

# **European e-Justice Portal In-depth interviews**

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# Executive summary

26 in-depth interviews were conducted across all EU member states (August-September 2025) to evaluate the European e-Justice Portal.

## Key Findings:

### Critical awareness gap:

- Most participants had never heard of the portal despite 10+ years of operation
- Discovery typically occurs only during legal crises
- Even legal professionals show inconsistent awareness

### User understanding issues:

- Widespread confusion about portal scope (domestic vs. cross-border coverage)
- Mixed understanding of target audience (citizens, businesses, or professionals)
- Gap between "one-stop shop" positioning and actual information-only experience

### Navigation and design challenges:

- Universal complaints about homepage overload and poor organisation
- Search function underperforms, forcing users to Google
- Legal professionals develop workarounds (bookmarking, bypassing homepage)
- Some participants criticized the outdated visual design as affecting credibility

### Translation quality:

- Translation quality was generally satisfactory across most languages
- Only 4 participants identified significant translation issues, primarily affecting Maltese (IP22) and Croatian (IP21)
- Professional translators (IP2, IP14, IP20) validated overall translation quality while noting occasional terminology inconsistencies

## Priorities from users

Most explicitly requested improvements based on participant responses:

1. **Search/AI enhancement** (11 participants) - Modern search functionality with intelligent assistance
2. **Information architecture** (9 participants) - Simplified homepage with clear entry points
3. **Visual design** (8 participants) - Modern aesthetic and better visual hierarchy
4. **Content organization** (7 participants) - Comparison tools, FAQ sections, reduced text density
5. **Professional vs. citizen segmentation** (5 participants) - Separate pathways for different user types

## 6. Translation improvements (4 participants) - Better legal terminology accuracy for specific languages

The portal contains valuable, trusted content but faces significant discovery and navigation barriers that prevent users from accessing its full potential.

# 1. Introduction

This report presents findings from 26 in-depth interviews conducted to evaluate user experiences with the European e-Justice Portal. The interviews represent qualitative data collection designed to capture rich, contextual insights into user discovery patterns, usage behaviours, satisfaction drivers, and barriers to adoption. Through these one-on-one interviews, we can look deeper to examine what impact the e-Justice Portal is having on its visitors and in which ways, building insight into how people are actually using the site in practice and what outcomes they are achieving through their interactions with the platform.

## 1.1. Qualitative Data Methodology

Individual interviews were conducted using a semi-structured approach, allowing for deep exploration of participant experiences with the e-Justice Portal. Each interview lasted approximately 45-90 minutes and was conducted between the 1st of August and the 5th of September 2025. We conducted 27 interviews with citizens from 27 member states to achieve comprehensive representation of needs across all EU countries. Interviews were offered in English or in participants' native languages with an interpreter present. All interviews followed a structured protocol and were conducted online using Fathom, an AI notetaker, to record and transcribe each session. These transcripts were then analysed using a tagging framework for systematic evaluation.

# 2. Tools and methodologies

This chapter describes how participants were recruited and how the interview was conducted.

## 2.1. Participant Recruitment

We applied a multi-channel recruitment, targeting portal users across EU member states. We did this by both contacting the portal visitors who signed up via the initial

pop-up survey and by working with recruiters across the EU to help find people from any remaining member states that we have not spoken with previously.

Participants have been selected to represent key user groups for digital justice services, including citizens and members of the business community across all Member States.

## 2.2. Interview Protocol

We made and followed a semi-structured guide covering discovery, usage, satisfaction, and improvement areas. All participants were offered native language interviews with professional translation; some however chose to speak without an interpreter in one of the interviewers' languages (Eg French, English or Dutch).

The roles were as followed:

- € **One interviewer** to guide the conversation and ask questions
- € **One interpreter** (when needed) to facilitate communication between the participant's native language and English

Our original plan of having a notetaker present was dropped, as we tested the efficiency of both human notetakers and Fathom (AI Notetaker) in the initial 3 interviews, and found that Fathom did as well as the human notetaker, often understanding comments or accents that humans missed, including words in other languages which were reviewed after the interview itself.

We've decided to combine the separate interview guidelines for business and citizen participants into a single approach. This is because many of the questions for both groups were quite similar, especially if an interviewee uses the portal for both personal and professional purposes.

Each interview will be followed by dedicated time for processing and analysing the collected insights to inform further iterations of the tagging framework and potential changes to any coming protocols.

## 3. Research inventory

This chapter discusses how we utilised AI, as well as an explanation of our tagging framework and thoughts behind it.

### 3.1. AI-Assisted Process Overview

Our research process incorporated AI tools to enhance analysis efficiency while maintaining analytical rigor. We utilized Claude, an AI assistant developed by Anthropic, to support various aspects of our data processing and analysis. This approach allows us to remove "chatter" or any non-substantive content, technical interruptions and translator clarifications. Claude translates any foreign words said by the participant into English for the analysis post interview and anonymisation is automatically updated for sharing any raw data with the client.

**Iteration Process:**

- AI-assisted transcription and preliminary coding across 80+ tag categories
- Human validation and refinement of AI-generated tag applications
- Multi-pass coding validation using established framework
- Cross-validation of key insights across user archetype patterns

### Tagging Framework Development

Similar to the manual way of tagging insights after an interview, we worked iteratively with the transcripts post-interview to mark not only identifying archetypes but also opinions, hopes and barriers to using the portal for those participants. Each tagged transcript was reviewed to cross-check the tags applied and the interview itself.

The final framework developed through iterative analysis of pilot interviews, as well as adapting the framework any time throughout the interviews when needed.

## 3.2. Tagging framework Overview

The analysis employed a comprehensive tagging framework with 80+ distinct codes across 10 major categories, enabling systematic analysis of user experiences, barriers, and value perceptions.

### Primary Categories:

1. **Portal Understanding** - User comprehension of portal purpose and scope
2. **Language & Accessibility** - Translation quality and language barriers
3. **Usability & Navigation** - Site navigation and user experience
4. **Usage Patterns** - How and why users engage with the portal
5. **Trust & Credibility** - Confidence in portal information
6. **Value & Impact** - Benefits derived from portal usage
7. **Barriers & Challenges** - Primary obstacles to usage
8. **Net Promoter Behaviour** - Recommendation patterns
9. **Improvement Priorities** - User-suggested enhancements
10. **Professional Perspective** - Legal professional-specific insights

## 4. The tagging framework

Below is the complete tagging framework applied to each interview transcript.

### Primary Participant Categories

- CITIZEN - Individual residents/citizens
- BUSINESS - Business users/representatives
- LEGAL\_PROF - Legal professionals (focus groups)

### Experience Level:

- EXPERIENCED - Has used portal before
- FIRST\_TIME - New to portal/seeing for first time

## 1. PORTAL UNDERSTANDING

**What does the participant think the portal does and who is it for?**

- UNDERSTAND\_PURPOSE - Clearly grasps what portal does
- CONFUSED\_PURPOSE - Unclear about portal function
- REALISTIC\_EXPECTATIONS - Has appropriate expectations
- UNREALISTIC\_EXPECTATIONS - Expects more than portal offers

### 1b. AUDIENCE UNDERSTANDING

**Does the participant understand that the portal serves MULTIPLE audiences (citizens, businesses, legal professionals)?**

- FULL\_AUDIENCE\_UNDERSTANDING - Recognizes portal serves citizens, businesses, AND legal professionals
- SINGLE\_AUDIENCE\_CORRECT - Correctly identifies ONE target audience but unaware of others
- SINGLE\_AUDIENCE\_INCORRECT - Incorrectly identifies portal for only one audience that's wrong
- MULTI\_AUDIENCE\_PARTIAL - Recognizes some but not all target audiences
- AUDIENCE\_UNCLEAR - Uncertain who portal is designed for

**Personal Relevance:**

- SEES\_PERSONAL\_RELEVANCE - Recognises the portal applies to their situation/needs
- MISSES\_PERSONAL\_RELEVANCE - Doesn't see how the portal could help them specifically
- CONDITIONAL\_RELEVANCE - Sees relevance only in specific scenarios

### 1a. SCOPE UNDERSTANDING

**Does the participant understand that the portal covers BOTH domestic AND cross-border issues?**

- CORRECT\_SCOPE\_UNDERSTANDING - Knows portal covers both domestic and cross-border legal matters
- CROSSBORDER\_ONLY\_MISCONCEPTION - Thinks portal is only for cross-border issues
- DOMESTIC\_ONLY\_MISCONCEPTION - Thinks portal only covers domestic issues
- SCOPE\_UNCLEAR - Uncertain about portal's coverage boundaries

**Discovery Motivation:**

**How and why they first found the portal:**

- ORGANIC\_DISCOVERY - Self-motivated search for specific need (Google searches, personal research)
- MANDATED\_DISCOVERY - Required by work/employer/external authority
- CRISIS\_DISCOVERY - Found when desperate/urgent need/last resort
- NETWORK\_DISCOVERY - Recommended by colleague/friend/professional network

- **ACCIDENTAL\_DISCOVERY** - Stumbled upon it while looking for something else

## **2. LANGUAGE & ACCESSIBILITY**

### **Critical language barriers and translation issues:**

- **NATIVE\_LANG\_ESSENTIAL** - Must have native language
- **NATIVE\_LANG\_PREFERRED** - Prefers native language but can work without
- **TRANSLATION\_GOOD** – Found quality translation in their language
- **TRANSLATION\_POOR** – Found Poor/confusing translation
- **LEGAL\_TERMS\_CLEAR** - Legal terminology well translated
- **LEGAL\_TERMS\_CONFUSING** - Legal terms poorly explained
- **USES\_TRANSLATION\_TOOLS** - Relies on Google Translate etc.
- **TRUSTS\_AUTO\_TRANSLATION** - Comfortable with machine translation
- **DISTRUSTS\_AUTO\_TRANSLATION** - does not trust automated translation

## **3. USABILITY & NAVIGATION**

### **How well users can use the site:**

- **NAVIGATION\_CLEAR** - Can navigate easily
- **NAVIGATION\_CONFUSING** - Struggles to find things
- **KNOWS\_WHERE\_TO\_START** - Clear entry points
- **LOST\_WHERE\_TO\_START** - Doesn't know how to begin
- **MENU\_LABELS\_CLEAR** - Menu makes sense
- **MENU\_LABELS\_UNCLEAR** - Menu confusing
- **SITE\_PURPOSE\_CLEAR** - Understands what site offers
- **SITE\_PURPOSE\_UNCLEAR** - Confused about site capabilities

## **4. USAGE PATTERNS**

### **How and why people use the portal:**

- **RESEARCH\_FOCUSED** - Uses for information gathering
- **ACTION\_FOCUSED** - Uses to complete specific tasks
- **PREVENTIVE\_USE** - Uses to avoid legal problems
- **REACTIVE\_USE** - Uses when problems arise
- **SELF\_SERVICE** - Prefers to handle matters independently (not with professionals)
- **PROFESSIONAL\_GUIDANCE** - Uses to find professionals
- **CROSS\_BORDER** - Dealing with international legal matters
- **DOMESTIC\_ONLY** - Only national legal matters

## **5. TRUST & CREDIBILITY**

### **Does the participant trust the information?**

- **HIGH\_TRUST** - Strong confidence in portal information
- **LOW\_TRUST** - Limited confidence
- **PREFERS\_ONLINE** - Comfortable with digital legal services

- PREFERS\_OFFLINE - Prefers in-person legal help
- GOVERNMENT\_CREDIBILITY - Trusts because it's official
- QUALITY\_CONCERNS - Worried about information accuracy

## 6. VALUE & IMPACT

### What benefits do participants get from the portal?

- TIME\_SAVING - Portal saves significant time
- COST\_SAVING - Saves money vs alternatives
- CONFIDENCE\_BUILDING - Gives confidence to proceed
- PROBLEM\_SOLVING - Helps resolve legal issues
- EDUCATIONAL - Learns about legal rights/processes
- NO\_CLEAR\_BENEFIT - Doesn't see value in portal

## 7. PRIMARY OBSTACLES

- LANGUAGE\_BARRIER - Language is main problem
- COMPLEXITY\_BARRIER - Information too complex
- AWARENESS\_BARRIER - Didn't know portal existed
- TRUST\_BARRIER - Doesn't trust online legal info
- TECHNICAL\_BARRIER - Digital literacy issues
- RELEVANCE\_BARRIER - Information not applicable

## 8. NET PROMOTER BEHAVIOR

- WOULD\_RECOMMEND - Would refer others to portal
- CONDITIONAL\_RECOMMEND - Would recommend with caveats
- WOULD\_NOT\_RECOMMEND - Would not refer others
- ALREADY\_RECOMMENDED - Has referred others before

## 9. IMPROVEMENT PRIORITIES

- IMPROVE\_LANGUAGE - Translation/language needs work
- IMPROVE\_NAVIGATION - Site structure needs fixing
- IMPROVE\_CONTENT - Information quality/coverage gaps
- IMPROVE\_AWARENESS - Marketing/visibility needed
- IMPROVE\_MOBILE - Mobile experience poor

## Tagging practices

1. **Multiple Tags:** Use multiple tags per significant quote/response
2. **Context First:** Always tag participant type and experience level
3. **Check tags:** Always read through the tagged data to see if it is accurate
4. **Both Sides:** Tag positive AND negative evidence
5. **Specific Quotes:** Tag individual responses, not whole interviews
6. **Magic Wand Special:** Create separate analysis for improvement suggestions ranked by importance

- 7. Scope Misconception Priority:** Flag scope misunderstandings as high-priority user education opportunities

## 5. Participant Profiles

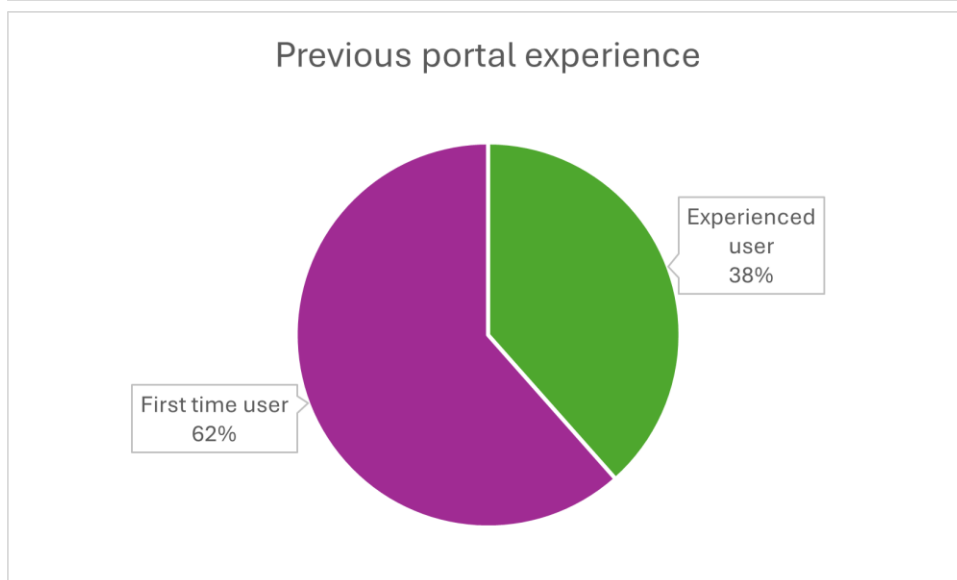
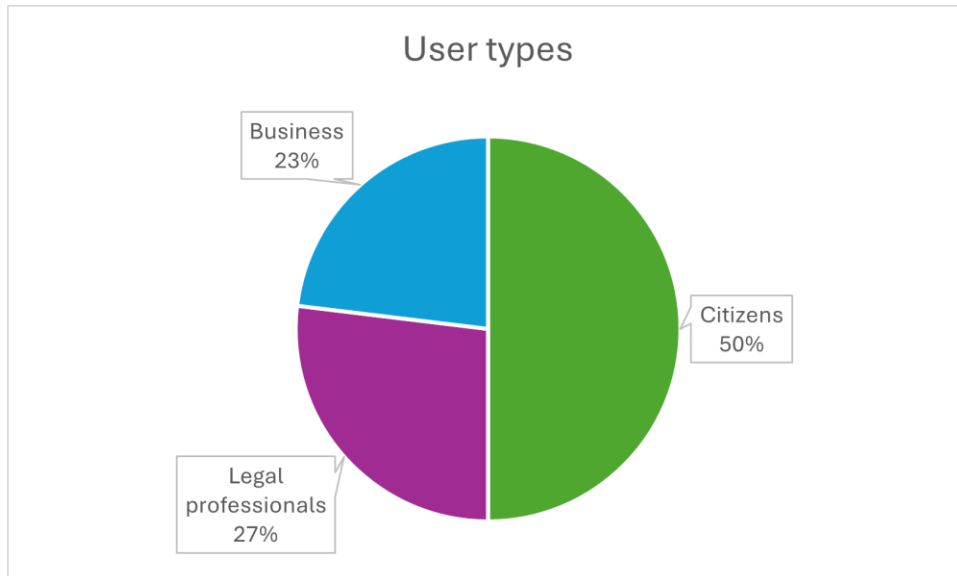
Below is a table of all participants codes, and their background information to give an oversight of the main categories.

Participant ID	Country	Core Category	Experience Level
IP1	Italy	BUSINESS	EXPERIENCED
IP2	Bulgaria	LEGAL_PROF	EXPERIENCED
IP3	Spain	CITIZEN	EXPERIENCED
IP4	Greece	LEGAL_PROF	EXPERIENCED
IP5	Hungary	CITIZEN	FIRST_TIME
IP6	Slovakia	CITIZEN	FIRST_TIME
IP7	France	LEGAL_PROF	EXPERIENCED
IP8	Latvia	CITIZEN	FIRST_TIME
IP9	Sweden	BUSINESS	FIRST_TIME
IP10	Denmark	CITIZEN	FIRST_TIME
IP11	Ireland	CITIZEN	FIRST_TIME
IP12	Finland	CITIZEN	EXPERIENCED
IP13	Lithuania	BUSINESS	FIRST_TIME
IP14	Netherlands	LEGAL_PROF	EXPERIENCED
IP15	Portugal	LEGAL_PROF	EXPERIENCED
IP16	Czech Republic	CITIZEN	FIRST_TIME
IP17	Belgium	BUSINESS	FIRST_TIME
IP18	Slovenia	CITIZEN	FIRST_TIME
IP19	Austria	BUSINESS	FIRST_TIME
IP20	Romania	LEGAL_PROF	EXPERIENCED
IP21	Croatia	LEGAL_PROF	EXPERIENCED
IP22	Malta	CITIZEN	FIRST_TIME
IP23	Germany	CITIZEN	FIRST_TIME
IP24	Estonia	CITIZEN	FIRST_TIME
IP25	Poland	CITIZEN	FIRST_TIME
IP26	Cyprus	BUSINESS	FIRST_TIME
IP27	Luxembourg		

### User Category Distribution

User category	count	Key identifiers
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Business	6	Entrepreneurs, business owners, product managers
Citizens	13	Individual legal issues, research needs
Legal professionals	7	Translators, lawyers, PhD (law), professors (law)



## 6. Data interpretation

This chapter details our key findings from the raw data, as well as further explanations to the patterns of themes we found whilst conducting these interviews.

## 6.1. Citizen User Patterns and Misconceptions

Initial assumptions suggested that citizens would encounter the most significant difficulties with the e-Justice Portal, primarily due to complex legal terminology and potentially confusing navigation for users without legal expertise. While many participants did indeed struggle with legal jargon and site navigation, the results were far less conclusive than anticipated. Rather than becoming frustrated and abandoning the platform, citizens demonstrated remarkable adaptability in their approach. Many took the information they found on the portal and supplemented their understanding by consulting with legal professionals, conducting independent research through AI tools like ChatGPT, Google searches, or other educational platforms. Despite initial challenges, participants frequently recognized the portal's potential value and expressed genuine appreciation for its existence. They viewed it as a unique resource that would prove useful in future legal situations, acknowledging its role as an important starting point for accessing European justice information.

### 6.1.1. Awareness and Discovery Challenges

Citizen participants demonstrated consistently low awareness of the portal's existence prior to engagement. When discovery was not mandated by us (through the interview) discovery typically occurred through crisis-driven Google searches or research necessity, rather than through referrals from legal professionals or government agencies. This suggests significant gaps in outreach and visibility within target citizen populations. Notably, only two experienced users were present in our cohort, and both had accessed the site under circumstances of desperation. Both participants described struggling to find the portal or any comparable assistance, emphasizing the difficulty in locating relevant help during urgent legal situations. Despite the site not performing as expected in many ways—with both users citing negative experiences—they persisted in using it to the best of their ability simply because no alternative options were available to them.

### 6.1.2. Legal Domain Expectations vs. Reality

**Scope Misconceptions:** Citizens demonstrated significant gaps between expected and actual portal coverage. Common misconceptions included:

- **Domestic Legal Issues:** Expectations for housing law, tenant rights, and local property disputes
- **Immigration and Registration:** Anticipated guidance on municipal registration, residence permits, and local administrative procedures

- **Consumer Protection:** Expected coverage of domestic consumer rights and local business disputes

These findings suggest citizens approach the portal with UNREALISTIC EXPECTATIONS based on general legal needs rather than understanding its specific EU justice focus. This indicates that the site's scope is not clearly communicated from the homepage, leaving visitors to navigate blindly while hoping for comprehensive coverage. Citizens place trust in the portal primarily due to the EU branding, assuming the official name guarantees all-inclusive legal guidance for their needs. These misconceptions also highlight that the portal lacks recognition as a household name, despite its availability across numerous EU countries, suggesting broader awareness and positioning challenges that extend beyond simple discoverability issues.

### 6.1.3. Cross-Border vs. Domestic Understanding

Building on the scope clarity issues identified from the homepage experience, citizens exhibited fundamental confusion about the portal's jurisdictional coverage

**Critical Scope Confusion:** The most significant pattern among citizens was CROSSBORDER\_ONLY\_MISCONCEPTION or DOMESTIC\_ONLY\_MISCONCEPTION. Citizens consistently failed to recognize the portal covers both domains:

- Many assumed cross-border exclusive functionality, missing domestic EU law applications
- Others expected purely domestic coverage, overlooking international legal scenarios
- Few demonstrated CORRECT\_SCOPE\_UNDERSTANDING of the portal's comprehensive coverage

### 6.1.4. Research Usage Patterns

This research-oriented approach contradicts the portal's homepage messaging that positions it as a "one-stop shop" for EU justice needs.

**Information Gathering Behaviour:** Citizens predominantly exhibited RESEARCH\_FOCUSED usage patterns, positioning the portal as a starting point rather than end destination. Two primary research pathways emerged:

1. **Self-Study Preparation:** Citizens used portal information for independent legal education before making decisions
2. **Professional Consultation Preparation:** Information gathering to enhance lawyer consultations and reduce professional service costs

This usage reality reveals a significant disconnect between the portal's stated comprehensive service promise and actual user behaviour, as many cannot follow through on the tasks they hoped to complete or presumed they could accomplish entirely through the platform.

### 6.1.5. Human Support Preferences

Citizens often expressed preferences for human interaction and professional support integration. Common requests included:

- Live chat functionality for real-time guidance
- Chatbot integration for basic question resolution
- Connection services to qualified online legal experts
- Calling a professional to confirm their situation

This pattern suggests citizens value the portal's information quality but require additional support mechanisms to bridge the gap between information access and actionable legal guidance.

These findings indicate citizens represent a high-potential user segment with significant barriers to optimal portal utilization, primarily stemming from awareness, scope understanding, and support mechanism gaps rather than content quality issues.

## 7. Legal Professional user patterns and behaviours

This chapter looks at what the data reveals for legal professionals specifically, what are the discrepancies from the other groups and why that could be.

### 7.1. Professional satisfaction and integration

**High Overall Satisfaction:** Legal professionals demonstrated consistently positive portal evaluation, with the majority showing HIGH\_TRUST and WOULD\_RECOMMEND patterns. This user segment displayed the strongest content satisfaction and institutional confidence among all user types.

**Translator Specialization:** Three of the seven legal professionals were translators/interpreters, representing a critical user subset. These professionals provided authoritative validation of translation quality (TRANSLATION\_GOOD) and served as quality assurance validators for the broader user base. Translators exhibited

specialized usage patterns including direct copy-paste functionality for precise legal terminology.

## 7.2. The Navigation Paradox

**Reported vs. Actual Navigation Success:** Legal professionals exhibited a striking contradiction between reported navigation satisfaction and demonstrated navigation capability. When initially asked about site navigation, many indicated NAVIGATION\_CLEAR. However, when subsequently asked to locate frequently used forms or pages through the homepage, the same users could not successfully navigate, revealing underlying usability issues.

**Workaround Development:** Professional users developed sophisticated workaround strategies to compensate for navigation limitations:

- **Bookmark Reliance:** Direct bookmarking of frequently used forms and pages
- **Google Bypass Strategy:** Using external search engines to locate specific portal content, bypassing the homepage entirely

*"I've got my own system, yes. I either go there, or I go in the search here, I've got the filter, and then I use various things for my filters." (19:46) IP20*

### Search Functionality Challenges

Despite widespread usage, four of seven legal professionals expressed dissatisfaction with portal search functionality. Users continued utilizing the search feature due to necessity rather than satisfaction, indicating a critical tool performing below user expectations. Some professionals mentioned that due to not being able to use the search function as hoped, they would resort to using Google and other external search engines to help locate the correct pages within the portal.

Legal professionals demonstrated task-specific portal integration:

- **Translators:** Copy-paste functionality for precise legal terminology transfer
- **Practitioners:** Link sharing with colleagues for collaborative reference
- **Academics:** Student referral and educational integration

### 7.3. Information Architecture Concerns

Over half of legal professionals (4/7) explicitly identified the homepage as overloaded with excessive information, creating barriers to efficient navigation. These participants specifically cited information density as a primary obstacle to accessing portal content.

**Broader Access Barriers:** Beyond those who directly criticized homepage overload, additional legal professionals recognized that while the portal contains valuable comprehensive information, significant structural barriers prevent efficient access to that content. This pattern suggests homepage information density represents a symptom of broader information architecture challenges affecting the majority of professional users.

**Impact on Professional Workflow:** Legal professionals consistently develop workaround strategies (bookmarking, Google searches, direct URL access) to bypass homepage navigation entirely, indicating that information overload creates systematic usability barriers even for expert users who successfully utilize portal content.

Identified portal as serving professionals well but failing citizens: *"As a lawyer, the tool suits me perfectly"* but noted *"I'm not sure that ordinary citizens who are looking for a single answer, if they see already the homepage, understand that the interest"* **IP7**

"I think there are too many data, too much information on the main page" **IP4**

*"You can achieve more than you can tell from the homepage... There's much more behind it. So if you click and click and click. Then you see much more."* (20:24) **IP14**

*Visually speaking... maybe there's too much information. On the initial page... when I search, I go straight to the search bar, so I never stopped to analyse the site itself."* (30:00) **IP15**

**Filter Functionality Demand:** Half the professionals requested enhanced filtering options on the homepage to accelerate content discovery. This indicates a need for more granular content organization and user-controlled information hierarchy.

"And when you searched it in the search bar, it also didn't come for something useful? No..." **IP4**

*"There's too much information, and it could filter a bit more... probably filter or be presented in a different way."* (47:35) - **IP15**

*"case law can be searched according to a particular court of law, maybe according to the case number, or the country... we need... a solution that ensures better or more effective filtering"* (1:17:25-1:18:51) **IP21**

## Complexity tolerance

**Complexity Tolerance vs. Efficiency Demand:** Legal professionals demonstrated higher tolerance for portal complexity (COMPLEXITY\_BARRIER ) while simultaneously demanding greater efficiency in navigation and content access. This suggests professionals value comprehensive content but require streamlined access mechanisms. Legal professionals served as portal advocates within professional networks, with evidence of colleague referrals and client recommendations.

**IP20:** *"I will keep using the website because, for me, it is very useful"* and actively educates legal professionals about portal value

**IP2:** Recommends to clients, colleagues, and family members

**IP7:** Integrates portal into student curricula and professional teaching

**IP21:** Mentions colleague usage and would recommend through Croatian Bar Association

This user segment functions as a force multiplier for portal adoption through professional credibility transfer.

**Implications:** Legal professionals represent successful portal adopters who have developed compensatory strategies for navigation limitations. Their continued usage despite usability challenges indicates strong underlying value proposition, while their specific improvement requests (filtering, homepage simplification) provide clear pathways for enhancing professional user experience and potentially broader user adoption.

## 8. User Archetype Profiles

Below are the three main profiles we based our interviews around (citizens, legal professionals and business). In which we highlight their key findings and interesting patterns.

### 8.1. Citizen insights

**Language Complexity Barriers:** Five of twelve citizen participants described the portal's legal terminology as "heavy" or "hard to understand," indicating that approximately this user group face comprehension challenges with the information presented. Additionally, two legal professionals acknowledged that the terminology presents accessibility barriers for individuals without legal field experience, validating citizen concerns from an expert perspective.

This finding suggests that legal language complexity represents a significant usability barrier affecting nearly half of the citizen user base, with professional validation confirming that current terminology standards may exceed appropriate accessibility levels for general public users.

“Well, language itself, it's kind of, it's kind of heavy” **IP8**

"It is a bit confusing indeed... the naming conventions or the wording that is used is being designed for legal experts, it's very legal heavy, and the topics, sometimes I go and look for the topics, and the way they divide it up, I don't quite follow it" **IP3**

“To read all the paragraphs and knowing the law. That's maybe most difficult to me... And knowing where to start and maybe understanding if I can't make a case out of this or if it's too small.” **IP10**

## 8.2. Legal professional insights

**Resource driven :** Legal professionals possess multiple alternative information sources (databases, case law repositories, professional networks), enabling calm, analytical portal evaluation. Citizens and businesses lack these alternatives and typically access the portal during crisis situations, creating panic-driven usage with higher emotional stakes and greater dependency on portal success.

**Implication:** Resource abundance versus scarcity fundamentally shapes how different user types discover, evaluate, and utilize the portal.

## 8.3. Business insights

**SME-Focused Assumption:** Many business participants assumed the portal was for small and medium enterprises only. This misconception potentially limits adoption among larger businesses who might benefit from portal resources for specific use cases or subsidiary operations.

**IP9** *"I think that this site is more like for smaller companies, not those big, huge companies. It's more like the mid-sized companies... bigger companies used to have their own departments in their own companies handling this kind of issues. But smaller companies... can, of course, need this kind of sites to get a lot of information before they can use a lawyer."* (26:36-27:21)

**Hybrid Information Strategy:** Business users frequently combined portal information with AI tools, using the portal as an authoritative starting point before seeking additional clarification through artificial intelligence platforms. This behaviour pattern suggests businesses value official information but require enhanced comprehension support for complex legal concepts.

**IP16** *"Nowadays, I also ask more chat GPT for information."* (25:19)

**Time Investment vs. Value Disparity:** While business users recognized portal potential for time and cost saving, practical implementation revealed cost-benefit concerns. One participant (IP1) detailed how personal time investment in small claims procedures exceeded the actual claim value, highlighting process efficiency barriers that can negate intended economic benefits.

**IP1** *"It took me probably 5,000 euros of personal cost, but at least I got 500 euros. So, I mean, it's bad, but at least it worked in somehow."* (1:01:27)

**IP19** *"I do an 80-hour week, so it's got to be quick."* (50:17) *"So I have to click three times to go through explanation of terminology before I then get to the actual subject matter."* (49:49)

## 9. Overarching commonalities

Below we map the commonalities between the three groups, their matching expectations, frustrations and use patterns.

**Critical Workflow Interruption:** All user types - citizens, businesses, and legal professionals - identified the portal's inability to complete legal processes end-to-end as a fundamental limitation. Key issues include:

- **Process Fragmentation:** Portal serves as information source but fails to connect users to completion mechanisms
- **Referral System Gaps:** Insufficient linking to appropriate national systems or professional services for task completion
- **Workflow Discontinuity:** Users must independently navigate from portal information to actionable next steps

### User Type Response Variations:

- **Business Users:** Express strongest frustration, viewing incomplete processes as significant economic barriers and demanding complete task resolution.
- **Citizens:** Show greater tolerance but often presume portal limitations before usage based on negative experiences with other governmental digital services (evidenced by IP22's assumption about Berlin relocation procedures).
- **Legal Professionals:** Develop sophisticated workaround strategies to avoid browsing the portal for their most used forms or pages ( E.G bookmarking pages, Googling their key words and looking for the portal page suggestion (as Google has better filters than the portal) to compensate for navigation gaps.

### Information Architecture and Complexity Concerns:

**Universal Information Overload:** All user types consistently reported COMPLEXITY\_BARRIER issues:

- Excessive information density on portal pages
- Heavy legal language creating comprehension barriers across expertise levels
- NAVIGATION\_CONFUSING patterns affecting task efficiency for both novice and expert users

## Technology Integration Expectations

**AI Integration Demand:** Multiple participants across all user types suggested AI assistance could address complexity and navigation challenges, indicating universal demand for technological solutions to current usability limitations.

**Hybrid Research Behaviours:** Users combine portal information with external tools (AI, Google searches) to overcome portal limitations, suggesting opportunities for enhanced technological integration.

### Expectation Spectrum:

- **Business Users:** Approach portal with service completion expectations rather than information-gathering mindsets
- **Citizens:** More readily accept information-gathering roles but still experience frustration with workflow gaps
- **Legal Professionals:** Successfully integrate incomplete workflows into professional practice but seek efficiency improvements

## Homepage Effectiveness Gap

### Evidence:

- 6 to 7 users explicitly mention homepage confusion (E.G finding of information is difficult, not knowing where to look, there being too much information on the homepage etc)
- All successful users who developed portal-bypassing strategies were experienced users
- High success rates once users reach target functionality
- Strong satisfaction despite initial navigation barriers

This pattern was observed in a mix of all profile types. With legal professionals often skipping browsing the portal, using google or the search bar instead, and often bookmarking the form they need most often. However, when asked to navigate to their usual form through the homepage, they could not.

The evidence strongly supports that users **develop bypass strategies** because the homepage fails to communicate capabilities effectively, while the underlying portal functionality satisfies users once they reach it. This creates the paradox of high content satisfaction alongside persistent navigation complaints.

## 9.1. Information Access and Value Perception

User type fundamentally determines portal approach and urgency levels. Legal professionals demonstrate systematic, methodical access patterns due to their alternative resource availability and professional research experience. Citizens and businesses exhibit higher-stakes engagement driven by limited alternatives and immediate problem-solving needs. The primary distinction between citizens and businesses lies in time pressure constraints - businesses face operational deadlines and billable hour considerations that citizens, investing personal time to avoid consultation costs, do not experience.

### 9.1.1. Legal Professionals: Alternative Resource Abundance

Legal professionals possess diverse information sources including specialized databases and professional networks. They value the portal for EU-specific consolidation but operate under billable hour constraints.

### 9.1.2. Citizens: Portal as Unique Discovery

Citizens lack knowledge of specialized legal sources and discover the portal through crisis. They demonstrate high tolerance for navigation barriers because personal time investment saves professional consultation costs - creating different economic incentives than professionals paid for research time.

**IP3:** *"It's the only place that I truly trust."*

### 9.1.3. Businesses: Efficiency-Focused Approach

Business users share professionals' time pressure while lacking their alternative resources, creating unique efficiency demands and lower tolerance for barriers compared to citizens.

