

MY DIGITAL EU - A DESIGN FOR CITIZEN INFORMATION PLATFORMS

- It was found that EU website design is not centered around the purpose of informing citizens

- Issues:

- 1 Structure of website representing organizational structure, not citizen-centric
 - 2 Lack of connection between general concepts and specific information
 - 3 Deficits in presentation of information
 - 4 Lack of completeness and preciseness of information
- Proposed design principles:
 - Structure website based on informative value it provides
 - Structure website hierarchically in order to provide context
 - Provide complete necessary information without overloading the website
 - Stick to the generally acknowledged Website Content Accessibility Guidelines
 - Present information appropriately using visual presentations and respective difficulty of text

Comparison between EU websites and the new proposed design



The image shows a side-by-side comparison of the current EU website and a proposed design. The current website (left) is cluttered with text and lacks clear navigation. The proposed design (right) is clean, user-centered, and uses a compass metaphor to organize information.

1 The proposed design features a clear navigation bar and a central compass graphic with four quadrants: SKILLS, GOVERNMENT, INFRASTRUCTURES, and BUSINESS.

2 The proposed design uses a grid layout to present key data points, such as:

- Skills:** ICT Specialists: 20 million + Gender convergence; Basic Digital Skills: min 80% of population.
- Digital transformation of businesses:** Tech up-take: 75% of EU companies using Cloud/AI/Big Data; Innovators: grow scale-ups & finance to double EU Unicorns; Late adopters: more than 90% of SMEs reach at least a basic level of digital intensity.
- Secure and sustainable digital infrastructures:** Connectivity: Gigabit for everyone, 5G everywhere; Cutting edge Semiconductors: double EU share in global production; Data - Edge & Cloud: 10,000 climate-neutral highly secure edge nodes; Computing: first computer with quantum acceleration.
- Digitalisation of public services:** Key Public Services: 100% online; e-Health: 100% of citizens having access to medical records; Digital Identity: 80% of citizens using digital ID.

3 The proposed design includes a list of digital rights and principles:

- Putting people and their rights at the centre of the digital transformation
- Supporting solidarity and inclusion
- Ensuring freedom of choice online
- Fostering participation in the digital public space
- Increasing safety, security and empowerment of individuals
- Promoting the sustainability of the digital future

4 The proposed design highlights a 20% target for the Recovery and Resilience Facility and lists key areas of partnership: 6G, Quantum, and Use of technology to fight climate change and environmental challenges.

The proposed design also includes a 'Welcome to My Digital EU' section with a clear mission statement and a 'History of the EU Digitalisation Projects' section, which is more structured and easier to read than the current website's history page.