



eGOVERNMENT



The success of eGovernment research in Sweden: The Implementation of e-Me – an student e-passport in Sweden

by

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eGovernment





The electronic assistant "e-Me"

- ✦ Tried many different names for the assistant
- ✦ Asked many students which services the assistant should do
- ✦ We have 50 prioritised services from many student-workshops
- ✦ E-me is an electronic instance of myself that works in proxy of me





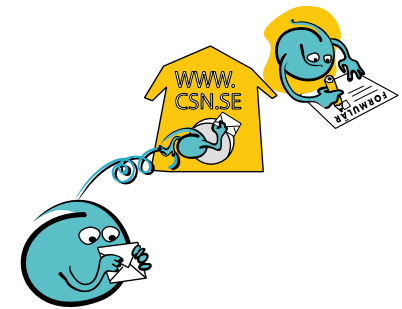
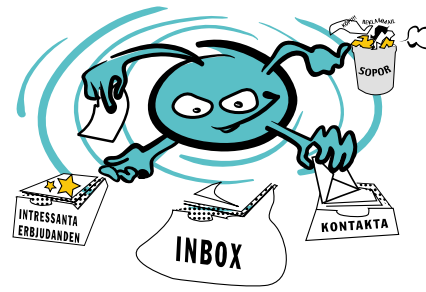
The e-Me project: background

- ✿ Project defined 2004
- ✿ Ideas from mobility student services from project M-student, The Ladok Division, and approaches to collaboration from University College of Borås
- ✿ Main focus
 - ✿ The student, the *individual*
 - ✿ Ambition: to derive student centric e-services that help students with *daily chores* and *saves time*
- ✿ Accepted by Vinnova
- ✿ Project period: 2005-07-01 – 2007-06-

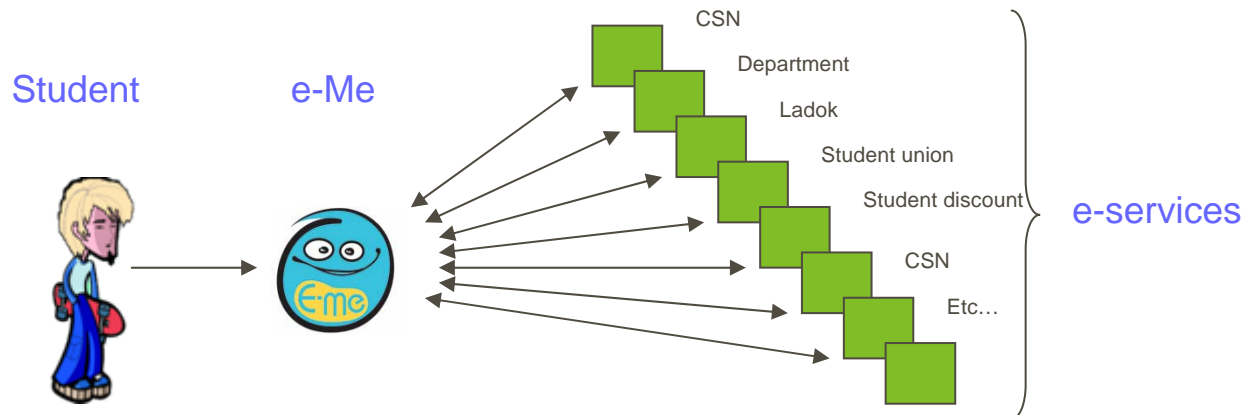




The e-Me-vision



- ★ If authorities and organizations want to have electronic contact with the student, they must conform to his/her preferences.
- ★ The *student* will gain time by being more effective in administrative tasks.
- ★ *Organizations* will gain by having a predefined way to connect to the student.





