil servants in interactions with users (answering requests for clarifications, etc.) calculated as: <i>1 - [Average time spent answering the user online requests using the simplified online interaction (with SIMPATICO tools)] / [Average time spent answering the user online requests using the standard offline interaction]</i>	20%	N.A.
				Mainly related with the Q&A tool. As soon as the experimentation will be opened for the free online completion of the form we could measure this KPI. Having asked the civil servants of the in charge office, a realistic estimate of the time spent in the offline interaction with users is not less than 25 minutes (which will be used as the baseline to calculate the reduction in time brought by the SIMPATICO's interaction tools).
		Reduction of average duration	10%	44%

		of the administrative process for accepting and validating application calculated as: <i>1 - [Average duration of the administrative process for accepting and validating application using the simplified online interaction (with SIMPATICO tools)] / [Average duration of the administrative process for accepting and validating application using the standard offline interaction]</i>		
				Actual administrative process: 1) Completion of the form (45 min) 2) Acceptance (7 min) 3) Start of the enrolment procedure (5 min) Currently 1) is reduced (20 minutes to complete the form on average), while 2) and 3) take the same time. With the free online completion 2) and 3) would be reduced also
	Internal effectiveness of PA processes	Reduction in request for integration of information sent to users calculated as: <i>1 - [Average number in request for integration of information sent to users using the simplified online interaction (with SIMPATICO tools)] / [Average number for integration of information requests sent to the user to complete the online forms using the standard offline interaction]</i>	10%	50%
				About 15 requests for information without SIMPATICO About 7 requests for information with SIMPATICO → about 50% reduction NOTE: the pre-evaluation has been made by civil servants who know the service so it was not possible to quantify this KPI for that phase
	Reduction of administrative burden	Reduction in time spent completing a procedure or filling a form calculated as:	40%	48%

		$1 - \frac{[\text{Average time spent completing a procedure or filling a form using the simplified online interaction (with SIMPATICO tools)}]}{[\text{Average time spent completing a procedure or filling a form using the standard offline interaction}]}$		
				<p>In order to compare the data in a fair context, the baseline for standard off-line interaction time is based on the civil servants historical experience, which in average is 45 minutes.</p> <p>Basing on the log data, the average time to complete the online form with SIMPATICO's tools is 20 minutes.</p>
Permit on acoustic derogation for temporary activities service	Number of engaged stakeholders for each type	Civil servants	3	7 NOTE: 2 out of these civil servants daily works with this service and provides a continuous feedback, leading the improvement of the service
		Business owners	10	1 professional who presented a real module
		Citizens	4	7
		Disadvantaged users (migrants, elderlies...)	1	2
	Internal efficiency of PA processes	Percentage of time saved by civil servants in interactions with users (answering requests for clarifications, etc.) calculated as: $1 - \frac{[\text{Average time spent answering the user online requests using the simplified online interaction (with SIMPATICO tools)}]}{[\text{Average time spent answering the user online requests using the standard offline interaction}]}$	20%	N.A.
				<p>Mainly related with the Q&amp;A tool. As soon as the experimentation will be opened for the free online completion of the form we could measure this KPI.</p> <p>Having asked the civil servants of the</p>

				in charge office, a realistic estimate of the time spent in the offline interaction with users is not less than 10 minutes (which will be used as the baseline to calculate the reduction in time brought by the SIMPATICO's interaction tools).
		Reduction of average duration of the administrative process for accepting and validating application calculated as: <i>1 - [Average duration of the administrative process for accepting and validating application using the simplified online interaction (with SIMPATICO tools)] / [Average duration of the administrative process for accepting and validating application using the standard offline interaction]</i>	10%	75%
				Actual administrative process: 1) Completion of the form (20 min) 2) Registration in official documentation (2 hours) 3) Review made by the in charge civil servant and acceptance/refusal (30 min) Currently 1) is reduced (13 minutes to complete the form on average), 2) is now automated and 3) takes nearly the same time.
	Internal effectiveness of PA processes	Reduction in request for integration of information sent to users calculated as: <i>1 - [Average number of requests for integration of information sent to users using the simplified online interaction (with SIMPATICO tools)] / [Average number of requests for integration of information requests sent to the user to complete the online forms using the standard offline interaction]</i>	10%	N.A. Mainly related with the Q&A tool. As soon as the experimentation will be opened for the free online completion of the form we could measure this KPI. Having asked the civil servants of the in charge office, a realistic estimate of the time spent in the offline interaction with users is not less than 10 minutes (which will be used as the baseline to calculate the reduction in time brought by the SIMPATICO's interaction tools).
	Reduction of administrative burden	Reduction in time spent completing a procedure or filling a form calculated as: <i>1 - [Average time spent</i>	20	35% The measured average time to complete the form is 13 minutes.

		<i>completing a procedure or filling a form using the simplified online interaction (with SIMPATICO tools)] / [Average time spent completing a procedure or filling a form using the standard offline interaction]</i>		
				From data given by the in charge office, the time needed for the completion of the paper form was not less than 20 minutes, which is considered as the baseline to measure the reduction in time brought by the SIMPATICO form

We want to highlight here that, if the completion of the form is made by citizens directly from home, the KPIs related with “time needed to complete the form or the process” can widely vary. This because citizens could pause working on the form in order to do other activities, restarting it minutes or hours later. We had an evidence of this possibility with some parents who come to the Municipality office with their children to enrolled them to the day nursery service. As a matter of fact, they needed to pause often, in order to feed their children, or to calm them down, or also to make them sleep before continuing the completion of the form. This aspect will be taken into account in the definition of the KPIs for the second evaluation round.

## 2.4 Lessons learned

During the evaluation phase we have learned some lessons due to the experiences we had during the preparation of them and the feedback from the participants on the session. These lessons are divided in two different groups. On one hand, the ones that are about the SIMPATICO tools and on the other the ones that are related to the evaluation process.

### 2.4.1 SIMPATICO tools

Here some consideration which should be taken in consideration for phase two:

- **Text Adaptation.** In the current implementation stage Text Adaptation has been applied in the e-service form, while in order to be really helpful this function should be applied to simplify the service description. This requires extending the integration of the Text Adaptation tool to the Sportello Telematico web pages. Indeed, here, beside the description itself, many references to laws and rules come in place. Having an instrument which helps people in the comprehension would be a real added value.
- **Workflow Adaptation.** By now the function ended up offering a guide to compile the e-service digital form. Some effort can be made here in order to change the interaction with each user, basing on users’ data stored in the system and on users’ proficiency. Ideally it would end up having a personalized wizard giving the final user the opportunity to specify the missing information required to complete the e-service request only.
- **Citizenpedia.** Aiming to have Citizenpedia used by the community as a stand-alone application some effort is required in order to improve the usability of this tool. First of all

Citizenpedia lacks in providing the gained information (CPD, questions and answer, etc.) about the e-service concept. This ends up in requiring some effort in finding the information which the end user is looking for. On the other hand the pages lack in highlighting properly the different concepts presented (eg. questions and answers are at the same level to the other texts).

- **Citizen Data Vault.** The tool has been improved but it lacks in usability; better results can be achieved in exploiting the native Sportello Telematico integration mechanics and in having implicit activation of the tool (as the Google password manager does).
- **Dashboard.** The dashboard should be extended with the KPIs defined in the previous tables in order to give the municipality clear information on the results of the service digitization process. The dashboard should also give the possibility to specify the observation period in order to bind the analysis in specific timeframes.
- **Overall usability.** One general concern emerged during the validation of the SIMPATICO tools: in many cases the activation of these features requires an explicit action which can render users unable to fully taking advantage of the novel function. It must be found some mechanism in order to make them easier to activate and use.

## 2.4.2 Evaluation process

Looking at the experimentation and the activities already done it emerges that the innovation procedure operated by Trento Municipality has been well accepted in the town. The digitalisation of services represents a strong help in reducing the time needed by the bureaucratic procedures, as a consequence also the stress on the civil servants and citizens could be significantly reduced.

It is obvious that the innovative process requires time to be widely accepted by the whole citizenry and its numerous facets (age, language, knowledge of digital services, disadvantaged people, etc.).

As already said, the more the services become easy and helpful, the more will the citizens be involved in the growth process of Trento, and the wider would be the acceptance of new digital services replacing the standard paper ones.

The new community arising would be also more aware about the mission of such European Projects and proactive in the collaboration with the Municipality and its partners.

In order to give a detailed overview of what we have learnt thanks to the experimentations, we want now to take into account two points of view: the civil servants' one and the citizens' one.

From the civil servants' point of view the services digitalisation represents a real help for citizens in understanding the bureaucratic procedures and in limiting the time needed to complete forms and requests. On the other hand it's clear it would require a commitment in learning how to manage the new tools. This sometimes could be stressing for some people, but would lead to an improvement of the efficiency of the bureaucratic machine.

A particular consideration is required by Citizenpedia: this tool would enhance the interaction between citizens and the PA, giving them the possibility to ask questions about the forms and the procedures in an open environment accessible to everyone. It is clear that from the civil servants point of view Citizenpedia represents both an added value, both a risk: if a real commitment is guaranteed for a productive dialogue and collaboration, this tool could really lead to a strong improvement of the relationship between the PA and the citizenry. But, on the other side, this tool is vulnerable for tendentious criticisms and negative interactions.

This is the main worry emerging from the civil servants and needs a strong commitment to reduce the vulnerability of Citizenpedia.

From the citizens' point of view the opening of new digital services and the conversion of the old paper forms into digital ones represent a step forward to become part of a smart city.

Also it clearly appeared that there is a hard core of people (mainly the elderly and some kind of disadvantaged users) who prefer a traditional interaction with the PA, for example through standard paper forms, in contrast, there is a large number of citizens who see the digitalisation as a really helpful way to improve the communication with the PA.

In this context, Citizenpedia emerged as a tool strongly requested by citizens, who desire a simple and direct channel of interaction where to ask the PA about its bureaucratic procedures.

As a proof of that, looking at the Citizenpedia surveys collected in the early stage of the project, the majority of people (about 80%) answered that, if existing, they would surely use a portal which gives the possibility to ask questions to the PA, obtaining the needed answers in a short time.

In this way citizens could better understand how the bureaucratic machine works and easily retrieve answers and explanations about the more complex points and steps.

Going more in the detail of the experimentation done in Trento, we now recap the main lessons learned addressing the objectives of the Trento use-case.

- Firstly, since the comparison between the paper form and the online one showed a strong improvement in the service brought by the online one, it appeared fundamental to keep the service constantly updated following the users' comments and the needs highlighted by the civil servants of the specific service. This because giving efficient and useful simplification tools would significantly reduce the request for additional information.
- A strong communication process between the different offices of the Municipality, the operators and the technicians, is fundamental in order to continuously improve and update the form and offering the best possible services to the citizenry.
- About the community involvement, a strong engagement campaign appears fundamental to involve a larger number of people, making them aware about the new services, encouraging their usage and a proactive collaboration with the PA.
- Speaking about the tools (and beside the extension of the functionalities), some extra effort is necessarily required in order to improve their usability from different point of view. The experimentation highlighted in particular the added value represented by the guided completion and the step-by-step guide, while the other features would show their potential during the next step of the evaluation phase, i.e. the free online availability of the forms.
- As already emerged in this document, a focused work and deep considerations are needed about the Q&A tool in order to define the a strategy to guarantee a way to prevent "bad" or "tendentious" queries and answers.
- One final comment on participatory design in SIMPATICO. The introduction of Sportello Telematico and SIMPATICO tools has been a process which has stressed a lot the municipality organization. The participatory approach characterized all the steps of the introduction of both the Sportello Telematico with SIMPATICO adoption and of the implementation of the new services. So far, this participatory approach has mostly focuses on the organization internals: having the project goals with civil servants, having them involved in the definition of the e-services, convincing them about benefit guaranteed by SIMPATICO tools, working



with them to improve tools and usage practices, has been the key element that made possible to bring the system in production in such a short time. Some initial participatory design activities have been done with professionals, with positive outcomes, during the workshops organized with them. Trento is now ready to move on in order to have citizen and professionals more actively involved in the design of the e-services, and in the definition of how SIMPATICO tools can better help them.

## 3 Evaluation of Galicia pilot

### 3.1 Use case description

According to data provided by IGE (Instituto Galego de Estatística<sup>1</sup>), the number of Galician elderly inhabitants (see Figure 5) is alarmingly increasing. Furthermore, the socioeconomic indicators for Galicia show a number of particular needs that make it suited for e-services improvement. A sparse distribution of the population, especially in the rural parts of the region. In that regions people often migrate to the richer coastal areas and other Spanish regions. This has resulted in large rural areas with low population density, where the access to public services is harder. Consequently, there is a big gap in the usage of e-services in Galicia in the segment of population older than 55.

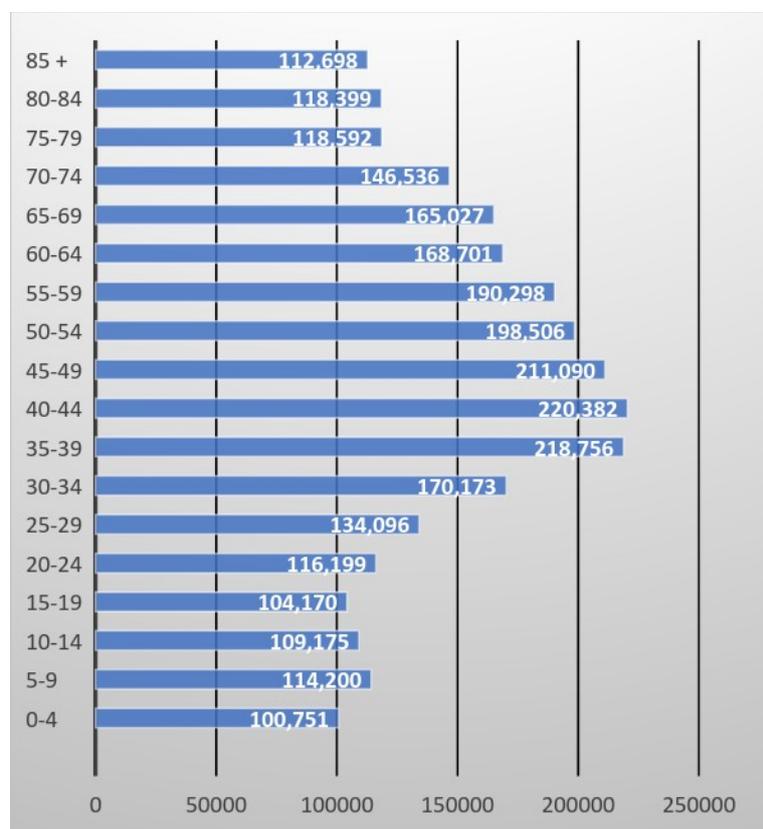


Figure 5: Number of citizens per age group

In this field, Xunta has worked during the last years to promote the planning and joint usage of equipment, programs and innovative social services, including e-services, at the Spanish-Galician level, to early detection of future dependency needs and the promotion of active and healthy ageing. Also it is currently working to mitigate the consequences of the demographic change and the provision of social services.

<sup>1</sup> <http://www.ige.eu/>

Xunta has a digital platform called “Sede Electrónica”<sup>2</sup> (digital site of Xunta) and made up by an e-service ecosystem. Through this platform citizens can apply for several services. These are three example services:

- **TR341D - Programa I. Promoción del empleo autónomo.** This e-service offers help to self-employers.
- **ED330B - Participación en el fondo solidario de libros de texto y ayudas para adquirir libros de texto y material escolar.** Thanks to this e-service citizen can ask money for buying school material
- **TR343A - Subvenciones por la contratación de personas con discapacidad en la empresa ordinaria.** Citizens can apply for non-refundable subsidy when they hire a disabled employee.

Usually, the main lifecycle of these applications is structured into five main steps:

1. Dissemination and publication of the procedure in DOG (Diario Oficial de Galicia)<sup>3</sup>.
2. At the same time, the e-service related to the opened procedure is published
3. Citizens fill application forms and all the corresponding information to apply to the procedure. They can use e-services or they can present all the information through the traditional method: going to the corresponding administration building.
4. A citizen can present an appeal when the application is not satisfied and he/she does not agree.
5. The appeal is studied and resolved.

Even though the final result of both traditional and digital methods is the same (a set of filled forms), Sede Electrónica is not commonly used as a main method.

Aligned with this issue, Xunta recently adopted a new strategy called Digital Inclusion of Galicia in 2020 on 21 April 2016<sup>4</sup>. It addresses the challenge of promoting a new model of digital inclusion, with integrated actions for promoting new technologies and teaching their usage, paying special attention to those traditionally at risk of digital exclusion groups (i.e. elderly). This Plan is divided into three main strategic axes: (1) digital literacy, (2) training and (3) social, participatory and digital innovation. And a transverse axis where SIMPATICO is located: structural support.

**The alignment between SIMPATICO and the main strategic axes is focused on: (1) increasing the learnability and ease of use of e-services and software platforms to enhance digital literacy and training through the SIMPATICO tools and (2) on the social side, promote participatory and digital innovation through the human computation framework (SIMPATICO Citizenpedia).**

Nowadays, the number of electronic submissions is considerably smaller than the ones made physically. Consequently, Galicia cannot reach a number of electronic ones in short term.

Due to the low usage of e-services by elderly people, training and literacy tasks have been performed. Thus, replicated e-services have been deployed at several Xunta’s locations, such as the

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<sup>2</sup> <https://sede.xunta.es/portada>

<sup>3</sup> <http://www.xunta.gal/diario-oficial-galicia>

<sup>4</sup> [http://faietedixital.xunta.gal/sites/default/files/documentos/Plan\\_Inclusion\\_Dixital\\_Galicia.pdf](http://faietedixital.xunta.gal/sites/default/files/documentos/Plan_Inclusion_Dixital_Galicia.pdf)

provided by the CeMIT network<sup>5</sup>, which make available training activities in the field of digital literacy and entrepreneurship.

Within this solution, this controlled environment enabled us to achieve two main purposes: (1) literacy and dissemination and (2) the SIMPATICO solution validation in terms of usability focused on groups which have the highest difficulties. Due to the usage of such a training environment, the submitted requests are not further processed by the administration.

To make easier the achievement of the mentioned aims, several steps have been followed.

First, e-services have been selected, studied and replicated in order to provide a more controlled environment to obtain explicit and detailed information about usability issues, feedback and improvement points.

The main target audience are the **elderlies**, and two e-services have been selected:

- BS607A: Grants for the attendance to **wellness** and spas program.
- BS613B: Individual grants for **personal autonomy** and complimentary personal assistance for disabled people

**These e-services have been used during phase I to validate all the different features and components of the SIMPATICO solution.**

The following tables describe the e-services that have been selected for the Galicia experimentation.

Table 1: Wellness and spas program

<b>e-Service</b>	Wellness and spas program
<b>Target</b>	Citizen
<b>Description</b>	The service manages the requests of stays in Spas/wellness centres within the Galician community. This program is for people older than 60, or people older than 55 who are retired with some disability or widowhood benefit.
<b>Process and user interaction</b>	Two ways of submitting the request are exposed: physical delivery or digital submission. In the latter case, the system requires the use of an electronic ID card. Public administration should get in touch with the requester in a period of 20 calendar days.

Table 2: Individual grants for personal autonomy and complimentary personal assistance for disabled people

<b>e-Service</b>	Individual grants for personal autonomy and complimentary personal assistance for disabled people
<b>Target</b>	Citizens
<b>Description</b>	The service manages the requests of grants for personal autonomy, i.e. promotion services for disabled and elderly people to live as autonomous as possible. The Xunta offers to evaluate and grant the services that the requester asks for, such as items to ease their daily living or transportation aids
<b>Process and user interaction</b>	Two ways of submitting the request are exposed: physical delivery or digital submission. In the latter case, the system requires the use of an electronic ID card. Public administration should get in touch with the requester in a period of 20 calendar days.

<sup>5</sup> <https://cemit.xunta.gal>

Based on the aims that Xunta wants to achieve and on the services that are available to replicate, the following objectives have been defined for the Galicia use case.

Table 3: Galicia Pilot Objectives

Objective	Success criterion
<b>Obj-GL-1.</b> To define, select and create a significant testing community which matches the use case criteria.	A significant testing community shall be selected and created. In the case of phase I this number was agreed to be 260 people.
<b>Obj-GL-2.</b> To replicate and deploy the selected test e-services.	The selected two test e-services shall be available on a replicated portal at the beginning of the validation phase.
<b>Obj-GL-3.</b> To integrate and validate the SIMPATICO simplification techniques with the replicated e-services of Obj-GL-2.	(1) Successful integration of the SIMPATICO simplification techniques within the replicated services and with the test e-services by the beginning of the validation phase; (2) enough information collected during the experiment to calculate the corresponding metrics to describe the acceptance, effectiveness and efficiency to validate SIMPATICO.
<b>Obj-GL-4.</b> To involve Galician elderly community and Xunta civil servants for the frequent use of Citizenpedia.	Evidence is collected that the community is engaged and use frequently the Citizenpedia (e.g., by measuring the number of interactions, comments and successful queries made through Citizenpedia).

For what concerns the **integration strategy** adopted for the Galicia use-case, all the SIMPATICO components have been integrated with the two replicated services. The addition of the SIMPATICO functionalities over the two selected e-services does not alter the purpose of the original services. Hence, the services can be requested either using or not the SIMPATICO tools.

The Galician deployment has performed the following customizations over the components that were offered by the consortium for their specific deployment at each pilot site:

- The SIMPATICO tools code as a set of JavaScript files has been injected in the replicated services code. These libraries can be easily added to any e-service which wants to have the SIMPATICO functionalities.
- The replica of the original HTML code had to be annotated bearing in mind that the service content can't be modified or deleted, it must be always visible in its original form. All the content retrieved from the SIMPATICO components is that way added to the original DOM (Document Object Model).
- The content received from QAE and TAE (the questions related with the annotated element and simplified text) is added to the DOM as a box within the HTML body. Figure 6 shows an element of the original service with the simplified text (red box) as appeared in the Galician pilot case. Figure 7 shows the same element with the data, number of answers associated to the element and the questions themselves, obtained from QAE (blue box).
- The QAE also returns the CPD diagram which represents the steps needed to complete a public administration procedure, in this case the e-service request to the PA. This diagram is represented in the top-left part of the replicated service as shown in Figure 8.

Besides, each SIMPATICO component, namely, IFE, CDV, QAE, CPD and TAE, offers a RESTful web service to establish a communication between them.

d) Autorización, según el anexo IX, del cónyuge de la persona solicitante o pareja de hecho, en el caso de régimen matrimonial de gananciales, así como de las personas a cargo de la persona solicitante, para la consulta por la Dirección General de Mayores y Personas con Discapacidad de sus datos sobre identidad, residencia, renta (IRPF) y de toda clase de pensiones y prestaciones sociales percibidas. Caso contrario, deberán aportar la documentación relacionada con esta información, que, en este caso, sería copia del DNI, certificado de residencia, copia de la declaración del IRPF, certificado de pensiones emitido por el Instituto Nacional de la Seguridad Social, declaración de toda clase de pensiones y prestaciones sociales percibidas.

#### Texto simplificado



d) Autorización, según el anexo IX, del **cónyuge** e de la persona solicitante o pareja de hecho, en el caso de régimen matrimonial de **gananciales** s, así como de las personas a cargo de la persona solicitante, para la consulta por la Dirección General de Mayores y Personas con Discapacidad de sus datos sobre identidad, residencia, renta (IRPF) y de toda clase de pensiones y **prestaciones** s sociales **percibidas** s. Caso contrario, deberán aportar la documentación **relacionada** a con esta información, que, en este caso, sería copia del DNI, certificado de residencia, copia de la declaración del IRPF, certificado de pensiones **emitido** o por el Instituto Nacional de la Seguridad Social, declaración de toda clase de pensiones y **prestaciones** s sociales **percibidas** s.

**cónyuge**

*Sinónimos:* marido

Figure 6: Simplified text (Galicia deployment)

d) Autorización, según el anexo IX, del cónyuge de la persona solicitante o pareja de hecho, en el caso de régimen matrimonial de gananciales, así como de las personas a cargo de la persona solicitante, para la consulta por la Dirección General de Mayores y Personas con Discapacidad de sus datos sobre identidad, residencia, renta (IRPF) y de toda clase de pensiones y prestaciones sociales percibidas. Caso contrario, deberán aportar la documentación relacionada con esta información, que, en este caso, sería copia del DNI, certificado de residencia, copia de la declaración del IRPF, certificado de pensiones emitido por el Instituto Nacional de la Seguridad Social, declaración de toda clase de pensiones y prestaciones sociales percibidas.

#### Preguntas relacionadas

1 **DNI caducado**

+ **Añadir nueva pregunta**

Figure 7: Questions related to the element (Galicia deployment)

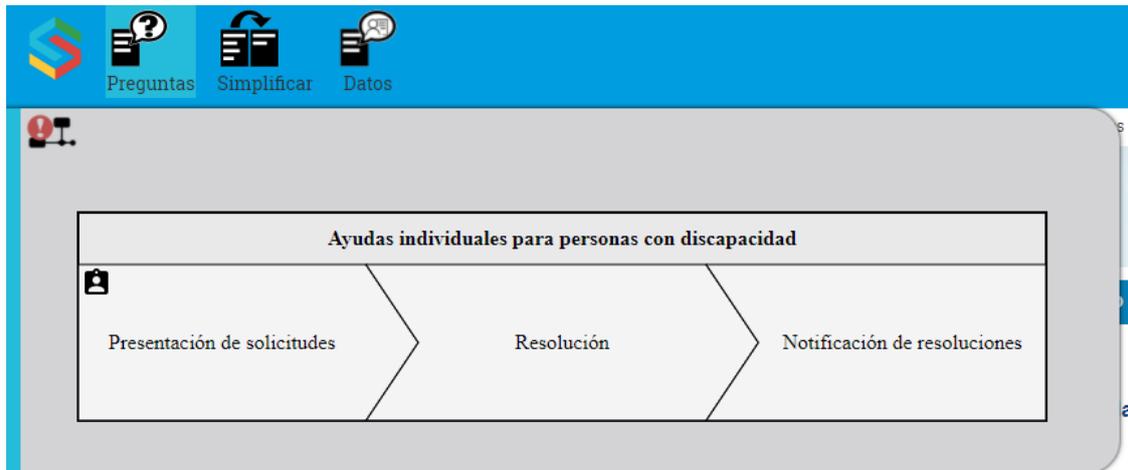


Figure 8: CPD Diagram (Galicia deployment)

The CDV stores the SIMPATICO users' data in order to automatically fill in the form fields with the requester's data which has been previously submitted during the consumption of other e-services. In the top-right of the replicated service, a box is shown to manage this data and the communication with the CDV. Figure 9 shows the CDV box.



Figure 9: CDV box

Although the initial requirements were not to modify the original service, some visual amendments had to be made after the pre-evaluation phase. This was due to the poor usability choices in the

legacy systems themselves, which obstructed any tests for SIMPATICO purposes: the participants on this evaluation suggested to highlight the “start e-service request” button and change the form buttons’ colours to make them easier to understand. These small modifications were the two only things modified from the original visual aspect. Both changes were authorized by the Xunta (e-service owners).

The following table shows the functionalities the Galicia scenario has been testing and the deviation with what has been planned and it is shown in project deliverable “D6.1 – Use-case Planning & Evaluation v1”.

Table 4: Service to SIMPATICO feature application mapping for Galicia use-case

Target	Features	Description	Deviation
Citizens	Text Adaptation Engine	Complex words and phrases are highlighted. When a user clicks on one highlighted phrase or word, a pop-up within a simplified version of it is shown according to the user profile.	The pop-up has been changed to a box element. This way the interface is less intrusive, and it can be used easily in the mobile devices.
	Workflow Adaptation Engine	Near the most difficult fields to fill a symbol/icon will be present. Clicking on it, a text will appear explaining what it is asked to insert for that specific field according to the citizen profile. Furthermore, fields and sections of forms are shown/hidden on the basis of an optimized compilation process defined according to the user profile.	The functionality is integrated and tested. However, in both test services provided by Xunta no difficult fields are presented and no fields can’t be hidden since all of them are required.
	Citizen Data Vault	The information filled in the module is stored in the CDV and available for future usage. Furthermore, this previously-filled information is used to automatically fill form fields.	Done as planned.
	Question and Answer	The citizen can select a part of the form or range of provided documents inside the e-service and ask for clarification to the user community.	Done as planned.
	Citizenpedia	The modelled documentation of the e-service is used by the Citizen to clarify possible doubts	Done as planned.
Civil Servants	Question and Answer	The civil servant can provide clarification and responses of the digital e-service to the user community.	Done as planned.
	Citizenpedia	The documentation of the e-service is modelled by the civil servant.	Done as planned.
	Data Analytics	The civil servant can receive reports about the use of this service.	Done as planned.

In order to minimize the risks of the fact that the services enriched with the SIMPATICO extensions will be available from time zero for all the citizens and civil servants, the use-cases experimentation has been structured in a pre-evaluation phase and an evaluation phase. Within the **pre-evaluation phase**, the services part of the experimentation have been presented, used and evaluated by a representative panel of the Galicia community (civil servants, professionals and citizens). Thanks to the feedback obtained from the pre-evaluation phase the SIMPATICO components were improved and the evaluation phase structure was refined. The *lessons learned* section in the pre-evaluation

session appendix (see Appendix B – Galicia Engagements Reports) highlights the changes that were applied both to the platform components and to the evaluation methodology tackled.

Both in the pre-evaluation phase and the evaluation phase feedback information was obtained through the collection of information from the interaction of the user with the e-service, and explicitly by submitting questionnaires to the users at the end of the e-service interaction.

Galicia use case plan was structured as the following:

1. **Preparation phase [M1-M6]:** all relevant documents, regulations, e-services and Xunta's deployments are analysed.
2. **Environment set up phase [M7-M14]:** all the components, as well as the testing community creation to test the solution are set up:
  - a. *select* the venues, characteristics and sizes of the groups which made the testing community.
  - b. *replicate* the selected e-services and test the similarity between them and their analogous ones.
  - c. *integrate* the text and workflow simplification and interaction enrichment techniques made available by SIMPATICO within the replicated e-services.
  - d. *gather* potential sources and populate suitable sections of the Citizenpedia with information relevant for the specific selected testing e-services.
  - e. *prepare* communication and engagement campaigns to enhance the social, participatory and digital innovation through SIMPATICO.
3. **Pre-evaluation phase [M13-M14]:** The first experiment is activated. It compares the replicated e-services enhanced with the first released version of SIMPATICO, and the non-enhanced ones. It provides a complete feedback of the usage and the main drawbacks of the initial SIMPATICO version.
4. **Users evaluation phase [M15-M20]:** An experimentation of the concrete usage of the SIMPATICO solutions is activated, in conjunction with the selected e-services in a replicated environment.

There was some deviation with the defined plan. The environment set up phase finished on month 15 due to some difficulties to integrate some components with the replicated services. This delay affected the pre-evaluation phase which was planned for at the beginning of the month 15 and executed in the first week of the month 16. During the pre-evaluation session, 3 videos were recorded in order to use them in the engagement campaigns. This allowed us to prepare faster new evaluation sessions and to reduce the time from when the session is designed to the day the session is carried out.

Using the feedback from the pre-evaluation phase, a training session was prepared. Representatives from the three associations that participate in the evaluation took part in this training session. The goal of the session was to teach the people who were going to carry out the evaluation session about both the SIMPATICO tools and the session schedule. Thanks to this session, all the evaluation sessions (more than 260 participants) were carried out in two weeks at the end of month 20. This allowed us to accomplish the objectives planned for phase I.

### 3.2 Engagement activities

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In general terms, the engagement and community objectives for Galicia are focused on the digital inclusion. More precisely, the pilot will try to:

- Approach public services through ICT to the most vulnerable groups (elderly and people with disabilities), taking into account two main dimensions: gender issues and rural areas.
- Raise the awareness and knowledge of the usefulness of Xunta online services and their benefits.
- Increase the learnability and ease of use of e-services addressing not only a cognitive dimension (cognitive accessibility and context-awareness), but also a citizen-focused dimension (user-centred design).
- Promote the participatory co-creation of e-service specific knowledge with citizens using Citizenpedia.
- Analyse and validate the technological acceptance of the selected Xunta e-services and SIMPATICO solution by vulnerable citizen groups.

Given these general objectives, and given the community stakeholders identified in the SIMPATICO engagement methodology, their relationships and their interactions, the following target audience has been identified for Galicia use case:

**Citizens (End users)** participate in engagement activities:

- to execute replicated e-services,
- to provide feedback on the quality of e-services,
- to use Citizenpedia to contribute their own insights for the benefit of other users.

**Associations** participate in engagement activities:

- to provide direct communication between Public Administration and citizens,
- to provide direct and clear communication between the more vulnerable groups of citizens and ICT enablers, in order to better understand the feedback and to speed up their interactions,
- to use Citizenpedia and to provide feedback, as well as the citizens do, but with some differences (e.g., in perceived trust),
- to gain experience and knowledge related to new ICT techniques that enhance PA e-services. The aim is to gain experience, trust and reputation in the field of ICT-enhanced PA e-services.

**Civil servants** are engaged:

- to promote the usage of digital services,
- to provide feedback on the quality and efficiency of the e-services,
- to contribute in the Citizenpedia,
- to ask developers to implement changes to enhance the e-services.

**Developers** are engaged:

- to implement technical solutions that enable the e-services to fulfil the PA needs following the SIMPATICO approach.

In order to successfully achieve the above objectives, the Galicia task force has defined the following key engagement activities for each phase.

Table 5: Galicia key engagement activities

<u>Phase</u>	<u>Activity</u>
<b>Inform</b>	<ul style="list-style-type: none"> <li>• Communication events</li> <li>• Selection of the most representative associations related to the active ageing field</li> <li>• Public call aimed at finding citizens for pre-evaluation and evaluation engagement about the replicated e-services</li> <li>• Civil servants workgroup creation for pre-evaluation and evaluation</li> <li>• Dissemination materials creation (e.g. stakeholders' testimonial videos, leaflets...) to inform and create awareness among the target groups about the benefits of Xunta e-services.</li> <li>• Training and information activities related to SIMPATICO and e-Government through the associations' e-learning platforms</li> <li>• Participation to ICT events organized by the associations</li> </ul>
<b>Consult</b>	<ul style="list-style-type: none"> <li>• Evaluation of e-services with feedback (using questionnaires)</li> <li>• Evaluation of e-services powered by SIMPATICO features with feedback (using questionnaires)</li> <li>• Citizenpedia survey for citizens</li> <li>• Citizenpedia survey for civil servants</li> </ul>
<b>Involve</b>	<ul style="list-style-type: none"> <li>• Focus groups with stakeholders to discuss how the introduction of SIMPATICO features can really simplify the use of e-services</li> <li>• Interviews with stakeholders to discuss how the SIMPATICO features could be enhanced</li> </ul>
<b>Collaborate</b>	<ul style="list-style-type: none"> <li>• Improve the usage and contributions to Citizenpedia</li> <li>• Assign a special role inside Citizenpedia to associations in order to enhance the engagement and collaboration</li> </ul>
<b>Empower</b>	<ul style="list-style-type: none"> <li>• Specific focus groups to improve the quality by specifically co-designing follow-up elements (e.g. new components) after the evaluation</li> </ul>

The following table presents the preliminary engagement activities plan introduced in project deliverable "D6.3 – Citizens & stakeholders engagement & community building plan v1"; for each activity the table presents the Title (the code name), the Target audience (who it is referred to), the phase (a link with the engagement methodology phase), the content (e.g. the service it refers on), the description, the Driver and Incentives (how the municipality rewards the participants), the Expected results, the Quantitative outcomes, and the comments.

Table 6: Galicia engagement plan

Activity title	Target audience	Phase	Content	Description	Drivers and incentives	Expected results	Quantitative outcomes
Search, contact and engagement of associations	Associations and citizens	Involve	Project, services, SIMPATICO project	Search for associations that interact and represent the target groups of citizens. Contact, inform about the SIMPATICO project and propose collaboration to	For associations it would be an opportunity to collaborate directly with the PA (Xunta de	Raise awareness on the associations and the related initiatives about e-services, digital literacy aimed at improving the	<ul style="list-style-type: none"> <li>• 3 involved associations</li> </ul>

				act as direct channel between SIMPATICO partners (especially Public Administration) and citizens.	Galicia) in a H2020 project, learning a new way to approach ITC's in their target audience.	quality of living in Galicia and getting the citizens' propensity to share it through word of mouth	
Online communication events	People aged over 65. People with disabilities.	Inform	Benefits of e-services in general, and, SIMPATICO project objectives	Participation in e-learning platforms used by associations through testimonial videos, training pills about e-administration and SIMPATICO benefits.	ITC improved literacy.	Raise awareness of the usefulness of online services and their benefits	<ul style="list-style-type: none"> <li>• 3 testimonial videos (viral)</li> <li>• 3 training pills</li> </ul>
Offline communication events: ITC's talks	People aged over 65. People with disabilities	Collaborate	Benefits of ITC's in general (promotion of autonomy), e-services in particular, and, SIMPATICO project objectives	Associations to deliver a continuous training and events programme with different type of contents. ITC's are highly present in those events. Our aim is to collaborate with them carrying out specific talks and further discussion on the benefits of e-services in their daily life.	ITC improved literacy	Emphasizing the sense of a community, using the involved associations as a key channel where citizens, civil servants and ICT-enablers have the opportunity to collaborate in the development of simplified procedures to provide more efficient solutions to problems and needs of Galicia.	<ul style="list-style-type: none"> <li>• 200 persons (citizens and civil servants) involved in the evaluation phase</li> <li>• 20 users (citizens and civil servants) involved in the pre-evaluation phase</li> </ul>
Calls for pre-evaluation engagement	Citizens and Civil Servants	Inform	Services, SIMPATICO project	<p>Call aimed at finding:</p> <ul style="list-style-type: none"> <li>• citizens for pre-evaluation and evaluation engagement about the "wellness" and "personal autonomy" e-services</li> </ul> <p>Civil servants engaged to be enrolled at the civil servants workgroup. This group will contribute answering questions and moderating Citizenpedia</p>	For citizens and civil servants it would be a nice opportunity to give their opinion and feedback directly to the PA (as an institution) and be early-adopters of new ICT technologies.	Enlarge the community of citizens involved in the design and enhancement of e-services thanks to a collaborative culture to promote the usage of digital channel instead of traditional ones	<ul style="list-style-type: none"> <li>• 3 citizen calls</li> <li>• 1 civil servant call</li> <li>• 20 users (citizens and civil servants) involved in the pre-evaluation phase</li> <li>• 3 associations' members collaborating in Citizenpedia with special role</li> </ul>
Pre-evaluation of the e-services with feedback	Citizens and Civil Servants	Consult	Services, SIMPATICO project	Sessions to evaluate the use of the e-services. During the sessions users give feedback through several methods such as questionnaires, logs, think aloud protocol and screen recording.	For citizens and civil servants it would be a nice opportunity to know and be part of the design and enhancement of new technologies.	<ul style="list-style-type: none"> <li>• Receive feedback on the effectiveness, efficiency and satisfaction of the e-service and the actual issues</li> <li>• Understand how it is possible to enhance the quality of the first version of SIMPATICO tools and the replicated</li> </ul>	<ul style="list-style-type: none"> <li>• 1 pre-evaluation session</li> <li>• Recorded interactions</li> </ul>

						services	
Calls for evaluation engagement	Citizens and Civil Servants	Inform	Services, SIMPATICO project	Call aimed at finding: <ul style="list-style-type: none"> <li>citizens for evaluation and evaluation engagement about the “wellness” and “personal autonomy” e-services.</li> <li>civil servants engaged to be enrolled at the civil servants workgroup. This group will contribute answering questions and moderating Citizenpedia</li> </ul>	For citizens and civil servants it would be a nice opportunity to give their opinion and feedback directly to the PA (as an institution) and be early-adopters of new ICT technologies.	Enlarge the community of citizens involved in the design and enhancement of e-services thanks to a collaborative culture to promote the usage of digital channel instead of traditional ones	<ul style="list-style-type: none"> <li>3 citizen calls</li> <li>1 civil servant call</li> <li>200 users (citizens and civil servants) involved in the pre-evaluation phase</li> </ul>
Evaluation of the e-services with feedback	Citizens and Civil Servants	Consult	Services, SIMPATICO project	Sessions to evaluate the use of the e-services. During the sessions users give feedback through several methods such as questionnaires, logs, think aloud protocol and screen recording.	For citizens and civil servants it would be a nice opportunity to know and be part of the design and enhancement of new technologies.	<ul style="list-style-type: none"> <li>Receive feedback on the effectiveness, efficiency and satisfaction of the e-service and the actual issues</li> <li>Understand the advantages and disadvantages of using SIMPATICO to simplify e-services</li> </ul>	<ul style="list-style-type: none"> <li>6 evaluation sessions</li> <li>Recorded interactions</li> <li>5 interviews with stakeholders to discuss how the SIMPATICO features could be enhanced</li> </ul>
Citizenpedia survey	Citizens and Civil Servants	Consult	Citizenpedia component	Deployment of a survey about Citizenpedia for citizens and civil servants	For citizens and civil servants it would be a nice opportunity to know and be part of the design and enhancement of new technologies.	Receive the main features to add and/or enhance	<ul style="list-style-type: none"> <li>100 surveys filled</li> </ul>
Focus groups	Citizens and Civil Servants	Empower	Services, SIMPATICO project	Focus groups with target citizens and civil servants to discuss how to improve SIMPATICO tools and to identify potential improvements	Citizens and civil servants would have a really face-to-face dialog with the SIMPATICO developers and Pas to enhance the quality of life of their socio-cultural groups.		<ul style="list-style-type: none"> <li>2 focus groups</li> <li>10 users involved</li> </ul>
Focus group	Citizens, Civil Servants and Associations	Empower	Services, SIMPATICO project	Specific focus group to discuss the potential improvements of SIMPATICO, identify the next steps inside the Galician digital inclusion strategy	Citizens and civil servants would have a real face-to-face dialog with the SIMPATICO developers and PAs to enhance the quality of life of their socio-cultural groups.		<ul style="list-style-type: none"> <li>1 specific focus group to improve the quality after the evaluation</li> <li>8 members involved</li> </ul>

The following tables show the qualitative and quantitative results expected when the engagement activities were planned and the deviation occurred once the activities have been executed.

**Table 7: Qualitative results**

<b>Expected qualitative results</b>	<b>Deviation occurred during deviation</b>
Raise awareness on the associations and the related initiatives about e-services, digital literacy aimed at improving the quality of living in Galicia and getting the citizens' propensity to share it through word of mouth.	Done as planned.
Raise awareness of the usefulness of online services and their benefits.	Done as planned.
Increase the awareness of the usage of SIMPATICO by Xunta and its partners (e.g. involved associations) for the study of the citizen needs and the enhancement of the interactions between Public Administrations and citizens through online services.	Done as planned.
Enlarge the community of citizens involved in the design and enhancement of e-services thanks to a collaborative culture to promote the usage of digital channel instead of traditional ones.	Done as planned.
Emphasize the sense of community, using the involved associations as a key channel where citizens, civil servants and ICT-enablers have the opportunity to collaborate in the development of simplified procedures to provide more efficient solutions to the problems and needs of Galicia.	Done as planned.

**Table 8: Quantitative results**

<b>Expected quantitative results</b>	<b>Achieved value</b>
4 communication events.	4. See Appendix B – Galicia Engagement Reports
3 involved associations.	3. COGAMI, FEAG AUS and ATEGAL
1 call aimed at finding citizens for pre-evaluation and evaluation engagement about the “personal autonomy” e-service.	1
1 civil servants workgroup.	2 See Appendix B – Galicia Engagement Reports – sections 6.6 and 6.7
3 stakeholders’ testimonial videos and 1 leaflet design.	3 <sup>6</sup> .
3 training and information activities through the associations’ e-learning platforms.	15. FEAG AUS did the evaluation remotely in 15 different places.
3 ICT events organized by the associations.	3
1 evaluation of “wellness” e-service with feedback.	1 See Appendix B – Galicia Engagement Reports
1 evaluation of “personal autonomy” e-service with feedback.	1 See Appendix B – Galicia Engagement Reports
20 users (citizens and civil servants) involved in the pre-evaluation phase.	22
260 persons (citizens and civil servants) involved in the evaluation phase.	374
1 Citizenpedia survey for citizens.	1 survey. 154 answers to the survey

<sup>6</sup>SIMPATICO Project Channel [https://www.youtube.com/channel/UC7CWRNxDiK9Q0IGcxNkb\\_\\_Q](https://www.youtube.com/channel/UC7CWRNxDiK9Q0IGcxNkb__Q)

	received.
1 Citizenpedia survey for civil servants.	1 survey. 16 answers to the survey received.
1 focus group with stakeholders to discuss how the introduction of SIMPATICO features can really simplify the e-services.	1
5 interviews with stakeholders to discuss how the SIMPATICO features could be enhanced.	15. See Appendix B – Galicia Engagement Reports Sections 6.8
3 associations’ members collaborating in Citizenpedia with special role.	Yes. New functionalities implemented but not evaluated.
1 specific focus group to improve the quality after the evaluation.	2 groups (See Appendix B – Galicia Engagement Reports Sections 6.6 and 6.8)

As can be observed in the quantitative results, although almost every quantitative result has been matched, there have been also some positive and negative deviations. The number of persons that were involved in the pre-evaluation and evaluation phase have been higher than planned. This deviation allowed us to get more quantitative results that have been used to get more realistic KPI results. Besides, it also enabled us to get a better feedback from the participants, which will allow us to detect the changes that we should do on the platform and on the design of future evaluation sessions.

Regarding the special role of some associations’ member collaborating in Citizenpedia, during the evaluation some of the users have the possibility to access to the Dashboard where different metrics related with the Citizenpedia can be checked. Citizenpedia also allows the administrator role, but it has not been evaluated during the evaluation phase. It is going to be evaluated in the second phase.

### 3.3 KPIs

The following tables summarize the general and services specific **KPIs defined within the pre-evaluation and evaluation phase.**

Table 9 and Table 10 list the KPI and the measurement methodology used. The last two columns of these tables also show the targeted and achieved values in both the pre-evaluation and evaluation phase. The values written in red are the ones that do not reach the threshold.

Table 9: Galicia general KPIs

Category	KPI	Target	Achieved
SIMPATICO Platform	Number of procedures supported by SIMPATICO	2	2
	Number of accesses to platform during experimentation	300	541
	Number of platform users	100	374

Table 10: Galicia scenario specific KPIs for pre-evaluation and evaluation phases

Service	Category	KPI	Evaluation Target Value	Achieved Value
Wellness and spas program	Number of engaged stakeholders for each type	Civil servants	8	8
		Number of engaged citizens, in particular, disadvantaged users: elderlies	130	228

	Reduction of administrative burden	Reduction in time spent completing a procedure or filling a form calculated as: <i>1 - [Average time spent completing a procedure or filling a form using the simplified online interaction (with SIMPATICO tools)] / [Average time spent completing a procedure or filling a form using the standard offline interaction]</i>	50%	-21%
	Inclusion	Increase in percentage of disadvantaged users that can complete the e-service autonomously calculated as: <i>1 - [Number of autonomously completed e-services using the simplified online interaction (with SIMPATICO tools)] / [Number of autonomously completed e-services using the standard offline interaction]</i>	25%	33%
		Decrease in average number of requests for help from users for each procedure calculated as: <i>[Number of completed e-services using the standard offline interaction and asking for help] - [Number of completed e-services using the simplified online interaction (with SIMPATICO tools) and asking for help]</i>	2	1.89
Individual grants for personal autonomy and complimentary personal assistance for disabled people	Number of engaged stakeholders for each type	Civil servants	8	8
		Number of engaged citizens, in particular, disadvantaged users: elderlies	130	130
	Reduction of administrative burden	Reduction in time spent completing a procedure or filling a form calculated as: <i>1 - [Average time spent completing a procedure or filling a form using the simplified online interaction (with SIMPATICO tools)] / [Average time spent completing a procedure or filling a form using the standard offline interaction]</i>	50%	-24%
	Inclusion	Increase in percentage of disadvantaged users that can complete the e-service autonomously calculated as: <i>1 - [Number of autonomously completed e-services using the simplified online interaction (with SIMPATICO tools)] / [Number of autonomously completed e-services using the standard offline interaction]</i>	25%	26%
		Decrease in average number of requests for help from users for each procedure calculated as: <i>[Number of completed e-services using the</i>	2	2.27

		<i>standard offline interaction and asking for help] -[ Number of completed e-services using the simplified online interaction (with SIMPATICO tools) and asking for help]</i>		
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As we can observe the only KPI that has not been accomplished is “Reduction in time spent completing a procedure or filling a form”. The main reason of this deviation is that the participants that used the SIMPATICO tools during the sessions needed to follow more steps in the requesting a service process compared to the steps that would have been followed otherwise. For example, the “Text Simplification” offers the possibility of getting a simplified text, but the user spent more time reading the text because they read both the original text and the simplified one. For further versions the possibility should be analysed of offering the functionalities of the SIMPATICO tools in a more automatic way. For example, the CDV could fill automatically the forms without the participants’ interaction.

Although the participant spent less time to accomplish the task without the SIMPATICO tools, the “Increase in percentage of disadvantaged users that can complete the e-service autonomously” KPI value shows that when SIMPATICO is used more participant are able to complete the process. This value also shows the usefulness of the project since it allows elderly people to perform an electronic procedure that without the tools of SIMPATICO would not do.

The really important KPI is if more users completed the e-service with SIMPATICO even if a small extra time was invested by SIMPATICO users.

### 3.4 Lessons learned

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During the pre-evaluation phase and evaluation phase we have learned some lessons due to the experiences we had during the preparation of them and the feedback from the participants on the session. These lessons are divided in two different groups: on one hand, the ones that are about the SIMPATICO tools and on the other the ones that are related to the evaluation process.

#### 3.4.1 SIMPATICO tools

The two legacy e-services used during the use case had some usability problems. To minimize these problems, some small changes were done in their appearance, by altering slightly some HTML elements and their underlying CSS rules. These changes helped the participants in every task related with the e-services. For the future, a more exhaustive analysis should be done in order not to have these problems during the evaluation sessions. It is clear that this effort should be done for all pilot sites. Therefore, a set of inclusive design guidelines has been produced which will be applied for the second iteration across all the pilot deployments.

In addition, during the first evaluation testing the first steps towards establishing a participatory methodology for the design of project assets was conducted. We decided to start with the SIMPATICO Dashboard and to co-design it along with the target users (civil servants). The results of this co-design process are presented in the Appendix B of this document.

Thanks to the logs captured during user interaction with the e-services, we have detected that the text simplification functionality offered by the TAE module was only used once per participant. The reason that the participants gave was that the simplification was not good enough for Spanish

language. This issue must be considered for the next evaluation phase, where enhancements to the TAE component will be applied.

After analysing the surveys, we have detected that participants that used SIMPATICO tools suggested that the functionalities should be executed automatically (e.g. insertion of data in the fields of the forms when activating CDV) to reduce the steps needed to perform a request. This improvement will reduce the time participants spent requesting an e-service and they will learn in an easier way how to use the SIMPATICO tools.

The CPD shows a static diagram of the process. This diagram is divided in different steps the user must complete to realize the request of the e-service. Considering the feedback of the participants we have realized that this diagram should be dynamic and indicate the current step of the process the user is performing.

SIMPATICO tools do enable a higher number of users to autonomously complete e-services, however, sometimes the tools might slow down the form completion if users are not familiar with the support provided by SIMPATICO. Intuitive training and shortcuts to more seamlessly apply the SIMPATICO tools functions to e-services needs to keep being researched.

Finally, we have realized that the navigation from the e-services to Citizenpedia page is confusing for some of the participants. Knowing this, an analysis should be done to minimize the errors produced by this issue. Techniques to overlay question addition and answer retrieval with panel embedded in e-services will be considered and assessed to understand whether this offers or not superior usability.

### **3.4.2 Evaluation process**

These are the lesson we have learned about the evaluation process:

- Greater ambition on the selected e-services and, combined, improved usability and accessibility of the e-services. The base services used in iteration 1 should be extended with new ones. We should examine the best Xunta offerings to provide something more advanced than services oriented to pure form-filling.
- The sessions methodology improved by leaps and bounds when compared to the pre-evaluation sessions held in June by introducing strategic changes (e.g., presenting the documentation in printed in paper)
- Data capture was adequate and greater numbers of users could be mobilised for more statistically significant results by leveraging the e-learning expertise by associations such as FEGAUS.
- Using the video recordings of the project presentation and session definition, precious time was saved and the information transmitted is much more precise.
- The screen recordings of the sessions and other technical elements of the trials are well understood and technicians are confident in that they will be able to operate the tests.
- It is critical to ensure that all of the elements of the testing protocol (including for example a strategy for the answering of questions during the sessions) are well understood and not improvised during the sessions.
- It is also critical to ensure that the data capture protocol (templates to collect the questions) is correctly understood and distributed as the qualitative aspects are essential to re-design the SIMPATICO tools in the future.

