



MEETING OF THE EXPERT GROUP ON THE CITIZENS' INITIATIVE

**IT developments – ECI website and OCS
software**

Agenda

ECI

ECI activities in 2016
ECI activities for 2017

OCS

OCS activities in 2016
OCS activities for 2017
Sneak preview of next OCS "Mobile" release

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Sneak preview of next OCS "Mobile" release

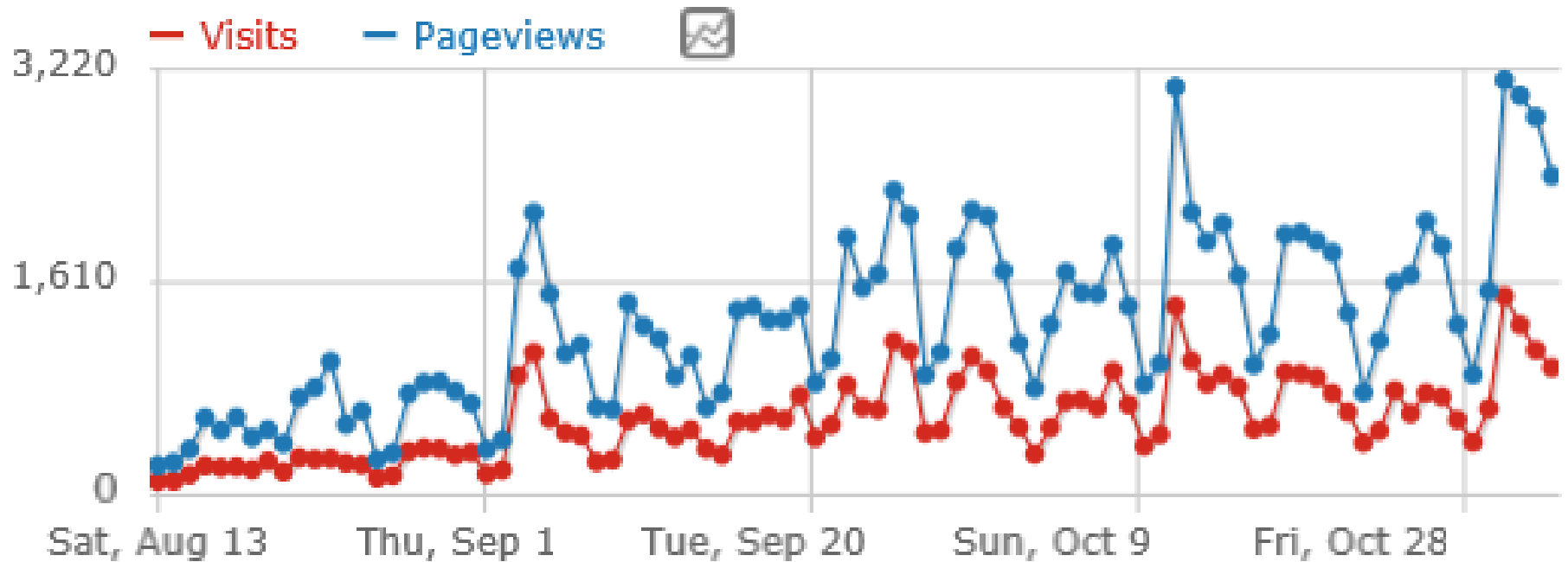
ECI activities in 2016

4 new releases covering:

- Business Continuity
- Improving the communication with the organizers (follow-up page)
- New statistic module

ECI new web site statistics module

(Available since August 2016)



ECI new web site statistics module

Average on a daily basis:

967 visits, **895** unique visitors

2 min 36s average visit duration

59% visits have bounced (left the website after one page)

