

Interface Design Training —

Top Tasks





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Top Tasks Analysis

Prioritization Strategy

We need to find a *reliable strategy* to organize, prioritize, deprioritize and archive *content* and *navigation*. A common UX approach for it is *Top Tasks Analysis*.

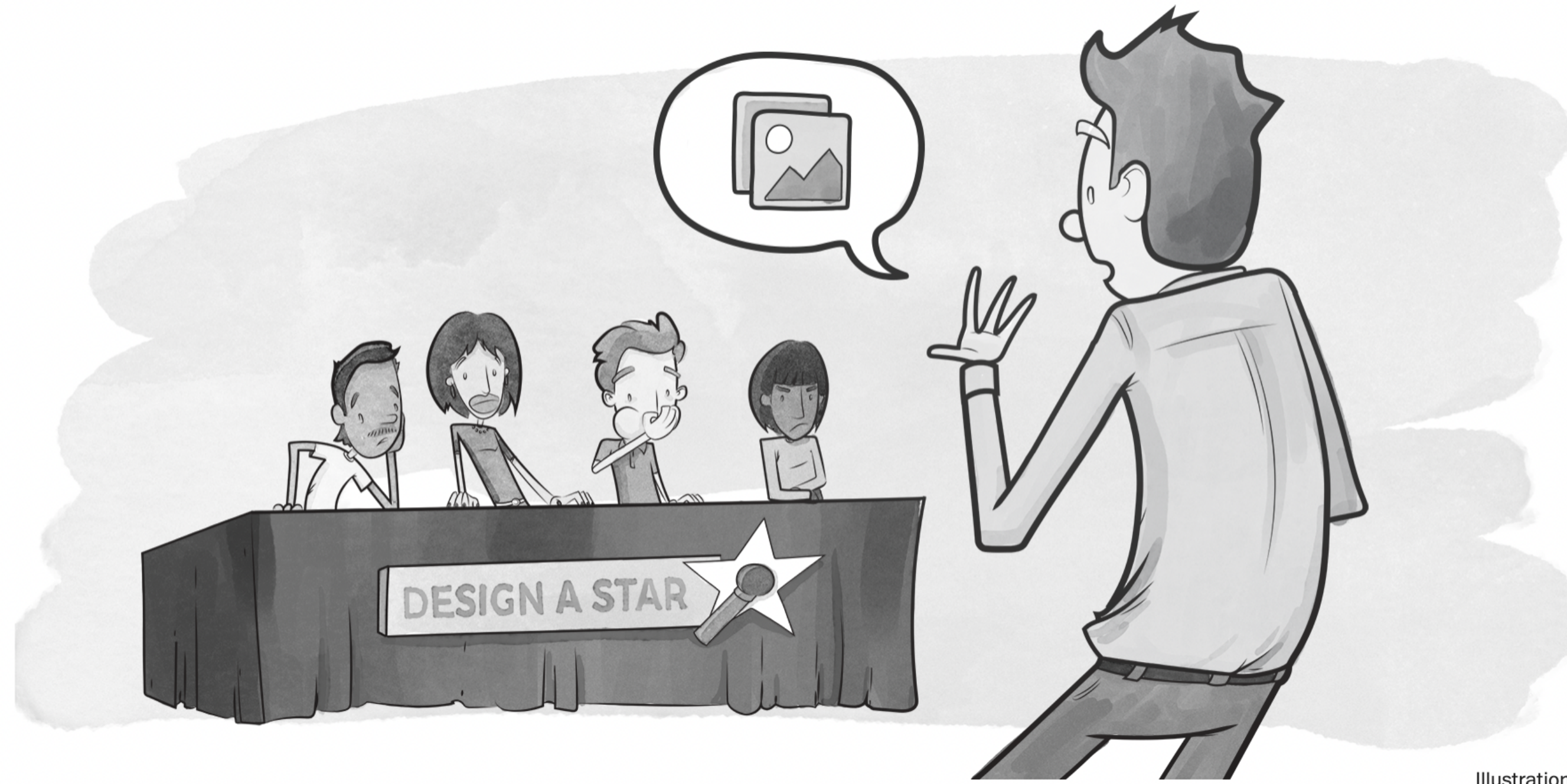


Illustration by Brad Colbow

What Really Matters: Focusing on Top Tasks

by [Gerry McGovern](#) · April 21, 2015

Published in [Content Strategy](#), [Information Architecture](#), [User Research](#), [Web Strategy](#)

Digital is a space of endless replication. It has never been easier to create—and create, and create. People love to publish, but they hate to remove, which leads to overloaded websites and constant, inevitable redesigns. The top layers get a shiny new coat of graphics and meaningless “we really care” content—but underneath, a teeming mass of out-of-date, badly organized

➔ **What Really Matters: Focusing on Top Tasks**, *Gerry McGovern, A List Apart*



Complex Navigation

Top Tasks Management

We reduce complexity by identifying and focusing on what really matters to customers (*10–15 top tasks*), and deprioritizing the rest (*tiny tasks*).

1

**Gather customer tasks
and validate them**

Complex Navigation

Gather All Tasks

We start with *research* to identify all potentially important tasks for all internal and external *users*. This might take weeks to months to complete.

Tasks Research

- 01** – European Parliament strategy, mission, goals.
- 02** – User feedback, surveys, help requests.
- 03** – Site analytics and behavior analysis.
- 04** – Search analysis.
- 05** – Audit of similar or related websites.
- 06** – Social media comments, mentions.
- 07** – User workshops and interviews.
- 08** – Stakeholder workshops and interviews.

64 tasks identified

EU Parliament: Tasks Research

About the EU (what it is, role, history)

Accreditation (journalists, lobbyists, visitors)

Advocacy, proposing new laws, amendments, ideas

Branding materials (style guide, permissions, logos)

Conferences, events, exhibitions

Delegations (agenda, visits, reports)

Election monitoring, observation

EU institutions' position on proposed legislation

EU treaties, laws, rules, judgments

European Parliament in your country (offices, activities, visits)

European Parliament relationship with other EU institutions

Event patronage, endorsement

Freedom of information, request access to documents

Historical archives

Issue / topic based groups in Parliament

Languages (translation, interpreting)

Legislative key priorities, themes, issues

About the European Parliament (what it is, role, history)

Administrative structure of the European Parliament

Annual accounts, financial reports, budget

Committees (agenda, visits, reports)

Contact the European Parliament

Educational materials, programmes

EU glossary, abbreviations, acronyms

EU political appointments vetting, process

European Parliament elections

European Parliament publications

European Union publications

Follow European Parliament on social media

Grants

Implementation of EU law

Jobs, traineeships, volunteering at the European Parliament

Legislation impact (societal, country, economic)

Legislative process (how it works)

64 tasks identified

EU Parliament: Tasks Research

Lobbying (how to, rules, transparency register)

MEPs (profile, contact, activities)

Monitoring compliance of EU law

News, announcements, press releases

Parliament in session (plenary, live streaming, documents, votes)

Parliament procedures, rules

Photos, infographics, recordings, videos

Policy research (issues, trends)

President of the European Parliament (profile, agenda)

Prizes, awards

Public consultations

Public register of documents, official documents

Request scrutiny of legislation

Statistics

Tracking, monitoring (legislation, resolutions)

Make a complaint, request an investigation (whistle-blowers, fraud)

MEPs responsible for proposed legislation

Myths, fake news, misinformation

Online interactive visit to European Parliament (tour, activities)

Parliament powers (legislative, budgetary, scrutiny)

Petitions (rules, setting up)

Physical visit to the European Parliament

Political structure of the European Parliament

Privacy, data protection

Providing services to the European Parliament

Public opinion polling (Eurobarometer)

Raw data, data access, data sets

Secretary-General

Topic overviews, summaries, fact sheets

Transparency, ethics, standards of conduct

Workshops With Stakeholders

All tasks have to be *agreed upon* to describe all important activities, data and content of all users. This usually takes *time* and *effort*.

2

**Identify Top Tasks
with voting trends**

Complex Navigation

Statistical Reliability

*We need at least 400 voters which are selected representatively. This includes diversity in *gender and age*, frequent and infrequent users, professionals, citizens, across all EU countries.*

Complex Navigation

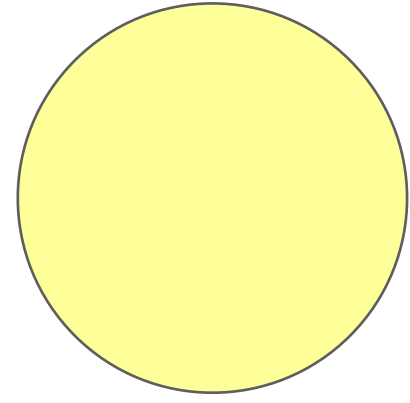
Statistical Reliability

This is usually done via *surveys* or on-site interviews. Users have only one assignment: specify topics that are *relevant* to them.

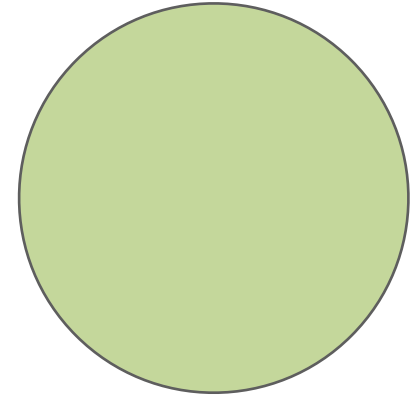
Digital Design Sustainability Principles

Select up to 5 things that are most important to you. Select up to FIVE (5) of the boxes below. Leave all the rest blank.

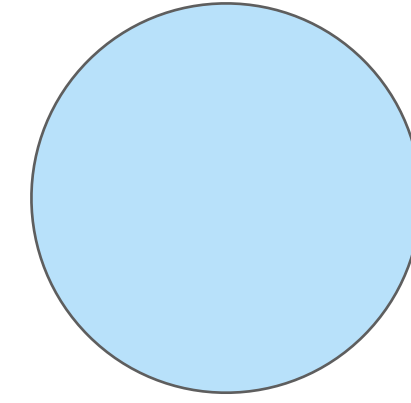
- Minimize energy consumption during product, service use
- Get it right first time
- Center the voices of those who are directly impacted by the outcomes of the product, service, process
- Share design knowledge and tools with communities.
- Avoid energy wasteful technologies such as blockchain, bitcoin, metaverse
- Visualize the waste that digital creates
- Minimize waste while product, service not in use (sleep, hibernation)
- Collect least amount of data possible
- Send least amount of data possible
- Think reuse first, creating something new second
- Calculate true and total cost: the cost to the ecosystem, the Earth
- Use the minimum technology possible
- Ethical, fair working conditions
- Designer as facilitator rather than expert
- Design for slower data connections / no data connections
- Before seeking new solutions, look for what is already working
- ...



