

Business analysis of public services supporting and guiding business activities

Summary

April 2024



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KOMMUNIKATSIOONI-
MINISTEERIUM



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Background and objectives of the analysis

The public procurement „Vision for single online point of contact for entrepreneurs“ carried out in 2020 described the event services for entrepreneurs and based on that, prepared a future view for a single online contact point. Technologically, it proved suitable to create the vision of the desired contact point to the portal Eesti.ee, where additionally to the citizen view, will be an additional view for entrepreneurs. The new solution was named „Eesti.ee ettevõtjale“, where public services and related trustworthy information for entrepreneurs will be located. For this purpose, several business analyses for various topics have been carried out in the intervening years, which focus on the development of different services in different areas (e.g., financing, business licenses, fixed-term liabilities, and employee-related procedures).

In 2023, a follow-up analysis of the entrepreneur’s data card was started, which was completed in the autumn of 2023. The follow-up analysis found that users wish to see topic-based information that allows them to decide whether and which environments it would be necessary to visit, using a data card in the Eesti.ee portal. The concept of a new solution was reached, where the data card is not just a component, but a collection of topic pages. Business-logical topics were added to the home page and to the desktop, where each topic page consists of reliable information, references, and relevant self-service environments. The analysis involved combining and designing the information relevant to the entrepreneur about the services provided by the institutions in a way that would make the Eesti.ee environment a practically useful tool for the entrepreneur.

The analysis combines supporting and guiding business activities directed towards entrepreneurs provided by public sector institutions, which must be organized and designed in a way that is logical, easy to find and supportive of entrepreneurs’ real needs. The analysis focuses on the following topic pages:

- ▶ business financing of an event-based service
- ▶ application of a company’s fixed term liabilities
- ▶ application for a business license and the submission of an economic activity report
- ▶ staff-related operations
- ▶ export
- ▶ setting up a business

The aim of the analysis is to provide a primary future solution that creates value for the entrepreneur, which allows the entrepreneur to get references and relevant recommendations about the services and facilitating business activities in the business sector (voluntary non-monetary support for the entrepreneur). To achieve the main objective of the analysis, it is necessary to fulfil the sub-objectives linked to specific activities and results.

- ▶ The first sub-objective of the analysis is to determine the information and/or services displayed on the topic pages.
- ▶ The second sub-objective is to develop a value-creating solution for the future.

Sub-objective 1 - Determining the information and/or services to be displayed on topic pages.

The supporting and guiding public services for business activities are services and resources provided by the state, which are meant to support and facilitate business activities. Supporting services and information help businesses to carry out their daily business activities and the guiding services aim to stimulate business development and growth. Supporting and guiding services can be monetary and non-monetary. Monetary supporting and guiding services can be in the form of different support grants, scholarships, loans, or investment programmes. Non-monetary support and guiding services on the other hand can be in the form of counselling, consultation, conferences, seminars, trainings,

user guides, FAQs, calculators, enquiry forms, statistics, quality requirements, document forms and templates and other materials. **The project will focus on bringing together non-financial public services and information, that support business activities, into one environment.**

To address the first sub-objective of the analysis, a mapping of supporting and public services was carried out and interviews with businesses were conducted to identify and map out the most important and relevant public services on which businesses are seeking further information about. As a result, a comprehensive mapping was produced for each topic page, outlining what content and in which volume should contain and how such information should be categorized and displayed to the user.

Sub-objective 2 - Creating a value-adding future solution.

In order to create a vision for the future solution, a user survey was carried out with 12 different entrepreneurs from different sectors (e.g., healthcare, construction, wholesale and retail, sports, and software engineering). Based on the results from „Vision for single online point of contact for entrepreneurs“, micro and small enterprises were selected as the target group for the user survey. The user survey presented businesses with different possible visual solutions and surveyed which public services businesses use and how they find them. As a result of the user survey, the visual solution of the future solution and the content information displayed on the theme pages were selected.

Future solution model and prototype

In order to make the future solution as universal as possible and applicable to different topic pages, a new tab must be created for each topic page. Several different variants were considered for the name of the tab, such as help materials, support materials, additional materials, additional information, useful information, quick reference, and practical materials. The naming of the tab was also discussed with businesses during interviews, who felt that „Additional information“ was the most appropriate option.

The future solution will include a module title with further explanation and accordion-style menus containing additional supporting and facilitating information on a specific topic sheet provided by institutes from the public sector. Additionally, users are given the option to open or close all the accordion menus at once with a single click.

