Simpatico

Project acronym:	SIMPATICO
Project full title:	SIMplifying the interaction with Public Administration Through Information technology for Citizens and cOmpanies
Call identifier:	EURO-6-2015
Type of action:	RIA
Start date:	1 March 2016
End date:	28 February 2019
Grant agreement no:	692819

D7.1 – SIMPATICO WEB Site

WP7	Dissemination and exploitation activities
Due Date:	31/05/2016
Submission Date:	31/05/2016
Responsible Partner:	Sparta Technologies (SPA)
Version:	1.2
Status:	Final
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Deliverable Type:	DEC
Dissemination Level:	Public

Version History

Version	Date	Author	Partner	Description
0.5	11/05/2016	Fabio Perossini	SPA	First draft
0.6	16/05/2016	Fabio Perossini	SPA	Final draft
0.7	18/05/2016	Sara Tonelli	FBK	First review
0.7	23/05/2016	Raúl Santos de la Cámara	HIB	Second review
1	26/05/2016	Fabio Perossini	SPA	Final version
1.1	26/05/2016	Raúl Santos de la Cámara	HIB	Minor review
1.2	31/05/2016	Marco Pistore	FBK	Final quality check

Table 1 - History

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Glossary

PA	Public Administration
Citizenpedia	Collective knowledge database

Table 2 - Glossary

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Executive summary

A seamless interaction with the public administration (PA) is crucial to make the daily activities of companies and citizens more effective and efficient, saving time and money in the management of administrative processes. In particular, online public services have an enormous potential for reducing the administrative burden of companies and citizens, as well as for creating saving opportunities for the PA. This potential is however far from being fully exploited.

Online services made available by the PA typically rely on standardized processes, copied from their offline counterparts and designed only from the public sector organizations' own perspective. These results in online services fail to adapt to the specific needs of citizens and companies.

In SIMPATICO we address the above issues by proposing a novel approach for the delivery of personalized online services that, combining emerging technologies for language processing and machine learning with the wisdom of the crowd, makes interactions with the PA easier, more efficient and more effective.

SIMPATICO combines top-down knowledge of the PA with bottom-up contributions coming from the community. These contributions can be of different types, ranging from the qualified expertise of civil servants and professionals to problems and doubts raised by citizens and companies that find online services difficult to use.

SIMPATICO approach is able to take into account both explicit information sources coming from citizens, professionals and civil servants, and implicit ones, extracted from user logs and past user interactions.

SIMPATICO's 'learning by doing' approach will use this information and match it with user profiles to continuously adapt and improve interactions with the public services. All the collected information on public services and procedures will be made available within Citizenpedia, a collective knowledge database released as a new public domain resource.

In this context the web site aims to increase project visibility and stakeholders involvement, attract new potential users and inform other research institutions and public administrations on the progress of the project.

This document briefly describes the SIMPATICO website and its organization. The website has been designed in order to maximise both the impact and outreach of the results of the project. The team is reporting here its first version but the web site is intended to be as much as possible a flexible and dynamic tool so it could improve during project lifecycle.

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1 Project website description

The SIMPATICO project website, http://www.simpatico-project.eu, has been originally designed to quickly address key questions that external visitors to the website are expected to have including, namely:

- What is the project about?
- What is the project delivering, and why?
- What cities are participating in the project?
- Who is participating in the project?
- What additional detail is available?
- Who can be contacted for more information?

The SIMPATICO project website is one of the main tools for disseminating information about the consortium and the achievements of the project, providing visitors with comprehensive information about its context and objectives.

The selected approach was to use a single page oriented web design.

The main SIMPATICO web site, that is deployed in English, will be followed by three other web sites managed at local level in each test site that will be in local language to be more accessible on field.

Most significant news from those web sites will be translated in English and reported on the main one.

1.1 Website organization

The current website is organized in several sections:

- Home: homepage of the project. It contains a slider bar with images from the 3 pilot administrations, a news section and the link to SIMPATICO social media accounts:
  - Facebook (https://www.facebook.com/simpaticoproject/),
  - Twitter (https://twitter.com/H2020Simpatico),
  - Google+ (https://plus.google.com/communities/107679769963105218124).
- Brief: general information on the project, its objective and its approach.
- Pilots: brief description of pilot sites mainly focused on services going to be deployed.
- The Consortium: list of partners together with a map showing their locations in Europe.
- Publications: In this are all public documents, articles and any other available published (at central level), material will be available for download as well as public deliverables.
- Calendar: A calendar of main project public events is provided.
- News & Events: This section will be fed with news related to project activities or coming from similar frameworks.
- Contact: Here it is possible both to register to receive more information and/or to simply contact the project team.