Top 25%

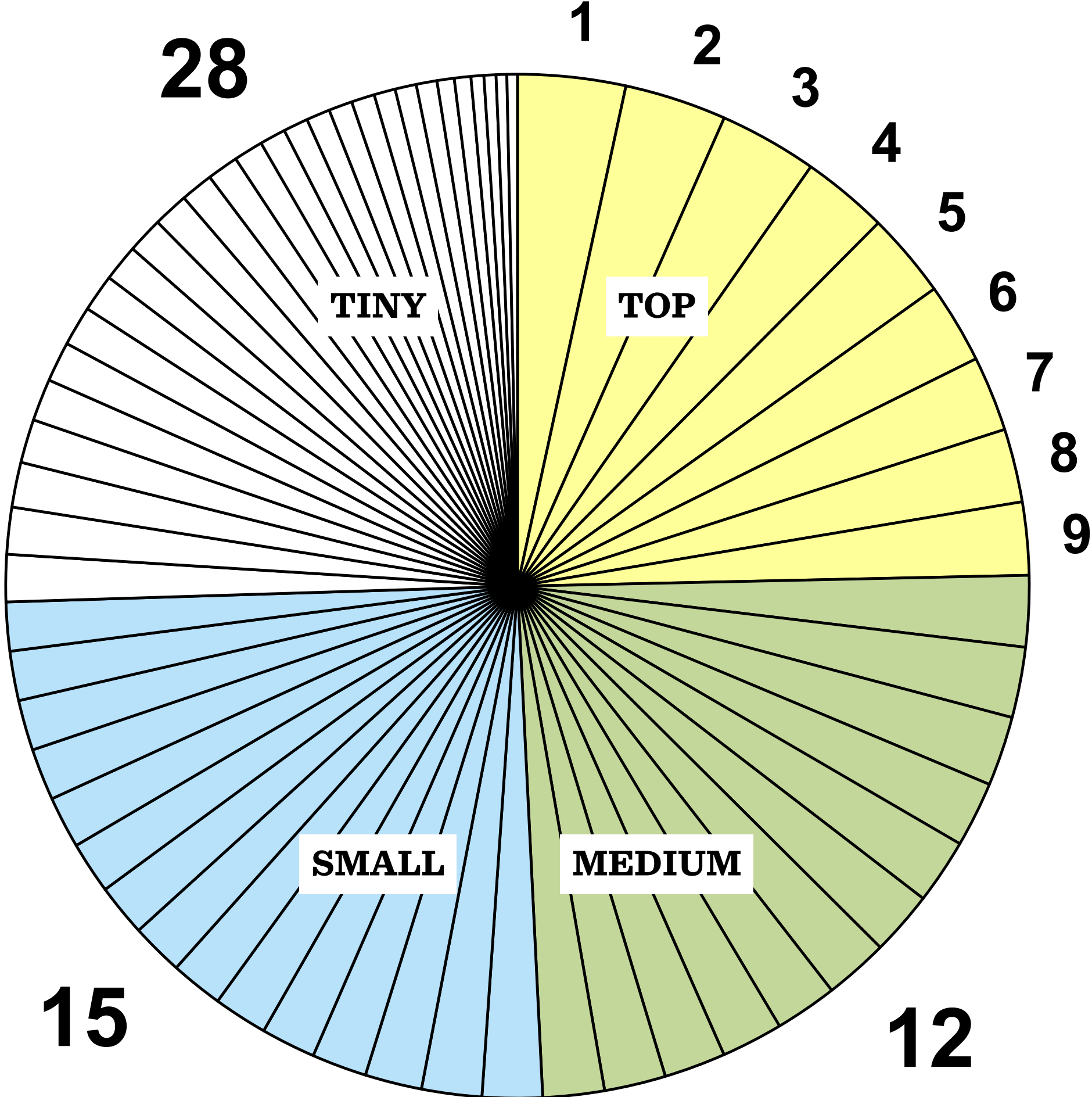


26-50%



51-75%

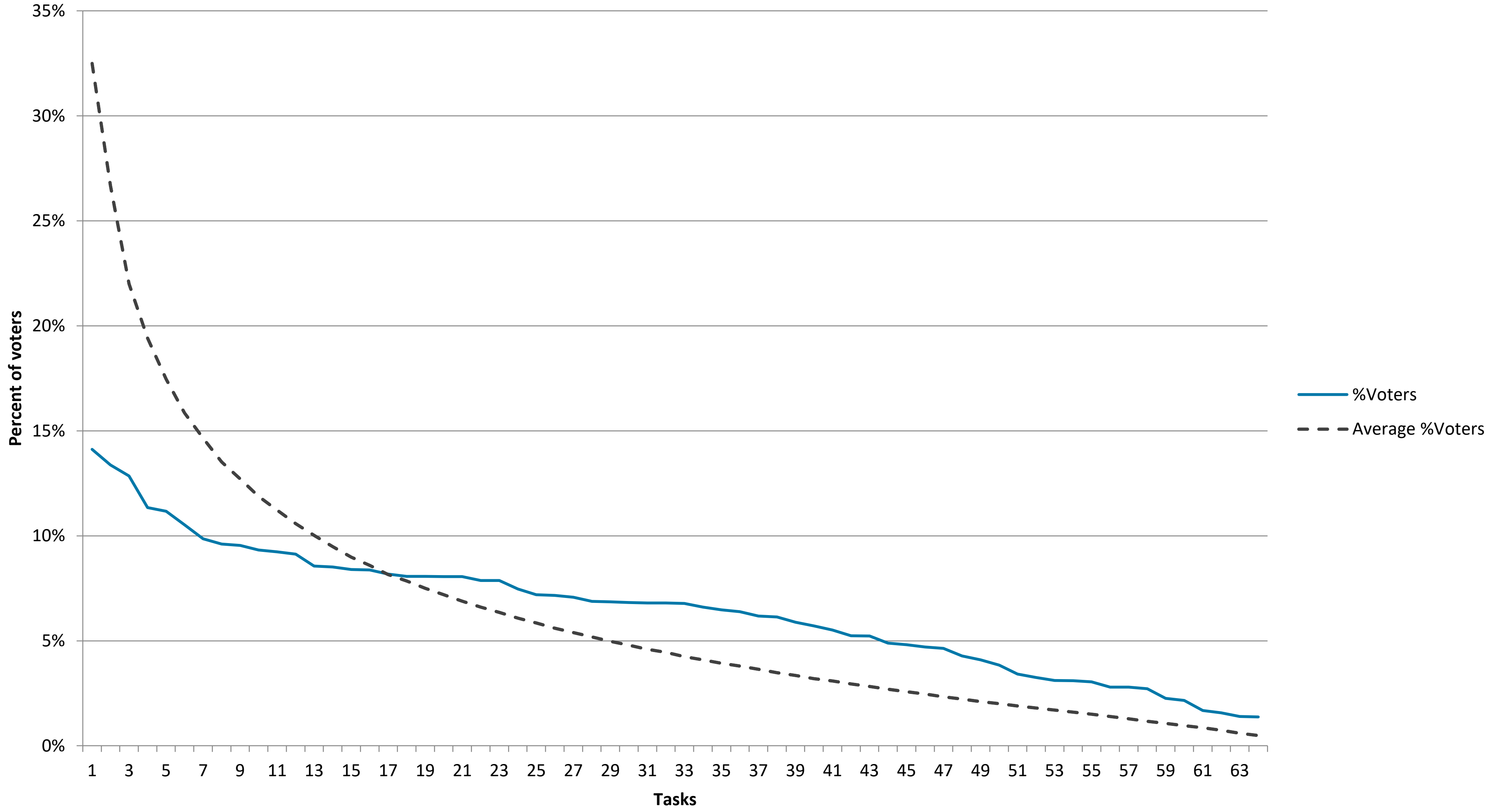
Public: In relation to the European Parliament select up to 5 things that are most important to you.



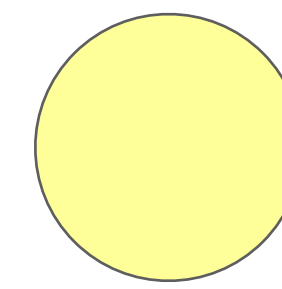
1. EU treaties, laws, rules, judgments
2. Implementation of EU law
3. Transparency, ethics, standards of conduct
4. Legislation impact (societal, country, economic)
5. Freedom of information, request access to documents
6. Parliament in session (plenary, live streaming, documents, votes)
7. Jobs, traineeships, volunteering at the EP
8. Parliament powers (legislative, budgetary, scrutiny)
9. Legislative key priorities, themes, issues

The Top task has as many votes as the bottom 7 tasks

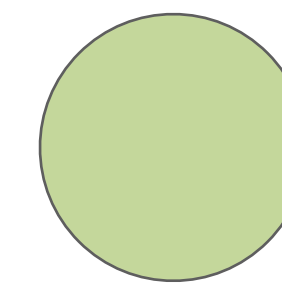
Public: In relation to the European Parliament select up to 5 things that are most important to you.



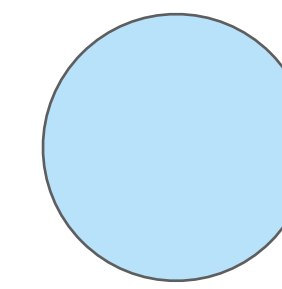
Voting



Top 25%



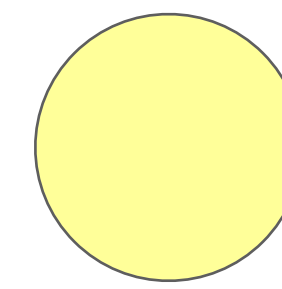
26-50%



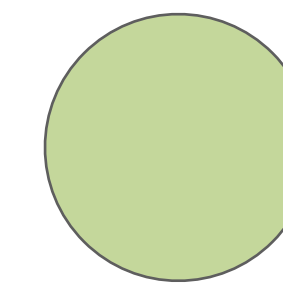
51-75%

	Public: EU Parliament Top Tasks (5,602 responses)	¼ of voters	½ of voters	¾ of voters	100% of voters
1	EU treaties, laws, rules, judgments	14%	14%	15%	14%
2	Implementation of EU law	14%	13%	13%	13%
3	Transparency, ethics, standards of conduct	13%	13%	13%	13%
4	Legislation impact (societal, country, economic)	11%	11%	11%	11%
5	Freedom of information, request access to documents	12%	11%	11%	11%
6	Parliament in session (plenary, live streaming, documents, votes)	10%	10%	11%	10%
7	Jobs, traineeships, volunteering at the European Parliament	11%	11%	10%	10%
8	Parliament powers (legislative, budgetary, scrutiny)	10%	10%	10%	10%
9	Legislative key priorities, themes, issues	9%	9%	10%	10%
10	News, announcements, press releases	10%	9%	10%	9%
11	Advocacy, proposing new laws, amendments, ideas	9%	9%	9%	9%
12	Monitoring compliance of EU law	9%	9%	9%	9%
13	MEPs (profile, contact, activities)	8%	8%	8%	9%
14	European Parliament relationship with other EU institutions	8%	9%	8%	8%
15	Policy research (issues, trends)	8%	8%	8%	8%
16	Legislative process (how it works)	9%	9%	8%	8%
17	Lobbying (how to, rules, transparency register)	8%	7%	8%	8%
18	Committees (agenda, visits, reports)	8%	9%	9%	8%
19	Educational materials, programmes	7%	7%	8%	8%
20	About the EU (what it is, role, history)	7%	8%	8%	8%

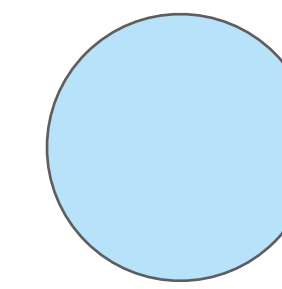
Voting



Top 25%



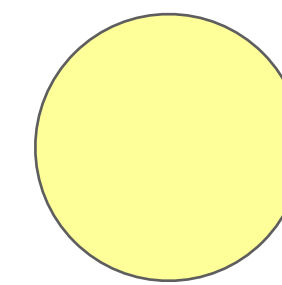
26-50%



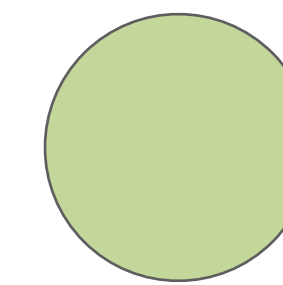
51-75%

	Internal: EU Parliament Top Tasks (732 responses)	¼ of voters	½ of voters	¾ of voters	100% of voters
1	Parliament in session (plenary, live streaming, documents, votes)	35%	37%	36%	37%
2	Committees (agenda, visits, reports)	23%	23%	24%	24%
3	MEPs (profile, contact, activities)	21%	22%	23%	23%
4	Parliament procedures, rules	21%	23%	20%	20%
5	News, announcements, press releases	19%	19%	19%	19%
6	Administrative structure of the European Parliament	18%	16%	16%	15%
7	Public register of documents, official documents	17%	16%	15%	15%
8	About the European Parliament (what it is, role, history)	11%	12%	12%	14%
9	Legislative key priorities, themes, issues	11%	15%	15%	13%
10	Jobs, traineeships, volunteering at the European Parliament	15%	14%	13%	13%
11	Topic overviews, summaries, fact sheets	7%	10%	12%	12%
12	Parliament powers (legislative, budgetary, scrutiny)	8%	10%	9%	11%
13	Tracking, monitoring (legislation, resolutions)	13%	11%	12%	11%
14	Languages (translation, interpreting)	8%	8%	9%	10%
15	Legislative process (how it works)	8%	11%	10%	10%
16	EU institutions' position on proposed legislation	10%	11%	11%	10%
17	European Parliament publications	9%	9%	10%	10%
18	Political structure of the European Parliament	10%	10%	9%	9%
19	About the EU (what it is, role, history)	8%	10%	9%	9%
20	European Parliament elections	8%	10%	9%	9%

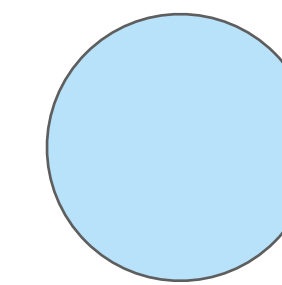
Public Top Tasks



Top 25%



26-50%



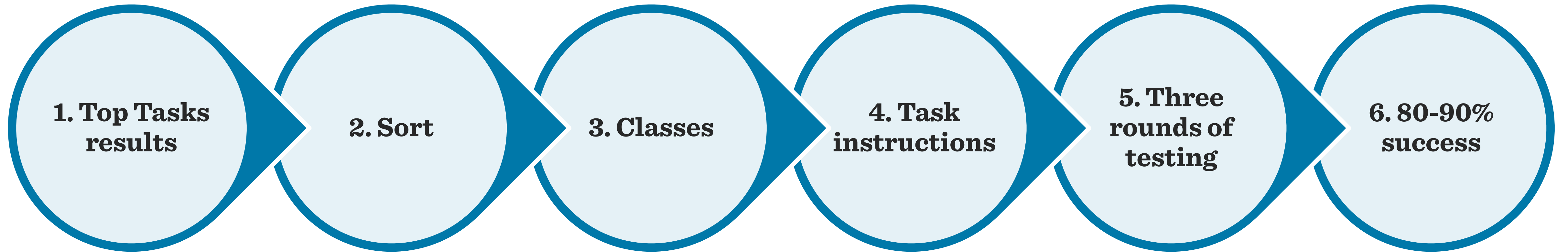
51-75%

	Tasks	% Customer Vote (5602)	% Internal Vote (732)
1	EU treaties, laws, rules, judgments	14%	9%
2	Implementation of EU law	13%	5%
3	Transparency, ethics, standards of conduct	13%	7%
4	Legislation impact (societal, country, economic)	11%	8%
5	Freedom of information, request access to documents	11%	5%
6	Parliament in session (plenary, live streaming, documents, votes)	10%	37%
7	Jobs, traineeships, volunteering at the European Parliament	10%	13%
8	Parliament powers (legislative, budgetary, scrutiny)	10%	11%
9	Legislative key priorities, themes, issues	10%	13%
10	News, announcements, press releases	9%	19%
11	Advocacy, proposing new laws, amendments, ideas	9%	3%
12	Monitoring compliance of EU law	9%	3%
13	MEPs (profile, contact, activities)	9%	23%
14	European Parliament relationship with other EU institutions	8%	5%
15	Policy research (issues, trends)	8%	6%
16	Legislative process (how it works)	8%	10%
17	Lobbying (how to, rules, transparency register)	8%	4%
18	Committees (agenda, visits, reports)	8%	24%
19	Educational materials, programmes	8%	7%
20	About the EU (what it is, role, history)	8%	9%