## 4 Evaluation of Sheffield pilot

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The evaluation of the Sheffield Pilot has been completed however this was at a reduced scope due to difficulties in integrating the SIMPATICO software with Adobe Experience Manager, our web content management system along with difficulties integrating some of the SIMPATICO tools with our systems.

Due to these difficulties we were able to complete user testing with 46 users in a classroom setting, users were able to complete testing for:

- Text simplification
- Process simplification
- Citizenpedia
- Free text simplification and definitions

Integration was not achieved for Citizen Data Vault therefore testing was not completed in this area.

### 4.1 Use case description

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#### 4.1.1 Motivations

Sheffield City Council is investing in its digital services. In April 2017 we released a new website which has been designed in conjunction with its users. The website has new information architecture, new design including responsive design to support any device, improved navigation and search. As part of the deployment activity all web content was rewritten using standards from the campaign for plain English.

Our Plans for 2017/18 include releasing forms functionality which will be integrated with some of our key capabilities including customer relationship management, case management systems and e-commerce solutions

Simpatico is an interesting project from Sheffield City Council's perspective as we understand that different users have different needs. We feel that the text simplification element of the project could help us reach digitally excluded groups within society and make self-service a real option for those who would not normally have the confidence or skills to use this channel.

#### 4.1.2 Objectives

The following objectives were tested to varying degrees during the evaluation; we still believe that our ethos remains the same in that we want our citizens to be able to access services at a time and place that suits them.

Objective	Outcome or deviation
Obj-SHEF-1. To select test e-services with considerable complexity and high demand on human interaction.	Simpatico was tested on one of the agreed services which required input from an end user.  We do feel that for the next phase we will

	require more complex e-services.
Obj-SHEF-2. To integrate and validate the SIMPATICO simplification techniques with the test e-services of Obj-SHEF-1.	Simpatico integration was achieved later than planned which has impacted the breadth of the pilot we were able to run. We have however managed to complete in depth assessments with our users.
Obj-SHEF-3. To evaluate the improvements of the adoption of SIMPATICO solutions to the usability of the e-services and to the efficiency of the offices of the City Council.	Our evaluation has measured the average time to complete the test activities using the Simpatico solution.
Obj-SHEF-4. To involve Sheffield community (civil servants and citizens) in the documentation of the e-services through Citizenpedia.	We have provided documentation of the e-services however this has not directly involved citizens, other than those in our test groups at this stage.

### 4.1.3 Services

When the Simpatico project was conceived Sheffield City Council decided on 3 main use cases, these were:

- School attendance
- Young carers
- Parenting skills course

Due to the reduced scope of our evaluation phase only one service was tested during the evaluation. Sheffield city council recommends that we also include some additional services in future testing as the services which have been chosen are very similar in both content and demographic groups required.

We selected parenting skills as our e-service for the evaluation period due to the service being open to all demographic groups thus giving us a broader remit for our test.

### 4.1.4 Deployment

Due to the project taking place before the Sheffield City Council web project was complete. The Sheffield pilot deployed a cloned instance Adobe Experience Manager software including accurate content and code to a server provided by Sparta Digital.

Sparta was then given access to our code repository (BitBucket) so they were able to deploy the most up to date versions of our code to their instance of the site.

This approach was designed to:

- Minimise delay for the integration of the Simpatico software
- Avoid complications of Sheffield City Councils security and network policies
- Allow to give access to a wider audience as Sheffield City Council’s non-production environments are not publically available.

In the evaluation phase we have not deployed to our public instance of the Sheffield Council Website. This is due to the integration not being fully achieved and there not being time to undertake key activities such as penetration testing.

## 4.2 Engagement activities

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Due to late delivery of the integrated Simpatico software we were unable to carry out the full range of engagement activities which we had originally planned.

To get around this we significantly redesigned our sessions to ensure that we got the most out of our sessions.

The KPI for the user testing was 200 users and 50 civil servants.

To complete the evaluation on time we took the decision together with the project to aim for a user cohort of 50 users. In our user group we have not differentiated between civil servants and end users and all testers completed.

The users were given the scenario: “You are a new parent and would like to attend a **Parenting skills course**”.

They were then asked to complete a pre evaluation questionnaire to capture their online confidence and their demographic information.

They were then asked to complete the following tasks, and after each pair they were given 2 post evaluations to complete.

In order to simulate real world situations as far as possible users were not given step by step instructions, nor were they given detailed overviews of the simpatico software. They were given the scenario and the tasks to complete.

Note – the Citizen Data Vault form completion could not be tested and so Task A was dropped from the evaluation. This meant that the control Group A were not used, as the intended purpose was to baseline the experience of completing a form.

## 4.3 KPIs

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Objective	Success Criteria	KPI	Expected	Actual
<u>Obj-SHEF-1. To select test e-services with considerable complexity and</u>	The selected test e-services shall be available on the SCC	Availability of the e-services on the beginning of the experimentation.	3	1

<u>high demand on human interaction.</u>	website at the beginning of the validation phase.			
<u>Obj-SHEF-2. To integrate and validate the SIMPATICO simplification techniques with the test e-services of Obj-SHEF-1.</u>	Successful integration of the identified SIMPATICO solution and tools within the City Council website and with the test e-services	Number of procedures supported by SIMPATICO	1	1
<u>Obj-SHEF-3. To evaluate the improvements of the adoption of SIMPATICO solutions to the usability of the e-services and to the efficiency of the offices of the City Council.</u>	The number of applications presented on-line is sufficient to evaluate the effectiveness of SIMPATICO according to the identified measures.	Number of accesses to platform during experimentation	20	46
		Number of platform users	15	46
	An increase in the applications presented on-line, in the satisfaction of the users, and in the efficiency of the municipality is measures.	Percentage of time saved by civil servants in interactions with users (answering requests for clarifications, etc.)	No kpi established	The citizen data vault element of the software was not delivered in time for testing therefore this KPI cannot be measured.
		Reduction of average duration of the administrative process		As above

		Reduction in time spent completing a procedure or filling a form	No KPI established for this. During our evaluation of we took a baseline of the time to complete the activity within the e-service.  The baseline time for this e-service was 2 minutes 15 seconds.	Average time to complete use case with SIMPATICO software was around 5 minutes.
<u>Obj-SHEF-4. To involve Sheffield community (civil servants and citizens) in the documentation of the e-services through Citizenpedia.</u>	Evidence is collected that the community can be engaged to contribute to Citizenpedia (e.g., by measuring the number of interactions, comments and suggestion generated by the Sheffield civil servants, citizens and professional through Citizenpedia).	Number of engaged civil servants	3	1
		Number of engaged business owners	3	1
		Number of engaged citizens	200	46
		Disadvantaged users (migrants)		24%

#### 4.4 Lessons learned

From feedback from the participants during both pre-evaluation phase and evaluation phase and from internal evaluation we have collated a list of some important lessons learned. The delays in deployment that we occurred also gave us a unique opportunity to gain feedback from other pilots into their phases so we were also able to add this knowledge into the process.

To understand the lessons simply, we have split the lessons into two clear categories, Simpatico Tools & Evaluation Process.

##### Simpatico Tools

<b>Software development</b>	The project to continue to ensure open and often communication between partners to ensure software is functional and available with sufficient time. We should maintain the positive communications from later in the project such as using slack channels to make the best of our collaborations.
<b>Code management</b>	Code repositories should be kept up to date which has sadly not been the case. Appropriate governance should be in place by a lead developer; Code releases should be accompanied with full release notes and communication to all partners.
<b>Quality Assurance</b>	QA Testing needs to be carried out on all software including integration before release. This should be documented with a fully classified defect log and a resolution plan for all medium and above defects.
<b>Meeting attendance</b>	Sheffield City Council must attend meetings all project meetings to ensure that they are involved in project discussions and decisions to ensure decisions are not taken without their knowledge.
<b>Timescales</b>	Project to ensure timely delivery of integrated functional software prior to planned testing phases, to allow sufficient time to mobilise required user numbers to meet KPI goals. Where the project feels that there are issues about deliverables it should be open and honest about these and ensure they are communicated at the earliest opportunity.
<b>Embedding Citizenpedia</b>	The navigation from the e-services to Citizenpedia page can be confusing and it's not ideal to take the user away from the e-service. The ability to embed the Citizenpedia into the e-service through a side panel would make things less confusing for users and keep the e-service in view.
<b>User testing of software releases</b>	Test software releases should be fixed at the same version until after testing is completed. Additional development was taking place across the testing period, leading to different experiences across users. For example some users experienced no SSO, while others found that SSO functioned.
<b>Design and UX</b>	The icons and design of the Toolbar was very hard to understand and navigate as the tools were given their original names. More work should have been done to

	get better understanding of the UX part of the process by the user.
<b>Intuitive training</b>	The SIMPATICO tools did prove to give benefits to the users however only when users are familiar with the tools. A better way to educate the user will allow them to utilise the tools quicker and therefore not be put off by the learning of the tools and filling in the e-services manually.

### Evaluation Process

<b>Greater ambition</b>	We only performed the evaluation process on 1 of the e-services as the others were very simple processes. We should look at other e-services with more complex processes to use as this will support the offerings of the SIMPATICO tools better.
<b>Data capture</b>	Data capture was adequate however if timescales had been better we would have been able to capture greater numbers at both phases.
<b>Feedback response</b>	Due to a short turn around between Evaluation and Pre-evaluation phases we were unable to make some changes as they required more time. There needs to be a good time frame between phases to improve the process to obtain maximum results.
<b>Session methodologies</b>	The organisation of the sessions was paramount to clear understanding of how the evaluation process worked. We were very happy with the guidance documents that were produced for the users.
<b>Recording of feedback</b>	From feedback from other pilots we changed our original plan of recording the sessions to obtain better results as our initial plans would not gather the best results.

## 5 Project level evaluation

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In the SIMPATICO project, we have foreseen three different pilot sites as a key element in the evaluation strategy, in order to ensure coverage of a wide ranging of contextual conditions, both for what concerns the technical landscape and for what concerns the evaluation process itself. The importance of this strategic decision, and of the diversity of the evaluation contexts ensured by the three pilots, have been confirmed by the evaluation performed during this first iteration. The diversity among the pilots has actually been broader than initially foreseen; more precisely:

- **Trento** has allowed to test SIMPATICO **integrated** with the city e-service portal and in a **production** setting, with lay citizens exploiting SIMPATICO and the e-service platform to submit actual service requests to the city – with different degrees of help and support from civil servants. It has also allowed **engaging civil servants** in the adoption of SIMPATICO – thus evaluating SIMPATICO in combination with direct help from civil servants.
- In **Galicia**, replicas of the e-services have been adopted in the evaluation, and the users (real citizens) have interpreted fictitious characters in the interaction of the services. Thanks also to the liaison with citizens' associations, this approach has allowed engaging a **large number** of users in a relatively short time, and has permitted a controlled A/B testing to compare e-service application **with and without** SIMPATICO tools.
- In **Sheffield**, delays in the adoption of the city web content management system have seriously delayed the integration and deployment of SIMPATICO tools. This has reduced the scope of the evaluation, but has allowed stressing software management, quality assurance and supporting procedures. SIMPATICO project had indeed to perform integration and deployment over a short time – less than one month. The procedures in place have shown to be not adequate. Even if this is not unexpected in this phase of the project, this test has been important to collect improvement actions that will become relevant for the second iteration and towards a commercial exploitation of SIMPATICO.

Overall, the evaluation of the SIMPATICO approach has been positive, both in terms of achieved KPIs (the achieved results are in line with planned target values), and in terms of acceptance both by citizens and by civil servants. SIMPATICO tools have shown to offer effective support to make the usage of e-services both easier and less time consuming – even if obstacles have been identified for their usage and recommendations have been collected for improving the tools in the second iteration (see Section 5.2). Important feedback has also been collected for what concerns the conditions for an effective adoption of the SIMPATICO solution, as well as the implications of its adoption by a Public Administration (see Section 5.3). Finally, feedback has been collected on the effectiveness of the evaluation process (see Section 5.1), which is important to maximize the impact of the second evaluation phase foreseen in the project.

### 5.1 Lessons learned on evaluation process

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In this section we report the most relevant lessons learnt for what concerns the planning and the organization of the evaluation process.

First, in deliverable D6.1 a careful planning and scheduling of all the different phases and activities has been carried out; in particular, two separate pre-validation and validation phases have been defined. During execution of the validation, the scheduling of the different activities has been strongly revised; this has been necessary to satisfy the dependencies with external events (e.g.,

availability of the e-services, availability of users), as well as to allow more time to the project to react to the outcomes of the early evaluation activities (e.g., identified barriers or weaknesses) and improve for later evaluation activities.

For the second iteration, we intend to adopt a more agile planning and scheduling approach, based on an iterative and incremental execution-analysis-improvement loop.

Second, participatory methodologies and co-design processes have been a fundamental tool to speed up the improvement of project assets. During the first iteration, these processes have been successfully adopted both with civil servants and with professionals (as users of the e-services made available by the public administration).

For the second iteration, we intend to invest more on participatory methodologies, extending them also to the citizens. We intend to do this starting from the R&D phase that planned for the next project months – this is indeed possible thanks to the positive engagement of the users during the first iteration, and thanks to the fact that the systems and services deployed for the first evaluation round are still available during the R&D phase. The iterative approach to evaluation foreseen for the second iteration of the evaluation is also synergic with the adoption of participatory methodologies.

Third, the set up of the validation activities (in particular the preparation of adequate methodologies and supporting materials for the engagement of the users, and the set-up of adequate data capture infrastructures) and the detailed documentation of the engagement activities have proven to be resource and time consuming processes. Our assessment is that, at the end of this first iteration of use-case validation, these processes are well understood by the consortium, and that effective supporting material and tools are now available. This is confirmed by the quantity and quality of collected data, feedback and recommendations.

For the second iteration, we intend to exploit the best practices and supporting tools developed so far to target a larger number of users in the validation activities.

## **5.2 Lessons learned and improvements on SIMPATICO tools**

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In this section we report the most relevant lessons learnt and improvements required for the different tools developed by the SIMPATICO project.

**Citizen Data Vault (CDV).** The importance of allowing citizens to store and re-use their personal data for improving efficiency of e-services clearly emerged from the evaluation – in particular in the case of the Galicia project, where personal data were pre-loaded in the CDV. However, the evaluation also put in evidence that this component is one of the most complex, both for what concerns the integration in the pilot deployments and for what concerns user adoption. Activities are ongoing to evaluate different integration scenarios that are aimed at improving CDV's usage – e.g., by making its usage more transparent to the end-user. Also, activities to improve usability are scheduled for the second iteration.

**Citizenpedia.** This component has currently been designed, and is being delivered, as a stand-alone application. The navigation from the e-services to the Citizenpedia page may be confusing for the citizens, also since context is lost, and some effort is required to find the information the citizen is looking for. In the second iteration, better integration of Citizenpedia with the e-services will be analysed, developed and evaluated, aiming at improving usability and minimizing errors. In this context also the static diagram of the procedure currently provided by the Collaborative Procedure Design (CPD) will be revised: this component can indeed play a more relevant role in providing

context information on the status of the procedure and allow linking information provided in Citizenpedia with the associated e-services.

**Text Adaptation Engine (TAE).** Text simplification functionality was used in a very limited way by participants. The reason is both in the need to extend the adaptation capabilities of this component to match requirements from the users, and in the fact that the pages where this functionality was applied were not always the ones where text simplification was indeed a need of the end users. This issue will be considered for the next evaluation phase, where enhancements to the TAE component will be applied – both in terms of types of adaptation supported and in terms of personalization of adaptation to the end user – and where a broader application of this functionality to the PAs web pages and documents will be undertaken.

**Dashboard.** The dashboard should be extended in order to become an effective analysis and authoring tool for the civil servants. This will happen during the second iteration, by adopting a participatory design approach engaging civil servant.

### **5.3 Recommendations for maximizing the impact**

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One general concern emerged during the validation of the SIMPATICO tools is that, in many cases, the activation of these features requires an explicit action. As an effect, if the user does not explicitly activate the feature, he/she will not be able to take advantage of the novel function; even if the feature is activated by the user, this requires extra steps with a negative impact on the time spent requesting the e-service. Mechanisms should be investigated to make it easier to activate and use the SIMPATICO tools, or to execute SIMPATICO functionalities automatically – in order to reduce the burden and increase user awareness of the available functionalities.

A second general concern, related to the previous one, is the relation of SIMPATICO with the e-service web platform of the municipalities and regions. For the first iteration, the followed approach is to make the distinction between e-services and SIMPATICO tools explicit to the user. This has been positive in terms of explaining to users the role and mission of the project. But it had negative impact on adoption and usability: with respect to these concerns, a different approach where the distinction disappears for the end user is preferable. Indeed, the joint release of SIMPATICO and the e-service platform, experimented in Trento, has shown positive results in terms of adoption. This approach will be further evolved, studied and evaluated in the second iteration – after all, the SIMPATICO tools are expected to become permanent part of the e-service platforms of the pilot administrations.

A third general concern is related to Citizenpedia. The status of this platform, and in particular of the information it contains, has to be better scoped and clarified. While this component has been considered very useful, concerns emerged on the usage by citizens (for some of them, this could even become a convenient communication channel – a chat line – with the administration) and on the misuse (vulnerability to tendentious criticisms and negative interactions). Also the effort that public administration and civil servants need to dedicate to this tool to ensure prompt answers and quality contents need to be better analysed. For what concerns the scope of this tool, it should be better clarified – also visually – to which extent this is a tool of the public administration (and hence support and effort needs to be ensured by the administration) rather than a community tool (and hence “best effort” support is to be assumed).

A further general remark is on the Dashboard: this component has the potentials to become a powerful tool in the hands of the civil servants to better engage them in the analysis and authoring



activities for the adaptation and simplification techniques provided by SIMPATICO. This request has actually been raised by civil servants, and will be followed up for the second iteration.

Finally, a broader pervasiveness of SIMPATICO tools and concepts within the e-services emerged as an important requirement to improve impact, both in terms of benefits (which are expected to grow more than linearly thanks to functionalities such as personal data storage in CDV and to personalization of adaptation) and in terms of stakeholder engagement (in particular, civil servants and professionals). The positive results of the first evaluation, in terms of software quality and robustness and in terms of engagement procedures, open up the possibility of experimenting a more pervasive adoption of SIMPATICO for the second phase.

## 6 Concluding remarks

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The first round of SIMPATICO use case evaluation has been very successful in confirming the potentials of the project, in assessing the good progress of the project to deliver its objectives, and in distilling recommendations for the second iteration. These recommendations are now being taken over to better target project activities for the second iteration. More precisely:

- Recommendations on SIMPATICO tools are now being processed by the R&D work-packages (WP2,3,4), in order to study and develop a new generation of tools for the second round of pilots and evaluation.
- Recommendations on SIMPATICO engagement process, as well as recommendations for maximizing the impact are being analysed in the scope of WP6, and will be reflected in the new planning of evaluation activities (deliverable D6.2, due at month 24) and engagement activities (deliverable D6.4, also due at month 24).
- Experience from the integration and deployment in the different pilots (in particular in the case of Sheffield) are being processed in the scope of the activities of WP5.

As a concluding remark, we also want to underline the huge amount of data, feedback, and recommendations collected during the different engagement and evaluation activities. Detailed information on the engagement activities, included in the following Appendixes, are still being evaluated by the project partners; collected data are also being exploited to improve the project tools – e.g., the collected data on tool usage and user interactions will help improving the analysis Dashboard, as well as driving the definition of personalized adaptations. As foreseen in the project Data Management Plan, with the exclusion of the personal data, the data collected in the three pilots is now being made publicly available on OpenAIRE.

Finally, we want to remark that, according to the project plan, the focus of the SIMPATICO activities is now switching from pilots and evaluation to R&D activities. The deployments and set-ups in the three pilots remains however still available – in the case of Trento, the SIMPATICO system keeps being used, integrated with the city e-service platform. These infrastructures can hence be easily used for validation tasks also in parallel with the R&D activities.

## Appendix A – Trento Engagement Reports

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### A.1 Trento nursery pre-evaluation

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#### Introduction and background

At the present time, all the interactions between citizens and the local administration, concerning authorizations and bureaucratic procedures, are centred on the submission of paper forms at specific help-desks.

The Municipality's aim is to switch soon, for each service, from a paper form to an online one, which could reduce the time of completion and simplify the bureaucratic procedure.

Trento Municipality already started a strong campaign of innovation for its services and a specific web page - called "*Sportello Telematico Unificato*" - was created.

The page, still experimental, will soon collect the online versions of a significant number of forms currently to be filled on paper.

The SIMPATICO's features have been included in this environment and are now under evaluation.

#### Purpose and objectives

With these premises the Municipality defined a set of specific objectives for this pre-evaluation phase, focusing in particular on the enrolment to day nursery service. This service opens in September each year, so now it's the time to define the new characteristics it will have.

The Municipality identified 4 main goals to be reached with the pre-evaluation actions described in the following sections of the report.

- **OBJECTIVE 1:** Retrieve feedback from civil servants about the form adopted and comparison with its paper counterpart.
- **OBJECTIVE 2:** Test the correct operation of the online form for the registration to the nursery school.
- **OBJECTIVE 3:** Evaluate the added values brought by SIMPATICO's features.
- **OBJECTIVE 4:** Define how to update the form and the features in order to fulfil the requests coming from the personnel of Municipality office in charge of managing the nursery school registration procedure.

#### Methodology

The working session focused on the nursery school registration procedure, which currently requests the submission of a paper form.

As reported in the above-mentioned agenda, the working session consists in 4 main steps:

- **First step:** Testers were asked to complete the paper form in order to register a hypothetical son/daughter in a nursery school and to answer a specific section of the questionnaire about the actual registration form.

NOTE: an exception was made for the first group, formed by civil servants who realised that paper form and daily working on the services tested. So their working session started from the second step.

- Second step: A brief presentation of the “Sportello Telematico Unificato” was made, giving testers an overview of all the services available. Then they were asked to navigate and explore the specific section about the nursery school, searching for information about the service, the documents needed to complete the registration procedure etc. Then they were asked to answer a specific section of the questionnaire about the “Sportello Telematico Unificato”.
- Third step: Testers were asked to complete the online form in order to register a hypothetical son/daughter in a nursery school and to answer a specific section of the questionnaire about the online registration form and its comparison with the actual paper form.
- Fourth step: Testers were asked to complete the online form enriched with the SIMPATICO’s features in order to register a hypothetical son/daughter in a nursery school.

In particular three features were shown and described:

- **Collaborative Procedure Design (CPD)**: This feature allows users to have an idea of the bureaucratic procedure following the submission of a registration form. Each step of the procedure is clearly shown through a flux diagram which is enriched with a detailed description available by clicking on the specific block of the diagram.
- **Simplified completion and step-by-step guide**: This feature divides the form into subsections, highlighting the one currently in completion with a blue border and hiding the other sections. Once a subsection is filled users can move to the next one by clicking a “NEXT” button (in the same way, if they need, users can move to previous subsection by clicking a “PREVIOUS” button). This feature also integrated a step-by-step guide, which shows next to the subsection currently in completion, an explanation of the actions and the data required.
- **Question and Answer (Q&A)**: This feature allows users to post public questions (visible for all users) in case of doubts arising during the completion of the form. Those questions, collected in an environment called “Citizenpedia” and shown at the form’s side, can be answered both by the Municipality and the other users.

Then users were asked to answer a specific section of the questionnaire about the online registration form enriched with the SIMPATICO’s features, giving their opinion about the entity of the improvement they could ensure.

[NOTE: Also the team of the Municipality followed this agenda in order to test the services developed and answered the questionnaire].

### **Stakeholder participation**

On Monday 12th, Tuesday 13th and Friday 16th June three pre-evaluation sessions of the SIMPATICO project took place.

Each session was guided by the following team of representatives from the Trento SIMPATICO side:

- *Giacomo Fioroni*
- *Maia Buzuleciu*
- *Mistral Garzoglio*

Three groups of testers – all civil servants – attended the sessions.

In parallel to these sessions, some digital services experts from FBK tried the nursery school registration forms and answered the questionnaire.

Table 27: Tester of the nursery pre-evaluation

Stakeholder Group	Description
Group 1: 3 Civil Servants	Education and Sport Office
Group 2: 3 Civil Servants	Innovation and Digital Services Office
Group 3: 4 Civil Servants	General Direction, Asset Management Office, Procurement Office, Demographic Service Office
Group 4: 8 Citizens	FBK testers, developers

Some statistics:

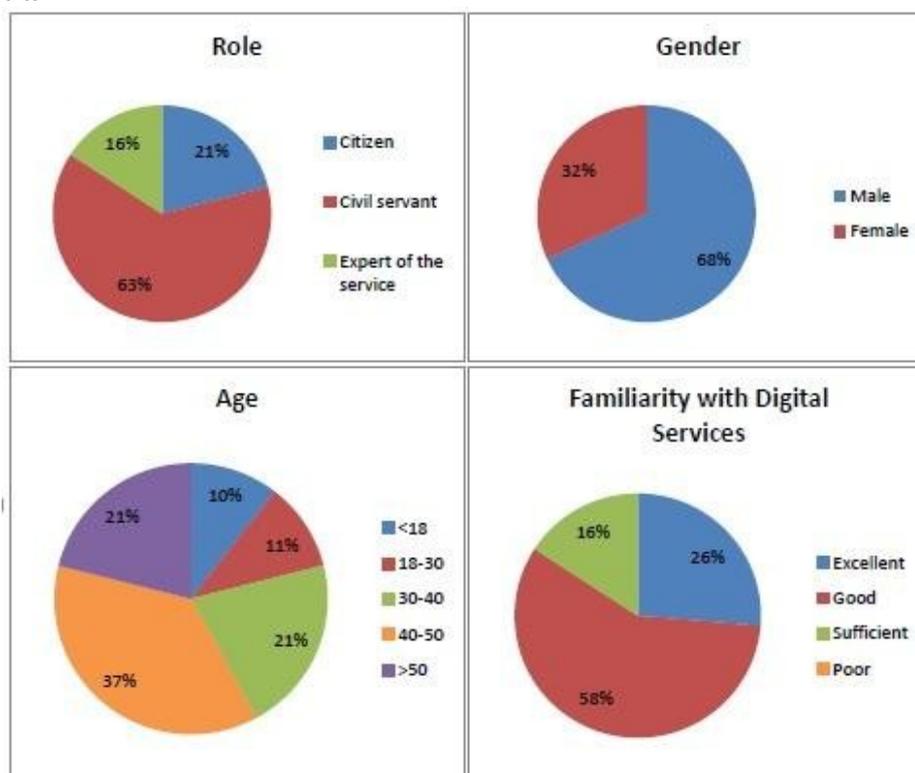


Figure 8: Statistics about participants to the nursery pre-evaluation session

## Overview of outcomes

This section outlines the main results obtained from the working sessions with stakeholders.

Both the input/feedback and the results analysed are reported in order to highlight the particular stage of the working session they address.

## Input/feedback from stakeholders

**PAPER REGISTRATION FORM:**

Not so many comments about this form. The main feedback has been already reported in the brief evaluation previously made and here repeated just to ease the reading. Testers generally agreed evaluating this form is not so much time consuming (about 20 minutes), but surely it would be better having a faster way to complete the registration.

In addition it is a common thought that in some cases the language used in the form is too much specific and could cause some difficulties.

**SPORTELLO TELEMATICO UNIFICATO WEBPAGE:**

Some comments have been made about this section, mainly suggesting an improvement of its aspect and layout in order to make the reading easier, for example, some links to subsections and forms are not sufficiently highlighted.

About the page's content there are some bureaucratic procedures and the related forms which needed to be better described and specified. As an example, it is not clear which is the correct form to submit in case of the new registration of a child who has already been registered and then withdrawn from a nursery school in the same year.

**ONLINE REGISTRATION FORM:**

This form received numerous comments for its improvement, reported in the following as a list.

- A step before the form itself, some testers highlighted that the button to open the online form (the "world" icon) is not intuitive.
- The form and the characters are too little.
- Not appropriately highlighted the button to retrieve personal data.
- Some mandatory fields are not clearly marked as compulsory, so they could be easily passed over.
- Some choices could be made more intuitive, for example when the degree of kinship with the child to be registered is to be specified it is not clear which is the option to be selected for the child itself (as the moment it is the "registered" one, but testers suggested that maybe it would be better "to be registered", or making this field pre-filled and blocked).
- It is not clear that it is possible to choose at the same time the full time and the part time registration option (this could be due to a lack in the knowledge of the bureaucratic procedure).
- How to deal in case of parents residing in different places and some data of one of them are unknown and not easily reachable.
- The link to the page of all the nursery schools and their optional services is not easily visible.
- The choice of the nursery school could start not from the list of the instituted, but by filtering them by the services offered.
- While choosing the nursery school, the ones which potentially could have already rejected a previous registration request, are still available to select. Maybe it could be useful adding a feature which makes this kind of control.
- If the chosen school does not offer optional services, why the "no services" option is compulsory to be selected? Otherwise in these cases it could be made selected by default.

- The section about the ICEF data should be enriched specifying that those data could be only accepted if the ICEF declaration has been made starting from July of the year when the registration is being made.
- When selecting the way to be contacted it is not clear that the phone number, the mail or PEC address are read from the personal data section filled at the beginning of the form.
- When it is asked each parent's work, it could be helpful making a list of pre-defined jobs (civil servant, lawyer, teacher, etc.) available plus a field where to write in case of a job not present in the list.
- Some fields of the section about the parents' work, such as the working phone number, are compulsory. In case the worker has no specific working phone number this field could not be left blank and so the personal phone number has to be written.
- If the keyboard's "ENTER" button is pressed while filling the form, it automatically starts the saving procedure.
- It could be better to make the "SAVE FORM" button easier to be reached, for example putting it next to and scrolling up and down together with the form.
- The "SAVE BUTTON" only save the document, while it is necessary to press the "SEND BUTTON" to send the filled form to the in charge office. Make this distinction clearer.
- In case of errors or missing data when a form is saved, an automatic message appears, listing all the errors and data needed to correctly save the document. Clicking on an entry of the list the document is scrolled till the section where the selected error is, but this error is not highlighted and it is not immediate to find it.

## ONLINE REGISTRATION FORM ENRICHED WITH SIMPATICO'S FEATURES:

Here are reported – as a list – only the comments specifically regarding the SIMPATICO's features (comments about the form's structure, layout, graphics, etc. have been already written in the previous section).

- How to switch on the SIMPATICO's bar without a registered Google account?
- Could the Collaborative Procedure Design show the stage of the procedure where my registration request is?
- The Collaborative Procedure Design should be soon improved in order to give a real help.
- The Simplified Completion should not move to the next form's section if a compulsory data is missing (at the present time only a little number of mandatory fields are blocking).
- The Simplified Completion should provide a "BACK TO TOP" button to immediately return at the form's beginning.
- When the Q&A feature is switched on it is not intuitive that to see the other users' questions the little icon next to each form's block has to be clicked.
- It could be useful having some FAQs shown when the Q&A feature is switched on.
- Testers seemed to appreciate the Citizenpedia page, but they would prefer having all the questions and answers reachable on the same page of the form.
- Will the questions immediately be answered by the in charge Municipality's helpdesk? Why not to develop a "live chat" with the helpdesk tool?
- In the Citizenpedia page it is not clear to distinguish the questions from the answers.
- When writing a query in Citizenpedia, it is not so clear which category label has to be attributed to that question.

## Analysis of results

### PAPER REGISTRATION FORM:

Testers generally agreed evaluating this form not so much time consuming (about 20 minutes), but surely it would be better having a faster way to complete the registration.

In addition it is a common thought that in some cases the language used in the form is too much specific and could cause some difficulties.

In any case quite all of them had no doubt about the differences between new registration, variation of registration and update of an existing registration.

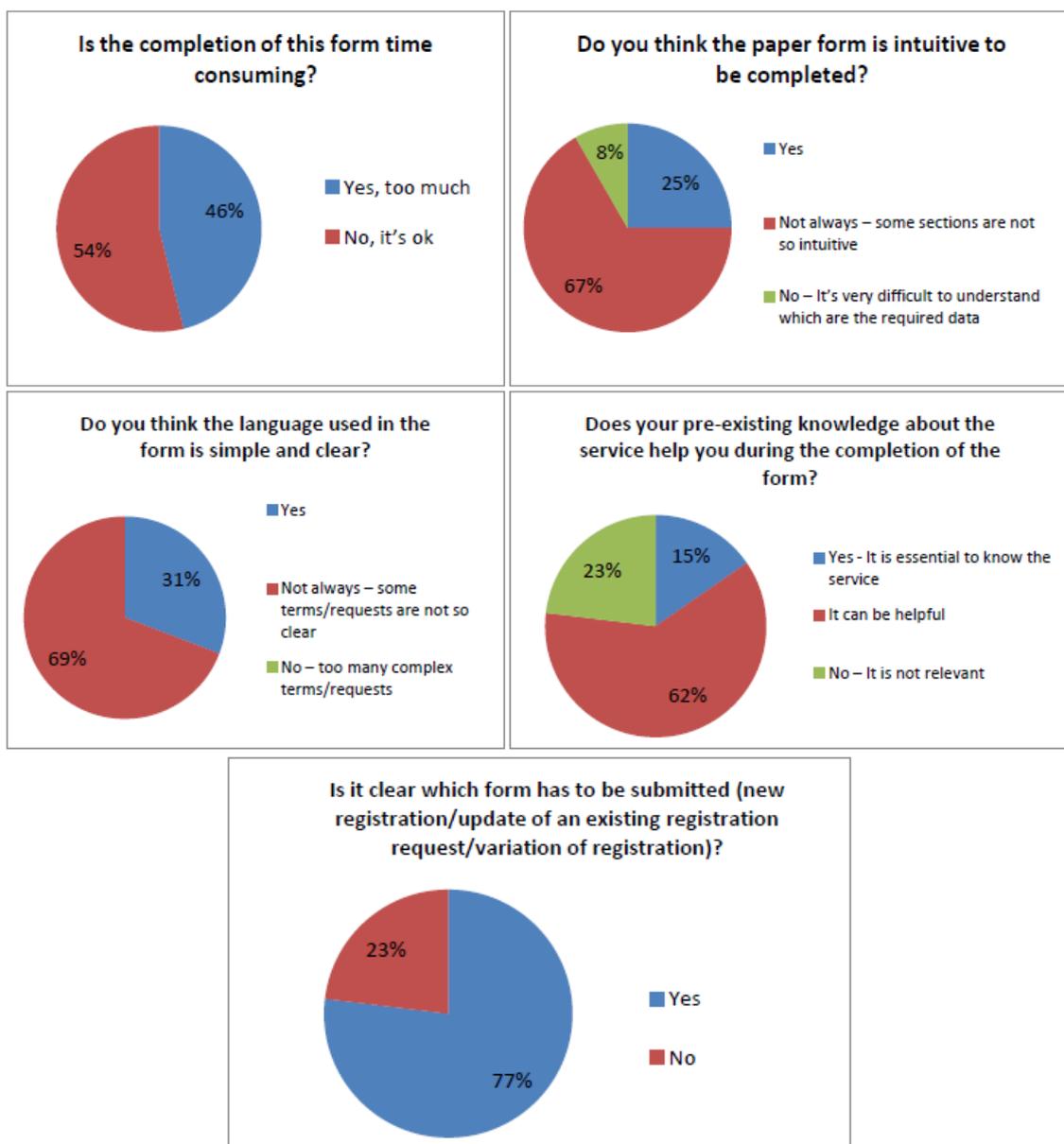


Figure 9: Results about paper registration form

**SPORTELLO TELEMATICO UNIFICATO WEBPAGE:**

This webpage has been appreciated by the majority of testers, who found it clear and intuitive. The service is well described and it's easy to find the correct form to be completed.

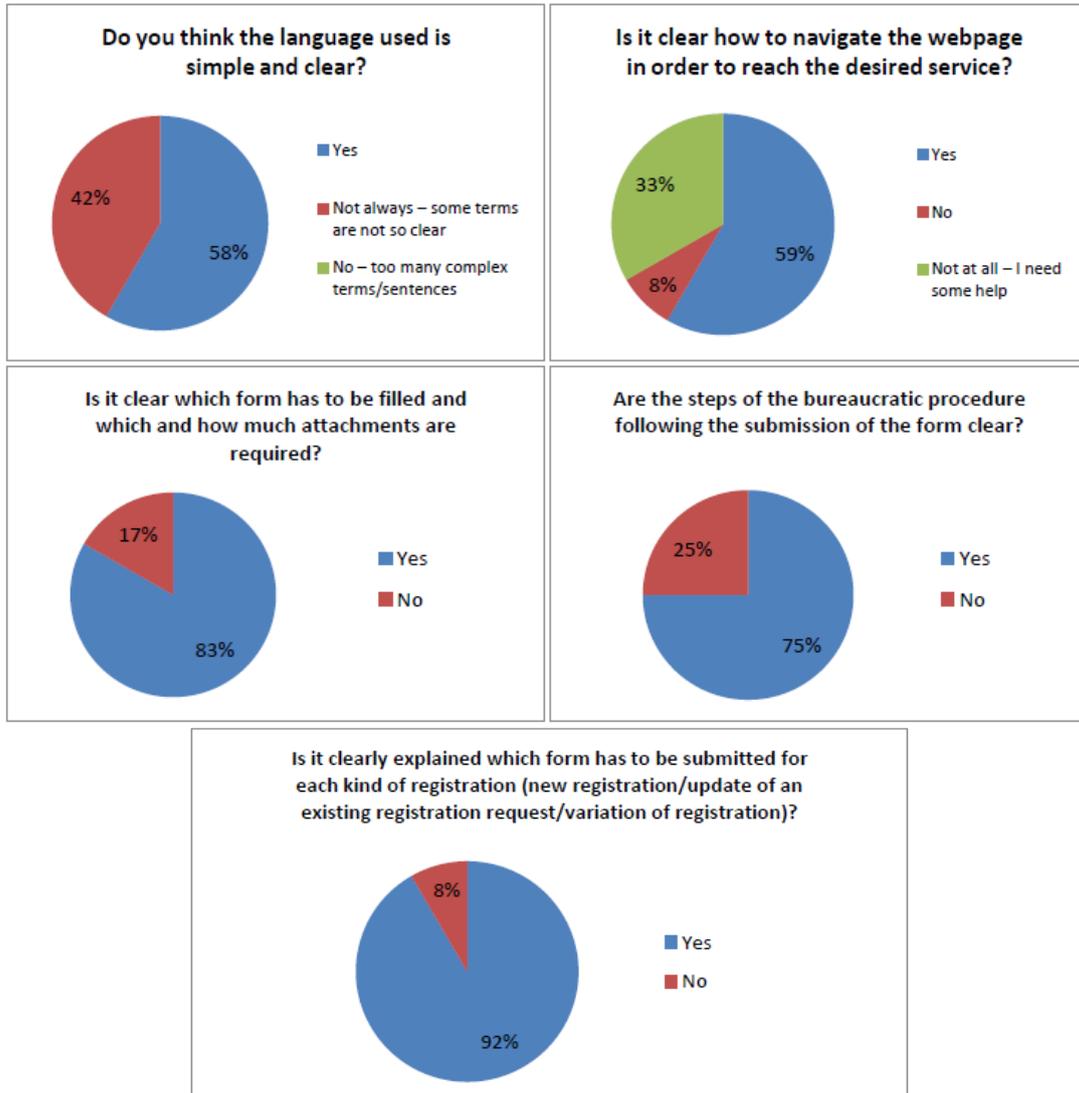


Figure 10: Results about Sportello telematico unificato webpage

**ONLINE REGISTRATION FORM:**

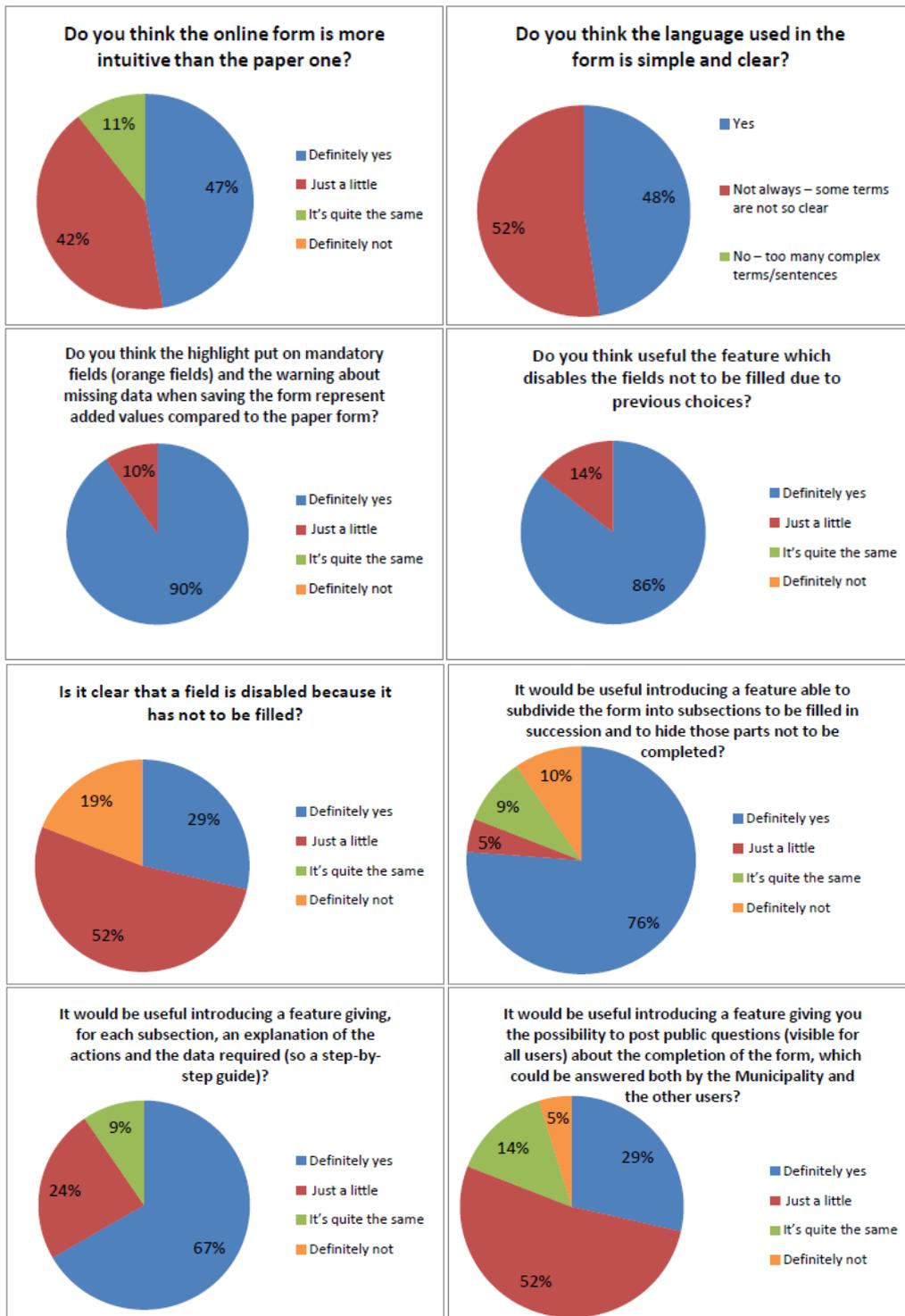
The online form received very good comments, in particular the automatic loading of the personal data and the highlight of the mandatory fields have been really appreciated and defined as great added values compared to the paper form.

In addition testers also liked to not to have the access to the fields not to be filled.



On the other side, some problems and comments related to the complexity of some terms and requests still exist, so the possible adoption of solutions and features which could guide in the completion of the form would be widely accepted.

In any case the online form has been judged very risk limiting, in the sense that it could reduce problems such as bad handwritings or wrong filling of some fields.



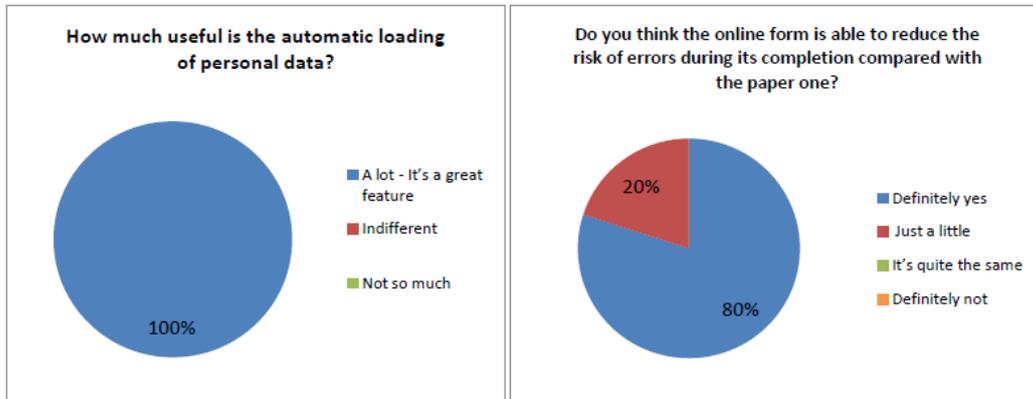


Figure 11: Statistics about online registration form

### ONLINE REGISTRATION FORM ENRICHED WITH SIMPATICO'S FEATURES:

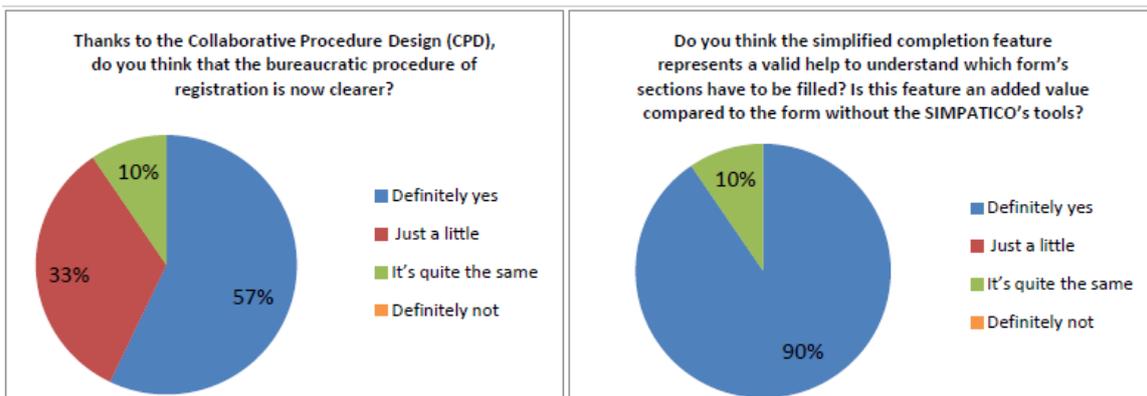
This form and in particular the SIMPATICO's features of simplified completion and step-by-step guide have been evaluated as excellent.

Testers really appreciated the possibility of having shown only the subsection of the form to be filled together with a step-by-step guide which gives suggestions about how to complete the form.

The CPD feature has resulted as interesting and helpful to better understand the bureaucratic procedure.

A lot of specific comments have been made instead about the Question&Answer function, in particular some doubts about the possibility of receiving bad responses (both in the sense of "not correct", but mainly of "annoying" or "tendentious") by other users arose.

In any case testers seemed to appreciate the Citizenpedia's page, but they would prefer having all the questions and answers reachable on the same page of the form.



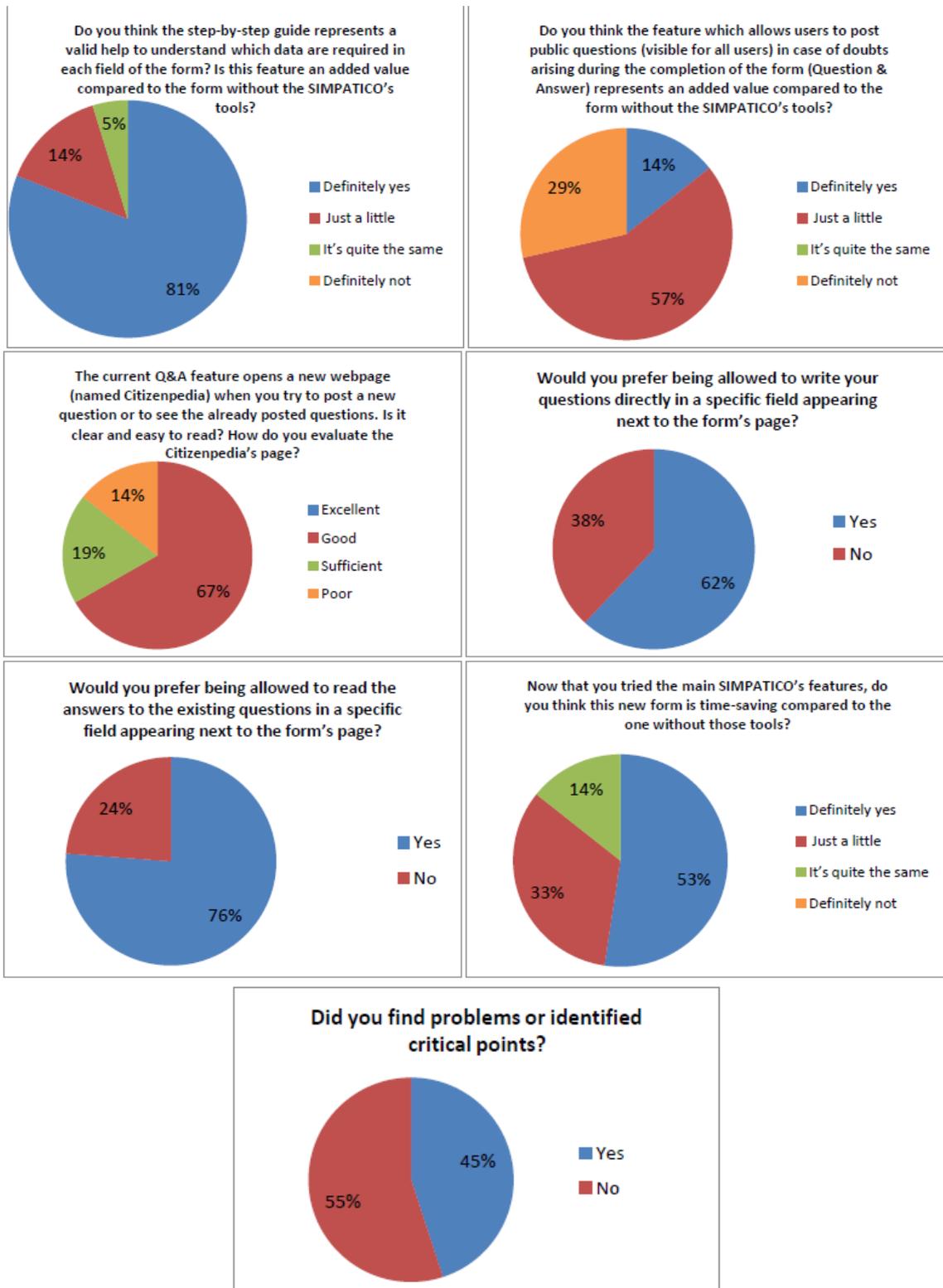


Figure 12: Results about online registration from enriched with SIMPATICO's feature

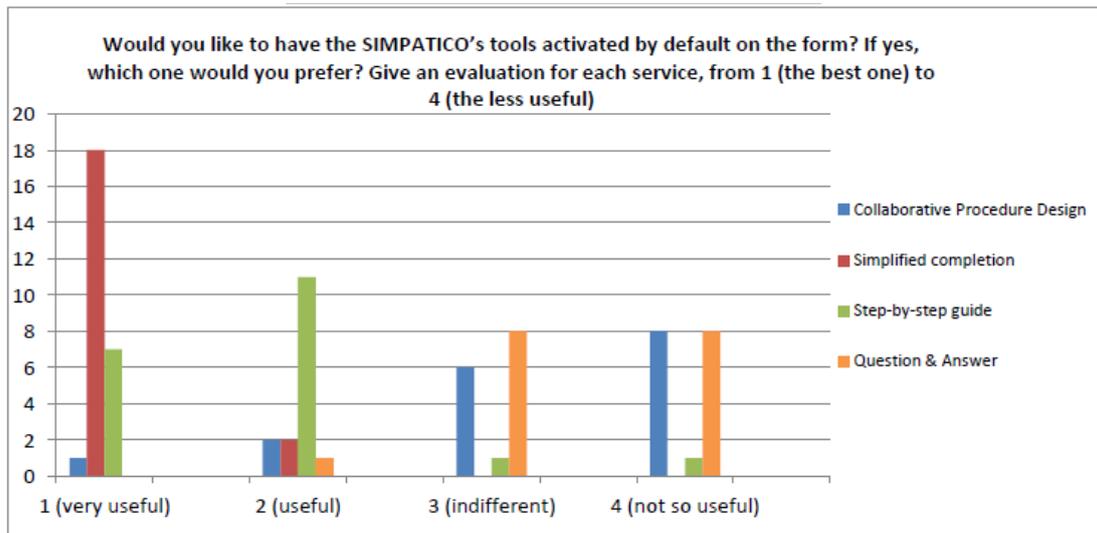


Figure 13: Statistics about SIMPATICO's tool evaluation

## Lessons learnt

This section gives an answer to the four objectives identified for this phase and ties to sum up the lessons learnt within the pre-evaluation experimentation.