1.1.1 The home page

The home page starts with the section shown in Figure 1 where the project is clearly identified in terms of main objective, approach and pilot sites. That with the aim to give an immediate feeling of the entire project context.
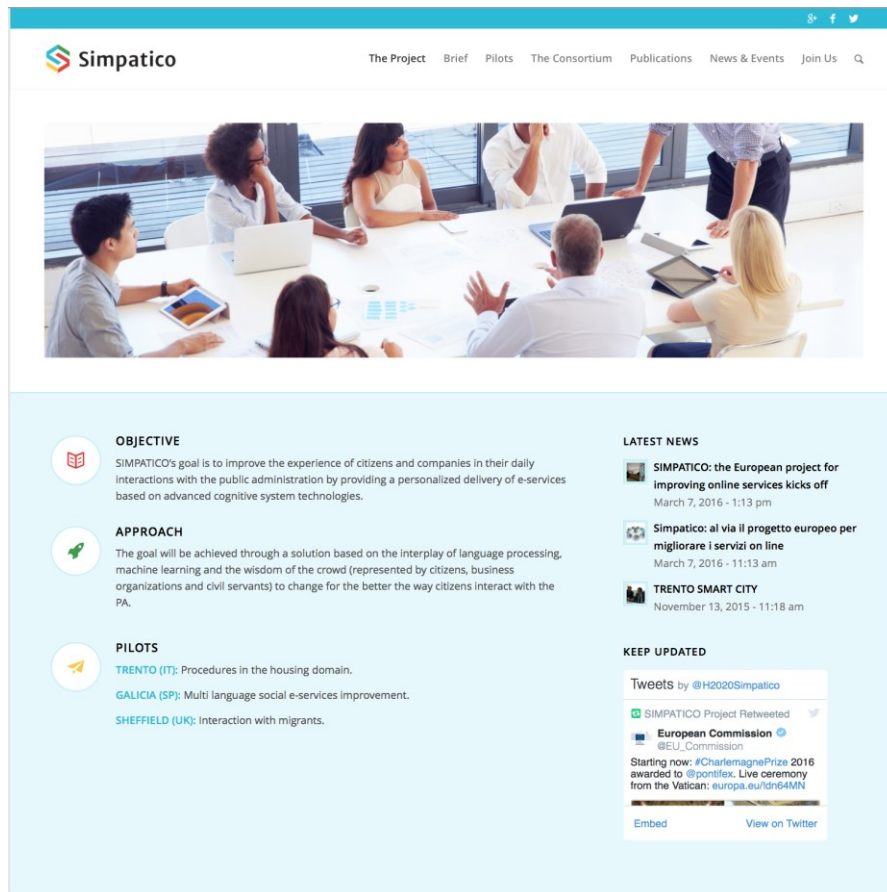
On the right latest news and posts are shown.