**IP19:** *"I do an 80-hour week, so it's got to be quick."*

**Implication:** Resource availability and economic incentives fundamentally shape how user types approach portal complexity - professionals can bypass barriers through alternatives, citizens persist to save money, businesses demand efficiency without alternatives.

## Translation Quality: Universal Satisfaction

All user types expressed satisfaction with translation quality across the portal's multilingual offerings. This consistency in translation standards contributed significantly to user trust and content credibility. The positive translation assessment gained additional credibility through validation by professional translators within the user group, who provided expert-level quality assurance.

**Maltese Language Exception:** The only significant translation issues identified were specific to the Maltese language version, indicating isolated rather than systemic translation problems.

## Target Audience Misunderstanding - Cross-User Type Analysis

**Multi-Background Consensus:** 6 participants across all user categories - citizens, business users, and legal professionals themselves - identified the portal as being designed primarily for legal professionals rather than general citizens. This perception emerged consistently regardless of the participant's own professional background or experience level.

## Evidence Across User Types

**Citizens:IP3 (Spanish entrepreneur):** *"I would say it's not necessarily exclusively designed for a legal expert, but perhaps yes, has been designed for legal experts. With legal experts in mind."* Later suggested: *"I would change the layout because at the moment it only looks that is there for experts, for professionals"*

**IP8 (Latvian rural resident):** Expressed intimidation by professional appearance and terminology

### Legal Professionals:

**IP7 (French academic):** *"Obviously, it's more for lawyers, but in my opinion, it can be addressed to people who are simply curious, and have practical utility."*

**IP4 (Greek municipality employee):** *"Sometimes people that are experts on a field, they think that what they design and what they produce, they think it's self-evident that also common people will be able to understand it. And in this case, it's not."*

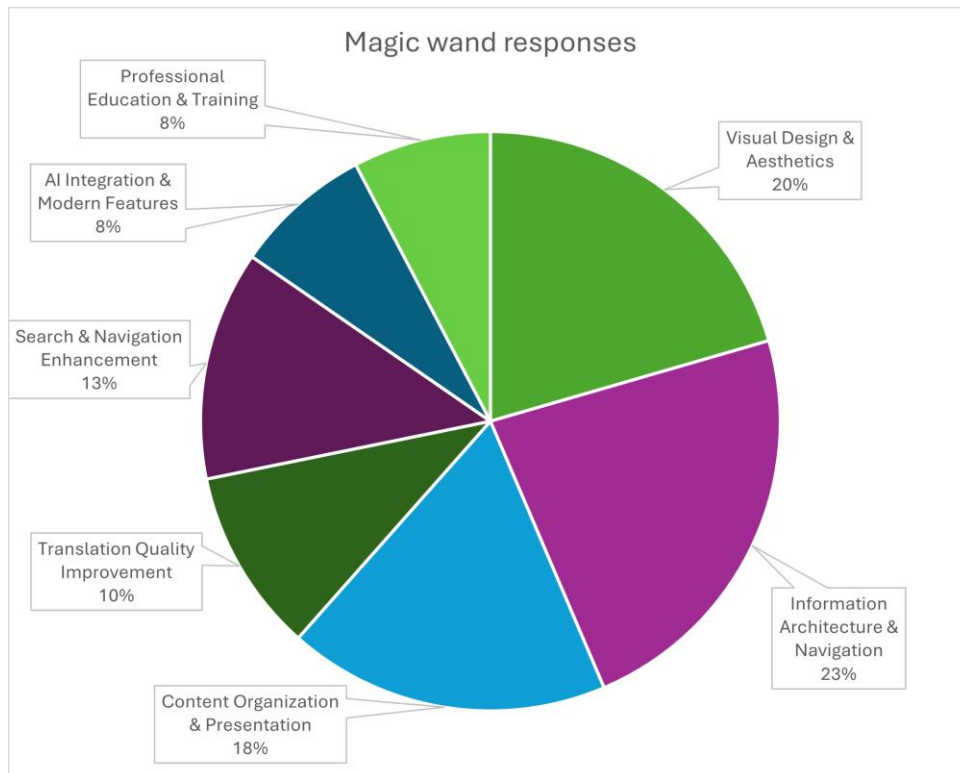
### Business Users:

**IP17 :** *"It sits somewhere in between in my eyes"* when discussing whether content was appropriate for citizens vs. professionals, and noted that *"If it's really about a standard ordinary citizen, then it could perhaps be a bit more concise, with bullet points,*

presented a bit more clearly. If it's for a jurist, then it could best be even more legal, I think."

## 10. Magic wand responses

This chapter has compiled all the responses to the magic wand question in each interview. Segmenting them into 7 main themes, with notable mentions underneath.



### Major Recurring Themes

#### 1. Visual Design & Aesthetics (8 participants)

IP2: More colourful, beautiful pictures of landscapes/families vs. plain blue/white

IP8: More colourful, human-centred design with better typography hierarchy

IP10: Logo redesign, remove religious symbols

IP16: Typography fixes, better font consistency, layout improvements

IP17: Complete visual overhaul, modernize "dusty" appearance

IP18: Visual enhancement beyond "basic white with blue accessories"

IP19: Marketing-focused layout improvements with better fonts/colours

IP23: Grammar accuracy and professional appearance

## **2. Information Architecture & Navigation (9 participants)**

IP1: KPIs/quantitative data as top priority

IP7: Homepage redesign with two-tier structure (introductory vs. technical)

IP8: Better typography hierarchy and content organization

IP9: Visual navigation with icons and pictures

IP16: Pyramidal information structure with bullet points vs. text blocks

IP17: Complete structural overhaul starting "from zero"

IP18: Progressive disclosure with submenus at top level

IP19: Shortened text, more facts, bullet points over sentences

IP24: Consistent typography and visual hierarchy

## **3. Content Organization & Presentation (7 participants)**

IP3: Audience-specific organization (business vs. legal users)

IP7: Better content categorization and homepage clarity

IP12: Intelligent user assistance with pop-up help for confused users

IP13: FAQ interface with simple buttons for common problems

IP16: Bullet points and progressive disclosure vs. large text blocks

IP18: Description + link format instead of information overload

IP22: Less cluttered, more organized structure

## **4. Translation Quality Improvement (4 participants)**

IP2: Complete missing translations in Bulgarian

IP14: Country-specific legal terminology vs. generic translations

IP21: Better translation accuracy for Croatian legal terms

IP22: Professional translation quality vs. automatic translation

## **5. Search & Navigation Enhancement (5 participants)**

IP3: Enhanced search functionality for company names/ownership

IP4: More accurate search results and better functionality

IP12: Intelligent algorithms to detect confused navigation patterns

IP19: AI-powered search with contextual suggestions

IP21: Better case law filtering and search capabilities

## **6. AI Integration & Modern Features (3 participants)**

IP13: AI integration for concentrated, relevant information

IP19: AI-enhanced search similar to Google's approach

IP20: Chatbot integration for urgent/specific cases

## **7. Professional Education & Training (3 participants)**

IP12: Mandatory training for lawyers about portal existence

IP13: Professional conferences for legal experts

IP21: Croatian Bar Association workshop partnerships

## **Less Common but Notable Themes**

### **Contact Integration (2 participants)**

IP9: Local partner contacts in each country

IP18: Better contact/legal professional finder functionality

### **Content Expansion (2 participants)**

IP13: Business information beyond pure legal issues

IP15: Better news section visibility and content filtering

### **Mediation Priority (1 participant)**

IP12: Refer to mediators before court procedures

## Key Insights

**Most Universal Need:** Information architecture and visual design improvements were mentioned by the highest number of participants (17 total across both categories), indicating these are the most pressing user experience issues.

**Professional vs. Citizen Divide:** Legal professionals focused more on translation quality and content depth, while citizens emphasized visual design and navigation clarity.

**Technology Integration:** Tech savvy participants consistently suggested AI integration and modern search features, while others focused on fundamental usability improvements.

**Quality Standards:** Translation quality issues were consistently mentioned across multiple languages, suggesting systematic quality control problems rather than isolated cases.

### Going forward:

The insights gathered from these interviews will directly inform the protocol development for Tasks 4 and 5. Following our established iterative methodology, we will use these findings to design targeted tasks and align team perspectives to test our emerging hypotheses. This approach mirrors our process for the current task, where we continuously refined our understanding based on participant feedback and behavioural patterns.

The depth of insight achieved in this phase will serve as the foundation for the next research iteration, allowing us to probe more specific areas of interest before formulating final recommendations. This systematic approach ensures that our eventual strategic recommendations are grounded in comprehensive user understanding rather than assumptions.

## 10.1. Voice of the Users

- **Legal Professional (Translator):** *"It's like a free market where you can find anything related to legal matter... extremely important when you need essential information, such as the information found on your website, in terms of legal*

*matters, inheritance... then I will want to read it in my language, in my mother tongue, so that I am 100% sure that I understand everything."*

- **Citizen (Future Entrepreneur):** *"I would change the organisation because I think it's organised only for professionals... Maybe it could create a portal for professionals, like today, a portal more simple, more basic, for people not professional."*
- **Government Intermediary:** *"I would make it friendly, more friendly, more approachable, easy to use actually by citizens. The appearance. I think there are too many data, too much information on the main page."*
- **Business Owner (Cross-Border Operations):** *"First impression is like, this is something that I have been missing. And I didn't actually know that it was, there was this kind of company handling this kind of issues... So this site should be a really good tool to handle that kind of issues."*

## 11. Raw data

Below sits all the transcripts with the tagging framework applied, anonymised and ordered as per the excel.

### 11.1. Data Structure

All interview transcripts have been:

- Anonymized (participants identified as IP1-IP27 with user type indicators)
- Tagged using the comprehensive 80+ code framework
- Translated to English with quality validation (for interviews in French/ /Dutch)

### 11.2. Transcribed and tagged analyses of the 27 interviews:

#### IP1 Interview Analysis

*Participant Profile: IP1 - Italy, Business Owner/Product Manager*

**Tags:** BUSINESS EXPERIENCED CRISIS\_DISCOVERY

- **Background:** Business owner/product manager , cross-border operations
- **Discovery:** Found portal through desperation - messaging in international space university groups
- **Quote (4:08):** *"I was desperate... desperation goes like a hyperbolic hub... one lady in the chat... told me, European justice is just small claim forms."*

#### Portal Understanding

Purpose & Audience Recognition

**Tags:** UNDERSTAND\_PURPOSE / REALISTIC\_EXPECTATIONS  
SINGLE\_AUDIENCE\_CORRECT / SEES\_PERSONAL\_RELEVANCE

**Clear Purpose Understanding (11:28):**

"The expectation was to have an online procedure for asking for compensation... It takes like a maximum half an hour to write what's the thing, and then online I can follow up."

**Target Audience Recognition:** SINGLE\_AUDIENCE\_CORRECT /  
SEES\_PERSONAL\_RELEVANCE

Sees portal as designed for small businesses like his - Correctly identifies business audience but may not realize it also serves citizens

**Scope Understanding**

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING / CROSS\_BORDER

**Cross-Border Focus:**

Uses portal for Romania-Italy and other international compensation cases - understands both cross-border function and complexity

**Language & Accessibility**

**Tags:** NATIVE\_LANG\_PREFERRED / TRANSLATION\_GOOD / TRUSTS\_AUTO\_TRANSLATION

**Operational Language Choice (40:37):**

"If it doesn't cost too much to have all the languages there, it's okay to have. But as I see here, you push English... I'm fine with that."

**Translation Tool Usage:**

Uses Google Translate, DeepL, and AI tools when needed - trusts machine translation for business purposes

**Usability & Navigation**

**Tags:** KNOWS\_WHERE\_TO\_START / NAVIGATION\_CLEAR / MENU\_LABELS\_UNCLEAR

**Clear Entry Points:**

Goes directly to "Online Forms" - knows where to start process

**Terminology Issues (41:57):** MENU\_LABELS\_UNCLEAR

"Online forms... is a bad word because typically this means that then I need to download them, fill out them out... Online application, that's a good thing."

**Site Purpose Clarity:** SITE\_PURPOSE\_CLEAR

Understands it's for European cross-border legal matters

**Usage Patterns**

**Tags:** ACTION\_FOCUSED / REACTIVE\_USE / SELF\_SERVICE / CROSS\_BORDER

### **Direct Problem-Solving (20:07):**

"I avoid [lawyers] as much as I can... I just wanted a bank transfer. If there was a problem, I wanted a solution."

### **Cross-Border Operations:**

Dealing with Romania-Italy compensation claims and international business disputes

**Self-Service Preference:** SELF\_SERVICE / PREFERS\_ONLINE

Strongly prefers digital solutions over traditional legal services

### **Trust & Credibility**

**Tags:** HIGH\_TRUST / GOVERNMENT\_CREDIBILITY / PREFERS\_ONLINE

### **EU Credibility (33:33):**

"I think it's good that I see that it's an official website of the European Union, so that it's not a random association."

**Digital Preference:** PREFERS\_ONLINE

Strong preference for online solutions over traditional legal processes

### **Value & Impact**

**Tags:** PROBLEM\_SOLVING / TIME\_SAVING / NO\_CLEAR\_BENEFIT

### **Partial Success (1:01:27):**

"It took me probably 5,000 euros of personal cost, but at least I got 500 euros. So, I mean, it's bad, but at least it worked in somehow."

**System Integration Issues:** NO\_CLEAR\_BENEFIT (Italy case)

"In Italy, it's a mess... You just write no response, no automatic email... like black hole."

### **Cross-Country Variation:**

- **Estonia:** "Far better" - helpful staff, working digital systems
- **Italy:** Complete system failure

### **Primary Barriers & Challenges**

**Tags:** COMPLEXITY\_BARRIER / TECHNICAL\_BARRIER / RELEVANCE\_BARRIER

### **System Disconnection (16:19):**

"The only bad thing is that I need to move from the e-justice portal to the Estonian portal. It would be amazing if everything is in one portal."

**Process Incompleteness:** RELEVANCE\_BARRIER

Portal doesn't complete full process - requires transition to national systems

### **Recommendations & Future Use**

**Tags:** WOULD\_NOT\_RECOMMEND

### **Incomplete Process Frustration (1:01:01):**

"I don't know. No, not because I didn't get to the end, for now, for now, no."

### **Magic Wand Improvements**

#### **Priority 1: KPIs and Quantitative Data (52:38)**

"Hire engineers and scientists to make this website quantitative and functional... I would be very interested to know the statistics of the judicial systems... How much work has been done, how fast one claim, one case is being processed by type."

#### **Priority 2: Full Online Integration - APIs (53:12)**

"Being connected... being the only web page that I visit for getting this justice, so not having them to deal with the national justice systems."

#### **Priority 3: Complete Web-Based Process (54:40)**

"Everything working online on the web page... anything that needs to be downloaded, it should not."

#### **Ranking Order Confirmed (58:56-59:06):**

1. KPIs - *"Because from there you understand that there is a lack of data"*
2. APIs - *"The API will tell you that there is a lack of data because there is stuff that is not online"*
3. Online Integration - Final step once system is quantified and functioning

### **Key Insights**

#### **Engineering-Minded Power User**

- Technical background drives desire for quantitative metrics and seamless integration
- Cross-border business operations provide multiple real-world use cases
- System thinking approach - wants end-to-end solutions, not partial processes

#### **Critical Success Factor: National Integration**

- Portal quality recognized but frustrated by disconnection from national systems
- Stark country differences (Italy vs Estonia) highlight implementation challenges
- Technical integration essential for business users who need complete solutions

#### **High-Value Frustrated User**

- Perfect use case for portal's intended function
- Understands institutional value but disappointed by execution gaps
- Would become strong advocate if technical integration improved

## **IP2 Interview Analysis**

*Participant Profile: IP2 - Bulgaria, Legal Professional/Translator*

**Tags:** LEGAL\_PROF EXPERIENCED ORGANIC\_DISCOVERY

- **Background:** Professional translator specializing in court decisions, legal documents, and European legal texts (18+ years' experience)
- **Discovery:** Found portal through professional work at Siemens, now uses as freelance translator
- **Quote (35:24):** *"When I started work in Siemens in 2005... the contract that was signed between Siemens and the Electrocentral... There were quotes of the directives and European standards"*

## Portal Understanding

Expert-Level Understanding

**Tags:** UNDERSTAND\_PURPOSE / REALISTIC\_EXPECTATIONS/  
FULL\_AUDIENCE\_UNDERSTANDING / SEES\_PERSONAL\_RELEVANCE

### Professional Purpose Recognition (28:02):

"The purpose of the portal I would describe as a database containing data, information... for trade registers, for finding trade persons, registers for legislation. And for court procedures, and I find it particularly beneficial for my job when I am looking for a specific text."

**Multi-Audience Awareness:** FULL\_AUDIENCE\_UNDERSTANDING

Recommends portal to clients, colleagues, and family members - understands it serves professionals, businesses, and citizens

## Scope Understanding

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING / CROSS\_BORDER / DOMESTIC\_ONLY

### Comprehensive Coverage Recognition:

Uses portal for both Bulgarian legal texts and cross-border European legislation - fully understands domestic and international scope

## Language & Accessibility

Native Language Critical for Precision

**Tags:** NATIVE\_LANG\_ESSENTIAL /TRANSLATION\_GOOD /LEGAL\_TERMS\_CLEAR

### Professional Accuracy Requirements (56:36):

"Of course, it is very useful for me. Particularly useful for quoting texts, using the right formulation... Because in... In legal language, in decisions, or contracts, every word matters... And this might bring about serious consequences."

**Translation Quality Assessment:** TRANSLATION\_GOOD

"I currently cannot point out a specific area in which I have not liked the translation... So, I show solidarity to my colleagues in this profession, and I claim that everything is translated well."

**Language Switching:**

Works between German-Bulgarian translations, switches languages within portal to verify precision.

### **Translation Tool Expertise**

**Tags:** USES\_TRANSLATION\_TOOLS / DISTRUSTS\_AUTO\_TRANSLATION

#### **Professional CAT Tools (1:00:34):**

"Sometimes I use SDL Trados... But many of the texts that I translate cannot be uploaded... so very often I have to translate every single word."

#### **Machine Translation Scepticism (1:03:02):**

"I would not say I trust it 100%. Because I optimistically believe that our profession will not disappear with the advent of AI... machine translation can be of help, but it's certainly not something that you can rely on 100%."

### **Usability & Navigation**

**Tags:** NAVIGATION\_CLEAR / KNOWS\_WHERE\_TO\_START / MENU\_LABELS\_CLEAR / SITE\_PURPOSE\_CLEAR

#### **Clear Structure Appreciation (50:23):**

"I think it is well structured. I think that it is easy to identify the... Required information in it. And it's clearly designated where you can look for what you're looking for."

#### **Efficient Usage Patterns (52:46):**

"For example, family and heritage. Because I often translate texts about the rights of children, children from mixed marriages, court decisions about inheritance"

#### **Search Functionality:** NAVIGATION\_CLEAR

"This saves a lot of time and gets the information I need much quicker... On every site with such information search is one of the most useful. And as we time is always valuable."

### **Usage Patterns**

**Tags:** RESEARCH\_FOCUSED / ACTION\_FOCUSED / PROFESSIONAL\_GUIDANCE / CROSS\_BORDER

#### **Copy-Paste Precision Work (37:39):**

"And I often copy-paste various paragraphs, which need to be quoted absolutely precisely and unformulated as they are... So I must literally do copy-paste of the text that is mentioned."

#### **High-Frequency Professional Use:**

"They're not regular assignments, but I can summarize that they could be probably two, three times a week."

**Client Education Role:** PROFESSIONAL\_GUIDANCE EDUCATIONAL

"I would recommend it to clients who need information, official information... And can find useful, valuable information that they can read themselves in Bulgarian."

### **Trust & Credibility**

**Tags:** HIGH\_TRUST / GOVERNMENT\_CREDIBILITY / QUALITY\_CONCERNS

#### **EU Translation Standards:**

"That has been producing translations for the European Union... And the requirements they had for us were exceedingly high... And every translation was proofread by one colleague."

**Professional Solidarity:** HIGH\_TRUST

"I claim that everything is translated well."

**Some Content Gaps:** QUALITY\_CONCERNS

"I don't remember what the case was exactly, but there are still texts that are missing in the Bulgarian language."

### **Value & Impact**

**Tags:** TIME\_SAVING / PROBLEM\_SOLVING / EDUCATIONAL / CONFIDENCE\_BUILDING

**Workflow Integration:** TIME\_SAVING

Uses portal 2-3 times per week, integral to professional practice

**Client Empowerment:** EDUCATIONAL / CONFIDENCE\_BUILDING

"So, the client must get a general picture of what they could expect... before they speak to a lawyer... It helps them to have a more productive conversation with their lawyer."

**Cross-Border Family Law:** PROBLEM\_SOLVING

"Not all people are specialists, experts, and especially when there are mixed marriages between different legal systems, things are different."

### **Recommendations & Future Use**

**Tags:** WOULD\_RECOMMEND / ALREADY\_RECOMMENDED

**Multi-Audience Recommendations (1:14:00):**

"I would recommend it to clients who need information... I would also recommend it to friends and family for their personal use for information for their private matters."

**Professional Network:**

Already recommends to clients and uses in professional practice

### **Magic Wand Improvements**

**Question asked at (1:09:49):** *"But if you look at the site as it is now, and you could change it. Can you think of three things that you would like to change? Imagine that you have a magic wand, right?"*

### **Priority 1: Visual Enhancement (1:10:01)**

"If I had the magic wand... I would make it more colourful, not only blue and white. The screen looks very vacant... Maybe some beautiful pictures of landscapes... Even families, people, or families, everything is beautiful."

### **Priority 2: Complete Content Coverage (1:20:48)**

**Tags:** IMPROVE\_CONTENT

"So, texts that have not been translated need to be translated and added on the site."

**Note:** Only identified two specific improvements - visual appeal and content completeness

## **Key Insights**

### **Professional Power User Profile**

- 18+ years legal translation experience with EU institutional background
- Portal integration expert - seamlessly incorporates into professional workflow
- Quality validator - can assess translation accuracy at expert level
- Client educator - bridges gap between complex legal information and citizen understanding

### **Critical Success Factors**

- Translation precision - every word matters in legal context
- Complete content coverage - missing Bulgarian texts create professional gaps
- Professional credibility - EU institutional backing essential for expert trust
- Search efficiency - time-saving tools crucial for professional use

### **Network Effect Multiplier**

- Professional recommendation - refers clients regularly
- Educational bridge role - helps citizens understand legal concepts before lawyer consultations
- Quality assurance function - validates portal content through professional use

### **Professional vs Citizen Needs**

Unlike citizen users, IP2 shows:

- Precision requirements - needs exact legal terminology, not approximations
- Workflow integration - portal must fit professional translation processes
- Client guidance responsibility - uses portal to educate others
- Quality assessment capability - can evaluate translation accuracy professionally
- Content gap awareness - notices missing translations that affect service delivery

## **Unique Value Proposition**

IP2 represents the portal's success as a professional tool that democratizes legal knowledge - they use expert-level resources to help non-experts understand their legal rights and prepare for professional consultations.

## IP3 Interview Analysis

*Participant Profile: IP3 - Spain, Citizen/Aspiring Entrepreneur*

**Tags:** CITIZEN EXPERIENCED ORGANIC\_DISCOVERY

- **Background:** Young aspiring entrepreneur (saving to start business), interested in EU business structures since age 14
- **Discovery:** Found portal through Google search about Inditex company structure in Europe
- **Quote (11:05):** *"I don't have a company as such. I'm still quite young. I'm saving up... since I was 14 years of age, I've been really interested in incorporating, creating my own company."*

### Portal Understanding

**Tags:** UNDERSTAND\_PURPOSE / REALISTIC\_EXPECTATIONS  
SINGLE\_AUDIENCE\_CORRECT / SEES\_PERSONAL\_RELEVANCE

#### **Educational Use Understanding (11:37):**

"I use the portal as I just explained... most of my searches are usually focused on businesses, businesses not just within the EU, just beyond the Spanish borders, and because I am an entrepreneur."

**Reliability Recognition:** UNDERSTAND\_PURPOSE / HIGH\_TRUST

"Yes, it would be the first option for the portal because I find it is the most reliable source of information and also the information is correct, more to the point."

### Scope Understanding

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING / CROSS\_BORDER

#### **Cross-Border Business Focus (13:01):**

"What I'm searching for is the European Union dimension in general... if I incorporate a company in Spain, would I then be able to trade in the rest of the European Union?"  
shows IP3 recognizes that the portal covers European Union-wide legal matters, not just Spanish domestic law or purely cross-border transactions between different countries.

### Audience Understanding

**Tags:** SINGLE\_AUDIENCE\_CORRECT / MISSES\_PERSONAL\_RELEVANCE

### **Professional Audience Recognition (31:29):**

"I would say it's not necessarily exclusively designed for a legal expert, but perhaps yes, has been designed for legal experts. With legal experts in mind."

### **Language & Accessibility**

**Tags:** NATIVE\_LANG\_PREFERRED / TRANSLATION\_GOOD

#### **Spanish Language Importance (44:58):**

"My maternal language is Spanish... So, yes, I would search, and I would use the portal in Spanish, that's my mother tongue"

**Translation Quality Assessment:** TRANSLATION\_GOOD

"I think that all information is precise, that all information is the most official that can be... it's very accurate and because it sounds very official... it's the best you can get"

### **Multilingual Considerations**

**Tags:** NATIVE\_LANG\_ESSENTIAL

#### **Minority Language Needs (1:04:38):**

"Perhaps it would be useful to have minority languages represented, all the European minority languages represented... if you have an older person, for example, that only speaks Catalan, or Basque, or Galician... They can't access that information right now."

### **Usability & Navigation**

**Tags:** KNOWS\_WHERE\_TO\_START / NAVIGATION\_CONFUSING / MENU\_LABELS\_UNCLEAR

#### **Direct Access Success:**

"I always go to Google,, and I search for e-justice portal, whatever information I want, then I can find that information"

**Homepage Navigation Issues:** NAVIGATION\_CONFUSING

"Yesterday, I went to the e-justice portal, I went to the main page, and entering into the main page, going into the link that I always know where I want to get my information from, it's not easy to navigate from that main page."

**Confusing Structure:** MENU\_LABELS\_UNCLEAR

"It is a bit confusing indeed... the naming conventions or the wording that is used is being designed for legal experts, it's very legal heavy, and the topics, sometimes I go and look for the topics, and the way they divide it up, I don't quite follow it"

### **Usage Patterns**

**Tags:** RESEARCH\_FOCUSED /SELF\_SERVICE /PREVENTIVE\_USE /CROSS\_BORDER

#### **Learning-Oriented Usage:**

"What I use a portal for then is to gain an education, gain information and to help myself this way"

### **Company Structure Research:**

"What I do is I do searches... if I search for Iberdrola, is it within the EU? What companies does it have within the EU? What's the business structure of those companies?"

### **Preventive Planning: PREVENTIVE\_USE**

Uses portal to understand EU business law before starting his own company

### **Trust & Credibility**

**Tags:** HIGH\_TRUST /GOVERNMENT\_CREDIBILITY /PREFERS\_ONLINE

### **EU Monopoly Trust (23:54):**

"The e-justice portal is reliable and it's source of trust... the e-justice portal is, by saying it in a way, a justice monopoly. It's the only place where the information will always be my last instance, always will be reliable, it's the only place that I truly trust."

### **Comparison with AI: DISTRUSTS\_AUTO\_TRANSLATION**

"I have asked ChatGPT sometimes, I search for company denomination or incorporate type of business, and I find that sometimes it invents things, ChatGPT gets them wrong, so the results are no good."

### **Value & Impact**

**Tags:** EDUCATIONAL /CONFIDENCE\_BUILDING /PROBLEM\_SOLVING

### **Primary Information Source: EDUCATIONAL**

"It's the most reliable source of information and also the information is correct... It's the only place that I truly trust"

### **Comprehensive EU Understanding: EDUCATIONAL**

"I found out that there is a supranational... Jurisdiction... I didn't realize the ECJ is an instance that sits above the Spanish Supreme Court"

### **Search Limitations**

**Tags:** RELEVANCE\_BARRIER

### **Search Result Issues (28:50):**

"what I would suggest what I said earlier on about the functionality on how to get, do a search and get the results that I want, for example, the name of the companies... when I do such a search through the portal, I end up with a mix of results, and usually I see one or two that may be related to Inditex, but the rest of them are lots of other different companies"

### **Primary Barriers & Challenges**

**Tags:** COMPLEXITY\_BARRIER /NAVIGATION\_CONFUSING

**Homepage Navigation Problems:** NAVIGATION\_CONFUSING

"Entering into the main page, going into the link that I always know where I want to get my information from, it's not easy to navigate from that main page"

**Search Functionality Gaps:** RELEVANCE\_BARRIER

"I would like to be able to have a more direct search... people could search for the name of Amanthi Ortega or the name Zara, because I've spoken to people and people don't know that Zara is part of the Inditex group"

## **Recommendations & Future Use**

**Tags:** WOULD\_RECOMMEND

**Strong Recommendation (59:19):**

"Yes, I would, because I would say the value it brings is unique. It's the source of reliable information and I know the information through the justice portal is true information."

## **Magic Wand Improvements**

**Priority 1:** Audience-Specific Organization (56:25)

"I would change the layout because at the moment it only looks that is there for experts, for professionals... divide one bit of the portal that is for others, at for the general public or for general users... Divide it into business users and for legal users"

**Priority 2:** Enhanced Search Functionality (57:42)

**Tags:** IMPROVE\_NAVIGATION

"I would add functions I mentioned earlier on. When I'm looking, if I'm interested in a group of companies or undertakings under Inditex, the results could be more precise"

**Priority 3:** Alternative Search Terms (57:58)

**Tags:** IMPROVE\_CONTENT

"I would like to be able to have a more direct search... people could search for the name of Amanthi Ortega or the name Zara... those kinds of things are the information that I would like to see detail when I do a search through the portal"

## **Key Insights**

### **Young Entrepreneurial User Profile**

- Future-oriented - preparing for business venture, not solving current problems
- EU integration enthusiast - genuinely interested in European business opportunities
- Self-educated researcher - systematic approach to learning EU business law

- Quality-conscious - prefers official sources over informal information

### **Critical Success Factors**

- Institutional credibility - EU official status crucial for trust
- Search precision - needs specific company/ownership information
- User-friendly organization - current structure too expert-focused
- Alternative search pathways - people use different terms (company names vs owner names)

### **User Journey Paradox**

- Loves the content quality but frustrated by navigation
- Trusts completely but struggles to find information
- Strong advocate but acknowledges accessibility problems
- Expert-level understanding of EU integration but confused by portal structure

### **Business Research Needs**

- Unlike legal professionals or citizens with problems, IP3 represents:
- Proactive learning rather than reactive problem-solving
- Comprehensive understanding of EU business environment
- Long-term relationship with portal (multi-year educational journey)
- Quality over convenience - willing to struggle with navigation for reliable information

### **Primary Opportunity**

**Dual-path design** - maintaining expert-level depth while providing citizen-friendly entry points. IP3's suggestion for separate business and legal sections could address the expertise gap without dumbing down content.

## **IP4 Interview Analysis**

*Participant Profile: IP4, Greek municipality employee*

**Tags:** LEGAL\_PROF / EXPERIENCED / ORGANIC\_DISCOVERY

- **Background:** Municipality employee (Kozani registry office), handles European-type certificates for citizens, youngest in office
- **Discovery:** Found portal through Google search for European certificate regulation (2016)
- **Quote:** "I work for the municipality of Kosani... I use the portal for European-type certificates requested from our registry." (8:54)

### **Portal Understanding**

**Tags:** UNDERSTAND\_PURPOSE /REALISTIC\_EXPECTATIONS  
/MULTI\_AUDIENCE\_PARTIAL /SEES\_PERSONAL\_RELEVANCE

**Clear Professional Purpose:**

"So, it's there to simplify the procedures regarding certificates. So, no translations or documents within the European Union is needed. So, this simplifies the procedure for the citizens. Less time and less money for the citizens." (10:05-10:21)

**Limited Scope Awareness: Tags:** MULTI\_AUDIENCE\_PARTIAL

"I started using the portal through work. So, I didn't get into details about the legal matters that are in the portal... I think there are more certificates in that you can use, but it's out of my interest right now" (11:55-12:23)

**Audience Understanding**

**Tags:** MULTI\_AUDIENCE\_PARTIAL /SEES\_PERSONAL\_RELEVANCE

**Professional vs Citizen Use:**

"I don't know if citizens can use that. It's... because they need a specific stamp to have on it from the authority. I don't know if the citizens can use that by themselves." (23:16)

**Usability & Navigation**

**Tags:** KNOWS\_WHERE\_TO\_START /NAVIGATION\_CLEAR /SITE\_PURPOSE\_CLEAR

**Efficient Professional Use:**

"We go straight there, is that right? Of course. In half seconds. Press the button and that's it. Makes my life easier." (21:00-21:11)

**Initial Learning Success:**

"Did you find in the beginning that they were easy to find? Yeah, it was. I read a bit. I said, okay. Ah, so I can do that one, that one, that one." (21:11-21:40)

**General Navigation Challenges**

**Tags:** NAVIGATION\_CONFUSING /LOST\_WHERE\_TO\_START

**Homepage Confusion: Tags:** NAVIGATION\_CONFUSING

"In the main page of the EU in E-justice, I can't find what I want... Sometimes it's confusing me. Because I said, okay, I want that one. I go to that website, and I said, okay, now, what, where is it? I need to search for that." (34:32-36:17)

**Search Functionality Issues: Tags:** NAVIGATION\_CONFUSING

("And when you searched it in the search bar, it also didn't come for something useful?)  
"No... It says files, pages, nothing... So, results for European Commission. Where? Nothing." (37:13-37:56)

**Language & Accessibility**

**Tags:** NATIVE\_LANG\_PREFERRED /TRANSLATION\_GOOD /USES\_TRANSLATION\_TOOLS

**English Practice Preference:**

("And why do you choose English over Greek?") "Because I want to practice them. I have to speak English over ten years." (39:48-41:01)

**Translation Quality Assessment: Tags:** TRANSLATION\_GOOD /LEGAL\_TERMS\_CLEAR

"Yeah, so far I didn't find any misunderstanding word, it's exactly the word, the translation is accurate... I have never detected a wrong translation." (29:23-47:08)

**Professional Translation Caution: Tags:** DISTRUSTS\_AUTO\_TRANSLATION

("Would you trust then the... automation to do the job correctly for you?") "No... Because it's not correct. And I don't think if ever would be correct. AI makes mistakes, because AI is used by humans." (45:39-46:13)

**Usage Patterns**

**Tags:** ACTION\_FOCUSED /PROFESSIONAL\_GUIDANCE /TIME\_SAVING

**Daily Work Integration:**

"Of course, every day. I told you before, everything that makes my life easier, not as a professional, as a citizen... If it makes my life easier, I would prefer that." (25:19-25:36)

**Citizen Service Enhancement: Tags:** PROFESSIONAL\_GUIDANCE/ TIME\_SAVING Portal provides faster alternative to traditional apostille process:

"There is another option which is much, much more time consuming for the citizen to go to the... the broader prefecture, and then request the apostille" (15:20-15:41)

**Personal Use Potential**

**Tags:** CONDITIONAL\_RELEVANCE

**Future Personal Use:**

("But if you yourself had a legal issue one day, would you look at the portal?") "Yeah, of course, at once... If it's more easy to do it from my home and nothing else is needed, that's fine by me." (16:52-17:40)

**Trust & Credibility**

High Professional Trust

**Tags:** HIGH\_TRUST GOVERNMENT\_CREDIBILITY QUALITY\_CONCERNS

**Official Source Reliability:**

"It's a very useful tool to use" (57:20-57:28)

**Design Skepticism Tags:** QUALITY\_CONCERNS

"But sometimes people that are experts on a field, they think that what they design and what they produce, they think it's self-evident that also common people will be able to understand it. And in this case, it's not." (32:20-34:08)

## Value & Impact

High Professional Value

**Tags:** TIME\_SAVING PROBLEM\_SOLVING CONFIDENCE\_BUILDING

**Workflow Efficiency: Tags:** TIME\_SAVING

"Less than 10 minutes" (13:55) to complete certificate - dramatically faster than traditional process

**Citizen Service Enhancement: Tags:** PROBLEM\_SOLVING Provides citizens with faster, cheaper alternative to complex bureaucratic processes

## Colleague Adoption Barriers

**Tags:** AWARENESS\_BARRIER TECHNICAL\_BARRIER

### Age and Attitude Issues:

"Only me... Because they don't care. They just come to work through their eight hours, that's it. They don't want to learn anything further... And I'm the youngest in the office" (19:58-20:19)

## Technology Adoption Insights

Citizen Technology Fear

**Tags:** TECHNICAL\_BARRIER AWARENESS\_BARRIER

### Digital Paradox:

"Most of the people are afraid to use the internet, in general... Social, even with closed eyes, but when you tell them that you can download it from [gov.gr](http://gov.gr), they are afraid of doing that." (26:49-27:21)

### Age-Reversed Pattern:

"Older people... they will ask, can you please show me how it works? But what makes no sense to me is the young people, 20-year-old, 25-year-old, they don't want" (52:48-53:32)

## Recommendations & Future Use

Strong Professional Advocate

**Tags:** WOULD\_RECOMMEND ALREADY\_RECOMMENDED

### Daily Use Commitment:

"Of course, every day... everything that makes my life easier" (25:19)

### Active Recommendation:

"I'm doing that already, not only for your portal, from the EU portal, for many things, but they are afraid somehow to use it." (50:39-50:53)

## Magic Wand Improvements

**Tags:** IMPROVE\_NAVIGATION IMPROVE\_CONTENT

### Priority 1: User-Friendly Design

"I would make it friendly, more friendly, more approachable, easy to use actually by citizens. The appearance." (49:06-49:42)

### Priority 2: Information Organization **Tags:** IMPROVE\_CONTENT

"I think there are too many data, too much information on the main page." (49:42)

### Priority 3: Search Functionality **Tags:** IMPROVE\_NAVIGATION

"And more accurate to what you are searching for... To put something on and comes up what I..." (49:46-50:04)

## Key Insights

### Professional Bridge Role

- **Citizen service multiplier** - helps many people access EU services
- **Technology adoption champion** - only person in office using digital tools
- **Quality validator** - can assess translation accuracy professionally
- **Usage pattern model** - shows how professionals can integrate portal into daily workflow

### Critical Success Factors

- **Time efficiency** - portal saves significant time vs traditional processes
- **Professional reliability** - official EU status crucial for government employee
- **User interface simplicity** - current complexity creates barriers
- **Search functionality** - must work intuitively for task completion

## EU Communication Challenge

**Tags:** AWARENESS\_BARRIER **Broader EU Visibility Issue:**

"The EU provides a lot of good things for its citizens. But the problem is that it doesn't communicate these tools and these opportunities to the citizens." (1:02:17-1:02:55)

## Comparative Analysis Insight

### Gov.gr Success Model:

"I found it a little bit easier than that one [e-justice portal]" (56:01-56:17) - suggests successful government digital design exists that could be studied

IP1 represents the ideal professional user who successfully integrates the portal into daily work while identifying specific barriers that prevent broader adoption by both colleagues and citizens.