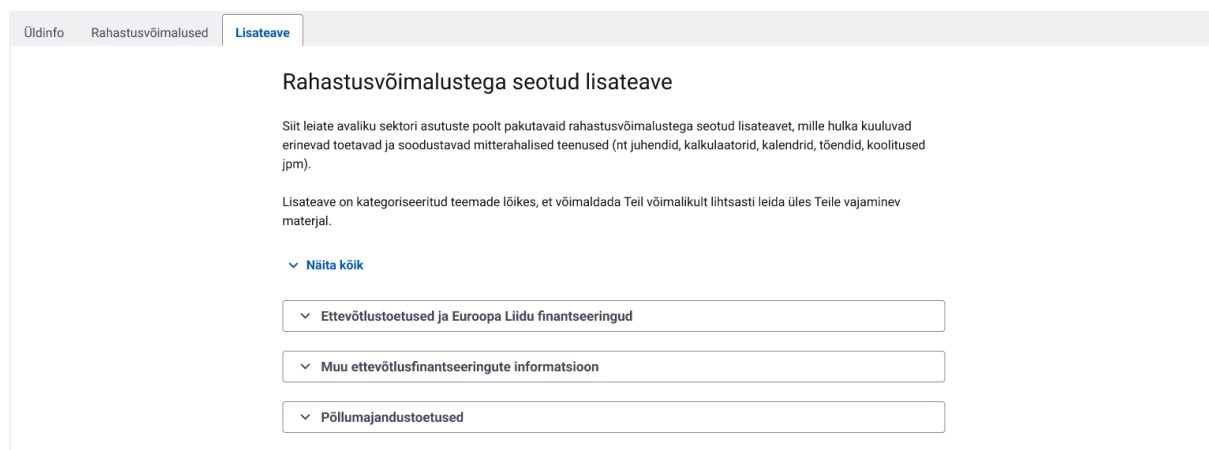


Figure 1. Example of a future solution template

Each drop-down accordion menu is divided according to a common set of principles and includes the following (also see illustrative Figure 2):

- ▶ **Accordion theme title** - Visible in both open and closed accordion views. The objective is to give the entrepreneur an overview of the topics on which information can be found within the

accordion, as concisely and informatively as possible, so that the user can sort out the topics of potential interest to them.

- ▶ **Additional information title** - Visible in an open accordion view. Summarizes the content of the supporting and helpful material in a concise and meaningful way.
- ▶ **Additional information description** - Visible in an open accordion view. The objective is to give the entrepreneur a brief overview of the specific additional information, its content and necessity, and the potential benefits.
- ▶ **Additional information reference** - Visible in an open accordion view. This is a link to the home page of the public institute where the specific supplementary material can be found.

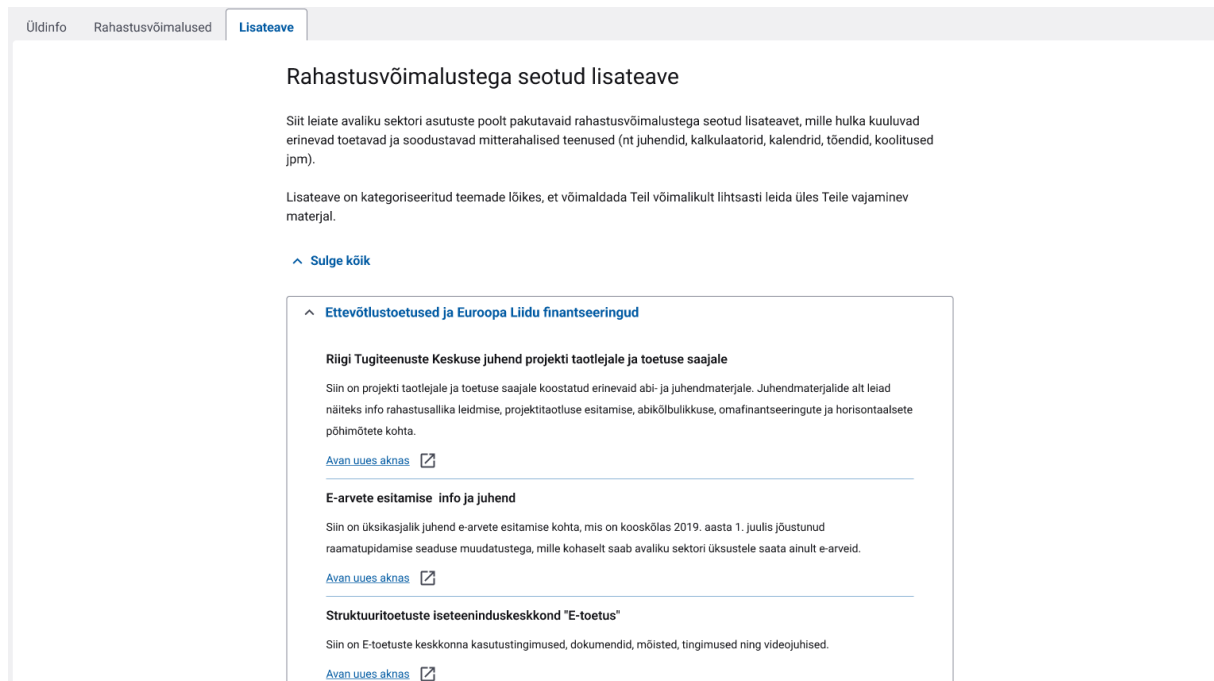


Figure 2. Example of a future solution template

During the analysis, an interactive prototype of the solution was created, which was tested with entrepreneurs as end-users. Entrepreneurs found the integration of different supporting and guiding public services into one environment a very good and compendious solution. The simple and clear use of language, the hiding / not displaying the unnecessary information and the opening/closing of all accordion menus at the same time for quick retrieval of information using the browser search (ctrl+f) were considered important.