Figure 1 – Home page top

After these first key information about the project, the web site provides clear answers to the questions related to how the project works and what are expected achievements (see Figure 2).
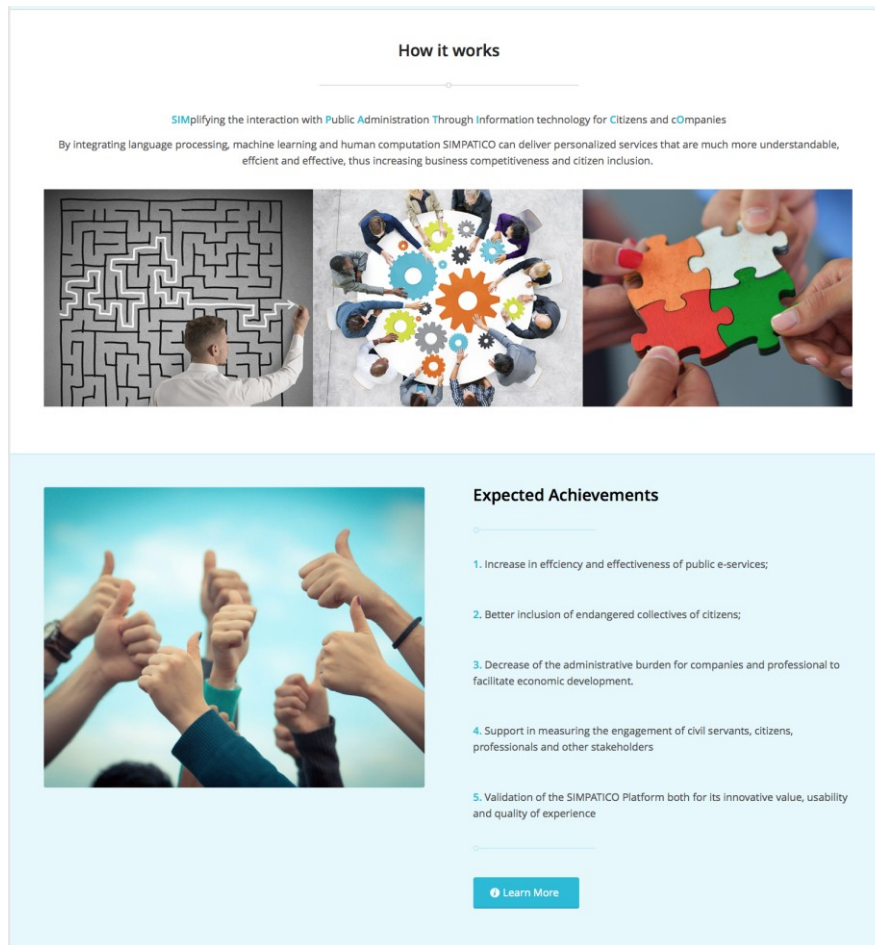
Figure 2 – Home page mid

The following part of the home page is dedicated to Innovation: it proposes main KPIs to be used to measure project achieved results (see Figure 3).
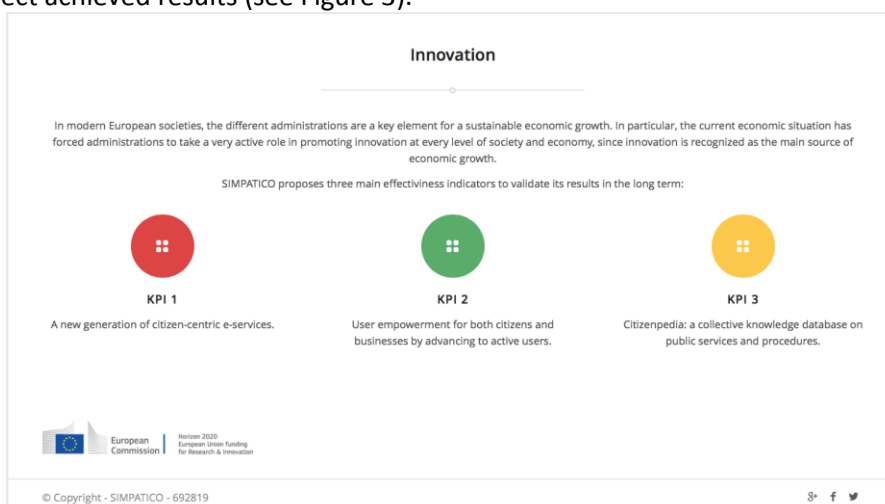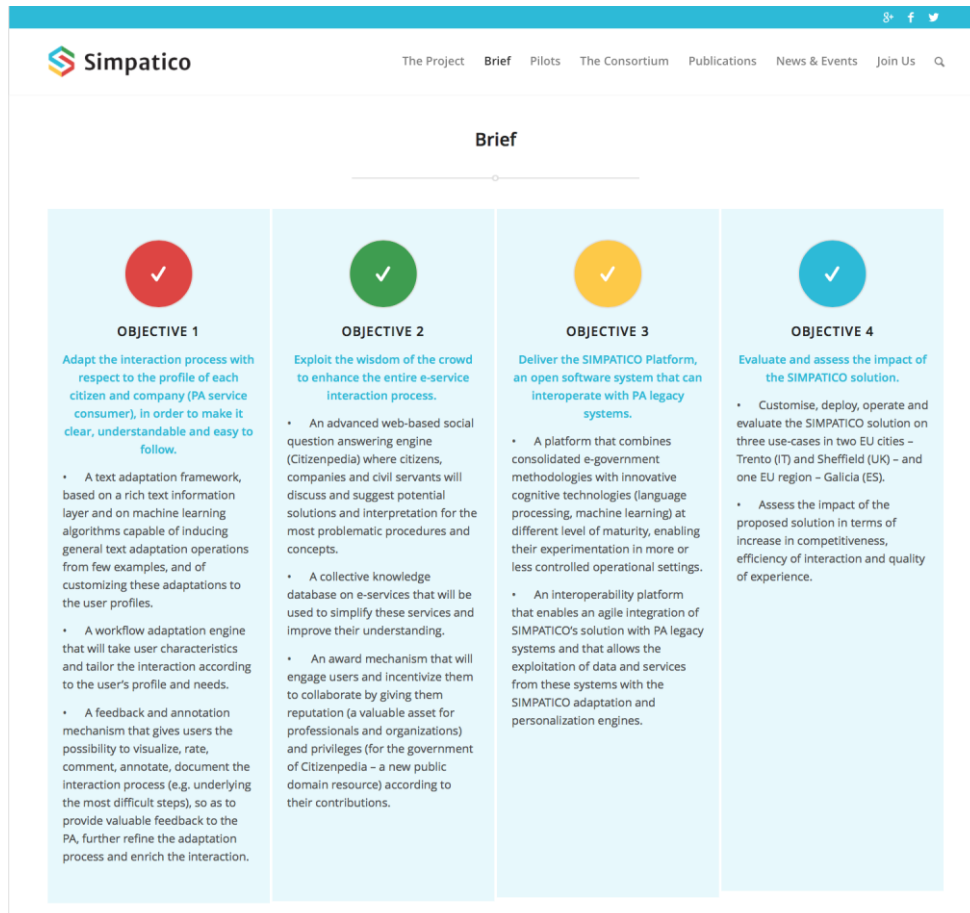
Figure 3 – Home page bottom