## IP5 Interview Analysis

*Participant Profile: IP5, Citizen from Hungary*

**Tags:** CITIZEN\_FIRST\_TIME ORGANIC\_DISCOVERY

- **Background:** Claims to be former "intellectual leader" with international patents, alleges persecution by Hungarian government
- **Discovery:** Found portal through Google search while seeking legal information
- **Quote:** "I was trying to access e-justice to get, in order to get information... Through the browser." (23:47-24:00)

### Portal Understanding

Limited Understanding with High Expectations

**Tags:** CONFUSED\_PURPOSE UNREALISTIC\_EXPECTATIONS RIGHT\_AUDIENCE  
CONDITIONAL\_RELEVANCE

**Target Audience Recognition: Tags:** RIGHT\_AUDIENCE

"Well, I think normal average citizens" (30:02) [when asked who portal is designed for]

**Uncertain About Portal Capabilities: Tags:** CONFUSED\_PURPOSE  
UNREALISTIC\_EXPECTATIONS

"Well, here at this point, I think I would like to ask back, what do you think, can e-justice, can the e-justice portal help me in any way in my legal issues?" (31:11-31:27)

**Specific Content Found: Tags:** SEES\_PERSONAL\_RELEVANCE

"I found... The theft of intellectual property rights and the compensation for this." (32:26-33:00)

### Scope Understanding

**Tags:** SCOPE\_UNCLEAR CROSS\_BORDER

**International Focus:** Seeking information about turning to International Criminal Court (ICC) - primarily focused on international legal remedies

### Language & Accessibility

Native Language Dependency

**Tags:** NATIVE\_LANG\_ESSENTIAL USES\_TRANSLATION\_TOOLS

**Translation Tool Reliance:**

"Well, I accessed it by clicking on the translation function... I accessed the home page, and then I... clicked on the... translation... function, and one by one, I had the questions translated by this translation function." (33:44-35:08)

**Language Barrier Evidence:** Used portal translation tools extensively, printed survey in English but needed Hungarian interface

## Usability & Navigation

Limited Navigation Success

**Tags:** LOST\_WHERE\_TO\_START NAVIGATION\_CONFUSING SITE\_PURPOSE\_UNCLEAR

**Content Discovery Success: Tags:** NAVIGATION\_CLEAR (partial)

"Well, I actually found the information that I needed, and there are certain, well, illusions or expressions which indicate that... I can find the information that I need." (45:24-46:02)

**Requires More Exploration: Tags:** LOST\_WHERE\_TO\_START

"Well... I think that if I devote more time and more energy to it, then I can find more information. I can get more knowledge, so I see the possibility in the homepage." (46:38-46:58)

## Usage Patterns

Crisis-Driven Legal Research

**Tags:** CRISIS\_DISCOVERY RESEARCH\_FOCUSED SELF\_SERVICE CROSS\_BORDER

**Desperate Information Seeking:**

"So, because of the fact that I am silenced methodically and continuously, I was trying to get information, and I was trying to find a solution to my problem, of course, in a legal way." (23:27-23:47)

**Self-Service Necessity: Tags:** SELF\_SERVICE

"Well, I use the webpages as a starting point, because I'm unable to pay for an international legal expert... currently I'm unable to pay for a legal expert." (43:35-43:47)

## Trust & Credibility

High Trust Despite Confusion

**Tags:** HIGH\_TRUST GOVERNMENT\_CREDIBILITY PREFERS\_ONLINE

**Portal as Reliable Source:** Shows trust in EU institutional backing despite navigation difficulties

**Professional Help Desire: Tags:** PROFESSIONAL\_GUIDANCE

"I think I still need to study the portal in order to be able to completely understand everything. And I think I will need to ask for the assistance of an international lawyer" (28:22-28:47)

### **Preference for Expert Consultation:**

("And if there was an option to speak to a legal expert, would that be something that was interesting to you?") I would be very thankful if that option existed, yes." (44:04-44:18)

### **Value & Impact**

Potential High Value with Barriers

**Tags:** EDUCATIONAL PROBLEM\_SOLVING CONFIDENCE\_BUILDING

**Information Found:** **Tags:** EDUCATIONAL Successfully found information about intellectual property compensation

**Preparation for Professional Help:** **Tags:** CONFIDENCE\_BUILDING

"So, I would like to get more information in connection with these problems because my goal is to prepare myself properly in the legal sense" (38:05-38:26)

### **Professional Validation:**

"In Hungary I turned to the biggest star lawyer with my problem, and he said... I'm terribly sorry, but professionally I'm not prepared enough to help your problem." (48:36-49:26)

### **Primary Barriers & Challenges**

Complex Personal Situation

**Tags:** COMPLEXITY\_BARRIER RELEVANCE\_BARRIER

**Unusual Legal Circumstances:** Claims involving international persecution, intellectual property theft, experimental subject status - highly complex case requiring specialized expertise

### **Financial Constraints**

**Tags:** COST\_SAVING

### **Cannot Afford Professional Help:**

"I'm unable to pay for an international legal expert... currently I'm unable to pay for a legal expert" (43:35-43:47)

### **Technology Access Issues**

**Tags:** TECHNICAL\_BARRIER

**Digital Platform Restrictions:** Reports being blocked from Facebook, Meta, and other platforms, affecting her ability to access information and communicate (12:13-13:51)

### **Recommendations & Future Use**

Would Recommend to Similar Users

**Tags:** WOULD\_RECOMMEND CONDITIONAL\_RECOMMEND

**Targeted Recommendation:**

"Well, as those people who suffer damages are usually not legal experts, because of this, I can recommend it to them, because it's a useful tool for problem solution, to find out possibilities, to learn a bit more from a legal perspective." (47:51-48:36)

**Future Usage Intent:**

"Thank you for the opportunity... We will explore more on your page after this." (50:35-50:41)

**Key Insights**

**Complex Vulnerable User Profile**

- **High-stakes legal situation** requiring international expertise
- **Financial constraints** forcing self-representation research
- **Technology barriers** (platform blocking) limiting information access
- **Language dependency** requiring extensive translation assistance
- **Professional validation** of case complexity (lawyer declined case)

**Portal Value in Crisis Situations**

- **Alternative information source** when professional help unavailable/unaffordable
- **Educational preparation** for eventual professional consultation
- **Accessible institutional resource** when other channels blocked or unavailable

**Critical Success Factors for Vulnerable Users**

- **Multi-language accessibility** - translation tools essential for complex legal concepts
- **Expert consultation integration** - would highly value portal-connected professional advice
- **Comprehensive information depth** - needs detailed guidance for complex international cases
- **Alternative access methods** - important when other digital platforms become unavailable

**Unique User Segment**

IP5 represents **vulnerable citizens with complex legal needs** who:

- **Cannot afford professional help** but need expert-level guidance
- **Face unusual legal circumstances** requiring international expertise
- **Experience technology access barriers** making portal accessibility crucial
- **Serve as advocates** for others in similar situations

IP5's case demonstrates the portal's potential value as a **safety net for citizens** facing complex legal situations without traditional support systems, while highlighting the need for enhanced accessibility and professional guidance integration.

## IP6 Interview Analysis

*Translator/interpreter from Slovakia*

**Tags:** FIRST\_TIME MANDATED\_DISCOVERY

**⚠️ Unusual Interview Context:** This was an impromptu session with the interpreter after the scheduled participant failed to show up. IP6 had never used the portal before but explored it live during the interview with the researcher's guidance.

- **Background:** Professional interpreter/translator, multilingual (Slovak, Czech, English, German), lives near Bratislava
- **Experience:** Visited portal briefly for interview preparation only
- **Discovery Method:** Would use browser search for legal information

### Portal Understanding

Purpose Understanding

**Tags:** UNDERSTAND\_PURPOSE REALISTIC\_EXPECTATIONS

**Clear Conceptual Understanding:**

"If you want to find any legal information or a professional, go to that website." (22:09-22:18)

### Scope Understanding

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING

**Analysis:** Demonstrated understanding through successful navigation to both general information and country-specific details (Belgium divorce laws)

### Audience Understanding

**Tags:** SINGLE\_AUDIENCE\_CORRECT SEES\_PERSONAL\_RELEVANCE

**Identifies Primary Audience:**

"Common people needing some legal advice." (55:48-55:55)

**Analysis:** Identifies citizens as primary audience but unaware of business/professional targeting

### Usability Assessment

Initial Impression Paradox

**Tags:** NAVIGATION\_CLEAR CONFUSED\_PURPOSE (initially)

**Critical Perception Issue:**

"Simple and not much content." (19:29-19:36)

**Reality Check:** Interviewer revealed 300,000 pages exist

**Analysis:** CRITICAL FINDING - User perceived content scarcity due to homepage design hiding depth

## Navigation Performance

**Tags:** NAVIGATION\_CLEAR KNOWS\_WHERE\_TO\_START

**Successful Task Navigation:**

- Family Matters → Divorce → Country Selection → Belgium
- Intuitive use of country flags and selection
- Logical progression through site structure

## Search Experience

**Tags:** MENU\_LABELS\_CLEAR (partial)

**Search Queries Tested:**

- Slovak: "*pohľadávka od belgického klienta*" (claim from Belgian client) (58:21)
- Results: Limited relevance, found European payment procedures but not direct claim process

**Comparison Finding:** Portal search less effective than Google or AI tools

## Language & Accessibility

Multilingual Assessment

**Tags:** TRANSLATION\_GOOD NATIVE\_LANG\_PREFERRED

**Professional Quality Assessment:**

"Sounds good... I can assess the fluency and the natural sound of the language" (28:24)

**Structure Appreciation:**

"I'm a structured person, so I like that the text is structured. And headings and shop headings." (1:17:40-1:18:00)

## Translation Issues Identified

**Tags:** TRANSLATION\_POOR (specific elements)

**Acronym Problem:**

"Because EJS is used everywhere, it's not explained" (1:23:29-1:23:47)

**Language Confusion:** Portal redirected to Czech instead of Slovak during search

**Missing Translations:** Some organizational names not fully translated

## Content Quality Assessment

Information Structure

**Tags:** SITE\_PURPOSE\_CLEAR

### Content Quality Evaluation:

"It looks like, as to the content, it's quite practical. I think that's my first impression."  
(1:18:07-1:18:24)

## Content Gaps

**Tags:** CONFUSED\_PURPOSE (homepage)

**Homepage Issue:** Limited visible content creates false impression of emptiness

**News Section Issue:** Outdated news (last entry June 10) suggests inactive site  
(1:20:33-1:20:43)

## Discovery & SEO Insights

Search Engine Performance

**Tags:** ORGANIC\_DISCOVERY (potential)

### Google Ranking Performance:

Portal appeared as "third one is the e-justice portal" (36:02) for specific legal query in Slovak

**Search Behaviour:** Uses browser search as primary research method although open to using AI

## Technical Issues Encountered

System Problems Identified

- **Language Switching:** Portal incorrectly switched to Czech instead of Slovak (1:06:49-1:07:08)
- **Incomplete Information:** Some countries (Denmark, UK) had dead links (24:52-25:13)
- **Acronym Clarity:** Professional terms not explained in Slovak
- **Search Relevance:** Portal search less effective than external search engines

## Net Promoter Analysis

**Tags:** CONDITIONAL\_RECOMMEND

**Scenario-Based Recommendation:** Would recommend for specific legal information needs and likely to recommend given translation/interpretation background.

## Key Insights

### Strengths Identified

- **Content Quality:** Information is accurate, practical, well-structured
- **Professional Translation:** Slovak content sounds natural and fluent
- **Logical Navigation:** Category structure makes sense
- **Search Engine Visibility:** Shows up in organic search results

### Critical Issues

- **Homepage Deception:** Creates false impression of limited content
- **Language Inconsistencies:** Technical problems with Slovak localization
- **Search Functionality:** Internal search less effective than external alternatives
- **Content Discovery:** 300,000 pages hidden beneath simple interface

IP6 represents professional users who can effectively evaluate portal quality and identify specific technical improvements needed for broader accessibility.

## IP7 Interview Analysis

*Participant Profile: Professor, France*

**Tags:** LEGAL\_PROF EXPERIENCED ORGANIC\_DISCOVERY

- **Background:** University lecturer (maître de conférences), teaches European procedure, writes in the field, has contact with legal practice
- **Discovery:** Found portal by chance through links from other Commission sites while researching Court decisions
- **Quote:** *"I had found this site a bit by chance, because I admit that we get a bit lost between the different official sites, where there isn't necessarily a clear reference from one to another."* (15:08-16:13)

### Portal Understanding

Clear Professional Purpose Recognition

**Tags:** UNDERSTAND\_PURPOSE REALISTIC\_EXPECTATIONS MULTI\_AUDIENCE\_PARTIAL

#### Educational Tool Perspective:

"It's a didactic tool for ordinary citizens who must try to understand how they can proceed. Obviously, it's more for lawyers, but in my opinion, it can be addressed to people who are simply curious and have practical utility." (17:42-18:03)

**Audience Understanding: Tags:** MULTI\_AUDIENCE\_PARTIAL

"Obviously it's more for lawyers... I don't know now if ordinary citizens necessarily know that there are European regulations that exist and that we have a common space."  
(18:03-18:35)

### **Scope Understanding - Cross-Border Focus**

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING CROSS\_BORDER

#### **European Space Concept:**

"We have a common space, we have common tools, know at least that it exists and that we can use them in daily life." (16:54)

### **Educational Usage Patterns**

Professional Teaching Integration

**Tags:** PROFESSIONAL\_GUIDANCE EDUCATIONAL ACTION\_FOCUSED

#### **Student Referral System:**

"I found it particularly pedagogical, and it was useful for me to refer students there. Master 2 seminar, so fifth year, and I found it useful, for example, for certain regulations, to tell them, listen, you go to this site, you see, there are forms, try." (16:13-16:54)

#### **Practical Vision for Students:**

"They can't go beyond, because at some point, you have to fill out the forms, as if we were... And if we were going to file. But see what it looks like to have a practical vision."  
(16:54)

### **Student Response and Engagement**

**Tags:** EDUCATIONAL CONFIDENCE\_BUILDING

#### **Positive Student Feedback:**

"The feedback I had was positive, was discovering a tool they didn't know and seeing that they could have answers to their concrete questions. Me, I'm in France, I have such a problem, it's such a tool that I must use, it's before such a judge that I must go."  
(27:21-28:19)

#### **Practical Classroom Use:**

"We did it together in class to connect, to do a search, to say hey, me I'm in France, I have an act that I must serve in Germany or Italy... how do I do it, how does it happen, to whom is it transmitted, and that's true that the site offers these answers." (28:19)

### **Content Quality Assessment**

High Translation Quality Recognition

**Tags:** TRANSLATION\_GOOD LEGAL\_TERMS\_CLEAR HIGH\_TRUST

### **Professional Translation Standards:**

"It's one of the qualities, it's that it's different. Language and that in French, since it's the language I work on, it's quality French. It's not Google Translate, fortunately. So, we have a language that is of quality where it comes back to reliability." (29:57-30:51)

### **Reliability and Credibility:**

"It's something, a tool on which we can work. So there, the quality of translations is something very important... It's not the case here. So, that's very interesting." (30:51)

### **Content Depth and Pedagogical Value**

**Tags:** SITE\_PURPOSE\_CLEAR EDUCATIONAL

### **Balanced Approach:**

"If we go to these tools, we fall either on things that are popularization and that are not reliable, or on very technical things. There, generally, I have a reservation on one tool, but on the others, I find that it's quite clear." (20:51-21:13)

### **Trusted Source:**

"At least there, it's normally still reliable, it's verified, so it's a reliable source." (21:23-21:33)

### **Usability & Navigation Issues**

Homepage Clarity Problems

**Tags:** NAVIGATION\_CONFUSING SITE\_PURPOSE\_UNCLEAR

### **Homepage Inadequacy:**

"What I would say doesn't appear on the homepage. I would say that it allows... to explain that there are common tools, a common space, and that it's law for everyone, every European citizen who is in the European space and who can be everyday law." (43:51-45:12)

### **Technical Language Barrier:**

"Going to the homepage, I admit that, frankly, me I had immediately gone to what interested me, I see that none of that appears. We're told; the portal is intended to become the single electronic counter in the field of justice. Well, who cares? It's a bit dry." (45:12)

### **Specific Content Issues - Service of Documents**

**Tags:** NAVIGATION\_CONFUSING LEGAL\_TERMS\_UNCLEAR

### **Overly Technical Language:**

"The originating entities are competent for the notification of judicial or extrajudicial acts in another Member State. The requested entities are competent for the reception of judicial or extrajudicial acts in another Member State. Frankly, if you don't know the text and you're not a lawyer, you see entities." (34:52-35:41)

### **Need for Practical Examples:**

"Maybe that with that one in particular, because it's interesting... it would be interesting to have concrete examples. Mr. A who is in such a city, if he wants to do this, we have the texts for each country, but maybe take up a bit what's in the text, a few lines, Mr. A will have the choice between doing that, that, that." (33:25)

## **Navigation and Information Architecture**

Link Recognition Issues

**Tags:** NAVIGATION\_CONFUSING LOST\_WHERE\_TO\_START

### **Clickable Content Not Obvious:**

"When we're, for example, on the Succession page, we don't guess that we can click... I would have just read, I would have said yes, but where is the rest?" (1:13:25-1:08:17)

### **Missing Content Discovery:**

"There, the Atlas, it's interesting, but maybe we should put it more forward, at the forefront of the Atlas elements... so that we understand immediately." (53:45-54:15)

## **Content Organization Concerns**

**Tags:** IMPROVE\_CONTENT NAVIGATION\_CONFUSING

### **Inconsistent Grouping:**

"The first four blocks, it's content... On the other hand, it's more information, registers, things like that... It's not the same plan." (1:02:47-1:03:16)

### **Classification Logic Unclear:**

"Honestly, the classification criterion, I don't see it... But why I have for example your rights which come after family law, debts, procedures and bring an action, I don't know." (58:12-58:37)

## **Language and Accessibility**

Native Language Importance

**Tags:** NATIVE\_LANG\_ESSENTIAL LEGAL\_TERMS\_CLEAR

### **Technical Language Requirements:**

"Both for accessibility, sorry, and also for a question of reliability, because it's technical language. So, clearly, if I have a text in a language whose finesse I don't necessarily master, that I'm going to go through an online translation, it won't be that at all." (1:19:39-1:20:11)

### **Cultural and Legal Concepts:**

"Through a language, there are conceptions... the notion of code, of written law, things like that, there isn't necessarily... necessarily, it's... There is this subtlety there, in English legal vocabulary, which is a common law system." (1:20:32-1:21:35)

## **Trust & Credibility**

High Professional Trust with Caveats

**Tags:** HIGH\_TRUST GOVERNMENT\_CREDIBILITY QUALITY\_CONCERNS

### **Source Attribution Concerns:**

"There's a little orange bar... The content was provided by the European Traditional Network in Civil and Commercial Matters... Honestly, me, if I see that, as I don't necessarily know the network... I would ask myself the question. It's to know if it's attached to the commission or if it's external, even if it's a partner." (1:14:20-1:15:44)

**Reference Standards: Tags:** QUALITY\_CONCERNS

"I want to have the reference to the original text. And there, I'm going to take another country, see if it's the same for another... There by contrast, I have the codes, I have the references to the codes." (1:17:16-1:17:55)

## **Value & Educational Impact**

Strong Professional Value

**Tags:** TIME\_SAVING EDUCATIONAL CONFIDENCE\_BUILDING

### **Teaching Enhancement:**

"As a university person, we're not necessarily small, we know the regulations, comment on them... I don't have the idea, well, exactly, well, if someone tells me the form, I know the mentions, but I wouldn't have the standard form in front of my eyes. And in that, it seemed useful to me." (16:13-16:54)

**European Citizenship Building: Tags:** EDUCATIONAL

"By relation to a, well, we can agree or disagree, well, a European citizenship by saying we have a common space, we have common tools, know at least that it exists and that we can use them daily." (16:54)

## **Barriers and Challenges**

Awareness and Discovery Problems

**Tags:** AWARENESS\_BARRIER ORGANIC\_DISCOVERY

### **Poor Discoverability:**

"I had found this site a bit by chance, because I admit that we get a bit lost between the different official sites, where there isn't necessarily a clear reference from one to another." (15:08-16:13)

### **SEO and Referencing Issues:**

"On search engines, it's not necessarily referenced, it doesn't have to be, but even on institutional sites, the references aren't necessarily always well made, from one institutional site to another." (1:31:12-1:31:58)

## European Identity Challenge

**Tags:** AWARENESS\_BARRIER EDUCATIONAL

### Student Disconnection from Europe:

"I had proposed to students, I told them, well, you know, Strasbourg is an hour and a half by train, it's not far... And there was no echo. And I didn't understand... And they answered me, but sir, Europe is far away. And that young people of 20 years old, currently, answer me, Europe is far away, I said to myself, we missed something, it's not possible." (41:08-42:01)

## Recommendations & Future Use

Strong Professional Advocate

**Tags:** WOULD\_RECOMMEND ALREADY\_RECOMMENDED

### Active Recommendation:

"Yes, I recommend it moreover, yes, precisely, to have two points, this pedagogical aspect... and its reliability, it's not popularization, it's a real work tool, so it's something I recommend." (1:29:02-1:29:31)

## Magic Wand Improvements

**Tags:** IMPROVE\_NAVIGATION IMPROVE\_CONTENT

### Priority 1: Homepage Redesign

"Maybe work more on the homepage, but more for ordinary citizens, to understand a bit this European dimension. Because the objective, I think, of such a site, is that we take this dimension, and there, it doesn't jump out at all." (1:23:36-1:24:57)

### Priority 2: Two-Tier Structure

"Maybe have a homepage that explains what the European space is... then explain that we can find information. And then after, have an icon, if you want to enter to go further, click here. And there, we arrive at the current homepage where we have blogs, where we have already technical things." (1:25:15-1:26:37)

### Priority 3: Content Organization

"Maybe having something a bit there-on, a homepage that explains what it is, how it works, that there's a space that it's effective, that it's efficient, and then after, once you've read that, if it interests you, you can go further." (1:26:37)

## Key Insights

### Educational Bridge Role

- **Professional educator** connecting abstract legal concepts with practical tools
- **European citizenship advocate** - sees portal as tool for building European identity
- **Quality validator** - applies rigorous academic standards to content assessment

- **Student engagement facilitator** - uses portal for hands-on legal education

### **Critical Success Factors**

- **Translation quality** - essential for technical legal language
- **Pedagogical balance** - between technical accuracy and accessibility
- **Practical examples** - concrete scenarios beyond abstract explanations
- **European space communication** - making common tools visible and understandable

### **Professional vs. General User Divide**

#### **Professional Success:**

"As a lawyer, the tool suits me perfectly." (55:39-55:42)

#### **General User Barriers:**

"I'm not sure that ordinary citizens who are looking for a single answer, if they see already the homepage, understand that the interest, they understand that they can have the answer to their question on this site." (48:19-49:45)

### **Institutional Communication Challenge**

**Tags:** AWARENESS\_BARRIER

#### **Missing European Narrative:**

"On a homepage like that, I think we should still, in a few lines, explain what the European space is. I speak in civil and commercial matters. Because these are the tools that are presented. Say, well yes, it's facilitated. We have a recognition system. We have a simplified system." (47:00-48:00)

### **Comparative Analysis - Anti-Model**

**Tags:** QUALITY\_CONCERNS

#### **Curia Court Website Criticism:**

"If it's possible, bring up that the Curia site is very poorly made... It's also a European site... And it's extremely poorly made... It's the anti-model. We take that, it's not what we should do, and we feed everything else." (1:26:41-1:29:00)

### **Primary Opportunities**

- **Homepage redesign** - explaining European legal space before technical content
- **Two-tier architecture** - separating introductory content from professional tools
- **Practical examples integration** - concrete scenarios beyond abstract explanations
- **Cross-referencing improvement** - better linking between EU institutional sites
- **European citizenship messaging** - communicating common space benefits

IP7 represents the ideal professional educator who successfully integrates the portal into teaching while identifying critical barriers that prevent broader citizen adoption and European identity building.

## IP8 Interview Analysis

Participant Profile: IP8, Latvia, citizen

**Tags:** CITIZEN FIRST\_TIME MANDATED\_DISCOVERY

- **Background:** Lives in remote rural area ("deep in wild, small village"), runs small local gardening business, describes lifestyle as "strange" and "far behind everything"
- **Discovery:** First encountered portal during interview preparation - opened it briefly in English and Latvian
- **Quote:** *"I opened it today. Just to, you know, not look like absolute fool. Sorry about that. But yeah, I just took a quick look in English and in Latvian."* (6:28-7:07)

### Portal Understanding

Intuitive But Non-Legal Understanding

**Tags:** CONFUSED\_PURPOSE SEES\_PERSONAL\_RELEVANCE RIGHT\_AUDIENCE

#### Holistic Life Problems Perspective:

"It helps people to find answers for their questions, to sort their thoughts, their questions in their minds... and I guess, get to the solving, to their problems, to their questions." (8:23-8:49)

#### Broad Life Issues Focus:

"Serious type of questions concerning their, yeah, life question... Health, all the family things, business... Huge things which actually take a lot of, I think, energy from people, which are very important for them. Perhaps it makes them live in stress." (8:53-9:34)

#### Legal Recognition (After Prompting):

"Yeah, that's include, of course. Yeah, that includes law on all these things, too. But, yeah, I'm, I guess, not really good with expressions. But, yeah, justice, law. Yeah, that's the way where this... platform, yeah, this program kind of leads you, yeah." (9:45-10:07)

### Target Audience Understanding

**Tags:** SINGLE\_AUDIENCE\_CORRECT SEES\_PERSONAL\_RELEVANCE

#### Everyday People Recognition:

"Well, I guess just everyday people... if there was a lawyer, if there was family things, like divorces, child adoptions... So, I guess it's just like everyday problems. And, well, they are for like everyday people." (23:28-23:53)

## **Information-Seeking Behaviour**

Self-Directed Learning Preference

**Tags:** SELF\_SERVICE RESEARCH\_FOCUSED PREFERS\_ONLINE

### **Comprehensive Understanding Approach:**

"Well, my way of doing things, actually not just those questions, is, yeah, I need. I to understand the whole thing. So, I need to dig into those laws, those rules." (10:54-11:26)

### **Information Processing Style:**

"I need to get an overview of a situation... It's just my type of thinking, not from tiny detail to everything, but from understanding everything to small detail. I go that way, yeah." (20:31-21:35)

### **Online Preference Rationale:**

"Reading, I think it's also, you can make notes, you can read twice, you can, you know, read day and night. It's not like bubbling with people. And so, it's kind of, you know, intake of information slowly in my way, in my style." (21:35)

## **Research Methodology**

**Tags:** ORGANIC\_DISCOVERY RESEARCH\_FOCUSED

### **Google as Primary Tool:**

"Mother Google. Yeah, just, you know, through keywords, I guess." (15:26-15:34)

### **Official Sources Preference:**

"But, yeah, but I would go like official way, not asking some people who did this and then go through their experience and find mine. I would go through, yeah, kind of like from the other side, fire the site and try to..." (15:36-16:19)

## **Usability & Visual Design Assessment**

Strong Design Criticism

**Tags:** NAVIGATION\_CONFUSING QUALITY\_CONCERNS IMPROVE\_CONTENT

### **Homepage Visual Critique:**

"It's kind of very simple. It looks very simple and very kind of plain... Very strict. Yeah, there are no beauty in it... it's very, like, you know, like, like stone, like, like all in the steam." (27:09-27:45)

### **Intimidating First Impression:**

"This photo and this logo on it... it's kind of, yeah, but I be happy to see there's something like a more, I don't know, well, it is cherishing, but I don't know, something more smiley, you know, ladies kind of a little bit scary, I would say." (27:45-28:57)

### **Typography Issues:**

"These very first lines... I think it's too small and it should be like, yeah, I don't know, bigger shift... Bigger letters. Font... it's gray. Well, that should be like a welcome."  
(30:03-31:01)

## Navigation Issues

**Tags:** LOST\_WHERE\_TO\_START NAVIGATION\_CONFUSING

### Clickable Content Recognition Problem:

"Well, I guess they support you with... they're supporting with information... I cannot open any of them. Any deeper?" (42:50-43:04)

**Content Discovery Challenges:** Successfully found content after guidance but struggled with independent navigation

## Language & Accessibility

Native Language Importance

**Tags:** NATIVE\_LANG\_ESSENTIAL TRANSLATION\_GOOD

### Critical Language Requirement:

"It's very important, yes." (40:17-40:19)

### Translation Quality Assessment:

"Yes, it is. Yeah, this translation was kind of easy to catch with, yeah, easy to understand... It was nice to read." (40:32-40:58)

### Content Complexity vs. Translation Quality:

"Well, language itself, it's kind of, it's kind of heavy, all this law and justice things are... they are complicated by themselves, but it's grammar is okay. It's correct... it's readable, but it takes a lot of brain work to understand what it is." (45:13-46:11)

## Technology Translation Scepticism

**Tags:** DISTRUSTS\_AUTO\_TRANSLATION

### Machine Translation Distrust:

"Yeah, well, I guess not really, but let's say because of a very difficult Latvian grammar, it's often not translated right... I don't really trust machines, no... I'm not sure if they really can do 100% of the translation correct." (48:06-48:56)

## Trust & Design Relationship

### Design Quality = Trustworthiness

**Tags:** QUALITY\_CONCERNS HIGH\_TRUST (conditional)

### Design Standards as Trust Indicator:

"So I get suspicious... if it is well laid out, if it's beautiful, if it's harmonious, if the fonts are well designed, if everything is well designed, you feel more trust." (54:07-54:26)

### **Human-Centered Design Expectation:**

"And I feel that it's designed for me. As a human being, not just copy, paste, perhaps not checking what's there... If you jump from size to size, so you didn't pay attention... Can I trust you? Did you really do everything you should?" (54:26-55:35)

### **Content Understanding**

Terminology Challenges

**Tags:** LEGAL\_TERMS\_UNCLEAR

### **Unknown Legal Terms:**

"There are some words, I don't know them in Latvian, actually, what they mean... This is, let's say, this is root number six... I guess that's some kind of, yeah, term I didn't know." (34:59-35:35)

### **Content Categorization Understanding:**

"Well, I really didn't get the second one, which calls money... in which way you look at the money in this case, yeah, that was kind of not really clear." (34:08-34:25)

### **Value Assessment & Future Use**

Conditional High Value

**Tags:** CONDITIONAL\_RELEVANCE PROBLEM\_SOLVING

### **Cross-Border Utility Recognition:**

"Well, if I have this huge question, international, let's say, the international type of question, I think... I could find, yeah, right line which is about this question and just dig in." (19:53-20:14)

### **Personal Interest Development:**

"I guess I will also spend a little time. Because I'm curious about this Latvian thing, which is in there. So, I'll check it because I had some problems with registration here in Latvia. So, I'll check how it looks internationally." (58:58-59:22)

### **Recommendations & Future Use**

Would Recommend Despite Issues

**Tags:** WOULD\_RECOMMEND CONDITIONAL\_RECOMMEND

### **Platform Value Recognition:**

"Yes, I would, because it has just so many countries in it... I think it's a good platform just to start your search, or just, you know, do they have those answers, which questions I have." (58:31-59:22)

### **Overall Concept Appreciation:**

"Well, I guess the idea itself is good. It's great... I think this is important. It's a huge amount of information gathered. Together, the name of this site, I think it's also very good. It's easy to remember. It's easy to type." (59:33-1:00:19)

## **Magic Wand Improvements**

**Tags:** IMPROVE\_CONTENT IMPROVE\_NAVIGATION

### **Priority 1: Typography and Hierarchy**

"So, I would go for changing font size, letter size... there shouldn't be like very many sizes. I guess there should be some kind of order. So, you have like two or three letter size, and you use them." (51:49-54:06)

### **Priority 2: Visual Warmth and Humanity**

"I would like to be, like, a little bit more colourful, a little bit more, like, alive, yeah, with something more human coming out of it... as a reader, I need to know that there's a human inside." (55:51-57:14)

### **Priority 3: Logo and Branding Visibility**

"The logo of left side top. I can't think it's kind of small. It's kind of disappears because of this next session, whereas this picture, it kind of disappears." (57:20-58:12)

## **Barriers and Challenges**

Rural Digital Divide

**Tags:** TECHNICAL\_BARRIER AWARENESS\_BARRIER

### **Limited Internet Usage:**

"Well, not really. Not really. Because I'm not really using a lot of internet and those topics, I'm kind of listening to, it's like my profession is gardening." (46:35-47:00)

### **Geographic and Lifestyle Isolation:**

"I'm living kind of, you know, deep in a wild, wild, small village... I'm kind of far behind everything... I could perhaps not get with, you know, with all this news which is going on in that country or in the world." (16:33-17:37)

## **Confidence and Self-Perception**

**Tags:** TECHNICAL\_BARRIER

### **Technology Anxiety:**

"Just in case, if I'm not the right person, because I'm really far from computer things, can you choose another Latvian who speaks English just in case you have backup?" (5:26-5:41)

### **Self-Deprecating Attitude:**

"Yeah, I'm, I guess, not really good with expressions." (9:45-10:07)

## **Key Insights**

### **Unique User Segment - Rural Self-Directed Learners**

- **Comprehensive learning approach** - needs full context before details

- **Design quality = trustworthiness equation** - visual design directly impacts credibility
- **Self-service preference** - prefers independent research over human interaction
- **Rural digital divide representative** - limited online activity but capable when needed

### Critical Success Factors for Rural Users

- **Visual design quality** - impacts trust and usability perception
- **Clear typography hierarchy** - essential for comprehension and trust
- **Human-centered design** - users need to feel considered and valued
- **Native language accuracy** - critical for complex legal content

### Design Psychology Insights

#### Trust Through Design:

"So, I'm kind of a picky reader, but that is how I trust websites... So, this is kind of a little bit slippery." (55:35)

#### Design as Communication:

"It makes me suspicious again. Can I trust you? Did you really do everything you should? Or you were in a hurry? Or actually you don't really care about me as a reader, as a user?" (55:35)

### Value Recognition Despite Barriers

- **Appreciates comprehensive information collection**
- **Recognizes international utility**
- **Plans future personal use**
- **Would recommend to others**

### Primary Opportunities

- **Visual design overhaul** - more welcoming, human-centered approach
- **Typography consistency** - clear hierarchy and readable fonts
- **Rural user consideration** - recognizing non-urban user needs
- **Trust-building through design quality**

IP8 represents rural citizens with limited digital experience who can provide valuable insights into design psychology and trust-building through visual quality, while demonstrating that comprehensive information gathering can overcome initial barriers when the need arises.

