

Adoption and Usability of the Digital Citizen Folder

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EXECUTIVE SUMMERY

El informe revela una integración total de la tecnología digital en la vida cotidiana de los encuestados, con un uso predominante de Internet para actividades esenciales como el trabajo, la educación, la gestión de tareas diarias y la comunicación personal. Según el informe, la dependencia de Internet y la adaptación a la economía digital sugieren que los usuarios están preparados para integrar más servicios digitales en sus vidas. Sin embargo, se observa una variabilidad en las necesidades y preferencias tecnológicas según la edad y la ocupación.

El análisis también destaca una tendencia hacia la digitalización de los procedimientos gubernamentales. La mayoría de los encuestados prefieren realizar todos sus trámites de manera virtual, aunque se menciona la necesidad de mejorar la estabilidad y la capacidad de respuesta de estas herramientas digitales. A pesar de la preferencia por los procedimientos en línea, algunos procesos todavía requieren presencia física, lo que indica áreas de mejora en la integración de los procesos digitales. Además, la seguridad de los datos personales en las plataformas digitales es un factor crucial para la confianza del usuario. En conclusión, se recomienda un enfoque en la mejora de la estabilidad, la accesibilidad y la seguridad de los servicios digitales, teniendo en cuenta las variaciones en las necesidades y preferencias tecnológicas de los usuarios según su edad y ocupación.



ABSTRACT

The report reveals a complete integration of digital technology into the daily lives of respondents, with widespread usage of the internet for essential activities such as work, education, daily task management, and general communication. According to the report, the reliance on the internet and adaptation to the digital economy suggest that we prepared to integrate more digital services into their lives. However, variability in technological needs and preferences is observed depending on age and occupation.

The analysis also highlights a trend towards the digitization of government procedures. Most respondents prefer to conduct all their transactions virtually, although there is a noted need to improve the stability and responsiveness of these digital tools. Despite the preference for online procedures, some respondents still require direct assistance, indicating areas for improvement in digital service integration. Furthermore, the growth of personal data on digital platforms is a crucial factor for age that it considers a focus in recommendation on improving the stability, accessibility, and growth of digital services, taking into account variability in user technological needs and preferences based on their age and occupation.

MAIN FINDINGS

1. **Widespread use of the Internet:** Most respondents use the Internet every day, indicating that digital technology has been fully integrated into their daily routines. Constant use of the Internet reflects the need to stay informed and connected, and the importance of the Internet as a facilitator of essential activities such as work, education, and managing daily tasks. (Browsing Habits, 2021, p. 1).

2. **Activities carried out on the Internet:** The most notable activities are the use of social networks, work, study and research, and making payments and carrying out online procedures. This reflects a significant integration of the Internet into users' daily and professional lives. (Browsing Habits, 2021, p. 1).

3. **Most visited websites:** Users frequent search and information platforms such as Google and YouTube, suggesting that searching for information and entertainment are primary functions of Internet use. Social media sites such as Facebook and Instagram are also popular, reflecting their importance in daily communication and entertainment. (Browsing Habits, 2021, p. 1-2).

4. **Differences between segments:** Students and young professionals tend to use the Internet for “studying/research” and “job hunting,” while older adults may focus more on ‘procedures’ and “family communication.” This suggests that technological needs and preferences may differ depending on age and occupation. (Browsing Habits, 2021, p. 2).

5. **Use of online government services:** There is a prevailing trend toward the digitization of procedures, reflecting a clear preference for the convenience and efficiency offered by virtual platforms. Respondents prefer to carry out all their procedures virtually, using applications and websites from entities such as Insurance Entity, Social Security Agency, and Financial Institution. (Browsing Habits, 2021, p. 3).

6. **Common procedures:** Procedures related to tax payments, such as property tax and withholding tax, are frequently mentioned. In addition, requesting appointments for various procedures, such as passports and



regulations and subsequent use of online services. *Brussels Guide 2021*, p. 3).

7. **Legality and documentation.** Online records about the status of procedures, background information and other documents are made accessible, which is a common practice among respondents. The most requested documents include certificates from the Chamber of Commerce for identification numbers, criminal records and identity documents. *Brussels Guide 2021*, p. 34).