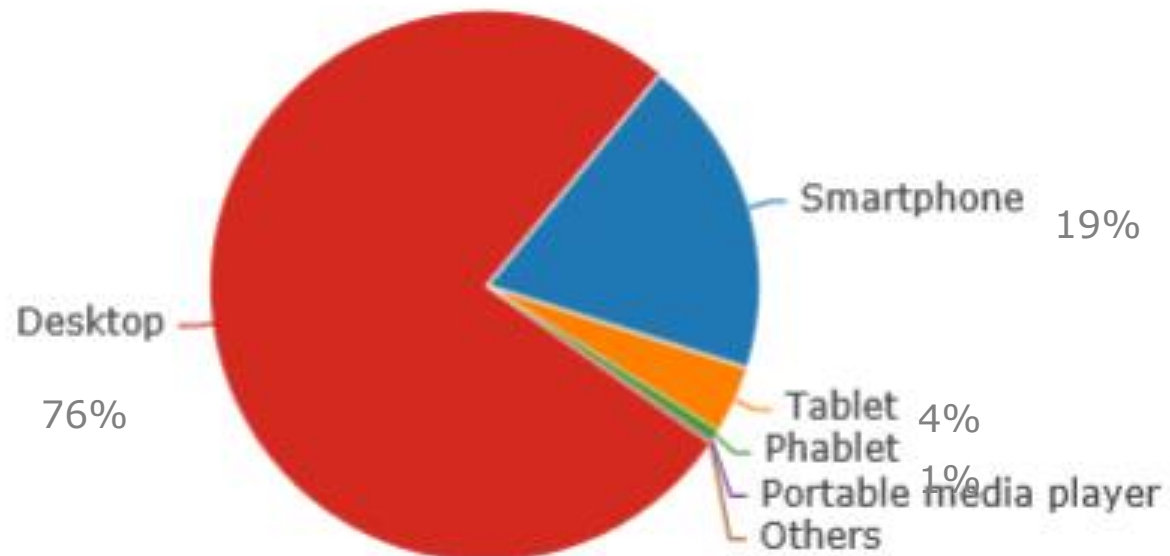
2.8 actions (page views, downloads, outlinks and internal site searches) per visit

2,409 pageviews, **1,745** unique pageviews

ECI web site statistics

Device type

— Visits 



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ECI activities for 2017

Focus on:

- Business Continuity
- Document management
- Translation workflow
- Communication with Organizers
- User Experience for the ECI organizer

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OCS activities in 2016

OCS 1.9 *release delivered:*

Covering social media improvement

OCS User Experience study:

- Improving the experience of the citizens and the organizers
- Going to mobile

OCS activities in 2016

Some organisers feedback related to the Captcha usage:

"The obligation to use strong Captcha is discouraging some people to support the initiatives"

Commission position on Captcha:

- Applying Commission Implementing Regulation (1179 /2011)
- OCS implementation is using J-Captcha, The open source java framework for captcha which offers the required guarantee in terms of transparency and security.

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OCS activities for 2017

Implementation of the "mobile" version:

- *Better User experience for Desktop and Mobile version*
 - *Public interface (Q2 2017)*
 - *Administration interface (Q4 2017)*
- *Responsive web application designed for mobile devices.*