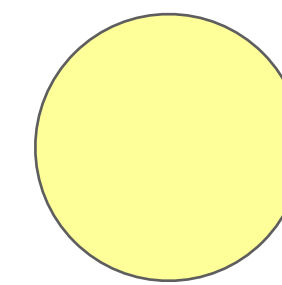
3

**Classify and sort
all Top Tasks**

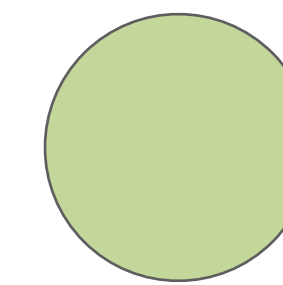
Top Tasks Classification



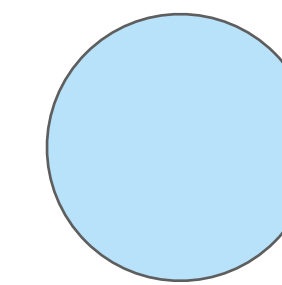
Public: Table of Tasks



Top 25%



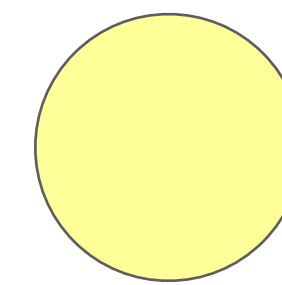
26-50%



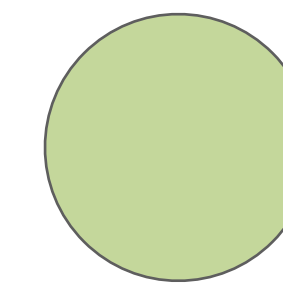
51-75%

	Tasks	Votes (23,201)	% of 5,602 Voters
1	EU treaties, laws, rules, judgments	789	14%
2	Implementation of EU law	747	13%
3	Transparency, ethics, standards of conduct	718	13%
4	Legislation impact (societal, country, economic)	634	11%
5	Freedom of information, request access to documents	624	11%
6	Parliament in session (plenary, live streaming, documents, votes)	588	10%
7	Jobs, traineeships, volunteering at the European Parliament	551	10%
8	Parliament powers (legislative, budgetary, scrutiny)	537	10%
9	Legislative key priorities, themes, issues	533	10%
10	News, announcements, press releases	521	9%
11	Advocacy, proposing new laws, amendments, ideas	516	9%
12	Monitoring compliance of EU law	510	9%
13	MEPs (profile, contact, activities)	478	9%
14	European Parliament relationship with other EU institutions	476	8%
15	Policy research (issues, trends)	469	8%
16	Legislative process (how it works)	468	8%
17	Lobbying (how to, rules, transparency register)	457	8%
18	Committees (agenda, visits, reports)	451	8%
19	Educational materials, programmes	451	8%
20	About the EU (what it is, role, history)	450	8%

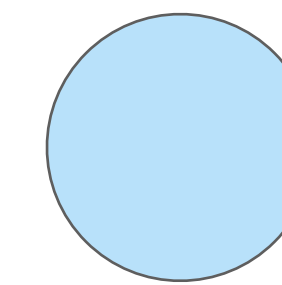
Public: Table of Tasks



Top 25%



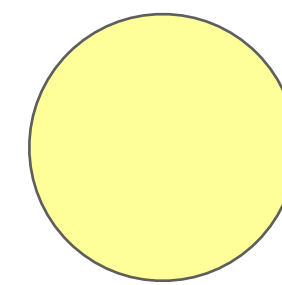
26-50%



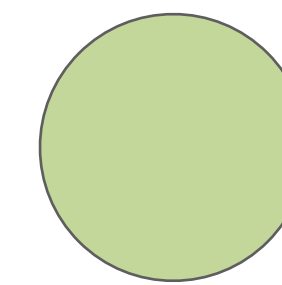
51-75%

	Tasks	Votes (23,201)	% of 5,602 Voters
21	Tracking, monitoring (legislation, resolutions)	450	8%
22	About the European Parliament (what it is, role, history)	440	8%
23	Languages (translation, interpreting)	440	8%
24	European Parliament elections	417	7%
25	European Parliament publications	402	7%
26	European Union publications	400	7%
27	EU institutions' position on proposed legislation	395	7%
28	European Parliament in your country (offices, activities, visits)	384	7%
29	Topic overviews, summaries, fact sheets	383	7%
30	Political structure of the European Parliament	381	7%
31	Myths, fake news, misinformation	380	7%
32	Privacy, data protection	380	7%
33	Physical visit to the European Parliament	379	7%
34	Make a complaint, request an investigation (whistle-blowers, fraud)	369	7%
35	Public register of documents, official documents	362	6%
36	Public consultations	357	6%
37	Statistics	345	6%
38	Public opinion polling (Eurobarometer)	343	6%
39	Raw data, data access, data sets	329	6%
40	Contact the European Parliament	319	6%

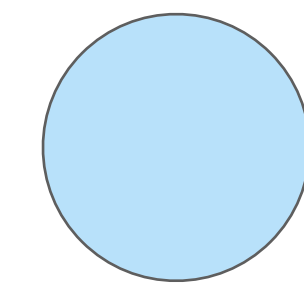
Public: Table of Tasks



Top 25%



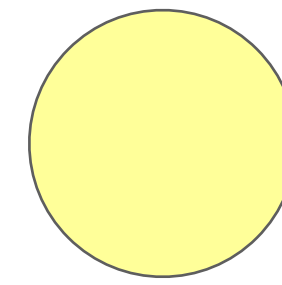
26-50%



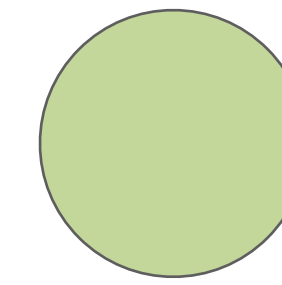
51-75%

	Tasks	Votes (23,201)	% of 5,602 Voters
41	Grants	308	5%
42	MEPs responsible for proposed legislation	293	5%
43	Conferences, events, exhibitions	292	5%
44	Parliament procedures, rules	273	5%
45	Historical archives	269	5%
46	Petitions (rules, setting up)	263	5%
47	Annual accounts, financial reports, budget	259	5%
48	Photos, infographics, recordings, videos	239	4%
49	Issue / topic based groups in Parliament	229	4%
50	Administrative structure of the European Parliament	215	4%
51	Follow European Parliament on social media	191	3%
52	Election monitoring, observation	182	3%
53	Online interactive visit to European Parliament (tour, activities)	174	3%
54	EU political appointments vetting, process	173	3%
55	President of the European Parliament (profile, agenda)	170	3%
56	Delegations (agenda, visits, reports)	156	3%
57	Providing services to the European Parliament	156	3%
58	Request scrutiny of legislation	152	3%
59	Accreditation (journalists, lobbyists, visitors)	126	2%
60	EU glossary, abbreviations, acronyms	121	2%

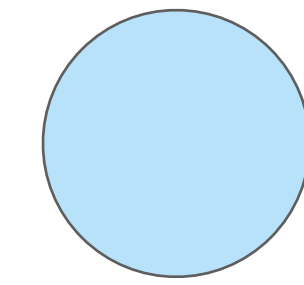
Public: Table of Tasks



Top 25%



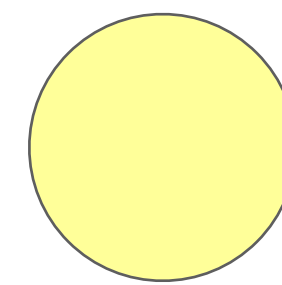
26-50%



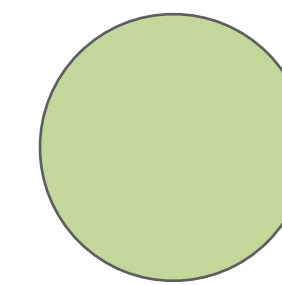
51-75%

	Tasks	Votes (23,201)	% of 5,602 Voters
61	Prizes, awards	94	2%
62	Secretary-General	88	2%
63	Event patronage, endorsement	78	1%
64	Branding materials (style guide, permissions, logos)	77	1%
	Total	23201	

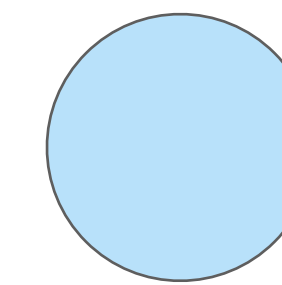
Internal: Table of Tasks



Top 25%



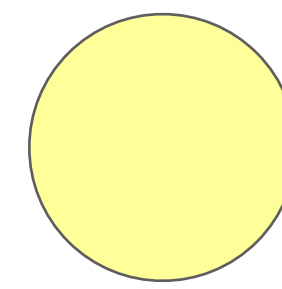
26-50%



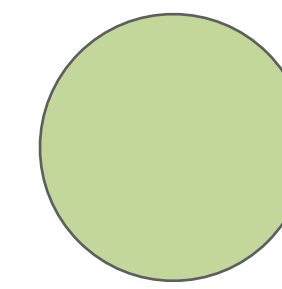
51-75%

	Tasks	Votes (3,471)	% of 732 Voters
1	Parliament in session (plenary, live streaming, documents, votes)	271	37%
2	Committees (agenda, visits, reports)	173	24%
3	MEPs (profile, contact, activities)	167	23%
4	Parliament procedures, rules	147	20%
5	News, announcements, press releases	137	19%
6	Administrative structure of the European Parliament	112	15%
7	Public register of documents, official documents	108	15%
8	About the European Parliament (what it is, role, history)	102	14%
9	Legislative key priorities, themes, issues	98	13%
10	Jobs, traineeships, volunteering at the European Parliament	92	13%
11	Topic overviews, summaries, fact sheets	87	12%
12	Parliament powers (legislative, budgetary, scrutiny)	79	11%
13	Tracking, monitoring (legislation, resolutions)	78	11%
14	Languages (translation, interpreting)	74	10%
15	Legislative process (how it works)	74	10%
16	EU institutions' position on proposed legislation	73	10%
17	European Parliament publications	72	10%
18	Political structure of the European Parliament	69	9%
19	About the EU (what it is, role, history)	66	9%
20	European Parliament elections	65	9%

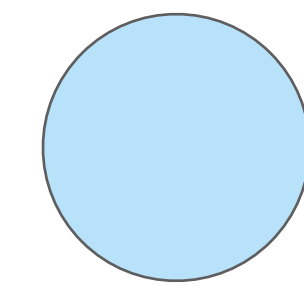
Internal: Table of Tasks



Top 25%



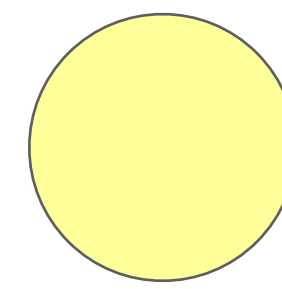
26-50%



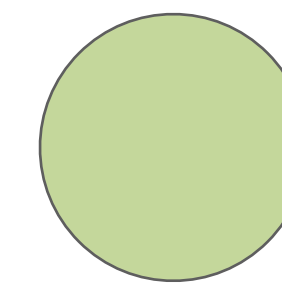
51-75%

	Tasks	Votes (3,471)	% of 732 Voters
21	Photos, infographics, recordings, videos	65	9%
22	EU treaties, laws, rules, judgments	63	9%
23	Myths, fake news, misinformation	63	9%
24	Conferences, events, exhibitions	60	8%
25	Legislation impact (societal, country, economic)	55	8%
26	MEPs responsible for proposed legislation	55	8%
27	Educational materials, programmes	54	7%
28	European Parliament in your country (offices, activities, visits)	51	7%
29	Transparency, ethics, standards of conduct	50	7%
30	Policy research (issues, trends)	45	6%
31	Contact the European Parliament	43	6%
32	EU glossary, abbreviations, acronyms	42	6%
33	European Parliament relationship with other EU institutions	36	5%
34	European Union publications	35	5%
35	Freedom of information, request access to documents	34	5%
36	Implementation of EU law	34	5%
37	Follow European Parliament on social media	33	5%
38	Lobbying (how to, rules, transparency register)	29	4%
39	Statistics	29	4%
40	Raw data, data access, data sets	28	4%

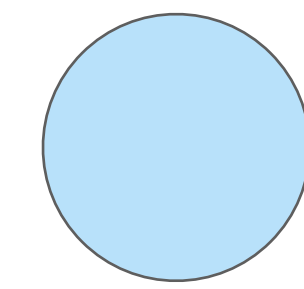
Internal: Table of Tasks



Top 25%



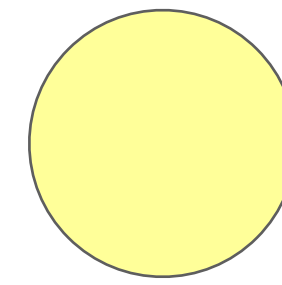
26-50%



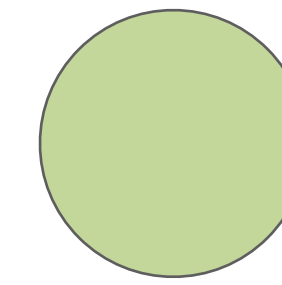
51-75%

	Tasks	Votes (3,471)	% of 732 Voters
41	Privacy, data protection	27	4%
42	Physical visit to the European Parliament	25	3%
43	Public opinion polling (Eurobarometer)	25	3%
44	Secretary-General	25	3%
45	Delegations (agenda, visits, reports)	24	3%
46	Make a complaint, request an investigation (whistle-blowers, fraud)	24	3%
47	Branding materials (style guide, permissions, logos)	21	3%
48	Monitoring compliance of EU law	21	3%
49	Advocacy, proposing new laws, amendments, ideas	20	3%
50	Annual accounts, financial reports, budget	20	3%
51	Providing services to the European Parliament	20	3%
52	Online interactive visit to European Parliament (tour, activities)	18	2%
53	President of the European Parliament (profile, agenda)	18	2%
54	Prizes, awards	18	2%
55	Historical archives	17	2%
56	Public consultations	17	2%
57	Petitions (rules, setting up)	16	2%
58	Grants	14	2%
59	Accreditation (journalists, lobbyists, visitors)	13	2%
60	EU political appointments vetting, process	13	2%

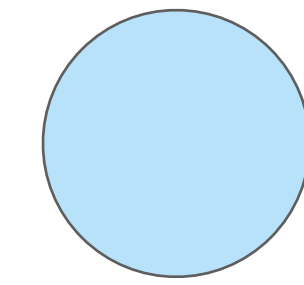
Internal: Table of Tasks



Top 25%



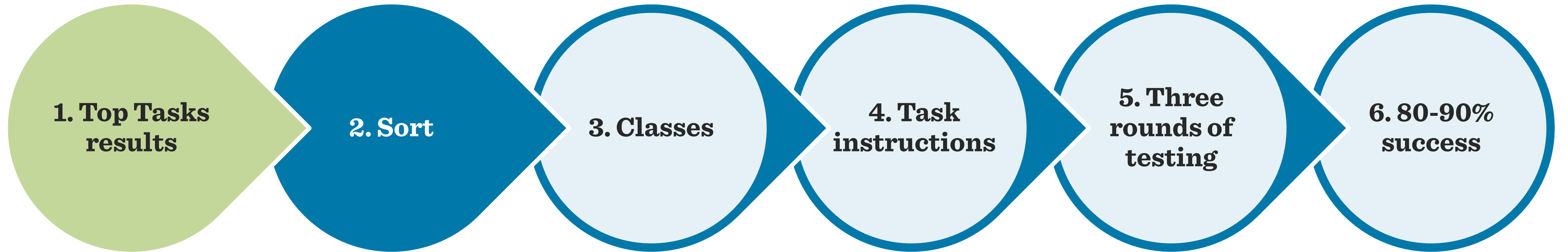
26-50%



51-75%

	Tasks	Votes (3,471)	% of 732 Voters
61	Election monitoring, observation	9	1%
62	Issue / topic based groups in Parliament	9	1%
63	Request scrutiny of legislation	6	1%
64	Event patronage, endorsement	3	0%
	Total	3471	

Top Tasks Classification



Voting Patterns

— **Super task** (30 tasks to sort)

Single task gets most votes: promote heavily on homepage.

