

02. Task-based information architecture

Reasons for building a task-based information architecture

In 2014, following its own research and having examined findings from external experts and national public sector implementations, Europa Web Communication at DG Communication adopted a task-based approach to the architecture for the European Commission's web presence.

The principal reasons for adopting a task-based approach are as follows

- it offers significant advantages for both external and internal colleagues working on content
- it avoids making users think and potentially, hesitate
- basing site architecture on content is more efficient as it avoids content duplication and unnecessary maintenance costs

The case for a task-based architecture is reinforced by findings from Europa Web Communication's own research and analysis on the task 'Funding, tenders' (see below) which show a very strong consistency in users' top tasks, regardless of audience grouping across criteria.

- 'employment status'

Tasks	Employed	Retired	Self-employed	Student	Unemployed	Total
1 Open calls, current opportunities for funding, grants	8.3%	5.0%	7.9%	5.5%	7.8%	7.9%
2 Upcoming calls, opportunities for funding, grants, subsidies	7.3%	6.2%	7.5%	5.3%	6.4%	7.1%
3 How to apply for funding, grants, subsidies	5.0%	5.8%	5.7%	6.9%	5.9%	5.4%
4 Submit an application	5.6%	4.3%	4.3%	4.0%	5.4%	5.2%
5 Eligibility for funding, grants, subsidies (can I apply)	3.1%	4.3%	4.7%	3.8%	7.2%	4.3%
6 Types of funding (grants, subsidies, scholarships, consortium grants, managing body)	3.1%	2.4%	3.6%	5.9%	6.2%	3.6%
7 Day-to-day running of a project (reporting, amendments, payments)	4.5%	1.8%	1.6%	1.2%	1.5%	3.5%
8 Guidance, help, training on submitting proposals	3.5%	4.2%	3.2%	3.2%	3.7%	3.4%
9 Notification of new calls for proposals, tender	3.8%	1.9%	3.5%	1.5%	1.9%	3.4%
10 Rules, procedures, guidelines for managing projects/contracts	3.8%	3.2%	2.5%	2.2%	2.1%	3.3%
11 Projects funded (by country, type, theme)	3.0%	3.8%	3.0%	4.9%	4.9%	3.3%
12 Objectives of a call for proposals, of a programme	3.6%	2.6%	3.2%	1.8%	1.8%	3.3%
13 Find project partners	3.1%	4.2%	3.2%	2.5%	2.6%	3.1%
14 Become an expert for the European Commission (calls for experts)	2.5%	4.8%	3.9%	2.2%	2.2%	2.7%
15 Deadlines for submitting proposals	2.9%	1.8%	2.2%	2.0%	2.6%	2.6%
16 Events, info days on funding opportunities	2.7%	2.4%	2.9%	2.0%	1.4%	2.6%
17 Evaluation criteria for submitted proposals	2.6%	3.3%	2.5%	1.6%	1.9%	2.5%
18 Timeline for the funding process (important dates)	2.1%	1.4%	2.4%	2.5%	1.6%	2.2%
19 Impact, outcome of a programme, project or study	1.9%	3.4%	1.8%	3.9%	1.7%	2.1%
20 Material to raise awareness of funding opportunities	2.0%	1.5%	2.3%	2.3%	2.1%	2.0%

- 'workplace'

