UserCentriCities

Why user-centric digital government matters and what we can learn from cities and regions

User Centri Cities

Partners

- A 23-city, two-think tank, one-association consortium co-financed by the European Union

- Led by **the Lisbon Council**, **Eurocities** and **VTT Technical Research Centre of Finland**

- Goal: build a platform for local authorities to help them **assess and compare their performance** with their peers, **sharing lessons learnt** about how to implement user-centricity

- How: reinforcing local EU collaboration, online benchmarking dashboard, a support toolkit, best practice repository and annual awards

Lisbon, Tallinn, Berlin declarations

Lisbon 2007

"Deliver eGovernment services that are easier to use and of benefit to all citizens by increasing **user centricity**, improving accessibility, convenience and user experience"

Tallinn 2017

"**User-centricity** principles for design and delivery of digital public services"

Berlin 2020

"To promote a **human-centred**, responsible and common-good oriented development and use of AI and other novel technologies in the public sector"

Why user-centricity matters?

- Better uptake of services from citizens

- Better way to spend public money

- Better public face for government

- Closing the growing democratic gap

- Increase trust in official institutions

- Better social and economic outcomes

Helsinki's Proactive Pre-Primary Education Allocation Service via SMS

- Response rate : 93%

- Acceptance rate 9/10

- 5,591 families reached

Home » Repository

Pre-Primary Education Allocation (Proactive) - Helsinki

City / Region
Helsinki (Finland)

In a nutshell
Since 2021, Helsinki has offered pre-primary education allocation to parents proactively through text messages. Parents of kids of suitable age receive text message offering allocation in a nearby pre-school, and can accept the proposal by responding to the message. No application or filling out complex forms is needed.

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How can we make user-centricity a reality?

User-centricity can only be deployed at scale with careful monitoring and a measurement framework that reaches the local level.

UserCentriCities Dashboard

https://www.usercentricities.eu/ucdashboard

PILLAR AVERAGE		
1. Enablers	72%	
2. User-Centricity Performance	57%	
3. Outcome	40%	

- Based on a list of curated indicators, the **Benchmarking Dashboard** ranks the performance of European cities and regions in designing and delivering digital services that focus on their citizens and their needs.

- **Measuring 3 Pillars**

  - **Enablers** (Skills, Strategies, Ecosystem)
  - **Performance** (Co-Creation, Supply of online Services, Usability, Security and Privacy. Redress and Feedback)
  - **Outcome** (Adoption, Reduction of Burden, Satisfaction, Environmental Impact)

	1.1 - Skills	1.2 - Strategies	1.3 - Ecosystem	2.1 - Co-creation	2.2 - Supply of online services	2.3 - Usability	2.4 - Security and privacy	2.5 - Citizens redress and feedback mechanisms	3.1 - Adoption	3.2 - Reduction of burden	3.3 - Satisfaction	3.4 - Environmental impact
Barcelona city	2/4	4/6	3/3	0/5	3/5	3/4	3/3	2/2	0/2	0/2	0/2	
Catalonia Region	4/4	4/6	3/3	1/5	4/5	3/4	3/3	2/2	1/2	0/2	2/2	
Emilia-Romagna Region	3/4	3/6	2/3	0/5	2/5	2/4	2/3	0/2	2/2	0/2	0/2	
Espoo city	3/4	3/6	3/3	1/5	3/5	2/4	3/3	2/2	1/2	0/2	1/2	
Gothenburg city	4/4	4/6	3/3	4/5	0/5	3/4	2/3	2/2	1/2	1/2	1/2	
Helsinki city	4/4	4/6	3/3	4/5	1/5	3/4	2/3	2/2	1/2	0/2	1/2	
Kronoberg Region Reality Lab (Healthcare)	2/4	3/6	1/3	0/5	1/5	2/4	2/3	1/2	0/2	0/2	2/2	
Kyiv city	3/4	5/6	3/3	2/5	1/5	3/4	2/3	2/2	0/2	1/2	1/2	
Madrid city	2/4	4/6	2/3	2/5	3/5	3/4	3/3	2/2	1/2	1/2	2/2	
Milan city	4/4	5/6	2/3	5/5	3/5	3/4	2/3	2/2	2/2	2/2	1/2	
Murcia city	2/4	1/6	2/3	0/5	3/5	3/4	1/3	2/2	1/2	0/2	0/2	
Rotterdam city	3/4	5/6	3/3	3/5	2/5	2/4	2/3	1/2	2/2	0/2	1/2	
Tallinn city	3/4	5/6	3/3	2/5	3/5	3/4	3/3	2/2	2/2	0/2	2/2	