## IP9 Interview Analysis

*Participant Profile: IP9 – Sweden, Business owner*

**Tags:** BUSINESS FIRST\_TIME MANDATED\_DISCOVERY

- **Background:** Multi-business owner (Best Western franchised hotels, property business, long-stay airport parking), operates entirely within Sweden but deals with international customers and suppliers
- **Discovery:** First encounter during interview - had not seen portal before
- **Quote:** *"First impression is like, this is something that I have been missing. And I didn't actually know that it was, there was this kind of company handling this kind of issues."* (13:16-13:52)

### **Portal Understanding**

Immediate Business Value Recognition

**Tags:** UNDERSTAND\_PURPOSE SEES\_PERSONAL\_RELEVANCE CROSS\_BORDER

#### **Missing Tool Discovery:**

"First impression is like, this is something that I have been missing. And I didn't actually know that it was, there was this kind of company handling this kind of issues." (13:16-13:52)

#### **Cross-Border Payment Context:**

"Because when we are in the hotel business, we also have customers sometimes outside the country... And a lot of times we have had, we had issues with the payments... when it's a country in Europe, you can never manage to get the money." (13:52-14:27)

#### **Clear Purpose Understanding:**

"So this site should be a really good tool to handle that kind of issues." (15:20)

### **Target Audience Recognition**

**Tags:** MULTI\_AUDIENCE\_PARTIAL SEES\_PERSONAL\_RELEVANCE

#### **SME Focus Identification:**

"I think that this site is more like for smaller companies, not those big, huge companies. It's more like the mid-sized companies... bigger companies used to have their own departments in their own companies handling this kind of issues. But smaller companies... can, of course, need this kind of sites to get a lot of information before they can use a lawyer." (26:36-27:21)

### **Usage Patterns & Business Applications**

Immediate Business Problem Solving

**Tags:** ACTION\_FOCUSED PROBLEM\_SOLVING CROSS\_BORDER

**Payment Recovery Priority:** Went directly to payment claims section upon first exploration

### **Contract Translation Issues:**

"We have a crop ratio within Holland, for example, for the long-stay parking. We have a little bit of issues with the contracts. We cannot, they send them to us in Dutch, and they have their own translation of the contracts. And if I translate it to Swedish, it's going to be not the same meaning of the contract." (22:07-23:05)

### **Product Quality Claims:**

"When you make purchase from other countries for like some kind of systems, a technical system, if you buy something from outside the country and the product is not compared to what you ordered... Reclamation when you want to return some products back." (25:40-26:24)

### **Professional Integration Strategy**

**Tags:** PROFESSIONAL\_GUIDANCE COST\_SAVING

#### **Lawyer Cost Management:**

"What I'm missing is like, you know, lawyers are very expensive people to have some business with because they charge you for every word you use... You have a lot of information that can help you here to not use a lawyer... Before you use a lawyer." (20:17-21:31)

#### **Information Gathering Before Professional Consultation:**

"Normally, I prefer to have it personally, but before I make the phone call, I need to gather as much information as possible before I make the phone call." (25:07-25:24)

### **Navigation & Usability Assessment**

Positive Navigation Experience

**Tags:** NAVIGATION\_CLEAR KNOWS\_WHERE\_TO\_START

#### **Clear Starting Points:**

"If you had a legal problem now... would you know where to start on this site? Yes... it's really transparent, so it's really easy to find where to go." (32:10-32:29)

**Successful Country-Specific Navigation:** Successfully navigated to Poland-specific payment information and found it useful

### **Search Functionality Experience**

**Tags:** NAVIGATION\_CLEAR MENU\_LABELS\_CLEAR

#### **Filter Success:**

"When you make your filter, you get the right information... Does the filter work for you? Yes." (38:36-38:43)

**Search Language Issues:** Initial confusion when searching in Swedish, but resolved when switching language settings

## **Content Quality & Trust**

High Content Quality Recognition

**Tags:** TRANSLATION\_GOOD LEGAL\_TERMS\_CLEAR HIGH\_TRUST

### **Translation Quality:**

"I find it's, yes, it is. It's a really transparent and good translation for this information. I will say that's correct." (28:02-28:25)

### **Comprehensive Information:**

"You got all information when you make your filter, you get the right information." (38:36)

## **European Integration Appreciation**

**Tags:** HIGH\_TRUST GOVERNMENT\_CREDIBILITY

### **Seamless European Experience:**

"Everything seems to be like it's outside the country, but at the same time, it feels like you have a Swedish lawyer or help. It's like a Swedish government but located someplace in Europe." (31:46)

## **Language & Translation Challenges**

Native Language Preference

**Tags:** NATIVE\_LANG\_PREFERRED TRANSLATION\_GOOD

### **Efficiency Priority:**

"Yes, it makes it easier for you to find the information quickly than like have it on English or in other language. I prefer more like Swedish language and then you can find the information on a faster way." (39:04-39:24)

## **Machine Translation Scepticism**

**Tags:** DISTRUSTS\_AUTO\_TRANSLATION

### **Legal Translation Concerns:**

"No... Because you have to understand the main message in a translation, but when it comes to, because every country has their own laws, and I have seen sometimes that when you translate something, it's not logic." (40:18-41:09)

### **Tax System Example:**

"One of them was the issue with this long stay parking from Holland, because there in Holland, about the tax, the VIT tax. In Sweden, you have a different way of taxes... when you translate it, the same words can mean differently from country to country." (41:13-41:46)

## **Value Assessment & Business Impact**

High Business Value Recognition

**Tags:** TIME\_SAVING COST\_SAVING PROBLEM\_SOLVING

**Multiple Business Applications:**

"I can see that I'm going to be, you can use a lot of this information and help in different issues. not only for payments... give some hours, I will probably find more things to use and have good use of." (15:38-16:00)

**Professional Services Integration:**

"It's easy to find lawyers, it's easy to find notaries and also jurisdictions, translating of different kind... That is really interesting... I haven't had this kind of help before in Sweden." (30:21-31:46)

**Workflow Integration Desire**

**Tags:** ACTION\_FOCUSED IMPROVE\_CONTENT

**Process Continuation Need:**

"There's more information about the law, but if I want to put a charge to somebody, how should I go? How should we continue on to make the..." (19:05-19:14)

**Workflow Button Request:**

"When you decide, like, okay, I'm not, I doesn't get any payments on this company. How should I go further with this issue? Then you will have a button that can tell you, start the case you want to do right now." (33:50-34:10)

**Barriers & Challenges**

Discovery and Awareness Issues

**Tags:** AWARENESS\_BARRIER

**Complete Lack of Awareness:**

"No... I've never heard about it... It's been there for 10 years... I can tell you that this kind of site is, I know that a lot of people would have great experience of this site." (50:43-51:15)

**Referral System Need:**

"I think that every government in the European countries should have this kind of a link on their homepage to this site... It will also make it more reliable sites." (52:04-52:53)

**Information vs. Action Gap**

**Tags:** ACTION\_FOCUSED

**Next Steps Clarity:**

"You have a lot of information about the laws, but also you need to find, to put in this site, how to... if I want to put charges to a company in the Netherlands... it should be easy to just, okay, they want this issue, here you start, bang." (32:29-33:36)

## **Recommendations & Future Use**

Strong Advocate and Future User

**Tags:** WOULD\_RECOMMEND ALREADY\_RECOMMENDED

### **Definitive Recommendation:**

"Would you recommend anyone to look at this portal? Absolutely... Absolutely." (46:28-46:38)

### **Personal Usage Commitment:**

"I can find that you can need this kind of sites for a lot of issues. It's almost like you're in Sweden. You have all the information you need and all the thing you need to solve a problem." (31:46)

## **Magic Wand Improvements**

**Tags:** IMPROVE\_NAVIGATION IMPROVE\_CONTENT

### **Priority 1: Visual Navigation**

"More pictures. More visible pictures... Sometimes a word can say more than a thousand words... with pictures, it makes it also easier to navigate. Navigate at the sites." (43:08-44:07)

### **Icon-Based Navigation:**

"If I want to find information about the aviation companies... you probably should have an icon on the left side, like an airplane or an airport... then all kind of information is linked to that kind of icon." (44:21-44:57)

### **Priority 2: Local Contact Integration:**

"You should have a partner in all countries... So, if we sometimes want to have the shorter way to get in contact, we start with Sweden, then when we go from Sweden further back to you when it's more detailed." (45:47-46:05)

## **Institutional Trust & Credibility**

EU Institutional Understanding

**Tags:** HIGH\_TRUST GOVERNMENT\_CREDIBILITY

### **Ownership Inquiry:**

"Is it just a free site?... who is the owner of the site?... it feels like it's a site made for all the countries in Europe together, and they own the sites." (47:30-48:12)

**Trust Through Official Status:** Once shown EU branding, immediately understood and accepted institutional backing

## **Key Insights**

### **Ideal Business User Profile**

- **Cross-border operations** within EU requiring legal guidance
- **Cost-conscious** approach to professional legal services
- **Information-gathering preference** before professional consultation
- **Multi-business complexity** creating diverse legal needs
- **Practical problem-solving orientation**

### **Critical Success Factors for Business Users**

- **Clear workflow integration** - from information to action
- **Visual navigation aids** - icons and images for quick identification
- **Cost efficiency** - reducing dependency on expensive legal services
- **Practical applicability** - actionable information, not just theoretical

### **Business Value Multiplier Effect**

IP9 demonstrates how portal discovery can have **immediate business impact**:

- Solves existing payment recovery problems
- Addresses contract translation issues
- Provides product quality claim guidance
- Reduces legal consultation costs

### **Discovery Problem Critical**

#### **Major Opportunity Loss:**

"It's been there for 10 years... I can tell you that this kind of site is, I know that a lot of people would have great experience of this site." (50:49-51:15)

Represents significant **market penetration failure** for valuable business audience.

### **European Integration Success**

**Seamless EU Experience:** Portal successfully creates feeling of **unified European business environment** rather than fragmented national systems.

### **Primary Opportunities**

- **Business audience targeting** - specific outreach to SME associations
- **Visual navigation redesign** - icon-based industry categorization
- **Workflow completion** - connecting information to action steps
- **National government integration** - improved referral systems
- **Discovery and awareness campaigns** - targeting business communities

IP9 represents the **ideal business user** who immediately recognizes portal value and becomes a strong advocate, while highlighting critical discovery barriers preventing broader business adoption.

## IP10 Interview Analysis -

*Participant Profile: IP10 – Denmark, Citizen*

**Tags:** CITIZEN FIRST\_TIME MANDATED\_DISCOVERY

- **Background:** Works in HR/customer service at co-op, multilingual (Danish, Arabic, Turkish, German), has mixed heritage (Danish mother, Iraqi father), recently dealt with serious legal issues
- **Discovery:** First encountered portal during interview - had not seen it before
- **Quote:** "No. No, this is new to you." (8:25-8:30)

### Portal Understanding

Cross-Border Legal Assistance Recognition

**Tags:** UNDERSTAND\_PURPOSE SEES\_PERSONAL\_RELEVANCE CROSS\_BORDER

#### Clear Cross-Border Purpose:

"I feel like this is really necessary. If, for example, I've been to another country in the EU, and I've been maybe, I have to have some help, because maybe I want to have a fine or something." (16:33-17:48)

#### Family Law Cross-Border Context:

"The first thing that comes into my mind is about family matters. If I have a friend here in Denmark who maybe is a European citizen or have a husband in Bulgaria or something, then I will go on this website for finding out how to live with children." (33:01-33:58)

#### National vs. EU Site Distinction:

"Maybe not about child custody, because I live in Denmark. Then I should go to the Danish site... This is more if I had an issue in another country." (23:03-23:27)

### Target Audience Understanding

**Tags:** SINGLE\_AUDIENCE\_CORRECT SEES\_PERSONAL\_RELEVANCE

#### European Citizens Recognition:

"European citizens? ... Of the, of all the European countries." (34:48-34:59)

### Real-World Legal Experience

Recent Cross-Border Injury Case

**Tags:** CRISIS\_DISCOVERY CROSS\_BORDER PROBLEM\_SOLVING

#### Spain Hotel Injury Context:

"One year ago in the summer, I went on a summer vacation with my family and my daughter, in two years... she was injured with the foot. A really serious infection. And we were, we wanted the hotel in Spain to, to be responsible for the, for this case, because it was, it was, in my opinion, it was their fault." (25:18-26:11)

#### **Multi-Jurisdictional Complexity:**

"So, the case was in two cases, like the prosecution board, I had a case, and then I had a case with my insurance and the lawyer... So, like two cases." (27:23)

#### **Retrospective Portal Value Recognition:**

"Sure. It would be useful if... If there was something about vacations... Package tours in this website, it would be so useful for me. Because then I would go there and see all the laws and how my rights are." (27:49-28:14)

### **Information-Seeking Behaviour**

Multi-Tool Research Approach

**Tags:** RESEARCH\_FOCUSED ORGANIC\_DISCOVERY USES\_TRANSLATION\_TOOLS

#### **Primary Research Tools:**

"Well, first, I go online, or I ask the A.I. chat, and then I try to research by myself at first, and if it's a bit more complicated case, I reach out to a lawyer." (6:30-7:22)

#### **Google and ChatGPT Usage:**

"Yeah, I go, usually I go on Google... And yeah, I do that chat, GPT, chat, GPT, app." (7:37-7:49)

#### **AI Tool Effectiveness:**

"Yeah. I am. Because it leads me to specific websites or specific names for who can help me." (7:57-8:10)

### **Community Support Role**

**Tags:** PROFESSIONAL\_GUIDANCE CROSS\_BORDER

#### **Neighbour Immigration Assistance:**

"I have a neighbour, she's coming from Turkey, and she asked me for, like, any information about how is she going to have the permanent, um, residence... I was helping her a lot, trying to find out. How is her rights in Denmark compared to Turkey?" (38:32-39:30)

#### **Collaborative Research:**

"First, I started using Google... And for example, if I knew that this website or something like this was, like, available for me, then I would have went here if her country was here." (39:49-40:24)

### **Usability & Navigation Assessment**

Positive Structure Recognition

**Tags:** NAVIGATION\_CLEAR SITE\_PURPOSE\_CLEAR

**Clear Organization Appreciation:**

"The first page. It's very clear for each case, like money case, claims, family matters. Court, you're right. It's very simple, organized. For me." (35:49-36:14)

**Country Navigation Discovery:**

"Yes, outside there's a lot of country flags, and then I go to Spain. I didn't see those flags first." (21:45-22:01)

**Navigation Learning Curve**

**Tags:** LOST\_WHERE\_TO\_START (initially)

**Initial Flag Recognition Issue:**

"I didn't recognize them. Now I saw them when you told me." (22:03-22:11)

**Content Access Challenges:** Struggled to find information relevant to her personal injury case, couldn't locate appropriate section for vacation-related legal issues.

**Trust & Credibility Assessment**

High Professional Trust

**Tags:** HIGH\_TRUST GOVERNMENT\_CREDIBILITY

**Professional Appearance:**

"Because this site looks, like, very professional, and there's a lot of contact information, and it looks, it looks, yeah, it looks like, it's very trustful." (24:22-24:43)

**Contact Information Confidence:**

"No, I like that there's some contact information, because that's my priority. I need that... if it wasn't there, I would, like, doubt a little bit about this site. But now there is some information. I know, okay, I can call them." (52:59-54:07)

**Visual Design Scepticism**

**Tags:** QUALITY\_CONCERNS

**Logo Credibility Issues:**

"I would change the, what is it called? The European justice symbol... I don't know why, but sorry my opinion, but it looks a little fake... It doesn't look professional." (46:34-47:32)

**Religious Symbol Concerns:**

"The picture of the woman. And with the weight in her... For me, when I first saw it, it looks like a little bit like a religious symbol. It reminds me of something Christian." (47:59-48:37)

**Language & Accessibility**

Native Language Importance

**Tags:** NATIVE\_LANG\_ESSENTIAL TRANSLATION\_GOOD

**Accessibility for Older Citizens:**

"Yeah, because not everyone speaks English. Especially not elder persons here. So if it was in Danish, they could also..." (41:46-42:04)

**Translation Quality Assessment:**

"No... Yeah, makes sense." (42:55-43:46) [regarding Danish legal terminology]

**Translation Tool Usage and Scepticism**

**Tags:** USES\_TRANSLATION\_TOOLS DISTRUSTS\_AUTO\_TRANSLATION

**Regular Translation Tool Use:**

"Google Trans... Yeah, on websites I do." (43:52-44:14)

**Machine Translation Distrust for Legal Content:**

"No... I don't, because it can fail. It can fail. It's not always in the right, like, no, I don't trust it. Then I have to go each sentence, like read each sentence and see, okay, does this make sense?" (44:57-45:27)

**Value Assessment & Future Use**

High Conditional Value

**Tags:** CONDITIONAL\_RELEVANCE CROSS\_BORDER PROBLEM\_SOLVING

**Cross-Border Utility Recognition:**

"Yeah, if that one else had an issue or a problem in one of the countries." (52:19-52:29)

**Specific Use Cases Identified:** Traffic violations abroad: *"I am thinking about going to this website if I had, for example, been to... Malta and I got... a speeding ticket... then I would go to this website to learn how to pay it, or what if I don't pay it, what will happen."* (33:58-34:30)

**Barriers to Personal Use**

**Tags:** RELEVANCE\_BARRIER

**Current Domestic Focus:**

"If it was a problem in my own country, but it was, for example, if I had some, a criminal case in, I don't know, in Latvia or something, then I would rather prefer this site." (24:00-24:20)

**Legal System Navigation Challenges**

Knowledge Gaps

**Tags:** LOST\_WHERE\_TO\_START LEGAL\_TERMS\_UNCLEAR

### **Primary Challenges Identified:**

"To read all the paragraphs and knowing the law. That's maybe most difficult to me... And knowing where to start and maybe understanding if I can't make a case out of this or if it's too small." (31:49-32:18)

### **Information Overwhelm:**

"There's a lot of information, and I would prefer to see that movie, Where to Start, because I guess I don't have any knowledge about where to start." (21:02-21:35)

### **Recommendations & Future Use**

Would Recommend with Conditions

**Tags:** CONDITIONAL\_RECOMMEND

### **Targeted Recommendation:**

"Yeah, if that one else had an issue or a problem in one of the countries." (52:19-52:29)

### **Magic Wand Improvements**

**Tags:** IMPROVE\_CONTENT\_QUALITY\_CONCERNS

#### **Priority 1: Logo Redesign**

"I would change the, what is it called? The European justice symbol... it looks a little fake... It doesn't look professional." (46:34-47:32)

#### **Priority 2: Visual Symbol Changes**

"The picture of the woman. And with the weight in her... it looks like a little bit like a religious symbol." (47:59-48:37)

#### **Priority 3: Welcome Text Simplification**

"Maybe. The first sentence, welcome to the European Justice Portal. Maybe this welcome to, I would rather prefer just European Justice Portal... When it's a professional site, it doesn't have to... It's welcome to..." (49:53-50:47)

### **Temporal Language Critique:**

"It says, like, in the future, we will collect all the relevant law information. But why in the future, right? Why not now?" (51:32-51:46)

### **Key Insights**

#### **Multicultural User Perspective**

- **Heritage-informed design sensitivity** - notices religious symbolism that might alienate non-Christian users
- **Community support role** - helps neighbour's navigate complex immigration/legal issues
- **Multilingual capabilities** - but still values native language accessibility for others

- **Real cross-border legal experience** - provides authentic use case validation

### Critical Success Factors for Diverse Users

- **Cultural neutrality** - avoiding religious or cultural symbols that could alienate users
- **Visual professionalism** - design quality directly impacts trust and credibility
- **Contact information prominence** - human support options essential for trust
- **Clear starting points** - addressing "where to start" anxiety for legal novices

### Real-World Validation

IP10's Spain hotel injury case provides **authentic cross-border legal scenario** demonstrating:

- **Multi-jurisdictional complexity** (Spanish hotel, Danish insurance, prosecution boards)
- **Information discovery challenges** when crisis occurs
- **Retrospective portal value recognition** - would have been highly useful if known

### Design Psychology - Trust Through Contact

#### Human Connection Need:

"I need that. So, like, there is a phone call number, and there is a write to us via the contact formula... if it wasn't there, I would, like, doubt a little bit about this site."  
(52:59-54:07)

#### Primary Opportunities

- **Cultural sensitivity review** - ensuring inclusive visual design
- **Visual professionalism upgrade** - improving logo and branding credibility
- **Crisis discovery pathways** - helping users find portal when legal issues arise
- **Community advocate outreach** - reaching people who help others navigate legal systems
- **Vacation/tourism legal guidance** - clearer pathways for travel-related legal issues

IP10 represents **multicultural citizens with cross-border legal needs** who can provide valuable perspectives on cultural inclusivity and real-world legal complexity while serving as community advocates for other vulnerable users.

## Interview Analysis - Ireland (Corporate Employee)

*IP11 - Ireland, Citizen/Corporate Employee (Invisalign)*

**Tags:** CITIZEN / FIRST\_TIME / MANDATED\_DISCOVERY

- **Background:** Corporate employee at Invisalign (dental/medical device company), 8-9 years' experience, recently had children, limited legal experience
- **Discovery:** First encountered portal during interview - had not seen it before despite 8+ years in corporate environment
- **Quote (1:53):** "I haven't actually seen the website yet. You're aware of that? I haven't been given any details."

## Portal Understanding

Intuitive Purpose Recognition

**Tags:** UNDERSTAND\_PURPOSE / REALISTIC\_EXPECTATIONS / SEES\_PERSONAL\_RELEVANCE

**Immediate "One-Stop Shop" Understanding (5:32):** "Like, essentially, it's just like a, well, it actually says it's somewhere like a one-stop shop for, like, human rights issues, human, like, be it legislative or any sort of information you need across the EU. I mean, I can't really, yeah, I don't think it's not obvious in that way."

**Content Scope Recognition (8:54):** "It seems to touch quite a bit. Like I seen there was something about like... Inheritance and stuff like that, like I'm assuming it's like money issues, like what's your legal rights with kind of anything maybe legal."

## Target Audience Assessment

**Tags:** SINGLE\_AUDIENCE\_CORRECT / SEES\_PERSONAL\_RELEVANCE

**Everyday People Focus (9:58):** "Um. Right. So maybe a little bit about everything, but I'm kind of more getting that it's for everyday people. Just the way it's kind of worded and stuff, it's quite laid out in layman's terms. From what I've seen, it doesn't seem massively complicated."

## Information-Seeking Behaviour

Personal Network Preference

**Tags:** PROFESSIONAL\_GUIDANCE / PREFERS\_PERSONAL

**Friends-First Approach (6:54):** "Well, like, I've... Rarely had to do it. Generally, if I had an issue like work or something like that, I'd actually ask probably someone I knew in the profession for just some kind of casual, informal information."

**AI Integration in Research (15:33):** "Or I'd probably chat GPT. Yeah. Genuinely, like I probably would, and then be like, what's the best websites for educating me on this or giving me information on this?"

## Discovery Preferences

**Tags:** MANDATED\_DISCOVERY

**Google-First Approach (14:06):** "Like, at the same time, God knows how many websites are out there for this type of information, so it's very hard to know where the go-to is. So, like, I'd probably be Googling and going with, like, the top ones that come up."

**Government Site Trust (14:37):** "And if there was anything to do with Irish governments, like, it's gov.ie, gov.ie, that's the one I would go to. Obviously, you're an EU one. Yeah. I would tend to go for something like that as well."

## Usability & Navigation Assessment

Positive Navigation Experience

**Tags:** NAVIGATION\_CLEAR / KNOWS\_WHERE\_TO\_START

**Search Functionality Success (21:42):** "Well, yeah, give me a second. I'd say... I mean, this is without doing the search bar, by the way, because obviously the search bar would probably find that, no problem... Yeah, search bar works as well. Actually, it gave me the Irish one straight away."

**Country-Specific Results (22:48):** "Just divorce... Unless that's coincidence, I don't know. But I didn't do it in Ireland. It gave me the Irish one and like the third one down in Portugal."

**Link Quality Recognition (23:55):** "Um, yeah, any link that's on this page is all to do with, like, it's Irish links. It's going to be different laws and different acts and stuff, and they're all specific to Ireland, which is good."

## Design Assessment

**Tags:** QUALITY\_CONCERNS / NAVIGATION\_CONFUSING

**Aged Design Elements (18:58):** "I don't know how great the search bar is, or how intuitive it is, I haven't actually tried it, but, I mean, if I was being picky, like, I think the show more thing is just okay. It looks like a bit, it's fine, it's fine, like, but it's just a little bit aged or something, just the way it sits there."

**News Section Issues (31:31):** "Like, I don't know, just a little bit, like if I go to the news, if you click on the news, which is up at the top, like it looks, this is basic, like, and then even the dates aren't even chronological, some of them."

## Legal System Navigation Preferences

Personal Contact Preference

**Tags:** PREFERS\_PERSONAL / PROFESSIONAL\_GUIDANCE

**Phone Call Preference (20:25):** "Contact numbers. Like, I'd probably be one of the people that would end up ringing, asking for information... Yeah, I'd always be like that. Like, I always like the personal touch, even though I know most, like, most of time people are hoping that you'll use the online forms and kind of figure it out yourself."

**Comfort Through Human Connection (20:57):** "But are you talking to someone that knows, that's in the know more than you? Yeah. It's always a bit more comforting in the situations."

## **Cross-Border Recognition**

**Tags:** CROSSBORDER\_ONLY\_MISCONCEPTION

**Cross-Border Value Understanding (16:44):** "I probably would use it, yeah, because, well, I mean, if it's a situation that it's... I mean, if I'm in a different country, if I'm in the UK or if I'm in Spain or wherever it is, like, this would be, this is the most legit kind of process."

## **Language & Cultural Context**

English Language Sufficiency

**Tags:** NATIVE\_LANG\_PREFERRED / TRANSLATION\_GOOD

**Irish Language Reality (24:33):** "English, like, very, very few people talk Irish fluently in Ireland. It's very few. It's in Gaelic areas, but any of them that do, they speak English."

**Resource Allocation Perspective (25:22):** "So it would be probably a lot of work for not much, like, yeah, reward... Yeah, yeah, like I would be interested in finding out how many people actually speak Irish in Ireland out of the 5 million. Like, it's so little, it'd be under 100,000, I'm guessing."

**Statistical Research (26:59):** "Yeah, I just quickly looked it up, 71,000, speak fluent, it reckons. Which is out of five million. So it's one percent. But they also would speak English."

## **Tools & Features Assessment**

Legal Professional Directory

**Tags:** NAVIGATION\_CLEAR / ACTION\_FOCUSED

**Directory Tool Discovery (27:51):** "Yeah. Well, I remember seeing lawyers down the bottom. yeah, find a legal professional and there's lawyers, legal translators, interpreters... Oh, yeah. So it's, oh, yeah. Well, this is really easy then."

**Functionality Limitations (28:20):** "I don't actually see any check as a option here... And there's none in Ireland either. I'll just go, oh, there's none in the UK either."

## **Trust & Credibility Assessment**

Growing Confidence Through Use

**Tags:** HIGH\_TRUST / CONFIDENCE\_BUILDING

**Usage Comfort Development (39:52):** "But I think I got more comfortable as I was going through it and as I was doing it."

**"Stepping Stone" Value Recognition (39:17):** "I know it says one-stop shop on the first page, but it actually is. It seems to be. It's like a stepping stone to what you need."

## Value Assessment & Future Use

Strong Recommendation Intent

**Tags:** WOULD\_RECOMMEND / CONDITIONAL\_RECOMMEND

**Memory-Dependent Recommendation (37:26):** "Genuinely, I probably would, but I've such a bad memory that in like a year's time, I might forget. Like the name of it, but no, no, I would remember what it does now."

**Cross-Border Focus (37:42):** "Like if there was some issue that someone had, especially abroad."

## Real-World Application Scenarios

**Tags:** PROBLEM\_SOLVING / CROSS\_BORDER

**Holiday Emergency Context (29:49):** "Well, if it got stolen, if it was stolen... Well, I mean, we'll be going straight to the police with the first protocol... Up until then, I'd get the chance to maybe do this myself, and I'd probably come on something like this."

**Insurance Integration (30:32):** "Yeah, well, there would be that, and then, like, my insurance. I'd be, like, looking up my insurance as well, like, straight away."

## Discovery & Awareness Issues

Corporate Environment Gap

**Tags:** AWARENESS\_BARRIER

**Corporate Legal Coverage (7:44):** "I work for a corporate company for like, yeah, eight or nine years. It's always kind of covered if anything was to happen. It's kind of, it's not within my remit, really."

**Missing Corporate Awareness:** Despite 8+ years in corporate environment, had never encountered EU legal resources

## Referral System Inquiry

**Tags:** AWARENESS\_BARRIER

**Discovery Path Interest (17:46):** "Like, is this a link, can you get to this website through another website? Like, I mean, is this a kind of sister website to, I mean, you know, a bigger European, EU?"

## Key Insights

### Fresh Eyes Advantage

- **Unbiased first impressions** without preconceived notions

- **Natural navigation patterns** revealing user journey challenges
- **Immediate value recognition** despite never hearing of portal before
- **Authentic discovery process** showing how new users approach content

### Corporate Employee Perspective

- **Limited legal exposure** due to corporate legal coverage
- **Personal network reliance** for legal advice before online research
- **Government site trust** as baseline for credibility assessment
- **Professional communication preference** (phone calls over online forms)

### Irish Language Pragmatism

- **Statistical awareness** of actual Irish language usage (1% fluency)
- **Resource allocation realism** regarding translation costs vs. benefits
- **Bilingual reality** - Irish speakers also speak English
- **Cultural trend awareness** while maintaining practical perspective

### Discovery-to-Advocacy Journey

**Rapid Value Recognition:** From complete unfamiliarity to strong recommendation intent within single session demonstrates portal's intuitive value proposition when users can access it.

**Cross-Border Focus Development:** Initially thought about local legal issues but quickly understood cross-border utility as primary value.

### Primary Opportunities

1. **Corporate employee outreach** - despite corporate legal coverage, personal legal needs exist
2. **National government integration** - leveraging existing gov.ie trust and familiarity
3. **Personal network amplification** - reaching people who influence others' legal research
4. **Holiday/travel context marketing** - situational awareness for cross-border needs
5. **Memory aids** - helping users remember portal exists when needed

**Profile Summary:** Corporate employees with limited legal exposure who can quickly recognize portal value when introduced but suffer from complete initial awareness gaps, highlighting the discovery challenge for otherwise capable and engaged users.

## IP12 Interview Analysis

*Participant Profile: IP12 - Finland, Citizen/Property Owner (Academic Background)*

**Tags:** CITIZEN / EXPERIENCED / ORGANIC\_DISCOVERY

- **Background:** Three master's degrees (nursing, education, social politics), strong academic research background, individual property owner (renting apartments privately)
- **Discovery:** Learned about portal years ago at university, rediscovered through old emails
- **Quote (14:29):** "The aim of this is to make it because EU is, how should I say, people are very international in EU, and especially EU people inside the EU are moving easily, fast. That's the reason why they have created this portal that... Small cases could be decided easily... without big effort with courts and documentation and interpretation and everything."

### **Portal Understanding**

Purpose Understanding

**Tags:** UNDERSTAND\_PURPOSE / REALISTIC\_EXPECTATIONS

**Clear Cross-Border Simplification Purpose (14:29):** "The aim of this is to make it because EU is, how should I say, people are very international in EU, and especially EU people inside the EU are moving easily, fast. That's the reason why they have created this portal that... Small cases could be decided easily... without big effort with courts and documentation and interpretation and everything."

### **Scope Understanding**

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING / CROSS\_BORDER

**Demonstrated Understanding:** Successfully used portal for actual legal case (Croatian tenant rent claim)

**Scope Recognition:** Grasps both small claims procedure and broader legal information provision

### **Audience Understanding**

**Tags:** SINGLE\_AUDIENCE\_CORRECT / SEES\_PERSONAL\_RELEVANCE

**Citizen Empowerment Focus (20:43):** "I think the aim was that citizens can handle it by themselves, without having special... Education."

**Analysis:** Correctly identifies citizen empowerment focus but unaware of business/professional targeting

### **Actual Portal Usage Experience**

Real-World Case Application

**Tags:** ACTION\_FOCUSED / CROSS\_BORDER / PROBLEM\_SOLVING

**Case Background:** Croatian tenant abandoned rental property without paying rent or cleaning fees

**Process:** Used small claims procedure form independently

**Current Status (22:50):** "The case is not ready yet. It is in Finnish court. In Finnish court, they, if I understood it right, they study it through, and after it they will send it to Croatia."