### **OBJECTIVE 1: Retrieve feedback from civil servants about the form adopted and comparison with its paper counterpart.**

As already reported a comparison between the paper form and the online one shows a strong improvement in the service brought by the online one. In particular everybody agreed on the fact that having an online form fully operating and enriched with helpful features will surely reduce stress both for citizens who are going to use the services made available and for civil servants in charge of managing those services.

### **OBJECTIVE 2: Test the correct operation of the online form for the registration to the nursery school.**

The online form correctly ran during the experimentation, some minor issues have been identified and will be easily solved.

### **OBJECTIVE 3: Evaluate the added values brought by SIMPATICO's features.**

As shown in the previous pages of the report, the SIMPATICO's features received a very good evaluation by users. In particular the Simplified Completion and step-by-step guide have been identified as concrete added values, and able to reduce a lot the risk of wrong completion of the form. The other features need some improvements but the work is already in progress in this direction.

### **OBJECTIVE 4: Define how to update the form and the features in order to fulfil the requests coming from the personnel of Municipality office in charge of managing the nursery school registration procedure.**

Personnel of the in charge office really appreciated the overall structure of the form and the operation of SIMPATICO's features. Some discussion is needed about the Q&A tool in order to define the a strategy to guarantee a way to prevent "bad" or "tendentious" queries and answer. Anyway by the start of September, when the nursery school registration service opens, the new updated form will be ready.

### **Next steps**

What it has been really highlighted during the pre-evaluation phase is the need of a strong communication process between the different offices of the Municipality in order to offer the best possible services to the citizenry.

In this way it would be possible to guarantee a continuous improvement of those services, both from the civil servants' point of view and from the citizens' one.

Anyway it is really important within this project –aiming at setting up and simplifying the channels of interaction with the PA – to think how to avoid possible incoming problems and risks before they appear.

In particular this issue has arisen about the Q&A feature and requests now a deep evaluation in order to elaborate a strategy to manage both queries and answers arriving from users through the new online form enriched with SIMPATICO's tools.

An important note to highlight is that having deployed the pre-evaluation phase on civil servants and experts of the service tested we only know their point of view, so it would be highly recommended to define a strategy to explore the common citizens' thoughts in a short time, before the opening of the nursery school registration service.

**Annex I: Questionnaire(s) distributed to stakeholders**
**General data**
**1. Role**

- a. Citizen
- b. Civil servant
- c. Expert of the service

**2. Age**
**3. Gender**

- a. M
- b. F

**4. Familiarity with digital services**

- a. Excellent
- b. Good
- c. Sufficient
- d. Poor

**Digital services**
**1. Are the digital services useful?**

- a. A lot – I'd prefer having all the services in an online version
- b. Quite – Depending on the kind of each service
- c. No – I prefer paper forms

**2. Have you ever used one of the following digital services?**

	Consultazione anagrafica online
	Consultazione dei dati del catasto online
	Consultazione pratiche edilizie online
	Invio bollettini IMIS personalizzati via posta o via mail
	Iscrizione al servizio di animazione estiva
	Portale dei servizi online del sistema pubblico trentino
	Iscrizione scuola elementare online
	TreC (accesso alla propria cartella clinica del cittadino)
	Presentazione del 730 online
	Censimento online
	Sensorcivico - segnalazioni dei cittadini
	Futura Trento - Beni comuni
	Servizi bibliotecari online (MLOL - Media Library Online)

	Servizi cartografici e stradali online
	Servizi funerari online
	Firma Digitale (per la firma)
	Firma Digitale (per verifica della firma digitale)
	Wifi gratuito: Wilma/Luna e/o Trentino Wifi

3. *Have you ever used one of the following apps?*

	MyCicero (pagamento sosta su stalli a pagamento)
	Open Move (pagamento del biglietto dell'autobus)
	Il comune in tasca
	Viaggia Trento o Viaggia Trento Play&Go
	Farm@pp
	Trentino accessibile
	Trento - orari pulizia strade (WeLive)
	Trento - orari trasporti pubblici (WeLive)
	Trento - Trento bike sharing (WeLive)

4. *Which are, in your opinion, the main advantages/disadvantages of the digitalization of the services?*

Advantages	Disadvantages

5. *Choose the solution you would prefer.*

	Current procedure (paper forms to be consigned at the help desk)
	All the services online
	It depends on the service

6. *What do you think about the possibility to have only the digital version of all the services?*

**Paper form – nursery school registration**

1. *Is the completion of this form time consuming?*

- a. Yes, too much
- b. No, it's ok

2. *Do you think the paper form is intuitive to be completed? Is it clear which sections have to be filled and which ones not?*

- a. Yes
- b. Not always –some sections are not so intuitive
- c. No –It's very difficult to understand which are the required data

3. *Do you think the language used in the form is simple and clear?*

- a. Yes
- b. Not always –some terms/requests are not so clear
- c. No – too many complex terms/requests

4. *Does your pre-existing knowledge about the service help you during the completion of the form?*

- a. Yes - It is essential to know the service
- b. It can be helpful
- c. No –It is not relevant

5. *Is it clear which form has to be submitted (new registration/update of an existing registration request/variation of registration)?*

- a. Yes
- b. No

#### **Sportello Telematico Unificato – service description**

1. *Do you think the language used in the service's webpage is simple and clear?*

- a. Yes
- b. Not always –some terms are not so clear
- c. No – too many complex terms/sentences

2. *Is it clear how to navigate the webpage in order to reach the desired service?*

- a. Yes
- b. No
- c. Not at all – I need some help

3. *Is it clear which form has to be filled and which and how much attachments are required?*

- a. Yes
- b. No

4. *Are the steps of the bureaucratic procedure following the submission of the form clear?*

- a. Yes
- b. No

5. *Is it clearly explained which form has to be submitted for each kind of registration (new registration/update of an existing registration request/variation of registration)?*

- a. Yes
- b. No

#### **Online form**

1. *Do you think the online form is more intuitive than the paper one?*

- a. Definitely yes
- b. Just a little
- c. It's quite the same

- d. Definitely not
2. *Do you think the language used in the form is simple and clear?*
- a. Yes
  - b. Not always –some terms are not so clear
  - c. No – too many complex terms/sentences
3. *Do you think the highlight put on mandatory fields (orange fields) and the warning about missing data when saving the form represent added values compared to the paper form?*
- a. Definitely yes
  - b. Just a little
  - c. Indifferent
  - d. Definitely not
4. *Do you think useful the feature which disables the fields not to be filled due to previous choices?*
- a. Definitely yes
  - b. Just a little
  - c. Indifferent
  - d. Definitely not
5. *Is it clear that a field is disabled because it has not to be filled?*
- a. Definitely yes
  - b. Just a little
  - c. Indifferent
  - d. Definitely not
6. *It would be useful introducing a feature able to subdivide the form into subsections to be filled in succession and to hide those parts not to be completed?*
- a. Definitely yes
  - b. Just a little
  - c. Indifferent
  - d. Definitely not
7. *It would be useful introducing a feature giving, for each subsection, an explanation of the actions and the data required (so a step-by-step guide)?*
- a. Definitely yes
  - b. Just a little
  - c. Indifferent
  - d. Definitely not
8. *It would be useful introducing a feature giving you the possibility to post public questions (visible for all users) about the completion of the form, which could be answered both by the Municipality and the other users?*
- a. Definitely yes
  - b. Just a little
  - c. Indifferent
  - d. Definitely not
9. *How much useful is the automatic loading of personal data?*
- a. A lot - It's a great feature
  - b. Indifferent
  - c. Not so much

10. Do you think this online form is time-saving compared to the paper one? Could you estimate the time-saved?

11. Did you find problems or identified critical points?

12. Do you think the online form is able to reduce the risk of errors during its completion compared with the paper one?

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

### **Online form with SIMPATICO's features**

1. Thanks to the Collaborative Procedure Design (CPD), do you think that the bureaucratic procedure of registration is now clearer?

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

2. Do you think the simplified completion feature represents a valid help to understand which form's sections have to be filled? Is this feature an added value compared to the form without the SIMPATICO's tools?

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

3. Do you think the step-by-step guide represents a valid help to understand which data are required in each field of the form? Is this feature an added value compared to the form without the SIMPATICO's tools?

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

4. Do you think the feature which allows users to post public questions (visible for all users) in case of doubts arising during the completion of the form (Question & Answer) represents an added value compared to the form without the SIMPATICO's tools?

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

5. The current Q&A feature opens a new webpage (named Citizenpedia) when you try to post a new question or to see the already posted questions. Is it clear and easy to read? How do you evaluate the Citizenpedia's page?

- a. Excellent
- b. Good
- c. Sufficient
- d. Poor

6. *Could you give a more detailed motivation for your answer?*
7. *Would you prefer being allowed to write your questions directly in a specific field appearing next to the form's page?*
- a. Yes
  - b. No
8. *Would you prefer being allowed to read the answers to the existing questions in a specific field appearing next to the form's page?*
- a. Yes
  - b. No
9. *Now that you tried the main SIMPATICO's features, do you think this new form is time-saving compared to the one without those tools?*
- a. Definitely yes
  - b. Just a little
  - c. Indifferent
  - d. Definitely not
10. *Could you estimate the time-saved?*
11. *Did you find problems or identified critical points?*
12. *Would you like to have the SIMPATICO's tools activated by default on the form? If yes, which one would you prefer? Please select the best ones or give an evaluation for each service, from 1 (the best one) to 4 (the less useful).*

	Collaborative Procedure Design
	Simplified completion
	Step-by-step guide
	Question & Answer

## A.2 Trento nursery evaluation

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### Introduction and background

At the present time, all the interactions between citizens and the local administration, concerning authorizations and bureaucratic procedures, are centred on the submission of paper forms at specific help-desks.

The Municipality's aim is to switch soon, for each service, from a paper form to an online one, which could reduce the time of completion and simplify the bureaucratic procedure.

Trento Municipality already started a strong campaign of innovation for its services and a specific web page - called "Sportello Telematico Unificato" - was created.

The page, still experimental, will soon collect the online versions of a significant number of forms currently to be filled on paper.

The SIMPATICO's features have been included in this environment and are now under evaluation.

During the pre-evaluation phase (ended in July 2017 and described in the previous report) some internal tests have been carried out and fundamental feedback have been collected in order to improve the service and make it fully functioning for the evaluation phase.

At the present time the evaluation phase is still ongoing and in the next days the last step of the experimentation procedure (free online completion of the form) will begin.

### Purpose and objectives

As for the pre-evaluation phase the Municipality defined a set of specific objectives for this evaluation phase focusing on the enrolment to day nursery service.

The main goals to be reached with the evaluation actions described in the following sections of the report are mainly the same identified for the pre-evaluation phase, but considering that the service is now working in a real environment and everything must be fully functioning.

The idea is to guarantee the continuity of the objectives already defined, focusing on the improvement of the service which continuously follows all the feedback collected from users and civil servants.

In the following are reported the four objectives:

- **OBJECTIVE 1:** Retrieve feedback from civil servants about the form adopted and comparison with its paper counterpart.
- **OBJECTIVE 2:** Test the correct operation of the online form for the registration to the nursery school.
- **OBJECTIVE 3:** Evaluate the added values brought by SIMPATICO's features.
- **OBJECTIVE 4:** Define how to update the form and the features in order to fulfil the requests coming from the personnel of Municipality office in charge of managing the nursery school registration procedure.

### Methodology

The experimentation procedure is structured in four main steps:

- **First step:** Internal test with civil servants and selected users, collection of their feedback and improvement of the service for the second step.  
This step represented the pre-evaluation phase.
- **Second step:** Completion of REAL forms by the operators of the nursery school office, with the data provided by parents who came to enrol their children, under the supervision of a member of the Trento Pilot team. Parents have been asked for feedback through a paper questionnaire.  
This step opened the evaluation phase on September 7th and lasted about 7-10 days.
- **Third step (CURRENTLY ONGOING):** Completion of REAL forms by parents who come to enrol their children, helped (if necessary) by the operators of the nursery school office, under the supervision of a member of the Trento Pilot team. Parents are asked for feedback through a paper questionnaire.
- **Fourth step (SOON STARTING):** Completion of REAL forms by parents who want to enrol their children directly from their home, using the form made available online. Parents will be shown an online questionnaire after their completion of the form.

Since the pre-evaluation phase has already been described in detail in the previous report, we'll now focus on the SIMPATICO's functionalities used by users in the second and the third step of the experimental procedure:

- **Guided completion and step-by-step guide:** This feature has been heavily used, asking users to activate it just after opening the form. In particular in the third step, where the parents themselves have to complete the form, the operators and the supervisor of the Trento team put the focus on the step-by-step guide suggesting users to read it before filling each form's section.
- **Question and Answer (Q&A):** This feature has been only mentioned and briefly presented, while no questions have been written in Citizenpedia by users. Since the presence of an operator has been guaranteed during the completion of forms by parents, they have been asked all the questions directly.  
NOTE: Since some questions clearly emerged as "frequently asked questions", they will enrich the core of the currently existing "FAQ" already created by the Trento team in order to reduce significantly the future users' possible doubts or need for integration or information.
- **Text simplification and the Procedure Design features:** As for the Q&A tool, since the presence of an operator has been guaranteed during the completion of forms by parents, they have been asked all the questions directly, also in terms of describing the bureaucratic procedure and explaining in a clearer way some parts of the form.

## Stakeholder participation

On Thursday 7th September the evaluation phase of the SIMPATICO project - related to the nursery school service - officially started and it is still running.

An operator (with a regular rotation) of the nursery office and member of the Trento team supervised each user's session. In particular the five operators daily collect and enrich their own comments and suggestions on how to work on the form to give citizens an always better service.

A strong engagement campaign has been carried out, in order to spread the knowledge about the new service made available by the Municipality: news and a dedicated page on the Council's

website<sup>7</sup>, posts on Facebook<sup>8</sup> and on the SIMPATICO Project's blog<sup>9</sup>, articles on local newspapers have been all realised. In addition a new application has been made available, which allows users to book a slot of time in order to fill the form at the new post at the nursery office, avoiding queue and time losses.

At the present time, after about a month of experimentation, more than 50 forms have been completed by parents who enrolled their children to the nursery school.

We now want to point out some elements which highlight that the experimentation is running on a heterogeneous sample of users, and this made possible to realistically verify the perceived complexity of the form and the service.

- the spectrum of users' ages is wide
- a significant number of users are not Italian
- different education levels
- different levels of knowledge of the Italian language
- different levels of knowledge of the digital services

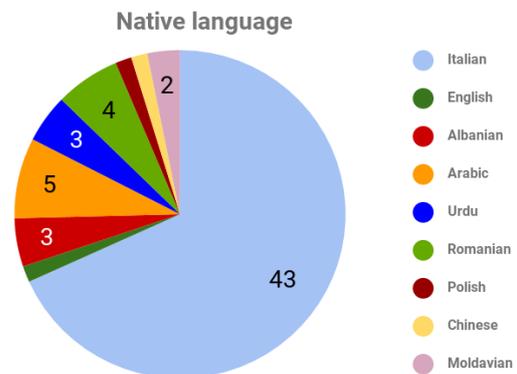
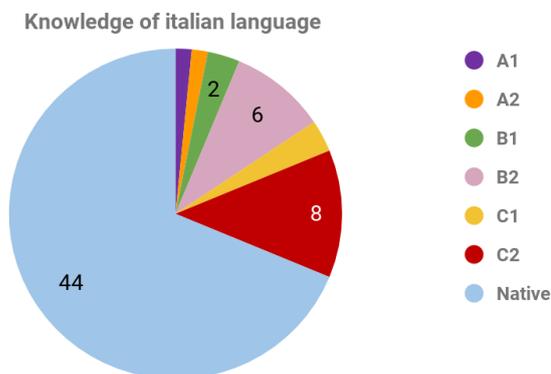
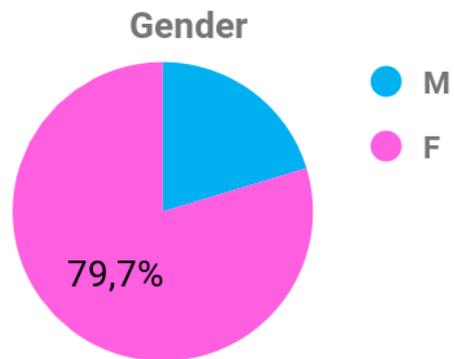
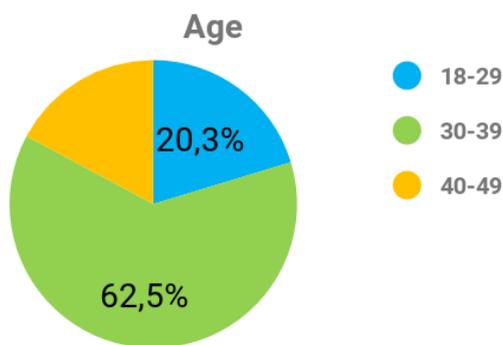
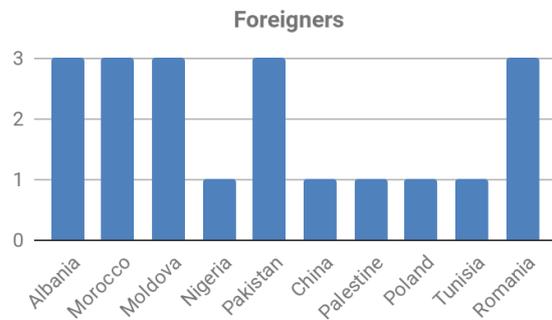
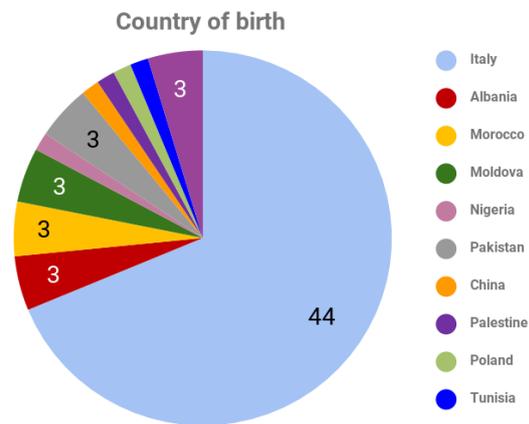
Some statistics about users (for any further information please take a look at the evaluation sheet):

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<sup>7</sup> <https://goo.gl/FVVRTk>

<sup>8</sup> <https://goo.gl/uWKZ2k>

<sup>9</sup> <https://goo.gl/yBB5gs>



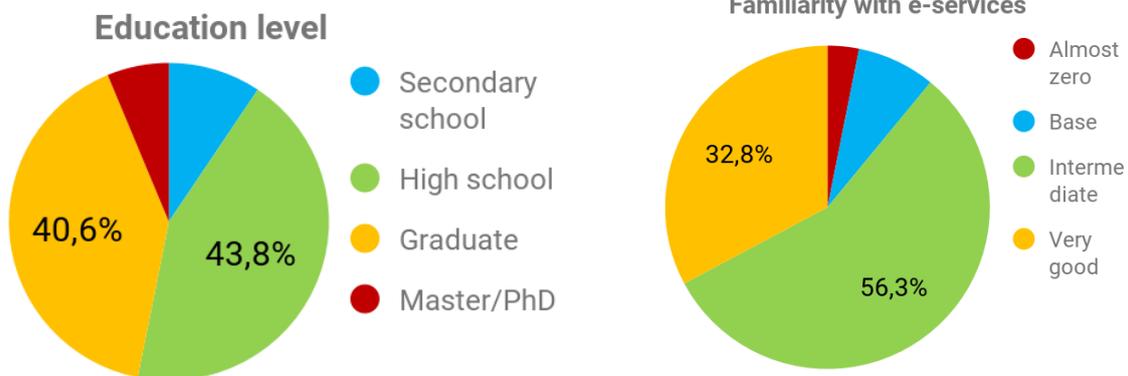


Figure 14: Statistics about users of the nursery evaluation session

## Overview of outcomes

This section outlines the main results obtained from the working sessions with stakeholders.

### Input/feedback from stakeholders

The experimentation is highlighting an overall success of the new online form enriched with the SIMPATICO's features, while some possible future improvements have been pointed out both by users and the operators of the nursery office.

In addition we want to highlight that some of the parents come to enrol their children spent some time after the completion of the form to discuss with us about the usefulness of this new e-service and its integration with the SIMPATICO simplification features.

In the following a bulleted list of the main hints received:

- Enlarge some characters which are too little.
- How to deal with cases of new registration requests when a previous request for the same child is fallen → it is necessary to have a clear schema of all the kinds of records in order to realise an automatised checking system.
- In general a better knowledge of the bureaucratic procedure would be helpful
- Need for a clearer view of the location of the nursery schools around Trento.
- How to deal when the parent who is filling the form doesn't know all the information about the other parent's job.
- A general review of the step-by-step guide is needed → the operators will give the Trento team the new contents to insert.
- Highlight more the "SAVE FORM" button.
- The *Guided Completion* should provide a "BACK TO TOP" button to immediately return at the form's beginning.

### Analysis of results

In the following paragraphs more detailed results are reported. Just note that since the experimentation is still running the numbers presented won't be the same in the next future, while it seems that the trend of the results should be in line due to the general appreciation the service received in the first month of experimentation.

The online form received very good comments, the guided completion tool and its capability of avoiding the non necessary fields (basing on the users' choices in the form's previous sections), the step-by-step guide, the automatic loading of the personal data and the highlight of the mandatory fields have been judged as great added values in particular if compared to the standard method which requests the completion of a paper form.

Thanks to all these properties, the online form has been judged very risk limiting, in the sense that it could reduce problems such as bad handwritings or wrong filling of some fields.

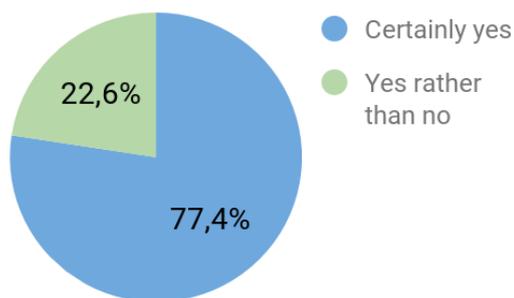
As a consequence also the time requested to fill the form is both judged by users and by the operators as significantly reduced.

At last, almost all users think that this kind of form enriched with simplification functionalities should be spread to all the other services offered by the Municipality, because it would be a real useful way to simplify and lighten the bureaucratic procedures.

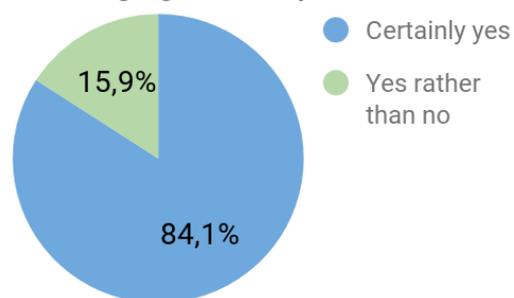
If available for the online completion these forms would be able, in the users' opinion, to encourage the autonomous usage, significantly lightening the queue at the offices.

In the following figures all these comments are reported in a graphic form, after more detailed statistical analysis (for any further information please take a look at the evaluation sheet).

Is the completion simple and intuitive?



Is the language used simple and clear?



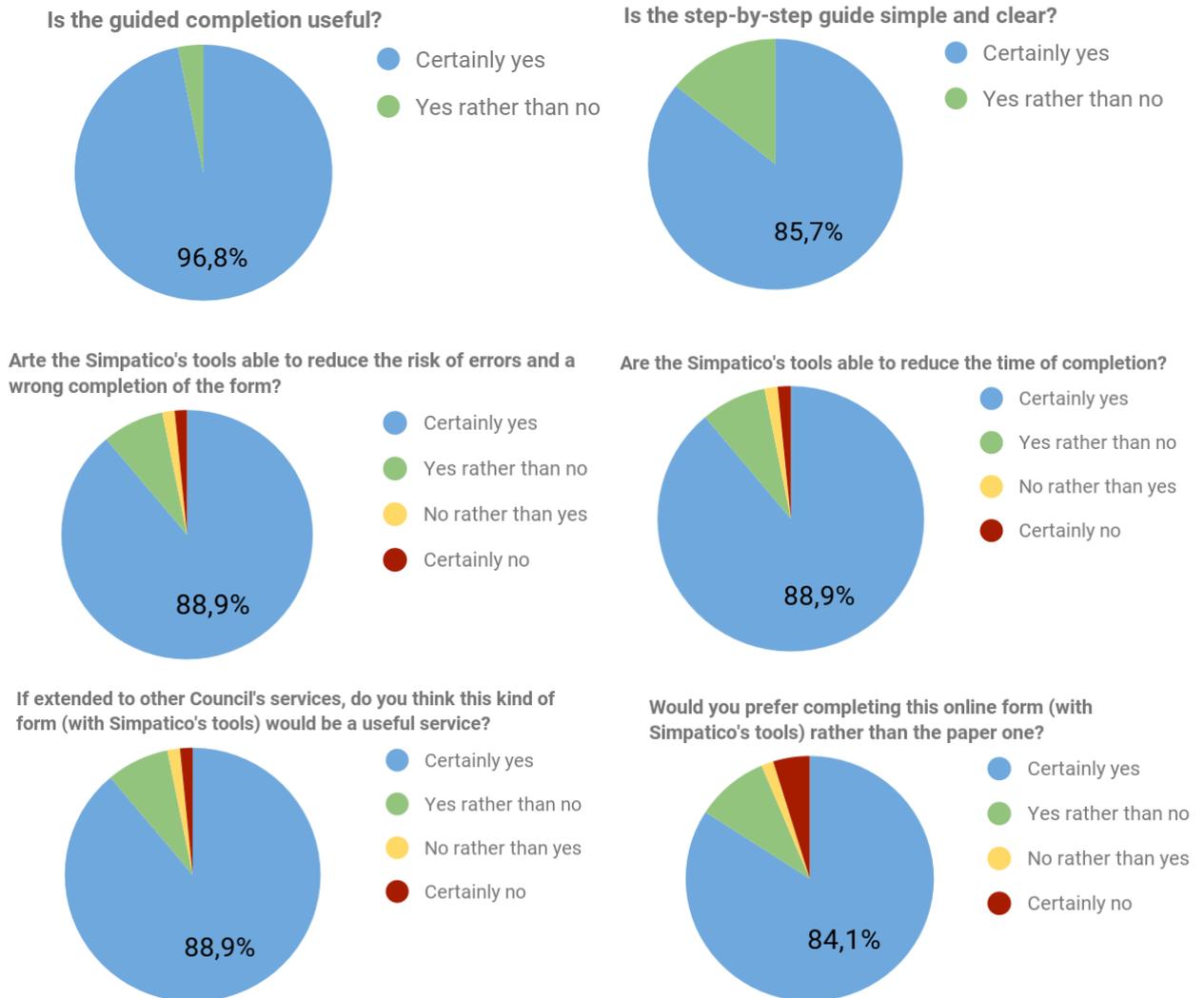


Figure 15: Results about nursery evaluation

### Lessons learnt

This section gives an answer to the four objectives identified for this phase and ties to sum up the lessons learnt within the evaluation experimentation related to the nursery school service.

**OBJECTIVE 1: Retrieve feedback from civil servants about the form adopted and comparison with its paper counterpart.**

As already reported and highlighted in the pre-evaluation phase, a comparison between the paper form and the online one shows a strong improvement in the service brought by the online one. In particular in terms of time spent in the completion and of reduced number of request for additional information thanks to the simplification features brought by SIMPATICO.

Moreover it is fundamental to keep the service constantly updated following the users' comments and the needs highlighted by the civil servants of the nursery school office.

**OBJECTIVE 2: Test the correct operation of the online form for the registration to the nursery school.**

The online form correctly ran during the experimentation, some minor issues have been identified and will be easily solved, if not already done.

Anyway the comments received have highlighted an overall appreciation of the service and the form by users.

**OBJECTIVE 3: Evaluate the added values brought by SIMPATICO's features.**

As shown in the previous pages of the report, the SIMPATICO's features received a very good evaluation by users. In particular the Guided Completion and step-by-step guide have been identified as concrete added values, able to reduce a lot the risk of wrong filling of the form and the time spent in its completion. The other features are ready to be tested during the fourth step of the procedure, i.e. the free online availability of the form.

However a reorganisation of Citizenpedia appears necessary, in order to make it more readable and its usage easier.

**OBJECTIVE 4: Define how to update the form and the features in order to fulfil the requests coming from the personnel of Municipality office in charge of managing the nursery school registration procedure.**

The operators of the nursery office continuously look for identifying where to improve the form and the SIMPATICO's features. Some discussion is still needed about the Q&A tool in order to define the strategy to guarantee a way to prevent "bad" or "tendentious" queries and answer.

**Next steps**

What it has been really highlighted during the evaluation phase is, as already written in the pre-evaluation phase report, the need of a strong communication process between the different offices of the Municipality, the operators and the technicians, in order to continuously improve and update the form and offering the best possible services to the citizenry.

Working on real situations it is fundamental to avoid possible incoming problems and risks before they appear, and guarantee the fully functioning of all the components.

One of the main next steps will surely be a reorganization of Citizenpedia page and an improvement of its contents, in order to make this feature more readable and easy to use.

Another point of discussion will be focused on the definition of the location for the text simplification and the procedure design features, if in the form itself or on the nursery service webpage, in order to help citizens to better understand the service before the completion of the form.

At last another strong engagement campaign seems necessary to involve a larger number of people, making them aware about this new service and encouraging its usage.

**Annex I: Questionnaire(s) distributed to stakeholders****General information**

1. Age:
2. Gender:
3. Country of birth:
4. Mother tongue: Second language:
5. Other languages:
6. Italian level (if not mother tongue):
  - A1 – Elementary
  - A2 – Pre-Intermediate
  - B1 – Intermediate
  - B2 – Upper Intermediate
  - C1 – Pre-Advanced
  - C2 – Advanced
7. Current education level
  - Elementary school
  - Secondary school
  - High school
  - Graduate
  - Post-graduate
8. Familiarity with e-services
  - Almost zero
  - Base
  - Intermediate
  - Very good
9. Working sector:

**Sportello Telematico Unificato**

1. Log in
  - CPS-CNS
  - SPID
  - Operator's credentials
2. Why not CPS/CNS or SPID?
  - CPS not active
  - CPS active but no PIN with me
  - No SPID
  - What are CPS/CNS and SPID, where to obtain them?
  - Not interested

**Online form**

3. Is the form complex?
  - Certainly yes
  - Yes rather than no
  - No rather than yes
  - Certainly no
4. Is the completion simple and intuitive?
  - Certainly yes
  - Yes rather than no
  - No rather than yes
  - Certainly no
5. Is the language used simple and clear?
  - Certainly yes
  - Yes rather than no
  - No rather than yes
  - Certainly no
6. Is the auto-loading of personal and economical data useful?
  - Certainly yes
  - Yes rather than no
  - No rather than yes
  - Certainly no
7. Is the highlight of mandatory fields useful?
  - Certainly yes
  - Yes rather than no
  - No rather than yes
  - Certainly no
8. Some fields not to be filled have been disabled during the completion. Is this functionality useful?
  - Certainly yes
  - Yes rather than no
  - No rather than yes
  - Certainly no

### **SIMPATICO's tools**

1. Login in SIMPATICO
  - No login
  - CPS/CNS
  - SPID
  - Personal google account
  - Institutional account
2. Is the guided completion useful?
  - Certainly yes
  - Yes rather than no

- No rather than yes
  - Certainly no
3. Is the step by step guide useful and clear?
- Certainly yes
  - Yes rather than no
  - No rather than yes
  - Certainly no
4. Have you encountered unclear parts of the form?
- Yes
  - No
5. If yes, have you written questions or read other users' answers on the dedicated page?
- Yes
  - No
6. If yes, is this tool useful?
- Certainly yes
  - Yes rather than no
  - No rather than yes
  - Certainly no
7. If you have written questions or read other users' answers, do you think the dedicated page is clear?
- Certainly yes
  - Yes rather than no
  - No rather than yes
  - Certainly no
8. Are these tools able to reduce the risk of errors?
- Certainly yes
  - Yes rather than no
  - No rather than yes
  - Certainly no
9. And are these tools able to reduce the time of completion?
- Certainly yes
  - Yes rather than no
  - No rather than yes
  - Certainly no
10. Have you encountered problems?
- Yes
  - No
11. The operator helped me
- Yes
  - No
12. If yes, do you think you are now able to use these tools without help?
- Certainly yes

- Yes rather than no
  - No rather than yes
  - Certainly no
13. If extended to the other cases where specific forms have to be completed, do you think this kind of an online form, enriched with SIMPATICO's features, would be a useful service given to citizens and technicians?
- Certainly yes
  - Yes rather than no
  - No rather than yes
  - Certainly no
14. In such a context would you prefer this online form rather than the paper one?
- Certainly yes
  - Yes rather than no
  - No rather than yes
  - Certainly no

### **A.3 Trento acoustic derogation pre-evaluation**

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#### **Introduction and background**

At the present time, all the interactions between citizens and the local administration, concerning authorizations and bureaucratic procedures, are centred on the submission of paper forms at specific help-desks.

The Municipality's aim is to switch soon, for each service, from a paper form to an online one, which could reduce the time of completion and simplify the bureaucratic procedure.

Trento Municipality already started a strong campaign of innovation for its services and an specific web page - called "*Sportello Telematico Unificato*" - was created.

The page, still experimental, will soon collect the online versions of a significant number of forms currently to be filled on paper.

The SIMPATICO's features have been included in this environment and are now under evaluation.

#### **Purpose and objectives**

With these premises the Municipality defined a set of specific objectives for this pre-evaluation phase, focusing in particular on the permit on acoustic derogation service. This service is used by citizens and professionals ask Municipality the authorization for works or construction sites where noisy equipment are used or when the working time is extended over pre-defined hours.

The Municipality identified 4 main goals to be reached with the pre-evaluation actions described in the following sections of the report.

- **OBJECTIVE 1:** Retrieve feedback from civil servants about the form adopted and comparison with its paper counterpart.
- **OBJECTIVE 2:** Test the correct operation of the online form for the permit on acoustic derogation.
- **OBJECTIVE 3:** Evaluate the added values brought by SIMPATICO's features.
- **OBJECTIVE 4:** Define how to update the form and the features in order to fulfil the requests coming from the personnel of Municipality office in charge of managing the requests for works where a acoustic derogation are needed.

#### **Methodology**

The working session focused on the permit on acoustic derogation procedure, which currently requests the submission of a paper form.

As reported in the above-mentioned agenda, the working session consists in 4 main steps:

- First step: Testers were asked to complete the paper form in order to ask the authorization for a hypothetical noisy work and to answer a specific section of the questionnaire about the actual registration form.
- Second step: A brief presentation of the "*Sportello Telematico Unificato*" was made, giving testers an overview of all the services available. Then they were asked to navigate and explore the specific section about the acoustic derogation, searching for information about the service, the documents needed to complete the request etc.

Then they were asked to answer a specific section of the questionnaire about the “*Sportello Telematico Unificato*”.

- Third step: Testers were asked to complete the online form without SIMPATICO features.
- Fourth step: Testers were asked to complete the online form enriched with the SIMPATICO’s features.

In particular three features were shown and described:

- **Collaborative Procedure Design (CPD)**: This feature allows users to have an idea of the bureaucratic procedure following the submission of a permit on acoustic derogation request. Each step of the procedure is clearly shown through a flow diagram which is enriched with a detailed description available by clicking on the specific block of the diagram.
- **Simplified completion and step-by-step guide**: This feature divides the form into subsections, highlighting the one currently in completion with a blue border and hiding the other sections. Once a subsection is filled users can move to the next one by clicking a “NEXT” button (in the same way, if they need, users can move to previous subsection by clicking a “PREVIOUS” button). This feature also integrated a step-by-step guide, which shows next to the subsection currently in completion, an explanation of the actions and the data required.
- **Question and Answer (Q&A)**: This feature allows users to post public questions (visible for all users) in case of doubts arising during the completion of the form. Those questions, collected in an environment called “Citizenpedia” and shown at the form’s side, can be answered both by the Municipality and the other users.

Then users were asked to answer a specific section of the questionnaire about the online registration form enriched with the SIMPATICO’s features, giving their opinion about the entity of the improvement they could ensure.

## Stakeholder participation

On Monday 12th June a pre-evaluation session with high level citizens (FBK developers) took place, while a continuous interaction process with three civil servants of Trento Municipality, who tried the online form following its improvement process till the last version released after mid-October, has been kept alive.

This three civil servants filled on the 5th of November a questionnaire about the service, from its start to the official opening, and will be continuously involved also during the evaluation phase which is now ongoing.

Going back to the session held with the FBK developers, it was guided by the following team of representatives from the Trento SIMPATICO side:

- *Mistral Garzoglio (Municipality of Trento)*
- *Michele Trainotti (FBK)*

In the following table the list of the testers attending the session.

Table 28: List of tester at the session

Stakeholder Group	Description
8 Citizens	FBK testers, developers

## Overview of outcomes

This section outlines the main results obtained from the working session.

NOTE: since the three civil servants involved in the pre-evaluation phase quite daily used the service, their comments follow the improvement flow, and have been made by direct conversation mainly. So many of their advices and bug issues have been already managed and solved.

Both the input/feedback and the results analysed are reported in order to highlight the particular stage of the working session they address.

## Input/feedback from stakeholders

### PAPER REGISTRATION FORM:

Testers generally agreed evaluating this form a bit time consuming (about 20 minutes needed), considering all the attachments and the secondary forms required to complete the request, but surely it would be better having a faster way to complete the procedure.

In addition it is common thought that in some cases the language used in the form is too much technical and specific and could cause some difficulties in particular when the permit would be asked by a citizen.

### SPORTELLO TELEMATICO UNIFICATO WEBPAGE:

Some comments have been made about this section, mainly suggesting an improvement of its aspect in order to make the reading easier, with a clearer link to the page where all the online forms are collected and available for the online completion.

### ONLINE REGISTRATION FORM:

This form received numerous comments for its improvement, reported in the following as a list.

- A step before the form itself, some testers highlighted that the button to open the online form (the “world” icon) is not intuitive.
- The form and the characters are too little.
- Not appropriately highlighted the button to retrieve personal data.
- Some mandatory fields are not clearly marked as compulsory, so they could be easily passed over.
- It is not clear how to manage the case of construction sites involving only a subsection of a street, or more than a single street.
- It could be useful introducing a way to control the start and end dates of the construction site, in the case when writing mistakes happen (for example when the end date is a day previous the start date written or when the start date is before the actual date).
- When selecting the way to be contacted it is not clear that the PEC addresses required are read from the personal data section filled at the beginning of the form.
- If the keyboard’s “ENTER” button is pressed while filling the form, it automatically starts the saving procedure.

- It could be better to make the “SAVE FORM” button easier to be reached, for example putting it next to and scrolling up and down together with the form.
- The “SAVE BUTTON” only save the document, while it is necessary to press the “SEND BUTTON” to send the filled form to the in charge office. Make this distinction clearer.
- In case of errors or missing data when a form is saved, an automatic message appears, listing all the errors and data needed to correctly save the document. Clicking on an entry of the list the document is scrolled till the section where the selected error is, but this error is not highlighted and it is not immediate to find it.

#### **ONLINE REGISTRATION FORM ENRICHED WITH SIMPATICO’S FEATURES:**

Here are reported – as a list – only the comments specifically regarding the SIMPATICO’s features (comments about the form’s structure, layout, graphics, etc. have been already written in the previous section).

- How to switch on the SIMPATICO’s bar without a registered Google account?
- Could the Collaborative Procedure Design show the stage of the procedure where my request is?
- The Collaborative Procedure Design should be soon improved in order to give a real help.
- The Simplified Completion should not move to the next form’s section if a compulsory data is missing (at the present time only a little number of mandatory fields are blocking).
- The Simplified Completion should provide a “BACK TO TOP” button to immediately return at the form’s beginning.
- When the Q&A feature is switched on it is not intuitive that to see the other users’ questions the little icon next to each form’s block has to be clicked.
- It could be useful having some FAQs shown when the Q&A feature is switched on.
- Testers seemed to appreciate the Citizenpedia page, but they would prefer having all the questions and answers reachable on the same page of the form.
- Will the questions immediately be answered by the in charge Municipality’s helpdesk? Why not to develop a “live chat” with the helpdesk tool?
- In the Citizenpedia page it is not clear to distinguish the questions from the answers.
- When writing a query in Citizenpedia, it is not so clear which category label has to be attributed to that question.

#### **Analysis of results**

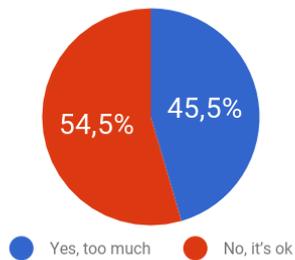
##### **PAPER REGISTRATION FORM:**

Testers generally agreed evaluating this form a bit time consuming (about 20 minutes), and it would surely be better having a faster way to complete the registration.

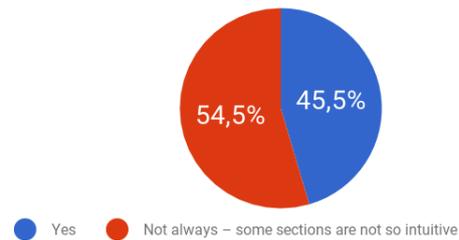
In addition it is common thought that in some sentences or in specific words the language used in the form is too much technical and could cause some difficulties.

In any case quite all of them had no doubt about which are the attachments needed for the correct completion of the form.

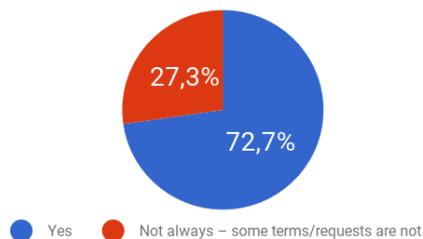
Is the completion of this form time consuming?



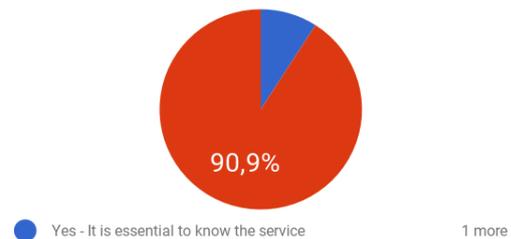
Do you think the paper form is intuitive to be completed?



Is the language simple and clear?



Does your pre-existing knowledge about the service help



Is it clear which and how much attachments are

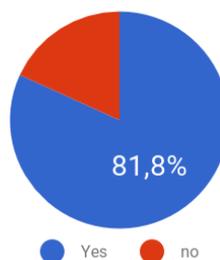
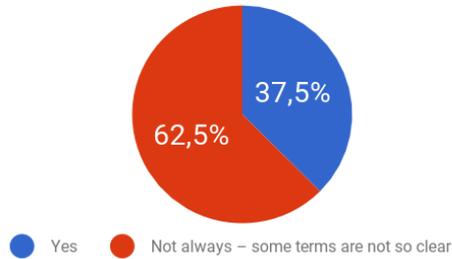


Figure 16: Results about paper registration form

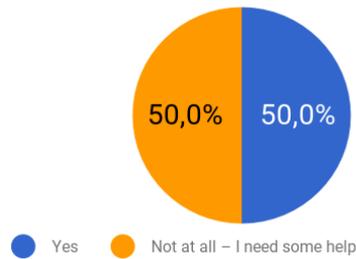
### SPORTELLO TELEMATICO UNIFICATO WEBPAGE:

This webpage has been appreciated by the majority of testers, who found it clear and quite intuitive. The service is well described and it's easy to find the correct form to be completed. In any case some remarks have to be made, in particular some users found that due to the larger number of the services available from the "Environment service" section of the Sportello portal than the only one in the "Nursery Service" section (only one form is fillable about this service), it is not so intuitive to open the correct form.

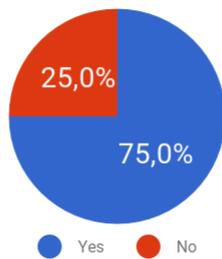
Is the language simple and clear?



Is it clear how to navigate the webpage?



Are the form to be filled and which attachments



Is the bureaucratic procedure clear?

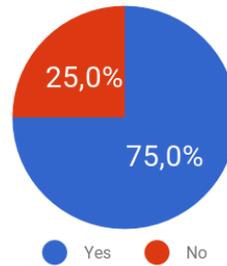


Figure 17: Results about Sportello telematico unificato webpage

## ONLINE REGISTRATION FORM:

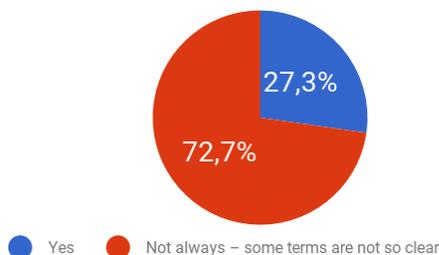
The online form received very good comments, in particular the automatic loading of the personal data and the highlight of the mandatory fields have been really appreciated and defined as great added values compared to the paper form.

In addition testers also liked to not to have the access to the fields not to be filled.

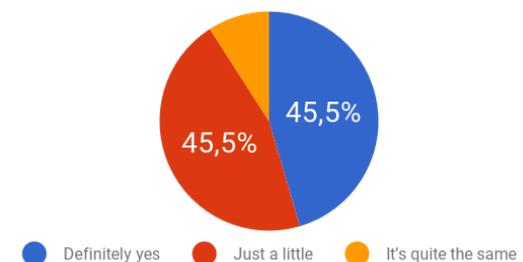
On the other side, some problems and comments related to the complexity of some terms and requests still exist, so the possible adoption of solutions and features which could guide in the completion of the form would be widely accepted.

In any case the online form has been judged very risk limiting, in the sense that it could reduce problems such as bad handwritings or wrong filling of some fields.

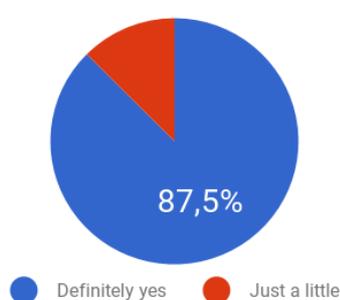
Is the language simple and clear?



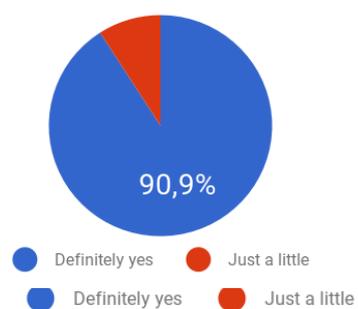
Is the online form more intuitive than the paper one?



It would be useful a feature able to subdivide the form



Is useful to disable the fields not to be filled?



SIM  
SIM

to

How much useful is the automatic loading of personal



Figure 18: Results about online registration form

**ONLINE REGISTRATION FORM ENRICHED WITH SIMPATICO’S FEATURES:**

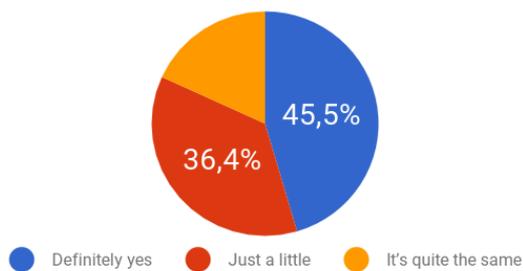
This form and in particular the SIMPATICO’s features of simplified completion and step-by-step guide have been evaluated as excellent.

Testers really appreciated the possibility of having shown only the subsection of the form to be filled together with a step-by-step guide which gives suggestions about how to complete the form. But this guide requires a continuous update and improvement to guarantee a good service, following the comments collected by all the users who would fill the form in the future.

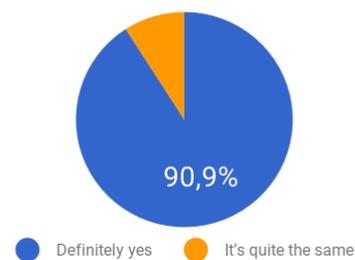
The CPD feature has resulted as interesting and helpful to better understand the bureaucratic procedure, but it is common opinion that the steps of the procedure have to be described in simple terms in order to help also non technical people.

Testers seemed to appreciate the Citizenpedia’s page, but they would prefer having all the questions and answers reachable on the same page of the form, or in any case suggested a reorganization of the page to improve its usability and comprehension.

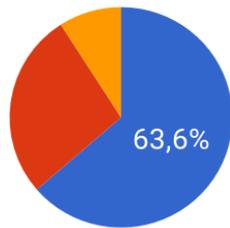
Is the Collaborative Procedure Design (CPD) helpful?



Is the simplified completion an added value compared to

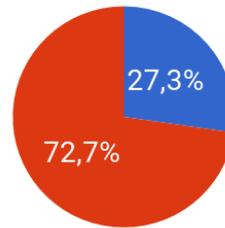


Is the step-by-step guide an added value compared to



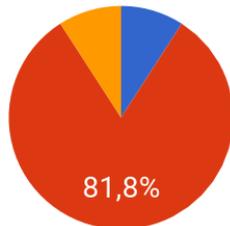
● Definitely yes ● Just a little ● It's quite the same

Is the Q&A feature a useful tool?



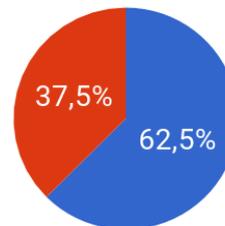
● Definitely yes ● Just a little

How do you evaluate the Citizenpedia's page?



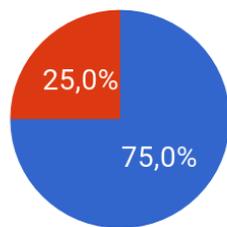
● Excellent ● Good ● Sufficient

Would you prefer a specific field for questions next to



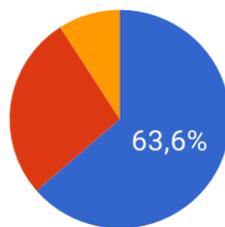
● yes ● no

Would you prefer having the answers shown in a specific



● yes ● no

Do you think this new form is time-saving compared to



● Definitely yes ● Just a little ● It's quite the same

Figure 19: Results about online registration form enriched with SIMPATICO's feature

Order the Simpatico's tools by usefulness, from 1 (the best one) to 4 (the less useful).

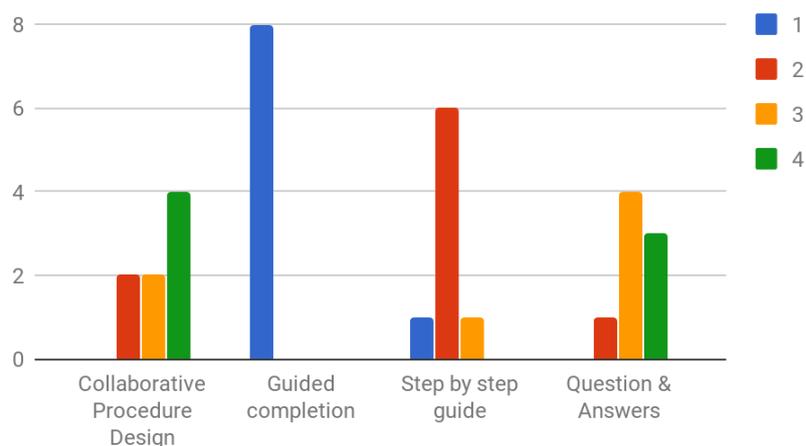


Figure 20: Usefulness of the SIMPATICO's tools

## Lessons learnt

This section gives an answer to the four objectives identified for this phase and ties to sum up the lessons learnt within the pre-evaluation experimentation.

### **OBJECTIVE 1: Retrieve feedback from civil servants about the form adopted and comparison with its paper counterpart.**

As already reported a comparison between the paper form and the online one shows a strong improvement in the service brought by the online one. In particular everybody agreed on the fact that having an online form fully operating and enriched with helpful features will surely reduce stress both for citizens and professionals who are going to use the services made available and for civil servants in charge of managing those services.

### **OBJECTIVE 2: Test the correct operation of the online form for the registration to the nursery school.**

The online form correctly ran during the experimentation, some minor issues have been identified and will be easily solved.

### **OBJECTIVE 3: Evaluate the added values brought by SIMPATICO's features.**

As shown in the previous pages of the report, the SIMPATICO's features received a very good evaluation by users. In particular the Simplified Completion and step-by-step guide have been identified as concrete added values, and able to reduce a lot the risk of wrong completion of the form, and really help those users (citizens) who have not a so deep knowledge about construction sites and the needed documentation. The other features need some improvements but the work is already in progress in this direction.

### **OBJECTIVE 4: Define how to update the form and the features in order to fulfil the requests coming from the personnel of Municipality office in charge of managing the permit on acoustic derogation procedure.**

Personnel of the in charge office really appreciated the overall structure of the form and the operation of SIMPATICO's features. It clearly emerged that it would be really useful having the opinion of professionals in order to create a step-by-step guide easy to understand also for non-technical users, and to collect a set of common question to put in Citizenpedia as FAQs.

## Next steps

What it has been really highlighted during the pre-evaluation phase is the need of a strong communication process between the different offices of the Municipality in order to offer the best possible services to citizens and professionals.