Tasks	EU institutions	Local, regional authority	National government	Non-profit, NGO, civil society organisations	Other international organisations	Private sector: large companies (>250 employees)	Private sector: medium-sized (50-249 employees)	Private sector: small companies (<50 employees)	Private sector: start-up	Total
1 Open calls, current opportunities for funding, grants	7.1%	8.2%	8.0%	9.6%	9.1%	6.9%	6.8%	7.9%	7.3%	7.9%
2 Upcoming calls, opportunities for funding, grants, subsidies	6.0%	7.3%	7.1%	8.2%	4.9%	6.4%	6.7%	6.9%	6.7%	7.1%
3 How to apply for funding, grants, subsidies	6.1%	5.5%	4.8%	4.9%	4.1%	5.2%	4.2%	5.3%	6.4%	5.4%
4 Submit an application	4.2%	4.8%	4.5%	6.4%	5.7%	4.7%	4.9%	5.8%	4.1%	5.2%
5 Eligibility for funding, grants, subsidies (can I apply)	4.2%	4.0%	3.5%	3.8%	5.5%	4.0%	3.8%	4.0%	5.7%	4.3%
6 Types of funding (grants, subsidies, scholarships, consortium grants, managing body)	3.9%	3.4%	3.5%	3.0%	3.4%	3.4%	2.6%	3.3%	3.6%	3.6%
7 Day-to-day running of a project (reporting, amendments, payments)	3.0%	4.1%	4.2%	5.2%	3.9%	4.3%	3.7%	2.5%	1.5%	3.5%
8 Guidance, help, training on submitting proposals	2.5%	3.9%	4.1%	3.3%	3.1%	2.6%	2.9%	2.9%	3.9%	3.4%
9 Notification of new calls for proposals, tender	3.1%	3.2%	3.5%	4.5%	4.0%	3.7%	3.7%	4.0%	3.3%	3.4%
10 Rules, procedures, guidelines for managing projects/contracts	3.1%	3.7%	3.7%	4.3%	6.1%	2.9%	3.0%	3.0%	2.0%	3.3%
11 Projects funded (by country, type, theme)	2.9%	2.7%	3.1%	2.8%	3.8%	4.1%	3.5%	2.7%	3.4%	3.3%
12 Objectives of a call for proposals, of a programme	2.7%	3.5%	3.5%	4.4%	4.2%	3.3%	3.5%	2.9%	2.8%	3.3%
13 Find project partners	2.2%	3.9%	3.3%	2.9%	3.2%	2.4%	3.5%	3.3%	3.4%	3.1%
14 Become an expert for the European Commission (calls for experts)	2.2%	2.6%	3.4%	1.9%	3.1%	2.9%	2.4%	2.9%	2.6%	2.7%
15 Deadlines for submitting proposals	2.5%	2.3%	2.4%	3.2%	2.6%	2.1%	2.6%	2.6%	2.6%	2.6%
16 Events, info days on funding opportunities	2.2%	3.6%	2.7%	2.7%	2.0%	2.9%	2.2%	2.6%	2.7%	2.6%
17 Evaluation criteria for submitted proposals	2.2%	2.4%	2.9%	2.5%	2.2%	2.6%	2.3%	2.3%	3.0%	2.5%
18 Timeline for the funding process (important dates)	1.4%	2.1%	2.3%	2.2%	2.0%	2.1%	1.9%	2.3%	2.2%	2.2%
19 Impact, outcome of a programme, project or study	2.8%	1.8%	2.1%	1.6%	1.6%	1.9%	1.7%	1.7%	1.8%	2.1%
20 Material to raise awareness of funding opportunities	3.6%	2.5%	2.1%	1.6%	1.8%	1.3%	1.6%	2.4%	2.5%	2.0%

- 'occupation'

Tasks	EU institutions	Local, regional authority	National government	Non-profit, NGO, civil society organ...	Other international organisations (n...	Private sector: large companies (>25...	Private sector: medium-sized (50-249...	Private sector: small companies (<50...	Private sector: start-up	Total
1 Open calls, current opportunities for funding, grants	7.1%	8.2%	8.0%	9.6%	9.1%	6.9%	6.8%	7.3%	7.9%	
2 Upcoming calls, opportunities for funding, grants, subsidies	6.0%	7.3%	7.1%	8.2%	4.9%	6.4%	6.7%	6.7%	7.1%	
3 How to apply for funding, grants, subsidies	6.1%	5.5%	4.8%	4.9%	4.1%	5.2%	4.2%	6.4%	5.4%	
4 Submit an application	4.2%	4.8%	4.5%	6.4%	5.7%	4.7%	4.9%	4.1%	5.2%	
5 Eligibility for funding, grants, subsidies (can I apply)	4.2%	4.0%	3.5%	3.8%	5.5%	4.0%	3.8%	4.0%	4.3%	
6 Types of funding (grants, subsidies, scholarships, consortium grants, managing body)	3.9%	3.4%	3.5%	3.0%	3.4%	3.4%	2.6%	3.3%	3.6%	
7 Day-to-day running of a project (reporting, amendments, payments)	3.0%	4.1%	4.2%	5.2%	3.9%	4.3%	3.7%	2.5%	3.5%	
8 Guidance, help, training on submitting proposals	2.5%	3.9%	4.1%	3.3%	3.1%	2.6%	2.9%	2.9%	3.4%	
9 Notification of new calls for proposals, tender	3.1%	3.2%	3.5%	4.5%	4.0%	3.7%	3.7%	4.0%	3.3%	
10 Rules, procedures, guidelines for managing projects/contracts	3.1%	3.7%	3.7%	4.3%	6.1%	2.9%	3.0%	3.0%	3.3%	
11 Projects funded (by country, type, theme)	2.9%	2.7%	3.1%	2.8%	3.8%	4.1%	3.5%	2.7%	3.3%	
12 Objectives of a call for proposals, of a programme	2.7%	3.5%	3.5%	4.4%	4.2%	3.3%	3.5%	2.9%	3.3%	
13 Find project partners	2.2%	3.9%	3.3%	2.9%	3.2%	2.4%	3.5%	3.3%	3.1%	
14 Become an expert for the European Commission (calls for experts)	2.2%	2.6%	3.4%	1.9%	3.1%	2.9%	2.4%	2.9%	2.7%	
15 Deadlines for submitting proposals	2.5%	2.3%	2.4%	3.2%	2.6%	2.1%	2.6%	2.6%	2.6%	
16 Events, info days on funding opportunities	2.2%	3.6%	2.7%	2.7%	2.0%	2.9%	2.2%	2.6%	2.7%	
17 Evaluation criteria for submitted proposals	2.2%	2.4%	2.9%	2.5%	2.2%	2.6%	2.3%	2.3%	2.5%	
18 Timeline for the funding process (important dates)	1.4%	2.1%	2.3%	2.2%	2.0%	2.1%	1.9%	2.3%	2.2%	
19 Impact, outcome of a programme, project or study	2.8%	1.8%	2.1%	1.6%	1.9%	1.7%	1.7%	1.7%	2.1%	
20 Material to raise awareness of funding opportunities	3.6%	2.5%	2.1%	1.6%	1.8%	1.3%	1.6%	2.4%	2.0%	

