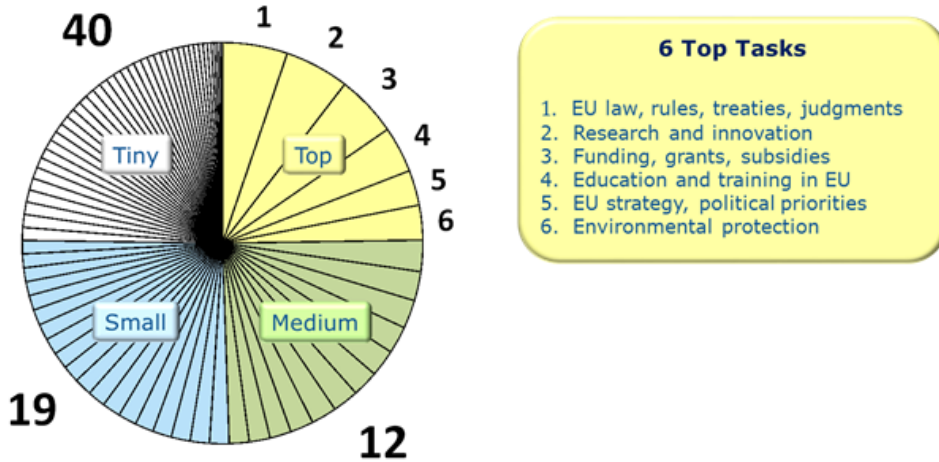


01. The basis for evidence-based decisions

The Commission wants citizens to know about their rights, perceive that the EU is working to improve their lives and know that their voices are heard. One of its objectives is therefore to build a **coherent, relevant and cost-effective** web presence. The Commission both monitors and measures its web presence to ensure its decisions to improve the web presence are **based on evidence**.

A central element of the Commission's web presence is a common, task-based, top-level architecture (highest level of menu labels) giving access to the whole range of the Commission's content to all its diverse stakeholders. The top-level architecture consists of 15 content classes based on/built from the 77 Commission-wide user tasks collectively identified by all DGs and ranked by users through a poll in 24 languages which received close to 107, 000 responses.

Concerning the tasks, six areas stood out as being the most important for respondents, irrespective of where they work and where they live:



Monitoring means continuous observation or surveillance, whereas **measuring** means determining an actual dimension or value, and how much it differs from a required value.

The Commission is collecting the following evidence on its web presence:

- [User experience: the Satisfaction Index](#)
- [Task performance: completion rate](#)
- [Web traffic and usage: analytics data](#)