

# 01. User tasks

## Original research

To establish the main needs of people using the Commission web presence (their 'top tasks'), a cross-DG team (COMM, DIGIT, DGT) undertook extensive and ground-breaking research, resulting in a list of [77 user tasks](#). In May 2014, users of Commission websites were polled to establish the most important reasons why they interact with the organisation. The poll was done in 24 languages and close to 107,000 responses were received.

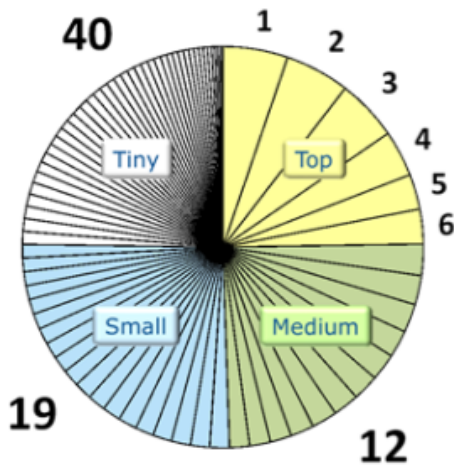
The research is based on a rigorous [methodology](#) that has been used successfully with many companies and organisations over the past 15 years. The methodology allows us to see in the precise, statistical terms the main reasons, i.e. the 'top tasks' of people when they arrive at our sites. The analysis of the results constitutes a strong, evidence-based foundation for the architecture of the Commission web presence.

## 6 top tasks, 12 medium tasks, 19 small tasks and 40 tiny tasks

**106,792 valid responses** to the survey were collected from all over the world, **85% from EU Member States**. **More than 40,000 people volunteered** to help with future tests and research.

Concerning the tasks, **six areas stood out** as being the most important for the respondents. These 'top tasks' received as many votes as the bottom 40 tasks and turned out to be highly stable across all audience profiles.

- Yellow = 6 top tasks = first 25% of the vote
- Green = 12 medium tasks = the second 25%
- Blue = 19 small tasks = the third 25%
- White = 40 tiny tasks = the fourth 25%



	Task	VOTES
1	EU law, rules, treaties, judgments	83931
2	Research and innovation	83306
3	Funding, grants, subsidies	79414
4	Education and training in EU	59623
5	EU strategy, political priorities	45331
6	Environmental protection	44921
7	Jobs, traineeships at the European Commission	40358
8	Find a job in another EU country	37657
9	EU news, announcements, press releases	36809
10	Human rights, fundamental rights	35274
11	Working in an EU country (rights, permits, benefits)	34986
12	Order, download an EU publication	33794
13	Track policy and law making process, updates	33558

14	Statistics and forecasts	<b>32983</b>
15	About the European Union (role, structure, how it works, origin)	<b>30065</b>
16	Food and farming (production and safety)	<b>27703</b>
17	Climate change, global warming	<b>26932</b>
18	Regional, rural and urban development	<b>25764</b>
19	Freedom of information (transparency, access to documents)	25157
20	About the European Commission (role, structure, how it works)	24866
21	Product safety, conformity, certification	24660
22	National implementation of EU law, infringements	24326
23	Public health, disease prevention	23933
24	Culture (heritage, arts, films, Capitals of Culture)	23907
25	Doing business in the EU	23650
26	Economic growth, financial stability in EU (crisis, assistance to member states)	23215
27	Doing business with the European Commission (calls for tenders, bids)	23021
28	Conferences, summits, meetings, events	22111
29	Industry norms and standards	21474
30	Employing people (recruitment, terms and conditions, redundancies)	21103
31	Recognition of educational, professional qualifications	20677
32	Energy efficiency	20226
33	Travel within, to and from EU (documents, visa, consular help, currencies)	19166
34	Moving to another EU country (residence formalities)	17958
35	Banking and financial markets (reform, regulation)	17895
36	Relations with non-EU countries, international organisations (diplomacy, cooperation agreements)	17895
37	Languages in the EU (diversity, translation, interpreting)	17295
38	Competition (state aid, cartels, mergers, anti-trust)	16638
39	Development and humanitarian aid	16625
40	Healthcare in another EU country	16114
41	Contact European Commission, European Union	15716
42	Trade with non-EU countries (import, export, agreements, anti-dumping)	15546
43	Loans, access to finance, microfinance	14796
44	Initiate, contribute to law making (public consultations, citizen's initiative)	13256
45	Public procurement (contracts with public authorities, governments)	12850
46	Euro (coins, notes, eurozone, Economic and Monetary Union)	12703
47	Intellectual property, copyright, trademarks, patents	12411
48	Customs, tariffs, quotas, duties	12050
49	Privacy, data protection	11917
50	Consumer and passenger rights	11838
51	EU labels (eco labels, quality labels, audits)	11793
52	Immigration into the EU (asylum, reuniting family, integration)	11771
53	EU budget	11738