### **Legal Professional Resistance**

**Tags:** PROFESSIONAL\_GUIDANCE / AWARENESS\_BARRIER

**Lawyer Advice (21:05):** "Oh this is, there is a danger and there is a danger and you need this and that... My claim have to be also written in Croatian language... You need a professional interpreter... But she almost forced me that I have to take a lawyer."

**User Response (22:46):** "I said, the portal is built so that the people don't need a lawyer for that."

**Analysis: CRITICAL FINDING** - Legal professional created barriers rather than support

### **Translation Challenge**

**Tags:** DISTRUSTS\_AUTO\_TRANSLATION / USES\_TRANSLATION\_TOOLS

**Innovative Approach:** Created parallel forms in Finnish and Croatian

**Method (34:18):** "I was comparing when I wrote something in Finnish, it didn't appear in the Croatian form that I was filling... So that's why I translated just where I was putting the ticks and the open answers... I do it. And at the end, I will put it in... translated by Google."

**Innovation:** Used back-translation to verify accuracy

### **Language & Accessibility**

Native Language Importance

**Tags:** NATIVE\_LANG\_ESSENTIAL

**Nuance Recognition (59:53):** "Absolutely. There's so many fine nuances that if it's in English, I'm translating it all the time and still you can... I saw even when I translated in Croatian some words that I know they have two meanings in Finnish... That it was translated wrong."

**Example (1:02:08):** Finnish word "Kuusi" means both "six" and "spruce tree"

### **Translation Quality Assessment**

**Tags:** TRANSLATION\_GOOD / LEGAL\_TERMS\_CLEAR

**Finnish Quality (1:00:29):** "I think so. Until now, what I see, I haven't dipped all these details here, but what I see, I think, yes. And what I remember from that time when I was filling the form, it was good."

## **Machine Translation Usage & Limits**

**Tags:** USES\_TRANSLATION\_TOOLS / DISTRUSTS\_AUTO\_TRANSLATION

**Primary Tool:** Google Translate

**Verification Method (1:03:31):** "I let it translate it back to Finnish. So the meaning was totally different. So I knew which one of those translations I should use. But it was huge work."

**Trust Level (1:01:45):** "Not 100%" - requires context awareness and verification

## **Navigation & User Experience**

Homepage Discovery Issue

**Tags:** NAVIGATION\_CONFUSING / SITE\_PURPOSE\_UNCLEAR

**Critical Finding (57:11):** "I've never been on this web... These first two pages... This lady page and the page where the language choices were, are strange to me."

**Analysis: MAJOR UX ISSUE** - Experienced user never saw homepage, accessed portal through direct links

## **Loop Navigation Problem**

**Tags:** NAVIGATION\_CONFUSING

**Navigation Issues (27:09):** "I was in a loop for quite a long time. I was trying to look at the pages and I was looking the Finnish version and the Croatian version."

**Process:** Had to constantly switch between language versions and explanatory sections

## **Search Function Awareness**

**Tags:** NAVIGATION\_CONFUSING

**Discovery Problem (52:19):** "Now I see it. It was the Zoom icon with your pictures on it, because it's a small icon on the site."

**Analysis:** Search functionality hidden/unclear to actual users

## **Professional Education Gap**

Legal Professional Awareness Crisis

**Tags:** AWARENESS\_BARRIER / QUALITY\_CONCERNS

**Professional Ignorance (39:56):** "They even didn't know the name. And when I meant that it is, there is, this is made for easy cases or simple cases, they didn't know. No, there is nothing like that."

**Impact:** Lawyers actively discouraged portal use despite its official purpose

### Training Recommendation

**Tags:** IMPROVE\_AWARENESS

**Training Suggestion (38:47):** "I would contact the party who is organizing the e-justice portal, that they train judges and courts and lawyers in different countries, so that about the e-justice portal, and so that these then share the information in the individual member countries."

### Innovation Suggestions

Intelligent User Assistance

**Tags:** IMPROVE\_NAVIGATION / IMPROVE\_CONTENT

**Core Concept (1:07:01):** "I would wish that there would be a pop-up window in the language that the person started searching, so I would think that the algorithms could spot if there is a user who is searching for things and doesn't seem to find something, but the person is going in a loop"

**Implementation:** Algorithm detects confused navigation patterns and offers contextual help

**Trigger:** User switching between language versions, repetitive searching, extended session time

### Mediation Priority

**Tags:** IMPROVE\_CONTENT

**Philosophy (1:08:38):** "I also think that it would be good to refer to a mediator in the beginning, because that's, in my opinion, always the, or should be, in my opinion, always the first option before taking something into court."

**Educational Value (1:11:00):** "It is also learning to yourself."

### Professional Education Mandate

**Tags:** IMPROVE\_AWARENESS

**Professional Training (1:14:30):** "It should be compulsory for lawyers to know this. And not only to say, hey, you can make one small mistake and then you lost everything. You need me and I need your money."

### Content Quality & Comprehension

Legal Language Accessibility

**Tags:** LEGAL\_TERMS\_CLEAR

**Assessment (45:22):** "Yes" - portal explains legal concepts clearly

**Comparison:** Better than lawyer explanations that create unnecessary complexity

### Information Architecture

**Tags:** SITE\_PURPOSE\_CLEAR

**Structure Assessment (48:57):** "I think the structure is clear, it's easy to find the topic and then continue exploring that... When a person lands on the site, I think they very probably already know what they are looking for."

### Personal Empowerment Philosophy

Self-Service Advocacy

**Tags:** SELF\_SERVICE / CONFIDENCE\_BUILDING

**Empowerment Value (1:13:23):** "So you can handle it by your own. You can do it. You face it by your own. And when you write it, it is not a lawyer who is writing. You write it and you go the case through and also you learn."

**Contrast (1:14:30):** "I like this justice portal because you face the fact."

### Educational Value

**Tags:** EDUCATIONAL

**Learning Outcome:** Portal forces users to understand their situation rather than delegate to professionals

**Personal Growth:** Direct engagement with legal process builds knowledge and capability

### Net Promoter Analysis

Strong Advocacy

**Tags:** WOULD\_RECOMMEND / ALREADY\_RECOMMENDED

**Recommendation Intent (1:12:27):** "Absolutely... Actually, I recommended it already to my son."

**Evidence:** Sent portal link to son years ago, found it in email archives

**Reason (1:13:23):** "You face it by your own... also you learn"

### EU-Level Appreciation

**Tags:** HIGH\_TRUST

**EU System Value (1:11:57):** "Actually, I'm very happy that we have something like this in whole EU level"

**Curiosity:** Asked about Denmark's absence from system

### Technical Issues & Barriers

Form Synchronization Problem

**Tags:** TECHNICAL\_BARRIER

**Issue (34:18):** Information entered in Finnish form didn't transfer to Croatian version

**Workaround:** Manual dual-form completion with Google Translate assistance

**Analysis:** Technical limitation forced unnecessary complexity

### Discovery Pathway Problems

**Tags:** AWARENESS\_BARRIER

**Never saw homepage:** Accessed through direct links, missed orientation

**Hidden search function:** Visual elements blocked interface discovery

**Loop navigation (27:09):** Required switching between multiple language versions

### Magic Wand Improvements

**Priority 1: Intelligent User Assistance (1:07:01)** Algorithm detects confused navigation patterns and offers contextual help in user's language

**Priority 2: Professional Education Mandate (1:14:30)** "It should be compulsory for lawyers to know this"

**Priority 3: Mediation Priority (1:08:38)** "refer to a mediator in the beginning... always the first option before taking something into court"

### Key Insights

#### Empowerment Success Story

1. **Independent Usage (24:37):** Successfully completed complex cross-border legal procedure without lawyer
2. **Professional Resistance:** Overcame active discouragement from legal professional
3. **Innovation:** Developed verification methods for translation accuracy
4. **Learning:** Gained legal knowledge through direct engagement

#### Critical System Gaps

1. **Professional Education (39:56):** Lawyers unaware of portal purpose and functionality

2. **Technical Synchronization:** Forms don't coordinate across language versions
3. **Navigation Design:** Homepage invisible to actual users
4. **User Assistance:** No intelligent help for confused navigation

### Academic Research Perspective

- **Research Background (7:58):** Three master's degrees, understands research ethics and methodology
- **Analytical Approach:** Systematic evaluation of portal functionality
- **Innovation Mindset:** Proposes specific algorithmic solutions based on user behaviour analysis

**Profile Summary:** Academic Citizen Advocate who successfully used portal for cross-border dispute resolution despite professional obstruction and technical gaps, demonstrating portal's potential while highlighting critical improvement areas.

## IP13 Interview Analysis

*Participant Profile: IP13 - Lithuania, Business/Entrepreneur (Chef Background)*

**Tags:** BUSINESS / FIRST\_TIME / MANDATED\_DISCOVERY

- **Background:** Chef by training, currently entrepreneur, comfortable with technology
- **Discovery:** Found through recruiter, researched independently
- **Quote (9:27):** "Well, it is like, let's say, it gives a lot of good things, because if you are going to Spain, for example, and you're thinking what would happen or what should I do, and there are a lot of like solutions and questions which are solved... If you're having a trip in Spain, but you got the problem, that website gives you official legal answers."

### Portal Understanding

Purpose Understanding

**Tags:** UNDERSTAND\_PURPOSE / CROSS\_BORDER

**Cross-Border Legal Information Value (9:27):** "Well, it is like, let's say, it gives a lot of good things, because if you are going to Spain, for example, and you're thinking what would happen or what should I do, and there are a lot of like solutions and questions which are solved... If you're having a trip in Spain, but you got the problem, that website gives you official legal answers."

**Analysis:** Strong grasp of cross-border legal information provision

### Scope Understanding

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING / SEES\_INFORMATION\_VALUE

**Breadth Recognition (21:35):** "It's like about money laundering, or, I don't know, it's all about what kind of great. Like health, borrowing, laundering, and all these things, as I checked... there are like PDFs, like documents that you can download, how to get a specialist, I guess, there was such a thing."

**Analysis:** Understands breadth of legal topics covered

### **Audience Understanding**

**Tags:** FULL\_AUDIENCE\_UNDERSTANDING / SEES\_PERSONAL\_RELEVANCE

**Universal Accessibility Intent (18:44):** "I guess it's for all the people you mentioned, it's for all the nation, and no matter if you're a Spanish person, you come to the training, you get in trouble... Because, you know, it's about information, spreading information. It's not good that information is not available for everybody."

**Analysis:** Correctly identifies universal accessibility intent

### **Information Seeking Behaviour**

Research-First Approach

**Tags:** RESEARCH\_FOCUSED / SELF\_SERVICE

**Independent Research Strategy (12:39):** "I would search. For the first time, you have to know your own, like, direction, what could be, how to solve this problem, and when you know you are, like, how to say, your solution, then you hear a specialist who has... Another solution, and you find a mix of it."

**Process:** Independent research → Professional consultation → Combined solution

### **Trust in Official Sources**

**Tags:** HIGH\_TRUST / GOVERNMENT\_CREDIBILITY

**Authority Preference (10:45):** "Yeah, because, you know, if it's a legal website, which connects all the EU countries, so it's the legal, legal vocabulary, I'd say, but that's why I would choose it as the first option. Not ChatGPT for the first option, I guess, because it's not legal."

**Analysis:** Values official legal authority over informal sources

### **Technology Comfort & Digital Preference**

Online Administrative Preference

**Tags:** PREFERS\_ONLINE / SELF\_SERVICE

**Digital Efficiency (7:11):** "It's sort of the best solution where you don't have to go somewhere physically and you just push some buttons and you get it done."

**Analysis:** Strong preference for digital processes over physical visits

## Lithuanian Government Site Experience

**Tags:** GOVERNMENT\_CREDIBILITY / PREFERS\_ONLINE

**Government Portal Experience (6:47):** "Yeah, in the Lithuanian governmental websites, yeah, a lot of times."

**Tasks (7:04):** "Declaration where you live... making a license and all this stuff."

**Analysis:** Experienced with official digital processes

## Language & Accessibility Preferences

Native Language Priority

**Tags:** NATIVE\_LANG\_ESSENTIAL / TRANSLATION\_GOOD

**Language Preference (8:14):** "Lithuanian, because it's maybe easier, but if there will be no Lithuanian language, I would read it in English. If there will be some difficulties, I would translate it. But, you know, for me, it's not a kind of problem, because Lithuanian is more comfortable."

**Analysis:** Prefers Lithuanian but flexible with alternatives

## Older Population Considerations

**Tags:** AWARENESS\_BARRIER / NATIVE\_LANG\_ESSENTIAL

**Generational Language Barriers (24:16):** "Like younger people, they understand that elder people, they would check the website and think it's like something unreadable. And they will shut it down. But now we have a Lithuanian flag, it's really more easier to understand all the things."

**Analysis:** Recognizes native language critical for broader adoption

## Official Translation Quality

**Tags:** TRANSLATION\_GOOD / LEGAL\_TERMS\_CLEAR

**Translation Assessment (16:24):** "I could tell yesterday I read the first paragraph and it's all clear... it's understandable. Like for a person for me, it's... If you borrow somebody 5,000 euros and they're not paying you back, what can you do? It's like the most common thing in all the years. So I read it and it's all clear what you can do."

## Design & User Experience Assessment

Governmental Design Approval

**Tags:** SITE\_PURPOSE\_CLEAR / DESIGN\_APPROPRIATE

**Simplicity Value (22:35):** "It wouldn't change because, like Einstein said, you could leave it as simple as it... or like perfection lives in simplicity. So, I guess, the simplicity

helps for the people, older people, and younger people, not to go to the... bigger transitions... But it's like a governmental website."

**Functional Purpose (23:14):** "People are going here to search information and not like for the concert, I guess."

### **Conservative Design Logic**

**Tags:** DESIGN\_APPROPRIATE / GOVERNMENT\_CREDIBILITY

**Government Standards (29:31):** "Yes, it's, I understand they have to be also like conservative, but business websites are more like informational, I guess. But I understand the government does the things like very clear. They can't make it like very, very shaky in the transition."

### **Future Usage & Recommendation Intent**

Strong Advocacy Potential

**Tags:** WOULD\_RECOMMEND / SEES\_PERSONAL\_RELEVANCE

**Recommendation Intent (19:37):** "I would mention for people, you look, there's such website, you could, you could get legal advice here. And just like a first idea of when you're having a problem, not knowing, not knowing what to do."

### **Information Quality Recognition**

**Tags:** HIGH\_TRUST / QUALITY\_CONCERNS

**Official Information Value (20:13):** "I would recommend it because if not, it's not Google, it's not Wikipedia. It's just first help for you to make a first view... And it's legal, official information. So from the Spanish justice system, how they are doing their justice."

### **Concentrated Information Value**

**Tags:** TIME\_SAVING / CROSS\_BORDER

**Efficiency Recognition (20:58):** "You don't have to go to France justice system, translating French language and looking everywhere. So it's like a concentrated formation where you get your solutions."

### **Knowledge Gaps & Misconceptions**

Scope Limitation Understanding

**Tags:** SCOPE\_MISUNDERSTANDING

**Initial Misconception (30:38):** "I thought it's about foreigners and refugees. As I guess mostly, if they get in the country, what they can do here."

**Analysis:** Initially believed portal primarily for immigrants/refugees

## **Business Information Expectations**

**Tags:** SCOPE\_EXPANSION\_DESIRED

**Business Focus Needs (51:24):** "I guess, yes, because now it's very, very, very legal things, you know, and when you come to the business, it's more like about economy, possibilities, so I guess I would find that there is no such a place to hear now, but maybe in the future there will be."

## **Innovation Suggestions**

Frequently Asked Questions Interface

**Tags:** IMPROVE\_NAVIGATION / IMPROVE\_CONTENT

**Core Concept (32:41):** "Suggestion would be just only, you know, it's like frequently asked questions... there could be simple buttons, like that happens the most times, I mean frequently... just the most common problems. And just the person comes to the website, and he says, oh, it's my problem, and he pushes, and what to do?"

**Implementation:** "Look, there are like 20 problems, and maybe it's one of yours, and you find the information the most easiest way."

## **Entrepreneurial Information Hub**

**Tags:** SCOPE\_EXPANSION\_DESIRED / IMPROVE\_CONTENT

**Business Information Need (34:41):** "Slovakia, I don't know. You push, I don't know, Austria. I want to create business here. And what are the governmental institutions that helps?... you get the contacts, you get the paths to their websites, and there you can see like possibilities."

**Comprehensive Approach (36:39):** "All sectors, like, I don't know, it's like business, health, children care, hospitality, I don't know, just it's one of my problems, like how to create business and all the help with the business."

## **AI Integration Proposal**

**Tags:** IMPROVE\_NAVIGATION / IMPROVE\_CONTENT

**AI Concept (41:00):** "So integrating AI to these websites, I guess, would be easier, but not like the chatbots that has limited information."

**Implementation (43:04):** "I'm an entrepreneur, I'm from Lithuania, I want to go to Slovakia, for example, what should I do to live here legally, what are the possibilities of living in that city... And then you get like five documents that, hey, look, this is useful for you."

**Value (44:00):** "AI should help just to give you the concentrated information that you're looking for."

## Professional Context & Legal Experience

Previous Legal Experience

**Tags:** PROFESSIONAL\_GUIDANCE / HIGH\_TRUST

**Positive Legal Experience (11:46):** "Lucky enough, you know, but in a national law, in Lithuania. Like, but not I, but we were in, it's like a business case, but then... The lawyer helped us a lot."

## Professional Consultation Strategy

**Tags:** PROFESSIONAL\_GUIDANCE / RESEARCH\_FOCUSED

**Balanced Approach (14:42):** "She has a lot of experience, and that's why I would go, if I would have some problems, I would go straight, because I understand... sometimes people are not acting very good, and some people just want to win, no matter if they're on the right side."

## Awareness & Marketing Insights

Marketing Channel Suggestions

**Tags:** IMPROVE\_AWARENESS

**Public Space Marketing (45:56):** "Some places are like bus stations, you know, that when you're waiting in bus... there will be written, I don't know, I just improvise, that you got problems, just simple problems. You borrow the money to a Slovakian person, you can get the money back now, check our website."

## Professional Education Need

**Tags:** IMPROVE\_AWARENESS / PROFESSIONAL\_GUIDANCE

**Professional Training (46:34):** "Legal experts and lawyers should also get, like, conferences and to check the website, like, because it's, you know, I guess the portal invested a lot of time to create this system... I guess the lawyers should also get to know if they still don't about the system."

## LinkedIn Marketing Critique

**Tags:** IMPROVE\_AWARENESS

**Platform Effectiveness (47:28):** "You know, LinkedIn is not a big look. It's like, congratulations, congratulations."

**Analysis:** Questions effectiveness of professional platform marketing for general public

## EU Integration Perspective

## EU System Appreciation

**Tags:** HIGH\_TRUST / GOVERNMENT\_CREDIBILITY

**EU Integration Interest (4:36):** "And it's interesting, like, because I didn't know that the European Union is looking to make one system for all the countries. So, it's my first time and it's interesting."

## EU Support for Entrepreneurship

**Tags:** SCOPE\_EXPANSION\_DESIRED

**EU Funding Interest (39:07):** "Yeah, it sounds like it would... I guess EU is looking for the people who wants to work, who is looking for possibilities, and if there will be access, like, hey, look, we're giving you, if you have a desire to do something, we can help you with the money."

## Technical Issues Encountered

Server Accessibility Problems

**Tags:** TECHNICAL\_BARRIER

**Access Issues (16:04):** "But you know I opened the website and now it says it's not accessible."

**Language-Specific Problem (48:33):** "The Lithuanian language still doesn't work."

**Analysis:** Technical barriers impacted interview and user experience

## Information Comprehension Assessment

Legal Language Accessibility

**Tags:** LEGAL\_TERMS\_CLEAR

**Language Level Assessment (16:24):** "Of course it's not like in our hometown language but it can be because it's about justice. It's about legal things and you have to be like not like very no, it's not a little like low level language. It's like a little bit higher language, but it's understandable."

## AI Information Seeking Strategy

**Tags:** USES\_AI\_TOOLS / RESEARCH\_FOCUSED

**Multi-Source Approach (17:52):** "My first research, I guess, I would ask AI. Like, check for all the legal websites, then asking AI, and then... Having a better view of all these things, going to the lawyer."

## Magic Wand Improvements

**Priority 1: FAQ Interface (32:41)** "Simple buttons, like that happens the most times... just the most common problems"

**Priority 2: Business Information Expansion (34:41)** Entrepreneurial support beyond pure legal issues - "what are the governmental institutions that helps?"

**Priority 3: AI Integration (41:00)** "Integrating AI to these websites... concentrated information that you're looking for"

## Key Insights

### Tech-Savvy Entrepreneur Perspective

- **Purpose Understanding:** Clear grasp of cross-border legal information value
- **Design Appreciation:** Values governmental simplicity over commercial flashiness
- **Trust Factor:** Prefers official sources over informal information
- **Usage Intent:** Would recommend as first-step legal research tool

### Critical Enhancement Opportunities

- **FAQ Interface:** Simple button system for common problems
- **Business Information Expansion:** Entrepreneurial support beyond pure legal issues
- **AI Integration:** Intelligent filtering of relevant information
- **Marketing Strategy:** Public space advertising over professional platforms

### Technical and Accessibility Findings

- **Language Priority:** Native language essential for broader adoption
- **Generational Considerations:** Older users need simpler interfaces
- **Server Reliability:** Technical issues impacted user experience
- **Multi-channel Access:** Flexibility needed for different user preferences

**Profile Summary:** Tech-savvy entrepreneur who demonstrates strong potential user adoption among digitally comfortable citizens while highlighting specific enhancement areas for business users and broader public awareness.

## IP14 Interview Analysis

*Participant Profile: IP14 - Netherlands/Spain, Legal Professional (Sworn Translator/Interpreter)*

**Tags:** LEGAL\_PROF / EXPERIENCED / TRAINING\_COURSE

- **Background:** Sworn translator/interpreter (Dutch-Spanish), works at Spanish courts, 26 years Netherlands, 35 years Spain
- **Discovery:** Discovered through professional courses in Netherlands, early adopter
- **Quote (7:52):** "I assume it's a portal for both laypeople and professionals - lawyers, jurists or whatever. When they want to search for information about the European Union and the legal system of the European Union in general and specialized for countries that belong to the European Union. Or if they want to

find someone with a legal profession. Or what their rights are if they want to file a lawsuit or have one against them."

### **Portal Understanding**

Purpose Understanding

**Tags:** UNDERSTAND\_PURPOSE / REALISTIC\_EXPECTATIONS / FULL\_AUDIENCE\_UNDERSTANDING

**Comprehensive Understanding (7:52):** "I assume it's a portal for both laypeople and professionals - lawyers, jurists or whatever. When they want to search for information about the European Union and the legal system of the European Union in general and specialized for countries that belong to the European Union. Or if they want to find someone with a legal profession. Or what their rights are if they want to file a lawsuit or have one against them."

**Analysis:** Exceptionally clear and comprehensive understanding of portal's purpose

### **Scope Understanding**

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING / CROSS\_BORDER

**Professional Application (6:35):** "From that background, when I have to make legal translations, I look very often at e-justice to check background information, specifically for example, I was dealing with divorces. So how does divorce work, the system in the Netherlands? How does it work in Spain? How does it work in Belgium."

**Usage Context:** Comparative legal research across Netherlands, Spain, Belgium for professional translations

### **Professional Integration**

**Tags:** PROFESSIONAL\_GUIDANCE / ACTION\_FOCUSED / CROSS\_BORDER

**Primary Use:** Comparative legal system research for sworn translation work

**Specialization:** Cross-border civil and criminal cases requiring accurate legal terminology

### **Professional Usage Patterns**

Translation Work Integration

**Tags:** PROFESSIONAL\_GUIDANCE / RESEARCH\_FOCUSED

**Primary Usage (13:51):** "I use it mainly for my sworn legal translations."

**Example Case (14:10):** Belgian divorce case with "duurzame ontbinding van het huwelijk" (irretrievable breakdown of marriage)

**Process:** Uses portal to verify legal terminology and procedural differences between jurisdictions

## Court Interpretation Context

**Tags:** PROFESSIONAL\_GUIDANCE / TIME\_SAVING

**Context Limitations (13:26):** "Well, for my interpreting at the court less naturally, because there you have to interpret at that moment and you can't just sit and look at how that works. I use it mainly with my sworn legal translations."

**Analysis:** Portal more useful for preparation than real-time court work

## Multi-Jurisdictional Research

**Tags:** CROSS\_BORDER / RESEARCH\_FOCUSED

**Scope:** Regularly compares legal procedures across Spain, Netherlands, Belgium

**Case Types (12:32):** "Civil cases, that can be a divorce, or about children, but also about neighbours who are fighting, about where the property line runs, or whatever. And also in criminal cases, at the court... from someone who has to appear because they drank too much and was arrested to very serious cases of murder and organized crime."

## User Experience Evolution

Interface Degradation Over Time

**Tags:** NAVIGATION\_CONFUSING / QUALITY\_CONCERNS

**Longitudinal Perspective (11:10):** "I've also seen it change appearance a few times... the user interface. And it hasn't always become easier."

**Specific Issue (16:43):** "What you used to have, just courts in general, and then national courts, specialized national courts and such, that costs me effort nowadays to find that back. Then I really have to search here and there, and then eventually I think, oh, I found it."

## Mixed Accessibility Changes

**Tags:** NAVIGATION\_CONFUSING / SITE\_PURPOSE\_UNCLEAR

**Mixed Results (16:49):** "Some things, others not. Because just like when you come in, and then you get... then you have for example first divorces and such, inheritance law, and then, well, those kinds of things, you're quickly in there. But for example that of the courts, and national courts, what there are and what they're called, that costs me more effort."

## Language and Translation Quality Assessment

Multi-Language Usage Pattern

**Tags:** TRANSLATION\_GOOD / USES\_TRANSLATION\_TOOLS

**Language Strategy (25:37):** "In my case I mainly use the Dutch version and the Spanish version."

**Process (25:50):** "Usually first in Dutch. Because that remains my mother tongue naturally. Even though I'm almost as good as bilingual. And then I read it in Spanish."

### Translation Quality Evaluation

**Tags:** TRANSLATION\_POOR / LEGAL\_TERMS\_CONFUSING

**Overall Assessment (26:20):** "Good, but not excellent."

**Specific Concerns (14:55):** "The terminology should be more country-specific, because... ontwrichting was translated with differences... then I think, okay, that seems less to me, that's... we have a difference of opinion or something, and that's why we're really getting divorced."

### Professional Translation Standards

**Tags:** QUALITY\_CONCERNS / LEGAL\_TERMS\_CONFUSING

**Professional Issue (39:29):** "Some things you can't translate exactly, but not in general, like you... then I see the translation for example in Spanish from Belgium and the Netherlands, and then they use somewhat the same, and then I think, no, that's just not quite right, because there's a difference in that, and I'm interested in precisely that difference."

### Technical and Access Challenges

Login Authentication Problems

**Tags:** TECHNICAL\_BARRIER / ACCESS\_ISSUES

**Primary Issue (3:13):** "My first problem with E-Justice is that it still costs me a lot of effort to log in nowadays. Because I use... I have my email address just like with Eurolex. And then I use a password... But with E-Justice the option is... not just with passwords."

**Comparison:** Eurolex works with simple email/password, E-Justice requires tokens

**Impact (3:58):** "And then I usually can't get in."

### EU Login System Complexity

**Tags:** TECHNICAL\_BARRIER / QUALITY\_CONCERNS

**System Inconsistency (55:16):** "Why don't you just have a log with a username and password? You have that with other pages, and then not with E-Justice, that possibility."

**Analysis:** Inconsistent authentication across EU platforms creates user friction

## Search Functionality Experience

Search Effectiveness Assessment

**Tags:** NAVIGATION\_CLEAR / KNOWS\_WHERE\_TO\_START

**Assessment (17:37):** "On itself quite good, if you know a bit how it works, because then you get matches with different pages, but some then indeed, if you click on them, you go to E-Justice, and other things are from outside where you don't have much... But if you know, then it works well, but otherwise you lose the thread."

## User Experience Dependency

**Tags:** NAVIGATION\_CONFUSING / SITE\_PURPOSE\_UNCLEAR

**Experience Requirement (18:29):** "It depends on who it's intended for, for people who occasionally, or people who use it regularly."

**Analysis:** Search requires experience to use effectively

## Content Depth and Professional Needs

Information Depth Assessment

**Tags:** IMPROVE\_CONTENT / QUALITY\_CONCERNS

**Professional Requirements (19:17):** "Sometimes it could go a bit deeper into it, but generally yes. Sometimes I do want to think, hey, why don't they specify this a bit more?"

## Hidden Content Discovery

**Tags:** SITE\_PURPOSE\_UNCLEAR / NAVIGATION\_CONFUSING

**Content Discoverability (20:24):** "You can achieve more than you can tell from the homepage... There's much more behind it. So if you click and click and click. Then you see much more. Then you get more information than... you can see at first sight on the homepage."

## Professional Terminology Needs

**Tags:** RESEARCH\_FOCUSED / LEGAL\_TERMS\_CONFUSING

**Terminology Research (40:00):** "In languages you have perhaps more specialized dictionaries... Dutch-Spanish, Spanish-Dutch is much less. So then you're more dependent on precisely this kind of websites, which in different languages tell you what you want to know."

## Magic Wand Improvements

**Priority 1: Content Discoverability**

**Tags:** IMPROVE\_NAVIGATION

**Primary Improvement (42:01):** "I think the accessibility and finding of topics. I think that's the most important. So finding what you're looking for."

**Specific Problem (41:38):** "You know it's there, but you can't find it back."

**Priority 2: Content Depth Enhancement**

**Tags:** IMPROVE\_CONTENT

**Professional Depth (38:28):** "Go deeper into the subject matter."

**Professional Context (42:34):** "From a legal point of view, so suppose you're a lawyer or a jurist and they want to search for something, then I think it sometimes remains superficial."

**Priority 3: Translation Quality Improvement**

**Tags:** IMPROVE\_LANGUAGE

**Translation Focus (40:41):** "Pay a bit more attention to the translation."

**Specific Need:** Country-specific legal terminology rather than generic translations across jurisdictions

### **Professional Context Insights**

AI Translation Impact on Profession

**Tags:** QUALITY\_CONCERNS / DISTRUSTS\_AUTO\_TRANSLATION

**Professional Impact (30:37):** "Google Translate, it's all improved, deeply and such improved, since that started. But you come when you put a translation through it, what I notice a lot, well good, it influences my work as a sworn translator."

**Professional Standard (29:39):** "The quality, for me as a legal translator, sworn legal translator, is not acceptable."

### **Professional Training and Certification**

**Tags:** PROFESSIONAL\_GUIDANCE / GOVERNMENT\_CREDIBILITY

**Netherlands Certification (34:48):** "In 1978 I was sworn in as a translator for the court. I had then done my master's in Spanish language and literature with translation as an elective subject and first-degree teaching qualification."

**Spain Certification:** Required separate examination in Madrid due to non-recognition of Dutch certification

### **Net Promoter Analysis**

Strong Professional Recommendation

**Tags:** WOULD\_RECOMMEND / PROFESSIONAL\_GUIDANCE

**Recommendation Intent (43:15):** "Certainly."

**Reasoning (43:19):** "Because of the information that's on it and that people can find. So then if they're looking for something... people regularly ask me, yes, do you know how this works in Spain, or do you know how that works in Spain... And then I say, yes, I can help them a bit, but I say, look at this and this page, just this, there you can, yes, so I would certainly recommend it."

### Information Value Recognition

**Tags:** HIGH\_TRUST / PROBLEM\_SOLVING

**Core Value (18:32):** "But I find it still a very useful thing."

**Context:** Despite usability challenges, recognizes core value of information provided

### Technical Issues During Interview

Server Accessibility Problems

**Tags:** TECHNICAL\_BARRIER

**Issue (1:52):** Site completely inaccessible during interview

**Impact:** Limited ability to provide specific examples and demonstrate navigation issues

**Workaround:** Participant offered to email additional feedback once site accessible

### Key Insights

#### Early Adopter Perspective

- **Historical Context:** Witnessed multiple interface changes, generally perceives decline in usability
- **Professional Integration:** Portal essential for cross-border legal translation work
- **Authentication Barriers:** EU Login system creates unnecessary friction for frequent users
- **Content Quality:** Core information valuable but accessibility declining over time

#### Cross-Border Legal Professional Needs

- **Unique Perspective:** Dutch national working in Spanish legal system
- **Specialized Need:** Comparative legal system information for accurate translation
- **Value Assessment:** Portal essential for professional work despite usability issues
- **Translation Standards:** Requires country-specific rather than generic legal terminology

#### Critical System Issues

- **Usability Regression:** Interface changes have reduced efficiency over time
- **Authentication Complexity:** EU Login system creates unnecessary barriers

- **Content Discoverability:** Valuable information exists but is increasingly difficult to find
- **Translation Consistency:** Need for country-specific rather than generic legal terminology

**Profile Summary:** Cross-Border Legal Professional who validates portal's core value for comparative legal research while identifying specific areas where interface evolution has created barriers to efficient professional usage.

## IP15 Interview Analysis

*IP15 - Portugal, Legal Professional/Academic (PhD Student in Law)*

**Tags:** LEGAL\_PROF / EXPERIENCED / ORGANIC\_DISCOVERY

- **Background:** PhD student in Portugal, Masters from Brazil, specializes in conflict resolution and human rights
- **Discovery:** Found through internet searches for academic research
- **Quote (6:35):** "I'm doing a PhD, so I go quite often to do some search in the portal, especially about European directives, and so on. So, I use it mainly as a source for my studies."

### Portal Understanding

Research-Focused Usage

**Tags:** UNDERSTAND\_PURPOSE / REALISTIC\_EXPECTATIONS / SEES\_PERSONAL\_RELEVANCE

**Academic Research Focus (6:35):** "I'm doing a PhD, so I go quite often to do some search in the portal, especially about European directives, and so on. So I use it mainly as a source for my studies."

**Research Focus:** European directives, case law, commercial mediation, human rights

**Analysis:** Clear understanding of portal as academic research tool

### Cross-Border Legal Research

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING / RESEARCH\_FOCUSED / CROSS\_BORDER

**Research Application (15:30):** "It is mainly case law that I'm interested in, but sometimes I also look at European directives more precisely on those who have to do with mediation in commercial matters."

**Application:** Cross-border jurisprudence and comparative EU directive analysis

## Portal Purpose Recognition

**Tags:** SINGLE\_AUDIENCE\_CORRECT / SEES\_PERSONAL\_RELEVANCE

**Professional Audience Focus (24:35):** "The way I see it, to me, the public to which this is addressed is professionals, legal professionals from the law domain."

**Academic Bias (25:38):** "Maybe it's because I am a bit biased and I always thought of this portal as a source of information for my studies and my research. So I never before thought about it... I never before thought that it could be used in another way."

## Personal Usage Experience

Deactivated Tool Discovery

**Tags:** ACTION\_FOCUSED / PROBLEM\_SOLVING / NO\_CLEAR\_BENEFIT

**Consumer Protection Tool (12:05):** "It was a tool that any consumer could use to raise a complaint. And then once you did that, it would forward you, it would redirect you to a provider who actually acts as a mediator in this complaint."

**Tool Discontinuation (13:13):** "From what I could gather, this tool was deactivated because it wasn't being used much. That's what I found out. Maybe, I don't know, maybe it was too expensive for the use that the people were doing of it."