1.1.2 The Brief section

In this section project objectives are shown in detail, also identifying functional approaches going to be followed in the project deployment.

Figure 4 – Brief page top

SIMPATICO conceptual architecture with its "Layers Approach" is explained in this section in order to contextualise the previous described objectives.

Figure 5 – Brief page mid

1.1.3 The Pilots area

Being the three pilot sites a core part of the project, a dedicated section has been planned and there, users can find basic information related to main needs present in each pilot site.
Pilot sites are intended to provide several complementary applications of SIMPATICO approach and related solutions.

Figure 6 – Pilots top

Galicia

The socioeconomic indicators for Galicia show a number of particular needs that make it especially suited for e-services improvement. Among these are:

• A sparse distribution of the population, especially in the rural centre of the region, where people often migrate to the richer coastal areas and other Spanish regions. This has resulted in large rural areas with a low population density, where the access to public services is harder.

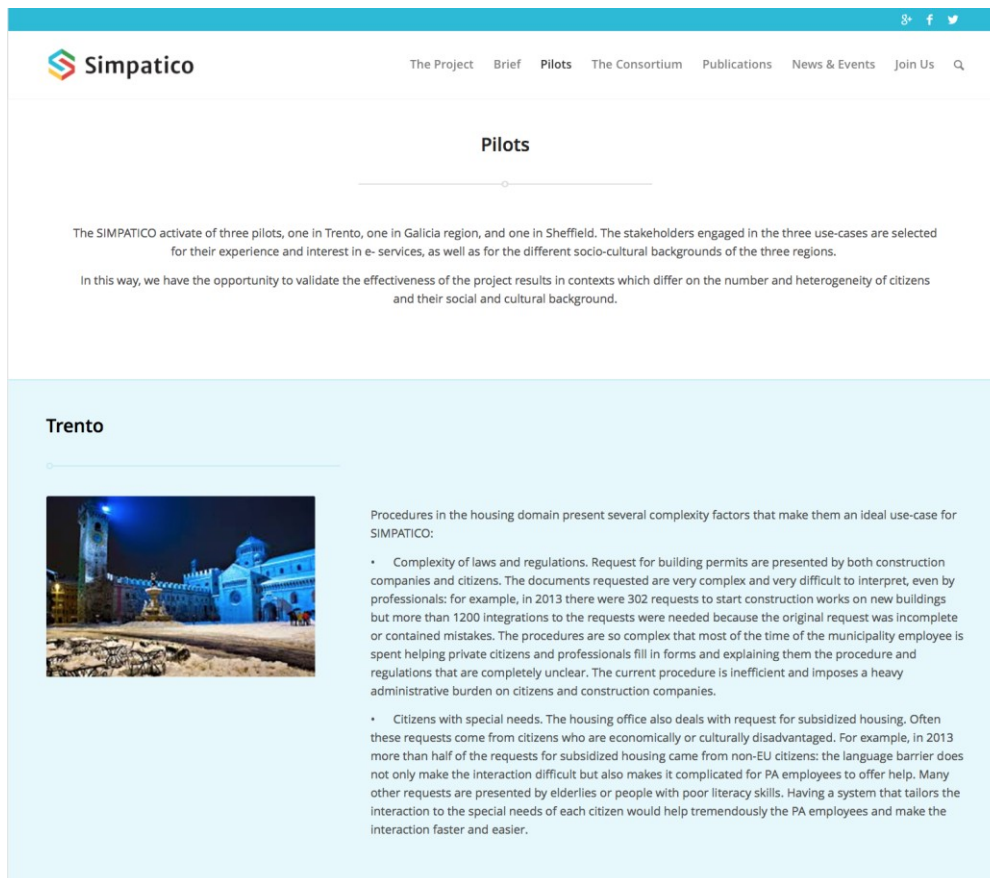• An aging population: Galicia is third from bottom in Spain in aging perspectives as noted by the EU (just 1,1 children per woman compared to the 1,4 average in Spain, while the zero growth threshold is 2,1). Latest data also show a big gap in the use of e-services in the Galicia region between the segment of population older than 55 with respect to rest of people: while 66.63% of the people between 30 and 39 years has used e-services during the last year, this rate is only 13.81% for people older than 55 years.