- 'country of residence'

Tasks	Austria	Belgium	Bulgaria	Croatia	Cyprus	France	Germany	Greece	Hungary	Ireland	Italy	Latvia	Lithuania	Poland	Portugal	Romania	Slovakia	Slovenia	Spain	Sweden	United Kingdom	Total
1 Open calls, current opportunities for funding, grants	10.7%	6.5%	6.4%	6.4%	6.7%	7.1%	8.9%	8.3%	10.6%	8.4%	10.2%	7.2%	5.1%	4.9%	6.9%	9.3%	12.3%	12.3%	12.3%	12.3%	12.3%	7.1%
2 Upcoming calls, opportunities for funding, grants, subsidies	5.5%	6.1%	7.0%	6.2%	6.5%	7.1%	8.9%	8.8%	6.0%	8.9%	10.3%	7.4%	6.8%	4.6%	5.6%	4.0%	4.3%	7.4%	7.8%	7.8%	7.8%	6.4%
3 How to apply for funding, grants, subsidies	6.2%	4.1%	7.2%	6.6%	6.6%	3.1%	6.1%	3.8%	4.3%	6.2%	4.4%	6.6%	4.4%	6.1%	5.1%	2.6%	4.6%	4.6%	6.1%	6.3%	6.1%	4.4%
4 Submit an application	12.1%	4.5%	2.4%	2.4%	6.9%	5.1%	6.1%	4.1%	6.2%	7.5%	6.7%	6.7%	5.1%	7.3%	6.7%	2.8%	4.6%	6.1%	6.3%	6.1%	4.6%	4.3%
5 Eligibility for funding, grants, subsidies (can I apply)	4.3%	2.3%	6.7%	3.7%	1.2%	3.9%	3.9%	4.3%	2.4%	5.0%	3.6%	6.1%	2.2%	3.9%	4.7%	2.2%	6.2%	4.1%	4.6%	4.6%	4.6%	4.3%
6 Types of funding (grants, subsidies, scholarships, consortium grants, managing body)	3.1%	3.3%	4.7%	4.3%	3.7%	3.1%	2.3%	4.9%	2.9%	6.7%	2.9%	12.2%	3.9%	3.3%	3.4%	1.0%	2.7%	3.6%	3.9%	2.9%	2.9%	3.6%
7 Day-to-day running of a project (reporting, amendments, payments)	3.3%	2.9%	1.9%	2.7%	5.6%	4.6%	2.4%	2.6%	3.7%	4.1%	2.3%	1.1%	4.6%	3.7%	2.6%	2.1%	4.2%	4.1%	3.3%	4.4%	4.4%	3.6%
8 Guidance, help, training on submitting proposals	2.9%	2.6%	6.6%	3.1%	4.2%	1.9%	2.2%	3.3%	4.1%	3.1%	4.9%	1.7%	3.3%	4.6%	4.6%	2.7%	3.2%	1.1%	3.4%	3.4%	3.4%	3.4%
9 Notification of new calls for proposals, tender	3.4%	4.4%	4.9%	3.0%	2.7%	4.9%	3.9%	3.7%	5.0%	6.2%	2.2%	3.9%	4.1%	3.9%	4.9%	3.9%	4.4%	3.9%	3.1%	4.2%	4.4%	3.4%
10 Rules, procedures, guidelines for managing projects/contracts	3.9%	2.8%	6.4%	4.3%	2.6%	3.9%	4.3%	2.4%	3.6%	3.2%	2.1%	1.0%	2.8%	4.9%	3.6%	3.1%	2.9%	2.8%	4.8%	4.9%	5.1%	3.3%
11 Projects funded (by country, type, theme)	3.9%	2.9%	2.9%	2.9%	1.5%	4.1%	3.1%	1.9%	2.5%	2.1%	6.9%	6.6%	6.6%	4.9%	3.9%	2.2%	3.6%	2.9%	2.4%	1.9%	3.3%	3.3%
12 Objectives of a call for proposals, of a programme	2.9%	4.6%	1.6%	2.1%	3.7%	4.4%	2.7%	3.3%	3.1%	4.9%	3.6%	1.0%	4.9%	2.3%	2.4%	4.0%	4.9%	3.7%	6.1%	3.7%	3.9%	3.9%
13 Find project partners	1.9%	2.6%	4.9%	2.6%	3.1%	3.6%	1.9%	3.3%	2.4%	2.2%	3.3%	2.8%	1.1%	2.6%	4.9%	4.0%	3.1%	3.2%	1.1%	3.9%	3.1%	3.1%
14 Become an expert for the European Commission (calls for experts)	2.6%	2.6%	3.6%	2.9%	2.7%	2.7%	2.6%	2.6%	2.2%	2.6%	1.6%	2.6%	2.6%	3.4%	3.1%	2.6%	3.7%	2.2%	2.6%	2.6%	2.6%	2.7%