In this way it would be possible to guarantee a continuous improvement of those services, both from the civil servants' point of view and both from the professionals' one.

Anyway it is really important within this project –aiming at setting up and simplifying the channels of interaction with the PA – to think how to avoid possible incoming problems and risks before they appear.



An important note to highlight is that having deployed the pre-evaluation phase on civil servants and developers, it would be highly recommended to define a strategy to explore the professionals' thoughts.

A first step has already been made, organising a public event with professionals on the 17th of October, during which Sportello and the online form has been presented, asking them for an active usage in the future.

A useful step, planned for the end of November, is to hold an event to involve the professionals that might have a strong interest (Architects, Engineers, etc.), asking for a proactive collaboration in the service improvement.

**Annex I: Questionnaire(s) distributed to stakeholders****General data****1. Role**

- a. Citizen
- b. Civil servant
- c. Expert of the service

**2. Age****3. Gender**

- a. M
- b. F

**4. Familiarity with digital services**

- a. Excellent
- b. Good
- c. Sufficient
- d. Poor

**Paper form – permit on acoustic derogation****1. Is the completion of this form time consuming?**

- a. Yes, too much
- b. No, it's ok

**2. Do you think the paper form is intuitive to be completed? Is it clear which sections have to be filled and which ones not?**

- a. Yes
- b. Not always –some sections are not so intuitive
- c. No –It's very difficult to understand which are the required data

**3. Do you think the language used in the form is simple and clear?**

- a. Yes
- b. Not always –some terms/requests are not so clear
- c. No – too many complex terms/requests

**4. Does your pre-existing knowledge about the service help you during the completion of the form?**

- a. Yes - It is essential to know the service
- b. It can be helpful
- c. No –It is not relevant

**5. Is it clear which and how much attachments and secondary forms are required to complete the request?**

- a. Yes
- b. No

**Sportello Telematico Unificato – service description****1. Do you think the language used in the service's webpage is simple and clear?**

- a. Yes
- b. Not always –some terms are not so clear
- c. No – too many complex terms/sentences

**2. Is it clear how to navigate the webpage in order to reach the desired service?**

- a. Yes
- b. No
- c. Not at all – I need some help

3. *Is it clear which form has to be filled and which and how much attachments are required?*

- a. Yes
- b. No

4. *Are the steps of the bureaucratic procedure following the submission of the form clear?*

- a. Yes
- b. No

#### **Online form**

1. *Do you think the online form is more intuitive than the paper one?*

- a. Definitely yes
- b. Just a little
- c. It's quite the same
- d. Definitely not

2. *Do you think the language used in the form is simple and clear?*

- a. Yes
- b. Not always – some terms are not so clear
- c. No – too many complex terms/sentences

3. *Do you think the highlight put on mandatory fields (orange fields) and the warning about missing data when saving the form represent added values compared to the paper form?*

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

4. *Do you think useful the feature which disables the fields not to be filled due to previous choices?*

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

5. *Is it clear that a field is disabled because it has not to be filled?*

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

6. *It would be useful introducing a feature able to subdivide the form into subsections to be filled in succession and to hide those parts not to be completed?*

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

7. *It would be useful introducing a feature giving, for each subsection, an explanation of the actions and the data required (so a step-by-step guide)?*

- a. Definitely yes
- b. Just a little

- c. Indifferent
- d. Definitely not

8. *It would be useful introducing a feature giving you the possibility to post public questions (visible for all users) about the completion of the form, which could be answered both by the Municipality and the other users?*

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

9. *How much useful is the automatic loading of personal data?*

- a. A lot - It's a great feature
- b. Indifferent
- c. Not so much

10. *Do you think this online form is time-saving compared to the paper one? Could you estimate the time-saved?*

11. *Did you find problems or identified critical points?*

12. *Do you think the online form is able to reduce the risk of errors during its completion compared with the paper one?*

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

#### **Online form with SIMPATICO's features**

1. *Thanks to the Collaborative Procedure Design (CPD), do you think that the bureaucratic procedure of registration is now clearer?*

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

2. *Do you think the simplified completion feature represents a valid help to understand which form's sections have to be filled? Is this feature an added value compared to the form without the SIMPATICO's tools?*

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

3. *Do you think the step-by-step guide represents a valid help to understand which data are required in each field of the form? Is this feature an added value compared to the form without the SIMPATICO's tools?*

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

4. Do you think the feature which allows users to post public questions (visible for all users) in case of doubts arising during the completion of the form (Question & Answer) represents an added value compared to the form without the SIMPATICO's tools?

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

5. The current Q&A feature opens a new webpage (named Citizenpedia) when you try to post a new question or to see the already posted questions. Is it clear and easy to read? How do you evaluate the Citizenpedia's page?

- a. Excellent
- b. Good
- c. Sufficient
- d. Poor

6. Could you give a more detailed motivation for your answer?

7. Would you prefer being allowed to write your questions directly in a specific field appearing next to the form's page?

- a. Yes
- b. No

8. Would you prefer being allowed to read the answers to the existing questions in a specific field appearing next to the form's page?

- a. Yes
- b. No

9. Now that you tried the main SIMPATICO's features, do you think this new form is time-saving compared to the one without those tools?

- a. Definitely yes
- b. Just a little
- c. Indifferent
- d. Definitely not

10. Could you estimate the time-saved?

11. Did you find problems or identified critical points?

12. Would you like to have the SIMPATICO's tools activated by default on the form? If yes, which one would you prefer? Please select the best ones or give an evaluation for each service, from 1 (the best one) to 4 (the less useful).

	Collaborative Procedure Design
	Simplified completion
	Step-by-step guide
	Question & Answer

## **A.4 Trento acoustic derogation evaluation**

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### **Introduction and background**

At the present time, all the interactions between citizens and the local administration, concerning authorizations and bureaucratic procedures, are centred on the submission of paper forms at specific help-desks.

The Municipality's aim is to switch soon, for each service, from a paper form to an online one, which could reduce the time of completion and simplify the bureaucratic procedure.

Trento Municipality already started a strong campaign of innovation for its services and a specific web page - called "*Sportello Telematico Unificato*" - was created.

The page, still experimental, will soon collect the online versions of a significant number of forms currently to be filled on paper.

The SIMPATICO's features have been included in this environment and are now under evaluation.

During the pre-evaluation phase (lasted till mid-October 2017 and described in the previous report) some internal tests plus a working session with FBK developers have been carried out and fundamental feedback have been collected in order to improve the service and make it fully functioning for the evaluation phase.

At the present time the evaluation phase is still ongoing and a professional sent the first online request via Sportello and the new form.

### **Purpose and objectives**

The Municipality wants, as the main goal of this evaluation phase, to have the proof that each aspect of the service and the form is fully working, this considering that the service is working in a real environment, producing official documents.

The idea is to take advantage from this phase to continuously improve the service, which is under daily control by the civil servants of the in charge office.

### **Methodology**

The experimentation followed two parallel paths, with a common starting point which has been the pre-evaluation phase and the results and feedback there collected.

Then the first engagement strategy adopted consisted in promoting the Sportello portal and the new online service, integrated with SIMPATICO's features. During the meeting the SIMPATICO team for Trento showed professionals how to use the new online form and described the simplification tools which the form is enriched with.

After the presentation a brief feedback has been collected and interesting hints to improve the service came out, but, as remarked by professionals, a major feedback could be retrieved only after a deeper usage by them.

So this event configures itself more as an awareness meeting than a deep experimentation but it represented a first contact with the professionals and will be followed by a more structured

engagement campaign involving widely the professionals that could benefit from the service (Architects, Engineers, etc.).

The second engagement path instead has been structured as a working session involving a group of high level citizens, consisting of 8 FBK developers, and 7 civil servants (2 of them belonging to the office in charge of managing the acoustic derogation service).

The experimental procedure followed in the working session is here reported:

- **Step 1:** Access the Municipality's portal, Sportello Telematico Unificato, and reach the specific page of the permit on acoustic derogation service. Then, open the online form.
- **Step 2:** Test the correct operation of the online form for the permit on acoustic derogation and evaluate the usefulness and quality of the SIMPATICO's features.
- **Step 3:** Fill the new online questionnaire in order to give feedback and hints for the next improvements.

In particular the SIMPATICO's tools under users' evaluation have been:

- **Guided completion and step-by-step guide**
- **Question and Answer (Q&A)**
- **Text simplification**
- **Procedure Design feature**

### Stakeholder participation

As said before the first engagement strategy adopted consisted in promoting the Sportello portal and the new online service, integrated with SIMPATICO's features, during a public event held on the 17th of October 2017.

The meeting has been guided by the following members of the SIMPATICO team for Trento

- *Giacomo Fioroni and Mistral Garzoglio (Trento Municipality)*
- *Michele Trainotti (FBK)*

and registered the attendance of 9 professionals.

On the other hand the working session held on the 6th of November 2017 involved a group of citizens with a technical background and/or high usability skills and/or domain knowledge, consisting of 8 FBK developers, and 7 civil servants (2 of them belonging to the office in charge of managing the acoustic derogation service).

The following tables reports the composition of the two groups:

Table 29: List of participants in the session

Stakeholder Group	Description
Group 1: ● <i>7 Civil Servants</i>	<ul style="list-style-type: none"> <li>● 5 From innovation and digital services office</li> <li>● 2 From the permit on acoustic derogation in charge office</li> </ul>
Group 2: ● <i>8 Citizens</i>	FBK developers

### Overview of outcomes

This section outlines the main results obtained from the working sessions with stakeholders.

### **Input/feedback from stakeholders**

The experimentation is highlighting an overall good appreciation of the new online form enriched with the SIMPATICO's features, while some possible future improvements have been pointed out both by the FBK developers and the civil servants.

In the following a bulleted list of the main hints received:

- Reorganize the Sportello, in order to easily reach the correct form to be filled
- Enlarge some characters which are too little.
- It could be useful to revise which could be the mandatory fields.
- Transfer the text simplification and procedure tools to the service's webpage in order to give users a general overview of the service before completing the form.
- A general review of the step-by-step guide is needed → the in charge office servants will give the Trento team the new contents to insert.

### **Analysis of results**

In the following paragraphs more detailed results are reported.

Briefly speaking about the Sportello portal, it received a good feedback also if some improvements could be adopted, in particular making easier to reach the form to be filled without specific navigation through the portal. An idea could be putting all the available forms directly on the homepage for a direct usage, giving then the possibility for those users who need more information to easily reach the specific services' pages.

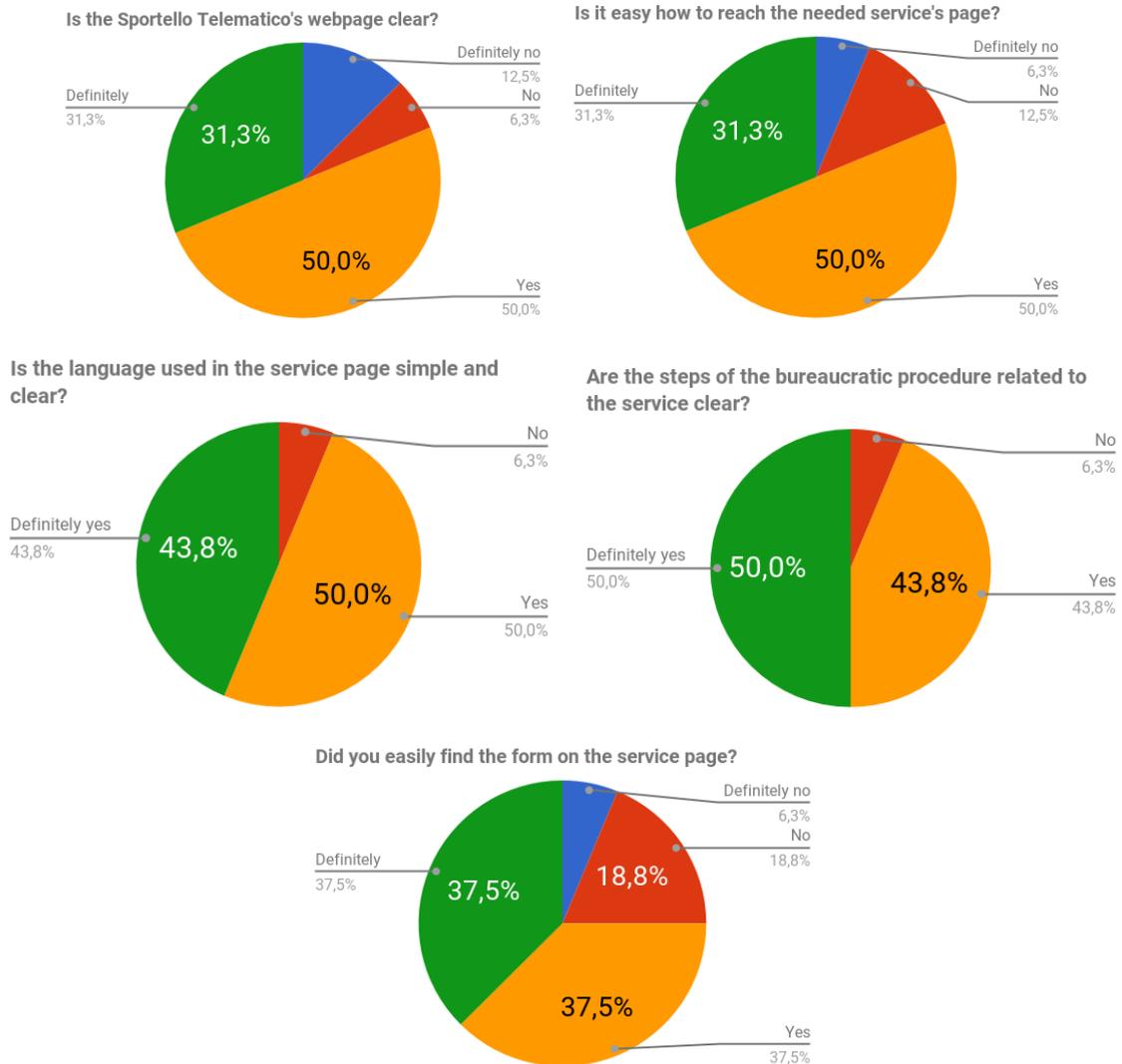


Figure 21: Results about acoustic derogation evaluation

The SIMPATICO form received very good comments, in particular concerning the guided completion tool and its capability of voiding the non necessary fields and the step-by-step guide.

The automatic loading of the personal data and the highlight of the mandatory fields have been judged as great added values in particular if compared to the standard paper form.

Thanks to all these properties, the online form has been judged very risk limiting, in the sense that it could reduce problems such as bad handwritings or wrong filling of some fields.

As a results of these positive qualities the completion time appears reduced significantly.

Moreover, the other SIMPATICO's features collected quite good comments, also if with some improvements clearly identified.

The Q&A tool and Citizenpedia in particular, having in mind that their real potential could be seen only after a wide usage by a large number of users, need a structural reorganization in order to improve their usability and readability.

Even if the language used in the form has been judged simple, the text simplification tool could be useful as an immediate help in case of need.

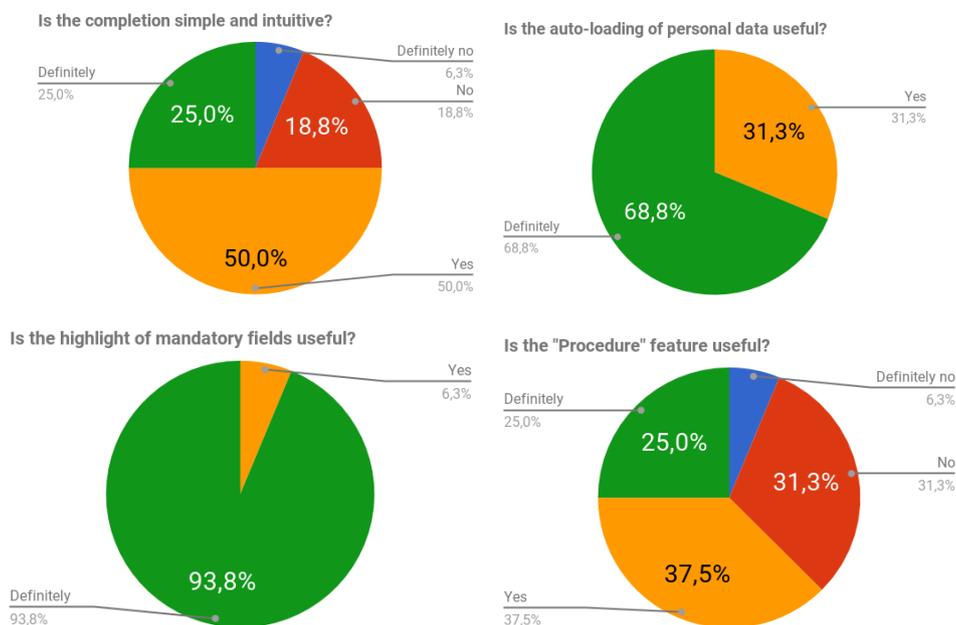
At last the procedure feature could be really helpful, but needs some effort in order to give users a complete and detailed description of each stage of the procedure and if possible showing the progress of the requests made by users.

For this reason a general comment is that this tool, but also the text simplification one, should be removed from the form and imported on the service page, making the access to these tools easier. In this way users could obtain a general overview of the service and the procedure just before the form completion.

In conclusion, almost all users think that this kind of form enriched with simplification functionalities should be spread to all the other services offered by the Municipality, because it would be a real useful way to simplify and lighten the bureaucratic procedures.

As a matter of fact these kind of forms, once opened for the free online completion, would be able, in the users' opinion, to encourage the autonomous usage, significantly lightening the queue at the offices.

In the following figures all these comments are reported in a graphic form, after more detailed statistical analysis.



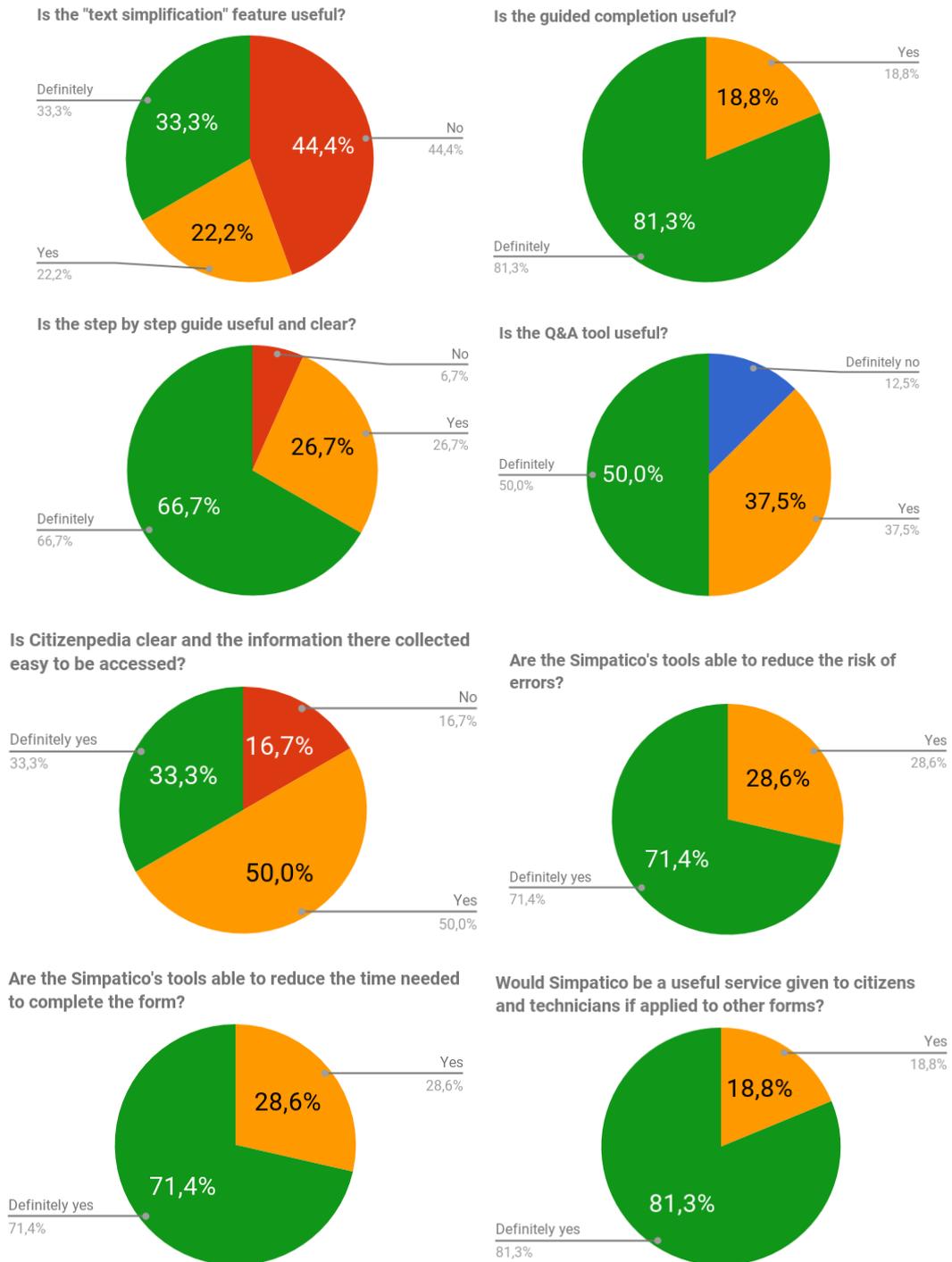


Figure 22: Analysis of comments from users

### Lessons learnt

This section tries to extrapolate from all the results collected important lessons which could help in improving the service in the next future.

But firstly it is important to make a particular focus on the actual weakness of the results obtained (i.e. the little number of real requests filled by professionals): due to the fact that the form has been released in a real environment and produces official documents, it would be used by professionals when they have to realize construction sites in Trento or by citizens when they need to ask permission for loud works. Those situations obviously do not happen everyday, so the number of requests could not be so high in a short period (the evaluation phase started in mid-October, so this report covers only around two full weeks).

### **Next steps**

What it has been really highlighted during the evaluation phase is, as already written in the pre-evaluation phase report, the need of a strong communication process between the different offices of the Municipality, the operators and the technicians, in order to continuously improve and update the form and offering the best possible services to the citizenry.

Working on real situations it is fundamental to avoid possible incoming problems and risks before they appear, and guarantee the full functioning of all the components.

One of the main next steps will surely be a reorganization of Citizenpedia page and an improvement of its contents, in order to make this feature more readable and easy to use.

Another point of discussion will be focused on the definition of the location for the text simplification and the procedure design features, if in the form itself or on the acoustic derogation service webpage, in order to help citizens to better understand the service before the completion of the form.

At last, but maybe the real turning point to guarantee the success of the service is the need to strongly involve the professional orders, which could give the service visibility and guarantee its deep usage.

### **Annex I: Questionnaire(s) distributed to stakeholders**

The new questionnaire has been developed in Google Form, and is reachable at the following link:

<https://goo.gl/FgxyLb> (Italian version used in the evaluation)

<https://goo.gl/forms/5JbfYbT9K1YoxH9n1> (English version for project distribution purpose)

## Appendix B – Galicia Engagement Reports

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### B.1 Report about engagement activities (pre-evaluation session 5 June 2017)

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#### Introduction and background

This document summarizes the engagement activities undertaken in June 5<sup>th</sup>, 2017 in the SIMPATICO pilot in Galicia, Spain.

The Galician pilot for SIMPATICO is based around the needs that certain collectives have when dealing with e-services with the administration in the region of Galicia, in north-western Spain. Galicia is an autonomous community of Spain and historic nationality under Spanish law. It has a population of 2,717,749 inhabitants and has a total area of 29,574.4 km<sup>2</sup> (2016). The population is sparsely distributed and ageing, so the e-services have potentially a great impact on the popularization of some offerings for the people living there:

The sparse distribution of the population, especially in the rural centre of the region, is a result of people often migrating to the richer coastal areas and other Spanish regions. This has resulted in large rural areas with a low population density, where the access to public services is harder.

An aging population: Galicia is third from bottom in Spain in aging perspectives as noted by the EU (just 1.1 children per woman compared to the 1.4 average in Spain, while the zero growth threshold is 2.1). Latest data also show a big gap in the use of e-services in the Galicia region between the segment of population older than 55 with respect to rest of people: while 66.63% of the people between 30 and 39 years has used e-services during the last year, this rate is only 13.81% for people older than 55 years.

Based on these needs, the project delivered two pilot e-services enabled with SIMPATICO technology. These were:

- **BS607A:** an e-service to book wellness services (spas) mainly targeted at the older segment of the population.
- **BS613B:** an e-service to foster the acquisition of materials and services for collectives with functional diversity.

To evaluate these services, we worked in collaboration with three associations based in Galicia:

- **FEGAUS:** an association of retired university students. This corresponds to a high digital literacy segment of elder people.
- **ATEGAL:** a general association of retired people. This corresponds to the numerous demographic group of older people with less digital literacy and usually living in rural areas, one of the most important in Galicia.
- **COGAMI:** an association of people with functional diversity with no age distinction.

The main evaluation period for the first iteration of SIMPATICO was planned with the associations to happen during late October 2017. In addition to the 'official' sessions, several side engagement events were organized in that period. This document corresponds to a session organized with people from Xunta and Galician associations in order to assess the suitability of the SIMPATICO technology to be used in an extensive trialling during the second half of October.

## Purpose and objectives

The general objectives of this pre-evaluation session with real users were as follows:

- Assess the scope and suitability of the piloting proposed for pilot phase I in Galicia.
- Evaluate the suitability of the SIMPATICO technology status to be used in an extensive piloting during the second half of October.
- Assess the piloting methodology devised with a representative group of users.
- Receive feedback from representatives of the associations taking part in the trials, i.e. FEGAUS, ATEGAL and COGAMI, so that both the SIMPATICO technology and proposed piloting methodology can be refined for the actual piloting execution.

## Methodology

On Monday 5th June, at the Escola Galega de Administración Pública (EGAP) / Galician School of Public Administration site, in Santiago de Compostela from 16:30 to 18:30, a pre-evaluation session of the SIMPATICO project took place.

From the SIMPATICO side the following representatives attended:

- HIB:
  - Samuel Méndez
  - Raúl Santos de la Cámara
- Xunta de Galicia
  - Pura Vázquez
  - Noelia López
- University of Deusto
  - Unai López
  - Enrique Sanz
  - Diego López-de-Ipiña

Members of the following three associations attended to the session:

- FEGAUS – Galician Association of Senior University Students
  - Number of attendants: 7 participants + 1 responsible person
- ATEGAL – Galician Cultural Association for Lifelong Learning
  - Responsible: Paula
  - Number of attendants: 7 participants + 1 responsible person
- COGAMI – Galician Association for Disabled People
  - Number of attendants: 7 participants + 1 responsible person

The session was split into two parts:

### **Group A – Evaluation of SIMPATICO without SIMPATICO features** (control group) (16:30-17:45)

Representatives from the 3 associations tested the two e-service replicas made available by the Spanish task force, namely, “BS607A - Programa Bienestar en Balnearios”<sup>10</sup> and “BS613B - Ayudas individuales para la adquisición de servicios de promoción de la autonomía personal y la adquisición

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<sup>10</sup> [https://simpatico.hi-iberia.es:4570/IFE/BS607A\\_es\\_replica.html](https://simpatico.hi-iberia.es:4570/IFE/BS607A_es_replica.html)

de servicios complementarios de asistencia personal, para personas con discapacidad<sup>11</sup>. The process followed was:

- a. Offer presentation with general project overview to attendants.
- b. Request fill in consent form by participants
- c. Follow the steps indicated by the following two questionnaires:
  - i. For FEGAUS and ATEGAL participants the questionnaire available at:  
[https://docs.google.com/forms/d/e/1FAIpQLSd4u9yb-MUTOi7tPspujnAa7HkJCGnOnLWRD8Wa4A\\_HwW91Mg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSd4u9yb-MUTOi7tPspujnAa7HkJCGnOnLWRD8Wa4A_HwW91Mg/viewform?usp=sf_link)
  - ii. For COGAMI participants the questionnaire available at:  
[https://docs.google.com/forms/d/e/1FAIpQLSfHf2L2k1kgcqVypGlozAOcksRkVm73Mr33kPzbsD36lQKDiQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfHf2L2k1kgcqVypGlozAOcksRkVm73Mr33kPzbsD36lQKDiQ/viewform?usp=sf_link)

### **Group B – Evaluation of SIMPATICO with SIMPATICO features (18:00 - 19:15)**

The same procedure was applied but this time the replicas were enabled with SIMPATICO features, BS607A - Programa Bienestar en Balnearios<sup>12</sup> and BS613B - Ayudas individuales para la adquisición de servicios de promoción de la autonomía personal y la adquisición de servicios complementarios de asistencia personal, para personas con discapacidad<sup>13</sup>.

Again the same process was followed by all participants:

- a. Presentation with general project overview including explanations about SIMPATICO features to enhance e-services.
- b. Fill in consent form by participants
- c. Follow the steps indicated by the following two questionnaires:
  - iii. For FEGAUS and ATEGAL participants the following questionnaire available at:  
[https://docs.google.com/forms/d/e/1FAIpQLSdmYtTxAy2xydFdEBeOYhfc5z1CP9y23AP3TF58x0vgkQrX-A/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdmYtTxAy2xydFdEBeOYhfc5z1CP9y23AP3TF58x0vgkQrX-A/viewform?usp=sf_link)
  - iv. For COGAMI participants the following questionnaire:  
[https://docs.google.com/forms/d/e/1FAIpQLSd78RGEx00j8L5VbAn5FzwezX9f8yaRppUSLUIQ3GKtOJwi4A/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSd78RGEx00j8L5VbAn5FzwezX9f8yaRppUSLUIQ3GKtOJwi4A/viewform?usp=sf_link)

The contents of the questionnaires that guided the evaluation was as follows:

1. Brief textual intro to SIMPATICO and the evaluation session
2. Demographic questionnaire
3. Questionnaire about previous experience with e-services
4. Training session to SIMPATICO features (**only for the case of Group B**).
5. Service test session where users had to indicated start and end timestamps and answer whether they completed the e-service execution or not

<sup>11</sup> [https://simpatico.hi-iberia.es:4570/FE/BS613B\\_es\\_replica.html](https://simpatico.hi-iberia.es:4570/FE/BS613B_es_replica.html)

<sup>12</sup> [https://simpatico.hi-iberia.es:4570/FE/BS607A\\_es.html](https://simpatico.hi-iberia.es:4570/FE/BS607A_es.html)

<sup>13</sup> [https://simpatico.hi-iberia.es:4570/FE/BS613B\\_es.html](https://simpatico.hi-iberia.es:4570/FE/BS613B_es.html)

6. Questionnaire with usability and acceptability questions
7. Questionnaire with feedback about the session including thanks to the attendants

Technically the setup was as followed:

1. Computers with:
  - a. Chrome browser with Capture Cast extension installed
  - b. Microphone
2. Capture Cast extension configured to upload session recordings, i.e. screen capture + voice comments issued by users (following Think Aloud protocol) to a shared Google Drive folder.
3. Recording of session has to be manually started at each computer at the beginning of the session.
4. The duration of the session has to be fixed. We left 25' for participants to complete e-service plus complete questionnaires.
5. Recording of session has to be manually stopped at each computer at the end of the session.

The methodology for the session (16:30-18:30) was a participatory classroom. All of the participants in the session and the two coordinators (Unai López and Diego López-de-Ipiña from University of Deusto) were in the room and the actions undertaken by the presenters were mirrored by the technicians and monitors to understand how each component worked.

The participants were a very demanding group from a technological point of view, composed of elderly and people with disabilities (including motor disabilities and one person with near blindness that required a third party screen magnifier software Dolphin SuperNova Magnifier). As a consequence, several limitations of the provided solution from the usability point of view were identified.

### Stakeholder participation

The participation included the following collectives of interest for the Project:

Table 11: Engagement actors and activities

Stakeholder Group	Description
Companies (as in associations of users)	<p>The associations (COGAMI, FEGAUS and ATEGAL) are active in several roles:</p> <ul style="list-style-type: none"> <li>● Mobilising the users for the trials. They pre-selected users that were representative for the pre-trial session. Attending to this session helped them frame the final trial sessions and select more relevant users.</li> <li>● Collecting useful experimental information during the process from the users and on their own behalf (feedback to be used by developers later on to fine-tune the system for the full trials).</li> </ul>
SIMPATICO Developers	<p>The SIMPATICO development team was active during the session for three main purposes:</p> <ul style="list-style-type: none"> <li>● Setting up the technical infrastructure for the SIMPATICO trials: loading the computers for the sessions with the appropriate test software (screencasting plug-in), opening the service and shutting it down following the execution).</li> <li>● Taking note of the miss-adjustments of the piloting session and</li> </ul>

	underlying infrastructure to address them before the actual evaluation is launched.
Citizens	We engaged 21 citizens to use the pilot e-services proposed for the Galicia trials. They have performed the required activities in the e-services (applying for a stay in a spa or for a grant for personal autonomy) and they have also filled in participation surveys for the project's records. In addition, the think aloud protocol and the recording of their activities in the sessions provided additional feedback to the project. Questions asked to the test monitors were also informally compiled.

## Overview of outcomes

In this section we gather some of the outcomes of the session.

### Input/feedback from stakeholders

The following feedback was gathered from participants or detected through the questions formulated by participants in the pre-evaluation session:

- Some minor flows were identified in replicated services:
  - Some options have to have a pre-selected/default option, particularly radio buttons
  - Replicated services have a very small text and it is hard to identify where the e-service starts.
    - Suggestion to include icon/marker next to the link to start the application process of public procedure
    - Important to mark what sections are actually compulsory and which optional
      - Conclusion: e-service simplification must start first simplifying the standard and already existing e-services
  - It was difficult for participants to use the Time controls included in the Google Forms used for evaluation
- Suggestion to send information sheet, consent and video recording forms in advance so that users can save time during the evaluation session
- There were issues when users accidentally killed window and then tried to start service again and login again. The login process failed and the buttons in SIMPATICO toolbar did not show up.
- Presentation offered was too technical, more about the benefits brought forward by SIMPATICO and what exactly it does, nothing about the HOW.
- Google Forms buttons appeared in some cases in English and some controls presented different form in different browsers, e.g. Time control to record start or end of session.
- It was suggested to talk to participants let them do things, talk to them again and let them do things again, i.e. to not concentrate all the talking and doing into two clear separate sequential parts.
- It would be interesting to test the e-services with tablets
- The icons used by SIMPATICO are not sufficiently clear, nor they are the overlays generated on the screen.
- Assess e-service interface from an accessibility point of view:
  - Combo boxes are hard for elderly and disabled people

- It would be interesting to close the session and follow it with a short focus group accompanied by coffee so that participants can give direct feedback to organizers
- It was very hard for people to have to switch between the tab with the guiding pre-evaluation session questionnaire and the tab where the service was executed. Many times people closed accidentally the services.

### **Analysis of results**

This session revealed that the evaluation session preparation had been too technically oriented. More straightforward explanations of the solution are demanded. Besides, mixing a web-based guideline as a web form with the execution of the e-service by the same user is far too confusing for non-advanced ICT users. To complete an e-service is already hard for the average user, to identify SIMPATICO tools and to leverage from them is not sufficiently intuitive to ensure a wider adoption. Changes in the interface of both the e-service and the SIMPATICO upper panel are needed to ensure better usability and thus wider acceptability.

### **Lessons learnt**

The following lessons were learnt by the organizing team during the event:

- It is very important to highlight and review before the session celebration all the technical requirements posed by the pre-evaluation process:
  - Need to install Capture Cast extension for Chrome browser
  - Need to have microphones in all the computers
  - Some users, e.g. users from COGAMI with impaired vision need some extra tools to be installed previously in their computers (Dolphin SuperNova Magnifier). Need to consider installing voice-driven browsers.
- It is capital to redesign the support offered to guide the evaluation session. It is advisable to combine paper support with the online execution of the service. It is better to separate explanations to paper and questionnaire filling and e-service execution to be made online and in separate timespans.
- It is convenient to record video with explanations about SIMPATICO and the session to make the session more agile

### **Next steps**

The next steps for the Galicia pilot are the final checks for the realization of the evaluation sessions in late October 2017. Since it is important to ensure that the methodology proposed is repeatable in different environments, it was decided to repeat the process in October 9th, 2017 in the SIMPATICO pilot in Galicia, Spain with technical representatives of the associations.

**Annex I: Pictures taken during the pre-evaluation session**

Figure 10: Pre-evaluation session – Attendants to the session

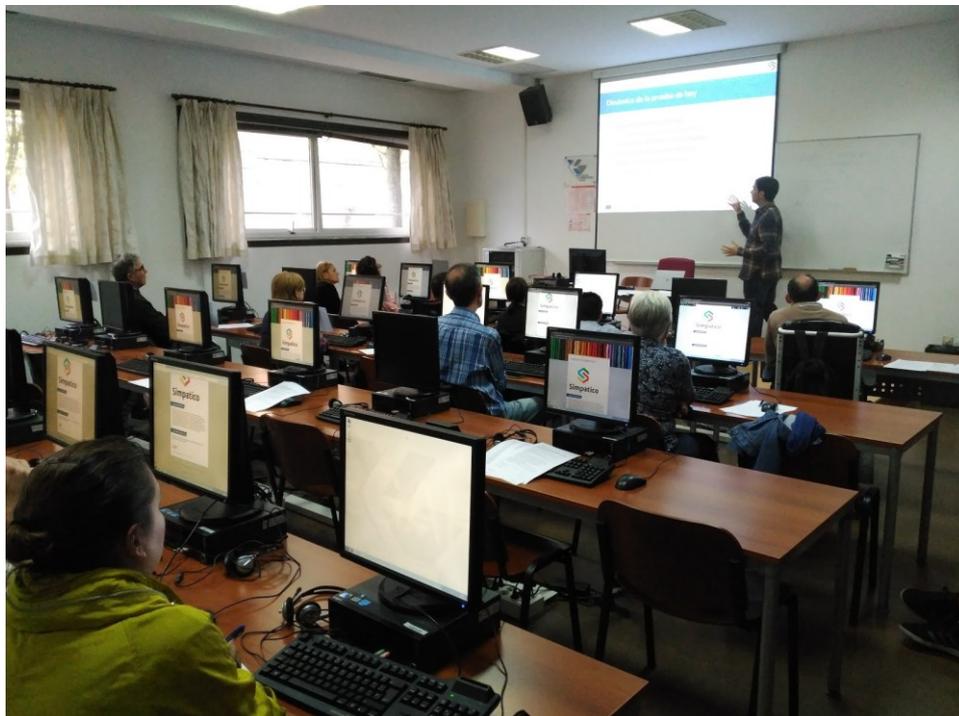


Figure 11: Pre-evaluation session – Attendants to the session and Dr. Unai López presenting SIMPATICO



Figure 12: Pre-evaluation session – Attendants to the session with Unai López presenting the project

## **B.2 Report about engagement activities – October 9**

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### **Introduction and background**

This document summarizes the engagement activities undertaken in October 9<sup>th</sup>, 2017 in the SIMPATICO pilot in Galicia, Spain.

The Galician pilot for SIMPATICO is based around the needs that certain collectives have when dealing with e-services with the administration in the region of Galicia, in northwestern Spain. Galicia is an autonomous community of Spain and historic nationality under Spanish law. It has a population of 2.717.749 inhabitants and has a total area of 29.574,4 km<sup>2</sup> (2016). The population is sparsely distributed and ageing, so the e-services have potentially a great impact on the popularization of some offerings for the people living there:

The sparse distribution of the population, especially in the rural centre of the region, is a result of people often migrating to the richer coastal areas and other Spanish regions. This has resulted in large rural areas with a low population density, where the access to public services is harder.

An aging population: Galicia is third from bottom in Spain in aging perspectives as noted by the EU (just 1.1 children per woman compared to the 1,4 average in Spain, while the zero growth threshold is 2.1). Latest data also show a big gap in the use of e-services in the Galicia region between the segment of population older than 55 with respect to rest of people: while 66.63% of the people between 30 and 39 years has used e-services during the last year, this rate is only 13.81% for people older than 55 years.

Based on these needs, the project delivered two pilot e-services enabled with SIMPATICO technology. These were:

- **BS607A**: an e-service to book wellness services (spas) mainly targeted at the older segment of the population.
- **BS613B**: an e-service to foster the acquisition of materials and services for collectives with functional diversity.

To evaluate these services, we worked in collaboration with three associations based in Galicia:

- **FEGAUS**: an association of retired university students. This corresponds to a high digital literacy segment of elder people.
- **ATEGAL**: a general association of retired people. This corresponds to the numerous demographic group of older people with less digital literacy and usually living in rural areas, one of the most important in Galicia.
- **COGAMI**: an association of people with functional diversity with no age distinction.

The main evaluation period for the first iteration of SIMPATICO was planned with the associations to happen during late October 2017. In addition to the 'official' sessions, several side engagement events were organized in that period. This document corresponds to an additional session of pre-evaluation (evaluation with a reduced number of persons and a limited profile) and a civil servant focus group organized in October 9<sup>th</sup> in Santiago de Compostela, Spain.

### **Purpose and objectives**

The general objectives of the meeting were as follows:

- Evaluate the technical viability of the SIMPATICO deployment for Galicia: connectivity and presentation issues, data capture.
- Evaluate the quality of the materials prepared for the evaluation: consent forms, instructions for the end-users, evaluation monitors and technicians.
- Collect feedback that could still impact the developments to be evaluated in the iteration 1 during the following week: changes in the presented terminology, usability of the system.
- Collect feedback from the civil servants' point of view of SIMPATICO as a whole and also in particular the interactive component that they would use in a real deployment (SIMPATICO Dashboard). This was used as input to the new co-design approach that will be followed for this component in the next period of the project.

## Methodology

The meeting was organized as a half-day event (from 9AM to 16PM). The full agenda for the meeting was as follows:

- 9:00 – 10:00 Session briefing (Xunta, HIB)
- 10:00 - 11:00 Technical preparation of the SIMPATICO pilot Testbed
- 11: 00 - 12:30 Pre-test session with 3 users from the civil servants' side and 3 citizens:
  - Ategal: 1 citizen, 1 technician
  - FEGAUS: 1 citizen, 1 technician
  - COGAMI: 1 citizen, 1 technician
  - Xunta: three civil servants
- 12:30 - 13:30 Focus group with the civil servants for the co-design of the Dashboard.
- 13.30 – 15.00 Debriefing (Xunta, HIB)

## Stakeholder participation

The participation included the following collectives of interest for the Project:

Table 12: Engagement actors and activities

Stakeholder Group	Description
Citizens	We mobilised 6 citizens to use the pilot e-services proposed for the Galicia trials. They have performed the required activities in the e-services (applying for a stay in a spa or for a grant for personal autonomy) and they have also filled in participation surveys for the project's records.
Companies (as in associations of users)	The associations have been active in several roles: <ul style="list-style-type: none"> <li>• Mobilising the users for the trials. They pre-selected users that were representative for the pre-trial session.</li> <li>• Assisting the users in the realization of the trials and also the development team in the set-up for the trial sessions.</li> <li>• Collecting useful experimental information during the process from the users and on their own behalf (feedback to be used by developers later on to fine-tune the system for the full trials).</li> </ul>
Public Administration	The PA were active mostly in two regards: <ul style="list-style-type: none"> <li>• Providing the logistics for the trial session, which were held in the computer</li> </ul>

	<p>classroom for the Conselleria de Medio Rural (Division for the rural environment) of Xunta de Galicia.</p> <ul style="list-style-type: none"> <li>• Providing three sample civil servants to evaluate the system from the PA perspective. This was then put to action during a short focus group with the development team after the test.</li> </ul>
SIMPATICO Developers	<p>The SIMPATICO development team was active during the session for three main purposes:</p> <ul style="list-style-type: none"> <li>• Setting up the technical infrastructure for the SIMPATICO trials: loading the computers for the sessions with the appropriate test software (screencasting plug-in), opening the service and shutting it down following the execution).</li> <li>• Training the associations in the technical matters of the test mentioned above so they could replicate them in future trials on their own.</li> <li>• Leading the focus group to gather information from the PAs immediately after the execution of the trials.</li> </ul>

### Overview of outcomes

In this section we gather some of the outcomes of the session.

### Input/feedback from stakeholders

In **Annex I** of this section a comprehensive compilation of the results of the trials with the citizens is presented. Over 30 questions were asked by the 6 citizens during the tests, most of them covering aspects that could be improved in future evaluation sessions for iteration 1 during October 2017. As an example of the extensive qualitative feedback obtained, a page-long feedback given by one of the participants is also presented.

In **Annex II** of this section a compilation of the results of the focus group is presented. The focus group, as discussed in section 3 of this document, consisted of some initial generic questions (how a system such as SIMPATICO should be to civil servants?) followed by an explanation of the capabilities of the system in presenting data and culminated with a hands on analysis of the Dashboard as developed for iteration 1. Some fruitful discussion was held during the focus group.

### Analysis of results

The activities in this session were not analysed from the quantitative point of view (KPIs) but rather more from the qualitative: subjective opinions, suggestions for improvement.

From that perspective, the test was considered successful but also opening several interesting questions for refinement (as explained in section 6 Lessons Learnt). For that purpose, a companion technically-oriented session was prepared for October 16th (one week after this session) so that the technical aspects such as the deployment and the organisation of the trials during the allotted week for the tests (23rd-27th October 2017) could be performed as smoothly as possible.

### Lessons learnt

The following lessons were learnt by the organizing team (HIB and Xunta)

- In general, the system was much more mature, better understood and usable by citizens when compared to the pre-evaluation sessions held in June. Most users were able to successfully use the system.
- The technicians of the associations did learn some of the details of organizing a SIMPATICO session successfully. However:
  - The materials that they had were deemed inadequate. For example, making live presentations of the framework of the project and the use of the SIMPATICO applications was prone to discussions and then planning for the sessions could be impacted.

It was decided then that these items would better be explained using dedicated video demonstrations. These videos (presenting the project and the SIMPATICO tools) had to be produced.
  - The materials that they had for the installation of the infrastructure needed for the trials (a screencast solution, the loading of the questionnaires and SIMPATICO e-service) were also lacking. Another video was planned to solve this.
- The citizens had some difficulties in understanding some of the details of the questionnaires (for example, the language used was too technical at times) and the e-services themselves (some elements of the required work flow were difficult to see even in the baseline system by Xunta). This was compiled in the standardized session questions form (see Annex I)

## Next steps

After the execution of this activity, and given some of the results (just a few technicians from the associations were trained, some aspects of the e-services could still be fine-tuned...) it was decided to organize one extra session before the start of the official trials. Thus, the immediate calendar for the activities following this event was set up as follows:

- [10 October] Identification of the technical pain points during the trials. Selection of those feasible for change in the short term. Communication to the development team of SIMPATICO. Responsibility: HIB and Deusto.
- [10 October] Identification of the troubling areas of the pre-evaluation and post-evaluation questionnaires that are presented to the users via Google Forms. For example, some questions had to be re-formulated or some pre-defined answer sets expanded. Responsibility: Deusto.
- [13 October] Generation of a new set of training and presentation materials to ease the training of the technicians. These videos included:
  - SIMPATICO project overview, description of the trials and of the test procedure for the two user sets (control and intervention). Responsibility: Xunta.
  - Installation and deployment of the SIMPATICO test infrastructure (icon sets, recording plugin, etc.). Responsibility: HIB.
- [13 October] Compiling and packaging of the required information that the technicians from the associations would need in their work: videos, questionnaires, installation checklists, instruction sheets for each group. Responsibility: HIB.
- [16 October] Organization of a dedicated session for training of the technicians of the associations. This is organized as a half day event in which only these technicians are present and covers:



- Installation and deployment of SIMPATICO in the testbed environment.
- Sample execution of the SIMPATICO e-services by the technicians so they understand the e-services from the user's point of view.
- [23-27 October] Official test of the SIMPATICO e-services with 280 users (140 control, 140 intervention) in the three associations' classrooms across Galicia. Organization of a short Focus Group with at least one of the associations to gather new insights about their qualitative opinion of SIMPATICO and the results.
- [25 October] Official test of the system with 16 civil servants in the premises of Xunta de Galicia. Organization of another Focus Group to co-design a new version of the e-services monitor / Dashboard for iteration 2 of the project.

**Annex I: Questions asked by citizens during the trials**

The following questions were captured by the SIMPATICO team during the trials:

Preguntas surgidas durante la sesión de simpático:  
 Fecha sesión: 09-October 2017 Hora: 11:30 Entidad: XUNTA  
 Guiada por: Noelia López + RSC

#	Pregunta	Concepto clave
1	Libre Office → PDF	Técnico Protección
2	Google + CaptureIt → Ancho banda	Técnico Infraestr.
3	Mover documentos → técnicas	ToDo técnico
4	Mape iconos/servicios → técnicas	ToDo técnico
5	drive en instrucciones	ToDo instrucciones
6	FEGAVS → Aulas universidad permisos	ToDo técnico
7	Procedimiento subir "a mano"	ToDo técnico/instrucciones
8	Iconos → seguridad	ToDo técnico
9	Iconos → <u>Chrome</u>	
10	Automatizar CC? ⇒ RSC?	
11	Da este logo después con datos	
12	→ No abrir cuestionario durante explicación.	ToDo procedimiento
13	Poco sitio datos ↳ consentimiento	ToDo documentación
14	Cuent. inicial > Identificar vs Usuario.	

Idea => hacer la formación "entrenamiento" previamente. (2)

**Preguntas surgidas durante la sesión de simpático:**

Fecha sesión: 09-Oct-2017

Hora: 11:30

Entidad: XUNTA

Guiada por: Noelia Lopez + Raul

#	Pregunta	Concepto clave
15	Cuestionario inicial Nivel de educación - Otros.	Cuestionario
16	Lengua materna - Lengua + usada con el q + siete + cómo	Cuestionario
17	target icono arrancar ↳ Field test	<del>us</del> técnico
18	Doble clic en simplificar párrafos → error	técnico
17	La gente clic en el menú de color en Simplificar	técnico
20	La selección de palabras difíciles no es muy buena	1 simplificación
21	Hacer pregunta desde Ctzp abierto	Ct zp
22	Re-Login en Ctzp si clicamos en icono → desconectar y abrir	Ct zp
23	Preguntas tienen título y no gusta!!!	Ct zp
24	Induce a error q se punga en ver de datos obligat. en balnearios datos del "hijo"	Solicitud
25	Tras meter una pregunta nueva en Ct zp no queda claro como seguir	Ct zp
26	El usuario/identificador debe ser mucho más obvio (grande, color, etc)	Documentos
27	Verbe "funcionalidades apoyo" ↳ Iconos? Nombres <sup>→ Puntos</sup> <sup>→ Símbolos</sup>	Cuestionario
28	Pregunta "He encontrado... <del>no</del> son coherentes entre sí" → Confusa → Afirmativo	Cuestionario
29	Los funcionarios deben poder marcar las palabras difíciles	Funcionalidad

... que los que se aceleran.

30	La simplificación debe hacer énfasis en las palabras en gallego "normativa" → desconocidas	Funcionalidad
31	Mandar FE GAUS (Carlos) Documentos	
32	transcripción post → ~ 15 m.	
33	transcripción pre → 2 m → prietas 4 m → función 7 → todas	
34	Diferencia unim / técnicos	
35	envío requisitos técnicos. Viernes pruebas técnicas en las casa - Antes viernes 13 -	
36	Sesión forense - Lunes 16. - técnicos / monitores -	
37		
38		
39		
40		
41		
42		
43		
44		

Figure 13: Questions from the October 9th trial

Pienso que para evaluar el funcionamiento del programa se deberá tener en cuenta el nivel de conocimiento y práctica de uso del usuario. Hay pequeñas cosas que se podrían mejorar, como son el que todos de preguntas que está un poco confuso: no se sabe si hay que elegir el departamento al que se dirige la pregunta en primer lugar y después pulsar el "buscar" o escribirla directamente y después "buscar". Y en lo que respecta a la adecuación del vocabulario utilizado, considero que hay términos más complejos que los que se adecúan mejor pero los que figuran, algunos, están duplicados.

En general mi impresión es que resulta de muy alto nivel y rápido.

Por favor, evitar en lo posible la traducción literal anglosajona de las preguntas, como por ejemplo es "cómos de interesante te ha parecido...?"

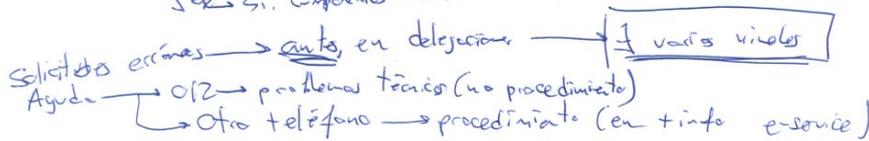
Figure 14: Long form feedback given by one of the participants in the October 9th session

## Annex II: Focus group materials used with the civil servants

This is a compilation of the materials used in the Focus Group with the questions asked and some notes captured on the field on the session. A full audio transcript is also available.