Sheffield

Although a significant volume of information is openly available on the Council's website (http://www.sheffield.gov.uk/), current interactions between migrants and Sheffield City Council are mostly done in person or over the phone. The reasons behind this fact include the lack of personalised content online, e.g. for migrants from specific countries or in particular cases, based on previous interactions; the migrants' inexperience with the UK system and lack of knowledge of the English language; the perception and lack of trust from migrants regarding providing information into online forms; the inherent complexities of the processes, particularly in cases requiring long term engagement with the migrants. The volume of face-to-face/phone interactions with citizens whose native language is not English, and thus requiring interpretation or translation, is very high. This option was used by 1500 citizens in 2014 alone, resulting in enormous costs to the Council: in 2014, the costs with translation and interpretation exceeded 386,000 Euros. In addition, the need to rely on human interpreters and translators severely delays the interaction process.

Support and advice for issues concerning children of migrants living in the UK thus present several complexity factors and potential benefits that makes this an ideal use-case for SIMPATICO.

Figure 7 – Pilots mid

In this section, a brief description of innovative components characterising SIMPATICO project is also presented.

Components

Text adaptation

SIMPATICO learns from interactions with users what their needs are and, among different simplification possibilities, find the ones that best suits a specific users, or induce novel forms of simplification if the existing ones are not adequate. These new strategies will combine standard adaptation rules with information automatically leveraged through user interactions (e.g. logs), information provided by civil servants and knowledge provided by citizens. This user-centred self-evolving approach will consider user profiles, exploit rich linguistic information, provide advanced machine learning to allow self-adjustment, initiating a new research direction in the field of text adaptation.

Citizen data vaults

SIMPATICO tackles interoperability, network latency, data availability and security issues impeding a more widespread adoption of CDVs. It will address the perceived liability for public entities which fail to deliver services because of the absence of data vault services. Its CDV enables citizens to use it as a single point of access to their data when interacting with the public administration. It is composed of personal information items fed by authorized data sources (e.g. civil registry) and supplied automatically by the CDV to the open services consumed by citizens.

Human computation

SIMPATICO fosters citizens' involvement, by providing Citizenpedia, a hybrid of Wikipedia and a collaborative question answering engine, and sharing improvements on public resources in a semi-automatic basis. Public servants are able to moderate comments and suggestions of citizenships to prevent crowd's wisdom bias. An award mechanism that engages users and incentivize them to collaborate by giving them reputation (a valuable asset for professionals and organizations) and privileges is designed.

Information extraction and text analysis

This project applies state of the art text processing techniques to perform adaptations in order to cope with specific characteristics of public service contents. Traditional NER are extended to recognize additional entities, e.g. laws, official documents and norms. Besides, user comments are likely to be highly informal in structure and vocabulary. Text clustering will be used for organization and classification of final user comments and opinions.