**Analysis: CRITICAL FINDING** - User discovered and used consumer mediation tool that was subsequently deactivated

## Broader Content Recognition

**Tags:** UNDERSTAND\_PURPOSE / SEES\_PERSONAL\_RELEVANCE

**Human Rights Content (27:51):** "I do think that you can see clearly... it's my general domain of work, in more general ways. It would be human rights. And I do see that there's a lot of information and content on human rights. So it's not only the legislation, strictly speaking, but also I see information about institutions, about organizations on human rights."

## Language and Translation Experience

Portuguese Language Usage

**Tags:** NATIVE\_LANG\_PREFERRED / USES\_TRANSLATION\_TOOLS

**Language Strategy (20:05):** "Yes, normally Portuguese, my first action is always reading in Portuguese. However, sometimes I don't find it. The document I'm looking for is not in Portuguese. Some of the sentences of some European tribunals are not in Portuguese."

**Backup Strategy (20:30):** "When that is the case, if I really need the document, what I do is just find alternative ways of translating it."

## Translation Quality Assessment

**Tags:** TRANSLATION\_GOOD / LEGAL\_TERMS\_CONFUSING

**Quality Assessment (23:13):** "Yeah, normally it's quite okay, it's just sometimes that with technical words sometimes, there are certain technical words sometimes that you can feel that haven't been adequately translated, but because I have a lot of experience now doing and looking at this kind of text, I can very easily understand what they mean."

**Analysis:** Generally satisfactory translation quality with occasional technical terminology issues

### **Document Availability**

**Tags:** TRANSLATION\_GOOD / GOVERNMENT\_CREDIBILITY

**Portuguese Availability (21:28):** "No, it's actually quite rare. Normally, you do get the document in Portuguese. Portugal is a member of the European Union, so most of them are translated, but every now and then, they are not."

### **Search and Navigation Patterns**

Direct Search Preference

**Tags:** NAVIGATION\_CLEAR / KNOWS\_WHERE\_TO\_START

**Search-First Strategy (30:00):** "Visually speaking... maybe there's too much information. On the initial page, I don't know... when I search, I go straight to the search bar, so I never stopped to analyse the site itself."

**Analysis:** Bypasses homepage navigation, uses targeted search approach

### **Google-First Strategy**

**Tags:** ORGANIC\_DISCOVERY / TIME\_SAVING

**External Search Preference (34:18):** "What happens very often is that I do my searches first on Google, for instance, and then when I get the link, if I click on that link, I don't have to go through the search function. Immediately, what I see is the directive that I'm looking for."

**Preference (35:06):** "I prefer Google first."

**Reasoning (35:20):** "I think it's faster, more optimized, I'd say."

### **Academic Search Template Recognition**

**Tags:** NAVIGATION\_CLEAR / SITE\_PURPOSE\_CLEAR

**Interface Familiarity (32:30):** "I would say this is a template that you find in many, many sites, whenever you do, whenever you try to search something... it's a template, it's something that I'm used to."

**Analysis:** Academic background provides advantage in understanding complex search interfaces

## Content Quality and Trust Assessment

Information Currency and Reliability

**Tags:** HIGH\_TRUST / CONFIDENCE\_BUILDING

**Trust Building (37:14):** "What I've noticed is that all the information, like in terms of directives, is very up to date, and that makes me trust the site a lot. Because I see that, actually, the information is being constantly updated."

**Impact:** High trust level due to consistent information updates

## Comprehensive Research Success

**Tags:** PROBLEM\_SOLVING / TIME\_SAVING

**Research Success (43:01):** "I have to say that everything I tried to find there, I have found. I always found what I was looking for. Except for that tool, I said at the beginning that at first it was working and then it was deactivated. Apart from that, everything I found, everything I wanted to find, I did find it."

## Document Accessibility

**Tags:** NAVIGATION\_CLEAR / ACTION\_FOCUSED

**Download Functionality (51:07):** "It's also very accessible and very easy to do, to download the documents."

**Organization (50:16):** "It's quite good... it brings you where you want, it's quite easy, I can click on the legislation, it's also classified, depending on the year, very well organized, very informative, lots of contents."

## Technology Integration and AI Usage

AI Tool Integration

**Tags:** USES\_AI\_TOOLS / RESEARCH\_FOCUSED

**AI Usage (35:51):** "Yes, I did use some AI tools."

**Purpose:** Same academic research objectives as portal usage

**Analysis:** Integrates multiple technology tools for comprehensive research approach

## Professional Context and Usage Patterns

EU vs Non-EU research context

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING / SEES\_PERSONAL\_RELEVANCE

**Geographic Relevance (40:06):** "I would say that they use it at least here in the European Union, because you have all the information from the European Union. When I did my master's degree in Brazil, which is where I did it, then maybe not so much. It's more about the subject that you are studying on."

**Analysis:** Portal usage tied to geographic and subject matter relevance

### **Academic Network Awareness**

**Tags:** PROFESSIONAL\_GUIDANCE

**Assessment:** Limited knowledge of peer usage patterns

**Geographic Context:** Higher usage expected within EU academic context

### **Design and User Experience Feedback**

Information Density Concerns

**Tags:** NAVIGATION\_CONFUSING / SITE\_PURPOSE\_UNCLEAR

**Information Overload (45:29):** "It contains a lot of information and maybe could be structured differently."

**Homepage Issue (47:20):** "There is a news section that I have never really noticed before, and maybe because I am focused on what I want on the portal, but that it could be interesting for a general public, for instance, and it's not readily visible."

### **Design Enhancement Suggestions**

**Tags:** IMPROVE\_NAVIGATION / IMPROVE\_CONTENT

**Content Organization (47:35):** "There's too much information, and it could filter a bit more... probably filter or be presented in a different way."

**Target Audience:** Suggests improvements for general public accessibility

### **Magic Wand Improvements**

#### **Priority 1: Visual Design and Information Architecture**

**Tags:** IMPROVE\_NAVIGATION

**Primary Suggestion:** Better information filtering and presentation

**Reasoning:** Reduce visual complexity while maintaining content comprehensiveness

**Target:** Improve accessibility for general public while maintaining professional functionality

#### **Priority 2: Content Discoverability**

**Tags:** IMPROVE\_CONTENT

**Specific Issue:** News section not readily visible

**Recommendation:** Better highlighting of relevant content for different user types

#### **Priority 3: Content Filtering**

**Tags:** IMPROVE\_NAVIGATION

**Focus:** Better information presentation and categorization for different user types

### **Net Promoter Analysis**

Strong Academic Recommendation

**Tags:** WOULD\_RECOMMEND / HIGH\_TRUST

**Recommendation Intent (51:25):** "Yes." - Would recommend to others

**Gratitude (58:06):** "I just want to say thank you... I find there everything for my research, for information, for everything, and also I think it could be very helpful for the general public as well."

### **Trust-Based Participation**

**Tags:** HIGH\_TRUST / CONFIDENCE\_BUILDING

**Portal Trust (55:59):** "The fact that I accepted these... It's because I trust the site. So when I got the email, I knew right away that it was something that was meant to improve the site and to help to develop it better."

### **Technical and Access Experience**

Recruitment Discovery

**Tags:** ORGANIC\_DISCOVERY / ACTION\_FOCUSED

**Contact Method (54:12):** "I think it might have to do with the fact that at some point I asked for some documents, I had to request some documents, and then maybe just by downloading them, I kind of accepted this."

**Analysis:** Likely contacted through portal usage tracking rather than external recruitment

### **Privacy and Trust Considerations**

**Understanding:** Recognizes GDPR compliance requirements

**Comfort Level:** High trust in official EU portal communications

### **Key Insights**

#### **Academic User Validation**

- **Research Tool Effectiveness:** Portal successfully serves specialized academic research needs
- **Content Quality:** High satisfaction with information currency and comprehensiveness
- **Search Efficiency:** Users develop effective workaround strategies (Google-first approach)
- **Document Access:** Smooth functionality for core academic tasks

## Critical Service Gap

- **Tool Discontinuation:** Consumer mediation tool removal represents lost functionality
- **Service Evolution:** Need to balance resource allocation with user needs
- **Feature Communication:** Users may not be aware of service changes

## User Experience Insights

- **Academic vs Public Design:** Current interface optimized for expert users
- **Information Architecture:** Need for better filtering and presentation
- **Content Discoverability:** Valuable content exists but requires targeted navigation
- **Multi-channel Research:** Users integrate portal with external search tools

## Enhancement Opportunities

- **Design Simplification:** Better visual organization for broader accessibility
- **Content Filtering:** Improved information presentation and categorization
- **Service Transparency:** Better communication about tool availability and changes
- **User Journey Optimization:** Support both expert direct search and novice browsing patterns

**Profile Summary:** Academic Researcher who demonstrates the portal's success with expert users while highlighting the tension between comprehensive content provision and accessible presentation for broader audiences.

## IP16 Interview Analysis

*IP16 - Czech Republic, Citizen/Project Manager (International Experience)*

**Tags:** CITIZEN / FIRST\_TIME / MANDATED\_DISCOVERY

- **Background:** Czech national, worked internationally (Switzerland), has child, unmarried, multilingual, project manager
- **Discovery:** Contacted through recruiter network
- **Quote (5:23):** "You help European citizens with law, basically law questions related or regarding what was interesting for me, related family business... if, for example, one parent takes another kid, like a kid to other country, what can happen and these kind of things."

## Portal Understanding

Initial Scope Misunderstanding

**Tags:** CONFUSED\_PURPOSE / SCOPE\_MISUNDERSTANDING

**Employment Expectations (5:23):** "You help European citizens with law, basically law questions related or regarding what was interesting for me, related family business... if, for example, one parent takes another kid, like a kid to other country, what can happen and these kind of things."

**Misconceptions (12:37):** "I was considering to maybe work for a German project, so maybe that is another thing that I could find here regarding the law I have if I work for another country, staying in my home country."

**Expected Content:** Employment, retirement, and wage information

### **Corrected Understanding After Guidance**

**Tags:** UNDERSTAND\_PURPOSE / SEES\_PERSONAL\_RELEVANCE

**Refined Understanding (27:33):** "Now I know that I wouldn't find information here regarding employment, retirement, and wages. So since I am used to travel, I tend to move to other countries. I have a kid right now, and I'm not married. So, I would probably go here if I have issues regarding my partner and my kid, and I would like to move, for example, to another country."

**Analysis:** Understanding evolved from employment focus to family law focus

### **Cross-Border Recognition**

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING / CROSS\_BORDER / SEES\_PERSONAL\_RELEVANCE

**Personal Relevance Recognition:** Family law matters related to international mobility with child

### **Language and Accessibility Experience**

Multi-Language Appreciation

**Tags:** TRANSLATION\_GOOD / NATIVE\_LANG\_ESSENTIAL

**Language Availability Value (8:12):** "I really like that you've got so many options for, I don't know, 23 languages, I think... And especially Czech, Polish, these kinds of languages aren't very used, so people usually need to be okay with English, German, Spanish, and French. So, this is a really nice feature that you've got."

**Language Discovery (8:52):** "Yes, yes. It was just a third on the top." - Easy to locate Czech language option

### **Personal Language Preference**

**Tags:** TRANSLATION\_GOOD / CONDITIONAL\_RELEVANCE

**Multilingual Flexibility (39:47):** "Not really, because if I would be dealing with international matter, me personally, I speak other languages as well. So for me, it's not... It's really so needed, but I can imagine that there are already women or men in international marriages, they don't really speak so many languages."

**Alternative Languages (40:17):** "Well, I think English is a must, always. And then I think enough would be German, Spanish, French."

### Translation Quality Assessment

**Tags:** TRANSLATION\_GOOD / LEGAL\_TERMS\_CLEAR

**Czech Translation Quality (24:03):** "For the moment it seems okay to me, the translation, there is nothing really, let's say, because Czech language is very specific, it's very difficult, and if you do not have a Czech citizen that would be doing the translation... definitely need to be a native speaker, I agree."

**Analysis:** Generally satisfied with translation quality while emphasizing need for native speakers

### Navigation and User Experience

Search-First Strategy

**Tags:** NAVIGATION\_CLEAR / KNOWS\_WHERE\_TO\_START

**Direct Search Preference (32:21):** "If I already am looking for something, then I would go to the search button, and I would search for it straight away."

**Reasoning (33:24):** "If I have a specific issue I would like to know, for me, it's easier always to search for it, because let's say I have an issue, a family issue, right? Then I wouldn't know, I wouldn't like to spend time by clicking and searching for a specific issue that I have. I would rather just type it down and try to search for it."

### Successful Search Experience

**Tags:** NAVIGATION\_CLEAR / PROBLEM\_SOLVING

**Search Test:** "kidnapped child"

**Results (34:45):** "Parental child abduction, rights of the child, cross-border placement of a child."

**Recognition (35:28):** "I was looking for a situation when a partner takes your child to another country without your permission... that is parental child adoption."

### Homepage Assessment

**Tags:** SITE\_PURPOSE\_CLEAR / NAVIGATION\_CLEAR

**Homepage Approval (47:18):** "The homepage seems to be good to me... I think this is quite nice. You have kind of a dashboard or a menu with the topics that you want. You click at it, and you are there. That's fine... The homepage is quite a typical homepage for any other website that has the major information there."

### Information Seeking Behaviour

Google-First Approach

**Tags:** ORGANIC\_DISCOVERY / RESEARCH\_FOCUSED

**Primary Strategy (24:50):** "Well, as I said, the first thing is Google."

**Process (24:59):** "Usually on some other webpages that are popping up, the first, or which seems to me more, well, trustable, let's say."

### AI Tool Integration with Caution

**Tags:** USES\_AI\_TOOLS / DISTRUSTS\_AUTO\_TRANSLATION

**AI Usage (25:19):** "Nowadays, I also ask more chat GPT for information."

**Trust Level (25:22):** "Not really, because sometimes I was testing it by myself... 80% was correct, 20% not really useful. So I do not 100% trust chat GPT, but sometimes it makes life easier, quicker, faster. But then I usually, if it's something important, like legal stuff, then I would go deeper and search."

### Translation Tool Usage

**Tags:** DISTRUSTS\_AUTO\_TRANSLATION / QUALITY\_CONCERNS

**Google Translate Rejection (40:54):** "Well, usually the Google Translate pop-ups, I don't use it, because... It's made by some AI or whatever robot it is, and it's not usually well done, especially for Czech language."

**Conditional Trust (42:00):** "Well, it depends how deeply I would like to go. If at the end I would need a lawyer anyway, I would trust for the first step, let's say, but then I would go further."

### Content Quality and Structure Issues

Information Density Concerns

**Tags:** NAVIGATION\_CONFUSING / IMPROVE\_CONTENT

**Text Overload (46:21):** "Also I would probably have more links, you know, it's just too much text when I look at it right now. It's kind of messy when I see it. When we are directly now in English and Wales, too much text, no points."

**Preference (46:21):** "Like I would prefer to have first some kind of menu or bullet points or something, and then go down and deeper, or maybe a pro-link to another site."

### Structural Organization Needs

**Tags:** IMPROVE\_NAVIGATION / IMPROVE\_CONTENT

**Structure Requirements (47:00):** "You need a structure first, and then go deeper, and maybe then some longer text. And again, organized in a way that looks nicer."

**Problem (46:27):** "Because if you scroll down, you've got until number 10, a lot of big text, a lot of letters. It's just not really good for, you know, when you search for information."

## Design and Visual Improvements

Aesthetic Concerns

**Tags:** IMPROVE\_DESIGN / QUALITY\_CONCERNS

**Typography Issues (44:17):** "I really dislike that. The way how it's here, 0.1, 0.2, 0.3, 0.4, just the type of the font, there's no dots."

**Specific Issue (44:23):** "You've got a number one, no dot, no comma, no nothing, and then you've got the text, and the text is directly, the D, the death... is just under the number one."

## Layout Preferences

**Tags:** IMPROVE\_DESIGN / IMPROVE\_NAVIGATION

**Layout Suggestions (45:07):** "I think I would swap maybe the text and put it on the left side and then the content on the right side. But it's just how I'm used to work, that on the right side is usually a menu."

## Cross-Border Information Gaps

Country-Specific Information Inconsistency

**Tags:** QUALITY\_CONCERNS / IMPROVE\_CONTENT

**Information Inconsistency (38:51):** "Here are more like generic information, not really specific to your country."

**Comparison Issue (39:16):** "Since you mentioned it regarding the inheritance and there were specific information for each country, maybe there it is probably not well arranged."

**Analysis:** Noted inconsistency between detailed country-specific inheritance information vs. generic parental abduction guidance

## UK Status Confusion

**Tags:** NAVIGATION\_CONFUSING / IMPROVE\_CONTENT

**Brexit Confusion (19:40):** "United Kingdom is not anymore in the EU, so maybe that's why it's gray out, but now I see that you can click on it."

**Suggestion (20:20):** "If it's gray, then you don't have the information, right? But for the United Kingdom, you've got the information... So maybe it shouldn't be gray out."

## Future Usage Scenarios

## Personal Use Case Identification

**Tags:** CROSS\_BORDER / SEES\_PERSONAL\_RELEVANCE

**Family Scenarios (28:12):** "I would probably go here if I have issues regarding my partner and my kid, and I would like to move, for example, to another country, which could happen."

**Employment Context (29:21):** "If I move to another country, I lose a job and I need to be there, I need some support, financial support... maybe I would go here?"

## Practical Application Recognition

**Tags:** PROBLEM\_SOLVING / CROSS\_BORDER

**Cross-Border Employment (30:32):** "That would be. Maybe." - Recognition that unpaid wages from German employer while in Czech Republic could be relevant use case

## Net Promoter Analysis

Strong Recommendation Intent

**Tags:** WOULD\_RECOMMEND / SEES\_PERSONAL\_RELEVANCE

**Recommendation Context (48:16):** "Yes, I have many friends within Europe, many friends with international marriages. And it's quite more often than often also divorces, you know, so that would be probably a page that I would help them to find the information they need."

## Personal Future Usage

**Tags:** CONDITIONAL\_RELEVANCE / CROSS\_BORDER

**Future Usage (49:05):** "Myself, for the moment, no, but as I said, I might move to another country. You mentioned that my employer wouldn't pay me, so I would probably go here to search for information, what are my rights? And what can I do about it?"

## Magic Wand Improvements

### Priority 1: Typography and Visual Design

**Tags:** IMPROVE\_DESIGN

**Aesthetic Focus (43:00):** "What I definitely change which side was. I'm a little bit, let's say, aesthetically, I like the page to look nice aesthetically, like regarding the font."

**Specific Issues:** Number formatting, text alignment, visual hierarchy

### Priority 2: Content Organization

**Tags:** IMPROVE\_NAVIGATION / IMPROVE\_CONTENT

**Structure Need (46:21):** "I would prefer to have first some kind of menu or bullet points or something, and then go down and deeper."

**Structure Need:** Pyramidal information architecture

### **Priority 3: Text Density Reduction**

**Tags:** IMPROVE\_CONTENT

**Focus:** Break up large text blocks with better formatting and progressive disclosure

### **Marketing and Awareness Insights**

Awareness Problem Recognition

**Tags:** IMPROVE\_AWARENESS

**Visibility Issue (52:39):** "And I imagine you also work on how to make this webpage more visible, more easy to find for users, right? Or for the citizens."

**Market Need (54:17):** "I think it's pretty because, yes, as I mentioned, it's nowadays more quite often, especially with the family law and that some kind of marketing would be good. So people can easily find this web page and find help here."

### **Key Insights**

#### **User Experience Validation**

- **Navigation Success:** Despite being first-time user, successfully navigated to relevant information
- **Search Effectiveness:** Search functionality worked well for specific queries
- **Homepage Approval:** Current homepage structure meets user expectations

#### **Critical Design Issues**

- **Typography Problems:** Number formatting and text alignment create visual confusion
- **Information Architecture:** Need for better content organization and progressive disclosure
- **Text Density:** Large text blocks overwhelming for information seeking

#### **Cross-Border User Insights**

- **Scope Expectations:** Initial misconceptions about employment/retirement content
- **Language Appreciation:** Strong value placed on native language availability
- **International Context:** Personal mobility creates relevance for cross-border legal issues

#### **Enhancement Opportunities**

- **Visual Design Overhaul:** Typography, spacing, and layout improvements
- **Content Restructuring:** Pyramidal information architecture with bullet points and progressive disclosure

- **Consistency Improvements:** Standardize country-specific information presentation across topics
- **Marketing Strategy:** Increase visibility among target international mobile population

**Profile Summary:** International Mobile Citizen who demonstrates successful portal navigation despite being a first-time user, while revealing specific visual and structural improvements needed for optimal user experience.

## IP17 Interview Analysis

*Participant profile : IP17 - Belgium, Business/Hotel Owner (Self-Employed)*

**Tags:** BUSINESS / FIRST\_TIME / MANDATED\_DISCOVERY

- **Background:** Self-employed hotel owner, bachelor's in political science, uses international booking platforms
- **Discovery:** Contacted through recruitment network
- **Quote (3:10):** "I would say, if you need to know something about European legislation, or things that, yes, legislation that is European, at a European level, across all of Europe, and you want to be able to look that up, then you should maybe be on that site. I would think, legislation that doesn't only apply in the country, but across the entire EU then, I would think, then you should go there."

### Portal Understanding

Initial Purpose Understanding

**Tags:** UNDERSTAND\_PURPOSE / REALISTIC\_EXPECTATIONS / CORRECT\_SCOPE\_UNDERSTANDING

**EU-Wide Legal Information (3:10):** "I would say, if you need to know something about European legislation, or things that, yes, legislation that is European, at a European level, across all of Europe, and you want to be able to look that up, then you should maybe be on that site. I would think, legislation that doesn't only apply in the country, but across the entire EU then, I would think, then you should go there."

### Site Characterization

**Tags:** UNDERSTAND\_PURPOSE / SITE\_PURPOSE\_CLEAR

**Information Repository Recognition (22:38):** "Everything around justice, all topics that belong to that, providing information about that, I think. Without immediately providing contact points or being able to take further steps or being able to click through to a certain service. But just informative, a kind of Wikipedia for European justice."

**Analysis:** Recognizes portal as information repository rather than service platform

## **Business Context and Usage**

Limited Cross-Border Operations

**Tags:** BUSINESS / CROSS\_BORDER / PLATFORM\_MEDIATED

**International Business Model (6:01):** "I naturally have a very international audience. But yes, everything is arranged via those online channels. So for me that all comes in the same way. It's not that it makes a difference to me whether a customer comes from another part of the world or from just across the border in Breda."

**Platform Reliance (6:24):** "You work with platforms like Booking.com?" - "Indeed."

## **Dispute Resolution Through Platforms**

**Tags:** BUSINESS / PROBLEM\_SOLVING

**Platform Mediation (7:03):** "If there are disputes, then that gets solved by those sites."

**Analysis:** Platform mediation reduces need for direct cross-border legal engagement

## **Potential Business Use Cases**

**Tags:** CONDITIONAL\_RELEVANCE / BUSINESS / CROSS\_BORDER

**Future Scenarios (20:47):** "I can well imagine that it could serve supportively... in the case of rental to a company, that I would then have to deal with bankruptcies of a tenant for example, then I could potentially end up there."

**Additional Scenarios:** VAT number searches in other countries, financial claims

## **Information Seeking Behaviour**

AI-First Approach

**Tags:** USES\_AI\_TOOLS / RESEARCH\_FOCUSED

**ChatGPT Preference (17:53):** "I would probably ask ChatGPT."

**Trust Level (18:06):** "Not one hundred percent, but like everything with that AI, just look at it with my critical eye and look something else up, in another way, and see if that matches up."

**Translation Preference (27:28):** "Because ChatGPT is still better at the feeling of the tone, of a sentence or of a text, in translating that correctly versus. Google Translate is often too literal."

## **Multi-Source Verification Strategy**

**Tags:** RESEARCH\_FOCUSED / QUALITY\_CONCERNS

**Process:** ChatGPT → Critical evaluation → Additional verification

**AI Integration (18:43):** "That one would be perfect for pulling information from this kind of site, I think."

## **User Experience Assessment**

Initial Navigation Impressions

**Tags:** NAVIGATION\_CONFUSING / SITE\_PURPOSE\_UNCLEAR

**First Impression (7:44):** "My first impression was, yes, such a typical bureaucratic European website... with lots of links, not immediately very clear, but as I sat on it a bit longer and started opening those different menus by clicking on more each time, then I did see a certain line in it and then I thought yes okay, those are all things you might need."

## **Structural Appreciation with Reservations**

**Tags:** SITE\_PURPOSE\_CLEAR / NAVIGATION\_CONFUSING

**Structure Recognition (8:54):** "Because they have tried to organize it... I see here 9 major themes and that you can then look further into what your specific need is or what it specifically concerns for you. That doesn't seem so obvious to me to limit it to that. I think you can go very far into that and it could be much more unclear than it is now."

## **Content Presentation Issues**

**Tags:** IMPROVE\_CONTENT / LEGAL\_TERMS\_CONFUSING

**Information Overload (16:56):** "Because you say explosion of information, the way the texts are... set up makes it heavier. Really makes it a bit of an overload of information. They could maybe work a bit more with bullet points to make it a bit more clear. It really reads almost like a legal text. It was a legal text. It's not really of this time anymore."

## **Navigation and Functionality**

Information Discovery Process

**Tags:** NAVIGATION\_CLEAR / RESEARCH\_FOCUSED

**Areas Explored:** Fundamental rights, parental child abduction, criminal cases, inheritance

**Successful Navigation (10:25):** "I went to look at abduction of children by their parents. Because I know that a friend worries about that with me. So I wanted to know how that worked exactly. I did read through that for a while. That was quite clear."

## **Search vs Browse Dilemma**

**Tags:** NAVIGATION\_CONFUSING / MENU\_LABELS\_UNCLEAR

**Navigation Uncertainty (24:54):** "I think that I would have to go through all the topics visually and then hope that there's something in between that connects to my problem."

**Classification Problems (23:41):** "You have judicial procedures and judicial steps. That difference is already not super clear, I would think. Then you have financial claims and then you also have a business part. You could also place that under one heading."

### **Expandable Content Appreciation**

**Tags:** NAVIGATION\_CLEAR / SITE\_PURPOSE\_CLEAR

**Interface Elements (25:20):** "I find that it works quite well on itself. You then just get an overview and that overview is also not super long or so, so that's quite... You can work with that."

### **Language and Translation Experience**

Native Language Importance

**Tags:** NATIVE\_LANG\_ESSENTIAL / TRANSLATION\_GOOD

**Accessibility Requirement (26:31):** "Yes, I think, I am also fluent in other languages, but in spoken languages, for people that everyone could use, it seems to me that as EU it is necessary, that you can have that in all languages."

### **Translation Quality Assessment**

**Tags:** TRANSLATION\_GOOD

**Initial Assessment (27:00):** "First impression is fine, I think."

**Limited Evaluation:** Acknowledged not reading texts in full detail

### **Translation Tool Usage**

**Tags:** USES\_TRANSLATION\_TOOLS / TRUSTS\_AUTO\_TRANSLATION

**Evolution:** Google Translate → ChatGPT for better contextual translation

**Reasoning:** Better tone and context understanding compared to literal translation

### **Target Audience Assessment**

Dual Audience Recognition

**Tags:** FULL\_AUDIENCE\_UNDERSTANDING / SEES\_PERSONAL\_RELEVANCE

**Multi-Audience Understanding (15:03):** "Well yes, I would think for people who, either for people who are just individuals who want to know how inheritance law works in Belgium. Or I could still imagine that it could serve supportively for jurists in the EU who

want to know for a certain client how it works in Belgium and what the legislation is there."

### **Terminology Appropriateness Concerns**

**Tags:** LEGAL\_TERMS\_CONFUSING / IMPROVE\_CONTENT

**Audience Mismatch (21:40):** "I think so, yes and no. If it's really about a standard ordinary citizen, then it could perhaps be a bit more concise, with bullet points, presented a bit more clearly. If it's for a jurist, then it could best be even more legal, I think."

**Assessment (22:00):** "It sits somewhere in between in my eyes."

### **Magic Wand Improvements**

#### **Priority 1: Complete Structural Overhaul**

**Tags:** IMPROVE\_NAVIGATION

**Fundamental Redesign (29:10):** "I think I would start pretty much from zero here... the entire structure needs to be looked at."

#### **Priority 2: Homepage Redesign**

**Tags:** IMPROVE\_NAVIGATION / IMPROVE\_CONTENT

**Homepage Priority (29:10):** "And then I think that I would do much more with the first glance you get on the homepage. The fact that you already see current at the bottom of your screen, that's usually not really what you're looking for at that moment... I would rather let that hang at the back."

**Navigation Enhancement:** Expand top navigation bar for clearer topic subdivision

#### **Priority 3: Content Presentation Modernization**

**Tags:** IMPROVE\_CONTENT / IMPROVE\_DESIGN

**Text Modernization (31:36):** "Those texts, the way those texts are set up, when you eventually end up at a topic, that's really a bit dusty... That you could make much clearer with bullet points or a little table or, I don't know, something more clear, so you can find information you're looking for much faster."

### **Net Promoter Analysis**

Qualified Recommendation

**Tags:** CONDITIONAL\_RECOMMEND / SEES\_PERSONAL\_RELEVANCE

**Information Value (32:36):** "I would think, if you need legal information about one of those topics, you can find that here."

**Caveat (33:00):** "But I would add that yes, it might be that you'll have to search for a while."

## Value Recognition with Usability Concerns

**Tags:** HIGH\_TRUST / NAVIGATION\_CONFUSING

**Positive (33:16):** "Yes, because it is a kind of reference point, I think, where a lot of that legislation is really written down in black and white, in a clear way."

**Negative (33:16):** "No, because it won't always be easy to find the right thing and because you're going to be busy reading through all that."

## Contact and Service Expectations

Service Gap Recognition

**Tags:** PROFESSIONAL\_GUIDANCE / ACTION\_FOCUSED

**Information vs Service (12:32):** "It seems very informative to me. It doesn't seem to me that you can really get to a point where you can get in contact with someone. Or am I wrong about that?"

**Next Steps Desire (13:08):** "Suppose you want to know how that works and you still want to be able to, you still know what the next steps are. You'll still have to figure that out or find out yourself, I think."

## Key Insights

### Business User Insights

- **Platform Mediation:** Modern businesses often operate through platforms that handle cross-border disputes
- **AI Integration:** Users prefer AI tools for initial research with manual verification
- **Service Gap:** Expectation for actionable next steps beyond information provision

### User Experience Validation

- **Navigation Success:** Despite criticisms, user successfully found relevant information
- **Structure Recognition:** Appreciated organizational effort while identifying improvement areas
- **Content Quality:** Recognized information value despite presentation issues

### Critical Design Issues

- **Information Architecture:** Fundamental structure needs redesign from ground up
- **Homepage Optimization:** Priority information not prominently placed
- **Content Modernization:** Legal text format outdated for contemporary users
- **Audience Targeting:** Current approach falls between citizen and professional needs

**Profile Summary:** Digital-Native Business Owner who successfully navigated the portal while providing detailed structural improvement recommendations based on modern web design principles and user experience expectations.

## IP18 Interview Analysis

*IP18 - Slovenia, Citizen/Marketing Professional*

**Tags:** CITIZEN / FIRST\_TIME / MANDATED\_DISCOVERY

- **Background:** Freelancer primarily serving Slovenian clients, marketing professional specializing in sports marketing
- **Discovery:** Contacted through recruitment network
- **Quote (11:51):** "I have understood the site as an informative site, where I can gather the information with contacts of a person, which I can contact in the case if... I have a problem. We can find here also advices. Some informations, some key informations, which are important in the case if we have some justice problems."

### Portal Understanding

Initial Purpose Understanding

**Tags:** UNDERSTAND\_PURPOSE / SEES\_PERSONAL\_RELEVANCE / PROFESSIONAL\_GUIDANCE

**Information and Contacts Expectation (11:51):** "I have understood the site as an informative site, where I can gather the information with contacts of a person, which I can contact in the case if... I have a problem. We can find here also advices. Some informations, some key informations, which are important in the case if we have some justice problems."

**Analysis:** Clear understanding of portal as information source with expectation of contact facilitation

### Refined Understanding After Exploration

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING / CROSS\_BORDER / BUSINESS

**Cross-Border Focus (26:56):** "I think that this portal provides the key information and advice that I need to solve my problems... I think that it may refer to the problems we have when we work with cross-border partners or when we work with other countries in Europe."

**Analysis:** Evolved understanding focused on cross-border EU legal issues

### Information Seeking Behaviour

AI-First Research Strategy

**Tags:** USES\_AI\_TOOLS / RESEARCH\_FOCUSED

**Modern Research Approach (12:56):** "In these modern times, we are using some tools of artificial intelligence to gather some basic informations, then I'm doing research on Google to find some advices, some informations, which are important for my case."

**Tool:** ChatGPT for initial research

**Process:** AI → Google research → Additional verification

### Contact-Seeking Behaviour

**Tags:** PROFESSIONAL\_GUIDANCE / PREFERS\_PERSONAL

**Personal Contact Preference (28:51):** "I always like to have key people, key contact, which I can speak to, to resolve my problems."

**Contact Expectation (29:53):** "I think that this site could offer me some contacts of several people, maybe a list of contacts, and that I can choose who to contact, because I think that it's always easier to resolve a problem with a personal contact."

### Usage Context and Scenarios

Business vs Citizen Usage

**Tags:** CITIZEN / BUSINESS / SEES\_PERSONAL\_RELEVANCE

**Primary Citizen Use (14:11):** "On the first place as a citizen, but if I... some information for my business, if it would be the case, then I would use it also for my business."

**Business Context (15:44):** "My clients principally are from Slovenia, so I'm using the portal almost as a citizen, but if I had clients, foreign clients, then I would need this portal also for business purposes."

### Specific Use Case Scenarios

**Tags:** CROSS\_BORDER / BUSINESS / PROBLEM\_SOLVING

**Payment Issues (37:31):** "If I were working with a foreign country as an entrepreneur, when I had problems with payments, with foreign partners, with non-paid invoices, for finding key information on payment traffic from abroad."

### User Experience Assessment

Information Density Issues

**Tags:** NAVIGATION\_CONFUSING / IMPROVE\_CONTENT

**Information Compression (21:30):** "I agree that there are some key informations, but they are all together, somebody needs really to take time to go through all these informations that are so compressed on one place."

### Q&A Format Appreciation

**Tags:** SITE\_PURPOSE\_CLEAR / NAVIGATION\_CLEAR

**Question-Answer Format (25:23):** "What is very good that there are questions and answers. So, it's pretty easier to find the key information because I'm always working like this. When I have a question, I want to find the answer to this question. And this site is constructed like this."

### **Navigation and Contact Discovery Issues**

**Tags:** NAVIGATION\_CONFUSING / MENU\_LABELS\_UNCLEAR

**Contact Discovery Problem (35:39):** "Maybe I didn't find it because I searched with the keyword contact, but I should search with keyword like legal expert or then enter more details, but I searched with the keyword contact."

**Analysis:** User expected "contact" keyword, but actual labels were "find legal professional"

### **Digital Preference and Accessibility**

Online-First with Human Backup

**Tags:** PREFERS\_ONLINE / PROFESSIONAL\_GUIDANCE

**Digital-Human Combination (38:38):** "I prefer online, if I can speak with somebody, it's quicker and more accessible for the cases when I know, if I can go to the place to speak personally with somebody."