## Preguntas de entrada

- Presentación corta de cada persona en la mesa
  - ¿Tengo alguna relación con la gestión de servicios de la Xunta? ¿Y en particular, con los servicios electrónicos? *Inicio + finalizan el procedimiento*
- ¿Cuál es mi grado de conocimientos técnicos y/o informáticos?
  - PU → No. ASM - C.T. - previu.*
  - Liza →*
  - Jose → si, conceptos básicos*
- ¿Soy usuario/a como ciudadano/a de los servicios electrónicos de la Xunta? ¿Cuál es mi opinión personal desde esa perspectiva?



*Procedimiento → Calidad → Diseño*

*Ella → esbozo formularios (flygram) → !! tiempo se podrá elifone concreto*

*+ info de acciones del proceso (ej. calculo ranking) → pantalla? ↓ informático*

## Preguntas Monitor SGPA-S x PA?


**Simpatico**

Antes de enseñar diseño!

Explicar la función que **se quiere** implementar (un 'centro de control' para los funcionarios que gestionan los servicios... sin decir 'centro de control' o similar!)

- ¿Cómo llamaríais a lo que os acabamos de explicar?
- ¿Usamos ya algo parecido? En un par de frases, ¿cómo funciona?
- Partes que pensamos que puede tener este diseño:
  - Resumen del servicio: ¿lo necesito ver (un dibujo o similar) mientras analizo los resultados?
  - Estadísticas: ¿son útiles? ¿Cuántas estadísticas quiero ver? ¿Cómo quiero que me presenten las estadísticas?: Números/gráficos, números y gráficos *+ preguntas y respuestas*
  - ¿Me gustaría ver lo que opina la gente en general del servicio? ¿Prefiero ver comentarios aislados o una cosa integrada (estilo un resumen de las opiniones)? ¿Sólo es útil una de las opciones o prefiero verlo todo? *+ números, métricas (KPI): por comercio?*
  - ¿Cuánta información necesito para valorar 'qué tal va' el servicio? ¿Cuánto me debería costar ver el estado de un servicio? *¿Dónde se sitúa más le gusta? → no tan útil por la flexibilidad de diseño y limitade*
  - ¿Es interesante saber lo que le hace sentir al usuario (ciudadano) el uso del servicio?
  - ¿Cómo me sentiría si el propio sistema monitor hiciera sugerencias sobre como podríamos mejorar el servicio? *mejoras regular →*
  - En una frase, ¿alguna cosa que debería tener este monitor y que no hayamos tratado?

*Si, pero no prioritario*

*"Piden la simplificación. "Generar consultas personalizadas"*

*Prioritarios → bajas ingresos. también se puede b) prioridad? Cuantos usuarios van a comprar? Cuanto no?*

*Para widget*

- Casos: injusticia*
- perfil sector*
- Zonas: comercio rural/urbano*





Figure 15: Materials used during the October 9th focus group in the Galicia pilot.

## **B.3 Report about engagement activities – October 16**

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### **Introduction and background**

This document summarizes the engagement activities undertaken in October 16<sup>th</sup>, 2017 in the SIMPATICO pilot in Galicia, Spain.

The Galician pilot for SIMPATICO is based around the needs that certain collectives have when dealing with e-services with the administration in the region of Galicia, in northwestern Spain. Galicia is an autonomous community of Spain and historic nationality under Spanish law. It has a population of 2.717.749 inhabitants and has a total area of 29.574,4 km<sup>2</sup> (2016). The population is sparsely distributed and ageing, so the e-services have potentially a great impact on the popularization of some offerings for the people living there:

The sparse distribution of the population, especially in the rural centre of the region, is a result of people often migrating to the richer coastal areas and other Spanish regions. This has resulted in large rural areas with a low population density, where the access to public services is harder.

An aging population: Galicia is third from bottom in Spain in aging perspectives as noted by the EU (just 1.1 children per woman compared to the 1,4 average in Spain, while the zero growth threshold is 2.1). Latest data also show a big gap in the use of e-services in the Galicia region between the segment of population older than 55 with respect to rest of people: while 66.63% of the people between 30 and 39 years has used e-services during the last year, this rate is only 13.81% for people older than 55 years.

Based on these needs, the project delivered two pilot e-services enabled with SIMPATICO technology. These were:

- **BS607A**: an e-service to book wellness services (spas) mainly targeted at the older segment of the population.
- **BS613B**: an e-service to foster the acquisition of materials and services for collectives with functional diversity.

To evaluate these services, we worked in collaboration with three associations based in Galicia:

- **FEGAUS**: an association of retired university students. This corresponds to a high digital literacy segment of elder people.
- **ATEGAL**: a general association of retired people. This corresponds to the numerous demographic group of older people with less digital literacy and usually living in rural areas, one of the most important in Galicia.
- **COGAMI**: an association of people with functional diversity with no age distinction.

The main evaluation period for the first iteration of SIMPATICO was planned with the associations to happen during late October 2017. In addition to the “official” sessions, several side engagement events were organized in that period. This document corresponds to a session of training for the technicians in charge of organizing the iteration 1 evaluation organized in October 16th in Santiago de Compostela, Spain.

### **Purpose and objectives**

The general objectives of the meeting were as follows:

- Gather all of the associations' technicians and monitors that would be in charge of dealing with the day-to-day requirements of performing the full iteration 1 evaluation with over 280 users during the last week in October.
  - Technicians are responsible of checking that the technical aspects are ready during the tests.
  - Monitors are responsible of conducting the sessions, assisting users where needed, gathering the necessary consent forms and collecting the feedback generated during the sessions.
- Train them both in the important aspects of the sessions:
  - Deployment of the necessary evaluation infrastructure.
  - Checklists to start the system, shut down the system and enable the capture of data for future further processing.
  - The test procedure and protocol: phases, possible helping by the monitors in each phase.
- In addition, and as part of the training, conduct a session with the e-service with these association staff acting as regular citizens. As with the citizen sessions, collect the generated feedback that could still impact the developments to be evaluated in the iteration 1 during the following week: changes in the presented terminology, usability of the system.

## Methodology

The meeting was organized as a half-day event (from 10AM to 13PM). The full agenda for the meeting was as follows:

- 10:00 - 11:00 Internal Briefing and Technical preparation of the SIMPATICO pilot Testbed
- 11:00 - 13:00 Pre-test session with 3 users from the civil servants' side and 3 citizens:
  - Ategal: 1 technician, 1 monitor
  - FEGAUS: 1 technician, 15 monitors (remote)
  - COGAMI: 1 technician, 7 monitors
- 13.00 – 15.00 Internal Debriefing (Xunta, HIB)

The methodology for the core session (11:00-13:00) was a participatory classroom. All of the participants in the session and the two coordinators (Raúl Santos representing HI Iberia and the development group and Noelia López representing the Public Administration) were in the same room and the actions undertaken by the presenters were mirrored by the technicians and monitors to understand how each component worked.

## Stakeholder participation

The participation included the following collectives of interest for the Project:

Table 13: Engagement actors and activities

Stakeholder Group	Description
Companies (as in	The associations are active in several roles:

associations of users)	<ul style="list-style-type: none"> <li>• Mobilising the users for the trials. They pre-selected users that were representative for the pre-trial session. Attending to this session helps them frame the final trial sessions and select more relevant users.</li> <li>• Assisting the users in the realization of the trials and also the development team in the set-up for the trial sessions.</li> <li>• Collecting useful experimental information during the process from the users and on their own behalf (feedback to be used by developers later on to fine-tune the system for the full trials).</li> </ul>
SIMPATICO Developers	<p>The SIMPATICO development team was active during the session for three main purposes:</p> <ul style="list-style-type: none"> <li>• Setting up the technical infrastructure for the SIMPATICO trials: loading the computers for the sessions with the appropriate test software (screencasting plug-in), opening the service and shutting it down following the execution).</li> <li>• Training the associations in the technical matters of the test mentioned above so they could replicate them in future trials on their own.</li> <li>• Leading the focus group to gather information from the PAs immediately after the execution of the trials.</li> </ul>

### Overview of outcomes

In this section we gather some of the outcomes of the session.

### Input/feedback from stakeholders



Figure 16: picture from training session – October 16

In **Annex I** a comprehensive compilation of the suggestions by the technicians and monitors is presented, covering the technical platform of SIMPATICO and the e-services plus the protocol of testing itself. Over 20 questions were asked by the participants during the tests. Some sample relevant questions that were covered include the following:

- Questions about the format in which the icons to launch the browser to each one of the testing phases are deployed. This is agreed that could be better distributed as a single icon pack for each one of the tests (control/intervention and each one of the two services).
- Simplify the login data for each one of the 'roles' that the citizens play instead of their real identities. This was detected to be very cumbersome, with very long names that are slow to input for users that have some functional aspect such as slower typing or bad eyesight.
- Issues with the navigation. Most users in our groups have issues when the e-services launch additional browser tabs and similar behaviour that disrupts the usual flow of the application. It is decided that this is to be minimized and the citizens helped in case they get lost.
- Finally, and in order to fine-tune the organization of the test sessions, try and estimate the duration of the sessions by the end users. The monitors, as experts in their field of end-users (elders or people with disabilities) provided good estimates that were used in the planning.

### **Analysis of results**

This session was not oriented towards generating quantitative results. All of the participants successfully completed a session with SIMPATICO tools to assess what was requested from the end-users, but since the session was directed towards expert users (technicians and monitors) and it was very guided by the development team, the quantitative results such as the time it took for each session are not very important.

The core result was qualitative data presented as feedback provided and collected in the forms presented in Annex I. This was very helpful for the SIMPATICO team to polish some of the aspects that may be more problematic in the current version.

Additionally, for one of the associations it was decided that the format of the testing would be based on a remote e-learning platform. This opportunity, although it presented a slight delay for the whole process, was judged as extremely interesting by the development team as it opened a chance to test with much more people in the future. This will be explained in depth in the report of the test sessions.

### **Lessons learnt**

The following lessons were learnt by the organizing team during the event:

- Using the video recordings of the project presentation and session definition, precious time was saved and the information transmitted is much more precise.
- The recording of the sessions and other technical elements of the trials are well understood and technicians are confident in that they will be able to operate the tests.
- It is critical to ensure that all of the elements of the testing protocol (including for example a strategy for the answering of questions during the sessions) are well understood and not improvised during the sessions.
- It is also critical to ensure that the data capture protocol (templates to collect the questions) is correctly understood and distributed as the qualitative aspects are essential to re-design the SIMPATICO tools in the future.

### **Next steps**

The next steps for the Galicia pilot are the final checks for the realization of the evaluation sessions in late October 2017. The calendar was specified as follows:

[17 October] HIB and Xunta document the results and establish a list of Todos

[20 October] Planning of the sessions ready for the associations

[3<sup>rd</sup>-6<sup>th</sup> November] Deusto, HIB compile the results for the reports

After this training session all of the evaluation preparatory tasks were deemed as complete and the pilot evaluation started in full.

Table 14: Final schedule of the trials in the Galicia pilot

	23rd October	24th October	25th October	26th October	27th October	30th October	31st October	1st November	2nd November	3rd November
COGAMI Control			23	14				Spanish Bank Holiday		
COGAMI Intervencion	10			15		11	19			
COGAMI Pro Control	5	3	2							
COGAMI Pro Intervencio	4			5	1					
Xunta Pro BS607A			8							
Xunta Pro BS613B			8							
FEGAUS Intervencion										83
FEGAUS Control										83
ATEGAL Intervencion			32			8				
ATEGAL Control			13				7			20



②

Preguntas surgidas durante la sesión de simpático:  
 Fecha sesión: 16 oct. 2017 Hora: 12<sup>00</sup> - 15<sup>00</sup> Entidad: Fesaus, Atesel  
 Cogaui  
 Guiada por: Raul Noelia

#	Pregunta	Concepto clave
	"funciones de apoyo" - cuestionario final castelar	
	Se pueden poner iconos en los cuestionarios de google?	
	definir tiempo para bloque II.	
	Incluir pregunta producida de apoyo.	
	Crear 2 carpetas en google drive 1) subcarpetas de videos 2) videos y materiales "Monitor"	
	Enviar por correo todos los datos para q puedan hacer pruebas el miércoles Test → jueves Microsele calendario.	
	Video uso SIN SIMPATICO ↳ Grupo control	
	Presentación Nuelin → "Uso del e-service" ↳ Faltan gases uso botones. ↳ Correo Marco falta ↳ + 1 semana	

Figure 17: Questions collected from participants during the trial – October 16

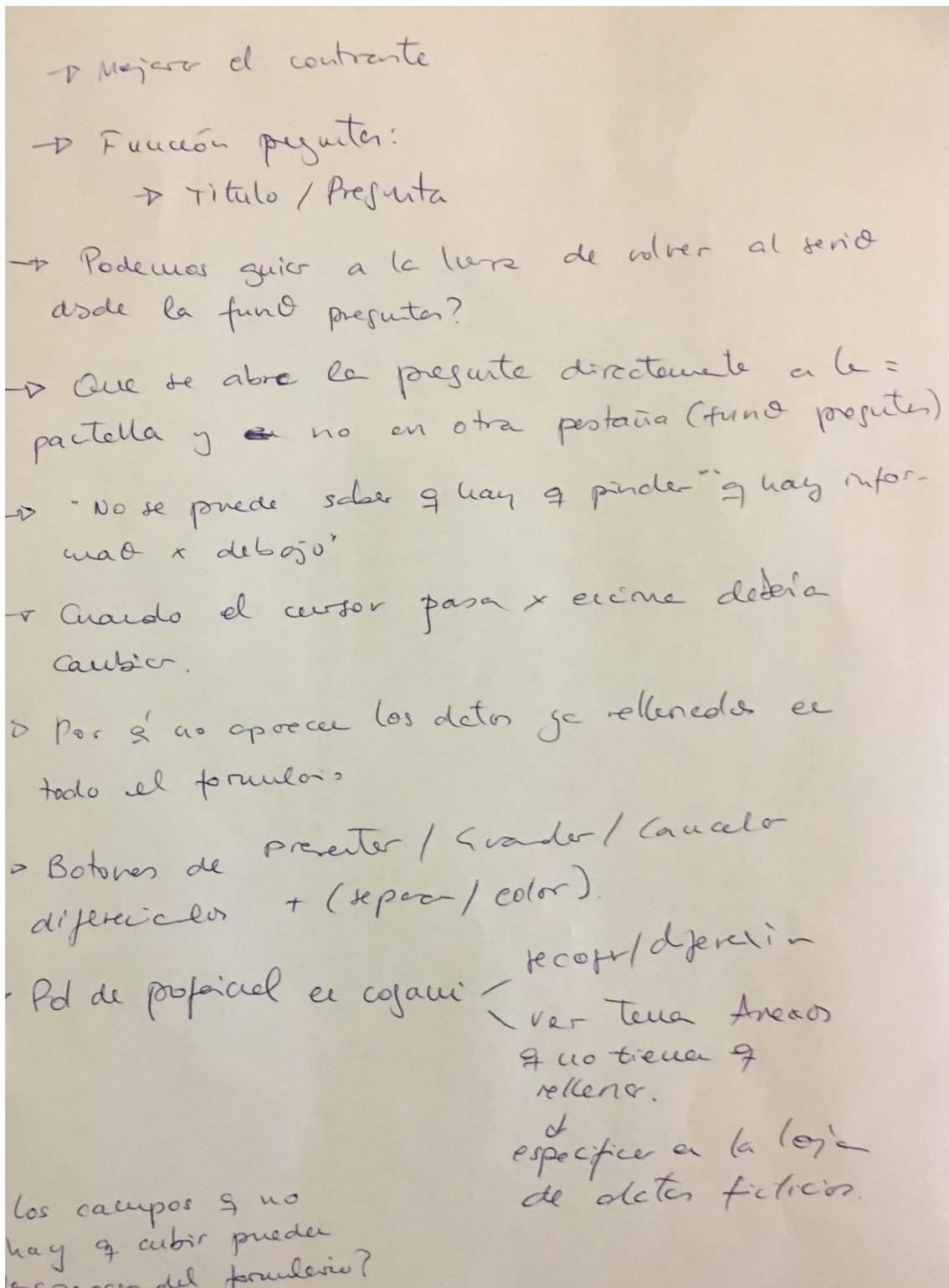


Figure 18: In the trials and training session – October 16

## **B.4 Report about engagement activities – 23 October – 3 November 2017**

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### **Introduction and background**

This document summarizes the engagement activities undertaken during October 23rd through November 3rd 2017 in the iteration 1 evaluation of the SIMPATICO pilot in Galicia, Spain.

The Galician pilot for SIMPATICO is based around the needs that certain collectives have when dealing with e-services with the administration in the region of Galicia, in northwestern Spain. Galicia is an autonomous community of Spain and historic nationality under Spanish law. It has a population of 2.717.749 inhabitants and has a total area of 29.574,4 km<sup>2</sup> (2016). The population is sparsely distributed and ageing, so the e-services have potentially a great impact on the popularization of some offerings for the people living there:

The sparse distribution of the population, especially in the rural centre of the region, is a result of people often migrating to the richer coastal areas and other Spanish regions. This has resulted in large rural areas with a low population density, where the access to public services is harder.

An ageing population: Galicia is third from bottom in Spain in aging perspectives as noted by the EU (just 1.1 children per woman compared to the 1,4 average in Spain, while the zero growth threshold is 2.1). Latest data also show a big gap in the use of e-services in the Galicia region between the segment of population older than 55 with respect to rest of people: while 66.63% of the people between 30 and 39 years has used e-services during the last year, this rate is only 13.81% for people older than 55 years.

Based on these needs, the project delivered two pilot e-services enabled with SIMPATICO technology. These were:

- **BS607A**: an e-service to book wellness services (spas) mainly targeted at the older segment of the population.
- **BS613B**: an e-service to foster the acquisition of materials and services for collectives with functional diversity.

To evaluate these services, we worked in collaboration with three associations based in Galicia:

- **FEGAUS**: an association of retired university students. This corresponds to a high digital literacy segment of elder people.
- **ATEGAL**: a general association of retired people. This corresponds to the numerous demographic group of older people with less digital literacy and usually living in rural areas, one of the most important in Galicia.
- **COGAMI**: an association of people with functional diversity with no age distinction.

The main evaluation period for the first iteration of SIMPATICO was planned with the associations to happen during late October 2017. This document reports the organization, methodology and key engagement metrics of these evaluation sessions, undertaken finally between October 23rd to November 3rd 2017 by almost 300 persons all around Galicia in over 15 different locations and coordinated not only by SIMPATICO personnel but also by a dedicated and trained network of user associations. This report needs to be considered in conjunction with project deliverable D6.5 in which more detailed figures are provided on the KPIs and other quantitative evaluation results.

## Purpose and objectives

The purpose of the sessions for the iteration 1 evaluation of SIMPATICO in Galicia was to perform tests on the implemented version of the technology platform and to evaluate the adequacy of the design and solution in dose-to-real scenarios.

The detailed goals were as follows:

- Collect **qualitative feedback** on the benefits of the platform. For this, the changes in the **KPIs** defined in the project for users in the **intervention** group (that is, using SIMPATICO) versus the **control** group (using the regular Xunta e-service) are measured by objective means.
- Collect **qualitative feedback** on the benefits of SIMPATICO from the citizens, public authorities and companies. For this, a range of tools are used, from **collection of the questions** asked during the sessions to dedicated **focus groups** for some of the stakeholders.
- Lay out a good **work process** with the Public Authorities and User Associations to ensure that future activities such as the **iteration 2 evaluation** and also others such as the **participatory co-design** of future project assets (such as the interactive component) can be efficiently organised for the rest of the project.

## Methodology

Since as discussed in the project deliverables using a real e-service from Xunta was out of the question for logistical reasons (e-services depend on a different public body and they are constrained by very strict guidelines that preclude installing on the production servers research-grade components such as SIMPATICO's) it was decided to perform tests on a testbed mirror with a replica of the Galicia e-services. They were then reproduced so that their overall Look and Feel was the same for end-users. This was done twice for each service: one that only included the original e-service's functionalities (consequently labelled the 'control' e-service) and another that included the full deployment of SIMPATICO's components (from now on the 'intervention' service).

Once this technological platform was settled, the experiment was designed. The required users were divided between the services and control/intervention groups as well as the available dates for each of them. This had to be arranged along with the organisations and resulted in the following test calendar:

Table 15: Final Organization of Galicia trials

	23rd October	24th October	25th October	26th October	27th October	30th October	31st October	1st November	2nd November	3rd November
COGAMI Control			23	14				Spanish Bank Holiday		
COGAMI Intervencion	10			15		11	19			
COGAMI Pro Control	5	3	2							
COGAMI Pro Intervencion	4			5	1					
Xunta Pro BS607A			8							
Xunta Pro BS613B			8							
FEGAUS Intervencion										83
FEGAUS Control										83
ATEGAL Intervencion			32			8				
ATEGAL Control			13				7			20

Then the associations had to arrange since their methodology differed:

**Xunta** provided 16 civil servants to test both the e-services (using only the intervention platform since they are well-versed in the regular e-service as defined in the control group). These civil servants were packed together in two sessions to be done back to back during the same day (October 25<sup>th</sup>). After this session, a Focus Group was organized to better detail aspects of the design relative to the system Dashboard. This is described in detail later on in this section.

**COGAMI**, given their focus on users with disabilities, focused on the e-service BS613B for personal autonomy, which was tested by 112 persons, divided as follows:

- 37 citizens for the control group.
- 55 citizens for the intervention group.
- 10 professionals (users that fill in the e-service application on behalf of another user) for the control group
- 10 professionals for the intervention group.

The COGAMI tests were undertaken in smaller groups (usually less than 15 persons) in four different locations across Galicia: Santiago de Compostela, Monteporreiro, Lugo and Mos. This ensures better spread of the results across the different demographics in the region.

The tests by COGAMI were done with one technician and one monitoring person at each test site. These persons were trained during the SIMPATICO training session on October 16<sup>th</sup> 2017.

**ATEGAL** focused on the e-service for wellness and spas.

- 40 citizens tested using the control methodology.
- 40 citizens tested using the intervention methodology.

The **ATEGAL** tests were undertaken in their entirety in the ATEGAL centre in Santiago de Compostela. They were conducted by one monitoring person assisted by one technician, both of which were participants in the SIMPATICO training session on October 16<sup>th</sup>.

Finally, **FEGAUS** focused on the e-service for wellness and spas as well but had a very distinct approach to testing. This methodology, which was based on a remote learning platform, eased the production of much more individual tests than envisaged:

- 83 citizens using the control methodology.
- 83 citizens using the intervention methodology.

The evaluation was undertaken on the same days on two parallel and simultaneous groups. The participants were distributed around some of the main classrooms that FEGAUS uses for education through Galicia, provided by the CeMIT association for education in Galicia as well as the Universities in Vigo and A Coruña. The final listing of locations included locations in all of the four provinces in Galicia (A Coruña, Lugo, Ourense and Pontevedra):

Table 16: Complete set of locations in Galicia used in the evaluation pilot for FEGAUS

Ortigueira, A Coruña	As Pontes, A Coruña
Cuntis, Pontevedra	Pontedeume, A Coruña
Boiro, A Coruña	Fisterra, A Coruña
Burela, Lugo	Carballedo, Lugo
Bande, Ourense	University of Vigo, Pontevedra

Cerceda, A Coruña	University of A Coruña, A Coruña
Valga, Pontevedra	

It is important to note that all evaluation sessions for the three associations and Xunta followed the same basic script:

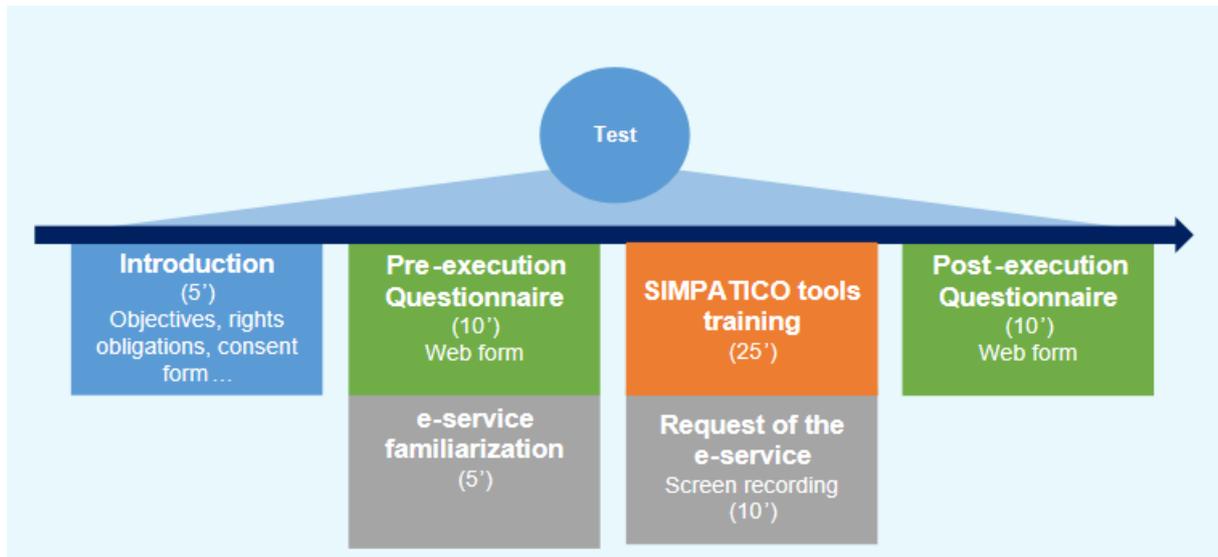


Figure 19: Phases of the test protocol as presented to the participants in the trials

The test had four consecutive stages, represented as the columns in the diagram:

1. Presentation of the test, in which the whole SIMPATICO project and evaluation session are summarily presented.
2. First contact with the provided materials for the web services and filling in of a preliminary (demographic data) questionnaire.
3. Explanation of the mechanics of the SIMPATICO components (where applicable, this is absent for the control group) and the tasks to comply during the tests. Realization of the tasks on the replica e-service.
4. Final questionnaire (satisfaction and feedback). Questionnaires for each group of interest differed based on their profile.

The approximate time limits for these stages are represented in the diagram (5, 10, 5, 25, 10 and 10 minutes respectively), totalling to a round 60-65 minutes, but in practice and given the particularities of each session this was flexible: users with disabilities were generally slower filling in e-service forms and the questionnaires so they were given more time, where the civil servants were generally very fast as corresponds to a user group with greater computer literacy and knowledge of the procedures and data associated to each e-service.

In addition to these test sessions, two Focus Group sessions were organized in the framework of the first iteration evaluation:

- One group with the Civil Servants whose objective was to make them part of the design team for the next version of the system Dashboard/e-service Monitor components that enable the

civil servants to analyse the data from the execution of e-services. This was arranged after the civil servants tested the e-services as citizens. It consisted of some open discussion questions on the SIMPATICO concept as a whole followed by a participatory design session based around a low fidelity mock-up of a design for this component. The materials used for this focus group are available in the Annex II of this document while the results are discussed in the next section.

- Another focus group for the end-user associations that was finally focused on FEGAUS. This focused more on the perceived adequacy of the provided SIMPATICO contents to their target users and was conducted following the remote citizen tests on November 3rd. This was conducted in the headquarters of e-learning for FEGAUS in Madrid, Spain.

### Stakeholder participation

The participation included the following collectives of interest for the Project:

Table 17: Engagement actors and activities for the evaluation 1 trials in the Galicia Pilot

Stakeholder Group	Description
Public Administration	<p>The PA were involved for the execution of evaluation trials exclusive to the civil servants. This was done with 16 civil servants with the aim of gathering their qualitative impressions on the benefits of SIMPATICO's approach to their daily work (i.e., increased analysis capabilities but also generating a community of users that help each other through elements such as the Citizenpedia).</p> <p>For this matter, their test session included a full run-through the citizen e-services (i.e., they filled in the forms as if they were a regular citizen) but also some extra questions in the debriefing questionnaires about civil servant specific matters.</p> <p>In addition, they were put through a more in-depth study by means of a dedicated focus group to involve them in the participatory co-design of the interactive elements that they would use.</p>
Companies (as in associations of users)	<p>The associations are active in several roles:</p> <ul style="list-style-type: none"> <li>• Mobilising the users for the trials. They pre-selected users that were representative for the pre-trial session. Attending to this session helps them frame the final trial sessions and select more relevant users.</li> <li>• Assisting the users in the realization of the trials (test <i>monitors</i>) and also the development team in the set-up for the trial sessions (test <i>technicians</i>).</li> <li>• Collecting useful experimental information during the process from the users and on their own behalf (feedback to be used by developers later on to fine-tune the system for the full trials).</li> </ul> <p>In addition, another small focus group was held with them so that they could contribute with their in-depth expertise of their target users in the co-design of new components for the next iteration of SIMPATICO.</p>
SIMPATICO Developers	<p>The SIMPATICO development team was active during the session for three main purposes:</p> <ul style="list-style-type: none"> <li>• Setting up the technical infrastructure for the SIMPATICO trials, deploying the e-services replicas, with SIMPATICO for the intervention group and without SIMPATICO for the control group.</li> </ul>

	<ul style="list-style-type: none"> <li>Leading the focus group to gather information from the PAs and the user associations immediately after the execution of the trials.</li> </ul>
Citizens	<p>Citizens were the main target of the evaluation session. They were divided in groups for both e-services and both test groups (intervention and control) so that the total figures were balanced and in accordance to the testing procedure.</p> <p>In addition to the SIMPATICO testing, users had to fill in some questionnaires. The first gathered general and anonymised demographic information such as age, level of education and experience with e-services. The second focused on feedback upon the finalisation of the test: satisfaction, pain points and comments to the SIMPATICO team.</p>

### Overview of outcomes

In this section we gather some of the outcomes of the sessions conducted in October/November 2017.

#### Input/feedback from stakeholders

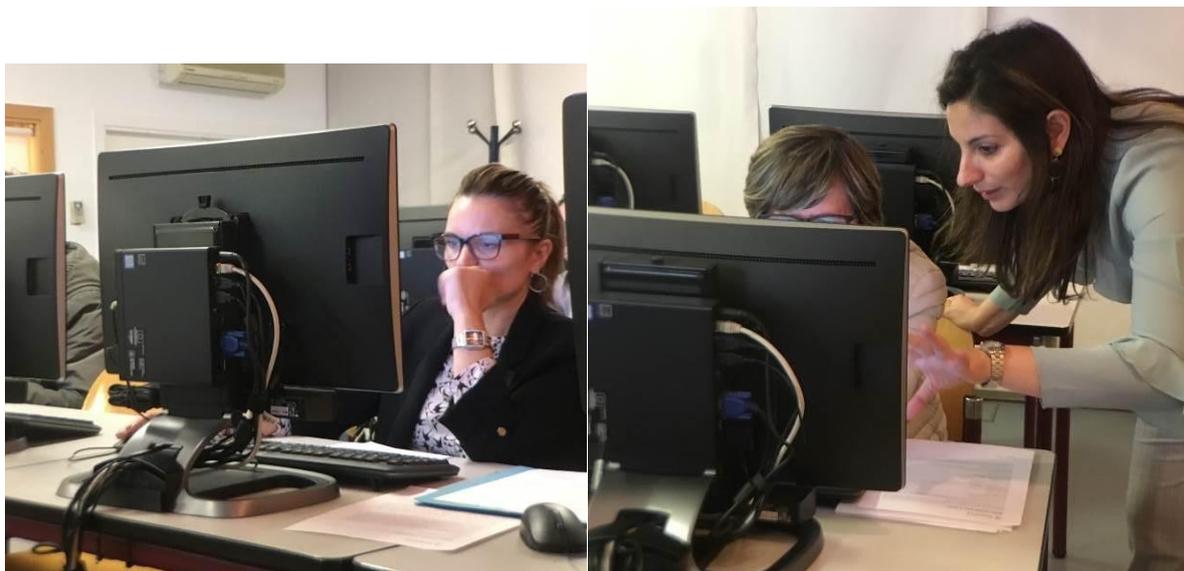


Figure 20: Pictures from sessions conducted in October/November 2017

In this section a preliminary compilation and translation of the over 100 suggestions and questions by the citizens is presented, covering the e-services plus the protocol of testing itself (the comprehensive compiling of the questions was a work in progress at the end of the production of this report due to the sheers volume of responses and the strict timing of the project reporting)

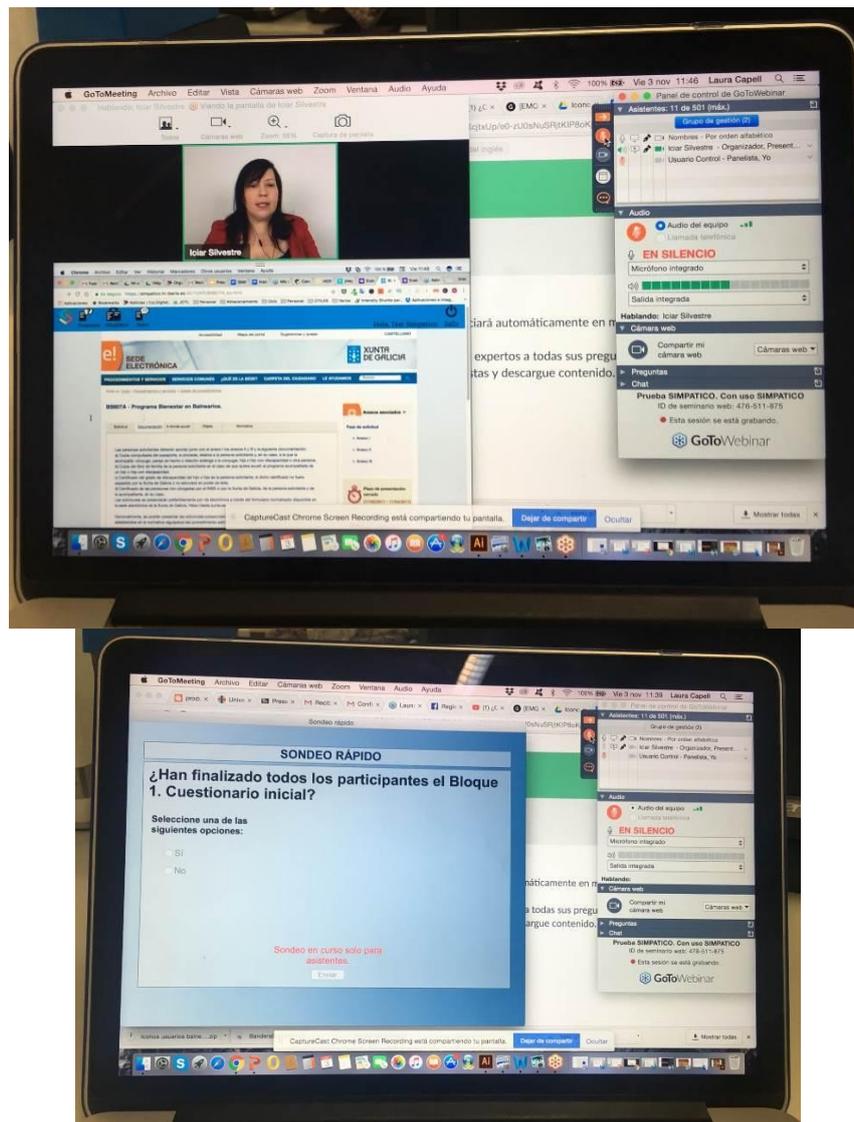


Figure 21: Setup for the remote evaluation by FEGAUS. Note that the monitor was being recorded in Madrid and coordinated the evaluation to over 15 centres in Galicia

The sessions by FEGAUS were conducted using remote means through an e-education platform. As stated in section 3 this enabled the extension of the tests to much more participants than originally intended and also opened the doors to more extensive evaluation actions and other interesting possibilities for the future.



Figure 22: Public Administration co-design workshop for the system dashboard

As stated in the previous sections, focus groups were conducted with participants in the stakeholder groups for Public Administration and Companies (Associations). In **Annex II** we detail the materials used and the discussion that was held in the session. Findings during these sessions include:

Finally, in Annex III of this section we detail the materials used in a Focus Group conducted with the associations on the 3<sup>rd</sup> of November 2017. As they are experts on their users, our goal was to try and elicit the overall satisfaction with the intent of SIMPATICO and the adequacy of the means used in the iteration 1 platform.

The most relevant results from these sessions are as follow:

- *The PAs did show some concerns about Citizenpedia* as it was presented: questions asked by users can potentially be wrongly answered by other citizens, but the whole Citizenpedia system would be hosted along with the e-service in the Xunta website and under Xunta branding. The civil servants had reservations to whether this branding could be confused for Xunta sanctioning all answers as correct. More effective labelling of results, disclaimers of use and moderation of the user comments are required to improve this.
- *The PAs want more statistics on usage of e-services.* This is transversal and not related just to usage of SIMPATICO but the e-services as a whole. Statistics of who's using the service (based on demographics such as age or income brackets) now require a formal request to the developers in Xunta's computing services and so they are too slow to be incorporated to day-to-day operations. Civil Servants expect that SIMPATICO allow filtering use of the e-services by these factors so that the data can be analysed by the experts in less time.
- *The PAs want more authoring tools.* Some aspects that were automatically generated in the system (e.g. the 'difficult words' that require simplification, or the alternative words

generated) could benefit from the civil servants being able to process the interaction in advance and doing some authoring. This was already envisaged by the developers of SIMPATICO but the focus group provided some hints on the relative importance of this and how to handle it in an effective way for the servants.

- *The PAs pointed out that more modern e-services exist in the Xunta's portfolio than those offered. The legacy e-services used until now were mostly forms to be filled and offer less flexibility. Some other e-services in the Xunta website are more advanced. Since our capacity to select one or the other is limited (we are confined to the ones offered by the social services department) we will examine these more modern ones at least for inspiration in the new version.*
- *The PAs insisted that e-services and SIMPATICO should be more interconnected with external services for maximum effectivity: for example the form to select dates in the SPA reservation service should be connected to the SPA providers so that only dates with a availability are shown. This is intimately combined with the point above: more modern legacy e-services for SIMPATICO are required so that the simplifications SIMPATICO offers are more in-line with the functionality offered.*
- *The User Associations stated some concerns about the usability of the e-services. After some discussion, this was detected to stem both from the design of the legacy e-services by the Xunta and of the SIMPATICO tools themselves. For the latter we took notes on major sources of concern (icons are not intuitive, some aspects such as the workflow tools are poorly explained) while for the former we had already acknowledged that they presented significant issues that we tried to alleviate but others that were not solvable without deviating significantly from the e-services. Some associations*
- *The Users Associations greatly differed in the perceived usefulness of the system. This was detected to be heavily dependent on the digital literacy of the citizens they represent. More literate older users are more likely to request e-services and so would benefit more from SIMPATICO offerings. For less digital literate users, the main hurdle is access to the e-services itself and simplifications promised by SIMPATICO would be beyond this general acceptance of e-services.*
- *All of the user associations mentioned contextual help (embedded mini video tutorials) as an example of how to interact as a key help for users to interact with the system. This has been used extensively on mobile apps and the associations feel it would greatly help users to understand what is required of them in the e-services.*
- *With FEGAUS, the concept of remotely assisted sessions was tested with success. This was designed to be much less thorough than what it finally was (around 160 persons tested using this method). This was duly noted for the next evaluation sessions of SIMPATICO for which greater cohorts of users could be mobilised through this means for a wider evaluation.*

## **Analysis of results**

The analysis of the evaluation sessions has been done using the following inputs:

- Survey responses
- Logs
- Questions asked by participants during the sessions

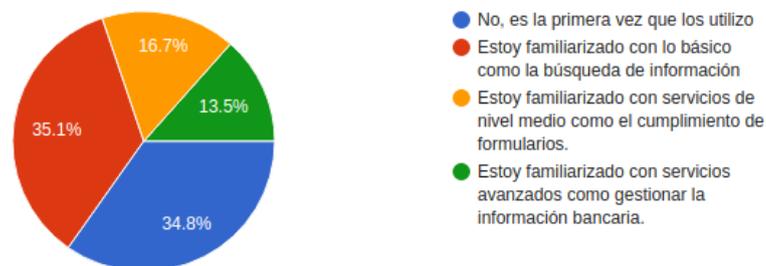
## Survey responses

At the beginning and at the end of the sessions participants answered to a survey. The first survey had questions about demographic information and their skills using online services. The second survey had questions about the session, the SIMPATICO tools (for intervention groups) and possible suggestions.

These surveys were created using Google Forms. This tool allowed us to get instant results and charts which eases the analysis of the obtained information

In the following figures some of the responses given by the participants are shown.

¿Estas familiarizado con la realización de trámites/solicitudes ofrecidos mediante internet?



¿Has realizado alguna vez una solicitud de procedimiento administrativo por Internet?

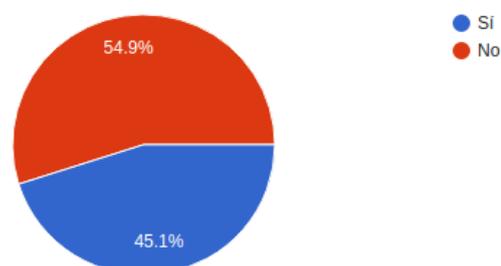


Figure 23: Pre-session survey for the Galicia evaluation

**Question 1:** Are you familiarized with the services that can be found on Internet?

**Answers:**

- No, is the first time I use one. (34.8%)

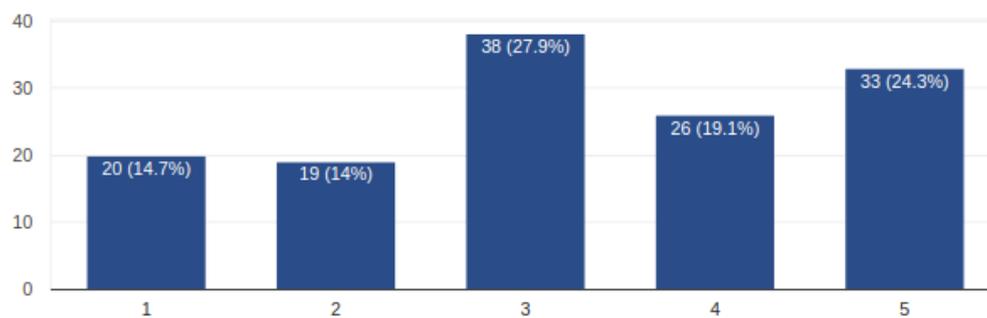
- I only know basics, like looking for information using a web browser. (35.1%)
- I use services that need to fill forms. (16.7%)
- I use advanced services like the ones that offer the possibility of managing your bank account. (13.5%)

**Question 2:** Have you requested an administrative service through Internet?

**Answers:**

- Yes (54.9%)
- No (45.1%)

¿Te ha resultado útil la función "Simplificar" (ofrece sinónimos de palabras complicadas en el procedimiento administrativo) de SIMPATICO?



¿Te ha resultado útil la función "Preguntas" (permite acceder a preguntas y respuestas asociadas al procedimiento administrativo) de SIMPATICO?

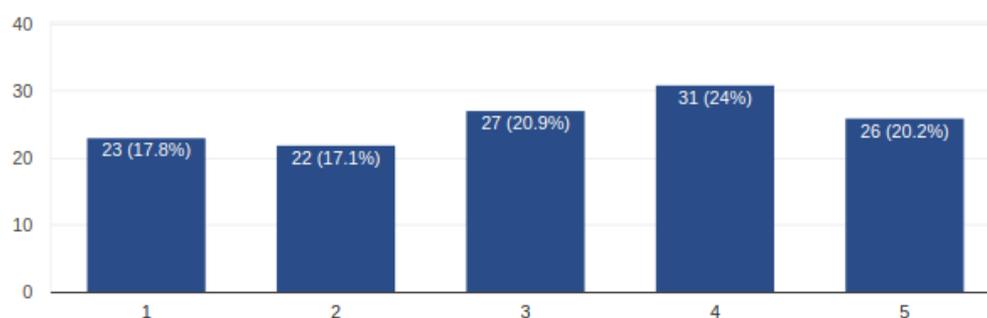


Figure 24: Post-session survey for the Galicia evaluation

**Question 3:** Has the text simplification functionality been useful?

**Answers:**

- 1. Not at all (14.7%)
- 2 (14%)
- 3. (27.9%)
- 4. (19.1%)
- 5. Very useful (24.3%)

**Question 4:** Has “questions” functionality been useful?

**Answers:**

- 1. Not at all (17,8%)
- 2 (17,1%)
- 3. (20,9%)
- 4. (24%)
- 5. Very useful (20.2%)

After analysing all the surveys’ responses, the following conclusions were extracted.

1. Although all the participants in this evaluation phase sessions were elderly people, they have different technological profiles.
2. The participants that used SIMPATICO tools during the session think that it is useful but requires better training material.

## Logs

All the interaction that the participants did with the platform were saved using Kibana. In Figure 25 an example of the logs that Kibana captures is shown. The screenshot was made using Swagger for readability.



Figure 25: Example logs - in detail in the section 3.3 of this deliverable.

### Questions did by participants during the sessions

During the sessions the monitors wrote down all the questions that participants did. These questions have been used to calculate the **“Decrease in average number of requests for help from users for each procedure”** KPI.

The value of this KPI are shown and explained in the *“D6.5 deliverable”*.

### Lessons learnt

The following keylessons were learnt by the SIMPATICO team during the events:

- The approach for simplifying the services needs to be reconsidered in some regards: fully automated text analytics for difficult word selection and substitution is no replacement for human authoring. We need to find and design a more effective manner of involving the PAs in the interactive co-design of the services’ simplification. Especially by offering them more thorough statistics of usage of the system, they know better the phases where users get lost in the e-service. Therefore, enabling even simple tools for them to affect how simplification is offered can yield great benefits to the overall results.
- The approach followed to present the Citizenpedia questions and answers needs to be revised since it could dash with some quality constraints by the PAs: we cannot present information generated by folk knowledge under the general umbrella of the e-service without stating that this could potentially be wrong. This is especially true for older people

who may not be familiar with such user generated contents such as Wikipedia. Moderation of the questions/answers, marking of validated solutions and disclaimers should be generated so this is improved.

- Greater ambition on the selected e-services and, combined, improved usability and accessibility of the e-services. The base services used in iteration 1 should be extended with new ones. We should examine the best Xunta offerings to provide something more advanced than services oriented to pure form-filling.
- The sessions methodology improved by leaps and bounds when compared to the pre-evaluation sessions held in June by introducing strategic changes (e.g., presenting the documentation in printed in paper rather than on the
- Data capture was adequate and greater numbers of users could be mobilised for more statistically significant results by leveraging the e-learning expertise by associations such as FEGAUS.

### Next steps

After these evaluation sessions, the Galicia Pilot has completed its activities for the first iteration of the SIMPATICO project. The next steps are then oriented towards steering the second iteration that will be conducted during months M20-M36 with a second round of evaluation with users at the end of that work period. The major next steps defined as of the writing of this document include:

- [November 2017] (M21) Analysis of the qualitative and quantitative results of the evaluation documented in this report to produce a comprehensive list of findings (first outlined in section 6 of this report) and compile them into precise design guidelines for the technical components.
- [February 2018] (M24) Production of the iteration 2 designs of components and description in depth in deliverables D2.2, D3.3 and D4.3 for text analytics, interaction and Citizenpedia components respectively.
- [February 2018] (M24) Agreement with the Galicia Public Administration Xunta the general design of the experiment for the second iteration. Reporting of these findings in deliverable D6.2 (M24).
  - Selection of e-services.
  - Selection and definition of KPIs.
  - Description of the test procedure.
  - Selection of the scope of Galician language in the technology as requested in project review Y1.
  - Refinement of the engagement strategy for the pilot with increased emphasis of co-creation.
- [spring-summer 2018] Integration of components into SIMPATICO platform version 2. Discussion of the iteration 2 evaluation sessions with the end-users (user associations), organization of precise planning of the test activities.
- [autumn 2018] Iteration 2 testing of SIMPATICO and reporting the results.