Advanced information search and recommendation mechanisms

In order to improve user experience whilst consuming e-services, SIMPATICO is powered with advanced search/recommendation mechanisms that will take into account the context, i.e. the area of the page and specific contents that the user is currently looking at, the user's profile and his/her previous interactions with the system.

Browser extensions

This project creates a cross-browser extension which enables users accessing to e-services to leverage from the adaptation and collective intelligence properties provided by SIMPATICO. The novelty is in the creation of an extension for enhancing accessibility and democratizing access to legacy e-services by personalizing the content and workflows of the webpages supporting an e-service through the interaction with SIMPATICO back-end.

Process design

The Collective knowledge gathered with the use of the platform (user annotations, questions & answers in the Citizenpedia, logs, user profiles in the Citizens data vault), fosters two alternative process management approaches that can be adopted depending on whether the knowledge is well structured or not. SIMPATICO will adopt an ACM process design notation when the knowledge does not show a clear structure, whilst a BPM notation will be preferred.

Figure 8 - Components

![Simpatico logo]

1.1.4 Consortium

A map showing the wide spread consortium in the European framework is provided followed by logos and links for each partner.

In the bottom part of the page all project references are provided.

Figure 9 – The Consortium

![Simpatico logo]

1.1.5 Public Repository

Public Documents: this is an area containing the links to public documents that each visitor can download. There will be three sub-areas: public deliverables, articles and scientific publications.
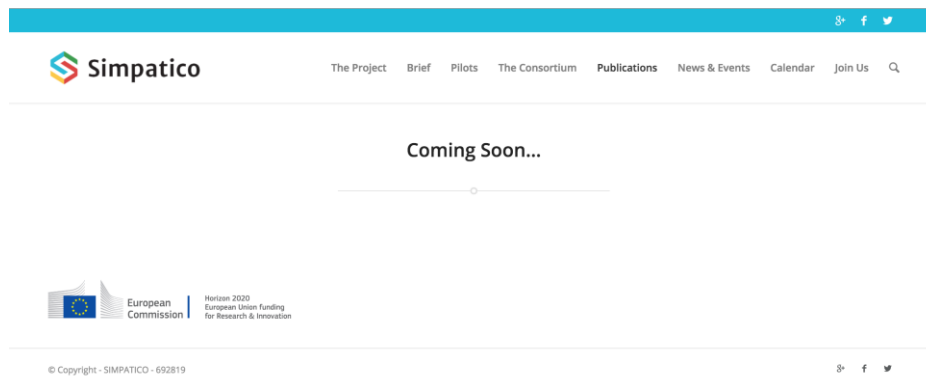
Figure 10 - Repository

1.1.6 News and Events section

In this section news related to the overall project as well as main local news are going to be presented in English for international users.
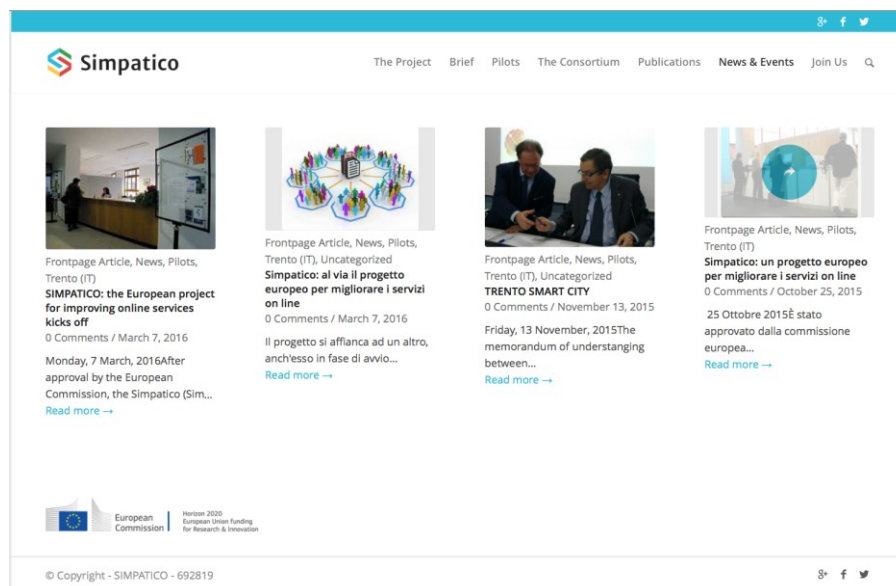
Figure 11 - News