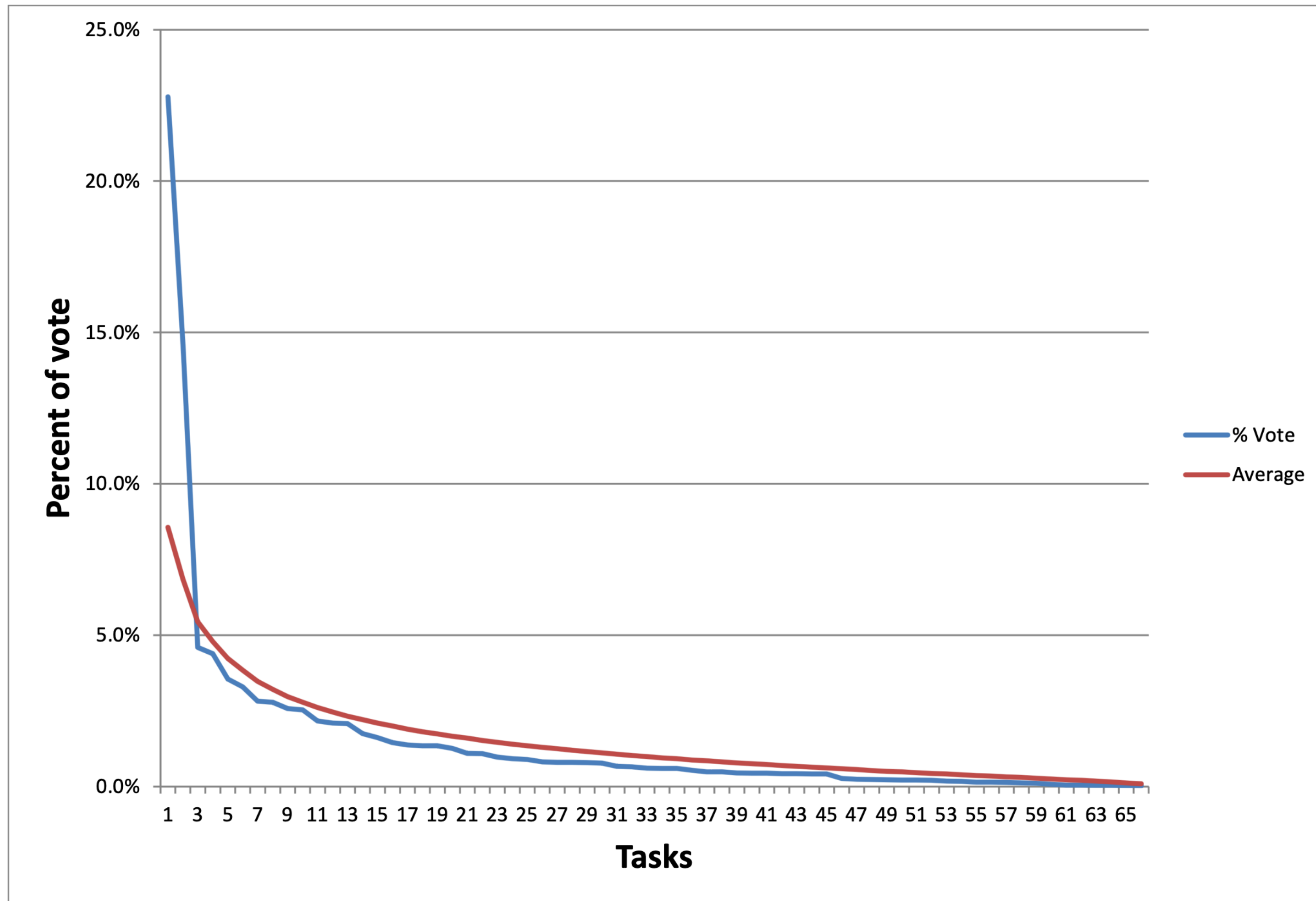
— **Long neck** (30 tasks to sort)

3–5 dominant tasks: 3–8 top level navigation items.

— **Short neck** (30–50 tasks to sort)

Many tasks getting equal vote: 10–15 top level nav items.

Super Task Pattern



SkyUp Champions

Join our team



DEPARTURE CITY

Kyiv
KBP

ARRIVAL CITY

Where do you
want to go?

DEPARTURE



RETURN



ADULTS

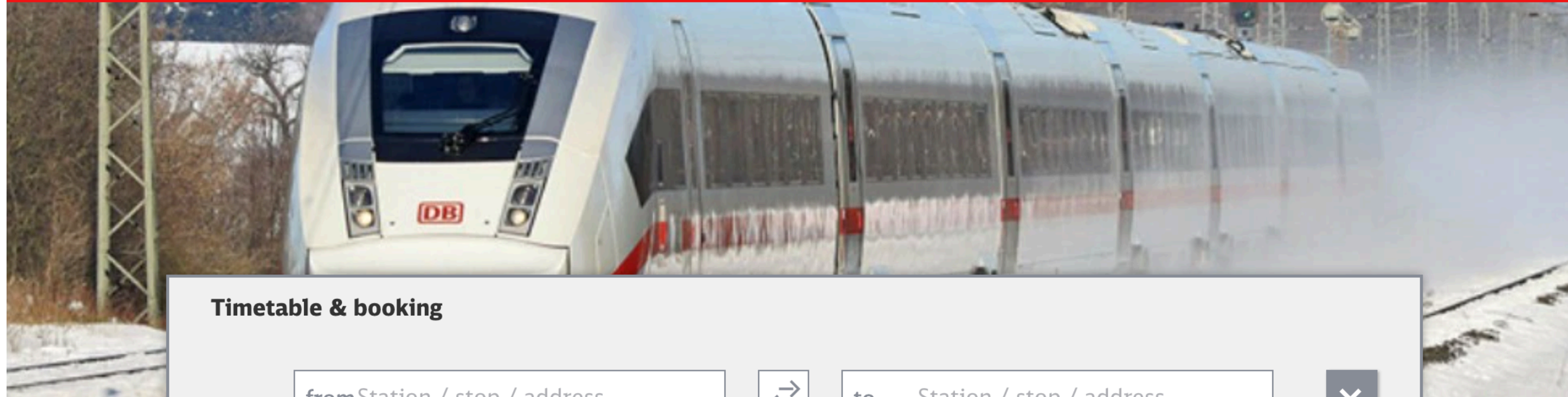
1

CHILDREN 2 - 12 Y.O.



0






CHLDN. UNDER 2 Y.O.

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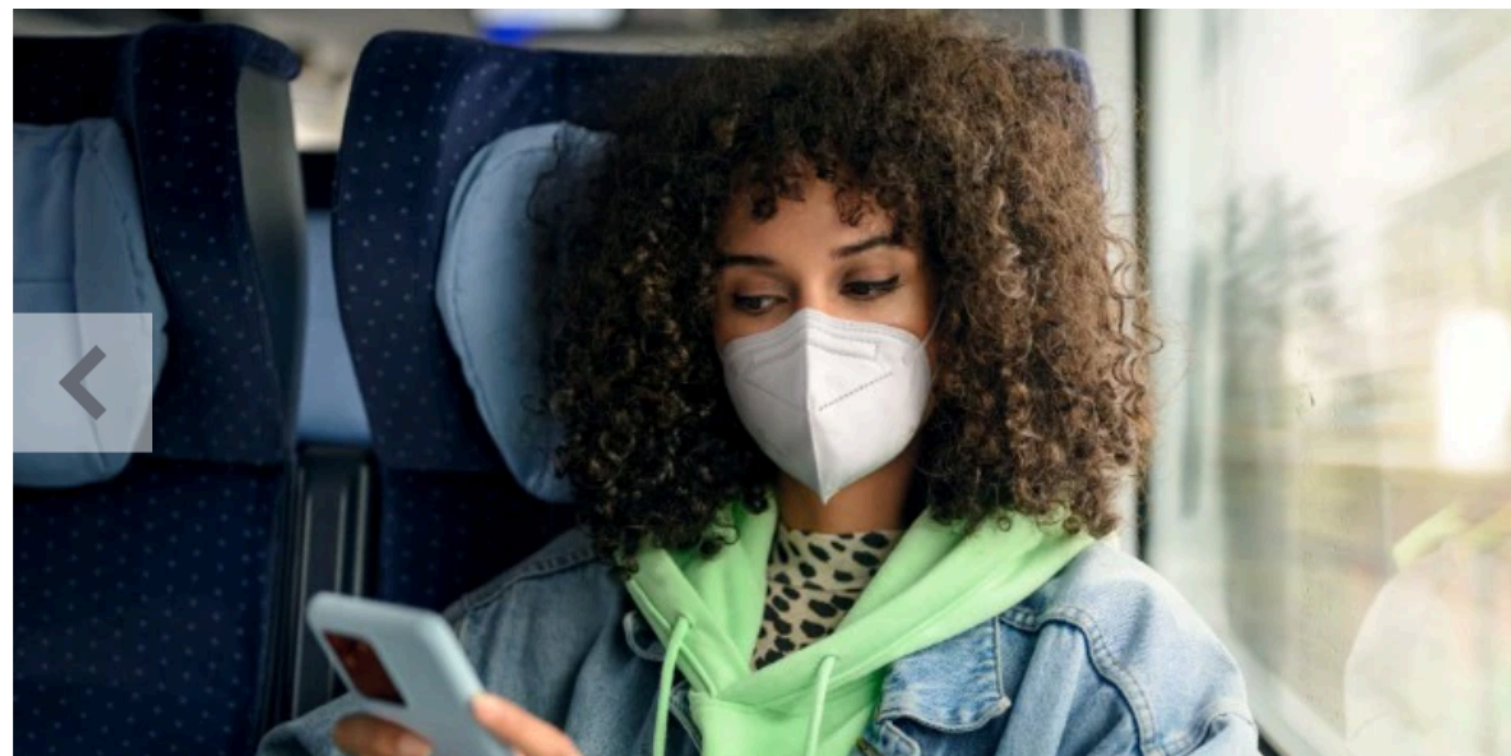


Timetable & booking

fromStation / stop / address  to Station / stop / address 

 **Tue, 25.01.2022**    **16:41**  **Dep** Arr

> Seat only (no ticket) **Search**

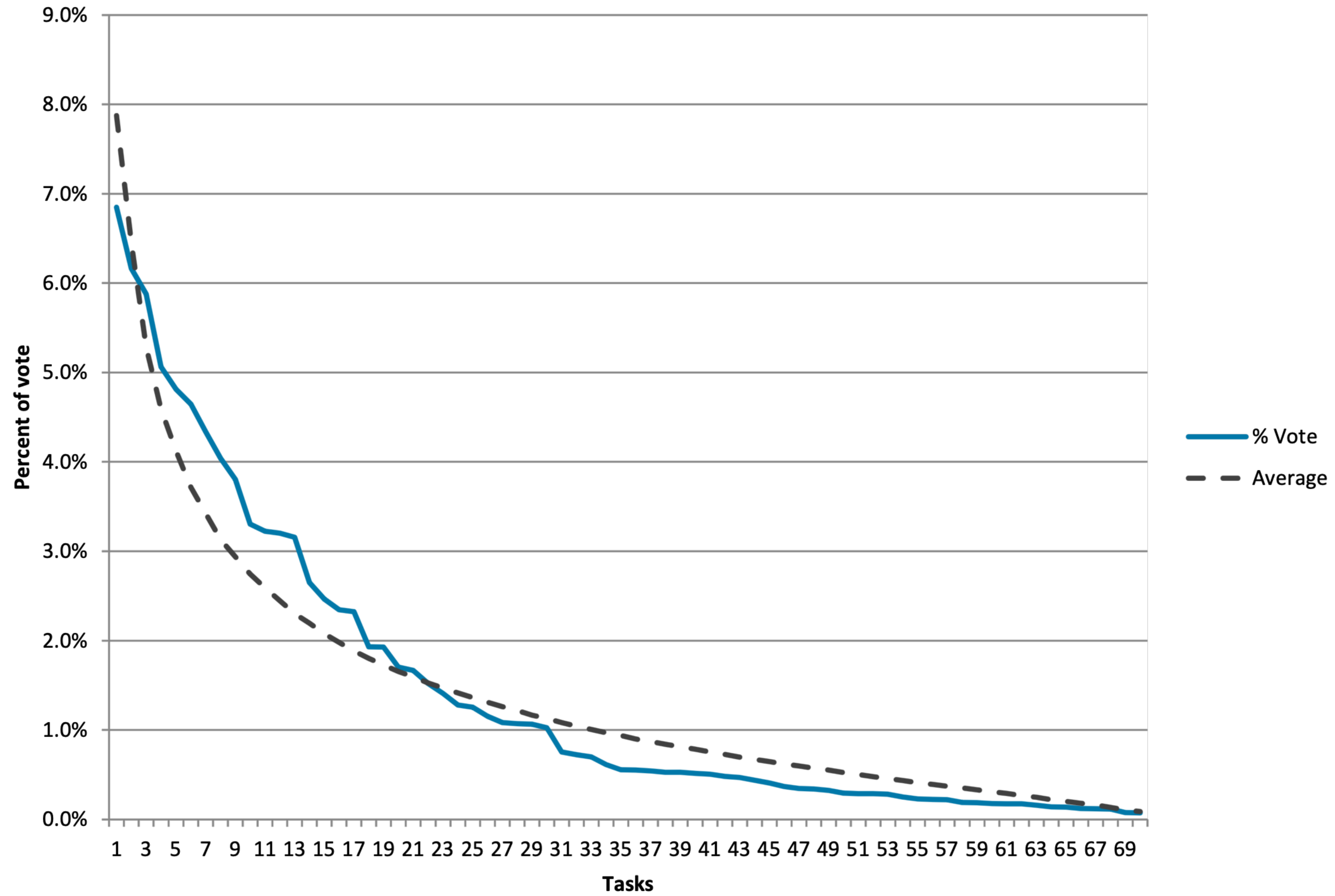


Travelling during the Covid-19 pandemic

Vaccinated, recovered or tested: here you will find all the information you need about documentation and safe travel.