A hand holding a magnifying glass over a bar chart with human figures on top of the bars.

2025 BROWSING HABITS

1. BROWSING HABITS

1.1. GENERAL INTERNET USE

In the context of general internet use, it is evident that the majority of respondents use the internet every day, indicating a complete integration of digital technology into their daily routines. The spectrum of responses such as

"every day" and **"all day"**

suggests a high dependence on the internet which has become an essential tool for multiple aspects of everyday life. This constant connection not only affects the need to be informed and communicated, but also the importance of the internet as a facilitator of essential activities such as work, education, and daily task management. Digital technology has permeated all aspects of modern life, transforming it into a state wherein the internet acts as a central hub, enabling users to carry out activities more efficiently and effectively.

Regarding the activities carried out on the internet, it is observed that increasingly the use of social networks, work, study and research, and the making of payments and other procedures stand out. This reflects a significant integration of the internet into the daily and professional life of users. For example, some mention making a

"financial payment" and **"work"**

online, suggesting an adaptation to the digital economy and a willingness to avoid physical displacements. The ability to carry out financial and work transactions from anywhere offers unprecedented flexibility, allowing users to optimize their time and resources. It reflects the use of

"social networks" and **"family communication"**

is evident, indicating that the internet is a key medium for maintaining interpersonal relationships. Digital platforms have revolutionized the way people interact, allowing instant and continuous connections with friends and family, regardless of geographical location.



In terms of the most often utilized online user research space and information platforms such as Google and YouTube, suggesting that information space and entertainment constitutes functions of internet use. These platforms not only provide access to a vast amount of information, but also offer educational and entertainment content that caters to wide range of interests and needs. Social networks like Facebook and Instagram are also popular, affecting their importance in daily communication and entertainment. These platforms also aim to share experiences, offer information about current events, and participate in online communities, enriching their social and cultural life. It caters to email services like Gmail and banking apps are other examples, indicating that communication and financial management is an integral part of internet use. The ability to manage emails and carry out banking operations online provides significant convenience, allowing users to handle their personal and professional affairs efficiently.

When analyzing differences between segments, it is observed that students and young professionals tend to use the internet for

'Web research' and **'job search'**

while older adults may focus more on

'shopping' and **'family communication'**

The results suggest that technological needs and preferences may differ according to age and occupation, with some underscoring mobile applications for activities such as payments and account management, indicating a trend towards convenience and accessibility. Young people, more familiar with technology, tend to explore new tools and platforms that allow them to improve their productivity and expand their professional opportunities. On the other hand, older adults may value more the stability and security offered by digital platforms to carry out payments and stay in touch with their loved ones.

In summary, the consistent use of the internet by respondents strongly impacts their disposition towards the adoption of digital offer services. The high frequency of use indicates a familiarity and dependence on digital



technology, suggesting that the population is well prepared to integrate digital services into their daily lives. Furthermore, our research activities carried out online reflect an adaptation to the digital environment, proving that citizens could operate effectively the efficiency and accessibility of digital government services. Interaction with social networking platforms and search sites suggests that citizens are accustomed to seeking information and solving problems online, which is fundamental to the success of a digital government system. The analysis reveals that the target population has a positive disposition towards the integration of digital services into their daily lives, which is key to the development and acceptance of the Digital Citizen Model. The ability to adapt to technological innovation and the willingness to adopt new digital tools are indicators of a society that values the efficiency, convenience and accessibility offered by digital services.

1.2. USE OF ONLINE GOVERNMENT SERVICES

In the extensive analysis of the use of online government services, a predominant trend towards the digitalization of procedures is evident, reflecting a clear preference for the convenience and efficiency offered by virtual platforms. Respondents state that they prefer to carry out all their procedures virtually, using applications and websites of entities such as Local Governments and laws. The motivation towards the digital is mainly due to the ease and convenience these services offer, allowing users to avoid unnecessary travel and make payments and requests from the comfort of their homes. However, the study caught when the sample size data is collapsed is also mentioned, indicating an urgent need to improve the quality and responsiveness of these digital tools to ensure a more fluid and effective user experience.