1.1.7 Calendar

A Dissemination calendar (linked with google calendar[1] project one), is provided to identify incoming events and project workshops.
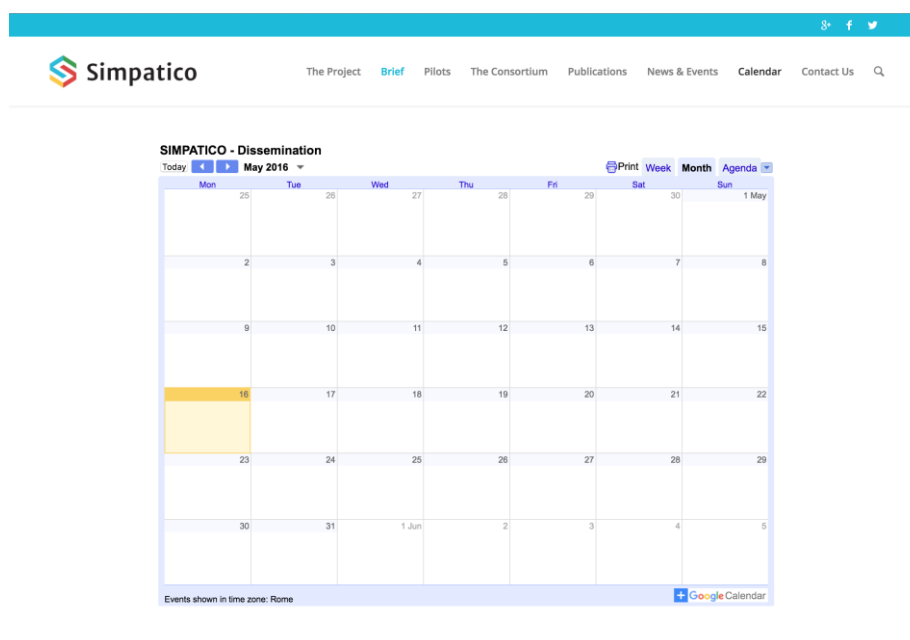
Figure 12 - Google Calendar
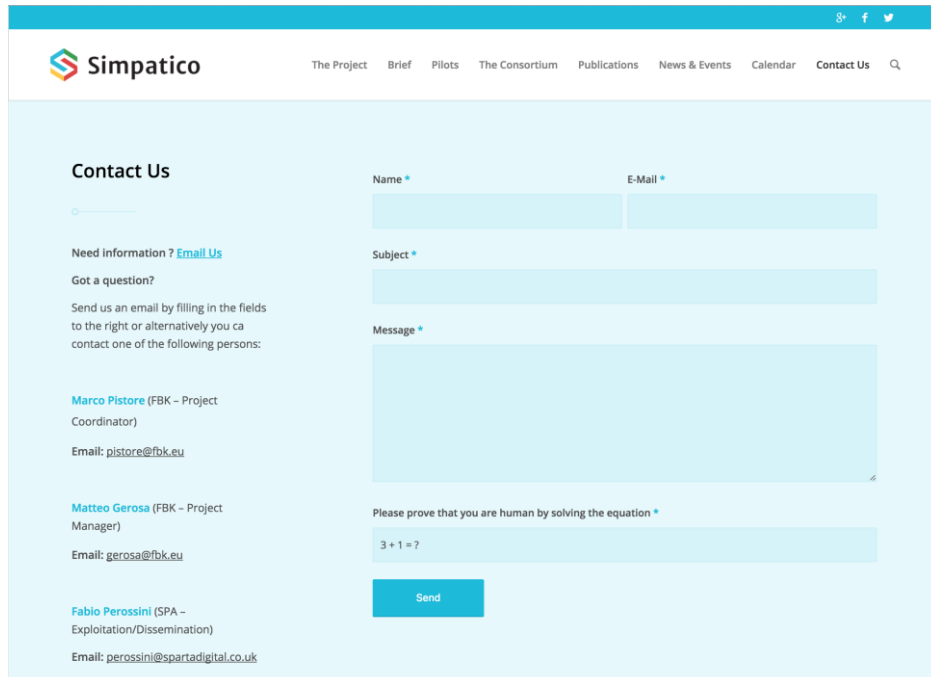
1.1.8 Contact Us

In this section a contact form is available to ask specific questions.