## Annex I: Questions asked by end-users during the trials

The following questions were captured by the SIMPATICO team during the trials in the 15 locations in Galicia:

Table 18: Questions asked by participants during the Galicia trials

ID	Question (Spanish):	Question (English, automatically translated):	From:
1	No se corresponde el concepto con la ayuda solicitada.	the concept does not correspond to the aid requested.	COGAMI - Santiago
2	Mejorar la cumplimentación del número de cuenta.	Improve completing the account number.	COGAMI - Santiago
3	No se corresponde el concepto con la ayuda solicitada.	the concept does not correspond to the aid requested.	COGAMI - Santiago
4	Mejorar el formato de cumplimentación del número de cuenta.	Improve the format of filling in the account number.	COGAMI - Santiago
5	Clarificar las casillas a cubrir. (DNI, la palabra IBAN al poder borrarse confunde)	Clarifying the boxes to cover. (DNI, the word IBAN to power deleted confused)	COGAMI - Santiago
6	Emplear vocabulario sencillo en la formulación de las preguntas del cuestionario final/evaluación.	Simple vocabulary used in formulating questions / final evaluation questionnaire.	COGAMI - Santiago
7	Emplear vocabulario claro y accesible, simple, de manera que llegue a más personas. Ejemplo: Crear sólo dos opciones, presentación por ordenador o presentación en persona. (Sin modelo de solicitud, anexos... que pueden crear confusión a la hora de acceder a la tramitación en la sede electrónica).	Use clear and accessible, simple vocabulary, so that it reaches more people. Example: Create only two options, computerized presentation or presentation in person. (No application form, annexes ... that can create confusion when accessing the processing in the electronic office).	COGAMI - Santiago
8	No se corresponde el concepto con la ayuda solicitada	the concept does not correspond to the aid requested	COGAMI - Santiago
9	Necesidad de mejorar la casilla del DNI, si se pone el guion no deja poner la letra.	Need to improve the DNI box, if the script gets put the letter continues.	COGAMI - Santiago
10	Necesidad de definir o aclarar cómo iniciar el trámite en línea ya que al aparecer el modelo de solicitud muchas personas dudan qué hacer.	Need to define or clarify how to start the process online by appearing as the application form many people hesitate to do.	COGAMI - Santiago
11	Facilitar la cumplimentación del DNI y número de cuenta. La casilla "IBAN" crea confusión.	Facilitate completion of ID and account number. The "IBAN" box creates confusion.	COGAMI - Santiago
12	Establecer una letra más grande por defecto.	Set a larger default font.	COGAMI - Santiago

13	Facilitar el envío con un botón que contenga la palabra “ENVIAR” en el formulario de solicitud.	Facilitate shipping with a button that contains the word "SEND" on the application form.	COGAMI - Santiago
14	Crear la opción “Ninguna” en las ayudas del SAAD.	Creating the "No" option helps SAAD.	COGAMI - Santiago
15	Empleo de colores más llamativos para los botones.	Using flashier colors for buttons.	COGAMI - Santiago
16	¿Cómo se hace para introducir en DNI?	How it is done to introduce DNI?	COGAMI - Santiago
17	¿Entro en modelo de solicitud para cubrir la solicitud?	Do I access application form to cover the application?	COGAMI - Santiago
18	INCIDENCIAS: Siete personas usuarias han tenido dificultades para iniciar la solicitud en línea. Los personajes 133, 135, 136, 129, 128, 131, 132 han entrado en la opción “Modelo de Solicitud” o directamente en el Anexo III, tras indicarles que era el único que debían cubrir. Una vez localizadas las incidencias hemos procedido a tomar nota e indicarles que la opción era tramitación en línea, se han dado cuenta y han seguido con la prueba	INCIDENTS: Seven people have struggled users to start online application. The characters 133, 135, 136, 129, 128, 131, 132 have entered the "Application Form" or directly option in Annex III, after point out that was the only one who had to cover. Once localized incidents have proceeded to take note and indicate that the option was online processing, they have noticed and have continued with the test	COGAMI - Santiago
19	El número del código de la ayuda no se corresponde con el de la solicitud.	The number of support code does not correspond with that of the application.	COGAMI - Santiago
20	Las autorizaciones no quedan claras, crean confusión.	Authorizations are unclear, create confusion.	COGAMI - Santiago
21	En las prestaciones del SAAD no aparece la opción “Ninguna ayuda o servicio”.	SAAD performance in the "No support or service" does not appear.	COGAMI - Santiago
22	Necesidad de facilitar la cumplimentación del número de cuenta. Al pulsa el botón “enter” no cambia de celda y se borra lo escrito.	Need to facilitate the completion of the account number. When you press the "enter" button does not change cell and writing is erased.	COGAMI - Santiago
23	Necesidad de más explicaciones de cómo cubrir la solicitud	Need for further explanation of how to cover the application	COGAMI - Santiago
24	En formación, ¿Qué tengo que cubrir si tengo un FP? Necesidad de explicación específica.	In education, what I have to cover if I have a FP? Need for specific explanation.	COGAMI - Santiago
25	Más accesible si hubiese un botón que pusiese “Enviar” únicamente al final de la solicitud.	More accessible if there is a button that would put "Send" at the end of the application only.	COGAMI - Santiago
26	No se corresponde el concepto con la ayuda solicitada.	the concept does not correspond to the aid requested.	COGAMI - Santiago
27	Mejorar la cumplimentación del	Improve completing the account number.	COGAMI - Santiago

	número de cuenta.		
28	Personaje 304- Cerró Chrome 2 grabaciones Personaje 307- Cerró Chrome 2 grabaciones Personaje 302- Cerró Chrome 2 grabaciones	304- character closed Chrome 2 recordings 307- character closed Chrome 2 recordings 302- character closed Chrome 2 recordings	COGAMI - Fingoi
29	Personaje 304- ¿Y ahora qué hago?	304- character Now what do I do?	COGAMI - Fingoi
30	Personaje 302- Acepta, (indicado por monitores), desea entrar en este servicio	Accept 302- character (indicated by monitors), you want to enter this service	COGAMI - Fingoi
31	Personaje 307- Apagó el ordenador (prueba 2)	307- character turned off the computer (test 2)	COGAMI - Fingoi
32	Personaje 301- ¿Desea entrar en este servicio? Acepta indicado por monitores	301- character you want to enter this service? Accepts indicated by monitors	COGAMI - Fingoi
33	Personaje 306- No sabe acceder a el formulario	306- character does not know access the form	COGAMI - Fingoi
34	Personaje 307- ¿Desea entrar en este servicio? Acepta indicado por monitores	307- character you want to enter this service? Accepts indicated by monitors	COGAMI - Fingoi
35	Personaje 308- ¿Le doy a guardar o a enviar?	308- Do I give character to save or to send?	COGAMI - Fingoi
36	Personaje 303- ¿Registrar o cancelar?	303- character I register or cancel?	COGAMI - Fingoi
37	Personaje 303- Necesita ayuda para acceder a la página de registro	303- character need help accessing the registration page	COGAMI - Fingoi
38	Personaje 306- Problemas para cubrir los números de IBAN Personaje 302- Problemas para cubrir los números de IBAN	306- character Problems to cover IBAN numbers 302- character Problems to cover IBAN numbers	COGAMI - Fingoi
39	Personaje 301- No identifica pasaporte/NIF con DNI	301- character does not identify passport / DNI NIF	COGAMI - Fingoi
40	Personaje 307- Apagó el ordenador	307- character turned off the computer	COGAMI - Fingoi
41	Personaje 304- Se colgó su equipo	304- character his team were hung	COGAMI - Fingoi
42	Personaje 304- Pregunta cómo hacer para que se active la ayuda Personaje 307- - Pregunta cómo hacer para que se active la ayuda	304- character Asked how to make it active support 307- character - Asked how to get help activate	COGAMI - Fingoi
43	Personaje 311- No es compatible el lector de pantalla con navegador Chrome por lo que hay que desconectarlo	311- character is not compatible with screen reader Chrome browser so it must be disconnected	COGAMI - Fingoi
44	Personaje 311- No es capaz de moverse por las casillas	311- character is not able to move the boxes	COGAMI - Fingoi

45	Personaje 310- Necesita ayuda para acceder al botón datos Personaje 311- Necesita ayuda para acceder al botón datos Personaje 312- Necesita ayuda para acceder al botón datos	310- character Need Help button to access the data 311- character Need Help button to access the data 312- character Need Help button to access the data	COGAMI - Fingoi
46	Personaje 310- Pregunta si le da al botón de preguntar	Question 310- character if you get to the button to ask	COGAMI - Fingoi
47	Personaje 306- ¿Presentar o guardar?	306- character Does filing or save?	COGAMI - Fingoi
48	Personaje 318- Cerró todas las ventanas del Chrome	318- character all windows closed Chrome	COGAMI - Fingoi
49	Personaje 318- ¿Dónde se inicia la solicitud?	318- character Where the application is started?	COGAMI - Fingoi
50	Personaje 319- A las 12:50 se fue la página de la Xunta se le reconduce a SIMPATICO	12:50 319- character page Xunta it was he leads back Sympathetic	COGAMI - Fingoi
51	Personaje 319- A las 12:57, pregunta por el botón de simplificar	319- character at 12:57, ask simplify button	COGAMI - Fingoi
52	Personaje 318- Dificultad para enviar el formulario	318- character Difficulty submitting the form	COGAMI - Fingoi
53	Personaje 318- Pregunta por el botón presentar	Question by 318- character submit button	COGAMI - Fingoi
54	Personaje 326- Pinchó en el botón que aparece debajo de preguntas y se perdió	He Skewers 326- character in the button below questions and missed	COGAMI - Fingoi
55	Personaje 327- No sabe si es guardar, presentar Personaje 323- No sabe si es guardar, presentar	327- character does not know whether to keep, present 323- character does not know whether to keep, present	COGAMI - Fingoi
56	Personaje 325- Cerró cronómetro. Dos grabaciones en la prueba 2. Se activa para la prueba 3	He Closed 325- character timer. Two recordings in test 2. Set to Test 3	COGAMI - Fingoi
57	Personaje 326- Dificultad con los datos del cuestionario	326- character Difficulty with questionnaire data	COGAMI - Fingoi
58	Personaje 327- No grabó, aunque estaba activo el Cattura. Repite la prueba	327- character not recorded, but was active Cattura. Repeat the test	COGAMI - Fingoi
59	Personaje 329- Se repite la prueba porque se realizó con un navegador distinto al Chrome	329- character test is repeated because it was performed with a different browser to Chrome	COGAMI - Fingoi
60	Personaje 332- No sabe cómo desplazarse de una casilla a otra en el formulario	Number 332 character does not know how to move from one square to another in the form	COGAMI - Fingoi
61	Personaje 331- Escribe varias veces el nombre del usuario y pide ayuda	Write 331- character several times the user name and asks for help	COGAMI - Fingoi

62	Personaje 332- Se sale de la solicitud, se reconduce para que vuelva a entrar	Number 332 is character exits the application, it is returned to again enter	COGAMI - Fingoi
63	Personaje 330- Problema con los datos bancarios	330- character Problem with bank details	COGAMI - Fingoi
64	Personaje 331- Problemas para cubrir el NIF	331- character Problems to cover the NIF	COGAMI - Fingoi
65	Personaje 332- Sale de la solicitud al pulsar la tecla "alt". Vuelve a empezar de nuevo	Number 332 character exit the application by pressing the "alt" key. Start over again	COGAMI - Fingoi
66	Personaje 332- Pregunta cómo salir de pantalla completa en Chrome	Number 332 character Asked how to exit full screen in Chrome	COGAMI - Fingoi
67	Profesional 1- La aplicación me parece difícil para ser utilizada por el colectivo de la discapacidad. Poco accesible	1- Professional Application I find it difficult to be used by the group of disability. unapproachable	COGAMI - Fingoi
68	Profesional 2- Me parece un proyecto con mucho potencial, pues la idea es muy interesante. Es muy importante facilitar el acceso a las nuevas tecnologías a personas con mayores dificultades. Por otra parte, la forma en que está planteado me parece poco intuitiva. Incluso con el vídeo de entrenamiento puede resultar complicado saber que botón es el que nos conviene utilizar en cada caso. A mi entender, SIMPATICO debería estar más integrado en la plataforma de la Sede Electrónica.	Professional 2- I think a project with great potential, because the idea is very interesting. It is very important to facilitate access to new technologies for people with difficulties. Moreover, the way it is raised seems counterintuitive. Even with the training video can be difficult to know which button is the one that we should use in each case. To my mind, simpatico should be more integrated into the platform of the Electronic Office.	COGAMI - Fingoi
69	Profesional 3- La aplicación tiene a mí entender demasiados campos. No es del todo práctica para las personas con discapacidad.	Professional 3- The application has to understand me too many fields. It is not entirely practical for people with disabilities.	COGAMI - Fingoi
70	Profesional 4- El proyecto me parece muy interesante pero todavía no veo la aplicación operativa para numerosos colectivos, mayores, con discapacidad. La aplicación no resultó nada intuitiva, contando que se ha realizado con un previo entrenamiento con los vídeos que se les han mostrado antes de realizar el testeo. Se dan por constatado que los usuarios reconocen conceptos como	Professional 4- The project seems very interesting but still do not see the operational implementation for numerous groups, elderly, disabled. The application was anything but intuitive, counting has been done with prior training videos that have shown them before performing testing. Are hereby found that users recognize concepts such as NIF, or IIBAN, although in principle they are basic, the reality is that they are not so much for such groups.	COGAMI - Fingoi

	NIF, o IBAN, que aunque en principio son básicos, la realidad es que no lo son tanto para este tipo de colectivos.		
71	Profesional 5: SIMPATICO: Me parece que la idea de simplificar y facilitar los teletrámites administrativos es un gran avance para todas las personas pero que la herramienta planteada no es nada intuitiva, que serían necesarios menús explicativos y de acceso a la propia herramienta. También creo que la pestaña que adapta el texto mediante sinónimos tiene importantes carencias.	Professional 5: Sympathetic: I think the idea of simplifying and facilitating administrative teletrámites is a breakthrough for all people but raised the tool is not intuitive, that would be explanatory and access to the tool itself menus needed. I also believe that the tab fits the text using synonyms has significant shortcomings.	COGAMI - Fingoi
72	Las preguntas del cuestionario final deberían estar planteadas de una manera más sencilla para evitar crear confusión.	The final questionnaire questions should be raised in a more simple way to avoid creating confusion.	COGAMI - Monteporreiro
73	¿Qué ponemos, si no hay la opción "calle" en el tipo de vía?	What we, if there is the "street" in the kind of way?	COGAMI - Monteporreiro
74	¿Cómo hacemos con la letra del DNI? (No deja poner la letra)	How do we do with the letter of the DNI? (Do not let put the letter)	COGAMI - Monteporreiro
75	La ayuda solicitada no se corresponde con el número (código)	The aid requested does not correspond to the number (code)	COGAMI - Monteporreiro
76	Redactar las preguntas con vocabulario sencillo.	Write questions with simple vocabulary.	COGAMI - Monteporreiro
77	A dos personas usuarias se les borraron los datos introducidos en la mitad de la cumplimentación. Una de ellas, debido a las dificultades personales, después de habérsele borrado varias veces, pinchó "atrás" y aparecieron los datos que había introducido anteriormente, prosiguiendo con la cumplimentación. Por ello, sugieren que la grabación de datos podría mejorarse.	Two people were erased user data entered in the middle of filling. One of them, due to personal difficulties, after being erased repeatedly jabbed "back" and appeared data previously introduced, continuing filling. Therefore they suggest that data recording could be improved.	COGAMI - Monteporreiro
78	Sugieren también que es relevante facilitar el acceso a internet en zonas rurales para poder realizar este tipo de gestiones como paso previo.	also suggest that it is important to provide internet access in rural areas to perform such steps as a step.	COGAMI - Monteporreiro
79	Se encuentran dificultades a la hora de introducir el número de cuenta, por lo que muchas personas usuarias piden apoyo para ello. Proponen	difficulties in entering the account number is found, so many people ask users support for it. Aim to improve the distribution of digits.	COGAMI - Monteporreiro

	mejorar la distribución de los dígitos.		
80	Personajes nº 609, 611 y 612 el gestor de datos cubre el DNI en la casilla del código postal.	No characters 609, 611 and 612 the data manager covers the ID in box zip code.	COGAMI - Mos
81	El código de la ayuda/servicio a solicitar indicado en la hoja de los datos modelo para la sesión no corresponde con los códigos indicados en la solicitud.	Code support / service request indicated in the model data sheet for the session does not match the codes specified in the application.	COGAMI - Mos
82	Se aprecia dificultad a la hora de iniciar sesión en aplicación SIMPATICO (personaje nº 338,402)	difficulty is seen when logging into application Sympathetic (Character No. 338.402)	COGAMI - Mos
83	En la opción gestor de datos cubre el código postal con datos no correctos.	The data manager option covers the zip code with incorrect data.	COGAMI - Mos
84	Apoyo completo por parte de los profesionales a los personajes 334, 335, 338 y 402.	Full support from professionals characters 334, 335, 338 and 402.	COGAMI - Mos
85	Personaje 339 error en el código de servicio a solicitar	339 character error code to request service	COGAMI - Mos
86	Al finalizar el bloque 2, en donde se solicita la razón del porque se ha tardado en cubrir la solicitud, dificultad a la hora de desplazar la ventana y visibilizar el botón de enviar	At the end of the block 2, where the reason why it has taken to cover the application requested difficulty when moving the window and make visible the submit button	COGAMI - Mos
87	El personaje 339 cubrió la solicitud pero cerró la ventana sin querer. Se vuelve a iniciar en el paso en donde se había quedado antes de cerrar la ventana.	The request covered the 339 character but closed the window accidentally. It is restarted in step where he had stayed before closing the window.	COGAMI - Mos
88	Personaje 415 necesidad de apoyo completo de un profesional.	415 Character need full support from a professional.	COGAMI - Mos
89	Dificultad en general a la hora de introducir el número de cuenta en la solicitud.	General difficulty when entering the account number on the application.	COGAMI - Mos
90	Personaje 420 necesidad de apoyo completo de un profesional.	420 Character need full support from a professional.	COGAMI - Mos
91	Personaje 419 abandona la sesión en mitad de la prueba.	419 character leaves the session in the middle of the test.	COGAMI - Mos
92	¿Qué ponemos en la elección del medio de notificación?	What we put in choosing the means of notification?	FEGAUS - Ortigueira
93	problemas para poner '@' y '/'	trouble putting '@' and '/'	FEGAUS - Ortigueira
94	¿Quién es el representante?	Who is the agent?	FEGAUS - Ortigueira
95	Confusión entre acompañante e hijo	Confusion between companion and son	FEGAUS - Ortigueira

96	Documentación que se presenta dudas si poner algo	Documentation doubt arises if put something	FEGAUS - Ortigueira
97	Confusion con persona de contacto	Confusingly contact person	FEGAUS - Ortigueira
98	Confusión por no ser datos reales	Confusion by not being real data	FEGAUS - Ortigueira
99	Fechas del impreso ficticio están al revés	Fictional dates are printed backwards	FEGAUS - Ortigueira
100	Para los usuarios no están los trámites claros para poder realizarlos con unos conocimientos básicos de informática	Users are no clear procedures to perform them with basic computer skills	FEGAUS - Ortigueira
101	Problemas al completar el formulario, no dejaba escribir	Problems completing the form, I kept writing	FEGAUS - Burela
102	En el formulario no se despliega el campo Ayuntamiento	City Council in the form field is not displayed	FEGAUS - Burela
103	Confusión en encontrar datos de representante	Confusion in finding representative data	FEGAUS - Burela
104	Notificación presente, no saben si poner acompañante	This notice, do not know whether to put passenger	FEGAUS - Pontedeume
105	Destinos y datos. 22 a 21 y 25 a 24	And data destinations. 22-21 and 25-24	FEGAUS - Pontedeume
106	Faltan datos acompañante	Missing passenger data	FEGAUS - Pontedeume
107	No saben como poner los campos data	They do not know how to put data fields	FEGAUS - Pontedeume
108	DNI o NIF: como poner en el campo	DNI or NIF: as fielding	FEGAUS - Pontedeume
109	Persona de contacto: teléfono o correo	Contact: phone or email	FEGAUS - Pontedeume
110	Es diferente la presentación de la tramitación online que cuando cubres el modelo PDF?	Is different from the presentation of the online processing that when you cover the PDF model?	FEGAUS - Carballido
111	Al presentar la solicitud no cambia la pantalla? Podemos ver si hemos hecho la solicitud, modificar el día y la hora o confirmarlos. (Creemos que en la práctica se deberían simular todos los casos)	When submitting the application does not change the screen? We can see if we have made the application, change the day and time or confirm them. (We believe that in practice should simulate all cases)	FEGAUS - Carballido
112	Tenemos que identificarnos al principio de la tramitación con DNI-e, clave?	We need to identify the beginning of the processing DNI-e, password?	FEGAUS - Carballido
113	Si un trabajador social quiere tramitar las solicitudes de particulares, como tendría que identificarse? (con sus datos o con	If a social worker wants to process applications from individuals, as it would be identified? (With your data or with individuals) you could sign as an	FEGAUS - Carballido

	los de particulares) ¿podría firmar como persona autorizada?	authorized person?	
114	Es posible hacer una guía detallada del procedimiento a seguir a la hora de cubrir el formulario?	It is possible to make a detailed guide to the procedure to follow when filling out the form?	FEGAUS - Cuntis
115	Si no escucho bien, ¿tengo una discapacidad?	If I do not hear well, do I have a disability?	FEGAUS - Fisterra
116	¿Por qué no me deja escribir la letra del DNI?	Why do not you let me write the letter of the DNI?	FEGAUS - Fisterra
117	¿Qué son periféricos?	What are peripheral?	FEGAUS - Fisterra
118	¿Qué escribo en los huecos en blanco?	What I write in the blanks?	FEGAUS - Fisterra
119	¿Qué tengo que poner en "calle"? (selección aldea/avenida...)	What I have to put in "street"? (Village selection / avenue ...)	FEGAUS - Fisterra

## Annex II: Materials for the Focus Group for PAs

What follows are the materials presented to the PAs in the focus group for Civil Servants held in Santiago de Compostela on October 25th 2017. As mentioned in the description in section 5.1 the focus group was focused on the overall perception of the SIMPATICO system and then particularised on the co-design process of the system Dashboard/e-service Monitor for the iteration 2 of the project.

Low fidelity mockups used as discussion material during the Focus Group (including notes taken during discussion)

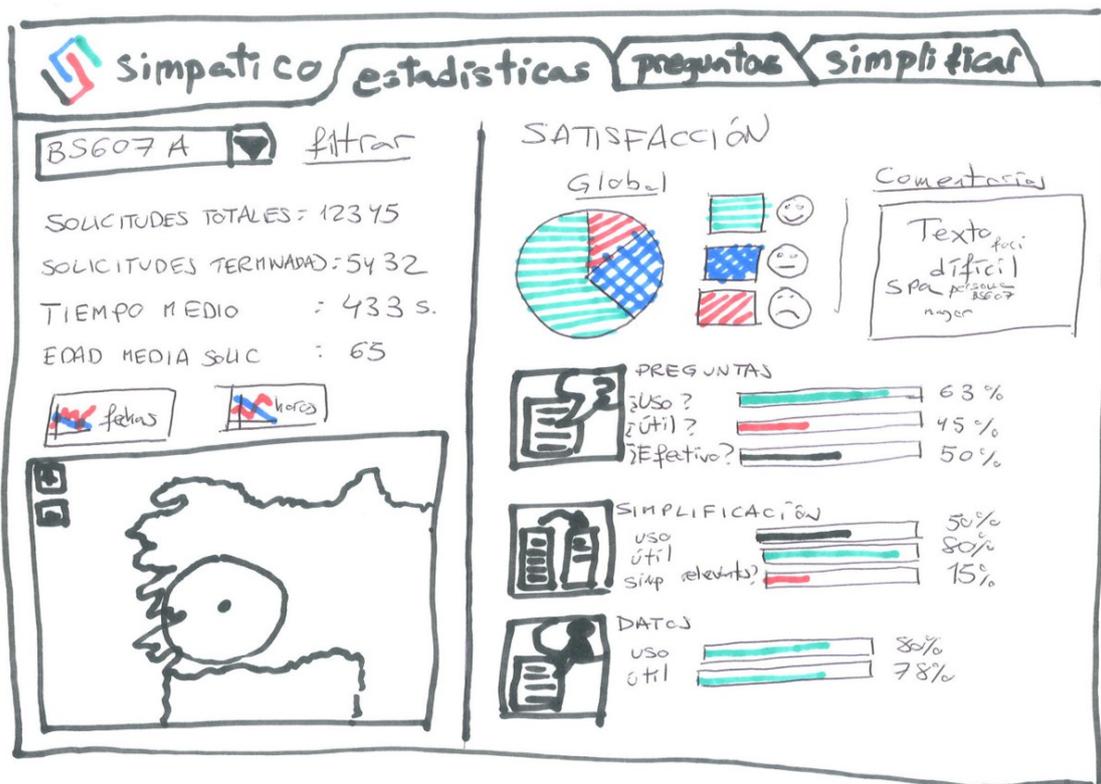


Figure 26: System Monitor concept presented in the Focus Group: statistics tab

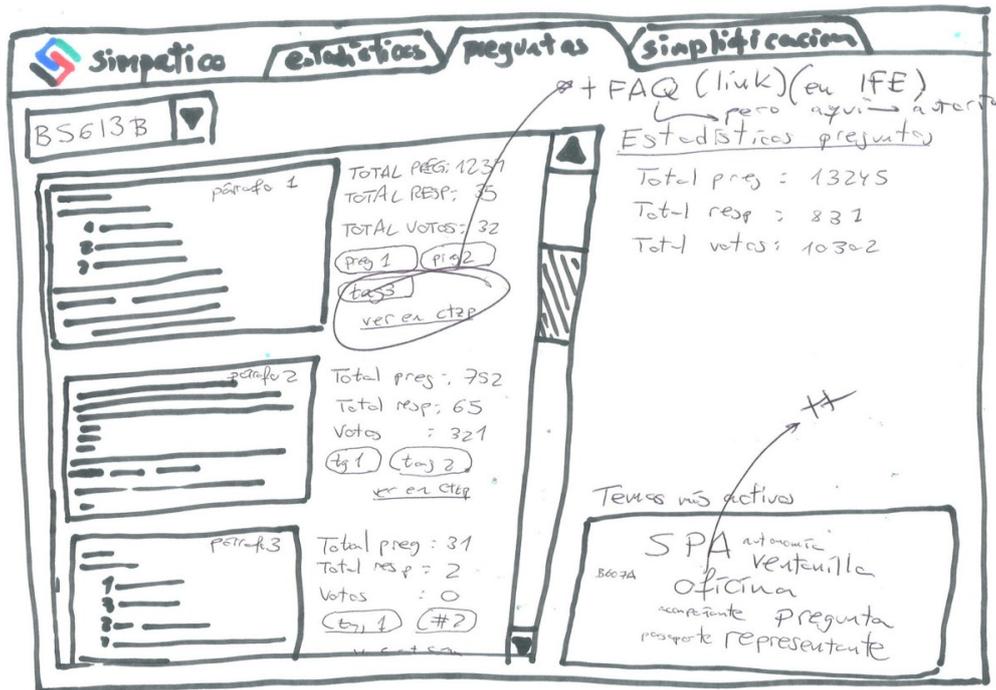


Figure 27: System Monitor concept presented in the Focus Group: statistics tab

Guiding questions and notes written down during the Focus Group

Preguntas  
 ↳ Formulario  
 ↳ Moderación

### Preguntas de entrada

Al inicio (5-8 minutos)



- Presentación corta de cada persona en la mesa

- Crisne → redes, por comunicación, reducir /  
 Notific → sistema gestión → notificación x sede  
 ↳ procesos jurídicos → obligatorio

- ¿Qué opinión le merecen los objetivos globales de SIMPATICO?

↳ buena x -> metas digitales  
 más intuitiva, más sencilla  
 ↳ temas por claros -  
 ↳ Datos  
 ↳ la parte correcta con  
 en Datos  
 ↳ Datos inteligentes  
 ↳ reconoce cas del bienestar

(Mira servicio)  
 Componentes  
 ↳ Fac 2???

## Preguntas Globales

Antes de enseñar diseño! (10-15m)

- Presentación general (abstracta, sin mostrar nada) del Dashboard: Objetivos generales, capacidades técnicas.
  - ¿Qué sería útil en un sistema así? ¿Qué no sería útil?
    - ↳ Demografía
    - ↳ Detalles solicitud
    - ↳ Fechas
    - ↳ Ingresos
    - ↳ Búsquedas
  - Énfasis en idea de que la herramienta se podría usar para actualizar los servicios (herramienta de autoría). ¿Qué utilidad tendría? ¿Como querríamos que conectara con las cosas de SIMPATICO?
    - Simplificación → *HH*
    - ↳ conectar con preguntas
    - Preguntas/Citizenpedia (resumen automático preguntas)
    - Relleno automático datos

## Preguntas Diseño

Después de enseñar diseño (15-20m)

- Presentación de diseño baja fidelidad (dibujo, etc) del nuevo Dashboard (15-20m)
  - ¿Se parece a lo que habíamos presentado antes? ¿Es útil tal y como se presenta?
  - ¿Falta algo crítico? ¿Sobra algo que no es tan importante?
  - Opiniones

General	Estadísticas	Preguntas	Simplificación
	Opiniones positivas/negativas		

## Preguntas Diseño

Preguntas extra (si hay tiempo)

- (Después de enseñado el concepto) ¿Cómo llamaríais a esto?
  
- ¿Se entiende la relación que guarda con el servicio que acabamos de probar?
  
- ¿Usaría esta herramienta para valorar cómo va la cosa en un servicio que tuviera que monitorizar? ¿Con qué frecuencia? ¿Cómo sería el uso (dispositivo, verlo sola/o vs. verlo en grupo)?



## Preguntas Diseño

(5-10m)

- ¿Qué opinión merece el diseño de la herramienta?
- ¿Lo entenderíais como usuarios?
- ¿Creéis que lo entenderían como usuarios las personas de vuestra asociación?

## Preguntas Salida

(5-10m)

- ¿Qué os ha parecido en una frase...
  - 1. La idea general de las pruebas de sistema
  - 2. Los detalles prácticos que han presentado vuestras sesiones pruebas en concreto
- ¿Alguna cosa que no hayamos tratado y creáis que es importante?

Figure 28: Focus group materials for the Associations

## Appendix C – Sheffield Engagement Reports

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### Introduction and Background

User testing was supposed to take place between July and October 2017. Due to technical issues with the SIMPATICO who had previously responded to a request for testers across the council, issued on the intranet which will have been seen by over 5000 users within the council. The respondents were recorded. This pool was contacted again to confirm that testing was able to go ahead, and 50 users agreed to support the project by volunteering to test. The low number was partially due to testing falling during UK school holidays' and the late notice nature of the testing. Cancellations ultimately meant that the total group was 46 testers. 10 students and staff members from the University of Sheffield also participated in this evaluation.

### Purpose and Objectives

The goals for the Sheffield pilot are shown in the graphic below. Despite our technical issues we have been able to meet all of these goals for the first phase of the project. We believe the feedback that we have obtained from our users will be invaluable to the future development of SIMPATICO.



Figure 29: SIMPATICO specific goals

### Methodology

Users were given a 10 minute presentation of the background of the SIMPATICO project, its funding, its aims and its Stakeholders.

Users were informed about the personal data we would be collecting and using and were asked to sign a consent form to allow us to include their data in the research.

Users were then given a 5 minute presentation about the structure of the test and how to complete questionnaires, and the workflow of the test.

### **User Tasks**

The users were given the scenario: “You are a new parent and would like to attend a **Parenting skills course**”.

They were then asked to complete a pre evaluation questionnaire to capture their online confidence and their demographic information.

They were then asked to complete the following tasks, and after each pair they were given 2 post evaluations to complete.

In order to simulate real world situations as far as possible users were not given step by step instructions, nor were they given detailed overviews of the SIMPATICO software. They were given the scenario and the tasks to complete.

Note –due to an undelivered software component, the Citizen Data Vault form completion could not be tested and so Task A was dropped from the evaluation. This meant that the control Group A were not used, as the intended purpose was to baseline the experience of completing a form.

### **Test data**

Users were provided with test user accounts which had been pre-loaded into the SIMPATICO software. This was due to advice from Sheffield City Councils Information Management Board following a privacy impact assessment of the project.

- No personally identifiable data was captured using the SIMPATICO is a very easy scale to administer to participants
- is a model to objectively measure satisfaction. The first six items measure perceived usefulness and the other six fulfil at using [.....].
- I would find [.....] easy to use.



### Data Sheet

Please use the information below to complete the online form. Please enter your *Tester ID* at the end of any questionnaire you fill out.

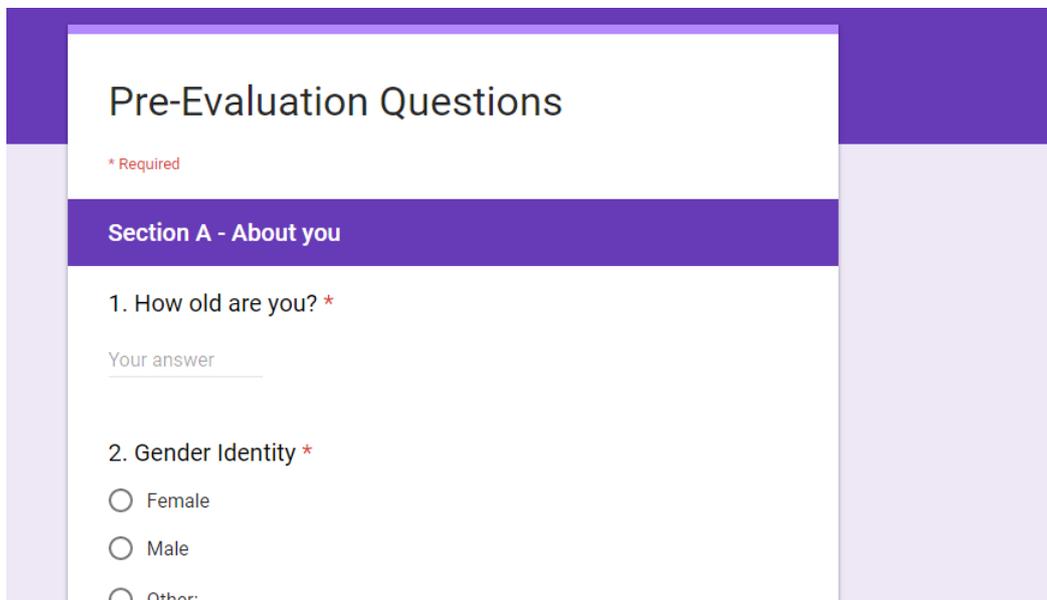
**Tester ID:** STM1 055

<b>Username:</b>	JeMoss	<b>Password:</b>	odxea
<b>First Name:</b>	Jeremiah	<b>Surname:</b>	Moss
<b>Address:</b>	13 Button Hill, Sheffield	<b>Post Code:</b>	S12 3DY
<b>Telephone:</b>	0114 2164	<b>Email:</b>	Jeremiah.Moss@simpatico-test.com

Figure 30: Tester ID

Anonymous user data was then captured with the following online form

<https://docs.google.com/forms/d/e/1FAIpQLSfLrHUz2RtwWUitrYTD28neNRk-Hk6OoBvL0eu53R2M5CdA/formResponse>



**Pre-Evaluation Questions**

\* Required

**Section A - About you**

1. How old are you? \*

Your answer \_\_\_\_\_

2. Gender Identity \*

Female

Male

Other

Figure 31: Online form to capture users

## User feedback capture

For the SIMPATICO user testing project we adopted 2 distinct questionnaire methodologies which are outlined below

### **System Usability Scale (SUS) testing**

The System Usability Scale (SUS) provides a reliable tool for measuring the usability. It consists of a 10 item questionnaire with five response options for respondents; from strongly agree to strongly disagree.

SUS has become an industry standard, with references in over 1300 articles and publications. The noted benefits of using SUS include that it:

- Is a very easy scale to administer to participants
- Can be used on small sample sizes with reliable results
- Is valid – it can effectively differentiate between usable and unusable systems

Users were asked to feedback after each task using A SUS questionnaire which they completed through a series of online forms which are available to view below.

### **Technology Acceptance Model (TAM) Satisfaction questionnaires**

The **Technology Acceptance Model** is a model to objectively measure satisfaction. The first six items measure **perceived usefulness** and the other six **perceived ease of use**. Both should explain use of a technology. Of this original simple version, exist several small variants in terms of wording. The items we are using for this study are:

1. Using [.....] in my job would enable me to accomplish tasks more quickly.
2. Using [.....] would improve my job performance.
3. Using [.....] would enhance my effectiveness on the job.
4. Using [.....] would make it easier to do my job.
5. I would find [.....] useful in my job.
6. Learning to operate [.....] would be easy for me.
7. I would find it easy to get [.....] to do what I want it to do.
8. My interaction with [.....] would be clear and understandable.
9. I would find [.....] to be flexible to interact with.
10. It would be easy for me to become skillful at using [.....].
11. I would find [.....] easy to use.

### **Task A**

#### **Task A – Fill the form for a Parenting skills course**

This task was not undertaken as the software was not ready. The questions which would have been asked in the evaluation are here:

[https://docs.google.com/forms/d/e/1FAIpQLSe3lq\\_lgSpqJQwyhfF3HGOInd31y\\_zfs3Ayx\\_EBApJW7z4fw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSe3lq_lgSpqJQwyhfF3HGOInd31y_zfs3Ayx_EBApJW7z4fw/viewform)

### **Task B & C**

Task B – Log in and Simplify a paragraph using SIMPATICO

Task C – Highlight a paragraph, and then simplify it using SIMPATICO

[https://docs.google.com/forms/d/e/1FAIpQLSeEwvLwRx-SSBbjKjnXn-SbOThzz\\_RWYS4HGVP9Iip\\_5R6Seg/viewform](https://docs.google.com/forms/d/e/1FAIpQLSeEwvLwRx-SSBbjKjnXn-SbOThzz_RWYS4HGVP9Iip_5R6Seg/viewform)

### Tasks D & E

Task D – Using SIMPATICO, ask a question about some content on the page

Task E – Using SIMPATICO, give an answer to a question someone else has asked about content

<https://docs.google.com/forms/d/e/1FAIpQLSdXVNqzLamAp9TPYufiHDVjQomFMGHR1924wd0amPYpZr8xXQ/viewform>

### Tasks F & G

Task F – Using SIMPATICO, find out what is the next step of the Parenting Skills workshop application

Task G – Using SIMPATICO, send feedback about the ‘booked workshop notification’ stage of the Parenting Skills application

<https://docs.google.com/forms/d/e/1FAIpQLSegETPCgOGlodVBqgTXl3ngbtcWr5BrgsT9OjXbU-eFzoEUIQ/viewform>

### Test group demographics

Age breakdown of testers:

We had a general good split of ages which is generally representative of the city as a whole.

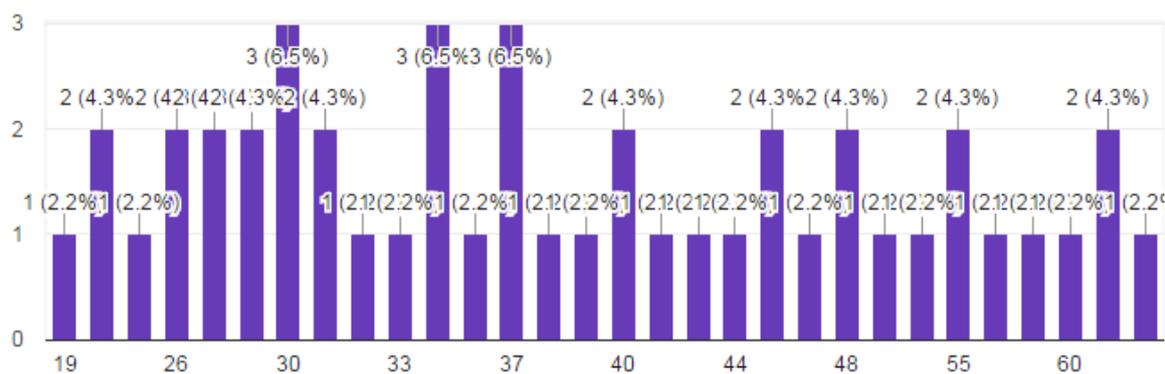


Figure 32: Age breakdown of testers

### Core demographics:

Although we achieved an even distribution of gender our testing was not able to target a large enough proportion of ethnic groups and non-English speakers. This is something that we will need to target in subsequent phases.

Having said this, results are broadly representative of the overall population of the city.

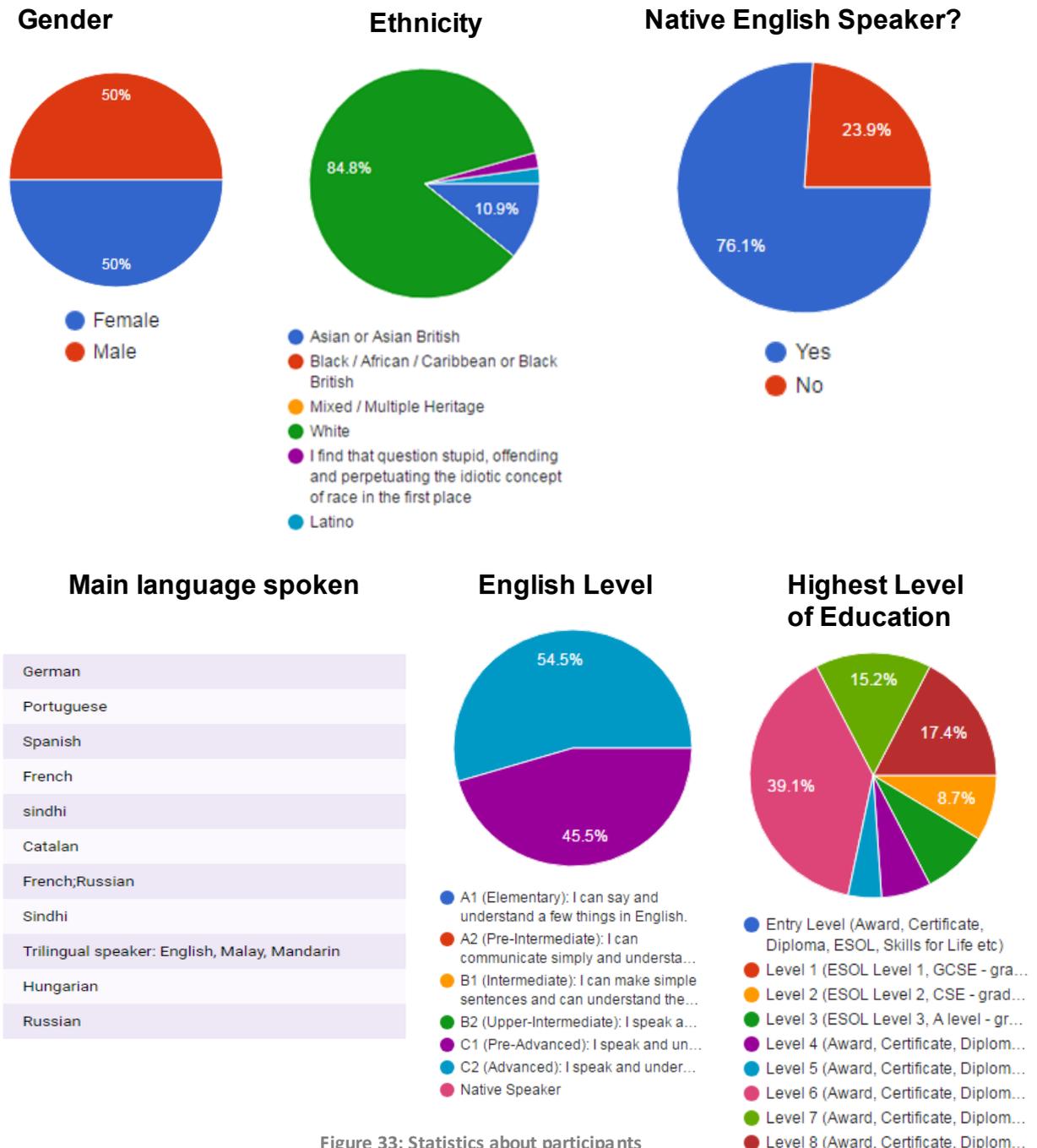


Figure 33: Statistics about participants

## Social Circumstances

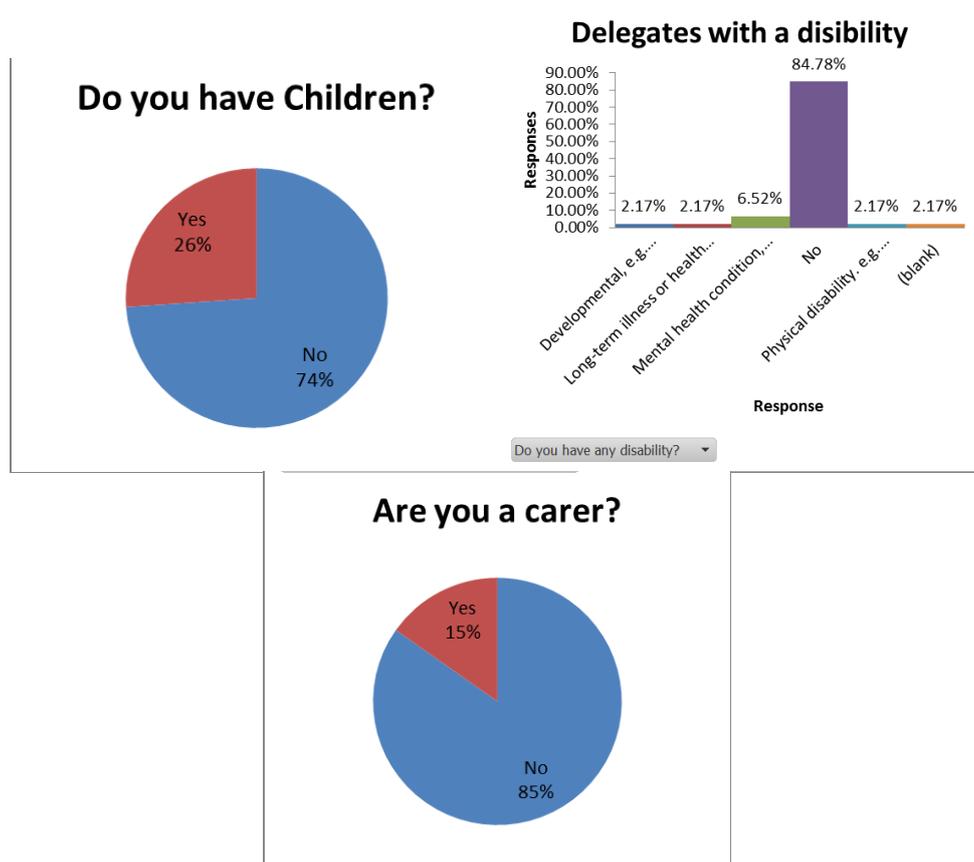


Figure 34: Statistics about participants

### Quantitative user feedback

Quantitative user feedback is split over 10 measures for each individual task. Using the System Usability Scale (SUS). This feedback is then cross referenced with the demographic data from the pre-evaluation questionnaire.

In this report we mainly focus on the difference between native English speakers and non-English speakers however in the appendices you can see difference other metrics make to the scoring. These metrics will also be used for further analysis when planning the next phase of SIMPATICO user testing.

### Task a & b - Text Simplification

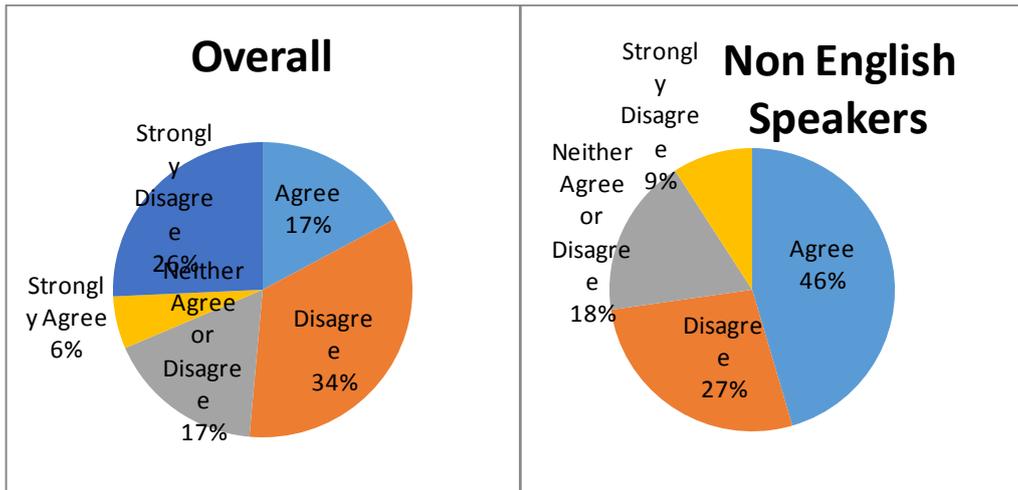
#### System Usability Statements

Remember - SUS statements are designed to exclusively test usability

**1. I think that I would like to use SIMPATICO to simplify content on a website all the time.**

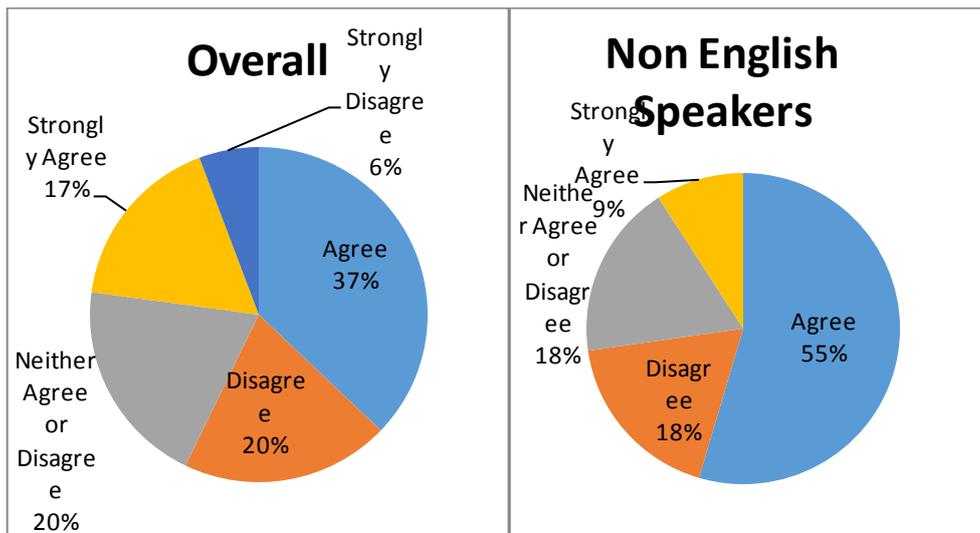
For the overall group users did not agree that they would routinely use SIMPATICO with 60% stating that they would not and only 23% saying that they would.

However it is very interesting to note that when we look at only non-English speakers then the result is much more positive with 46% of users stating that they would use SIMPATICO all of the time to simplify content.



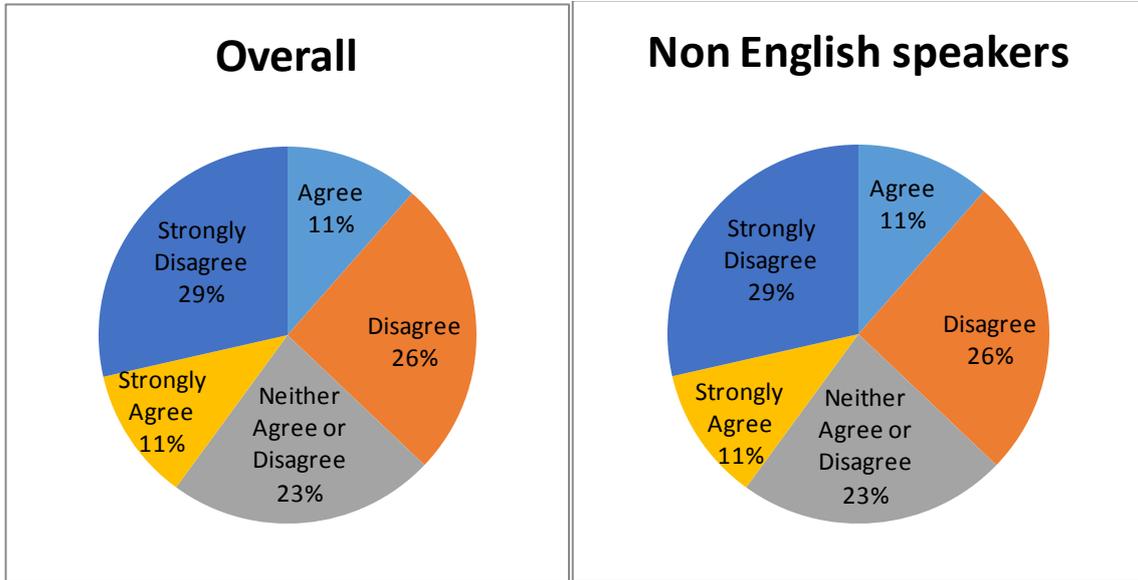
**2. I found using SIMPATICO to simplify content on a website too complicated.**

Overall 54% of users agreed that using SIMPATICO was too complicated and that the interface needed to be much more intuitive and easy to use. Non English speakers agreed that SIMPATICO was too complicated to use and more so than native English speakers at 64%.



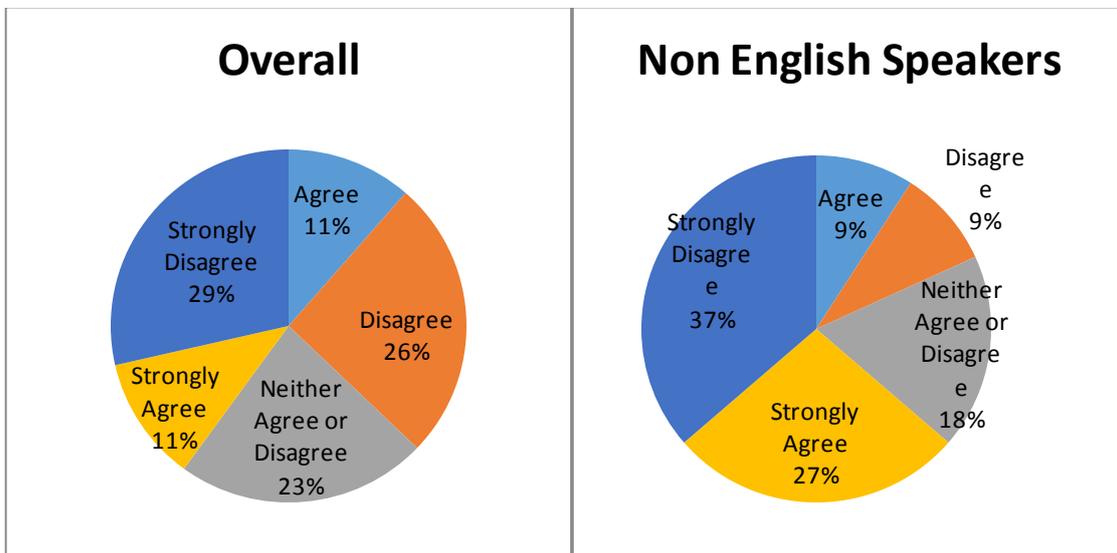
**3. I thought using SIMPATICO to simplify content on a website was easy to use.**

Users overall disagreed that SIMPATICO was easy to use to simplify content, with over 55% disagreeing with the statement. For non-English speakers this was almost exactly the same at 54%



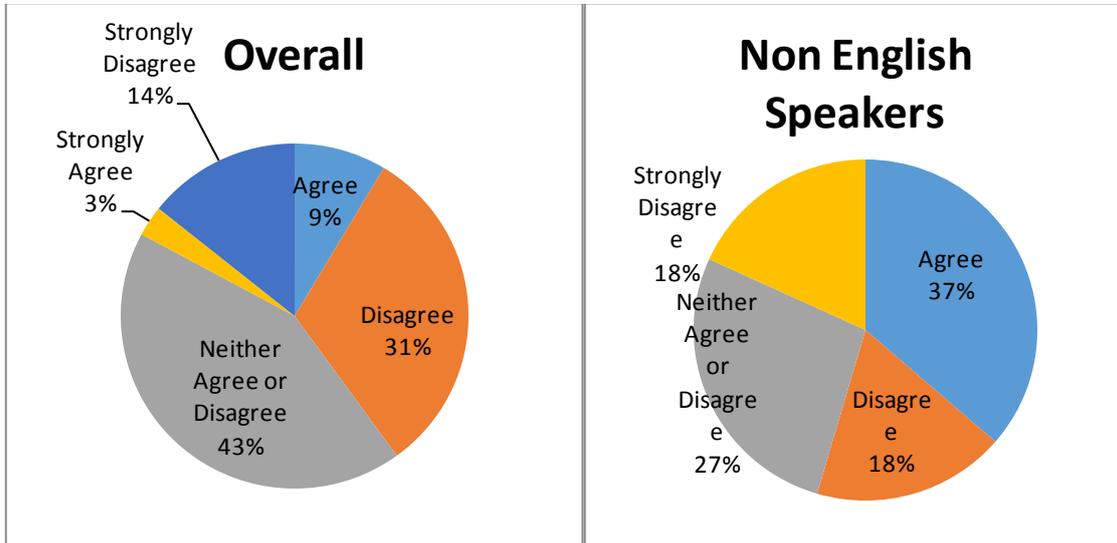
**4. I think that I would need the support of a technical person to be able to use SIMPATICO to simplify content on a website**

Just under half (49%) of users disagreed that they would need technical help to use SIMPATICO with 28% saying that they would need to. Non English speakers felt they would need more support at 36%



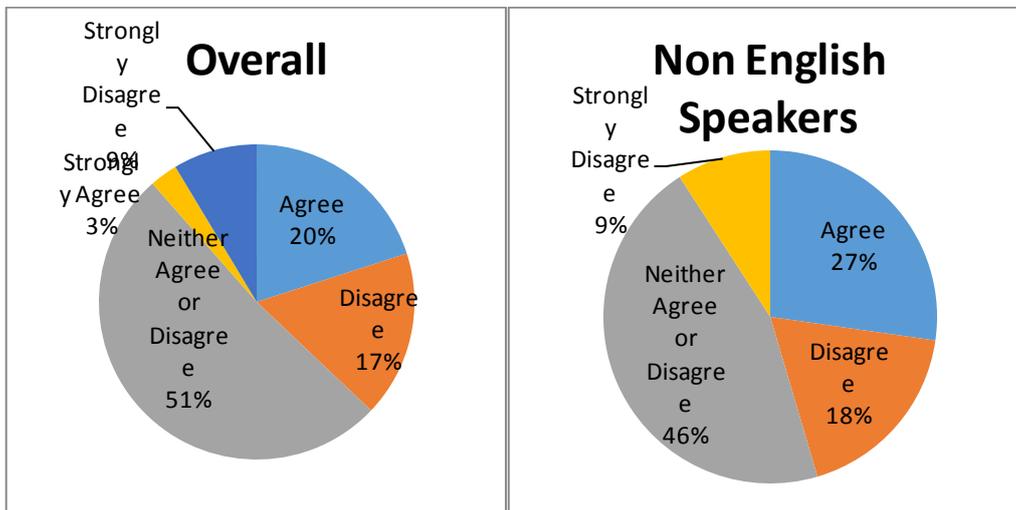
**5. I found the SIMPATICO features were well integrated.**

Only 12% of the overall user group felt that SIMPATICO was integrated well with the site. Non English speakers were slightly more impressed at 37%. This may partially be due to difference in UX style and preferences between users.