Rank: 0 %

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UserCentriCities Dashboard

- New enhanced version launches on 01 February 2023

- Open to all cities/regions to asses their performance and compare it with others

- It is an easy to fill in survey that asks answers to the 39 indicators and

https://www.usercentricities.eu/ucdashboard

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Benchmarking Dashboard BETA

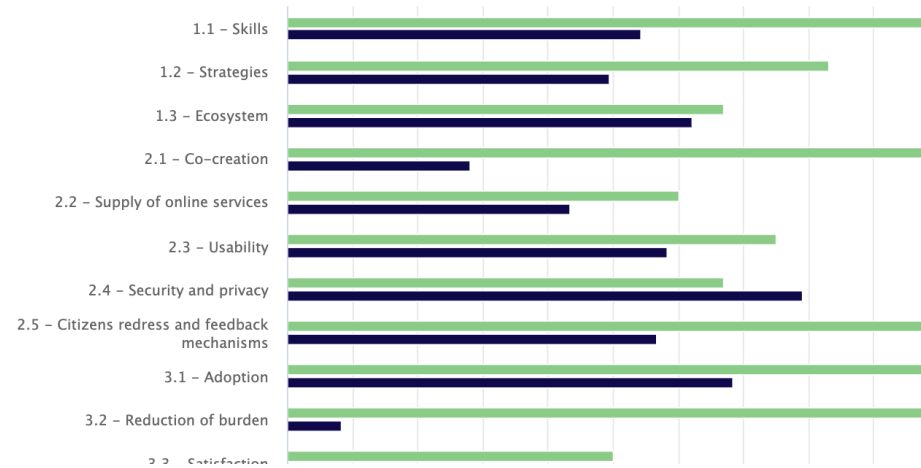Home / Benchmarking Dashboard

MILAN CITY

1.1 – Skills
1.2 – Strategies
1.3 – Ecosystem
2.1 – Co–creation
2.2 – Supply of online services
2.3 – Usability
2.4 – Security and privacy
2.5 – Citizens redress and feedback mechanisms
3.1 – Adoption
3.2 – Reduction of burden
3.3 – Satisfaction

Edit your record
You can update your data

EDIT

Enablers

1.1 - Skills

Does the local authority have internally any position such as service designers OR user researchers OR user experience experts? **No**

Has the local authority provided training on service design or user research to its employees in the last three years? **No**

Has the local authority provided training on ICT to its employees in the last three years? **Yes**
↳ **Evidence:** ICT training is being provided to ICT specialists in a regular basis. ICT training is also offered to the rest of the organisation employees but it is not mandatory.

Has the local authority provided training on ICT to citizens in the last three years? **Yes**
↳ **Evidence:** Several ICT training programmes are in place and they cover a wide range of skills (from beginners until experts). These courses are being taught through Barcelona Activa, the Council's economic development agency under the umbrella of the Cibernàrium programme. Along these 20 years, Cibernàrium has scheduled more than 52,000 training sessions attended by 140,000 different people. The impact these sessions have had on users (cibers) is so positive that they value them with an average score of 8.3. See for instance: https://cibernarium.barcelonactiva.cat/en/fem-20-anys;jsessionid=4FBB-D6D4441189B675824501A8B2F4F0 See for instance https://www.barcelonactiva.cat/en/itacademy See the report for the Cibernarium's 20th anniversary: https://cibernarium.barcelonactiva.cat/documents/10180/0/20years_Cibernarium_ENG_tcm103-51578.pdf/e993a7a2-4ee0-4238-abfd-c5250d23db07