Project setting

*Authorities,
companies
(partners)*



Possibilities



Needs
and wants

Students





eGOVERNET

Partners include Universities, Government, Cities, Corporations, SME and Unions



HÖGSKOLAN I BORÅS



TELIA



Liber

en del av Wolters Kluwer



Mecenat
mecenat.se

mStudent

intel®

Microsoft®



Tria



living labs europe™



Sjuhärad

BAAMM®



Activities – the first year - Some snapshots!

- ★ Student workshops
- ★ Partner workshops
- ★ Personalisation workshops
- ★ Presentations (verbal and written)
 - ★ E-Me symposium, 29th of May, Stockholm
 - ★ Selected conferences
 - ★ ISSS 2006. Sonoma, CA. USA.
 - ★ eChallenges, Barcelona
 - ★ Wonderground, Design Research Society International Conference, Portugal.
 - ★ The national research network eGovernment, Sweden
 - ★ Circulate – An arena for knowledge exchange about partnership, Sweden
 - ★ International Workshop on e-services in public administration, Sweden



- 3 WS Stockholm o Borås
- Approx 10 students per site
- Even Gender blend
- Younger students
- Diverse educations



Mataró, Barcelona
16 students (6 male, 10 female)
Computer science and Media
2 Workshops

- Student life
- e-Me Scenarios



- TENER DIFERENTES OPCIONES (TRABAJAR / UNIR)
- PLANTEARTE EL CAMINO MÁS RÁPIDO
- AVISAR DEL TIEMPO



CIÓN DE E-MAIL
ANTA
AMENUDO
TIENDAS A LA UN





Results from the first year (1)

- ✿ Ideal-oriented design studies
 - ✿ Identification of problematic situations
 - ✿ Interactive development of scenarios
 - ✿ Verification of scenarios on national and international basis
- ✿ Quantitative survey
 - ✿ Web survey to 16.000 swedish students with ca 3.500 responses.
- ✿ Design study about personalisation



Results from the first year (2)

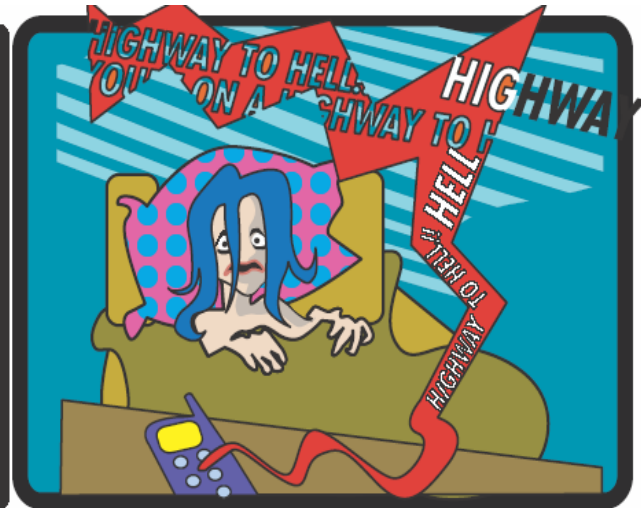
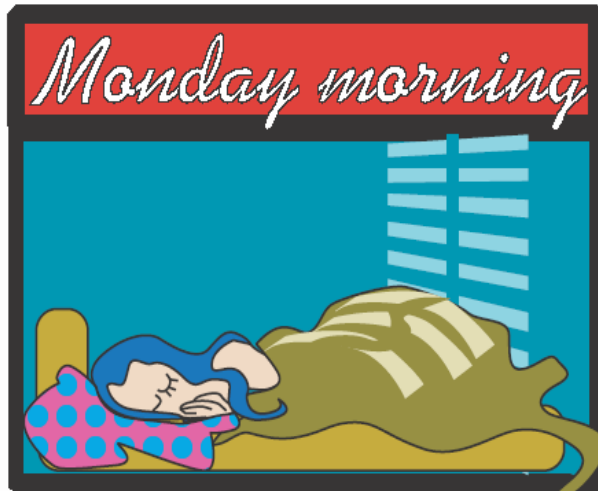
- * New e-services
 - * "The trusted student" together with the Ladok Division, CSN and Membit
 - * Authentication – Verified by VISA and a bank. Pilot study for VISA
- * New product for Mecenat: *The trusted student as a verification service*
- * New businesses
 - * InnovationLab in Borås
 - * BusinessAndAcademiaMatch-Making (BAAMM) – Global launch in Borås the 29th of November 2006
- * Inspiration/new ideas for other parties
 - * HBwebb
 - * Verva
 - * Government agencies