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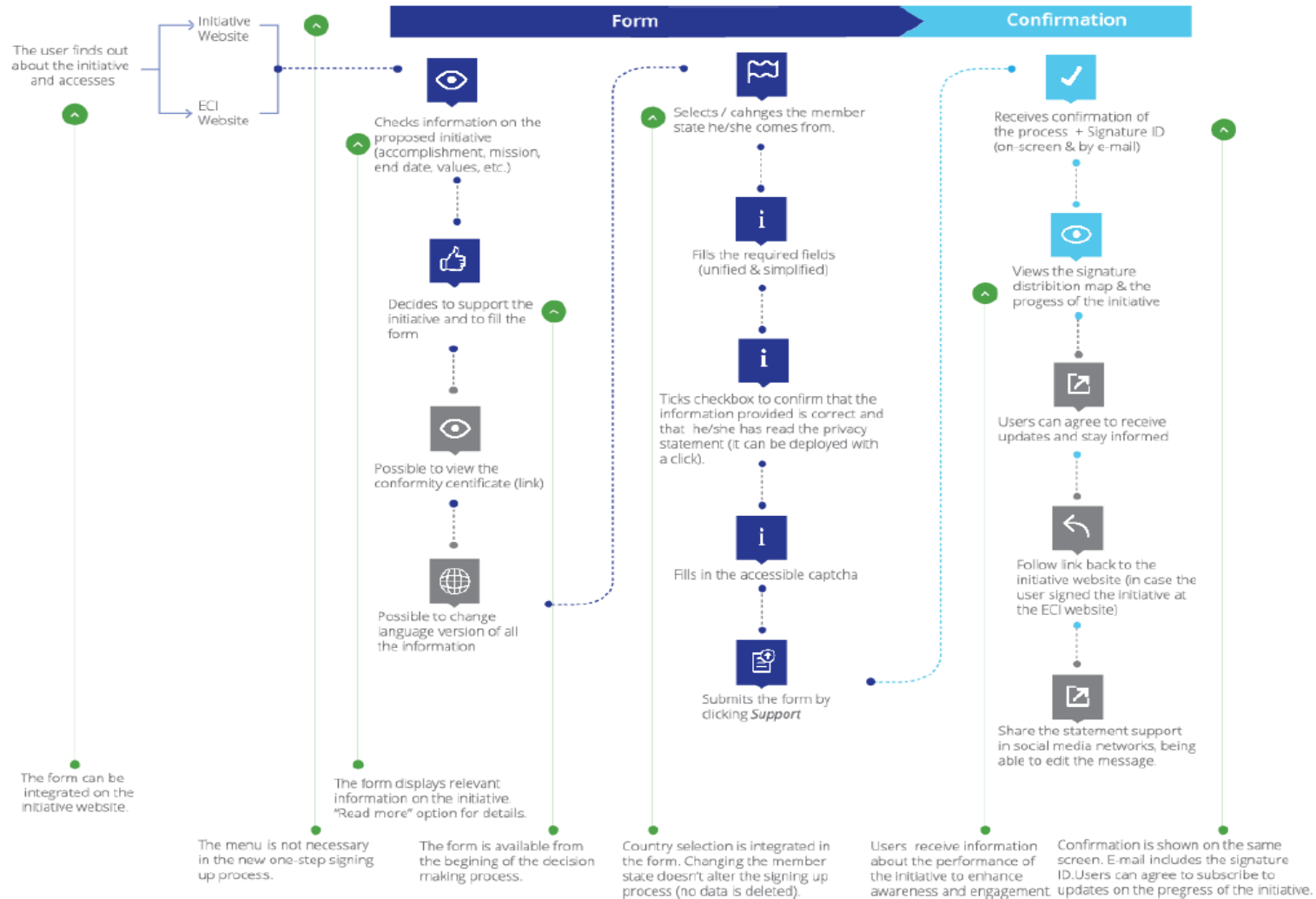
OCS

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European Commission

Public interface: New journey proposal



Design improvement's key points

The **user-friendliness** of a website really matters
Users should feel they **have the control** and
**experiment memorable experiences Look &
Feel**



Functional simplification:

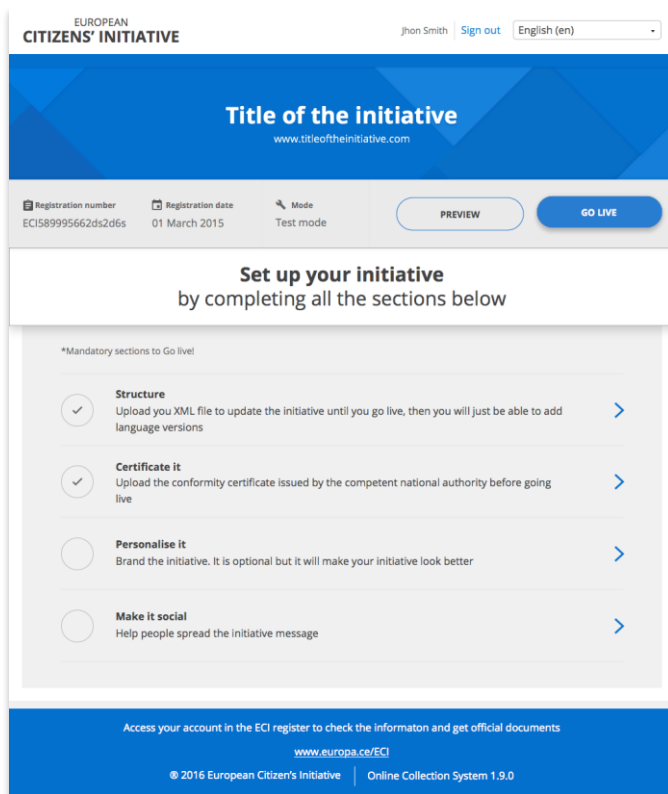
- Group steps according to task performed and information provided
- Layout as a pattern to reduce the curve of learning

Continuous feedback:

- Error prevention
- Setting up initiative

Task-oriented:

- Task-oriented dashboard to provide user awareness of the steps to set up the initiative
- Focus on calls to action by having one clear main task per page.