> Information on travel and the Covid-19 pandemic

Long Neck Pattern





COVID-19 vaccines

Your COVID-19 vaccine will offer you protection from COVID-19 (coronavirus)

[Getting your vaccine](#)

People who are most at risk from COVID-19 will get their vaccine first

[Safety](#)

The HSE only uses vaccines if they meet safety standards

[Immunity](#)

After both doses, most people will be protected against COVID-19

[Side effects](#)

Most vaccine side effects are mild to moderate and short-term

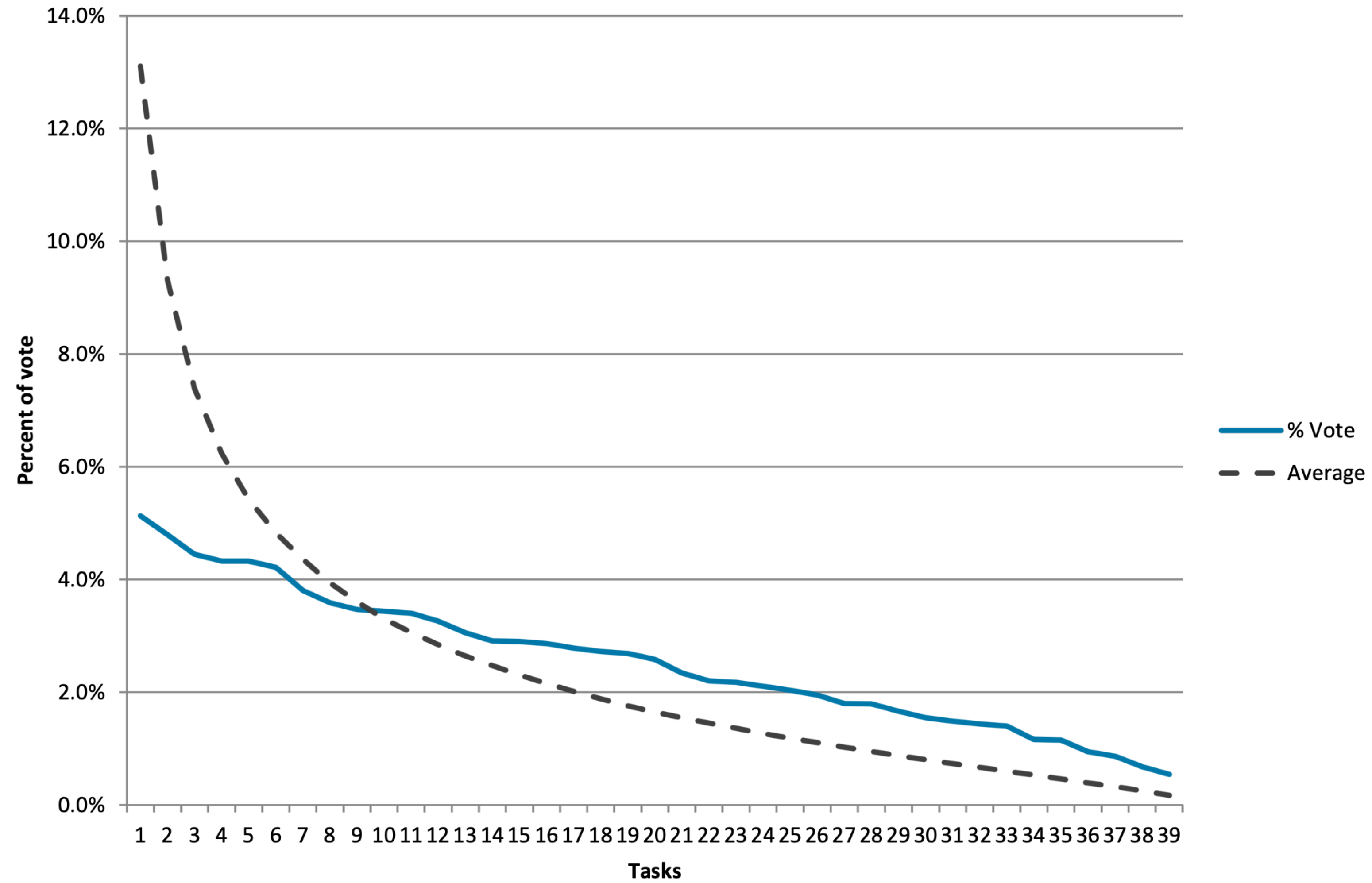
[Rollout](#)

Progress updates on the rollout of the COVID-19 vaccines

[Leaflets](#)

HSE leaflets, vaccine manufacturer leaflets and other resources

Short Neck Pattern



Welcome to GOV.UK

The best place to find government services and information

Simpler, clearer, faster

Popular on GOV.UK

[Coronavirus \(COVID-19\)](#)

[Brexit: check what you need to do](#)

[Find a job](#)

[Personal tax account: sign in](#)

[Universal Credit account: sign in](#)

Search

🔍



Find information and services

[Benefits](#)

[Births, death, marriages and care](#)

[Business and self-employed](#)

[Childcare and parenting](#)

[Citizenship and living in the UK](#)

[Coronavirus \(COVID-19\)](#)

[Crime, justice and the law](#)

[Disabled people](#)

[Driving and transport](#)

[Education and learning](#)

[Employing people](#)

[Environment and countryside](#)

[Housing and local services](#)

[Money and tax](#)

[Passports, travel and living abroad](#)

[Visas and immigration](#)

[Working, jobs and pensions](#)

[→ Coronavirus \(COVID-19\)](#) | Latest updates and guidance

Welcome to GOV.UK

The best place to find government services and information

Simpler, clearer, faster

Topics

[Benefits](#) >

Includes eligibility, appeals, tax credits and Universal Credit

[Childcare and parenting](#) >

Includes giving birth, fostering, adopting, benefits for children, childcare and schools

[Disabled people](#) >

Includes carers, your rights, benefits and the Equality Act

[Employing people](#) >

Includes pay, contracts, hiring and redundancies

[Money and tax](#) >

Includes debt and Self Assessment

[Births, deaths, marriages and care](#) >

Parenting, civil partnerships, divorce and Lasting Power of Attorney

[Citizenship and living in the UK](#) >

Voting, community participation, life in the UK, international projects

[Driving and transport](#) >

Includes vehicle tax, MOT and driving licences

[Environment and countryside](#) >

Includes flooding, recycling and wildlife

[Passports, travel and living abroad](#) >

Includes renewing passports and travel advice by country

[Business and self-employed](#) >

Tools and guidance for businesses

[Crime, justice and the law](#) >

Legal processes, courts and the police

[Education and learning](#) >

Includes student loans, admissions and apprenticeships

[Housing and local services](#) >

Owning or renting and council services

[Visas and immigration](#) >

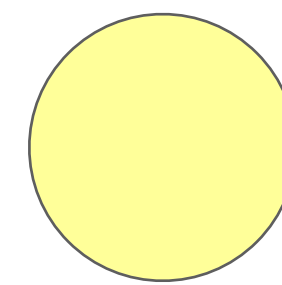
Apply to visit, work, study, settle or seek asylum in the UK

Tasks Sorting

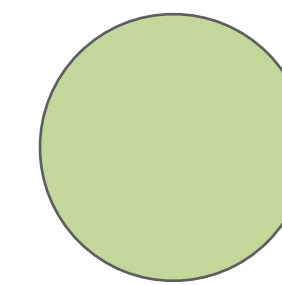
New *navigation* must include *all* tasks, not just *top tasks*. We start by sorting *top 50% of the overall vote* (20–30 tasks).

We might *segment* by audience and strategically important tasks.

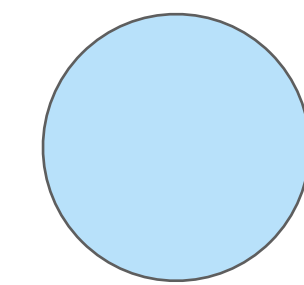
30 Tasks for Sorting



Top 25%



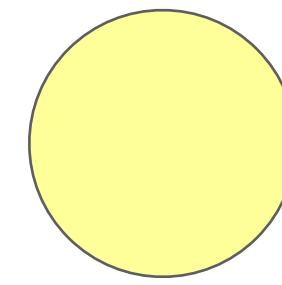
26-50%



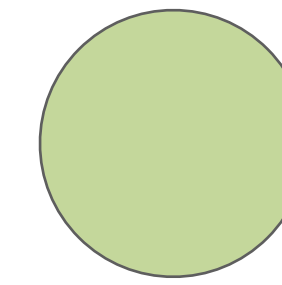
51-75%

	Tasks	% of total
1	EU law, rules, treaties, judgments	5,2 %
2	Research and innovation	5,2 %
3	Funding, grants, subsidies	5,0 %
4	Education and training in EU	3,7 %
5	EU strategy, political priorities	2,8 %
6	Environmental protection	2,8 %
7	Jobs, traineeships at the European Commission	2,5 %
8	Find a job in another EU country	2,4 %
9	EU news, announcements, press releases	2,3 %
10	Human rights, fundamental rights	2,2 %
11	Working in an EU country (rights, permits, benefits)	2,2 %
12	Order, download an EU publication	2,1 %
13	Track policy and law making process, updates	2,1 %
14	Statistics and forecasts	2,1 %
15	About the EU (role, structure, how it works, origin)	1,9 %
16	Food and farming (production and safety)	1,7 %
17	Climate change, global warming	1,7 %
18	Regional, rural and urban development	1,6 %
21	Product safety, conformity, certification	1,5 %
24	Culture (heritage, arts, films, Capitals of Culture)	1,5 %

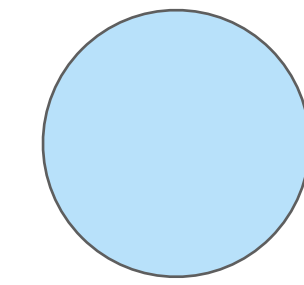
30 Tasks for Sorting



Top 25%



26-50%



51-75%

	Tasks	% of total
25	Doing business in the EU	1,5 %
26	Economic growth, financial stability in EU	1,4 %
27	Doing business with EU Commission (tenders, bids)	1,4 %
29	Industry norms and standards	1,3 %
33	Travel within, to and from EU (documents, visa, currencies, consular help)	1,2 %
35	Banking and financial markets (reform, regulation)	1,1 %
36	Relations with non-EU countries, international organizations	1,1 %
38	Competition (state aid, cartels, mergers, anti-trust)	1,0 %
39	Development and humanitarian aid	1,0 %
43	Loans, access to finance, microfinance	0,9 %
63	Accession of new countries to the EU, enlargement	0,9 %

Top Tasks Analysis

Tasks Sorting

Get 15–30+ people to independently sort the tasks into *groups*. Give them a survey afterwards to double check how *representative* they are.