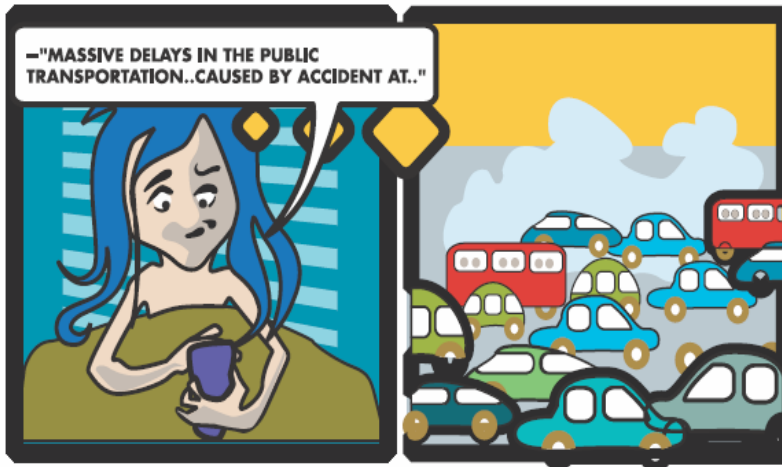
e-Me Situations

- ✿ Apply for and Start Studies
- ✿ Monday Morning
- ✿ Mail
- ✿ Change of Plans
- ✿ Formfiller
- ✿ New Course
- ✿ Looking for Work
- ✿ Purchases





It is monday morning and Nya wakes up to the sound of her cellular. Channel number one blares out AC/DC's old "Highway to hell". Groggily she concludes that it might not have been such a creative idea to pick that particular song for messages. The monday morning message arrives just in time for her to get up, take a shower, get dressed and get going. She yawns and looks at her watch, only 7 am!?



TURN IN SOC. PAPER 9.00 A.M.



She reads the message that starts with massive delays in the public transportation caused by some accident. Ah, so that's why the message came in early, usually the monday morning message doesn't arrive until 7:30 a.m. Oh well, she is also reminded that she has to turn in her SOC paper at 9.00 a.m. True enough, she shouldn't miss that one. She had better get going.