OCS new Public interface

Desktop

Common elements to ease process

Minimalist design, everything is essential

Provide help and extra information

Prevent and recover from errors

The desktop interface features a top navigation bar with 'EUROPEAN CITIZENS' INITIATIVE', 'Privacy statement', 'Conformity certificate', and a language dropdown set to 'English (en)'. A prominent pink banner reads 'Wake up Europe. Taking action to safeguard the European democratic project'. Below this, a social media bar shows 700,033 supporters. The main content area is titled 'Support this initiative by filling this form' and includes a 'Subject matters' section with a text block and a 'Supporters' counter showing 25% (2,500 / 15,000). A 'Recent supporters' list is visible at the bottom. A form on the right contains fields for 'Member state you come from' (United Kingdom), 'Resident in the United Kingdom?' (Yes), 'Personal information' (Full name: James, Family name: Stewart, Date of birth: 22/09/1986), and 'Current address' (Address: Gloucestershire 123, City: Leicester, Postal code: 052585). A red-bordered error message box states: 'Postal Code seems not to be in a correct format. How to: UK Postal codes are alphanumeric and variable in length (6-8 characters). Each Postal Code is divided into two parts separated by a single space: the outward code and the inward code. Know more about UK Postal Code'. A 'SUPPORT' button is at the bottom with the text 'By clicking on "Support" I accept the Terms and conditions.'

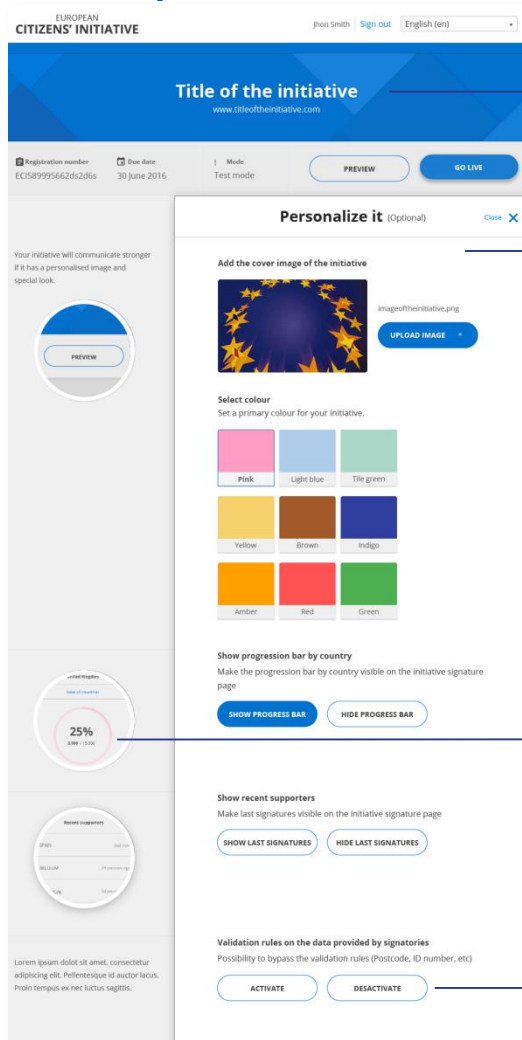
Mobile

The mobile interface is a simplified version of the desktop one. It features a top navigation bar with 'EUROPEAN CITIZENS' INITIATIVE', 'Privacy statement', 'Conformity certificate', and a language dropdown set to 'English (en)'. A pink banner reads 'Wake up Europe. Taking action to safeguard the European democratic project'. Below this, a 'Support this initiative by filling this form' section includes a 'Due date' (23 April 2016) and 'Registration number' (ECIS89995662ds2d6s). A 'Supporters' counter shows 25% (2,500 / 15,000). A 'SUPPORT' button is at the bottom with the text 'By clicking on "Support" I accept the Terms and conditions.'

This screenshot shows two parts of the mobile interface. The top part is a CAPTCHA screen with the text 'Enter the characters you see in the picture' and a blue box containing the characters 'V X + f'. Below this is a confirmation screen with a checked checkbox and the text: 'I hereby certify that the information that I have provided in this form is correct and that I have not already supported this proposed citizens' initiative.' At the bottom, a large blue 'SUPPORT' button is displayed with the text 'Now you can support this initiative' above it and 'By clicking on "Support" I accept the Terms and conditions.' below it.

OCS new admin interface

Desktop



Visible and available information

Recognizable layout (no learning needed)

Combination of guided process and freedom to choose steps

Flexible and efficient process



European
Commission

Q&A