

Template 1. Problem definition

What is the **name** of the service?

Web site www.ed.ge

What is the main **aim** of the service?

Explain what the service is about.

The purpose of the web site is to provide information for citizens and organizations about the identification services and documents, also about the services linked to the eID card. This is the main source of information for those interested in implementation of electronic signature in their business processes, or for those interested in the electronic and online services offered by the state regarding to its identification documents, standards used and available software.

What is the **key problem** the service is addressing?

What is the problem to be solved?

Web site is in a very poor condition, it requires re design in order to meet the customer demands and expectations, to evaluate how the web site should be modified in order for it to provide more information for those interested in the topic, also currently it is a not providing enough information on services, therefore citizens are less informed about the available services.

Why do you want to **improve** the service?

E.g., increasing online reservations reduce the calls to customer care during the service usage etc.

Currently if the organization or citizen is interested in services related to online identification or authentication, they will either have to request a meeting with agency representatives or call an agency hotline. Redesigning the website will result in reduction of phone call related to the identification services and documentations and will reduce the number of initial meetings with organization, which serves as just an information provision process for the agency, if the organizations will have an opportunity to receive baseline information through web site, later meetings will be more effective and efficient for both sides.

On the other side, this will result in increasing the awareness about the identification documents and the services linked.

Describe the main **target groups** of the service.

List the user groups or customers the service is particularly targeting.
How big is the user group? How often do they use the service?

We can say that the service is for all citizens of Georgia and organizations working in the country.

What are the main **obstacles** in improving the service?

Explain why this service has not been improved yet and what could be the obstacle to implement the development.

There was not a service design methodology in place in order to evaluate the gaps in the service.

What is the **target of the project** for your team?

E.g. a new service or service system, improved existing service, improved skills of the team

Improved web site www.id.ge and improved eSignature portal, which is part of the website.