**Reasoning:** 24/7 availability, escalation to human contact when needed

### **Language and Translation Experience**

Slovenian Language Importance

**Tags:** NATIVE\_LANG\_ESSENTIAL

**Language Priority (41:05):** "Yes, of course." - Regarding importance of Slovenian language availability

### **Translation Quality Assessment**

**Tags:** TRANSLATION\_GOOD / LEGAL\_TERMS\_CLEAR

**Translation Accuracy (41:45):** "For the things I searched on the page, I think that the translations are correct and that we can understand them."

### **AI Translation Tool Usage**

**Tags:** USES\_TRANSLATION\_TOOLS / QUALITY\_CONCERNS

**Primary Tool (44:36):** "Deeple, most frequently."

**Quality Issues (43:56):** "The tool sometimes makes some sentences in a different way that is usual in Slovenian. The sentence, we can understand the sentence, but it's unusual, it's not natural. So we should correct this."

**Process:** Machine translation requires manual editing for natural Slovenian

## Target Audience Assessment

Evolving Audience Understanding

**Tags:** FULL\_AUDIENCE\_UNDERSTANDING / CROSS\_BORDER

**Audience Recognition (40:13):** "From the first impression I would say that it's for citizens, but now I looked more into the site, so I think it's for people working abroad or for people working with foreign countries."

**Analysis:** Recognition of both citizen and cross-border business relevance

## Magic Wand Improvements

Priority 1: Visual Design Enhancement

**Tags:** IMPROVE\_DESIGN

**Visual Appeal (49:08):** "I would change the visual image, because I think that the page is a little bit basic, white with blue accessories. Nothing extra."

### Priority 2: Homepage Information Architecture

**Tags:** IMPROVE\_NAVIGATION / IMPROVE\_CONTENT

**Homepage Clarity (49:08):** "When I get to the homepage, I would change the homepage. It's really big, but it doesn't speak to my eyes. Because I don't know exactly what we will speak about on this page."

**Terminology Issue:** "Topic" should be "Menu" in Slovenian translation

### Priority 3: Navigation Simplification

**Tags:** IMPROVE\_NAVIGATION / SITE\_PURPOSE\_CLEAR

**Progressive Disclosure (53:38):** "I would like to have just a description and then a link where it's written more... And then when I click on this, I could find subtopics."

**Navigation Depth Problem (54:47):** "For one topic, there is a subpage with lots of information, and I have to navigate from one page to another and then to another. So it's a very long way to come to the final information."

**Solution (55:50):** "Maybe it would be easier with submenus at the top of the page. So you click on the submenu on the top of the page, and then you come to the final information."

## Design Improvements

**Tags:** IMPROVE\_CONTENT / IMPROVE\_DESIGN

**Content Formatting (22:55):** "I think it would be better if the key informations would be boarded." (in bold)

**New Tab Preference (24:21):** "What is bothering me is that there is not a new page which is opening, because I would like that when I click on Croatia, that a new page would open... A new tab, yes."

### **Net Promoter Analysis**

Strong Recommendation Intent

**Tags:** WOULD\_RECOMMEND / SEES\_PERSONAL\_RELEVANCE

**Recommendation Intent (56:46):** "Before, I didn't know that this site exists. I didn't need it. But now I would recommend it, yes. I think that it's very useful."

**Value Source (57:35):** "...because of the information on the page. And I think that you can get many answers for the question you have when facing with some problems."

### **Information Quality Appreciation**

**Tags:** HIGH\_TRUST / CONDITIONAL\_RELEVANCE

**Content Quality (58:32):** "I think that the information on the page are good, useful, and I think that with a little improvement of the site, it would become perfect."

### **Research Participation Value**

Representative Role Awareness

**Tags:** AWARENESS\_BARRIER / IMPROVE\_AWARENESS

**Discovery (59:33):** "I didn't know that." - Learning she represents Slovenia

**Follow-up Interest (59:23):** "I'm just glad that I could be a part of this research, this interview, but I would like to see what will be the improvement of the page. I will consult it to see what will be the changes."

### **Technical User Experience Issues**

Search Keyword Mismatch

**Tags:** NAVIGATION\_CONFUSING / MENU\_LABELS\_UNCLEAR

**Problem:** Searched for "contact" but found "find legal professional"

**Impact:** Failed to locate expected contact information initially

### **Information Architecture Concerns**

**Tags:** IMPROVE\_NAVIGATION / IMPROVE\_CONTENT

**Multi-page Navigation:** Required multiple clicks to reach final information

**Information Overload:** Too much content compressed in single views

## Key Insights

### Contact Expectations vs Reality

- **User Expectation:** Portal would provide direct contact lists for personal consultation
- **Portal Reality:** Information-focused with limited direct contact facilitation
- **Gap:** Users expect pathway to human assistance beyond information provision

### AI-First Generation Insights

- **Research Pattern:** AI tools → Google → Portal → Human contact (desired)
- **Translation Challenges:** Machine translation requires manual editing for natural Slovenian
- **Information Processing:** Prefers progressive disclosure over information density

### User Experience Design Insights

- **Visual Design:** Current presentation perceived as basic/outdated
- **Navigation Depth:** Multi-level navigation creates user frustration
- **Progressive Disclosure:** Users prefer simple entry points with expansion options
- **Terminology Alignment:** Search keywords don't match interface labels

### Enhancement Opportunities

- **Visual Modernization:** More engaging design beyond basic blue/white
- **Contact Integration:** Better pathways to human assistance
- **Navigation Simplification:** Top-level submenus for direct access
- **Content Formatting:** Bold key information, new tab links for country-specific content
- **Search Optimization:** Align search terms with user mental models

**Profile Summary:** Digital-Savvy Citizen with Business Potential who demonstrates how contemporary users approach legal information seeking through AI-first strategies while expecting integrated pathways to human assistance, revealing gaps between user expectations and current portal design.

## IP19 Interview Analysis

*IP19 - Austria, Business/Specialized Bicycle Shop Owner*

**Tags:** BUSINESS / FIRST\_TIME / MANDATED\_DISCOVERY

- **Background:** Owner of business specializing in adaptive bikes for people with special needs, cross-border operations
- **Discovery:** Contacted through research recruitment
- **Quote (20:49):** "It looks like an overview, like a platform, and an overview of all legal matters, especially for the EU, I think."

### Portal Understanding

Initial Purpose Recognition

**Tags:** UNDERSTAND\_PURPOSE / REALISTIC\_EXPECTATIONS / CORRECT\_SCOPE\_UNDERSTANDING

**EU Platform Recognition (20:49):** "It looks like an overview, like a platform, and an overview of all legal matters, especially for the EU, I think."

**Analysis:** Immediate understanding of EU-wide legal information platform purpose

### Business Register Priority Recognition

**Tags:** SEES\_PERSONAL\_RELEVANCE / BUSINESS / ACTION\_FOCUSED

**Business Critical Information (22:18):** "And you said very important. Yeah. Did you say very important? Yeah, sure. That's, that's really important for me."

**Context:** Specifically referring to Company Register, Insolvency Register, Land Registers

**Analysis:** Clear identification of business-critical information sources

### Information Seeking Behaviour

Professional Legal Support Preference

**Tags:** PROFESSIONAL\_GUIDANCE / HIGH\_TRUST

**Traditional Legal Support (27:11):** "So I would do it via my legal insurance and I'm in direct consultation with a lawyer when it comes to matters like that."

**Analysis:** Traditional professional legal support as primary approach

### AI Tool Integration After Bad Legal Experience

**Tags:** USES\_AI\_TOOLS / PROBLEM\_SOLVING / TIME\_SAVING

**ChatGPT Success Story (29:00):** "I had a bad lawyer at the time. So I then had to solve the problem using ChatGPT."

**Successful Outcome (30:04):** "So by using that information and then also using the Bankruptcy Administrator in Denmark, I managed to get all my money back, thank goodness."

**Analysis: CRITICAL FINDING** - ChatGPT successfully resolved Danish bankruptcy case when lawyer failed

## AI Verification Strategy

**Tags:** USES\_AI\_TOOLS / QUALITY\_CONCERNS

**AI Expertise (33:15):** "I'm a ChatGPT-Superuser, and I know that under normal circumstances, it does not really provide this sort of quality."

**Verification Process (33:44):** "I use ChatGPT to verify things, to verify claims, but looking at this, it looks very credible, this platform."

## User Experience Assessment

Positive First Impressions

**Tags:** NAVIGATION\_CLEAR / SITE\_PURPOSE\_CLEAR

**Logical Structure (26:00):** "It's logically structured and it's intuitive."

**Visual Assessment (26:25):** "Well, positive first impression. It's looking good."

## Information Density Concerns

**Tags:** NAVIGATION\_CONFUSING / IMPROVE\_CONTENT

**Information Overload (24:01):** "Too much information, just to get a quick overview, too much at this stage."

**Reading Preference (24:36):** "Of course, I do a lot of reading, and when I have to do no reading, just scanning, it's much easier for me."

## Navigation Depth Frustration

**Tags:** NAVIGATION\_CONFUSING / TIME\_SAVING

**Efficiency Priority (49:49):** "So I have to click three times to go through explanation of terminology before I then get to the actual subject matter."

**Time Constraint (50:17):** "I do an 80-hour week, so it's got to be quick."

**Analysis:** Time pressure creates need for immediate access to actionable information

## Search Functionality Experience

Search Success with Enhancement Suggestions

**Tags:** NAVIGATION\_CLEAR / IMPROVE\_NAVIGATION

**Search Test:** "Insolvency Germany" - successful results

**AI Enhancement Suggestion (42:14):** "But in the background, there could be an intelligent search, for example, that would then give you Insolvency Law, Insolvency Register, then debtors and creditors on the other side, and then lead you to other countries."

**AI Integration (42:35):** "More like an AI-overview, right, as Google now offers."

## Language and Translation Approach

Browser Translation Preference

**Tags:** USES\_TRANSLATION\_TOOLS / TIME\_SAVING

**Translation Efficiency (51:01):** "Because I use a translator in the browser."

**Surprising Approach (51:19):** "So you would use a site in English, have it translated into German, while actually there is an official translation, which is certainly much better than the one that Google Translate uses."

## Machine Translation Distrust for Legal Content

**Tags:** DISTRUSTS\_AUTO\_TRANSLATION / QUALITY\_CONCERNS

**Legal Translation Caution (52:14):** "Do you trust automatic translations for legal information? No, no, no, no."

**Verification Method (52:45):** "I know that I have to control it... For example, with another AI, yeah, ChatGPT."

## Target Audience Assessment

Cross-Border Business Citizens

**Tags:** FULL\_AUDIENCE\_UNDERSTANDING / CROSS\_BORDER

**Target Recognition (36:24):** "So for people in the EU that have sort of cross border questions, regarding legal matters, so be they businesses or also private individuals."

## Navigation Clarity Issues

Homepage Element Understanding

**Tags:** MENU\_LABELS\_UNCLEAR / IMPROVE\_NAVIGATION

**Unclear Elements (43:47):**

- "Court procedures" - not obvious
- "How do I find a legal professional?" - unclear in German
- "Trainings and Judicial Networks" - doesn't offer clear value

## Content Structure Recognition

**Tags:** SITE\_PURPOSE\_CLEAR / NAVIGATION\_CLEAR

**Content Depth Intuition (46:55):** "So it's clear, there must be some further information behind these subject matters."

**Method (47:03):** "Intuition." and experience

## Magic Wand Improvements

### **Priority 1: Visual Design Enhancement**

**Tags:** IMPROVE\_DESIGN

**Marketing Focus (53:34):** "Yeah, it's layout... fonts, colours, and so on. That, that's, marketing is all."

**Service Philosophy (54:21):** "But also in the service sector, marketing is everything."

### **Priority 2: Content Format Optimization**

**Tags:** IMPROVE\_CONTENT

**Text Efficiency (54:27):** "Shorten the text, more facts, more words and phrases than sentences."

**Format Preference:** Bullet points over full sentences

### **Priority 3: Information Compression**

**Tags:** IMPROVE\_CONTENT / TIME\_SAVING

**Conciseness Priority (55:09):** "Summaries, keeping everything concise and compact."

**Time Constraint:** 80-hour work week requires immediate access to key information

### **Cross-Border Business Context**

International Customer Base

**Tags:** CROSS\_BORDER / BUSINESS

**Customer Geography (15:03):** "Sure... It's customers, especially in the neighbour, the neighbour lands, all of them."

**Business Model:** Specialized adaptive bicycles for people with disabilities

### **Previous Cross-Border Legal Issues**

**Tags:** CROSS\_BORDER / PROBLEM\_SOLVING / ACTION\_FOCUSED

**Danish Company Case:** Successfully resolved bankruptcy claim using AI tools after lawyer failure

**Portal Relevance:** Would have been useful for this case

### **Net Promoter Analysis**

Strong Business Recommendation

**Tags:** WOULD\_RECOMMEND / SEES\_PERSONAL\_RELEVANCE

**Recommendation Intent (55:25):** "Sure."

**Reasoning (55:29):** "Because I have a lot, maybe all information I need for things we talked about a few minutes ago."

### **Value Recognition Despite Efficiency Concerns**

**Tags:** HIGH\_TRUST / NAVIGATION\_CONFUSING

**Positive:** Comprehensive legal information across EU

**Negative:** Too many clicks to reach actionable content

### AI Integration Insights

Successful Legal Problem Resolution

**Tags:** USES\_AI\_TOOLS / PROBLEM\_SOLVING / PROFESSIONAL\_GUIDANCE

**Context:** Danish bankruptcy case where ChatGPT outperformed lawyer

**Outcome:** Complete money recovery through AI-guided process

**Portal Integration:** Expects AI tools to access portal information

### AI Verification Workflow

**Tags:** USES\_AI\_TOOLS / QUALITY\_CONCERNS

**Primary Tool:** ChatGPT as "superuser"

**Verification Process:** Multiple AI tools for cross-checking legal information

**Quality Assessment:** Portal information appears more credible than typical AI output

### Key Insights

#### Business User Validation

- **Portal Relevance:** Clear identification of business-critical information (registers, insolvency)
- **Cross-Border Value:** Personal experience validates portal's cross-border legal information purpose
- **Professional Alternative:** Portal seen as valuable complement to legal professional services

#### AI Integration Insights

- **AI Success Story:** Demonstrates AI tools can successfully resolve complex cross-border legal issues
- **Portal-AI Synergy:** Expects AI tools to access and process portal information
- **Verification Needs:** Even AI superusers require multiple verification sources for legal matters

#### User Experience Gaps

- **Efficiency vs Depth:** Time-pressed users need immediate access to actionable information
- **Navigation Optimization:** Three-click rule violation creates frustration for busy professionals
- **Visual Design:** Professional users still value marketing appeal and visual organization

#### Enhancement Opportunities

- **AI-Powered Search:** Intelligent search with contextual suggestions (debtors/creditors, related countries)
- **Content Format Optimization:** Bullet points and scannable format over prose
- **Visual Design Modernization:** Professional appeal without sacrificing functionality
- **Quick Access Paths:** Reduce clicks to reach actionable business information

**Profile Summary:** Time-Pressed Cross-Border Business Owner who demonstrates how AI-savvy business users can become strong portal advocates while providing specific technical enhancement recommendations based on real-world cross-border legal experience.

## IP20 Interview Analysis

*Participant Profile: IP20 - Romania, Freelance Legal Translator*

**Tags:** LEGAL\_PROF / EXPERIENCED / ORGANIC\_DISCOVERY

- **Background:** Freelance translator specializing in legal translation (French/English), works with Romanian courts on international cooperation cases
- **Discovery:** Found through work-related searches for case law and rulings
- **Quote (10:44):** "It's like a free market where you can find anything related to legal matter, whatever is related to justice and legal matters in the EU or EU related."

### Portal Understanding

#### Comprehensive Purpose Recognition

**Tags:** UNDERSTAND\_PURPOSE / COMPREHENSIVE\_UNDERSTANDING

**EU Legal Hub Recognition (10:44):** "It's like a free market where you can find anything related to legal matter, whatever is related to justice and legal matters in the EU or EU related."

**Analysis:** Clear understanding of portal as comprehensive EU legal information hub

### Professional Integration Understanding

**Tags:** PROFESSIONAL\_WORKFLOW\_INTEGRATION / SOURCE\_VERIFICATION

**Translation Accuracy Verification (6:06):** "I then try to find the source so that I make sure that everything translated into Romanian or into French and English, that depends, is accurate. So a lot of the information comes also from your website."

**Analysis:** Portal integrated as authoritative source for professional translation accuracy

### Information Seeking Behaviour

Court Translation Workflow

**Tags:** PROFESSIONAL\_GUIDANCE / COURT\_INTEGRATION

**Judicial Reference Pattern (5:42):** "Whenever the judge in the motivation, which is the extended motivation around 20 or 30 pages, at a certain point, they always reference either international cases or... anything legal-based from the European justice system."

**Primary Sections Used (6:57):** Court procedures, criminal cases (99%), taking legal action, legislation and case law

### **Authority and Credibility Usage**

**Tags:** AUTHORITY\_PREFERENCE / PROFESSIONAL\_VALIDATION

**Reliability Assessment (15:46):** "It's a good point of reference... That's what everyone. Exactly. Reliable. that's the essential aspect of it."

**Professional Fact Status (15:53):** "You cannot contest it... It's not an opinion, it's just a portal that is checked and so once you've got the information there, that is a fact, not an opinion."

### **Advisory Role to Legal Professionals**

**Tags:** PROFESSIONAL\_EDUCATION / PORTAL\_ADVOCACY

**Professional Clarification (13:48):** "Many times they are, so they do get their clarifications, and they are better. So yeah, I think that they... people don't know about it, at least in Romania, but not even the notaries."

**Analysis:** Uses portal to correct judges when they disagree with translations

### **User Experience Assessment**

Navigation Mastery

**Tags:** NAVIGATION\_EXPERT / FILTER\_PROFICIENCY

**Personal System (19:46):** "I've got my own system, yes. I either go there, or I go in the search here, I've got the filter, and then I use various things for my filters."

**Search Philosophy (20:30):** "It's a machine, and it does not work like a human... As long as you understand that it's a machine, and it does not work like a human."

### **Serendipitous Discovery Pattern**

**Tags:** CONTENT\_DISCOVERY / NEWS\_ENGAGEMENT

**Discovery Beyond Search (8:25):** "I go there for something, I find what I'm looking for, but if there's something that pops or something I find interesting, some piece of news, so then I will also read it."

**Analysis:** Portal serves both targeted research and broader professional development  
Information Currency Appreciation

**Tags:** INFORMATION\_CURRENCY / UPDATE\_FREQUENCY\_VALUED

**Update Speed (19:24):** "It's very much updated. It keeps up the pace with the updating of news, of cases, of even if I've got something that references the same year, 2025 or April, May, it's already there, which is very good."

### **Language and Translation Experience**

Multi-Language Professional Usage

**Tags:** MULTIPLE\_LANGUAGES / TRANSLATION\_WORKFLOW

**Language Selection (23:27):** "I haven't really checked very much the Romanian version, but I do think that I needed it a couple of times... otherwise generally English or French, because I need to translate into English or into French."

### **Romanian Translation Quality Assessment**

**Tags:** TRANSLATION\_GOOD / PROFESSIONAL\_TRANSLATOR\_APPROVAL

**Quality Validation (24:26):** "As a translation, it was very good. I did not find any major issues or any... I am prone to finding any other error, but it wasn't, so it was actually very good."

**Analysis:** High-standard professional translator validates translation quality

### **Native Language Importance for Citizens**

**Tags:** NATIVE\_LANG\_ESSENTIAL / CITIZEN\_ACCESS\_PRIORITY

**Mother Tongue Priority (30:50):** "Extremely important... When you need essential information, such as the information found on your website, in terms of legal matters, inheritance, so very important things in my life, then I will want to read it in my language, in my mother tongue, so that I am 100% sure that I understand everything."

### **Machine Translation Scepticism**

**Tags:** DISTRUSTS\_AUTO\_TRANSLATION / PROFESSIONAL\_STANDARDS

**Professional Standards (32:16):** "As a professional translator, of course, no way, no way... I would not. But I am also subjective."

AI Translation Approach: Would use ChatGPT Pro as intermediary for unknown languages but with human oversight

### **Target Audience Assessment**

Universal Design Recognition

**Tags:** MULTIPLE\_AUDIENCE\_CORRECT / BROAD\_SPECTRUM\_UNDERSTANDING

Broad Spectrum Service (27:10): "I do believe there is, like, large spectrum antibiotics, you know, for everybody... it's designed to heal many ailments. So it's for professionals and the public alike, I would say."

### **Professional vs Citizen Accessibility**

**Tags:** LEGAL\_TERMS\_CLEAR / ACCESSIBLE\_PRESENTATION

**Straightforward Presentation (21:49):** "It's very straightforward, even for somebody who is, let's say, not so familiar... they try to make it more available to the general public, not so full of legal terms, or legal terms, but in a more available way."

### **Personal Usage and Recommendations**

Strong Personal Recommendation

**Tags:** WOULD\_RECOMMEND / CROSS\_BORDER\_UTILITY

**Family Example (21:59):** "Definitely. Yes, yes, yes, yes... if my brother or sister lives in the Netherlands, for instance, they do, three of them... because they are in the EU, then you will... see if you are Dutch and or if you are Romanian and she's Dutch, how have it happened?"

### **Professional Advocacy and Education**

**Tags:** PROFESSIONAL\_EDUCATION / AWARENESS\_IMPROVEMENT

**Professional Consultation:** Regularly recommends portal to clients facing legal issues

**Notary Education:** Criticizes notaries for not knowing about portal despite professional relevance

### **Magic Wand Improvements**

**Priority 1:** Expanded Glossary Recommendation

**Tags:** IMPROVE\_CONTENT / TERMINOLOGY\_SUPPORT

**Glossary Enhancement (42:18):** "I think it would be amazing to expand it definitely, to make it more comprehensive."

**Current Limitation:** Glossary exists only for human rights terms

Enhancement Vision: Comprehensive legal glossary across all practice areas

**Priority 2:** Chatbot Integration Proposal

**Tags:** IMPROVE\_NAVIGATION / USER\_ASSISTANCE

**Chat Function (46:03):** "For very either urgent or very specific cases, to have a chat function... as a last resort for people who cannot find what they are looking for on the website."

**Implementation Concept:** Multi-step verification before chatbot access, particularly valuable for non-English speakers

### **Professional Network Insights**

Translator Community Awareness

**Tags:** PROFESSIONAL\_USAGE / TRANSLATOR\_ADOPTION

**Colleague Usage (39:05):** "So the colleagues that I do know, they all use the portal. As far as I know. So they are very familiar with it."

## **Legal Professional Variable Awareness**

**Tags:** AWARENESS\_BARRIER / PROFESSIONAL\_GAPS

**Judges and Lawyers:** Generally aware due to referencing requirements

**Notaries:** Significant awareness gap despite professional relevance

**Court Clerks:** Generally knowledgeable

## **Workflow Integration Assessment**

Seamless Professional Integration

**Tags:** PROFESSIONAL\_WORKFLOW\_INTEGRATION / WORKFLOW\_SATISFACTION

**Structure Satisfaction (27:31):** "No. I do like it. I like the way it is structured. I like the way I find the information. I would not."

**Change Resistance:** Satisfied with current structure, concerned about unnecessary modifications

## **Loyalty and Reliability Pattern**

**Tags:** USER\_LOYALTY / RELIABILITY\_VALUED

**Staple Website Status (18:00):** "I've got my staple website, among which yours, and I will not be looking for any more similar portal... If I know that this is good, I'm not going to... I will not risk it."

**Analogy:** Compared to having a reliable electrician - once you find quality, you stick with it

## **Romanian Context Insights**

Digital Literacy Challenges

**Tags:** DIGITAL\_LITERACY\_BARRIERS / SEARCH\_EDUCATION\_NEEDED

**Search Education Need (16:47):** "They don't understand that the internet is very, very, very big, and if you do not ask the proper question in the proper way, you will be led on a thousand different small paths."

## **Rural Access Potential**

**Tags:** RURAL\_ACCESS\_POTENTIAL / MOBILE\_INFRASTRUCTURE

**Infrastructure Assessment (49:05):** "If they knew about it, definitely... Most 99%, they do have a cell phone... and generally a smartphone, everybody does. And because internet speed is extremely good in Romania."

**Barrier:** Limited internet usage scope (primarily social media)

**Solution Suggestion:** Advertising on TikTok and Instagram platforms

## **Net Promoter Analysis**

Strong Professional Advocacy

**Tags:** WOULD\_RECOMMEND / PROFESSIONAL\_VALIDATION

**Continued Usage (52:47):** "I will keep using the website because, for me, it is very useful. So it will be among my internet friends."

**Professional Impact:** Actively educates legal professionals and clients about portal value

### **Reliability and Trust Foundation**

**Tags:** HIGH\_TRUST / AUTHORITY\_RECOGNITION

**Foundation:** Portal's official status and accuracy make it incontestable reference

**Professional Application:** Used to resolve disputes and validate translations

### **Key Insights**

Professional Validation

**Portal Authority:** Confirms portal serves as definitive legal reference for professionals

**Translation Quality:** High-standard professional translator validates Romanian translation accuracy

**Cross-Border Utility:** Validates portal's effectiveness for international legal cooperation

### **User Experience Excellence**

**Power User Satisfaction:** Demonstrates portal can serve sophisticated professional needs

**Navigation Mastery:** Shows advanced users can develop efficient workflows

**Content Discovery:** Reveals portal's value beyond targeted research

Professional Education Gaps

**Awareness Variation:** Legal professionals show inconsistent portal awareness

**Training Opportunity:** Potential for professional development programs

**Client Education:** Portal serves as professional consultation enhancement tool

### **Enhancement Opportunities**

**Glossary Expansion:** Clear need for comprehensive legal terminology resource

**Chatbot Integration:** Specific vision for user assistance without human overhead

**Marketing Strategy:** Targeted approach needed for social media platforms in Romania

**Profile Summary:** Experienced Legal Translation Professional and Portal Power User who demonstrates comprehensive portal knowledge while serving as professional educator and advocate, providing specific enhancement recommendations based on years of intensive professional usage.

## IP21 Interview Analysis

*Participant Profile: IP21 - Croatia, Legal Professional*

**Tags:** LEGAL\_PROF / EXPERIENCED / NETWORK\_DISCOVERY

- **Background:** Solo practitioner running own law firm, specializes in labour law and land registry law, works with foreign workers and asylum seekers
- **Discovery:** Recommended by colleague
- **Quote (22:05):** "What I like particularly about the portal... is the fact that you have access to certain procedures which I use in my work, all of these are described in detail."

### Portal Understanding

Comprehensive Purpose Recognition

**Tags:** UNDERSTAND\_PURPOSE / CORRECT\_SCOPE\_UNDERSTANDING

**Professional Integration (22:05-23:11):** "What I like particularly about the portal... is the fact that you have access to certain procedures which I use in my work, all of these are described in detail."

**One-Stop Shop Recognition (36:55-37:57):** "this is a portal where you can find the entirety of EU law that is available in one place. So it's a one-stop shop"

Cross-Border Legal Work Understanding

**Tags:** SEES\_PERSONAL\_RELEVANCE / CROSS\_BORDER

**European Payment Orders (24:04-25:30):** "The claim was made by someone in Croatia... The person from whom the money was sought lives in another EU country"

**Inheritance Cases (59:37-1:00:49):** "we were dealing with a case of somebody who had property in both Croatia and Germany"

**Analysis:** Portal fills critical gaps in domestic legislation for EU procedures

### Information Seeking Behaviour

Professional Legal Integration

**Tags:** PROFESSIONAL\_WORKFLOW\_INTEGRATION / ACTION\_FOCUSED

**Situational Usage (27:32-27:49):** "I don't use it every day, but in principle I use it when I need something"

**Critical Procedures:** European payment orders, European Court of Human Rights case preparation, European Certificate of Inheritance

**Colleague Usage (27:50-28:48):** "The colleague who works for me... uses it more often"

## Fills Legislative Gaps

**Tags:** PROBLEM\_SOLVING / CROSS\_BORDER

**Critical Need (25:42-26:58):** "Probably not [could do the same through other means], because you cannot find all the details, the procedural details in Croatia"

**Analysis:** Portal provides essential information unavailable through domestic sources

## User Experience Assessment

Trust and Professional Credibility

**Tags:** HIGH\_TRUST / GOVERNMENT\_CREDIBILITY

**Professional Reliance:** Uses portal for critical legal procedures affecting client cases

**No Accuracy Concerns:** No expressed doubts about information reliability

**Essential Tool Status:** Portal has become integral to cross-border legal practice

Awareness and Discovery Challenges

**Tags:** AWARENESS\_BARRIER / NETWORK\_DISCOVERY

**Discovery Method (44:04-44:13):** "To be honest with you, I haven't recommended it, it was recommended to me"

**Professional Training Need (46:24-47:29):** "I think it would be fair to say that in Croatia, you need to show people how something is done... Maybe an idea might be for a workshop to be organized with the Croatian Bar Association"

## Language and Translation Experience

Critical Translation Quality Issues

**Tags:** TRANSLATION\_POOR / LEGAL\_TERMS\_CONFUSING

**Terminology Problems (1:02:41-1:04:02):** "some of the texts may have been mistranslated... some of the legal terms, some of the words that I found online, on your portal, have a completely different meaning in Croatia"

**Professional Language Barriers (56:15-57:58):** "my legal English isn't perfect when it comes to entering queries... I have to put in an additional effort to translate, let's say, a ruling or an order"

## Translation Process Breakdown

**Tags:** IMPROVE\_LANGUAGE / QUALITY\_CONCERNS

**Institutional Gap (1:08:10-1:10:18):** "There is somebody at the European Commission who is translating the text and they may not have been in contact with people in a relevant Croatian ministry who could double check... the accuracy of legal terminology"

**Analysis:** Translation quality directly impacts professional utility and credibility

Target Audience Assessment

Professional Community Focus

**Tags:** SINGLE\_AUDIENCE\_CORRECT / SEES\_PERSONAL\_RELEVANCE

**Professional Tool Recognition:** Portal serves specialized legal community needs

**Cross-Border Expertise:** Essential for lawyers handling EU procedures

**Training Requirement:** Professional community needs systematic education about portal capabilities

### **Personal Usage and Recommendations**

Conditional Professional Advocacy

**Tags:** CONDITIONAL\_RECOMMEND / PROFESSIONAL\_VALIDATION

**Recommendation Score:** 7/10

**Limitation Acknowledgment (49:46-50:05):** "I think the score of 7 that I gave has to do with my own experience of using it, which I said is incomplete"

**Professional Context:** Strong potential advocate with better training and translation quality

### **Magic Wand Improvements**

#### **Priority 1: Translation Quality Enhancement**

**Tags:** IMPROVE\_LANGUAGE / TERMINOLOGY\_SUPPORT

**Critical Need (1:01:48-1:04:41):** "Better translation... some of the legal terms... have a completely different meaning in Croatia... Maybe somebody could make sure to run... could make sure, could rather work on making the legal terminology uniform"

#### **Priority 2: Step-by-Step Procedural Guidance**

**Tags:** IMPROVE\_CONTENT / PROFESSIONAL\_GUIDANCE

**Complexity Issue (1:11:22-1:12:22):** "to use the portal effectively, you need to have very extensive legal expertise... One suggestion I would make would be to perhaps describe various procedures step by step"

#### **Priority 3: Enhanced Search and Filtering**

**Tags:** IMPROVE\_NAVIGATION / FILTER\_PROFICIENCY

**Case Law Access (1:17:25-1:18:51):** "case law can be searched according to a particular court of law, maybe according to the case number, or the country... we need... a solution that ensures better or more effective filtering"

### **Croatian Context Insights**

Professional Legal Ecosystem

**Tags:** PROFESSIONAL\_USAGE / AWARENESS\_BARRIER

**Competitive Landscape:** Multiple competing paid platforms for domestic law

**Portal Niche:** Fills unique gap for EU cross-border procedures

**Training Opportunity:** Croatian Bar Association partnership potential

### **Net Promoter Analysis**

Strong Professional Potential with Barriers

**Tags:** CONDITIONAL\_RECOMMEND / HIGH\_TRUST

**Foundation:** Portal fills legislative gaps that cannot be addressed elsewhere

**Barriers:** Translation quality and limited professional awareness

**Improvement Impact:** Better translations and training could convert to strong promoter

### Key Insights

Essential Professional Tool

**Portal Criticality:** Bridges gaps in domestic legislation for EU procedures

**Cross-Border Value:** Provides forms and procedural guidance unavailable elsewhere

**Professional Integration:** Integral to cross-border legal practice despite language barriers

### Translation Quality Crisis

**Terminology Impact:** Poor translations directly undermine professional utility

**Institutional Gap:** Lack of coordination between EU translation services and national legal terminology

**Professional Barrier:** Language quality issues limit portal adoption among legal professionals

### Professional Development Opportunity

**Training Need:** Systematic education through professional associations

**Network Discovery:** Currently relies on colleague recommendations rather than institutional awareness

**Advocacy Potential:** Strong professional advocates with quality improvements

**Profile Summary:** Experienced Cross-Border Legal Professional who demonstrates portal's critical importance for EU legal procedures while highlighting translation quality as primary barrier to broader professional adoption and advocacy.

## IP22 Interview Analysis

*Participant Profile: IP22 - Malta, Citizen/Researcher*

**Tags:** CITIZEN / FIRST\_TIME / MANDATED\_DISCOVERY

- **Background:** PhD in Anthropology, market/social researcher, no legal background, bilingual (Maltese/English)
- **Discovery:** Asked to review for interview
- **Quote (14:13):** "it doesn't look like a complete website to me... I'd expect it to look when it... for a website talking about something serious and laws and regulations, I'd expect it to be more polished up and more organized"

**Tags:** CONFUSED\_PURPOSE / UNREALISTIC\_EXPECTATIONS

**Incomplete Website Perception (14:13-14:35):** "it doesn't look like a complete website to me... I'd expect it to look when it... for a website talking about something serious and laws and regulations, I'd expect it to be more polished up and more organized"

**Professional Utility Scepticism (18:56-19:49):** "I think that it's reflecting... legal frameworks, rights, and whatever that European citizens are entitled to... But it's just... it's not something I'd imagine a lawyer or anyone in the legal profession to go into for updates"

### Scope Understanding with Limitations

**Tags:** INCORRECT\_SCOPE\_UNDERSTANDING / SCOPE\_UNCLEAR

**European Rights vs National Implementation (28:05-29:05):** "I would never think that what is in there would supersede the national rules and regulations... this is not a one-stop shop to me"

**Stepping Stone Recognition (29:27-30:20):** "I would expect you to tell me here... this is not all, then anything else is subject to local rules and regulations... it's kind of like a stepping stone to the country you want to get to"

### Information Seeking Behaviour

**Tags:** MISSES\_PERSONAL\_RELEVANCE / PROFESSIONAL\_GUIDANCE

**Primary Approach (11:10-12:02):** "It wouldn't be my first point, port of call... It would probably be consulting with a lawyer over here in Malta... But then they might tell me, but there is something else at EU level that you should look into, and that's when I would visit"

**Professional Expectation (12:02-13:31):** "I would expect them to know what's in this, and maybe... they can refer me to it"

### Expected Usage Patterns

**Tags:** RESEARCH\_FOCUSED / PREVENTIVE\_USE

**Cross-Border Scenarios (26:17-27:27):** "if I want to move to Berlin... I would expect to be able to find information about whether if I go to live in Paris, am I entitled to healthcare?"