Regarding common procedures, it is observed that the majority of respondents mention those related to tax payment, such as property tax and self-insurance. Many prefer to make these payments online to avoid traveling to banks or physical entities, which not only saves time but also reduces the risk of exposure to situations of crowding or discomfort in queues. The request for appointments for various procedures, such as payments and medical services, is a frequent use of online services. Respondents value the speed and ease of obtaining appointments

through digital platforms, which allow them to better use their time and reduce the stress associated with long waits or complicated bureaucratic procedures. Local Government websites are mentioned as a common channel for carrying out procedures, especially for the payments and information queries, reflecting a growing confidence in the digital capabilities of local administrations to efficiently meet the needs of their citizens.

In the field of consultations and documentation, online consultations about the status of procedures, backgrounds and other documents are increasingly carried out, being a common practice among respondents. The most requested documents include certificates from the Chamber of Commerce (CC), administrative procedures documents. The digitization of procedures is highly valued, as it allows users to consult information faster and access the information they need quickly and easily. However, it is important to note that despite the confidence in online procedures, some respondents mention that certain documents or processes still require physical presence in the office. This suggests that although significant progress has been made in the digitization of services, there are still areas where it is necessary to improve the integration of digital processes to offer a completely digital experience.

In addition, one respondent mentions having been a victim of identity theft, which influences the perception and use of online services. The topic of negative experiences highlights the importance of ensuring the security and protection of personal data on digital platforms. Even though online services largely depend on the perception of security, these platforms offer as if it is crucial to implement robust data protection and authentication measures to prevent fraud and identity theft.

Regarding the frequency and use of platforms, the frequency of use of digital services varies among respondents, with some carrying out procedures monthly and others annually. Google is commonly used as a starting point to find the websites of government entities, reflecting the importance of good search engine optimization for government entities to be easily accessible to citizens. The most mentioned platforms include the websites of the Local Government (Municipality), the ANPACI, Chamber of



Commerce and Regulation Office. Respondents also identify a strong role applications and technological tools, especially if these offer greater convenience and efficiency. However, some prefer to stick with the tools they already know, especially if these provide them with confidence and security. The difficulty in the adoption of new technologies suggests that, although there is an interest in innovation, trust in existing platforms remains a determining factor in the choice of digital tools.

Finally, differences between segments of the population, such as age and occupation, significantly influence the adoption of these services. Younger users and those with occupations related to technology tend to be more open to using new applications and digital tools, due to their familiarity with emerging technologies and their constant quest for efficiency and convenience. In contrast, older users or those with less technological experience may show more reluctance to change platforms or to use tools, due to a lack of confidence or skills in handling digital technologies. Personal experience also plays a crucial role: those who have had negative experiences, such as identity theft, may be more cautious when using online services, preferring security over convenience.

In conclusion, although there is a clear move towards digitalisation, it is essential to address existing concerns to maximise user adoption and satisfaction with digital citizen services. Improvement in the security and security of digital platforms is essential to meet user needs and foster greater confidence in these services. In addition, it is important to consider demographic differences and personal experiences when designing and implementing digital services, ensuring that they are accessible and useful to all segments of the population. With a focus on continuous improvement and adaptation to user needs, online government services have the potential to transform the way citizens interact with the government, facilitating more accessible and efficient access to public services.

1.3. EXPERIENCE WITH ONLINE GOVERNMENT PROCEDURES

The analysis of the experience with online government procedures reveals a series of perceptions and challenges faced by users when interacting with digital platforms. Firstly, technical issues, especially the



young people, indicating considerable support. This was attributed to their comfort with digital tools and with navigation, which is reflected in comments like:

'It's really easy, it's just for me it's easy'

The group of users aged 65 and over had a more negative view of technology and their ability to quickly adapt to new methods and digital processes. However, there is a significant generational gap in older people in those less familiar with technology face considerable difficulties suggesting a barrier to the adoption of digital services. The gap is evidenced in observations like:

'So we also handle it really, it's easy, but it's hard for people who are not familiar the use of technology'

The document highlights the need to develop digital inclusion strategies that facilitate access to and use of these platforms for all segments of the population.