Top Tasks Sorting

EU strategy, political priorities
Doing business in the EU
EU news, announcements, press releases
Food and farming (production and safety)
Order, download an EU publication
Conferences, summits, meetings, events
Industry norms and standards
Public health, disease prevention

▼ [Click to rename](#) ✕

Environmental protection

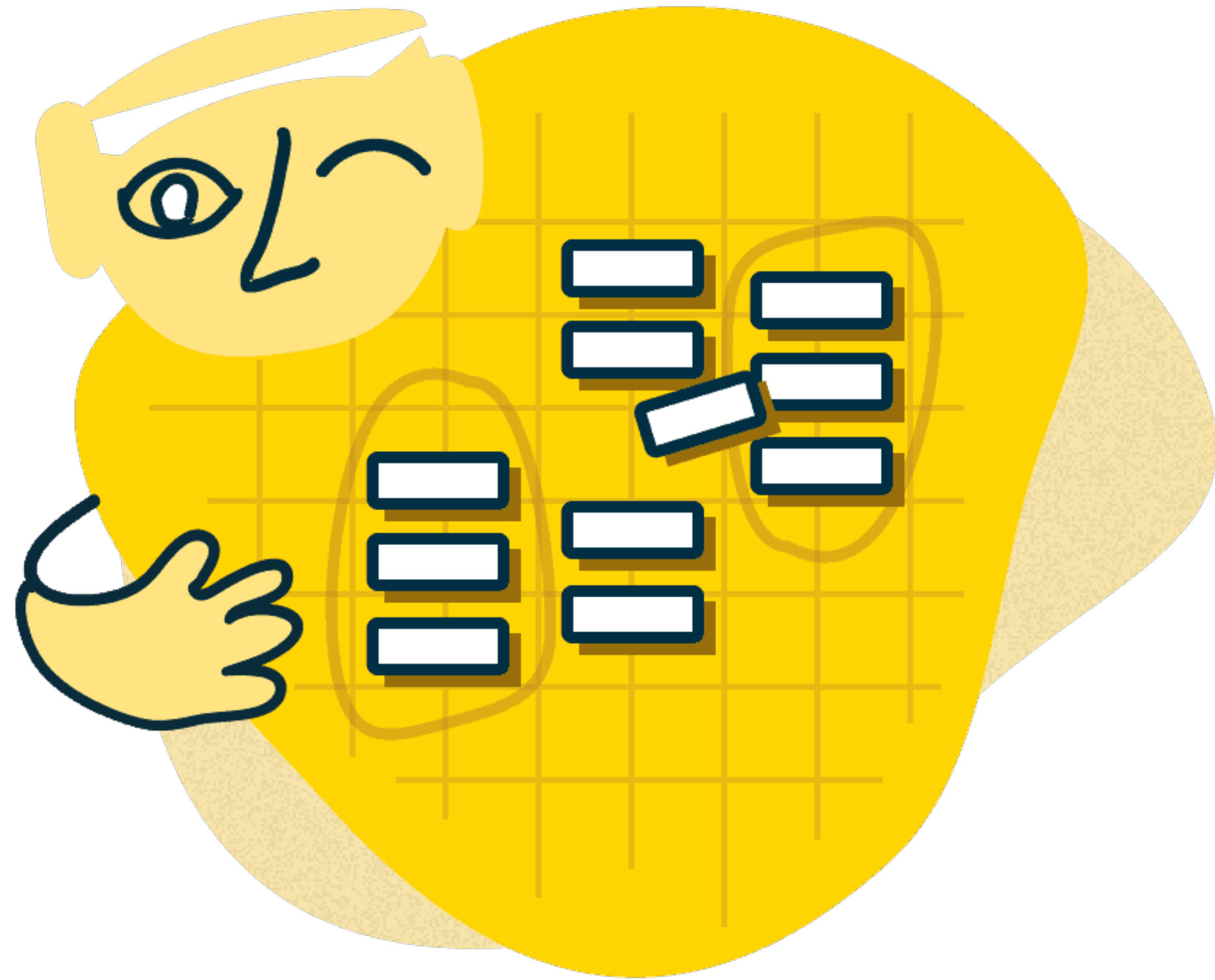
Climate change, global warming

▼ [Click to rename](#) ✕

Working in an EU country (rights, permits, benefits)

Find a job in another EU country

Top Tasks Sorting (www.optimalworkshop.com)



A screenshot of the Top Tasks Sorting interface. The main list on the left contains the following items: Shopper Bags, Tools & Accessories, Aviator Sunglasses, Heeled Sandals, Cards & Gift Wrap, Ankle Socks, Wayfarer & Square Sunglasses, Sunglasses, and Gloves. At the bottom of this list, it says "51 of 60 remaining" with a progress bar. To the right, there are three floating panels. The first panel is titled "Shoes" and contains: Ankle Boots, Slippers, Court shoes (highlighted with a hand cursor), Flat Sandals, Sneakers, and Over-The-Knee Boots. Below this panel, it says "6 items". The second panel is titled "Socks" and contains: Socks and Novelty Socks. Below this panel, it says "2 items". The third panel is titled "Click to rename" and contains: Books. Below this panel, it says "1 item".

Tasks Sorting

People are good at *sorting*, but usually very bad at naming groups. Don't make it compulsory to sort everything. Tasks are presented in the *top tasks results order*.

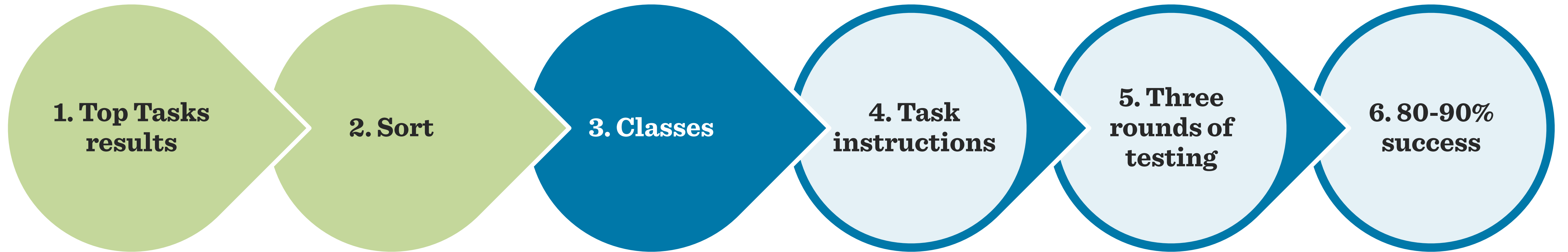
Sorting Checklist

- 01** – Include main top tasks in the selection.
- 02** – Include key sub-category top tasks.
- 03** – Include high scoring 50–75% Tasks.
- 04** – Include strategic tiny tasks (<10%).
- 05** – Split large and complex top tasks.
- 06** – Always stay under 50 tasks.

Classification

Based on *sorting patterns*, we develop hypotheses for *top level navigation*. It usually entails a workshop with the team to *name* most popular groupings.

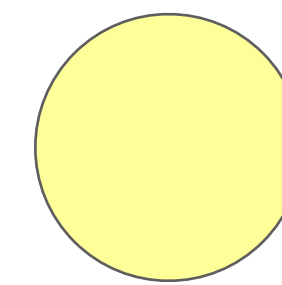
Top Tasks Classification



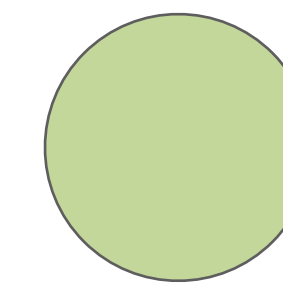
Classification

We aim for *at most 15 navigation items* (top level). At least **25%** of all top tasks should be reflected there.

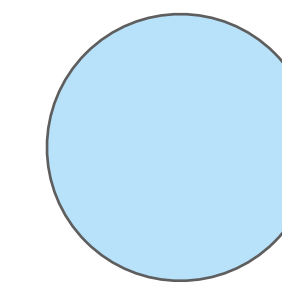
30 Tasks for Sorting



Top 25%



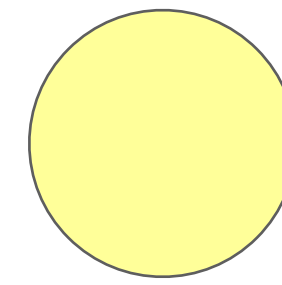
26-50%



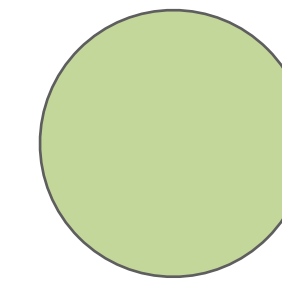
51-75%

	Tasks	% of total
1	EU law, rules, treaties, judgments	5,2 %
2	Research and innovation	5,2 %
3	Funding, grants, subsidies	5,0 %
4	Education and training in EU	3,7 %
5	EU strategy, political priorities	2,8 %
6	Environmental protection	2,8 %
7	Jobs, traineeships at the European Commission	2,5 %
8	Find a job in another EU country	2,4 %
9	EU news, announcements, press releases	2,3 %
10	Human rights, fundamental rights	2,2 %
11	Working in an EU country (rights, permits, benefits)	2,2 %
12	Order, download an EU publication	2,1 %
13	Track policy and law making process, updates	2,1 %
14	Statistics and forecasts	2,1 %
15	About the EU (role, structure, how it works, origin)	1,9 %
16	Food and farming (production and safety)	1,7 %
17	Climate change, global warming	1,7 %
18	Regional, rural and urban development	1,6 %
21	Product safety, conformity, certification	1,5 %
24	Culture (heritage, arts, films, Capitals of Culture)	1,5 %

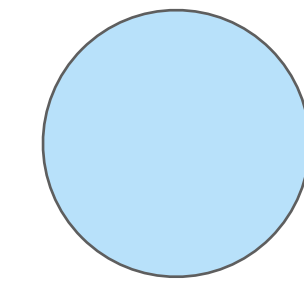
25% of All Top Tasks



Top 25%



26-50%



51-75%

	Tasks	% of total
1	EU law, rules, treaties, judgments	5,2 %
2	Research and innovation	5,2 %
3	Funding, grants, subsidies	5,0 %
4	Education and training in EU	3,7 %
5	EU strategy, political priorities	2,8 %
6	Environmental protection	2,8 %
	Total	24,7 %

EU law rules, treaties, judgments

EU law and judgments, how EU law is applied, public consultations, data protection, infringements, fraud, serious crime.

Education and training in EU

Education and training opportunities, EU actions on schools, youth, higher education, adult learning and vocational training.

Live, work, travel in the EU

Advice on living, working or travelling in the EU, on visas and immigration for non-EU citizens, European culture.

Statistics

Official EU statistics, public opinion polls, trends and forecasts.

Research and innovation

Research funding, partners, results and EU action to promote innovation.

EU strategy, political priorities

EU economy, the euro, and practical information for EU businesses and entrepreneurs.

Aid, Development cooperation, Fundamental rights

EU promotion of fundamental rights, development and humanitarian aid, current and upcoming projects, partner organisations.

Food, Farming, Fisheries

Rules and policy for safety and quality, information and statistics on products and markets.

Funding, grants, subsidies

EU funding, grants, tenders, and how to apply.

Environmental protection

Action by the EU on environmental protection, climate change and clean energy.

Jobs at the European Commission

Permanent and temporary jobs, traineeships, how to apply, EU careers office EPSO.

EU regional and urban development

EU support for job creation, economic growth, business competitiveness, and sustainable development.

Law

EU law and judgments, how EU law is applied, public consultations, data protection, infringements, fraud, serious crime.

Education

Education and training opportunities, EU actions on schools, youth, higher education, adult learning and vocational training.

Live, work, travel in the EU

Advice on living, working or travelling in the EU, on visas and immigration for non-EU citizens, European culture.

Statistics

Official EU statistics, public opinion polls, trends and forecasts.

Research and innovation

Research funding, partners, results and EU action to promote innovation.

Strategy

EU economy, the euro, and practical information for EU businesses and entrepreneurs.

Aid, Development cooperation, Fundamental rights

EU promotion of fundamental rights, development and humanitarian aid, current and upcoming projects, partner organisations.

Food, Farming, Fisheries

Rules and policy for safety and quality, information and statistics on products and markets.

Funding, Tenders

EU funding, grants, tenders, and how to apply.

Energy, Climate change, Environment

Action by the EU on environmental protection, climate change and clean energy.

Jobs at the European Commission

Permanent and temporary jobs, traineeships, how to apply, EU careers office EPSO.

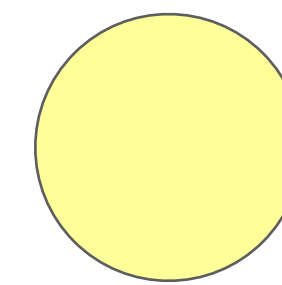
EU regional and urban development

EU support for job creation, economic growth, business competitiveness, and sustainable development.

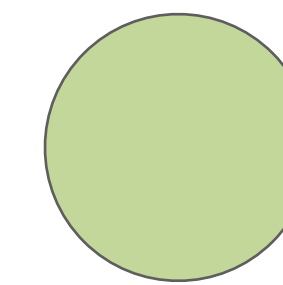
Classification

Tasks *outside of top 50%* should fit within *sub-level navigation* for top level navigation. *Orphans* require a particular attention.

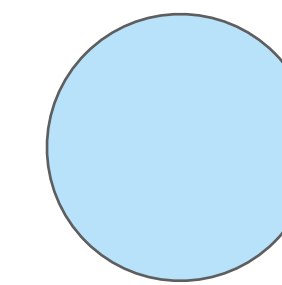
30 Tasks for Sorting



Top 25%



26-50%



51-75%

	Tasks	% of total
1	EU law, rules, treaties, judgments	5,2 %
2	Research and innovation	5,2 %
3	Funding, grants, subsidies	5,0 %
4	Education and training in EU	3,7 %
5	EU strategy, political priorities	2,8 %
6	Environmental protection	2,8 %
7	Jobs, traineeships at the European Commission	2,5 %
8	Find a job in another EU country	2,4 %
9	EU news, announcements, press releases	2,3 %
10	Human rights, fundamental rights	2,2 %
11	Working in an EU country (rights, permits, benefits)	2,2 %
12	Order, download an EU publication	2,1 %
13	Track policy and law making process, updates	2,1 %
14	Statistics and forecasts	2,1 %
15	About the EU (role, structure, how it works, origin)	1,9 %
16	Food and farming (production and safety)	1,7 %
17	Climate change, global warming	1,7 %
18	Regional, rural and urban development	1,6 %
21	Product safety, conformity, certification	1,5 %
24	Culture (heritage, arts, films, Capitals of Culture)	1,5 %

Business, Economy, Euro

EU economy, the euro, and practical information for EU businesses and entrepreneurs.

Funding, Tenders

EU funding, grants, tenders, and how to apply.

Education

Education and training opportunities, EU actions on schools, youth, higher education, adult learning and vocational training.

Statistics

Official EU statistics, public opinion polls, trends and forecasts.