54	EU vocabulary and abbreviations	11076
55	Voting in the EU	10659
56	Crime, fraud, corruption, human trafficking	10528
57	Security, defence (terrorism, sanctions, critical infrastructure)	10043
58	Chemicals (approval)	9910
59	Volunteering opportunities	9692
60	Corporate social responsibility for business	9455
61	E-government	9448
62	Taxation, excise (not VAT)	8767
63	Accession of new countries to the EU, enlargement	8678
64	VAT (Value Added Tax)	8098
65	Judicial cooperation between EU countries, recognition of judgments	7549
66	Pensions, retirement in another EU country	7433
67	Transport safety (air, road, banned airlines)	7256
68	Complaints to the European Commission	6673
69	Resource security (oil, gas, raw materials)	6556
70	Family (marriage, divorce, partnerships, adoption)	6378
71	Emergencies, disasters, civil protection	5944
72	Visit EU institutions, guided tours	5530
73	European Commissioner profiles	5157
74	Goods allowed when crossing borders (alcohol, cigarettes, cash, pets)	4097
75	Driving licence validity in EU countries	3732
76	Vehicles (buying, selling, registration, taxes, insurance)	3473
77	President of the Commission (profile, agenda)	3042

## Detailed results

- [Task identification process and results: factsheet \(PDF\)](#)
- [The 77 user tasks: PDF](#)
- [EC-wide top tasks detailed results: ppt presentation to DGs, 11 July 2014](#)

## Methodology

To prepare the poll, a **comprehensive longlist** of potential [Commission-wide user tasks](#) was built from a wide range of sources, including:

- an analysis of the Commission's work programmes, working methods and procedures
- interviews with communications and web teams in the DGs
- analysis of the top levels of the Commission's existing websites
- top 100 search terms over 1 year (google trends & google adwords)
- top 100 most visited web pages on the Commission's website
- peer websites (homepages)
- user research & feedback, including calls and emails to Europe Direct call centre

[Intensive work was done to reduce this list](#) (from around 1700 tasks to 136), by removing duplicates and overlaps and merging main and subtasks. Around 20 workshops were held with the DGs which resulted in a final list of 77 tasks.

[Identifying the 77 user tasks for the EC](#) (mp4 - 44.19 Mb)

## Polling

Once the shortlist of tasks was agreed, it was time to get people worldwide to vote. The DGs were closely involved in identifying the [key audiences](#). Their help was also vital in getting enough users to respond to the poll. The poll was launched in 24 languages on 12th May 2014 for 3 weeks. The poll was advertised extensively on the Commission web presence, in newsletters and through social media.

**Presentations used in workshops with DGs**

24 April 2014	Polling instructions and next steps for DGs	<a href="#">Presentation</a> (3.17 Mb)
27 March 2014	Collective sign-off of the tasks for translation/polling	<a href="#">Presentation</a> (2.2 Mb)
20 February 2014	Top tasks identification process - kick-off	<a href="#">Presentation</a> (10.88 Mb)