Regarding access problems to platforms, connected devices and applications are reported especially at times of high demand such as the pandemic. These technical problems are a recurring obstacle reflected in:

The analysis of the overall browsing experience on the Digital Citizen Portal Portal reveals a predominantly positive perception among users, although there are specific areas that require attention. In the registration process, it is observed that **most users faced difficulties when entering their address**, which suggests that the format or instructions for this field could be confusing or not user intuitive. The problem could be related to some users lack of familiarity with standard digital formats or with the specific terminology used on the portal. The importance of addressing this issue lies in the fact that a negative initial experience in registration can discourage users from continuing to use the portal, thus affecting the overall adoption and satisfaction with the service. However, it is relevant to highlight that a **significant number of users described the registration as easy and fast**, which indicates that, in general, the system is sufficiently intuitive. This suggests that the difficulties experienced could be limited to a subset of users who could benefit from closer guidance or a more intuitive interface.



Regarding the overall browsing experience, many users highlighted that **the page is well organized and clear**, which suggests that the design is intuitive and facilitates navigation. This aspect is crucial, as good organization and clarity in design allow users to quickly find the information they need, thus improving their experience and perception of the portal. However, some users reported **problems with the availability of certain services**, which can generate frustration and affect the overall perception of the portal. The lack of availability of services can be particularly problematic for users who depend on these services to complete specific tasks, which could lead to a decrease in trust and satisfaction with the portal. In relation to expectations towards the portal, **most users consider that it meets their expectations**, highlighting the clarity of the information and visible benefits. This is an indication that the portal is meeting the basic information needs of its users, which is a positive aspect. However, a smaller group expressed that **the portal did not meet their expectations**, mainly due to the lack of availability of certain services or functionalities. This suggests that, although the portal is effective in many aspects, there are specific areas that require attention to improve user satisfaction.

In terms of improvements to make the portal more attractive and functional, some users suggested the **inclusion of an online chat** to quickly resolve doubts, which could improve the user experience by providing a direct and efficient communication channel. An online chat could serve as a valuable tool to solve problems in real time, which would not only improve user satisfaction, but could also reduce the workload on other support channels. In addition, the need to **include more local information**, especially from City X, was mentioned, which could make the portal more relevant for users from different regions. The inclusion of local information could increase the utility of the portal, as it would provide users with specific and relevant data for their geographical context, thus improving the personalization and relevance of the service offered.

The ease of finding information is another highlighted aspect, with **most users finding it easy to locate the information they needed**, which indicates that the portal's structure is effective. A well-designed structure allows users to navigate efficiently and quickly find the information they are looking for,



which is essential for a positive user experience. However, some user experience problems with the functionality of this, which could be an area for improvement. Design or malfunctioning this can be a source of frustration for users as they attempt the flow of navigation and can hinder access to desired information. Addressing these issues could significantly improve the user experience and increase overall satisfaction with the portal.

Regarding content navigation elements, **real user-driven content navigation elements**, which suggests that the design is generally intuitive. This is a positive aspect as an intuitive design facilitates navigation and improves the user experience. However, a small number of user mentioned problems with this, which could be an area to review. Refining and improving these elements could remove unnecessary barriers and improve the fluidity of navigation, contributing to a more positive and uninterrupted experience.

The relevance of the documents and certificates available on the portal is well aligned with **real user considering the documents to be relevant and useful to their needs**. This indicates that the portal is providing valuable information that meets the needs of its users, which is a crucial aspect for successful. However, some user comments on the lack of certain certificates, such as those from the Foreign Affairs and State Control Office, which could be a valuable addition to the portal. The inclusion of these documents could increase the utility of the portal for a large number of users, thus adding a wider range of needs and improving the overall satisfaction of the service.

The layout and design of the page were also well aligned with **real user finding the page intuitive and easy to use**. This is a strong point of the portal, as an intuitive interface facilitates navigation and improves the user experience. However, one user mentioned problems with the layout of the information, which could be an area for improvement. Improving the layout of the information could help ensure that all users, regardless of their level of technical skills or technology, can access and use the portal effectively.