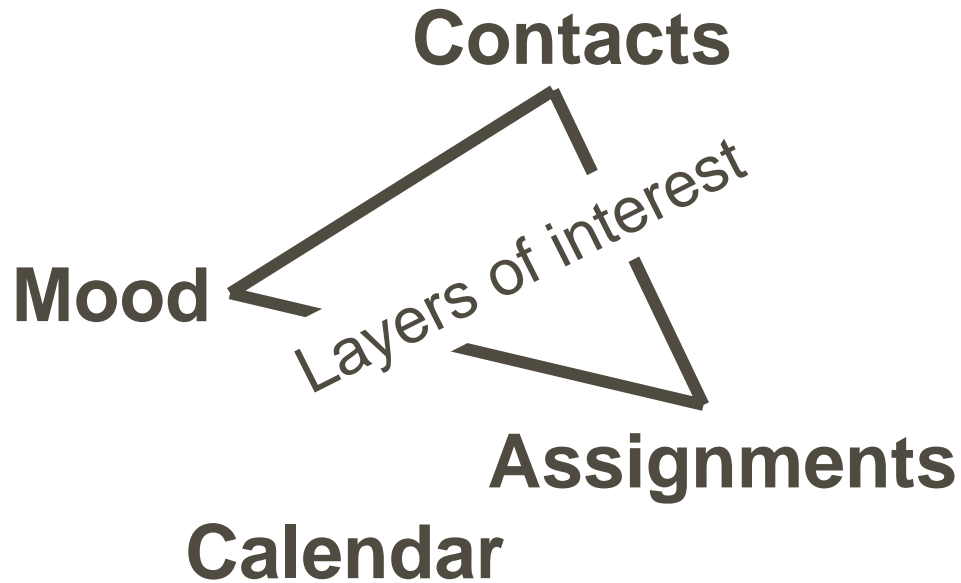
The role of the cartoons

- ✿ Cartoons include:
 - ✿ The context in which the IT artifact will be used
 - ✿ Interactions with people and tools not part of the IT-artifact
 - ✿ Interactions with multiple organizations (official and private) and services
 - ✿ Hints of difficulties of realizing the scenario
- ✿ Attractive way for communication with different parties (especially students)