15 Deadlines for submitting proposals	3.9%	2.6%	3.7%	2.2%	2.7%	1.9%	2.6%	2.9%	3.9%	2.9%	2.3%	1.4%	3.4%	4.9%	2.9%	3.7%	3.9%	2.6%	1.9%	3.7%	3.7%	2.9%
16 Events, info days on funding opportunities	2.1%	4.9%	1.9%	1.9%	2.6%	2.1%	2.9%	2.9%	1.0%	1.0%	3.0%	2.2%	2.3%	1.7%	3.9%	3.9%	2.4%	2.9%	2.9%	2.4%	2.9%	2.9%
17 Evaluation criteria for submitted proposals	2.2%	2.7%	3.4%	1.8%	4.9%	2.6%	2.1%	2.1%	3.9%	3.9%	2.6%	0.2%	3.3%	3.9%	2.2%	2.4%	3.9%	2.6%	2.4%	2.9%	2.9%	2.9%
18 Timeline for the funding process (important dates)	2.2%	1.7%	2.9%	1.7%	4.9%	2.6%	2.6%	2.6%	2.1%	2.1%	1.9%	1.9%	3.9%	1.4%	2.1%	1.2%	1.9%	2.2%	3.6%	2.7%	2.7%	2.2%
19 Impact, outcome of a programme, project or study	2.2%	2.6%	2.1%	2.6%	2.2%	2.1%	1.9%	2.1%	2.7%	1.3%	1.7%	2.3%	1.9%	1.2%	2.4%	3.9%	2.1%	2.6%	1.3%	1.2%	1.2%	2.1%
20 Material to raise awareness of funding opportunities	6.7%	3.6%	3.2%	1.2%	3.7%	3.9%	1.1%	3.9%	1.4%	3.9%	3.2%	2.1%	3.9%	4.9%	1.6%	2.4%	1.3%	3.9%	1.4%	3.9%	1.4%	3.9%

Background

Additional reasons why DTT supported a task-based approach over an audience-based approach are outlined below.

Research shows that in an audience-based approach, users may

- find it difficult to identify themselves among pre-determined audience groupings. Not all users will interpret audience groupings in the same way. Some users may not understand the groupings. Some users may identify with one or more audiences
- feel that a particular piece of content is only for a specific user – some users may ignore information that is relevant to them and may even conclude that the information they need is not available
- have needs that change between visits
- question whether content under an audience grouping is *for* that audience or *about* that audience
- question whether there is additional content elsewhere on the same subject, irritating users and reducing their trust in site content

Furthermore, in an audience-based approach, internal teams may

- have difficulties in defining audience groupings – often, users are not easily categorised
- find issues with duplicate and overlapping content
- need to generate and maintain a greater volume of content
- face increased risks and reduced efficiencies in managing and maintaining content

References

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<http://www.gerrymcgovern.com/new-thinking/why-audience-navigation-usually-doesn%E2%80%99t-work>

Contact and support

If you require further assistance, please contact:

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