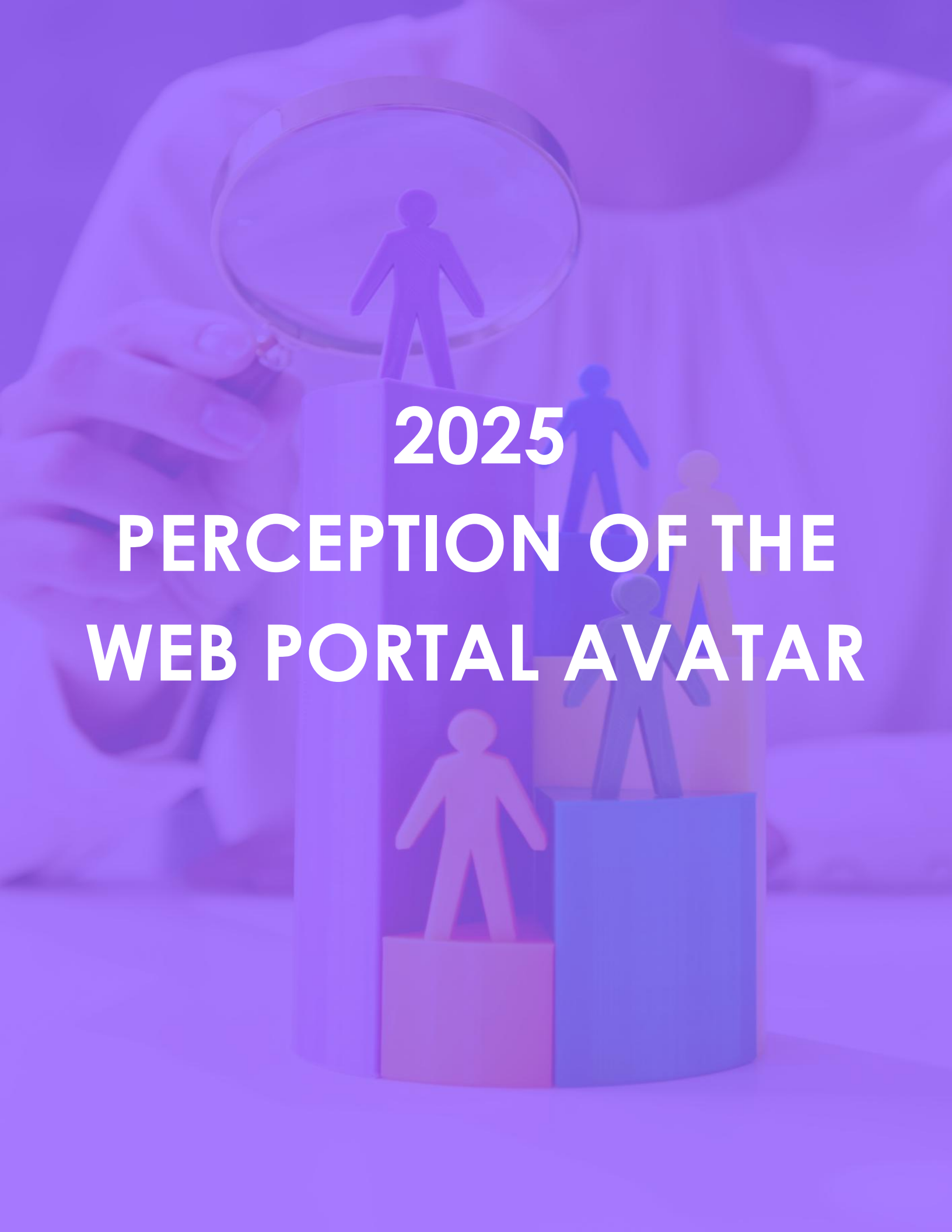


The clarity in the purpose of the sections is another positive aspect, with **most users finding the purpose of the sections clear**, which indicates that the organization and labeling of the sections is effective. This is important because a clear and logical organization helps users navigate the portal efficiently and find the information they need without difficulty. However, one user mentioned that the purpose was not clear, which could indicate the need to improve the communication of the functionality of certain sections. Ensuring that all sections are clearly labeled and that their purpose is evident could improve the user experience and increase overall satisfaction with the portal.