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NEW RESEARCH

The State of UserCentriCities

How cities and regions are creating better digital services by putting citizens' needs at the center
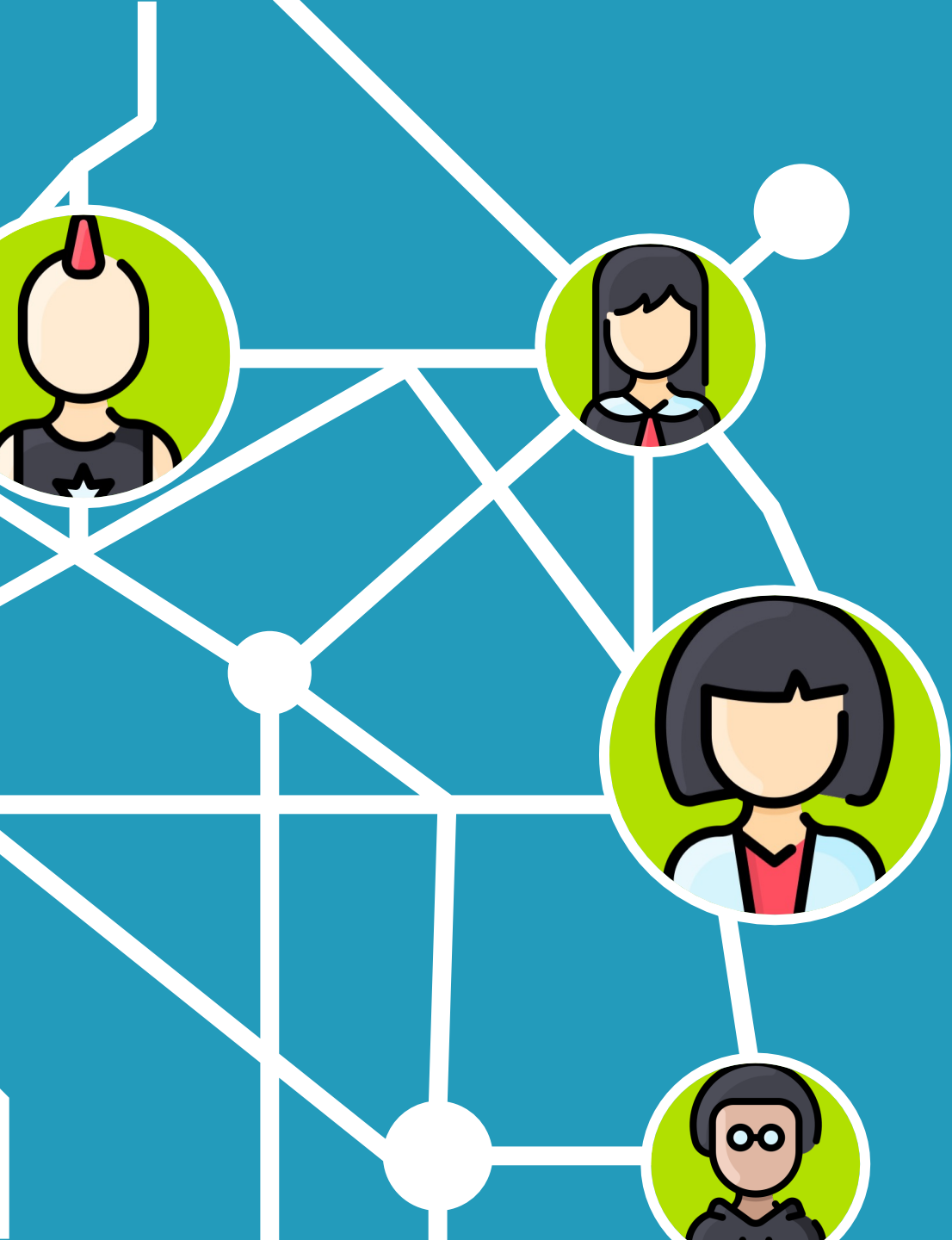
DOWNLOAD THE REPORT

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UserCentriCities LinkedIn Group

https://www.linkedin.com/groups/9028823/

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Thank you!

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