Live, work, travel in the EU

Advice on living, working or travelling in the EU, on visas and immigration for non-EU citizens, European culture.

Research and innovation

Research funding, partners, results and EU action to promote innovation.

Aid, Development cooperation, Fundamental rights

EU promotion of fundamental rights, development and humanitarian aid, current and upcoming projects, partner organisations.

Food, Farming, Fisheries

Rules and policy for safety and quality, information and statistics on products and markets.

Law

EU law and judgments, how EU law is applied, public consultations, data protection, infringements, fraud, serious crime.

Energy, Climate change, Environment

Action by the EU on environmental protection, climate change and clean energy.

Jobs at the European Commission

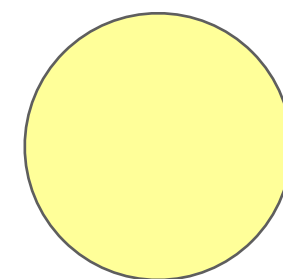
Permanent and temporary jobs, traineeships, how to apply, EU careers office EPSO.

EU regional and urban development

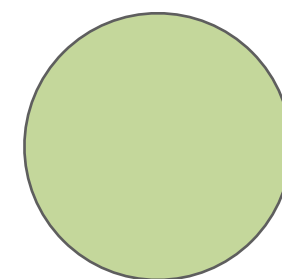
EU support for job creation, economic growth, business competitiveness, and sustainable development.

Everything is Classified

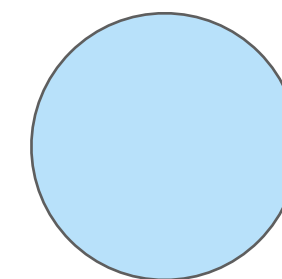
	Tasks	% of total	Class
1	EU law, rules, treaties, judgments	5,2 %	Law
13	Track policy and law making process, updates	2,1 %	Law
22	National implementation of EU law, infringements	1,5 %	Law
38	Competition (state aid, cartels, mergers, anti-trust)	1,0 %	Law
44	Initiate, contribute to law making	0,8 %	Law
49	Privacy, data protection	0,7 %	Law
56	Crime, fraud, corruption, human trafficking	0,7 %	Law
65	Judicial cooperation between EU countries, recognition of judgments	0,5 %	Law
	Law total	13 %	



Top 25%



26-50%



51-75%

Everything is Classified

	Class	% of total
1	Business	15 %
2	Work, Live, Travel in EU	13 %
3	Law	13 %
4	About the EU	12 %
5	Strategy	7 %
6	Funding	6 %
7	News, Publication, Events	6 %
8	Environment	6 %
9	Research & Innovation	5 %
10	Education	5 %
11	Food, Farming, Regional development	3 %
12	Human Rights, Aid	3 %
13	Jobs	3 %
14	Statistics	2 %
	Total	100 %

Business, Economy, Euro

EU economy, the euro, and practical information for EU businesses and entrepreneurs.

Funding, Tenders

EU funding, grants, tenders, and how to apply.

Education

Education and training opportunities, EU actions on schools, youth, higher education, adult learning and vocational training.

Statistics

Official EU statistics, public opinion polls, trends and forecasts.

Live, work, travel in the EU

Advice on living, working or travelling in the EU, on visas and immigration for non-EU citizens, European culture.

Research and innovation

Research funding, partners, results and EU action to promote innovation.

Aid, Development cooperation, Fundamental rights

EU promotion of fundamental rights, development and humanitarian aid, current and upcoming projects, partner organisations.

Food, Farming, Fisheries

Rules and policy for safety and quality, information and statistics on products and markets.

Law

EU law and judgments, how EU law is applied, public consultations, data protection, infringements, fraud, serious crime.

Energy, Climate change, Environment

Action by the EU on environmental protection, climate change and clean energy.

Jobs at the European Commission

Permanent and temporary jobs, traineeships, how to apply, EU careers office EPSO.

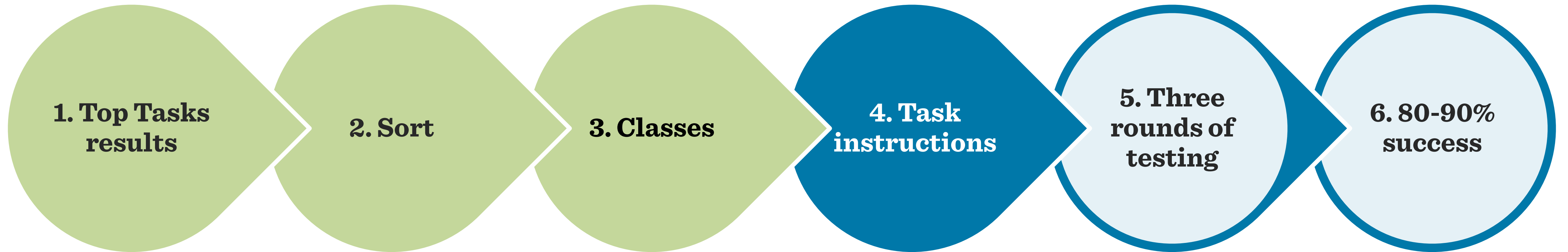
EU regional and urban development

EU support for job creation, economic growth, business competitiveness, and sustainable development.

Classification

The *percentage total* gives us the *potential order* for the top level navigation. We now have a *hypothesis* that needs to be tested.

Top Tasks Classification



Task Instructions

All tasks that were *sorted* should have task instructions. We aim for *15–35 instructions* to verify if users understand where to locate data. They are based on Top Tasks.

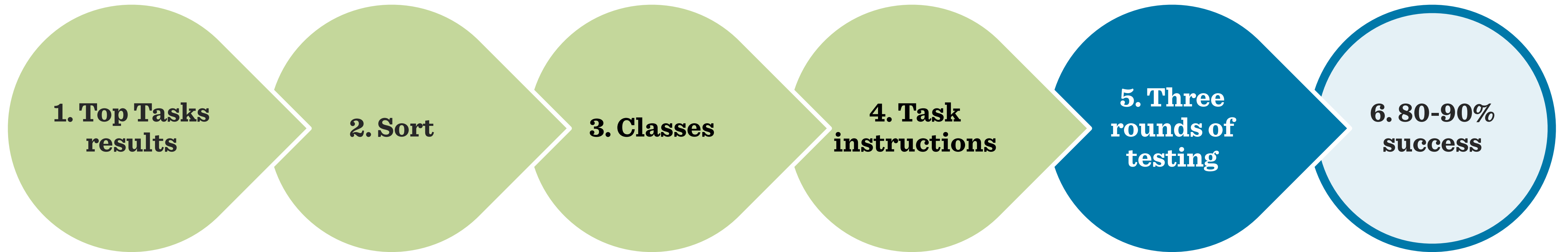
Task Instructions

	Task Survey	Task Instruction
1	EU law, rules, treaties, judgments	Find the VAT directive.
2	Research and innovation	Find out which scientific and technological fields the EU is promoting.
3	Funding, grants, subsidies	A researcher wants to start a new project. Find out if there is an EU grant available.
5	EU strategy, political priorities	What are the EU's top 3 priorities for the next 5 years?
8	Find a job in another EU country	Find a job in another EU country: Find a job in another EU country.
18	Regional, rural and urban development	Find out what projects the EU is supporting in a particular city.
21	Product safety, conformity, certification	Find the EU requirements for toy safety.
24	Culture (heritage, arts, films, Capitals of Culture)	Find out which EU cities are capitals of culture this year.
27	Doing business with the EU Commission (tenders, bids)	How does a company become a contractor for the European Commission?
29	Industry norms and standards	Find the CEN industry standards for construction materials in the EU.
36	Relations with non-EU countries	Which agreement is being negotiated between the EU and the US?

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Top Tasks Classification



Testing

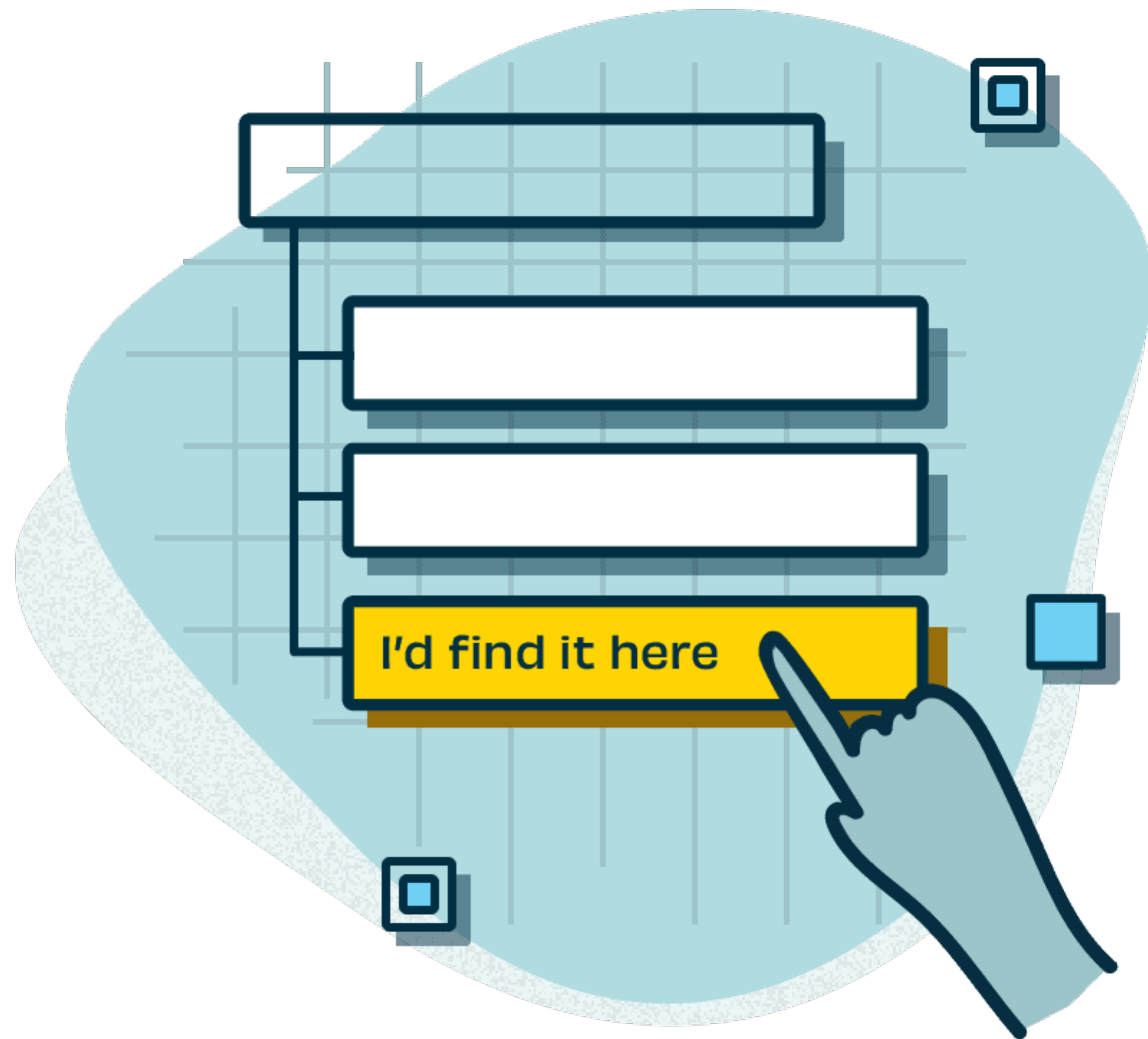
We choose no more than 3 main audience segments (age: <40, >40).

Invite *at least 25*, or better: **50** *participants*. The more, the better.

Testing

It usually takes *three rounds* of testing to achieve over 80% completion rates. Sometimes classes have *twins*.

Tasks Tree Testing (www.optimalworkshop.com)



Task 2 of 2

Check to see if you can access mobile broadband from your house.

BananaCom Homepage

Internet

3G Broadband

Coverage map

← I'd find it here

Testing #1

#31: A researcher wants to start a new project.
Find out if there is an EU grant available.

	Class
1	Business
2	Work, Live, Travel in EU
3	Law
4	About the EU
5	Strategy
6	Funding, Grants, Subsidies
7	News, Publication, Events
8	Environment
9	Research & Innovation
10	Education
11	Food, Farming, Regional development
12	Human Rights, Aid
13	Jobs
14	Statistics

Testing #1: Failure rate 52%

Top Task 3: Funding, Grants, Subsidies.

#31: A researcher wants to start a new project.

Find out if there is an EU grant available.

	Class	% of total
1	Business	1 %
2	Work, Live, Travel in EU	1 %
3	Law	1 %
4	About the EU	0 %
5	Strategy	0,5 %
6	Funding, Grants, Subsidies	48 %
7	News, Publication, Events	0 %
8	Environment	0 %
9	Research & Innovation	48 %
10	Education	0,5 %
11	Food, Farming, Regional development	0 %
12	Human Rights, Aid	0 %
13	Jobs	0 %
14	Statistics	0 %

Twins

Sometimes there are *multiple paths* to an answer as people have different *strategies* for exploration: focus on *object* or *subject*. We fix it by guiding users in *both cases*.

Testing #2: Failure rate 8%

Top Task 3: Funding, Grants, Subsidies.

#31: A researcher wants to start a new project.

Find out if there is an EU grant available.

	Class	% of total
1	Business	3 %
2	Work, Live, Travel in EU	0 %
3	Law	1 %
4	About the EU	0 %
5	Strategy	0 %
6	Funding, Grants, Subsidies	53 %
7	New, Publication, Events	1 %
8	Environment	0 %
9	Research & Innovation	39 %
10	Education	1 %
11	Food, Farming, Regional development	0 %
12	Human Rights, Aid	0 %
13	Jobs	0 %
14	Statistics	1 %
15	EU Regional & Urban Development	1 %

Testing #1

#22: Find a job in another EU country.