**Educational Interest (10:36-11:08):** "maybe out of curiosity... to broaden my knowledge about what's going on on the broader European stage"

### Severe Navigation and Design Issues

**Tags:** NAVIGATION\_CONFUSING / LOST\_WHERE\_TO\_START

**Lack of Direction (18:14-18:44):** "there's no direction given. It's just text and blue text and nothing is... there's no distinction between anything"

**Information Overload (53:11-56:52):** "I would make it less cluttered... more organized, and more clear in its purposes... there's too much... too much gathered together on the homepage already, on the landing page"

### **Functional Comparison with National Portals**

**Tags:** SITE\_PURPOSE\_UNCLEAR / IMPROVE\_NAVIGATION

**National Portal Preference (14:09-18:03):** "in Malta we have our own... the national portal... it does make sense... from there... you get more tabs... you're getting a direct link... it's not aggressive... [no] information coming at me at the same time"

### **Technical Problems During Interview**

**Tags:** LOW\_TRUST / QUALITY\_CONCERNS

**Server Issues (42:41-43:03):** "After I go into the second click, it stopped. Server not available"

**Analysis:** Technical failures reinforce perception of incomplete/unreliable website  
Language and Translation Experience

### **Severe Translation Quality Issues**

**Tags:** TRANSLATION\_POOR / DISTRUSTS\_AUTO\_TRANSLATION

**Automatic Translation Perception (21:00-21:57):** "to me it comes across as translated by ChatGPT or something like that, like automatic translation... Like in the Maltese version, it's a literal iftahal assistant... that doesn't, that's horrible"

**Literal Translation Problems (4:24-5:09):** "some words to be, I don't know if it's a literal translation from English to Maltese, but some words are heavy... like electronic justice translated to justicia electronica. It sounds really bad to me. It's very literal"

### **Personal Language Strategy**

**Tags:** NATIVE\_LANG\_PREFERRED / USES\_TRANSLATION\_TOOLS

**Personal Preference (37:01-37:55):** "For me, when it comes to me, for sure, I'd immediately switch to the English version... but then you have to imagine the guy who is not... so comfortable looking at technical terms in English, and he'd resort to the Maltese version"

**Translation Scepticism (45:02-45:28):** "I'm not sure I would try automatic translations for something technical... But for something small, like buying a ticket, it's fine"

### **Target Audience Assessment**

**Tags:** SINGLE\_AUDIENCE\_CORRECT / MISSES\_PERSONAL\_RELEVANCE

**Citizens Recognition:** Understands portal targets European citizens

**Professional Mediation Model:** Expects legal professionals to serve as intermediaries rather than direct citizen access

**Scope Limitations:** Sophisticated understanding of EU vs national authority boundaries

### **Personal Usage and Recommendations**

**Tags:** CONDITIONAL\_RECOMMEND / CONDITIONAL\_RELEVANCE

**Targeted Use (57:11-57:35):** "to someone who has a specific problem, I would say... have a look at that portal. Yes, but as a source of information... it's too... tiring to me"

**General Information Fatigue (57:35-58:33):** "as a source of general information, it's too... too tiring to me... too cluttered"

**Specific vs General Distinction:** Clear separation between targeted problem-solving and exploratory browsing

### **Magic Wand Improvements**

#### **Priority 1: Structure and Organization**

**Tags:** IMPROVE\_NAVIGATION / IMPROVE\_CONTENT

**Primary Need (53:11-56:28):** "I would make it less cluttered... more organized, and more clear in its purposes... I'd rather have two tabs... Just two clear tabs... more structure and more organization is the one first thing I would change, 100%"

#### **Priority 2: Translation Quality Enhancement**

**Tags:** IMPROVE\_LANGUAGE / LEGAL\_TERMS\_CONFUSING

**Professional Translation Need (35:24-36:22):** "it would take a lawyer, or someone with a legal background, to translate them in a non-legal way... you have to know what they mean to kind of look deeper and translate them in a way that... makes sense to the reader"

### **Language and Cultural Considerations**

**Tags:** TRANSLATION\_POOR / NATIVE\_LANG\_ESSENTIAL

**Bilingual Context:** Strong English preference for technical content despite Maltese being native language

**Cultural Translation Gaps:** Literal translations fail to convey appropriate meaning in Maltese context

**Professional Standards:** Expects government portals to meet higher quality standards

### **Net Promoter Analysis**

**Tags:** CONDITIONAL\_RECOMMEND / LOW\_TRUST

**Targeted Utility:** Would recommend for specific cross-border problems

**General Browsing Rejection:** Finds exploratory use "too tiring" due to poor organization

**Trust Barriers:** Translation quality and design issues undermine credibility

## Key Insights

**Design Standards:** High expectations for government portal quality based on national comparisons

**Translation Crisis:** Automatic translation quality destroys credibility for Maltese speakers

**Information Architecture:** Universal criticism of cluttered, poorly organized homepage

**Technical Reliability:** Server issues reinforce perception of incomplete website

**Stepping Stone Function:** Understands portal's role as starting point for cross-border issues

**Educational Potential:** Recognizes value for European rights awareness

**Professional Integration:** Expects lawyers to guide citizens to portal when relevant

**Profile Summary:** Intelligent Citizen/Researcher who understands portal concept but finds execution severely lacking, representing educated users who could become advocates with major design and translation improvements.

## IP23 Interview Analysis

*Participant Profile: IP23 - Germany, Citizen/Teacher*

**Tags:** CITIZEN / FIRST\_TIME / MANDATED\_DISCOVERY

- **Background:** 38 years old, primary school teacher in training, lives in Hamburg, married, previous tenant legal dispute experience
- **Discovery:** Asked to review for interview
- **Quote (13:48):** "Helping you with certain law issues or questions or, yeah, problems"
- Portal Understanding

### Clear Purpose Recognition

**Tags:** UNDERSTAND\_PURPOSE / REALISTIC\_EXPECTATIONS

**Problem-Solving Focus (13:48):** "Helping you with certain law issues or questions or, yeah, problems"

**Personal Relevance Recognition:** Understands portal could help with various legal issues

### Audience Understanding Development

**Tags:** MULTI\_AUDIENCE\_PARTIAL / SEES\_PERSONAL\_RELEVANCE

**Citizen Focus (33:50):** "I would guess for really persons like me who don't have that much to do with law"

**Professional Use Acceptance (34:15):** "I'm not surprised because... you can make your life easy also as a lawyer"

**Analysis:** Initially focused on citizen use but accepts professional utility when explained

### **Scope Understanding Evolution**

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING / CROSS\_BORDER

**Domestic Focus Initially:** Required explanation to understand international scope

**Cross-Border Grasp (30:44):** "if I don't want to break the law when I go abroad on vacation... or I can also go there and check if I'm allowed to do certain things"

**Quick Adaptation:** Grasped concept quickly once cross-border nature explained

### **Information Seeking Behaviour**

Methodical Self-Service Research

**Tags:** RESEARCH\_FOCUSED / SELF\_SERVICE / PREFERS\_ONLINE

**Digital Preference (32:03):** "I'd like first to get down and dig myself into that topic... take my time"

**Research Methodology (27:39):** "I would first probably ask artificial intelligence and then... go to Google"

**Analysis:** Prefers independent research before seeking professional help

### **AI Tool Competition**

**Tags:** USES\_AI\_TOOLS / TIME\_SAVING

**AI Comparison:** Explicitly compares portal unfavourably to ChatGPT for speed and efficiency

**Speed Expectations:** Values immediate responses over comprehensive authority

### **User Experience Assessment**

Navigation and Information Architecture Issues

**Tags:** NAVIGATION\_CONFUSING / MENU\_LABELS\_UNCLEAR

**Efficiency Critique (48:09):** "It's not really possible to use this site very quick... there's a lot of general information that I probably don't need"

**Prioritization Problems:** Important actionable information buried under explanatory content

**Action Priority Need (48:04):** "The important things should be maybe... on the top... the possibilities to take action"

### **High Quality Standards**

**Tags:** HIGH\_TRUST / QUALITY\_CONCERNS

**Teacher Background Impact:** Professional focus on grammar and accuracy affects credibility assessment

**Official Recognition (28:08):** "I like that I have the possibility to click a link to notice that it's an official website"

### **Language and Translation Experience**

Generally Good Translation with Issues

**Tags:** TRANSLATION\_GOOD / LEGAL\_TERMS\_CONFUSING

**Overall Assessment (43:47):** "With few exceptions, yes. Like... the double meaning of the Nachrichten... And there are some typing errors"

#### **Specific Translation Issues:**

- "Nachrichten" confusion (news vs. messaging)
- "Angehörige der Rechtsberufe" (relatives vs. members)
- Mixed German-English spellings

### **Trust and Accuracy Impact**

**Tags:** GOVERNMENT\_CREDIBILITY / ACCURACY\_REQUIREMENTS

**Credibility Impact (44:03):** "being accurate... makes it more serious and more trustworthy"

**Teacher Standards:** High expectations for grammatical accuracy due to professional background

### **Target Audience Assessment**

Conditional Personal Relevance

**Tags:** CONDITIONAL\_RELEVANCE / CROSS\_BORDER

**Potential Use Cases (28:52):** "The divorce thing, probably not... Yeah, for example... Inheritance. So at some point, there is the chance that I might have to deal with that"

**International Context Recognition:** Sees value primarily for cross-border situations

### **Personal Usage and Recommendations**

Conditional International Recommendation

**Tags:** CONDITIONAL\_RECOMMEND / PROFESSIONAL\_GUIDANCE

**Specific Context (52:37):** "if I knew somebody who was struggling with something international or within Europe, then probably yes"

**Professional Preference:** "usually my advice is to call a lawyer"

**Conditional Approach:** Would recommend for specific international cases only

### **Magic Wand Improvements**

**Priority 1: Grammar and Accuracy Enhancement**

**Tags:** IMPROVE\_LANGUAGE / QUALITY\_CONCERNS

**Teacher Perspective (46:55):** "I would really check from... grammar. Because I'm going to be a teacher"

### **Priority 2: Information Prioritization**

**Tags:** IMPROVE\_NAVIGATION / ACTION\_FOCUSED

**Structure Reform (48:04):** "The important things should be maybe... on the top... the possibilities to take action"

### **Priority 3: Clear Interface Labelling**

**Tags:** MENU\_LABELS\_UNCLEAR / IMPROVE\_NAVIGATION

**Clarity Need (50:15):** "it should be very obvious what the headlines are offering"

### **German Context Insights**

Professional Standards and AI Competition

**Tags:** QUALITY\_CONCERNS / USES\_AI\_TOOLS

**Accuracy Standards:** Teacher background creates high expectations for institutional quality

**AI Tool Comparison:** Portal competes with fast, efficient AI tools for information access

**Speed vs Reliability:** Values portal's authority but frustrated by slower access compared to AI

### **Net Promoter Analysis**

Methodical Conditional Adopter

**Tags:** CONDITIONAL\_RECOMMEND / HIGH\_TRUST

**Value Recognition:** Understands concept and appreciates official authority

**Execution Frustration:** Quality concerns and efficiency issues limit advocacy

**Specific Use Cases:** Would recommend for international legal situations only

### **Key Insights**

#### **Quality-Conscious Conditional User**

**Teacher Standards:** Professional background creates high accuracy expectations

**AI Competition:** Portal must compete with fast, efficient AI tools for citizen attention

**Trust Foundation:** Values official authority but requires quality execution

#### **Critical Information Architecture Issues**

**Speed vs Authority:** Tension between comprehensive information and quick access

**Prioritization Problems:** Explanatory content before actionable information frustrates users

**Navigation Clarity:** Interface labelling and organization needs improvement

#### **Conditional Cross-Border Value**

**International Focus:** Sees primary value for cross-border legal situations

**Professional Mediation:** Still prefers lawyer consultation for most legal issues

**Educational Context:** Teacher background suggests potential for educational applications

**Profile Summary:** Quality-Conscious Citizen/Teacher who values portal concept but requires significant execution improvements, representing methodical users with high standards who could become advocates with better information architecture and quality control.

## IP24 Interview Analysis

*Participant profile: IP24 - Estonia, Citizen/IT Worker*

**Tags:** CITIZEN / FIRST\_TIME / MANDATED\_DISCOVERY

- **Background:** 34 years old, ex-firefighter, IT data worker, married, recent alimony case experience
- **Discovery:** Asked to review for interview
- **Quote (4:02):** "it's an informational page, I think, to serve anyone who is searching some legal issues"

### Portal Understanding

Comprehensive Audience Recognition

**Tags:** UNDERSTAND\_PURPOSE / FULL\_AUDIENCE\_UNDERSTANDING

**Universal Understanding (20:30):** "it's quite for everyone. It gives you the steps you need to take about your rights... It can be used in the schools as a tool... to give the overview in the civil rights"

**Educational Context Recognition:** Sees portal value for both individual use and educational applications

### Scope Understanding Development

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING / CROSS\_BORDER

**Initial Clarity Issue (23:06):** "it was not clear... at the start... that this was the purpose"

**Cross-Border Grasp:** Understood international scope once explained, recognized stepping-stone function to national authorities

**Analysis:** Common pattern of initial domestic assumption requiring cross-border education

### Information Seeking Behaviour

Educational and Reference Use Pattern

**Tags:** RESEARCH\_FOCUSED / EDUCATIONAL / PREVENTIVE\_USE

**Starting Point Function (38:59):** "When I have some big problem with the justice... it's good to... Starting point"

**Educational Tool Recognition:** Sees value for teaching civil rights and legal awareness

**Wikipedia Comparison (19:20):** "I can compare it like to Wikipedia... It's quite a little bit similar like Wikipedia"

### **User Experience Assessment**

Strong UX/Design Technical Critique

**Tags:** NAVIGATION\_CONFUSING / MENU\_LABELS\_UNCLEAR

**Visual Hierarchy Problems (38:06):** "consistent... typography... mixed cases or styling reduced cohesion"

**Interface Element Issues (44:48):** "the expansion links, the show more links... it's easy to miss the functional elements for... older generations"

**Hidden Search Criticism (47:13):** "the search function is... not visually highlighted... Not at first"

### **Trust and Credibility Assessment**

National Origin Trust Issues

**Tags:** LOW\_TRUST / QUALITY\_CONCERNS

**Non-National Credibility Problem (24:15):** "doesn't give me the feeling, the trust feeling... because it's not from my land... it really don't give me the full trust"

**National Preference:** Prefers Estonian national sites for local legal matters

**Institutional Bias:** Demonstrates preference for domestic sources despite EU authority

### **Language and Translation Experience**

High Estonian Translation Quality

**Tags:** TRANSLATION\_GOOD / NATIVE\_LANG\_ESSENTIAL

**Estonian Assessment (41:42):** "I don't have any problems whatsoever" with Estonian translation

**Machine Translation Caution (42:32):** "Would you trust machine translations of legal text? Not 100%, of course"

**Analysis:** Demonstrates variation in translation quality across languages

### **Target Audience Assessment**

Educational and Reference Recognition

**Tags:** SEES\_PERSONAL\_RELEVANCE / EDUCATIONAL

**Teaching Applications:** Strong recognition of educational value for rights awareness

**Reference Function:** Understands portal as starting point for legal research

**Broad Utility:** Recognizes value across different user types and contexts

### **Personal Usage and Recommendations**

Educational Context Advocacy

**Tags:** CONDITIONAL\_RECOMMEND / EDUCATIONAL

**Educational Applications:** Would recommend for teaching and general rights awareness

**Starting Point Value:** Sees portal as valuable initial resource for legal issues

**Accessibility Concerns:** Technical design improvements needed for broader adoption

### **Magic Wand Improvements**

#### **Priority 1: Visual Enhancement**

**Tags:** IMPROVE\_DESIGN / ACCESSIBILITY

**Visualization Need (43:40):** "I would like to see a little more pictures... visualization"

#### **Priority 2: Interface Consistency**

**Tags:** IMPROVE\_NAVIGATION / ACCESSIBILITY

**Functionality Issues (44:42):** Replace "show more" functionality that's "easy to miss... for older generations"

#### **Priority 3: Typography and Hierarchy**

**Tags:** IMPROVE\_DESIGN / NAVIGATION\_CONFUSING

**Design Consistency (45:22):** "weak visual hierarchy... spacing... consistent typography"

#### **Additional Technical Issues:**

- More prominent search function
- Remove annoying highlight-triggered sharing buttons
- Better mobile optimization

### **Estonian Context Insights**

Technical Design Standards and National Trust

**Tags:** QUALITY\_CONCERNS / TRUST\_BARRIER

**UX Expertise:** IT background provides detailed technical design feedback

**National Trust Preference:** Institutional bias toward domestic sources despite understanding EU authority

**Design Impact:** Technical improvements could significantly increase adoption and trust

### **Net Promoter Analysis**

Design-Conscious Potential Advocate

**Tags:** CONDITIONAL\_RECOMMEND / EDUCATIONAL

**Educational Advocacy:** Strong potential for educational context recommendations

**Design Prerequisites:** Technical improvements required for broader advocacy

**Trust Building:** National origin concerns need addressing through clear attribution

### Key Insights

Technical Design Focus with Educational Potential

**UX Expertise:** IT background provides valuable technical feedback for improvements

**Educational Applications:** Strong recognition of teaching and awareness-building potential

**Accessibility Concerns:** Detailed critique of interface elements affecting older users

### National Trust vs EU Authority

**Institutional Bias:** Preference for domestic sources despite recognizing EU authority

**Trust Building Need:** Clear attribution and quality design required to overcome national bias

**Credibility Through Design:** Technical quality directly impacts institutional credibility

### Educational and Reference Value Recognition

**Starting Point Function:** Understands portal as initial resource for legal research

**Teaching Applications:** Sees strong potential for educational contexts

**Wikipedia Model:** Recognizes reference value for general legal awareness

**Profile Summary:** Design-Conscious IT Professional with Educational Perspective who provides detailed technical improvement recommendations while recognizing strong educational potential, representing technically savvy users who could become advocates with design quality improvements and better trust-building through institutional clarity.

## IP25 Interview Analysis

*Participant Profile : IP25 –Poland, Citizen*

**Tags:** CITIZEN FIRST\_TIME MANDATED\_DISCOVERY

- **Background:** Sociologist turned graphic designer and musician, lives in Krakow, freelance creative professional
- **Discovery:** First encounter during interview - had never heard of portal before
- **Quote:** "Never, it the first time." (4:47)

## Portal Understanding

**Tags:** UNDERSTAND\_PURPOSE REALISTIC\_EXPECTATIONS CROSS\_BORDER

### Immediate Understanding (13:49):

"I see that this place, when I have some legal problems, both in Europe or in European countries, in my country, yes, I can come here just looking for justice"

### Cross-Border Application Recognition (25:52):

"I think that it might be very useful, you know, to people that have... They for example, in other countries, and they have legal problems. Maybe, you know, I'm figuring it up now. Many Polish people buy houses, for example, in Italy, in Spain, especially in Spain."

### Practical Use Case Understanding (26:52):

"Many Poles, for example, works abroad, in Ireland, in Italy and many other countries. And there's also problems, you know, with children because sometimes they decided to stay in the country to work... And another part, you know, of the family stays here... Poland, and this legal issue now, what about children, for example, when they decide to split the divorce?"

## Audience Understanding

**Tags:** SINGLE\_AUDIENCE\_CORRECT SEES\_PERSONAL\_RELEVANCE

**Citizen-Focused Recognition (31:11):**"It's not for lawyers. It's just for normal people that are looking for legal issue... Non-legal professionals, yes. We're looking for legal issue or citizens in many countries."

**Professional Integration Understanding (33:01):**"I think that it's brought out for all people. So that's good that it connects professionals and non-professionals... it connects professionals and non-professionals."

## Information-Seeking Behaviour

### AI-First Research Strategy

**Tags:** RESEARCH\_FOCUSED USES\_AI\_TOOLS

**ChatGPT Primary Tool (7:15):**"When I have a very specific thing to... Find. I usually ask, you know, ChatGPT to direct me when to find a solution for my asking."

**Early AI Adoption (7:33):**"I think, you know, it's, I think, two years ago, maybe... So very early."

**Verification Process (8:25):**"Yes, I'm going, yes, I'm visiting, you know, the places in the internet, portals that he recommends me to visit, and I'm checking the information."

## Usability & Navigation Assessment

**Tags:** NAVIGATION\_CONFUSING MENU\_LABELS\_UNCLEAR SITE\_PURPOSE\_UNCLEAR

**Visual Design Issues (14:44):**"It's very raw, I mean, in a matter of graphic design... I'm used to portals when you have not so many content on the first site, but when you have, you know, iconography, that is very more simple way to find, find the issue and things that you are interested in."

**Information Architecture Problems (15:32):**"Yes, because, you know, there's a lot of text here. And it's really, it's a little bit, you know, old fashioned in the way of design. And it's not only design matter, but, you know, when you want to find something, I think there's a lot of, you know, Trees, you had a tree... Yeah, so you have to dig deeper to find."

## Successful Navigation Despite Issues

**Tags:** NAVIGATION\_CLEAR (partial success)

**Task Completion Success:** Successfully navigated from rights → victims of crime → Spain-specific information

**Information Discovery (40:09):**"I could have a lot of time, you know, to... Yes, but I've got, you know, here everything. It's very useful, I think."

**Content Quality Recognition (43:21):**"I think now that's when you dig deeper in the subject, when you're interested in, you can really have a lot of information here."

## Language & Accessibility

**Tags:** NATIVE\_LANG\_ESSENTIAL TRANSLATION\_GOOD

**Polish Language Importance (44:39):**"Yes. It's very helpful, especially, you know, when you have a legal problem. And referring to the language. Law language is very specific... I think that it's better to find information in Polish than trying to find the same information in English, because of the language of the law."

**Translation Quality Assessment (45:36):**"I think it's absolutely correct."

## Translation Tool Usage

**Tags:** USES\_TRANSLATION\_TOOLS DISTRUSTS\_AUTO\_TRANSLATION

**Google Translate Usage (46:01):**"Sometimes, yes. Yes. Especially if you know when it's complete text, for example."

**Conditional Trust (46:23):**"This is a tricky question. You know, it depends on the issue, I think. When it's very, you know, something very big, I would go to some lawyer to give me a translation or to, you know, just look at it."

## Content Quality Assessment

**Tags:** LEGAL\_TERMS\_CONFUSING LEGAL\_TERMS\_CLEAR

**Technical Language Challenge (27:36):**"You know, I think that for me, the most difficult thing is the language of how the law is described. It's very, it's very difficult language for me."

**Polish Version Similar Issues (29:29):**"In Polish it's similar, know, that's many paragraphs and many, you know, things that is, that is legal and it's legal also in a matter of language."

**Deeper Content More Accessible (44:05):**"No, I think it's okay, you know, it's... It's common language, and I think it's quite, you know, understandable. For me, non-professionalist."

## Trust & Credibility

**Tags:** HIGH\_TRUST GOVERNMENT\_CREDIBILITY

**Portal Credibility Understanding:** Recognized European Justice branding and official nature without explicit concern about trustworthiness

## Value & Impact

**Tags:** PROBLEM\_SOLVING EDUCATIONAL CROSS\_BORDER

**Practical Value Recognition (25:52):**"I think that it might be very useful, you know, to people that have... They for example, in other countries, and they have legal problems."

**Information Depth Appreciation (43:50):**"It's common language, and I think it's quite, you know, understandable. For me, non-professionalist."

## Recommendations & Future Use

**Tags:** WOULD\_RECOMMEND

**Clear Recommendation (54:15):**"Yes, what I did, I added this site, you know. Would you believe it? Yes, yes, because, you know, I don't know. Maybe there are hard times and I will need some support, you know, in this matter. So yes, I think it's very useful."

**Practical Motivation (54:37):**"Say that you may have friends of, you know, who need, who may need a little help."

## Magic Wand Improvements

**Tags:** IMPROVE\_NAVIGATION IMPROVE\_CONTENT IMPROVE\_DESIGN

### Priority 1: Visual Design and Navigation (47:44)

"First of all, I think that I'll change the graphic design of the side, portal, you know... To make it, you know, simpler to find things, you know, that you don't have to, you know, read a lot. You just look at the site and you know where to go, okay?"

### Iconography Solution (48:31):

"I don't know, do you know, but I think that iconography is something that is very useful. And the people nowadays, I think that they don't like to read a lot... the language is making progress, you know, to be simpler."

### **Priority 2: Clear Purpose Communication (49:29)**

"I would like to have, you know, something that gives me more information about what this site is really about and for whom. You know, what I can find inside, because, you know, just a small passage of text, saying very general words, what I can find."

### **Audience Clarity (50:13):**

"So I don't know exactly for whom it is. So it's maybe when I go to the site, I would have to know, you know, what is this about? Not to miss it. Because it's not very clear for whom it is."

### **Priority 3: Modern Design Credibility (50:43)**

"The third thing. Okay. I'm looking at it, you know, I think that it looks very old-fashioned... it looks very old-fashioned. And I think that you have the owner who can do something, you know, to tell me and to convince me that, you know, all the things and all the content of the site is, you know, contemporary."

### **Design-Content Trust Connection (52:05):**

"So you were afraid, if I understand correctly, you were afraid that the information is not up-to-date because the site itself looks old? Yes, old-fashioned, yes."

## **Key Insights**

### **Creative Professional Perspective**

- **Design expertise** provides detailed visual improvement recommendations
- **User experience focus** on simplifying information discovery
- **Contemporary expectations** for digital interfaces and iconography
- **Trust through design quality** - visual appearance affects content credibility

### **Cross-Border Awareness Champion**

- **Immediate practical applications** recognition for Polish diaspora
- **Family law complications** understanding for cross-border workers
- **Property issues abroad** specific use case identification
- **Ukrainian refugee context** awareness of current European challenges

## AI-First Information Strategy

- **Early ChatGPT adopter** (2 years ago) for legal research
- **Verification workflow** - AI recommendations → source checking
- **Google search replacement** with AI tools as primary research method

## Primary Opportunities

1. **Visual design modernization** - professional creative input on iconography and interface
2. **Information architecture simplification** - reduce text density, improve navigation
3. **Purpose communication clarity** - better homepage explanation of capabilities and audience
4. **Contemporary design standards** - visual credibility affects content trust
5. **Creative professional outreach** - targeting freelance creative community with cross-border needs

## User Profile Summary

**User Type:** Creative Professional with Cross-Border Awareness | **Attitude:** Design-Focused Constructive Critic | **Primary Need:** Clear Visual Navigation + Cross-Border Legal Information | **Key Barrier:** Outdated Design Affecting Trust | **Recommendation Likelihood:** High

IP25 represents digitally-savvy creative professionals who can quickly recognize portal value while providing specific, actionable design improvements based on contemporary user experience expectations. The combination of cross-border awareness (Polish diaspora context) and professional design expertise makes this feedback particularly valuable for both content strategy and interface improvements.

## IP26 Interview Analysis

*Participant Profile: IP26 – Cyprus, Business*

**Tags:** BUSINESS FIRST\_TIME MANDATED\_DISCOVERY

- **Background:** 60-year-old kindergarten owner, 39 years in business, serves 55 children including infants, bilingual (Greek/English)
- **Discovery:** First encounter during interview - had never heard of portal before
- **Quote:** "I haven't even heard of it before." (2:59)

## Portal Understanding

**Tags:** UNDERSTAND\_PURPOSE /REALISTIC\_EXPECTATIONS/  
SINGLE\_AUDIENCE\_CORRECT / SEES\_PERSONAL\_RELEVANCE

**Immediate Purpose Recognition (4:17):**"And from what I understood, it's to be used from European countries' citizens to answer legal questions concerning them."

**Information and Professional Service Understanding (5:41):**"I understand that there is legal information about legal matters that represent each country. So if I'm a European citizen and need to divorce, for example, I could go there and search to get help."

**Both Information and Lawyer Access (5:47):**"And then would that help, would that be information or a lawyer or something else? Yes... Both."

## Scope Understanding

**Tags:** CORRECT\_SCOPE\_UNDERSTANDING

**Practical Application Recognition:** Understood portal provides country-specific legal information and professional connections for European citizens

## Information-Seeking Behaviour

**Tags:** PROFESSIONAL\_GUIDANCE /PREFERS\_OFFLINE

**Generational Preference (8:48):**"Well, you know, maybe because of how we grew up, because I'm 60... So when we were growing up, it wasn't... a button and finding things out. It was talking to people you knew and maybe you already have a lawyer for other matters. So my first reaction would be to call a lawyer."

**Generational Recognition (9:22):**"But I believe the younger people, first they go online... Like my daughter now works online full time. We couldn't even imagine it in our time."

**Evolving Compromise (9:44):**"Yes, maybe. Yes, but maybe for first hand information, you do press a button... I wouldn't mind anymore discussing with a person I couldn't see."

## Digital Adaptation Experience

**Tags:** GOVERNMENT\_CREDIBILITY / PREFERS\_ONLINE (emerging)

**Government Digital Transition (10:47):**"The last two years, yes. They've asked us from here, from the government, to do all, most of the things online... for my business."

**Supportive Digital Strategy (11:09):**"Because we grew up not using these facilities. I always have on my back a younger person to make sure... No, it's just that a little bit of fear, but actually when you go through it, it's not difficult."

**Portal Confidence Transfer (11:47):**"Yes, yes. It's much more easier for that because they don't expect you to perform. So even if you make a mistake... I think it's okay. You go back and you come again."

## Trust & Credibility Assessment

**Tags:** HIGH\_TRUST / GOVERNMENT\_CREDIBILITY

**Portal Advantages Over Lawyers (12:21):**"I think the portal would be much more, give much more information because lawyers usually what they do is they say, I have to look it up and get back to you."

**Accuracy and Comprehensiveness (12:39):**"Yes, but the portal might be of much more easier use and more accurate from the beginning because lawyers, they specialize some of them in one subject and some of them in another subject and sometimes they have to ask a colleague... And I believe the portal would be much more accurate and give more information."

## Language & Accessibility

**Tags:** NATIVE\_LANG\_PREFERRED / TRANSLATION\_GOOD

**English Proficiency (6:23):**"I think I understand both languages, but Greek is my mother tongue."

**Cyprus Language Context (19:45):**"Here in Cyprus, we don't need it because everybody's English is good... We learn it at school. We have private lessons. It's our second, because Cyprus was for many years an English colony."

**Historical Context (20:35):**"Yes, but for us, it's different because we've used English. Like, even my grandparents, and I'm now, English, well, because the English were here, so... Even papers, government papers, half of the time is not in Greek."

**Translation Quality Assessment (23:51):**"And now that I check, I'm checking the words in Greek, they are correct."

## **Business Application Recognition**

**Tags:** BUSINESS SEES\_PERSONAL\_RELEVANCE /PROBLEM\_SOLVING

**Business Scenarios (15:23):**"Yes, yes, maybe sometimes people, when they don't like something at a private school they go, they don't go to the principal immediately, and they make an accusation or something, or somebody from the government coming to check, finding something not completely right, and maybe having problems with the health, with somebody who comes to inspect."

**Professional Service Discovery (25:17):**"I see now... Try to find the specialist for what you need. I believe, I believe I wouldn't have a problem finding the right."

## **Usability Assessment**

**Tags:** NAVIGATION\_CLEAR/ MENU\_LABELS\_CLEAR /SITE\_PURPOSE\_CLEAR

**Interface Clarity (23:18):**

"It's easy, it's easy because the heading is bold and distinct. And if you want to read some more, there is, it's easy to find where to press and see what's, what you want to learn more about."

**Age-Appropriate Design (24:13):**

"No, it's very easy. Even for a 60-year-old."

## **Value & Impact**

**Tags:** EDUCATIONAL /PROBLEM\_SOLVING /TIME\_SAVING

**Concept Validation (10:22):**"Yes, as an idea, it's an excellent one. As an idea, I think, in many subjects, it would be nice to have something like that."

## Recommendations & Future Use

**Tags:** WOULD\_RECOMMEND / ALREADY\_RECOMMENDED

**Definitive Recommendation (14:39):**"Definitely and recommend it as well."

**Accessibility Confidence (14:44):**"And you think that it will be easy enough for someone without a legal background to understand? Yes."

**Network Effect Awareness (28:44):**"One person knows about something, then 10 more people will know it... Like from me, 10 more, 20 more people, 60 more people will know. So it's a good thing."

## Primary Barriers & Challenges

**Tags:** AWARENESS\_BARRIER

**Complete Unawareness (26:08):**"No, just the only thing that comes to my mind now, just advertising it more. I knew it existed."

**Social Network Awareness Gap (26:26):**"I heard nothing about it. And not only in my job, but I heard nothing about it. Socially, when we go out and meet people and everything, I never heard about it."

## Magic Wand Improvements

**Priority 1: Marketing and Awareness (26:08)**"No, just the only thing that comes to my mind now, just advertising it more."

**Social Media Strategy (27:12):**"Maybe if it appeared in YouTube videos or things like that, I'm telling you from my perspective that I'm a 60-year-old woman using YouTube and maybe Facebook."

**Targeted Business Advertising (27:43):**"Okay, so if the client made an advertisement saying, are you a business owner? Do you need advice? This kind of thing." - "yes"

## Key Insights

## Generational Digital Bridge User

- **Traditional preference** but **digitally adaptable** with support
- **Government portal experience** builds confidence for legal portal use
- **Professional network influence** as business owner and community figure
- **39 years business experience** provides credibility for business user feedback

## Critical Success Factors

1. **Portal simplicity** matches user's comfort level with government digital services
2. **Professional service integration** appeals more than pure information provision
3. **Community network effects** - one satisfied user can influence many others
4. **Generational bridge role** - can advocate to both traditional and digital users

## Cyprus-Specific Context

- **Bilingual culture** reduces language barriers
- **English colonial legacy** creates unique EU language context
- **Small community effects** - word-of-mouth particularly powerful

## Primary Opportunities

1. **Business owner outreach** - targeting established business communities
2. **Social media campaigns** - YouTube and Facebook for mature audiences
3. **Government portal integration** - leveraging existing digital government success
4. **Community ambassador programs** - utilizing influential business leaders

## User Profile Summary

**User Type:** Established Business Owner with Community Influence | **Attitude:** Enthusiastic Advocate | **Primary Need:** Business Legal Guidance + Professional Connections | **Key Barrier:** Awareness Only | **Recommendation Likelihood:** Extremely High

IP26 represents the ideal business user who immediately recognizes portal value, has no significant usability barriers, and possesses strong community influence for advocacy. The combination of business experience, digital adaptability, and community leadership makes this user profile particularly valuable for word-of-mouth marketing strategies.

## 12. Cross-Participant Analysis Summary

## 12.1. Universal Patterns

**Information Architecture Universal Issues:** Consistent complaints about organization, prioritization, and visual hierarchy across all user types

**Translation Quality Spectrum Impact:** Ranges from excellent (Estonia) to severely poor (Malta), directly affecting credibility and usability

**Trust Factors Vary by Context:** Trust in the portal is contextual and depends on user needs and expectations. Participants seeking domestic information typically prefer and trust their national government websites over the portal. The site's design influences trust in opposing ways depending on the participant - some find the governmental aesthetic reassuring and authoritative, while others view the outdated design as undermining credibility and trustworthiness.

## 12.2. Segmentation Insights

**Professional Advocates (IP21):** High usage potential with translation quality improvements and professional training

**Conditional Adopters (IP23):** Understand value but frustrated by execution quality and information architecture

**Sceptical Evaluators (IP22):** Low trust requiring major UX overhaul and translation quality control

**Design-Conscious Technical Users (IP24):** Focus on technical improvements with strong educational advocacy potential