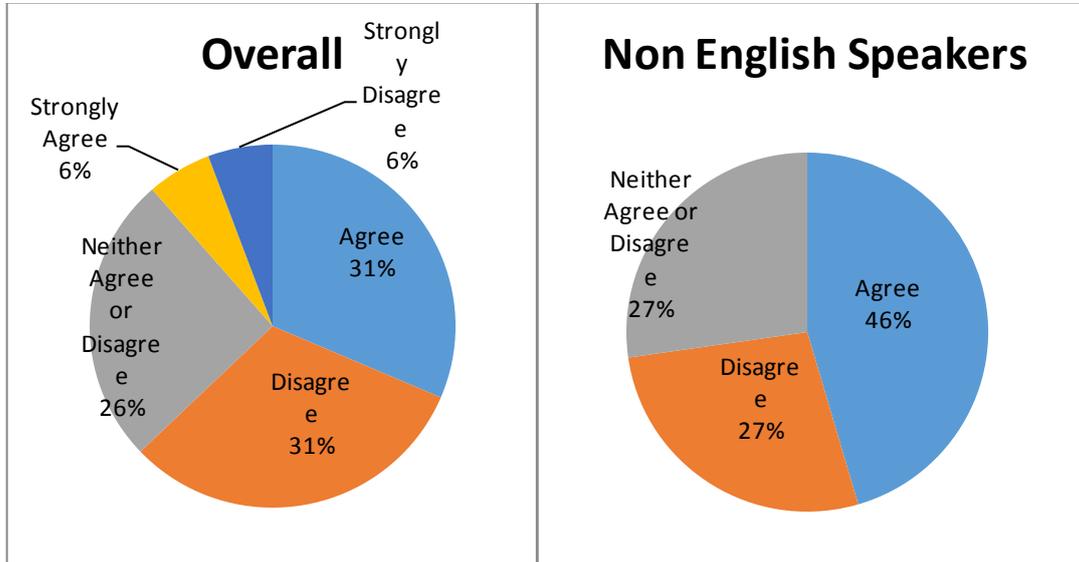
**6. I thought there was too much inconsistency in the SIMPATICO tool.**

Around a quarter of all people found that they had what they considered to be inconsistent results however a lot of people were unsure. One lesson learnt for future testing is that we need to find an objective way to test this element.



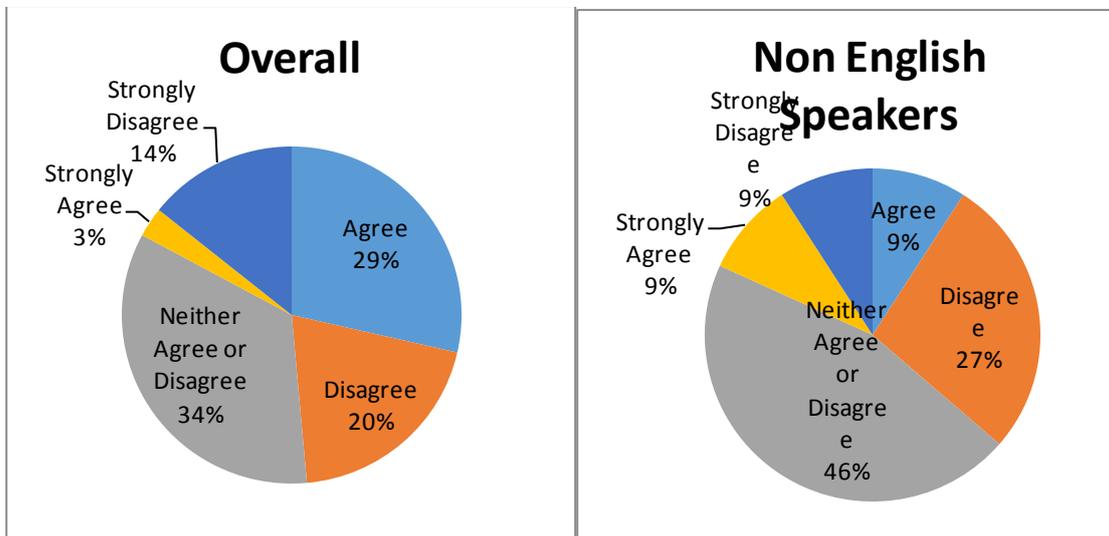
**7. I think that most people would learn to use SIMPATICO to simplify content on a website very quickly.**

Overall a minority of people felt that the general public would learn to use the tool quickly. Non English speakers were slightly more positive .



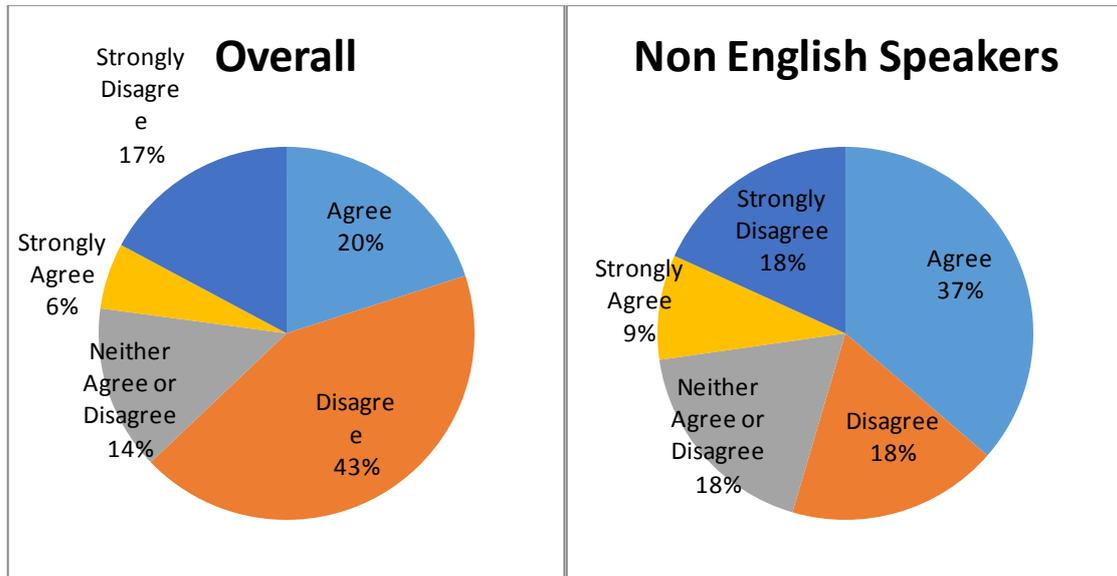
**8. I found using SIMPATICO to simplify content on a website too difficult.**

Most users were generally undecided regarding this statement with no strong feeling either way. This would again point to a need to simplify the SIMPATICO process.



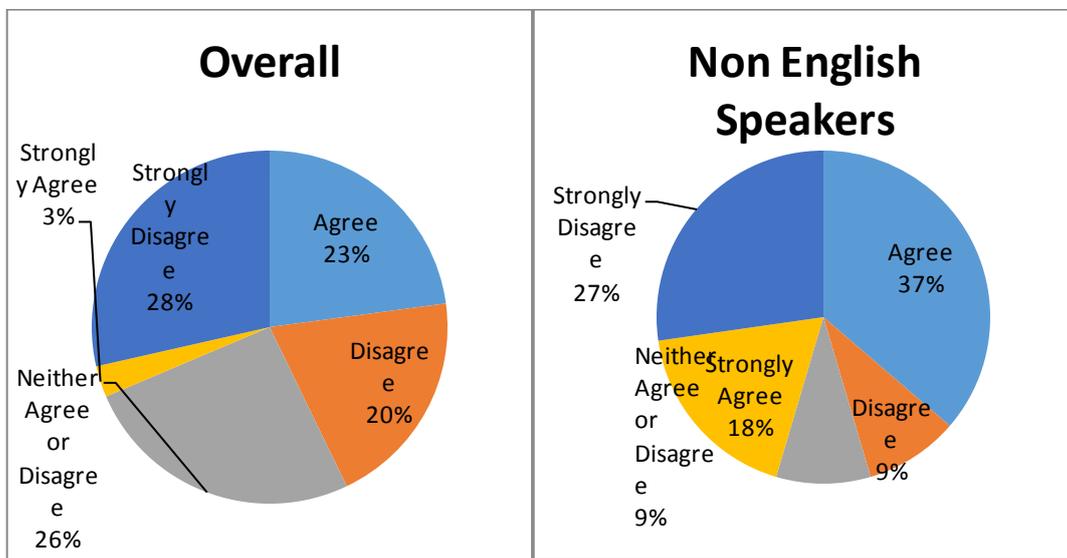
**9. I felt very confident using SIMPATICO to simplify content on a website.**

Again, the majority of users felt that they were not confident using SIMPATICO, again we saw that non-English speakers did relate better with the software.



**10. I needed to learn a lot of things before I am ready to use SIMPATICO to simplify content on a website.**

People did not feel that there was a lot to learn to master SIMPATICO as the results show, once someone realises what to do with the software it is actually quite clear when you repeat this.



**Technology acceptance model questionnaires.**

TAM statements are designed to understand how a user feels about a product.

The TAM is used to derive a satisfaction score for the product. The total satisfaction score is based on an average score over all questions.



The overall satisfaction score for the overall group for text simplification is **46.69%**

If only non-English speakers are counted then the overall satisfaction was **48.76%**

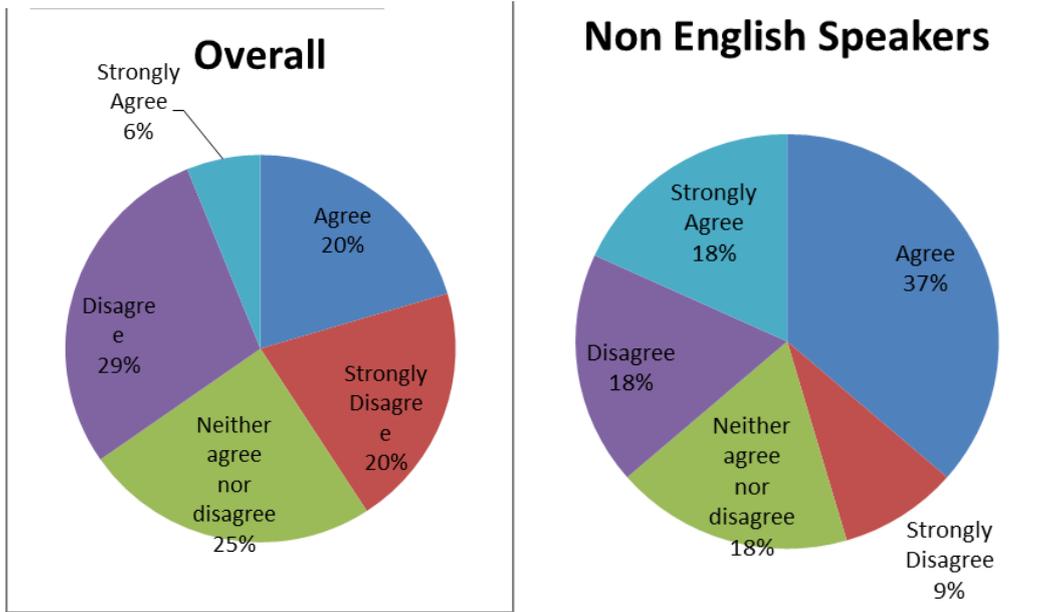
Question	Agree Overall	Agree Non English Speaking
1. Using SIMPATICO to simplify the content on a webpage would enable me to complete this type of request more quickly.	40.91%	45.45%
2. Using SIMPATICO to simplify the content on a webpage would improve my understanding of this type of service.	38.64%	36.36%
3. Using SIMPATICO to simplify the content on a webpage would enhance my effectiveness requesting this type of service.	47.73%	45.45%
4. Using SIMPATICO to simplify the content on a webpage would make it easier to complete this type of request.	45.45%	27.27%
5. I would find using SIMPATICO to simplify the content on a webpage useful.	50.00%	36.36%
6. Learning to use SIMPATICO simplify the content on a webpage would be easy for me.	38.64%	45.45%
7. I would find it easy to get SIMPATICO to simplify the content on a webpage	40.91%	63.64%
8. My interaction with SIMPATICO to simplify the content on a webpage was clear and understandable.	59.09%	54.55%
9. I would find using SIMPATICO to simplify the content on a webpage to be flexible to interact with.	52.27%	45.45%
10. It would be easy for me to become skillful at using SIMPATICO to simplify the content on a webpage.	45.45%	81.82%
11. I would find using SIMPATICO to simplify the content on a webpage easy to use.	54.55%	54.55%
<b>Overall satisfaction</b>	<b>46.69%</b>	<b>48.76%</b>

## Citizenpedia

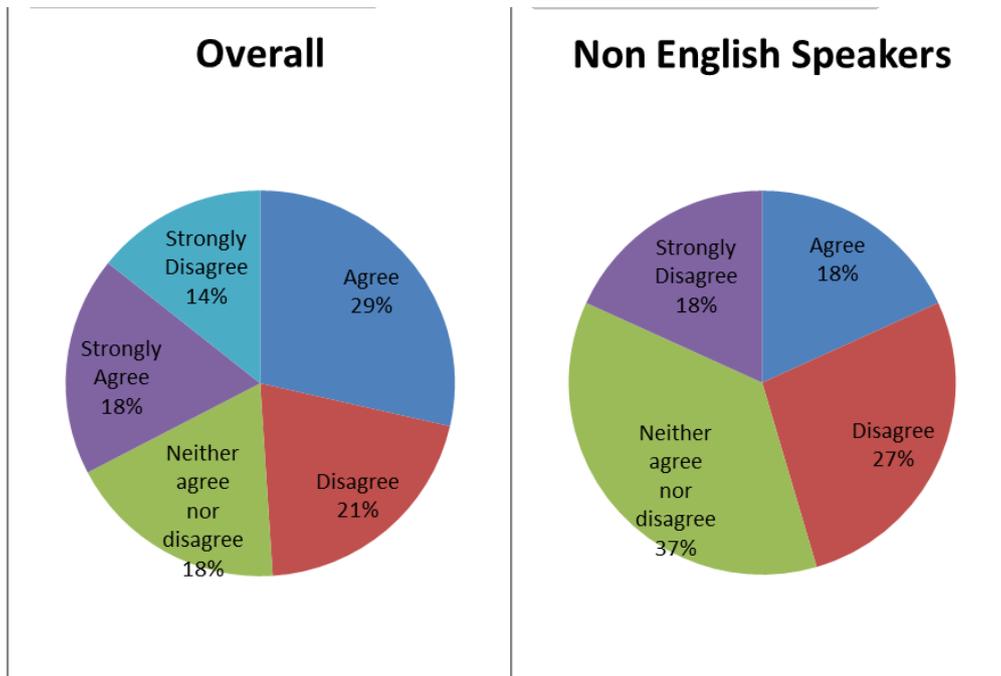
### System Usability Statements

Remember - SUS statements are designed to exclusively test usability

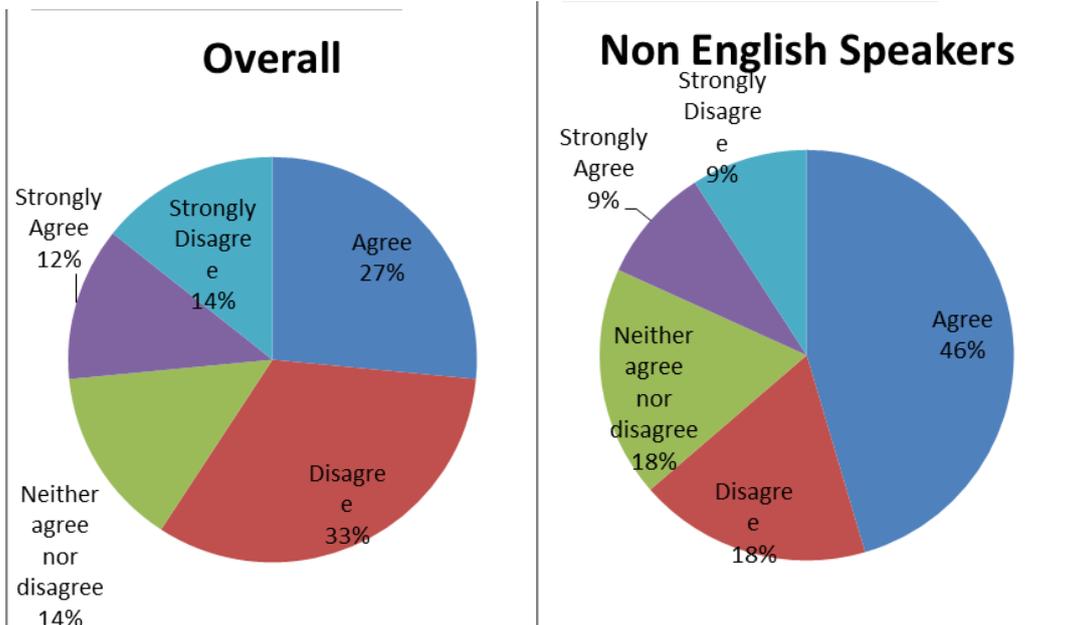
**1. I think that I would like to regularly use SIMPATICO to ask, answer and view questions about content on a website.**



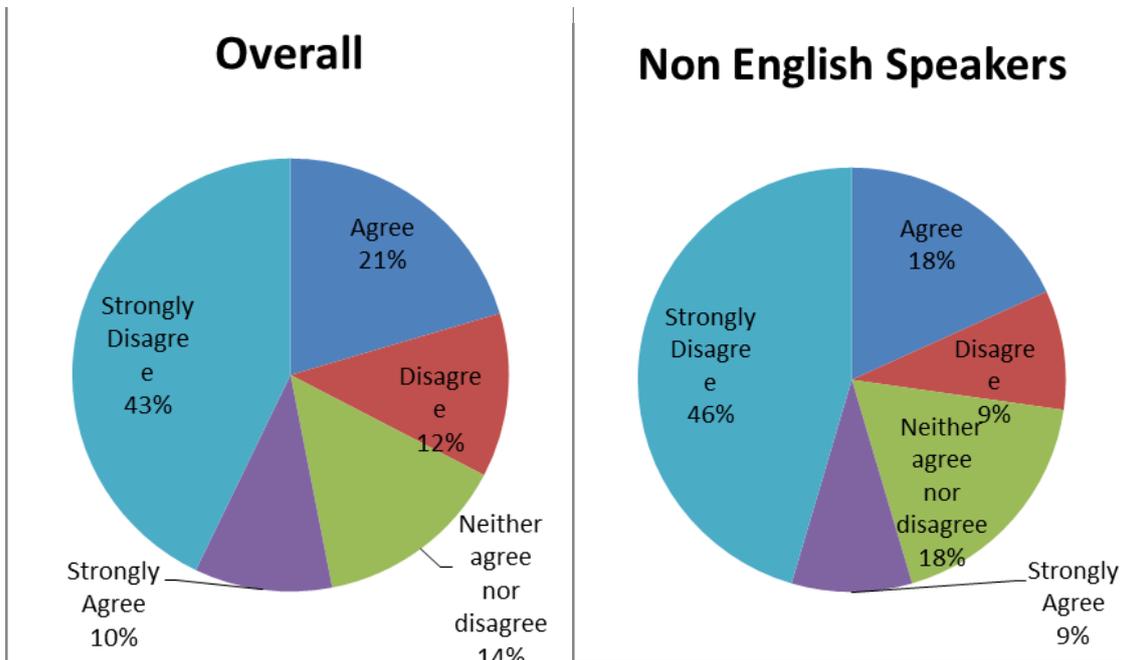
**2. I found using SIMPATICO to ask, answer and view questions about content on a website too complicated.**



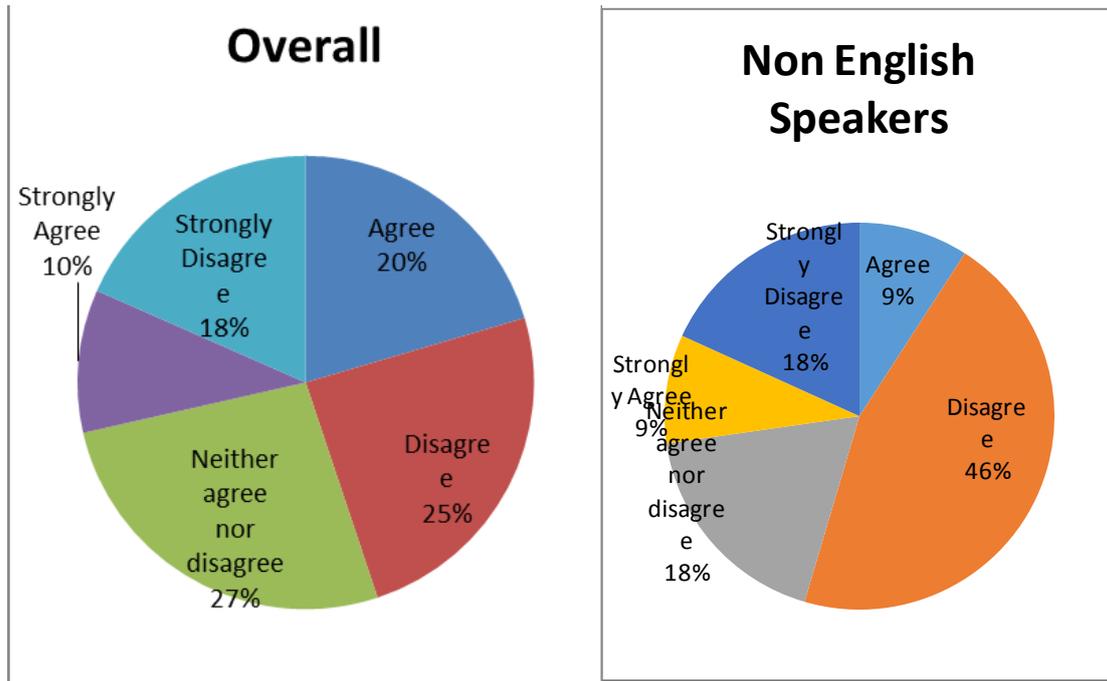
**3. I thought using SIMPATICO to ask, answer and view questions about content on a website was easy to use.**



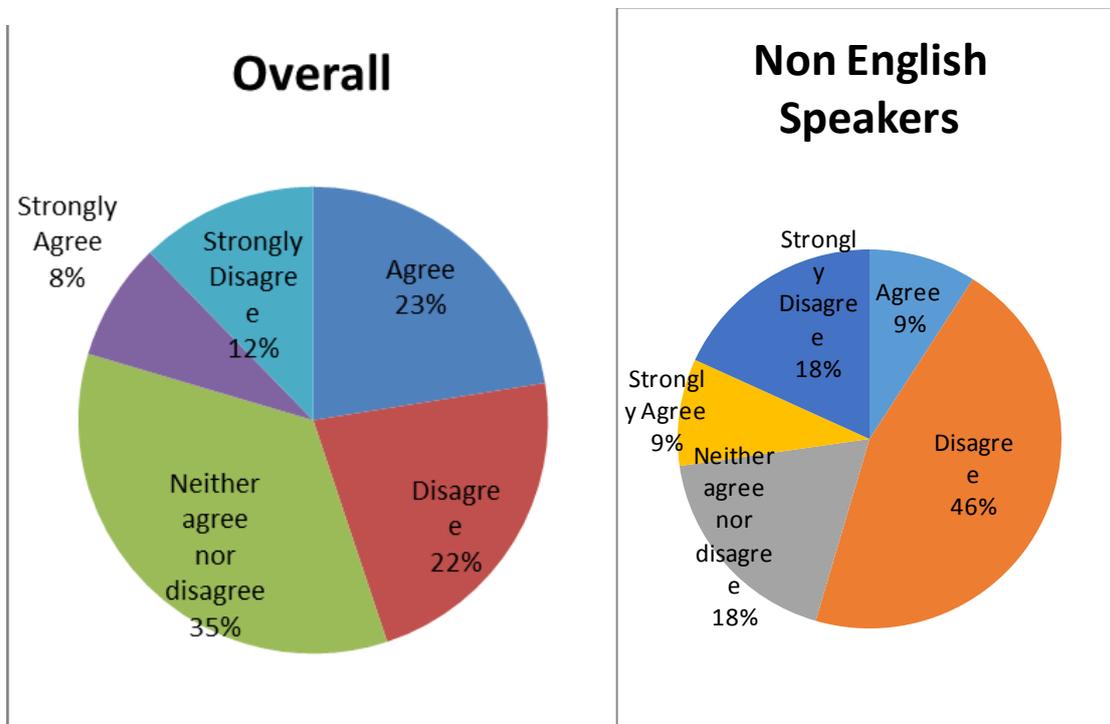
**4. I think that I would need the support of a technical person to be able to use SIMPATICO to ask, answer and view questions about content on a website**



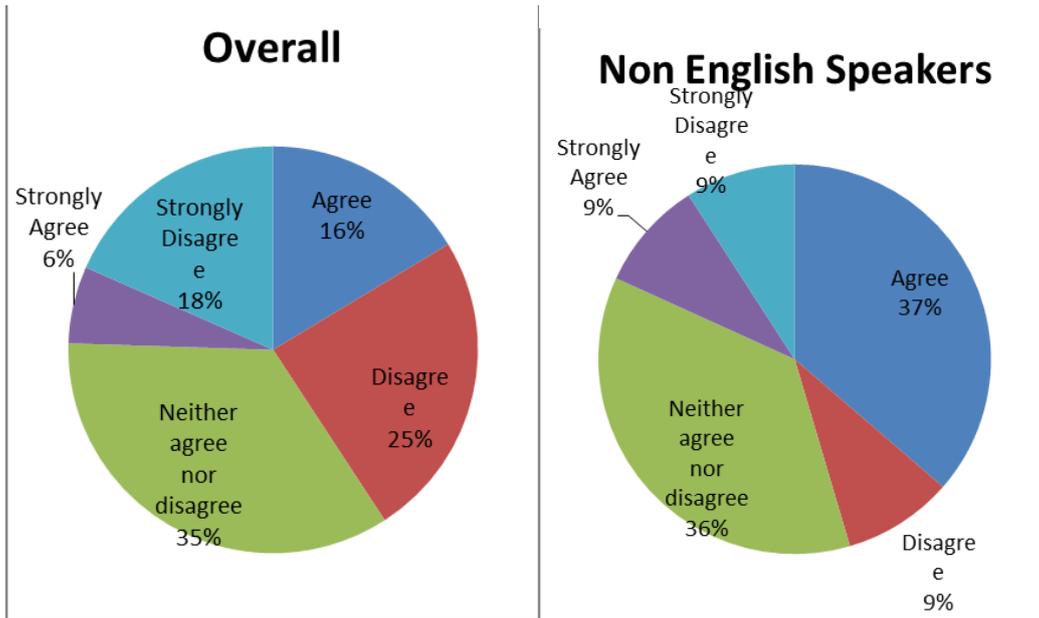
**5. I found the SIMPATICO features were well integrated.**



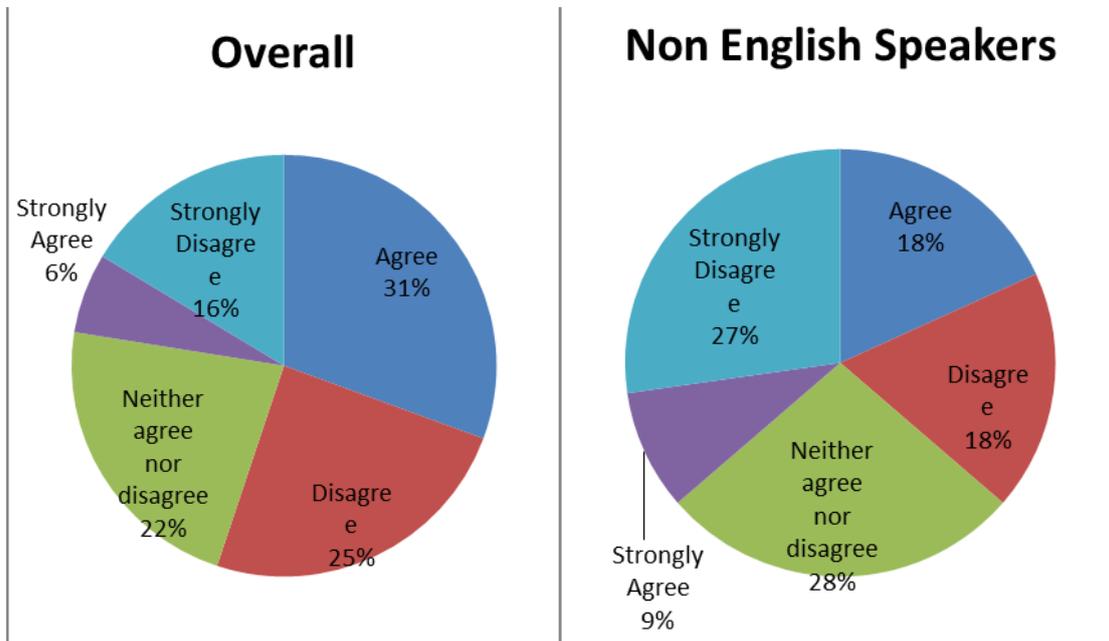
6. I thought there was too much inconsistency in the SIMPATICO tool.



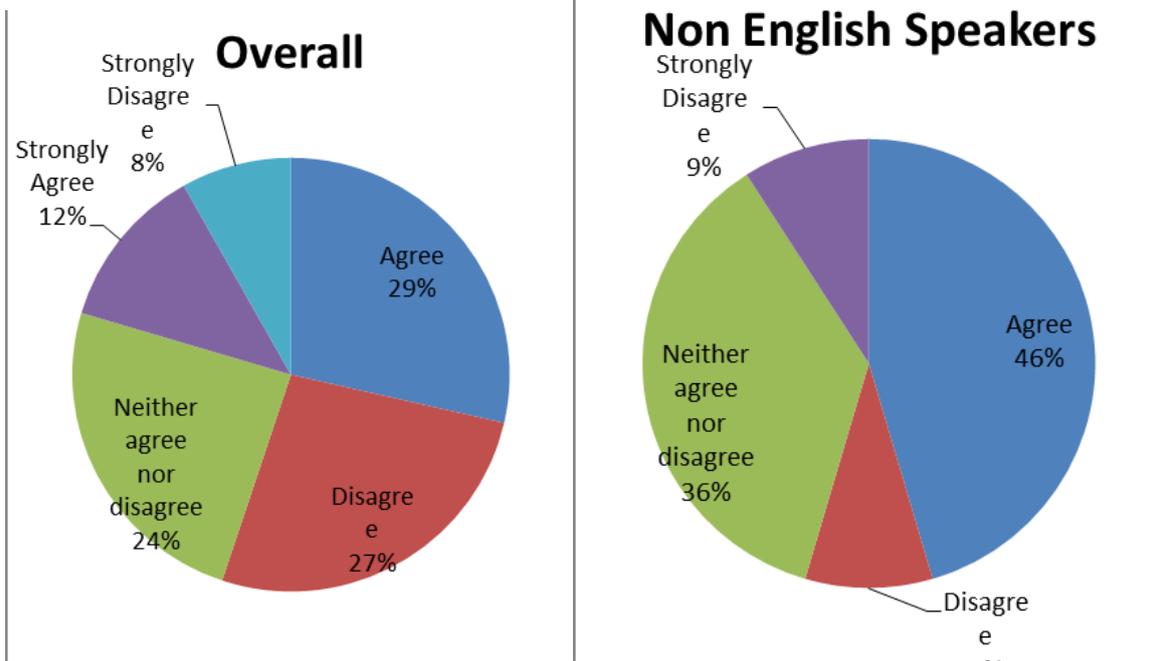
7. I think that most people would learn to use SIMPATICO to ask, answer and view questions about content on a website very quickly.



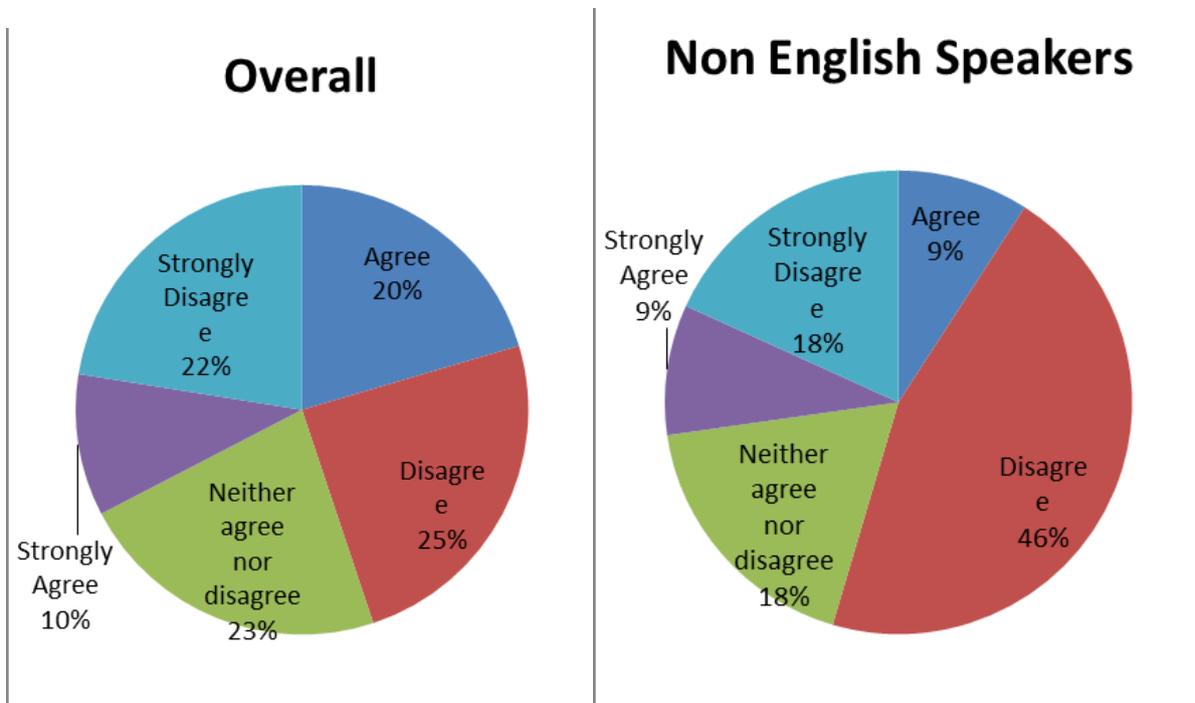
**8. I found using SIMPATICO to ask, answer and view questions about content on a website too difficult.**



**9. I felt very confident using SIMPATICO to ask, answer and view questions about content on a website.**



10. I needed to learn a lot of things before I am ready to use SIMPATICO to ask, answer and view questions about content on a website.



**Technology acceptance model questionnaires.**

TAM statements are designed to understand how a user feels about a product.

The TAM is used to derive a satisfaction score for the product. The total satisfaction score is based on an average score over all questions.

The overall satisfaction score for the overall group for text simplification is **42.05%**

If only non-English speakers are counted then the overall satisfaction was **49.09%**

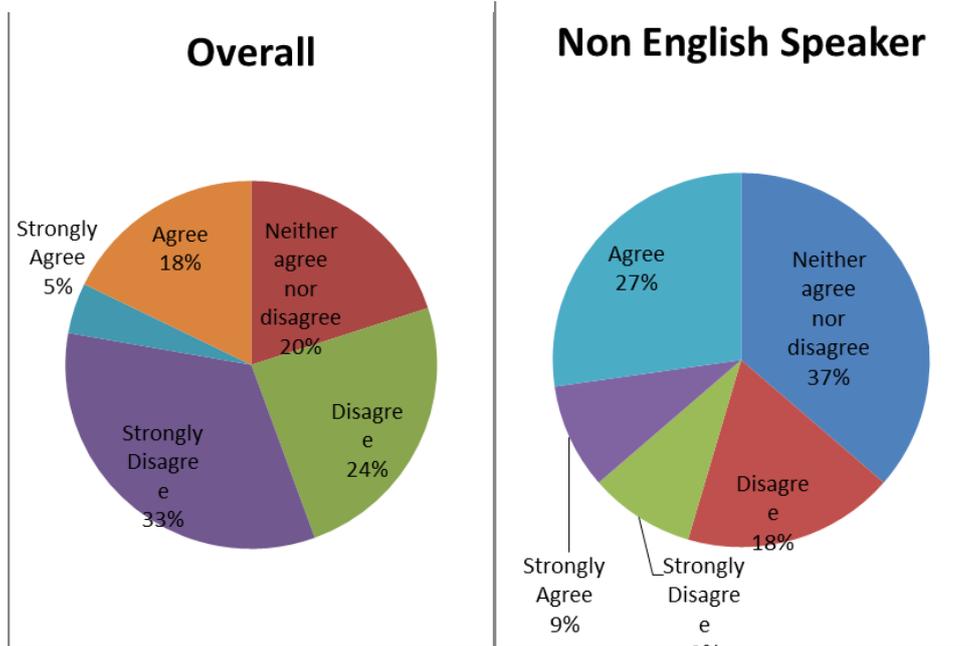
TAM Question	All users	Non English speakers
1. Using SIMPATICO to ask, answer, and view questions about content on a webpage would enable me to complete this type of request more quickly.	27.50%	40.00%
2. Using SIMPATICO to ask, answer, and view questions about content on a webpage would improve my understanding of this type of service.	42.50%	50.00%
3. Using SIMPATICO to ask, answer, and view questions about content on a webpage would enhance my effectiveness requesting this type of service.	37.50%	40.00%
4. Using SIMPATICO to ask, answer, and view questions about content on a webpage would make it easier to complete this type of request.	47.50%	50.00%
5. I would find using SIMPATICO to ask, answer, and view questions about content on a webpage useful.	45.00%	50.00%
6. Learning to use SIMPATICO to ask, answer, and view questions about content on would be easy for me.	55.00%	70.00%
7. I would find it easy to get SIMPATICO to ask, answer, and view questions about content on a webpage	50.00%	50.00%
8. My interaction with SIMPATICO to ask, answer, and view questions about content on a webpage was clear and understandable.	25.00%	40.00%
9. I would find using SIMPATICO to ask, answer, and view questions about content on a webpage to be flexible to interact with.	35.00%	50.00%
10. It would be easy for me to become skillful at using SIMPATICO to ask, answer, and view questions about content on a webpage.	55.00%	50.00%
11. I would find using SIMPATICO to ask, answer, and view questions about content on a webpage easy to use.	42.50%	50.00%
<b>Satisfaction rating</b>	<b>42.05%</b>	<b>49.09%</b>

## Process Simplification

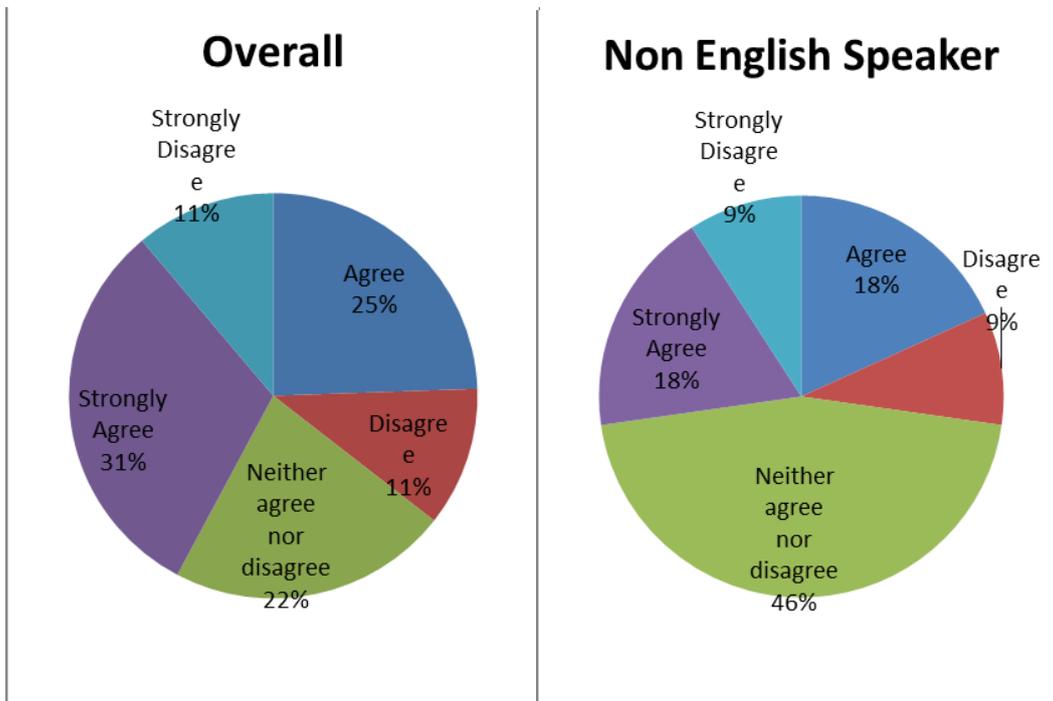
### System Usability Statements

Remember - SUS statements are designed to exclusively test usability

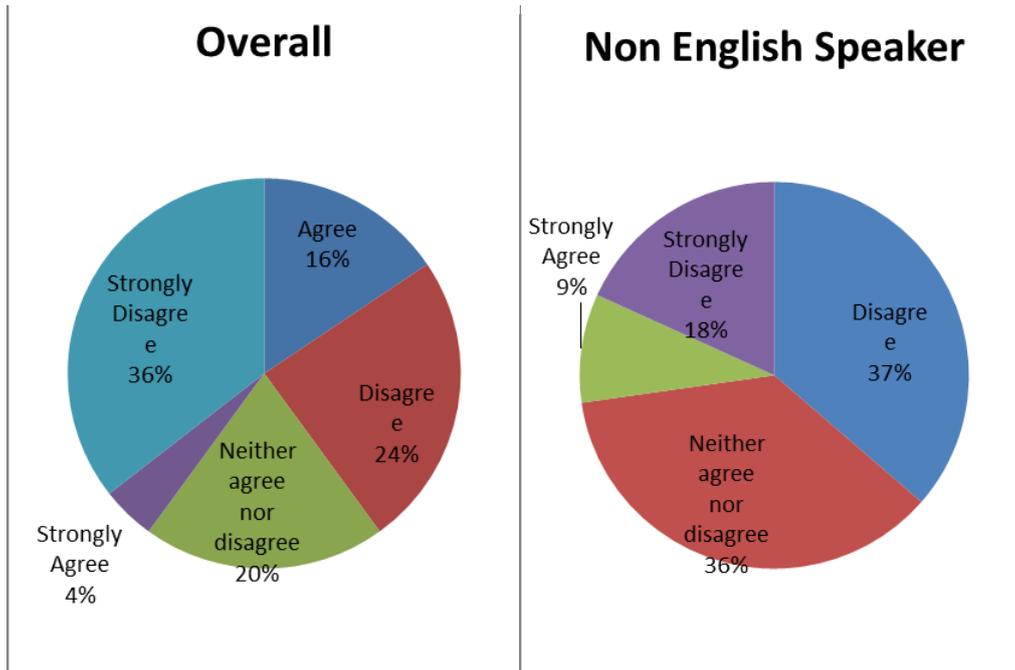
**1. I think that I would like to regularly use SIMPATICO to view the steps of a process and send feedback**



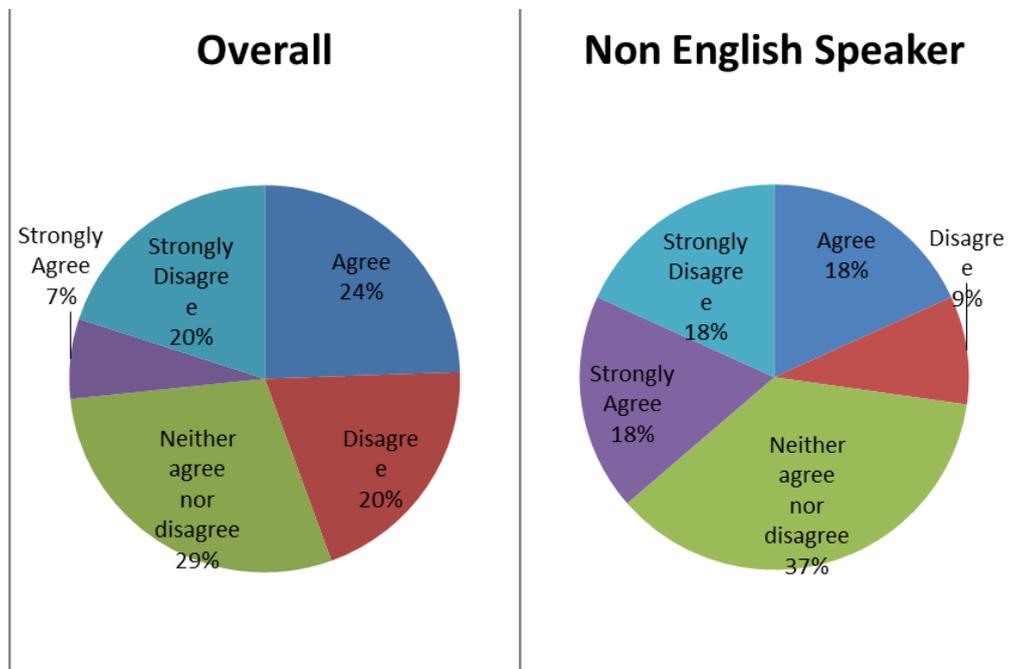
**2. I found using SIMPATICO to view the steps of a process and send feedback too complicated.**



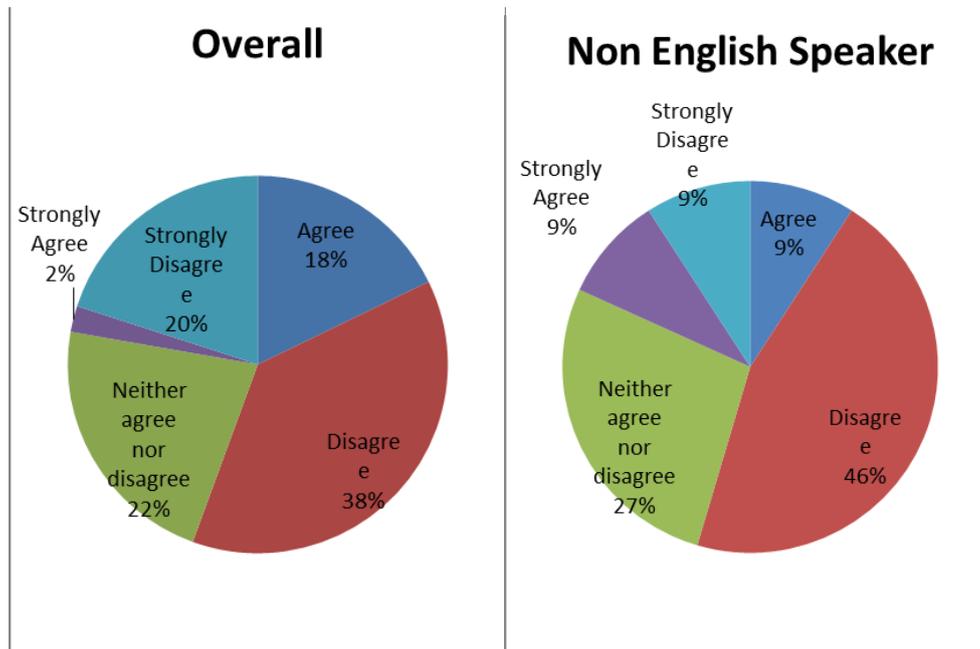
**3. I thought using SIMPATICO to view the steps of a process and send feedback was easy to use.**



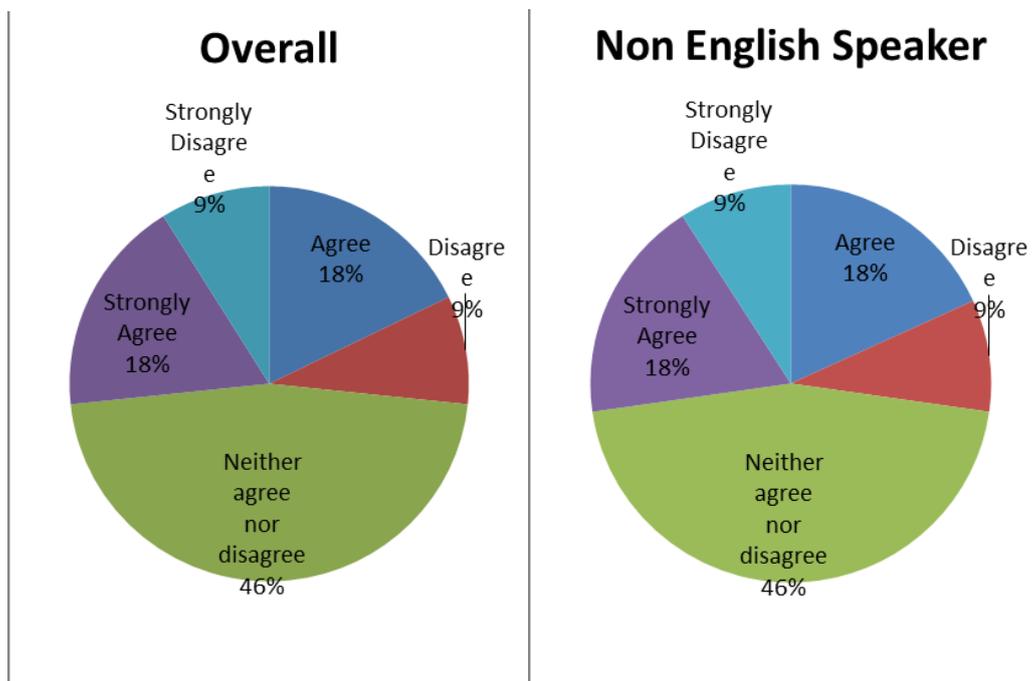
**4. I think that I would need the support of a technical person to be able to use SIMPATICO to view the steps of a process and send feedback**



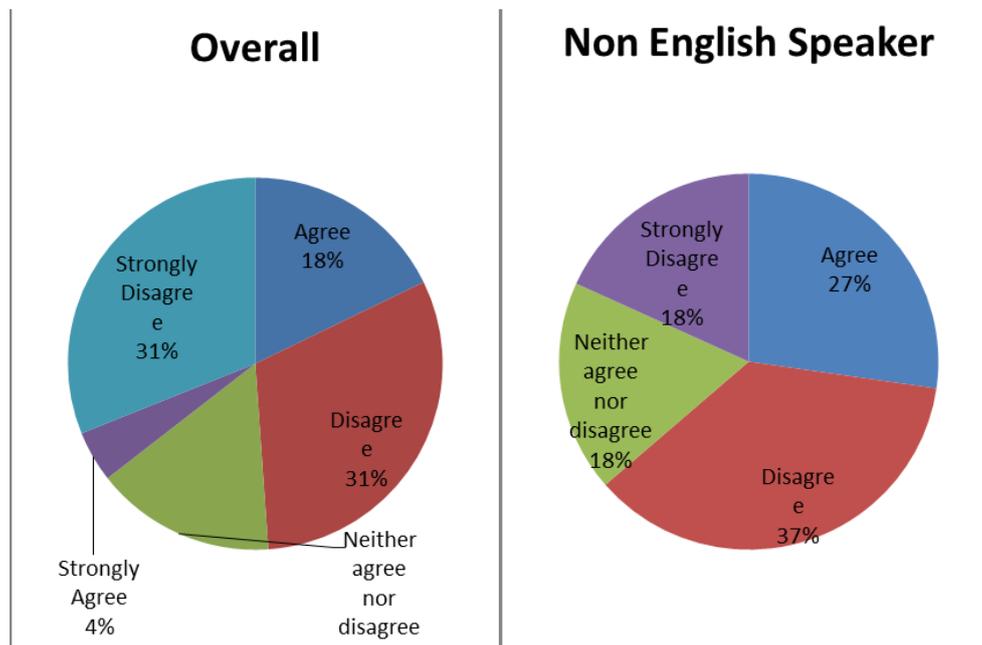
**5. I found the SIMPATICO features were well integrated.**



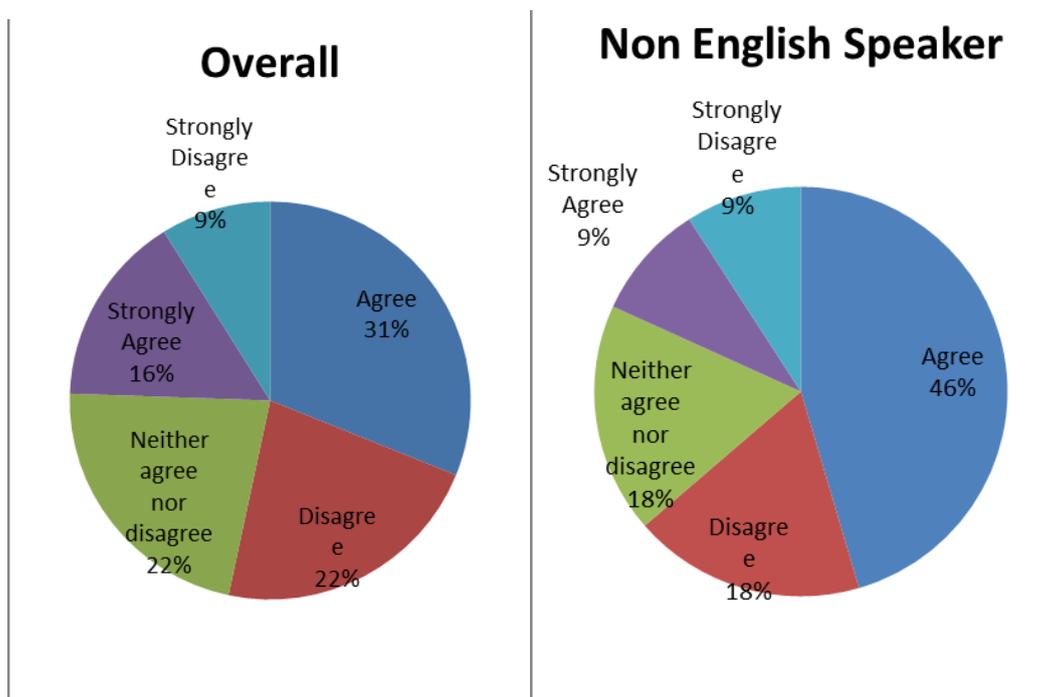
**6. I thought there was too much inconsistency in the SIMPATICO tool.**



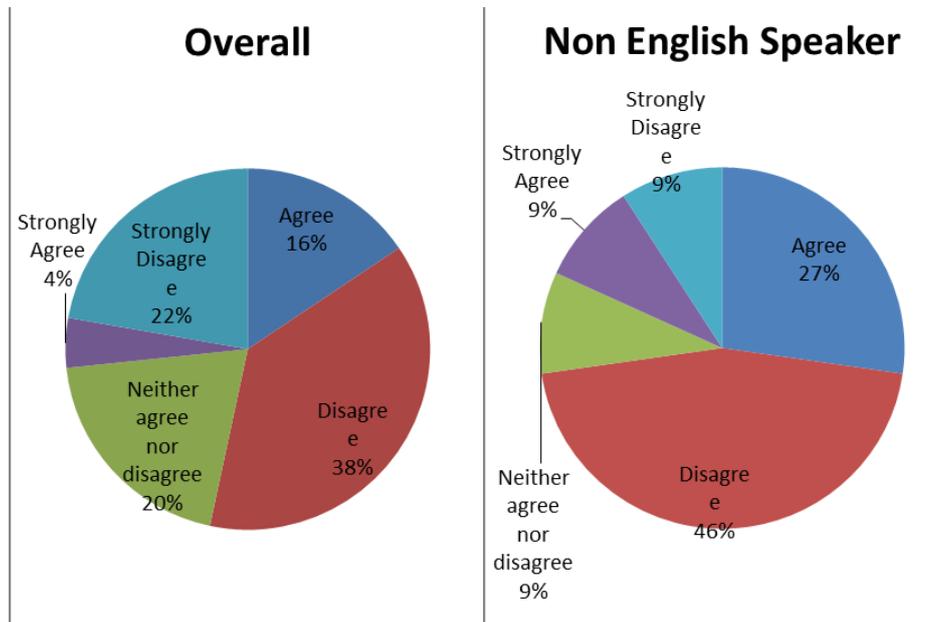
**7. I think that most people would learn to use SIMPATICO to view the steps of a process and send feedback very quickly.**



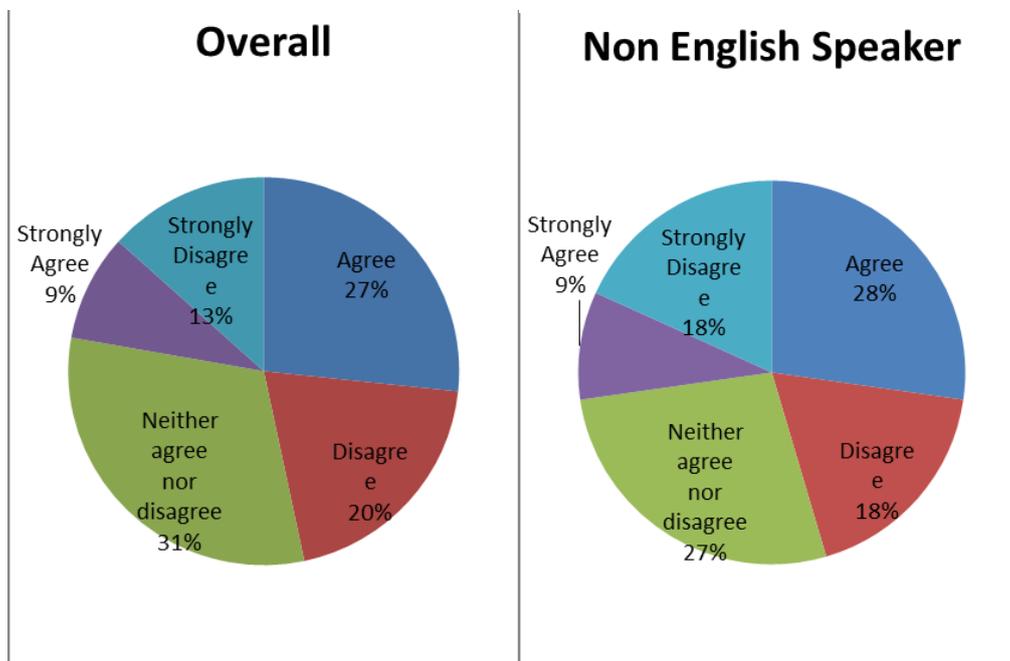
**8. I found using SIMPATICO to view the steps of a process and send feedback too difficult.**



**9. I felt very confident using SIMPATICO to view the steps of a process and send feedback.**



**10. I needed to learn a lot of things before I am ready to use SIMPATICO to view the steps of a process and send feedback.**



### Technology acceptance model questionnaires.

TAM statements are designed to understand how a user feels about a product.