My dynamic e-self portrait

– important characteristics



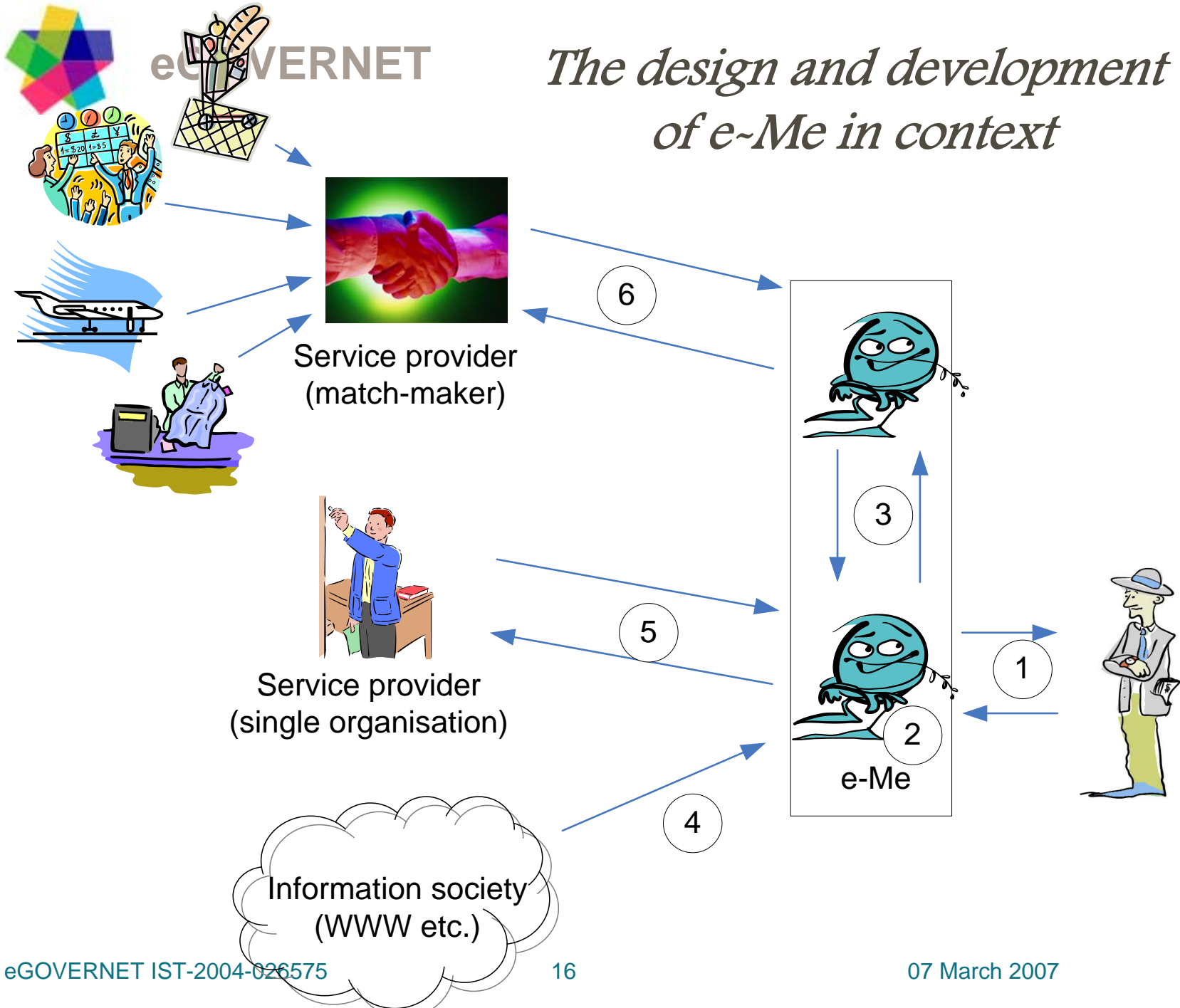
Findings from the first year



This second year

- ✿ Partners message is loud and clear – *we want to see this happen! Do it!*
 - ✿ Microsoft – new applications
 - ✿ Telia – Mobility
 - ✿ Intel – new applications
 - ✿ UCB – student recruitment
 - ✿ Liber – new forms of literature
 - ✿ IC Community – student guidance
 - ✿ Tria – student services
- ✿ The Web survey showed that the students want their own e~Me
- ✿ A need for technical testing, business case definitions, and usability studies

The design and development of e-Me in context





The pilot

- ✿ Purpose: To expand the project group with 100+ students as co-designers
- ✿ High involvement and commitment by InnovationLab
 - ✿ Iterative / incremental development
- ✿ The role of the IT-based community
- ✿ The use of student ambassadors
- ✿ The 22nd of January (launch), the 6th of March (new calendar), the 29th of March (offers module)
- ✿ The media (radio, tv, news papers)
- ✿ The 3rd of April – intermediary evaluation



Mikael 2 Lind

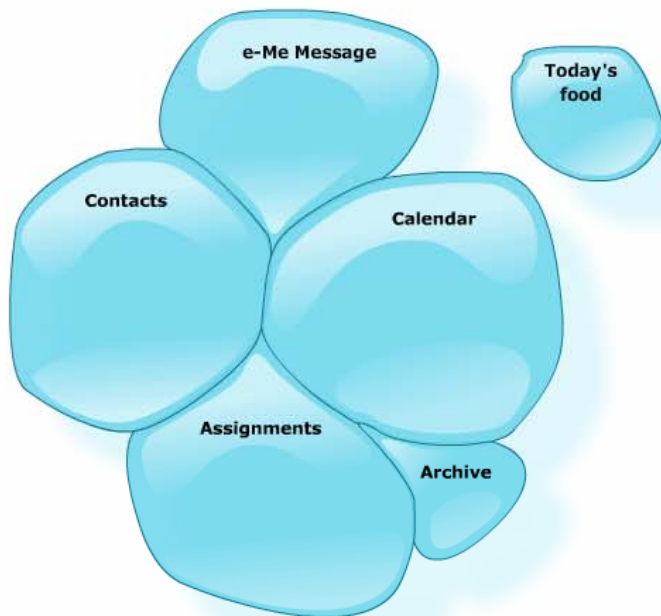
mltest

Moods

Settings

Community

Sign Out





e-Me in media

- * Expressen
- * Borås Tidning
- * Göteborgs Posten
- * IDG.se
- * eStrategies
- * Metro
- * TV4 Nyheterna
- * Kunskapskanalen (3rd of April)
- * Mix Megapol
- * SR P4





The pilot – preliminary findings

- ✿ Integration rather than functionality
- ✿ Public and private service integration
- ✿ Device independence – the use of the mobile phone, but ... not for everything
- ✿ Personalisation – mood is important!
- ✿ The importance of focusing on students – student centric services
- ✿ New identified services, such as:
 - ✿ Bank services with budget
 - ✿ Social services
- ✿ Core services:
 - ✿ Calendar integration
 - ✿ Mail aggregation
- ✿ Nobody wants to close the pilot down – what shall we do?