On the left side specific links to contact project managers are provided.

In the Contact Us page, we have left a number important email addresses to allow users/readers to get in touch with the Project. In order to prevent spam bots to capture the email addresses, which is very common that bots search through websites looking for <emailaddress>@<host>.<com>. We encoded the email address in HTML to obfuscate the bots. This approach readily resolves this issue.

Figure 13 – Contact form

2 Statistics

In order to get a better understanding of the usage of the SIMPATICO project website and wiki, both were registered with the free Google Analytics[2] facility. This enables powerful reporting on the website and wiki access statistics, giving a very clear picture of information such as:

- How many users are visiting the site;
- What links and pages are most popular;
- What websites users are coming from;
- Where visitors are coming from geographically.

Google Analytics is expected to help the consortium determine the effectiveness of its web tools and targeted dissemination activities.
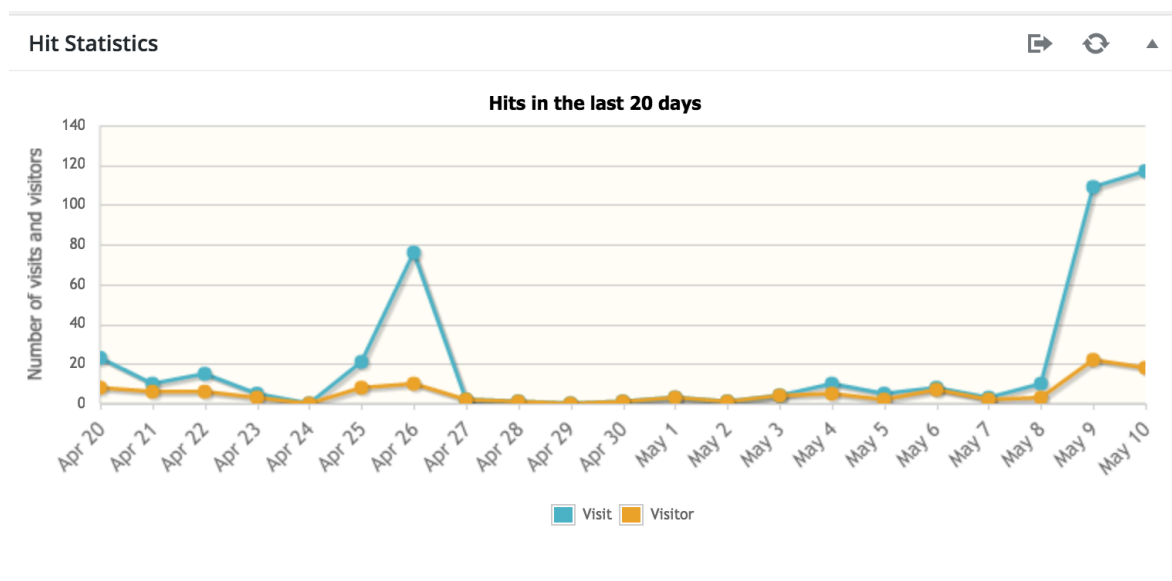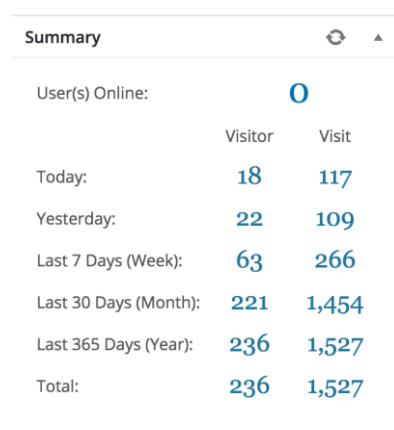

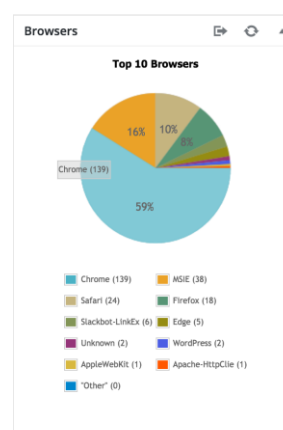Figure 14 - Hits

Figure 15 – Visitors/Visits

Figure 16 - Browsers

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[2] Google Analytics: https://www.google.com/intl/it_it/analytics/