The TAM is used to derive a satisfaction score for the product. The total satisfaction score is based on an average score over all questions.

The overall satisfaction score for the overall group for text simplification is **30.25%**

If only non-English speakers are counted then the overall satisfaction was **37.93%**

TAM Statement	Agree Overall	Agree Non English Speaking
1. Using SIMPATICO to view the steps of a process and send feedback would enable me to complete this type of request more quickly.	29.27%	45.54%
2. Using SIMPATICO to simplify the content on a webpage would improve my understanding of this type of service.	65.10%	63.64%
3. Using SIMPATICO to view the steps of a process and send feedback would enhance my effectiveness requesting this type of service.	41.46%	45.45%
4. Using SIMPATICO to view the steps of a process and send feedback would make it easier to complete this type of request.	36.59%	45.45%
5. I would find using SIMPATICO to simplify the content on a webpage useful.	31.71%	36.36%
6. Learning to use SIMPATICO view the steps of a process and send feedback would be easy for me.	23.39%	45.45%
7. I would find it easy to get SIMPATICO to view the steps of a process and send feedback	21.95%	18.18%
8. My interaction with SIMPATICO to view the steps of a process and send feedback was clear and understandable.	4.88%	9.09%
9. I would find using SIMPATICO to view the steps of a process and send feedback to be flexible to interact with.	19.51%	27.27%
10. It would be easy for me to become skillful at using SIMPATICO to view the steps of a process and send feedback.	36.58%	53.54%
11. I would find using SIMPATICO to view the steps of a process and send feedback easy to use.	22.34%	27.27%
<b>Overall Satisfaction</b>	<b>30.25%</b>	<b>37.93%</b>

### Time taken to complete user tasks

Each user was asked to time each individual task; overall we found that using SIMPATICO in its current form, without instruction is quite a timely process. It is anticipated that with experience of using the platform that this will be much quicker.

We believe the outcome of the timing portion of this exercise shows that the SIMPATICO interface needs some improvements to make this much clearer to users how to get the outcome that they need.

User experience research we have completed on our site suggests a very low tolerance with things they don't find intuitive and cannot progress, from video interviews earlier in the year we place this

was solidified **was around 30 seconds**. If a user does not find a way forward in this time they will likely give up.

SIMPATICO needs to be clear enough for immediate use, more visible on a page and remove ambiguity from its tasks.

Below is the data from user testing on SIMPATICO. The average task times were around **4 minutes 40 seconds**.

Table 19: Average completion time

Task	Ave. Completion Time (Minutes)
Task A – Fill the form for a Parenting skills course (not undertaken)	n/a
Task B – Log in and Simplify a paragraph using SIMPATICO	6m
Task C – Highlight a paragraph, and then simplify it using SIMPATICO	4m
Task D – Using SIMPATICO, ask a question about some content on the page	5m
Task E – Using SIMPATICO, give an answer to a question someone else has asked about content	3m
Task F – Using SIMPATICO, find out what is the next step of the Parenting Skills workshop application	3m
Task G – Using SIMPATICO, send feedback about the ‘booked workshop notification’ stage of the Parenting Skills application	5m

### Qualitative feedback from users

Throughout the sessions, the Test Lead walked around the room to observe how users were behaving when using the software. Verbal feedback was noted, as well as on screen behaviours.

Recorded below, is the user feedback from the tasks which was recorded using the online forms together with the test lead’s observations:

### General UI feedback

Table 20: General UI feedback

Observations - General	Observations - Logging in
<b>Actions were achieved by trial and error</b>	In general users had blindness to the existence of the SIMPATICO toolbar
<b>Users were hovering over everything or clicking everything to try and figure out what things did before randomly arriving at the task solution</b>	Most users required a prompt in order to work out that the bar existed and how to log in
<b>Actions were made by assumptions and guesswork</b>	User’s behaviour tended to scrolling around the page to find somewhere to log in, but found it more by trial and error than by intent
<b>Verbal feedback was that the interface wasn’t</b>	Generally user’s expected to be able to log

<b>intuitive at all, but after learning it was more understandable</b>	in by dicking the SIMPATICO logo rather than the 'power button icon'
<b>From watching the groups, there was a high level of frustration and in some cases anger, and annoyance because of the interface</b>	One person took over 35 mins to work out how to log in
<b>Overwhelming consensus from people discussing during and afterwards is that the idea behind SIMPATICO is fantastic, but the execution of the UI was confusing</b>	Some people were very frustrated by the interface
<b>Several users commented that they felt the design and UI had not been developed with any consultation of real users</b>	As the mouse pointer changes when hovering over the SIMPATICO logo, users repeatedly dicked this (multiple times) expecting to be able to login
<b>A common piece of verbal feedback after the sessions was that users felt all of the functions of SIMPATICO are actually best practice principles when creating content on a page. If a page was written with this in mind, then SIMPATICO may not be needed.</b>	

## Text Simplification

Table 21: Tester observations – Text Simplification

<b>Tester Observations – Text Simplification</b>
People succeeded by trial and error rather than by intent
Some people became extremely frustrated as they were pressing icons without knowing why or what would happen, and when the red outlines appeared assumed they had made a mistake.
It wasn't clear to people that they had succeeded in simplifying the text, as they expected a different result or the text simplification result wasn't clear
Some users commented verbally that they expected the software to replace the paragraph with an easier to read version
Some users found the text simplification function but didn't know that they could press on the highlighted buttons to obtain a synonym – so in effect all they saw was highlighted complex words.
A few users commented verbally that in text simplification you have to select a word to see a synonym, but if a user highlights text and uses free text simplification, then a user can hover over a highlighted word to see the synonym.

Table 22: Positive and negative comments – Text Simplifications

Positive User Comments	Negative User Comments
<b>Page simplification is quite user-friendly and not at all annoying</b>	took me some time to realize that I need to click on a word to see its simplification

<p><b>The lexical simplifications provided were quite useful, most of them were very sensible.</b></p>	<p>The interface was a bit redundant: the two types of simplification operations share too many functionalities. I could not successfully find any definitions for words, and the wikipedia pages were only available for words that I already knew. I found the vertical red bars on the left-hand side of the page a bit counter-intuitive (I did not immediately know what they were).</p>
<p><b>The simpler synonyms provided were accurate.</b></p>	<p>It was not clear from the beginning how to use the tool to accomplish the task.</p>
	<p>The tool is hard to discover and the way how it is "enabled" by the buttons on the upper left of the page is not intuitive. It would be easier to have this happen by default when clicking on the text or by having some UI appear when hovering over the text directly.</p> <p>The purpose of the Text Enrichment window was not clear to me at all, its use seems clumsy and unintuitive. Once the window is open the rest of the page appears to become unresponsive, it is not obvious how to close it again etc.</p> <p>Finally, when looking at some of the simplifications, why not use the simpler version which would often have been an option without loss of accuracy, in the first place? Refreshment gets simplified to "snack" so why not use snack? Does anyone really not know what a refreshment is? Also some words highlighted did not actually react to clicking, e.g. "legislation"</p>
<p><b>It does some things pretty nicely. Like at least simplifying some words. I guess sentence level simplification would be probably more helpful.</b></p>	<p>The tool itself is a bit cryptic. There are some things that I couldn't easily use the tool for, I couldn't easily decipher all the buttons - having a bit of extra content describing the tool will be helpful.</p>
<p><b>I found the tool quite accurate both in the identification of the words and the synonyms suggested. In addition, I liked the possibility of being able to just select a piece of text to be simplified.</b></p>	<p>When I tackled the task of simplifying I had in mind "shortening" the text with the core information in it. It took me some time to understand that SIMPATICO was just identifying those words that could be considered more "complex" and providing a simpler synonym. This caused some confusion in the first moment of using the tool. I am not sure that the icons provided in the top part of the web are very intuitive of what each of them do.</p>
<p><b>With couple of practice, I could understand how the tool helps</b></p>	<p>The tool is difficult to understand and use.</p>
<p><b>I believe SIMPATICO to be useful for a user that really needs simplification. It would make his experience easier by offering alternative solutions to something that he might find (too) complex by default.</b></p>	<p>The interaction with the tool is definitely not intuitive. In 2017, technologies for designing a website offer better much better ways to integrate such tool. As of now, as powerful as the simplification tool might be, I'm not convinced that most of users would be keen to use it as it makes the task more complex (a first-time user is lost by default, where he should be guided step by step).</p>

<b>The quality of the simplification itself is good.</b>	<p>Only realised at this point that the login button is a login button. It looked more like a "exit" or "logout" button, so did not realise that it's for logging in. This should be made clearer.</p> <p>The "legislation" text was not clickable on Task B (the longest paragraph).</p> <p>Task C would not have been intuitive if I were not prompted to highlight the text. Right clicking would have been more natural.</p>
<b>I like the aim of the software as making information as accessible as possible, is important.</b>	<p>It's not intuitive. It's not clear how to activate the software on a page, if it's not been seen before, or what steps need to be followed to use its features. Once someone (who is digitally confident) has used it, they will be able to reuse it easily. People with low digital confidence / skills are likely to find it confusing, frustrating and have difficulty remembering what they need to do.</p> <p>The simplification results presented a dense page of text which is difficult to read, even when English is your first language. Better use of white space is needed.</p>
<b>It appears to do the job</b>	<p>Lack of user instructions makes it difficult to understand the steps to use to use the product. It didn't feel very intuitive. I would imagine anyone familiar with a similar product before would pick it up straight away.</p>
<b>None</b>	<p>I just found it completely baffling, with no intuitive direction to follow, or recognizable symbology</p>
<b>The SIMPATICO toolbar was unintrusive in the context of the rest of the page.</b>	<p>I don't feel that it actually simplified the text - it highlighted words that it was able to provide simplified synonyms for, but it wasn't obvious a) how to do this, and b) that the synonyms were available if you hover over the highlighted words. I think a large assumption has been made about the amount that people are aware of hover text</p>
<b>The float over explanation for the tool was user friendly and simple to use.</b>	<p>There was no direct pointer to the tool on the webpage. If you were unaware of its function and use it was not be easy to spot. I did start entering the applicants details on the related form initially rather than using the SIMPATICO button to login.</p>
<b>I'm sure a person who is IT literate could navigate this easily</b>	<p>Not clear enough even at log in stage I automatically hovered over the SIMPATICO banner to log in but that wasn't correct even though the hand came up when my mouse was over the logo.</p> <p>I found the whole idea a little confusing and couldn't work out how to alter text even using the simplification tool</p>
	<p>There was no on screen help or identification of which icons to click on</p> <p>It was difficult to lose the pop up window and return to the main web page</p>
	<p>There is no instruction on how to use it so its just a click and guessing game.</p>
<b>Once you know how to use SIMPATICO it is simple to use</b>	<p>It all depends on the skills of the user and whether or not they are IT literate. If someone wasn't IT literate they may struggle to use</p>

	SIMPATICO without being given technical support or shown how to use the tool.
<b>With practice this would become easier</b>	To make it simple, I felt I should be changing the text. I tried to overwrite
<b>Figure out how to use it quickly, when it works it does make sentences easier to understand</b>	icons could be better and some of the words didn't make sense
	The UI is difficult to use, the icons are not clear and also you had to press escape to close the pop up with free translations
	Struggled to find out how to log on, icons looked like clip art and the images don't explain what the actions are.
<b>Once I had understood the functionality, it was easy to use. Although I didn't see any simplification to the text which was also confusing. If it can't simplify the text anymore, it should say that.</b>	Logging on was difficult due to the unrecognisable icons. Once logged in, I had to hover over the icons to understand the functionality. The UI design needs looking at to make the icons easily understandable.
<b>There aren't any - this seems like a halfhearted attempt to make things clearer for people</b>	Only certain words are highlighted to be simplified - this does not help if you don't understand other words in the sentence as a whole, particularly if you're working in a second language. The synonyms used are sometimes just as difficult to understand as the original word, and using a synonym such as 'kept' which is an irregular English verb form would surely confuse foreigners. The look of the highlighted text with red boxes is not welcoming. Having a box of synonyms at the very bottom of the paragraph means you have to move up and down a lot and lose your flow of the paragraph. The icons in the menu bar at the top are ugly and not intuitive as to their purpose.
<b>Responsive, user friendly, well integrated with the webpage.</b>	One of the synonyms produced in one sentence was already in the sentence (experience used to simplify backgrounds) and no simplification was provided for experience, so you have the potential of repeating a word twice in the same sentence without providing an alternative for the repeated word. Only one synonym provided and no option to request another if you don't understand the suggested replacement
<b>nice colorful and can simply words</b>	needs a saying login or sign up
<b>Made text easier to understand for someone that is not familiar with the terms. Links to other sources of information are useful, but perhaps should be something</b>	Hard to know where to log in. Why would a user need to login? Two different types of simplification was a bit confusing. Doesn't allow user to specify which words they want to simplify - assumes which are hard to understand.

<b>more official than Wikipedia.</b>	
<b>I liked how it suggests the easier to understand words when you hover above the text.</b>	Logging in to the system, was not obvious what to click. Clicked on the 'S' icon a number of times before I saw the on/off button.
<b>Once you've used it once, it is very simple to understand.</b>	For a native English speaker with good reading and vocabulary this tool is going to be needed very rarely and even where a particular word is not 100% understood, I don't think most in this category would spend the time using this tool. On specific point of use, once clicked on one aspect of the tool, there is no way to un-select it, you can then use the other tool, but that doesn't seem natural to me. I'd prefer to deselect one tool and use the other.
	Unfortunately it is hard to understand that it is required to click on red to get the information simplified. There are three buttons on top. it would be good if the required button was flashing for example after highlighting text, kind of hinting on what to do next with an arrow to click maybe. Screen format for TEXT ENRICHMENT screen. its not easy to see the full screen and not clear how to close the screen. What is the point of SIMPATICO if I can copy/ paste unknown text into google and get explanation for the unknown word in both English and my native language. I would find this easier as I already know how to use Google and I am not familiar with SIMPATICO. SIMPATICO is designed for individuals who have Intermediate and above levels of English language knowledge. I have used lots of various software in my life, however SIMPATICO is not the most userfriendly
<b>Once I had realised where the interface was it made sense and worked effectively.</b>	It was initially difficult without it be pointed out to spot the SIMPATICO elements at the top of the webpage of simplifying text.
<b>It was quick and easy to find the icons and try them. It was easy to find the alternative words available. it does mean you don't have to open a separate page to use a thesaurus or dictionary etc , and it works for whole sentences and paragraphs not just words and phrases.</b>	I misunderstood at first and expected it to actually edit the page
<b>once I was shown where to click and what to look for the change in the wording in the paragraphs seemed to make the paragraph easier to understand</b>	I wasn't sure where to click to access the SIMPATICO and also I'm never sure how to grade my capability

<b>Useful tool for simplifying complex language</b>	Words for simplifying close together do not work, not clear how to log in (symbol is a power button, not a log on button), icons are not clear on what they do unless you know to hover and they're worded similarly anyway, a bit funky to look at
<b>Seemed very easy to use.</b>	It seemed so simple, that I thought I must be doing it wrong.
<b>the concept of making large text simpler in good, but actually what may need changing is what is put online in the first place</b>	the red tool bar on the left isn't clear- although the words are then highlighted this functionality is there in google translate and would be easier to use than this I'm not sure how meaningful the highlighting words in red is, if I don't know a word it is easier to just look it up online
<b>There was an explanation of words that people may not understand.</b>	It wasn't clear how to use the tool and what effect it was having on the task. Sections of wording became highlighted but only once I'd began clicking buttons without knowing what they were for did this happen. For someone who wasn't confident using a PC this could be unnerving as they may feel that clicking a button without knowledge of what it does could somehow 'break' the page. As a first time user it was off-putting not knowing what to press or where to go, if anything it adds another layer of complication onto a webpage that isn't overly clear in the first place.
<b>Not sure there are any</b>	The login page didn't appear; page had to be refreshed. The login icon was confusing. I thought it was a logout icon and the 'S' on the top left was the login button. The text simplification buttons were confusing; there wasn't enough information when hovering over the buttons to know which one to use. The red ( bracket symbols encapsulating paragraphs didn't give enough instruction as to what to do with them. When the red text box appeared below with suggestions to simplify text you had to scroll down to see everything, which means you lose sight of the text you are looking at.
<b>The presentation/look is simple.</b>	Very unclear how to open/start SIMPATICO. It was not intuitive to use - what to click, how to click next, what it was doing. I didn't think the suggested words were any simpler than the original text. Didn't realise you had to click on the red highlighted bits.
<b>Tool is useful to access from the bar at the top of the screen.</b>	Not clear where to log in, no hover state for authenticate button (spelt wrongly). Strange icons that you have to hover over to understand what they do. Simplification, when highlighting a paragraph, doesn't simplify it, just highlights a couple of words in bold and offers different wording - this isn't simplifying content. Definitions tab just relays the same sentence, it doesn't seem to do anything. It's not clear how to clear the dialogue box from the page (had to press escape) Can't simply bullet pointed list.
<b>with tweaking could become</b>	no clear instructions on how to log onto the website, needed an

<b>a great tool for people who are not confident on a computer or fluent english speakers to be able to understand and answer text more fully</b>	email address to log in ( not all users have this), no clear instructions how to use SIMPATICO whatsoever when logged in, simplified field uses more complex words than original.
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## Citizenpedia (Q&A)

Table 23: Observations Q&A Citizenpedia

Observations – Q&A Citizenpedia
People succeeded by trial and error rather than by intent, again there was a lot of frustrated page scrolling
In general they didn't find it obvious that after pressing the '?' icon that they then had to press on the paragraph.
A large number of users having clicked on the paragraph did not realise they could then click on the 'ask a question' button.
A lot of users who clicked on the 'ask a question button' were surprised another tab opened which was going through redirect processes, so they closed the tab.
Having worked out how to ask a question, it was then easier to answer a question, which took very little time.
Some people verbally commented that there were too many steps from wanting to ask a question to the question input screen appearing – when pressing 'ask a question' a user is taken to the start page of Citizenpedia where they have to select Ask a question again.

Table 24: Positive and negative comments – Citizenpedia

Positive User Comments	Negative User Comments
<b>The tools has great potential</b>	The task itself was too easy to evaluate the tool on
<b>Intuitive way to answer questions.</b>	At the first attempt to write my answer I was redirected to another page; and my answer was lost. The purpose of the pipeline at the top of the page is not quite clear.
<b>The citizenpedia has great potential to help people in more reliably answering forms in the SCC website.</b>	The interface was a bit counter-intuitive in the beginning.
<b>I like the idea of integrating the Q&amp;A in the text of the web, it can be much more easy to find questions than in a standard Q&amp;A section.</b>	If a concept appears more than once in a longer text, it may happen that the same question may appear several times in the web page without any connection. Would not be a way of showing users questions that are similar to their new ones?
<b>The interface is OK, quite intuitive but still could be improved.</b>	This part is about asking/answering questions using SIMPATICO but the simplification part is missing which is a shame: as a user requesting the use of text simplification to access content on

	the website, I suddenly have to face questions and answers written by either native speakers which I need simplification for, or non native speaker which might be even more complex to understand.
<b>The listing of the questions on the original web page itself is good.</b>	Did not realise the dose "x" button on the citizenpedia page (after viewing your question) was for DELETING my question. I accidentally deleted my question without meaning to, when I thought it would just close the question to go back to the main page. I seem to have logged in as a different user on citizenpedia. Was this a bug or deliberate?
<b>Would be useful with a better interface</b>	Not dear
<b>None</b>	Even after using trial and error to find a way to ask a question, it seems that any answers would just be submitted by other users of the SIMPATICO software (I think?) so there's no certainty that they would be reliable or useful.
<b>Being able to add new questions is helpful, although it's not clear when or how I'd get the answer.</b>	It was hard to see how to do this task. It was easier if there were existing questions as this gave a clue as to how it was meant to work. Launching a second site for the questions was unexpected and unwelcome - I'd want the functionality embedded in the page I'm working on.
<b>Appeared to be straight forward to ask and answer questions</b>	Again, its not intuitive although anyone familiar with a similar package should find it straightforward. Not sure with the limited time used whether I have asked and answered questions properly. Lack of instructions on how to use and what steps to take leaves me feeling confused
	Lack of instruction
<b>Good that you can see whether other people have already asked about the thing that you're confused about.</b>	I wouldn't trust the answers given if they weren't from (in this example) the Council- misinformation / misunderstanding seems likely. In addition, I would have thought that the button used to ask / see questions looks more like a general 'help' button. with no information as to how to use the tool, it might not be obvious what it is for / what to do with it.
<b>The simple ability to select sections of text to capture questions is easy to use. The option to review similar questions on the same issues would be useful to those struggling with a webpage.</b>	A question would be the monitoring of questions and responses and how they would be managed to ensure that inappropriate content or responses are not published.
<b>I think once i used the functionality, it would be easier 2nd time through. But you need</b>	Not at all intuitive where the SIMPATICO software is on the page - it needs to be better signposted the set up of the testing was very confusing, with paper sheets and no on-line work

<b>to get the first experience right or people are unlikely to persevere.</b>	flow, which probably adds to the negative experience Also made more difficult by having to cut and paste into the Chrome browser
<b>With adequate training this may be a useful tool.</b>	More simplified instructions required - difficult to find where you should be.
<b>Like the idea, can definitely see the benefits. The forum part looked good and was easy to use.</b>	Not very straight forward. Requires a community to get the idea off the ground and moderators to edit and control content. UI for the whole project is unintuitive
<b>good idea behind the community answers</b>	adds features in weird places and its not clear exactly what is happening. i thought i was asking a question but it took me to the answer question section
<b>It is community based which is alright.</b>	It takes the user off of the page that they are trying to read, causing a negative disruption in their journey. Also how is going to be moderated? Anyone can post anything on this, causing commenting issues with companies like Sheffield City Council
<b>Once I had successfully 'learnt' what to do, I could carry out the tasks.</b>	This whole process was trial and error.
<b>I found this much more useful as it allowed me to understand elements of the page/training much better, without the need to google it and be taken to a random forum that may be related to something out of date or different entirely</b>	The responses to questions are based on the opinions of the general public; no offence to them but there are many people who I would not trust the opinions of. The answers should be done by someone connected to the training/website, alongside input from the general public if they really feel the need. The icon and then, once selected, the way potential questions/queries are highlighted could be much clearer
<b>Idea is very good and would provide excellent support to get more information</b>	Not very user friendly, wasn't self-explanatory how to ask questions
	Having a separate tab open to ask the question complicated the experience and I think would do so more for someone that wasn't IT literate. Having to provide the title of the question has the potential to lead to ambiguity. Having to manually select a tag rests on the client's knowledge of the structure of the website/content (parenting comes under social care for example). It may well have been my error, but I can't see the question having returned to the webpage. could there not be a discussion/forum/FAQs section compiled from previous responses rather than having to select an answer and have it open in a separate tab when the answer may not meet your needs. A preview of the answer may be of use to help users locate relevant responses.
<b>like how can ask questions and answer other people questions</b>	was hard for me to first find where to ask question as here was an ask us a question email on the side so got confused

<p><b>Keep the info on the page fairly brief, so easier to read (not too much scrolling). Useful to be able to access further information where needed.</b></p>	<p>Not immediately clear how to access the questions - the paragraph I'd selected didn't seem to have any until I clicked on it. Limited range of questions. Not clear what the numbers to the left of the questions means (I think the number of answers). Other users could give the wrong answers which would be unhelpful - I think answers should be provided by staff only, not other users. Potential for users to simply leave negative feedback rather than help others. Some of the info should be provided on the page itself e.g. cost of course.</p>
<p><b>After I saw what the other icons were it was easy to find the ask a question one and the process seemed fairly easy.</b></p>	<p>Once I had clicked on the question icon I thought something might have come up on screen rather than then having to double click on the page. When asking a question I didn't like having to put in a service area as wasn't sure what to choose.</p>
<p><b>I like the idea and particularly of peer to peer assistance, but there needs to be a stronger linking to what the question means and is related to.</b></p>	<p>Because people are putting their questions in their way, it doesn't really make sense to the next person. I couldn't find how to bring the answer bit up easily, then once there the above issue was even more concentrated, there was no context to any of the questions. I think the drop down to official sounding departments may put some people off, e.g. you may be wanting to find out subtly if an issue is likely to draw the attention of social services or affect a benefit, having official sounding bodies on there, may stop further engagement in some areas.</p>
<p><b>I like that the web pages are not busy with other distracting material, promotions, suggestions</b></p>	<p>I would need to get used to the SIMPATICO as it is not straight forward to get around screens.          Citizenpedia screen doesn't show that the answer to my question is below Ask question. Would be nice if I was able to the full screen          Citizenpedia is a strange word for a foreigner. Not sure if everyone would understand.          I guess tagging in Questions would be a familiar subject for somebody who is familiar with IT, for those who are not IT literate plus not native English it may be a challenge to understand          I asked the question in broken English and I didn't get the answer. has this been considered?</p>
<p><b>once I found the way to get the screen it was simple and easy to use both to ask and answer questions. could be very useful to see other people's Q &amp; A's rather than having to submit a form or email as it's more instant, a phone call might also resolve a query, if it's answered quickly, but if the info is already there</b></p>	<p>I found it hard to avoid the cue to look at diagrams. It took a few tries and some help before I found the way to get the questions option into view. would be simpler if only the questions option would open.</p>

<b>that wouldnt be necessary.</b>	
<b>Once I was shown what to do I found it a little easier</b>	I think that because I'm not use to this I wasn't sure how to use it and kept having to ask
<b>Found it very straightforward and what to use and how to do it.</b>	
<b>Would be useful to have a q&amp;a section but might confuse users with information overload. Sorry that's still not very positive, is it!</b>	Very dunky to use, need to login a second time, not clear that asking a question appears on the right area. Who is vetting the questions and answers? Can anyone leave misinformation? This may result in people having the wrong information. Who is responding to questions? Will they appear in the right area as it's hard to tell after submitting my question where it goes to. Also seems like a very convoluted comments section you would have on a news site but not integrated as easily.
<b>the idea of questions being posted, but the authorship of answers only being from the LA may work</b>	The tool getting to the comments part requires the understanding of ticking the blue box on the right hand side- until you knew how to do this you wouldn't know what to do. the question function assumes that those who have posted answers on top have actually responded correctly, what would potentially happen is that an individual would take the comments of a member of the public as a council statement. conversations about parenting when linked to a council website would potentially allow all sorts of breaches of safeguarding data- which although can happen on facebook etc, would be visibly linked to the council website
<b>It may be possible to find answers to questions but that would be relying on other people leaving helpful/useful answers to the questions asked by others.</b>	Again it was unclear how to use the tool and if there was any benefit at all. It wasn't obvious where to click and what I needed to do. Taking me to another webpage to view and submit questions added another layer of complication what would ultimately put me off.
<b>I found this section to be far easier to use and interact with than the simplifying text section.</b>	
	I only knew to click on the highlighted paragraph because of the previous task. There is nothing to tell you to do this. Then it is clear how to add a questions, but not how to answer one. I assumed that you clicked on the key word, but it didn't tell you to do this. When answering a question, it doesn't say your question is submitted, it just greys out the submit box. There were multiple answers which were very similar. This could become huge. Would someone need to delete/edit these to stop in correct answers?
<b>Once you've highlighted a paragraph, the label is clear to ask a question.</b>	It's not clear that you have to highlight a paragraph of text to ask a question. There's a weird process diagram link which adds no value.

	<p>its not clear that you can answer other people's questions. Not sure why I can't answer or add questions on the webpage - why am I sent to Citizenpedia. When asking a question, it's not clear that the title field should be entered as the question title and then you have to duplicate the title in the text box. Instructions on how to fill this out would be better. You don't see confirmation that you've added or responded to a question.</p>
<p><b>with tweaking could become a useful tool for people with little knowledge on how to use a computer</b></p>	<p>Need clear concise instructions to use the tool - otherwise why have a simplifying tool in the 1st place, maybe have an integrated tool to change language would help where English is not a person's 1st language</p>

## Process Simplification

Table 25: Tester observations – process designer

Tester Observations – Process Designer
People achieved this by trial and error more so than any other part of the software
More users requested assistance to find this functionality than any other part of the software
A number of users verbally commented that the icon was almost invisible to them – it was in a different location to the others, and so was not very noticeable, and those who noticed it thought it was an error sign.
Many users who displayed the process did not realise what the process map was showing them >They didn't realise that this showed the next step of the application >They did not know what this type of diagram was for
Several users verbally asked why this functionality would be needed. They suggested that it would be better if instead the original page content had the information on it about the steps of the form process.
Most users when accessing the process designer, by this stage of the test had become accustomed to hovering or clicking everything until a desired result was achieved. This suggested that rather than understand the software that they had instead learned that they didn't know why a result happened or where to find it, only that if they clicked on everything interactive they will eventually get to the result.
Several users when asked to send feedback on the stage of the process, didn't see the small feedback icon, and instead submitted questions via the link to Citizenpedia on the process map

Table 26: Positive and negative users comments – Process Simplification

Positive User Comments	Negative User Comments
<p><b>Once I did understand it, however, I found it very useful.</b></p>	<p>I did not know what was the purpose of the button that ultimately allowed me to see the steps involved in the service's completion process. The interface to ask a question about a given step of the process was not very intuitive as well.</p>
<p><b>Minimalist and user-</b></p>	<p>Feedback message length threshold to activate the send button.</p>

<b>friendly interface</b>	Missing buttons on pop-up windows.
<b>Its a nice idea and made with all good intention. The integration is decent (could be always better).</b>	It wasn't easy. The tool probably is all well made, but it is all hidden. I guess, it still needs a lot of polishing for the stuff. For now, if people use the tool for parenting page again I am sure most people will be scarred for life and will never have children ever.
<b>Quite a straight forward process.</b>	The send feedback button could be made more prominent. I may not have noticed it if I weren't prompted for it.
	This might be useful for someone who needs such tool (feedback and steps), but it is badly integrated to the website which makes it absolutely not user friendly to use. Also, one might want to write more than 2-tweets long feedback...
<b>It is nice to have the a diagram of the whole process, even though I am not sure if the way in which it is shown in the page is intuitive enough.</b>	It is a bit difficult to identify the logo used with the concept of the diagram of the whole process. In addition, once the diagram was open, I found too many similar logos for "feedback" and "q&a" which was a bit confusing
<b>Would be useful with a better interface</b>	Not clear
<b>None</b>	It was only through pure chance that I happened to click on (what I think) was the right icon to allow me to view the process explanation thingummy, and once I'd done that it was again total trial and error to find the way to leave feedback/ask questions (and I'm not sure my question was left in the right place!!)
<b>I work with processes so found the overview useful but I'm not sure how meaningful / useful it is to most people. It would be more helpful to say on the page what happens next, after a form is completed, rather than making the user go and look for this information.</b>	This was not intuitive to use. I'm not sure how much this feature would be used (or looked for) by users. The feedback window appeared over the text I was reviewing which made it difficult to remember what I wanted to say. I couldn't move the window and there's no close button so I had to use the esc key.
<b>None</b>	I found using SIMPATICO to walk me through filling out a form impossible to use. the lack of instructions is a hindrance
<b>I think the concept is sound and the areas ie simplification,</b>	The lack of clear instruction on the screens make it very difficult to understand and use the system at the outset. Even as you work through the exercises and learn "what to look out for" it makes it no

<p><b>questioning, progress and feedback are the correct ones that people struggle with. If done right this would hit all the right buttons</b></p>	<p>easier. Anyone who is not as computer literate or confident would really struggle on even a simple request such as the one in the exercise. On line help / assistance is missing and would be needed if this was being used by real people.</p>
<p><b>I guess it's good that the process comes up when you click the ? button on the toolbar.</b></p>	<p>It's confusing that there's a link on the right hand side of the SCC page saying 'ask us a question' - why would I not just ring / email the team directly rather than use sympatico, when I know I'll get an answer quicker, and get a personalised explanation as to the process and be able to give feedback. the icon used to give feedback isn't at all obvious, either.</p>
<p><b>The process map was useful for understanding of the process. The opportunity to feedback was useful and could aid onward development of the site/ info provided.</b></p>	<p>I'm not sure the location and description of the icon to access this element to be that intuitive. An individual would need to know that this form of process map existed before they when searching for it. It feels like it is building an extra layer into the website with information which might otherwise be useful on the main page. The notification that feedback was submitted was useful but as it is not publically displayed it might lead to some individuals being concerned it hadn't been submitted properly when there is an instant update with the question function on the citizenpedia page.</p>
<p><b>Easy enough to navigate once you get a handle of what you are doing</b></p>	<p>For me a lot of it was finding things by chance, dicking and investigating without knowing where it would take me. Some of the icons were misleading and not helpful. I would worry that someone who isn't IT savvy for them to get lost very quickly without face to face support.</p>
<p><b>This was the easiest bit of the testing. Possibly because I began to be used to the process and steps</b></p>	<p>The icon needs to be identified The testing environment was not conducive to getting a good result More help test needed on line very confusing test instructions again</p>
<p><b>Quite easy and simple to use</b></p>	<p>Depends on the level of IT skills of the individual</p>
<p><b>Once mastered, this would be a useful tool, however in a real life scenario I would have given up by now and looked for a human being to ask!</b></p>	<p>You definitely require an idiots guide to work through to enable me to effectively use the system.</p>
<p><b>The idea is really good. I think it would definitely help a lot of people understand where they are in a</b></p>	<p>The button placement and layout of the feedback page is really bad. Getting to page isn't clear. Poor icon choices</p>

<p><b>process and quickly allow services to gauge how well there processes are working with users</b></p>	
<p><b>Great idea.</b></p>	<p>The UI is terrible. Its reallynot clear what things do and where things are placed seems weird. Its laid out in too many steps with redirections that are slow so it could confuse some people.</p>
<p><b>Giving feedback about the steps could be useful for those who are computer illiterate.</b></p>	<p>Again it takes the user completely off of the page. This makes the whole interaction longer and harder. Submitting an application should be simple and straight forward, this should be done on the company's end. The use of this tool doesn't enhance my journey at all. Submitting an application is a universal thing, everyone knows that you fill out a form and get a notification, I don't need to see the steps.</p>
<p><b>The concept behind this is a good idea. It is just poorly implemented.</b></p>	<p>This whole process was very difficult to use. I had dicked on this 'icon' by accident on a previous task, but still couldn't locate it when I needed to. The whole UI including the iconography needs to be looked at to make this much more intuitive. You have to learn how to use the difficult interface before you can actually use any of the functionality. There needs to be some detailed UX/UI work on this product. As is, I just wouldn't use it.</p>
<p><b>None</b></p>	<p>The icons look obscure and are too small. Once you have worked out what to dick on for the process (which isn't immediately obvious) the interface it takes you to is unwelcoming, too technical looking and the text is too small. The black icon to dick on to send feedback is tiny...so tiny I thought at first it can't be something I'm supposed to dick on. While I'm doing this I just wonder what the point of any of it is...surely this information should be on the webpage about the training and if it's not then the authors' are not doing their job properly. This part of the SIMPATICO software seems entirely redundant (but maybe I'm missing the point). Once feedback has been sent the box to say OK (it's been submitted) flashes up but then disappears before i could dick OK. This makes me nervous it hasn't properly worked, especially as the OK box looks like something you'd dick on. I am not then told what has happened to my feedback, will soemone get back to me, when etc etc. it all seems very cold and non-user friendly</p>
<p><b>The process could be useful to help users understand their customer journey.</b></p>	<p>The icon to access the process is not clear in its purpose (red circle with exdamation mark) which is then followed by text which most service users wouldn't understand (in my opinion). The feedback icon needs to be with the questions icons in each part of the process so that it is easier to navigate for service users.</p>
<p><b>Once you understand how the software works it is easy to use.</b></p>	<p>I don't think the language, when using the software, is the simple to understand. If the idea is to make it easier for non-English speakers to understand the contents better then words like 'equipped' should</p>

	<p>be better explained/simplified.</p> <p>More hover over options or visual guides could be used to prompt users. I normally feel confident using softwares/ online questionnaire, but had to ask for help several times.</p>
<b>like feedback</b>	less words
<b>Being able to leave feedback (eventually!)</b>	<p>This was the hardest of the tasks - it took me a few minutes to find the answer. The icon was hard to find, and it didn't really relate visually to anything about finding out about next steps. It was also difficult to figure out how to leave feedback. Sometimes when I hovered over an icon within the next steps it told me what it was, sometimes no text box appeared so I didn't know what the icon meant. Visually, this part of the software is not very user friendly or intuitive. I think the content could be integrated better within the page itself - users shouldn't need to go through a complicated process to find out basic information like what happens next.</p>
<b>It would be useful but icons need to be easier to find and screens easier to understand.</b>	<p>I had noticed the icon to see the application process earlier but forgotten it was there so spent a while searching the page and clicking on things before I found it. The application page is not very well laid out and didn't find it easy to use. I dicked on lots of things to try to find the icon to send feedback - this is definitely not easy to find!</p>
<b>I think this would be very useful to all form users and can be used to make those nervous of putting forms in of the steps and possible outcomes of putting forms in. I think making things in these explanations pictorial, especially around the steps of the process and possible outcomes could be very powerful.</b>	<p>I stumbled upon the steps icon and did not find the symbols intuitive, but once you know what / where it is, you are there. Same goes for the feedback, although you may want to give feedback without going through the steps part of the process and I think people may misuse questions to do this, if it is not always available from the main area.</p>
	<p>Not sure about the icon for diagrams. Using word diagram to proceeding with the application or sending feedback is puzzling.</p> <p>By this stage in SIMPATICO, I have learned to dick everywhere and hoping to get some kind of answer. its a bit like a trial and error method.</p> <p>Most of the time I would finish hovering over icons to read technical info in order to work out what is next.</p> <p>The workshop application doesnt have simplification text option.</p> <p>Once I got to know the mindset of the SIMPATICO designer I found SIMPATICO easier to use</p>
<b>I think after a few</b>	With reference to Parenting Skills Workshop - I would have accepted

<p><b>minutes of playing around as an English speaker I can make use of it, initially it is off putting. If I had a language barrier I would have given up.</b></p>	<p>to hover over the subject and obtain more information, rather than click and it open a new webpage. More tabs opening make it looked more involved and complicated. If we are using a webpage, although the webpage might change I wouldn't expect more tabs/windows to open. This means users feel lost in the process, hindered not helped. Help/ explanations should be on the same webpage, even as an highlighted text/speech bubble.</p>
<p><b>its fairly easy to use once started, seems likely to be helpful for general public and definitely a good thing to get some quick information and responses and to get more interactivity so instantly. If plenty of people use it then it would become a useful tool. From the perspective of a Public sector worker, it would be very helpful to let people find their own answers and get tasks completed.</b></p>	<p>It isnt entirely obvious what the icons mean or do at first and on first use I have needed some pointers to get started.</p>
<p><b>once I was shown where I needed to click I could then find out useful information</b></p>	<p>It was clear how to access this information</p>
<p><b>Completing Task G was a lot easier - took seconds to go to the right place and I was confident I was in the right place, and completed the task, unlike Task F, which was very confusing.</b></p>	<p>Found it very difficult to do Task F. I kept pressing the right button a few times, but didn't realise that that was the answer, it wasn't a tall clear. Even when I realised, I still didn't feel it had given me any useful information. It was very vague and the only part of the process that I struggled with.</p>
<p><b>The pop up at the bottom saying my feedback has been submitted was good.</b></p>	<p>The process icon looks more like an error message, red and ! indicates an issue to me. The process isn't even headlined or described in any way, it's just a floating image. People will find it hard to relate back to what they were doing. The feedback icon (as well as the other icons I didn't use) are minuscule and not easily found, the icon bears no relevance to the notion of feedback. If you want more intuitive design, you either need to use words or buttons</p>

	that clearly display the action you're wanting.
<b>The design of the add in was OK, it added a bit of colour to the webpage, that was it though!</b>	<p>Going through this process was about as clear as mud. I had no idea where I was supposed to be clicking or what I was supposed to be doing. I had webpages opening front, right and centre because the only way to find the information was continuous clicking in the hope of getting myself to the right section. The way in which the tool looks and navigates is complicated and if anything it would put me off using the webpage rather than encourage me.</p> <p>The fact that the tool felt completely separate from the actual webpage made it more confusing. Is it an add in, is it a pop up, is it a phishing device? I don't think people who aren't confident with IT would feel comfortable using this device as it is at present. What do the symbols mean, where will they take me, how do I get back? The more questions it brings up the more off putting it is and less likely I would want to use it.</p>
	The process icon is lost in its current location the SCC logo. The icon was unrepresentative of the 'progress status'. It's in wrong place on the site. should be on the same header as the other icons, and with a different image to show what its for?
<b>It becomes slightly easier to use when you realise that the icons probably do something helpful!</b>	Again, not clear what to click on. Only realised to click on the process diagram by accident.
<b>Acknowledge that you've sent feedback is useful.</b>	Strange process icon, no idea what this does without clicking on it. Not sure of the value of the process diagram. I got confused between asking a question and giving feedback. The icons are not intuitive, the hover states are not consistent, not every icon has it. Asking a question requires a form without instructions on how to fill it out. No idea which category to select. The diagram tag is a weird line of text. All very confusing and not sure what benefit it adds. The look and feel of the different screens is off putting and confusing.
<b>This tool could be asset if it addressed the fact that people have varying degrees of computer literacy - clear instructions could be bypassed by the computer knowledgeable and totally used by the complete computer beginners</b>	Once again there were no clear concise instructions how to do a specific function - it is only with the help of technical support and randomly clicking around the screen I managed to find the way on how to do the task

## Conclusions

As a headline conclusion from the feedback received via our users the SIMPATICO software contains some innovative ideas and some useful features and has lasting appeal for some segments of our audience.

This positive start however is let down by a user interface that most users found to be frustrating, clunky and confusing. Smartphone and tablets are currently not supported must also be a priority.

This section outlines the headlines from our user testing and makes some positive suggestions as to how they could be fixed.

## General UI

Almost every user commented that the UI detracts from each piece of functionality therefore the Sheffield pilot would recommend that some UX expertise is brought into the project and some public research and design work is done.

Common themes are that:

### It is not clear how to log in



Most users initially thought that the “Power Switch” icon would switch SIMPATICO off. Most users, including those who were not English speakers felt the word login would be better as most IT users in the UK will recognise this whether they can read this or not.

### The icons are meaningless or misleading



Many users commented that they had to play with “trial and error” to find out which icon did what

### Too many screens

People felt disorientated by moving between many different screens and branding within the session. People commented that the experience felt disjointed and that they felt lost.

Where possible, especially for mobile devices things should be kept on-page. Where it is absolutely required to leave that page users should be re-assured that they are still in the site and have not been sent to somewhere that is insecure. This can be done by ensuring branding is consistent and preparing users for a new window.

Our general security settings in our rooms had to be relaxed for SIMPATICO as pop ups were being blocked.

One user commented that at home she had a very slow connection and the multi-screen approach would take a long time to load and she would have just given up and phoned us.

### Does not work on mobile

70% of public traffic for Sheffield.gov.uk comes from mobile devices such as smartphones and tablets. Our principle is to design digital content for low end, accessible smartphones which many of our vulnerable and digitally excluded users have.

Our testing on mobile devices had to be stopped as this would not work. SIMPATICO must be available for mobile devices to be successful in Sheffield.

### **Text simplification**

Most users, especially users who were non-native English speakers agree that text simplification is a useful feature and that it generally gets good results.

There are however a number of issues which detract from the experience, namely these are:

#### **Users are required to log in to simplify text.**

Many users felt this was a problem and that they would not like to give their personal data to access this type of functionality. One user asked how we could justify this in GDPR legislation.

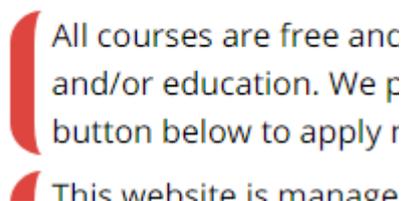
This would also break our own UX guidance in Sheffield where we do not force users to surrender details unless they are required for the process.

#### **The UI icons and prompts are not clear**

The general consensus from users was that the toolbar icons are not clear (as mentioned in general) with text simplification most users struggled with the 3 step process of activating simplification, simplifying the paragraph and then showing the simplified word.

The red markup was generally meaningless to people and many of our cohort needed help. This was further compounded by there being no pointer change or tooltip when the mouse was placed over this.

## Further information



Many users suggested just having a question mark or information icon on the paragraph or even just descriptive clickable help text to reveal the simplification.

Many users also felt the need for a further click for simplification was too clunky and some users did not work this out at all. Again, no tooltip or change of pointer is present and it is not clear what you have to do.

Users felt that this should offer a fully simplified paragraph as soon as it was clicked.

All courses are free and are run by experienced professional staff with backgrounds in social work and/or education. We provide childcare and refreshments. If you would like to find out more use the button below to apply now

Simplified text

All courses are free and are run by experienced professional staff with **backgrounds** in social work and/or education. We provide childcare and **refreshments**. If you would like to find out more use the button below to apply now

### **Free text simplification does not seem to do anything**

This may still be a bug that requires fixing.

### **Citizenpedia**

The same UI elements which let text simplification down are also present here.

The functionality otherwise worked as expected without any real issues other than an early Single Sign On bug which was fixed during testing and that all questions were raised under a project members name rather than the person who actually raised this.

Users were split regarding functionality with some users thinking it would be just as easy to call or email the council. Some people worried about how this would be moderated and whether you could trust the results.

Users again called out popups with redirects, in real use they would either be closed or blocked.

### **Process simplification**

Again a common theme presented itself in this area many users felt that the functionality would be useful and in fact was quite well executed. There were a few issues such as:

#### **The vast majority of users thought the icon was an error on the page**



Most users had to be prompted to click the  icon, when asked what they thought was difficult the overall consensus was that people thought they had lost connection or there had been an error.

#### **Users had to log in a second time when clicking on the map**

This is most likely a bug that has not yet been fixed

#### **Users did not want to be moved to a new window.**

User commented that it was good how, once they had found this the process was shown on the page and could not understand why they had to move to another page.

#### **Once again, icons.**

When they were asked to comment on the process users again could not make sense of the icons.