Research approach: Ideal oriented design during Co-design

- ✿ Co-design: Collaboration between people with different interests, perspectives or cultures.
- ✿ Co-Design is about making these people, interests and perspectives positive, constructive forces in the design process.
- ✿ A need for a design language
- ✿ One possible design language is to use scenarios.
- ✿ Ideal oriented design = design of a future (thought) state. Driven by some kind of vision
- ✿ The Co-Design Scenarios will also make it possible for stake holders to analyze the consequences of the proposed idea, not only IT-wise but also in terms of organization, staffing, processes and overall costs.
- ✿ It's often useful to create one or more personas fictive but typical clients, for the Co-Design Scenario.



Research vision

- ✿ Vision: *To get new things going in a new way!*
- ✿ Design research and stakeholder (partner and students) involvement
- ✿ Prototypical development
- ✿ Prototypical test and evaluation in real setting = Living Lab
- ✿ Challenges during integrated design, use and evaluation
 - ✿ How to make people feel like co-designers?
 - ✿ How to ensure use and evaluation of "non-ready"



The future and challenges

- ✿ Establishment of a Living Lab
 - ✿ Prototypical test and evaluation in real setting
- ✿ From research project to a used concept?
 - ✿ Partners: *Partners demand 100 000 users!*
 - ✿ Students: *See a lot of usage situation before, during and after studies!*
- ✿ Roll out – to other parts of EU?
 - ✿ Open source and turning the internet around

How do we proceed from here?



More to read and contact

- ★ Albinsson, L. (2006) Using Cartoons to Engage Stakeholders in Innovation and Design of IT Artefacts. Paper accepted to and presented at Wonderground, Design Research Society International Conference 2006. Lisbon, Portugal.
- ★ Lindell S., Lind M., Forsgren O. (2006) Students as e-Citizens - Deriving Future Needs of e-Services for Students, accepted to International Workshop on E-Services in Public Administration (WESPA2006), 31/10-2006, University College of Borås, Sweden
- ★ Albinsson, L., Forsgren O., Lind M., Ozan, H. (2006). Turning the Internet Around - e-Me: The Students ideal e-Service. Paper accepted to and presented at eChallenges 2006, Barcelona Spain.
- ★ Albinsson, L., Forsgren O., Lind M.. (2006). e-Me Stories and Scenarios - The Ideal Electronic Galaxy of the Student. ISBN-13: 978-91-9013-1 School of Business and Informatics, University College of Borås.
- ★ Albinsson, L., Forsgren, O., Lind, M., Salomonson. (2006). Public e-services: A Value Model and Trends Based on a Survey. Report. Vinnova
- ★ Albinsson, L., Forsgren, O., Lind, M., Salomonson. (2006). Analys av offentliga e-tjänster - Utvecklingen belyst av en enkät. Research Report., Calistoga Springs Research Institute.
- ★ The Electronic assistant e-Me - an important element in a design language for Co-Design In: Electronic Government - Workshop and Poster Proceedings of the Fourth International EGOV Conference 2005. Trauner, Austria.
- ★ Using Dramatised Scenarios to Co-Design eGovernment Services, eChallenges 2005

www.e-me.se

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Research: Focused bubbles

- ★ The role of ideal oriented design
- ★ Co-design workshops – how to arrange work with focus groups for client-focused design
- ★ New types of models for deriving citizen-centric needs covering life-situations
- ★ Development in the networked organisations
- ★ e-personalisation
- ★ The role and need for broker roles
- ★ Using already established techniques for new purposes
- ★ How to involve massive stakeholder review for quality assurance

- ★ The level of research
 - ★ Collaboration
 - ★ New curriculum and course structures
 - ★ Service orientated portfolio
 - ★ Business models