In terms of recommendations to improve the experience, it was suggested to improve security and **include instructional videos and a help chat**, which could provide additional support and improve the user experience. Improving security is crucial for user trust, especially in a portal that handles personal and potentially sensitive information. The inclusion of instructional videos could help users navigate the portal more effectively, providing visual guides that explain how to use the different functionalities of the portal. Finally, **most users would recommend the portal**, which indicates a generally positive perception, although one user would not recommend it, which could indicate specific areas for improvement. Addressing these areas for improvement could further increase user satisfaction and willingness to recommend the portal to others.

In conclusion, although the portal is generally well received, there are specific areas that could benefit from improvements to better meet the needs of all user segments. The inclusion of additional features, such as an online chat and more local information, could significantly improve the user experience, making the portal more attractive and functional for a wider audience. By addressing the identified areas for improvement, the portal could increase its relevance and utility, thus improving the overall perception and satisfaction of users.



A hand holding a magnifying glass over a bar chart with human icons. The background is a purple-tinted image of a hand holding a magnifying glass over a bar chart. The chart has four bars of increasing height, each with a human icon on top. The text '2025 PERCEPTION OF THE WEB PORTAL AVATAR' is overlaid in white.

2025 PERCEPTION OF THE WEB PORTAL AVATAR

2. PERCEPTION OF THE WEB PORTAL AVATAR

2.1. EVALUATION OF THE AVATAR DESIGN

In the analysis of the design of the Digital Citizen Folder Portal avatar, a predominantly positive perception among users is revealed, with a significant emphasis on its friendly appearance and its potential to facilitate interaction with the portal. The aesthetics of the avatar, described as friendly, beautiful and tender, is a key factor contributing to a positive emotional connection with users. The colors and facial expressions, especially the eyes, are highlighted elements that strengthen this perception. One interviewee mentions that

"the little eyes as I tell you is what maybe caught my attention",

underlining how these visual details can capture attention and generate a favorable emotional response.

From a functional perspective, the avatar is perceived as a valuable digital assistant, capable of providing help and accompaniment in digital processes. This suggests that users see the avatar not only as a decorative element, but as a potentially useful tool to improve the user experience on the portal. However, doubts are occasionally expressed about its ability to understand specific questions, indicating a perception of limitation in its functionality. A relevant comment is:

"Friendly in the sense of maybe a quick direct help not so friendly because I can ask him a specific and concrete question and he will not understand me".

This type of observation highlights the importance of not only focusing on visual design, but also on improving the avatar's ability to effectively interact with users.

The trust and security that the avatar generates in users is another crucial aspect. Although some users feel confident when interacting with the avatar, there is an underlying distrust towards chatbots in general, which can influence the perception of security. One interviewee highlights:



"Because as it looks friendly, I mean it gives me confidence to enter the page",

which highlights the duality in the perception of security. This initial trust can be a determining factor for users to decide to interact more with the portal, but it is essential to address concerns about functionality to maintain and strengthen trust.

The avatar is also valued for its alignment with modern technology and artificial intelligence, reinforcing the perception of innovation and modernity. This is particularly appreciated by users familiar with technology, who see in the avatar a representation of the digital era. One interviewee mentions:

"Technology future and innovation, that's what it causes or generates me like seeing that kind of image".

This perception of modernity is an aspect that can differentiate the portal from other platforms, attracting users who value innovation in the digital tools they use. However, some users perceive it more as a decorative than functional element, suggesting that its added value can be seen differently depending on the user. This indicates the need to balance visual appeal with practical functionality to maximize its acceptance.

Differences in the perception of the avatar are influenced by factors such as age, technological familiarity, and visual preferences. Younger users and those with greater technological familiarity tend to value the innovation and modernity of the avatar more, while older users may show more distrust towards chatbots. This difference may be due to previous experience and comfort with technology, where younger users are more accustomed to interacting with advanced digital interfaces. Those who frequently test new applications and technological tools are more likely to appreciate the added value of the avatar and its alignment with artificial intelligence. In addition, users who value visual and