An interactive prototype illustrating the application is available in the environment Figma: [LINK](#)

Technical solution for a future solution

The future solution must be universal and applicable to all thematic papers. In order to achieve this, the application to be created must be developed in a standalone way based on micro frontend (MFE) technology. It is a modern technological solution that allows the separation of large and complex web applications into several smaller applications. Each MFE can run completely independently, and this technology allows updates to be introduced more quickly and without major disruption.

The application to be built is built on a multi-layered MFE logic. This means, that in each application or topic page in the Eesti.ee entrepreneurs' portal, will be a first MFE layer, which creates the accordion menu. A topic page can have one to several accordion menus. Then, within each accordion menu MFE,

there is a second MFE chunk that structures the information displayed about the specific additional information. Within a single accordion menu, there may be one to several different MFE chunks, each containing information about one additional piece of information.

Such a solution adds flexibility to the system, as it allows for better management and development of the texts within the accordion. It also gives the possibility to use the MFE chunks in other places and to display information there.

In order to be able to display additional information on all supporting and facilitating public services in the future application solution, it is important that the application is interfaced with the Article Repository (*Artiklivaramu, ARVA*), in order to retrieve the information displayed through the services.

Figure 3 shows the architectural vision of the future solution.

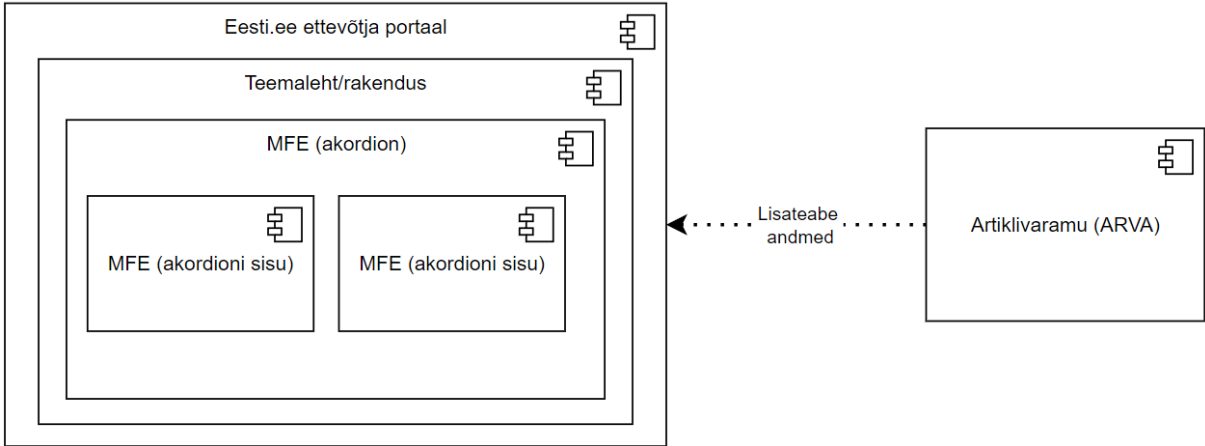


Figure 3. Vision of the architecture of the future solution

The article repository is a standalone web application designed for institutions to manage their information articles or other materials on Eesti.ee. For this, it is important to create articles in ARVA (or a folder system, where the articles are located and can be added, edited, or deleted), which contain content information that will be displayed in the future solution as additional information on the Eesti.ee business portal. According to RIA, the Eesti.ee portal has over 50 partner institutions managing articles and other information. Each institution may have several people still managing it. Because ARVA is a relatively new application and the administrative interface in Eesti.ee is currently still used instead for the management of information articles in Eesti.ee, it is necessary to start training the staff of the institutions to use the new ARVA application. This is planned to start in the course of 2024. For the time being, the management and updating of information articles and other information in ARVA will be left to the service administrators of Eesti.ee.

As part of the analysis, metrics that are important for measuring the usability of the future solution and the possibilities for their implementation were also identified. It is possible to reuse metrics that already exist in Eesti.ee. The potential impacts of the future solution on both businesses and institutions were also identified. The impact was assessed in terms of time savings, financial savings, and service availability. Overall, the future solution will have a positive impact on both parties by increasing the availability of the service and thereby reducing the time and the financial resources required.

The analysis was commissioned by the Ministry of Economic Affairs and Communications and carried out by Ernst & Young Baltic AS in the period January-April 2024.