	Class
1	Business
2	Work, Live, Travel in EU
3	Law
4	About the EU
5	Strategy
6	Funding, Grants, Subsidies
7	News, Publication, Events
8	Environment
9	Research & Innovation
10	Education
11	Food, Farming, Regional development
12	Human Rights, Aid
13	Jobs
14	Statistics
15	EU Regional & Urban Development

Testing #1: Failure rate 47%

Top Task 3: Work, Live, Travel in EU.

#22: Find a job in another EU country.

	Class	% of total
1	Business	1 %
2	Work, Live, Travel in EU	53 %
3	Law	0 %
4	About the EU	0 %
5	Strategy	0 %
6	Funding, Grants, Subsidies	0 %
7	News, Publication, Events	0 %
8	Environment	0 %
9	Research & Innovation	0 %
10	Education	1 %
11	Food, Farming, Regional development	0 %
12	Human Rights, Aid	0 %
13	Jobs	45 %
14	Statistics	0 %
15	EU Regional & Urban Development	0 %

Testing #2: Failure rate 22%

Top Task 3: Work, Live, Travel in EU.

#22: Find a job in another EU country.

	Class	% of total
1	Business	1 %
2	Work, Live, Travel in EU	78 %
3	Law	0 %
4	About the EU	0 %
5	Strategy	0 %
6	Funding, Grants, Subsidies	1 %
7	News, Publication, Events	1 %
8	Environment	1 %
9	Research & Innovation	0 %
10	Education	1 %
11	Food, Farming, Regional development	0 %
12	Human Rights, Aid	0 %
13	Jobs at the European Commission	17 %
14	Statistics	0 %
15	EU Regional & Urban Development	0 %

Testing #1

#24: Find out what projects the EU is supporting in a particular city.

	Class
1	Business
2	Work, Live, Travel in EU
3	Law
4	About the EU
5	Strategy
6	Funding, Grants, Subsidies
7	News, Publication, Events
8	Environment
9	Research & Innovation
10	Education
11	Food, Farming, Regional development
12	Human Rights, Aid
13	Jobs
14	Statistics

Testing #1: Failure rate 37%

Top Task 11: Food, Farming, Regional Development

#24: Find out what projects the EU is supporting in a particular city.

	Class	% of total
1	Business	1 %
2	Work, Live, Travel in EU	8 %
3	Law	0 %
4	About the EU	6 %
5	Strategy	4 %
6	Funding, Grants, Subsidies	37 %
7	News, Publication, Events	6 %
8	Environment	1 %
9	Research & Innovation	4 %
10	Education	1 %
11	Food, Farming, Regional development	27 %
12	Human Rights, Aid	1 %
13	Jobs at the European Commission	0 %
14	Statistics	4 %

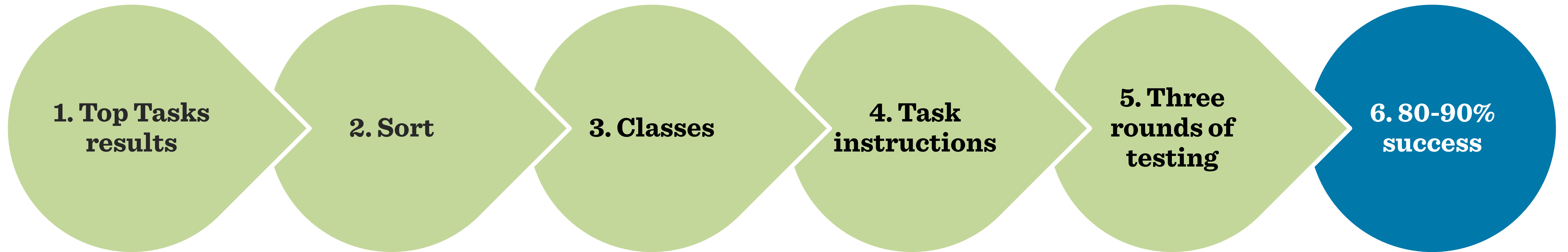
Testing #2: Failure rate 17%

Top Task 11: EU Regional & Urban Development

#24: Find out what projects the EU is supporting in a particular city.

	Class	% of total
1	Business	2 %
2	Work, Live, Travel in EU	1 %
3	Law	1 %
4	About the EU	1 %
5	Strategy	1 %
6	Funding, Tenders	11 %
7	News, Publication, Events	3 %
8	Environment	1 %
9	Research & Innovation	3 %
10	Education	1 %
11	Food, Farming	1 %
12	Human Rights, Aid	0 %
13	Jobs at the European Commission	1 %
14	Statistics	3 %
15	EU Regional & Urban Development	72 %

Top Tasks Classification



Top Tasks Analysis

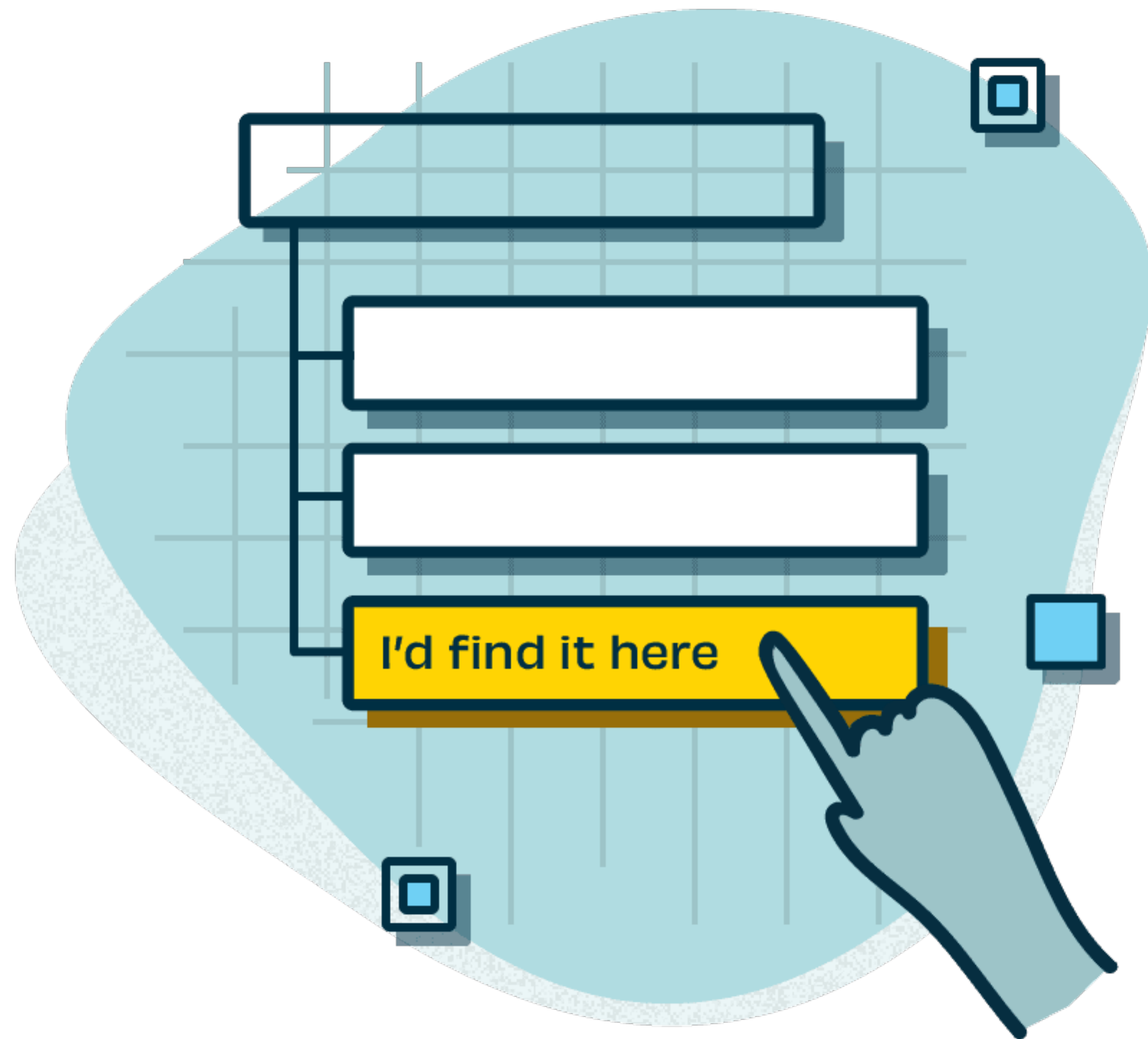
80-90% Success

To get to *high success rates*, as we iterate, we test exactly the *same 15 top task instructions* with exactly the *same* kinds of people over a period of time.

Navigation vs. Search

The *nature of tiny tasks* tends to draw exceptional behavior, i.e. *search*. Top tasks are indicative for *navigation*, and tiny tasks are indicative for *search*.

Tasks Tree Testing (www.optimalworkshop.com)



Task 2 of 2

Check to see if you can access mobile broadband from your house.

BananaCom Homepage

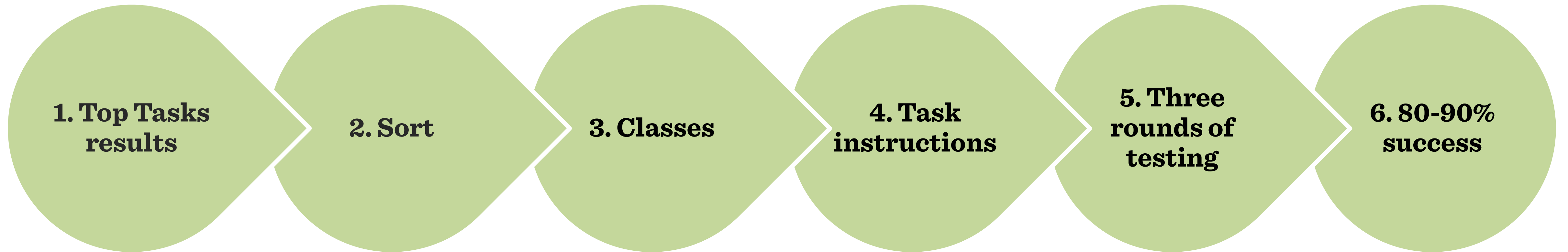
Internet

3G Broadband

Coverage map

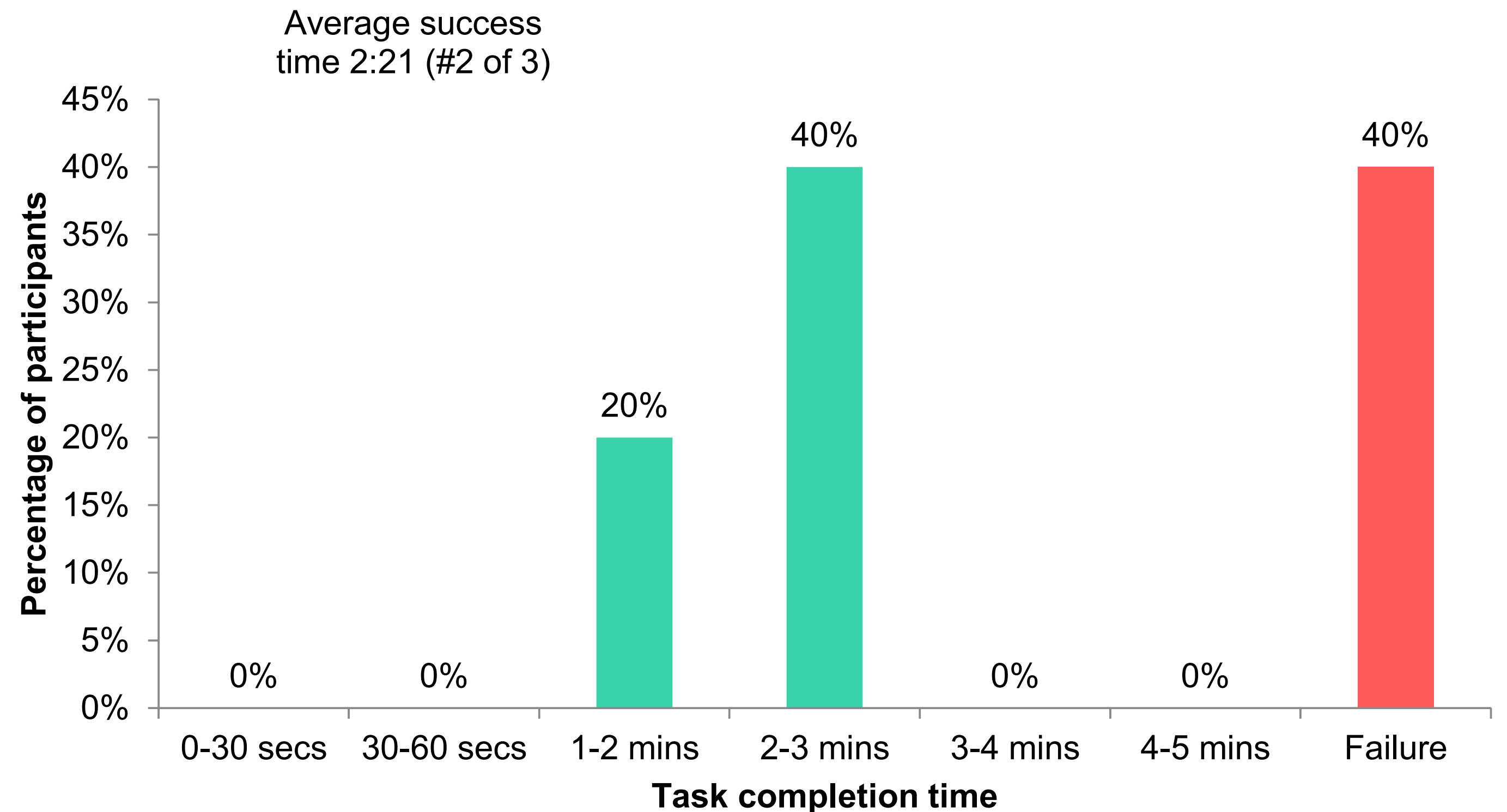
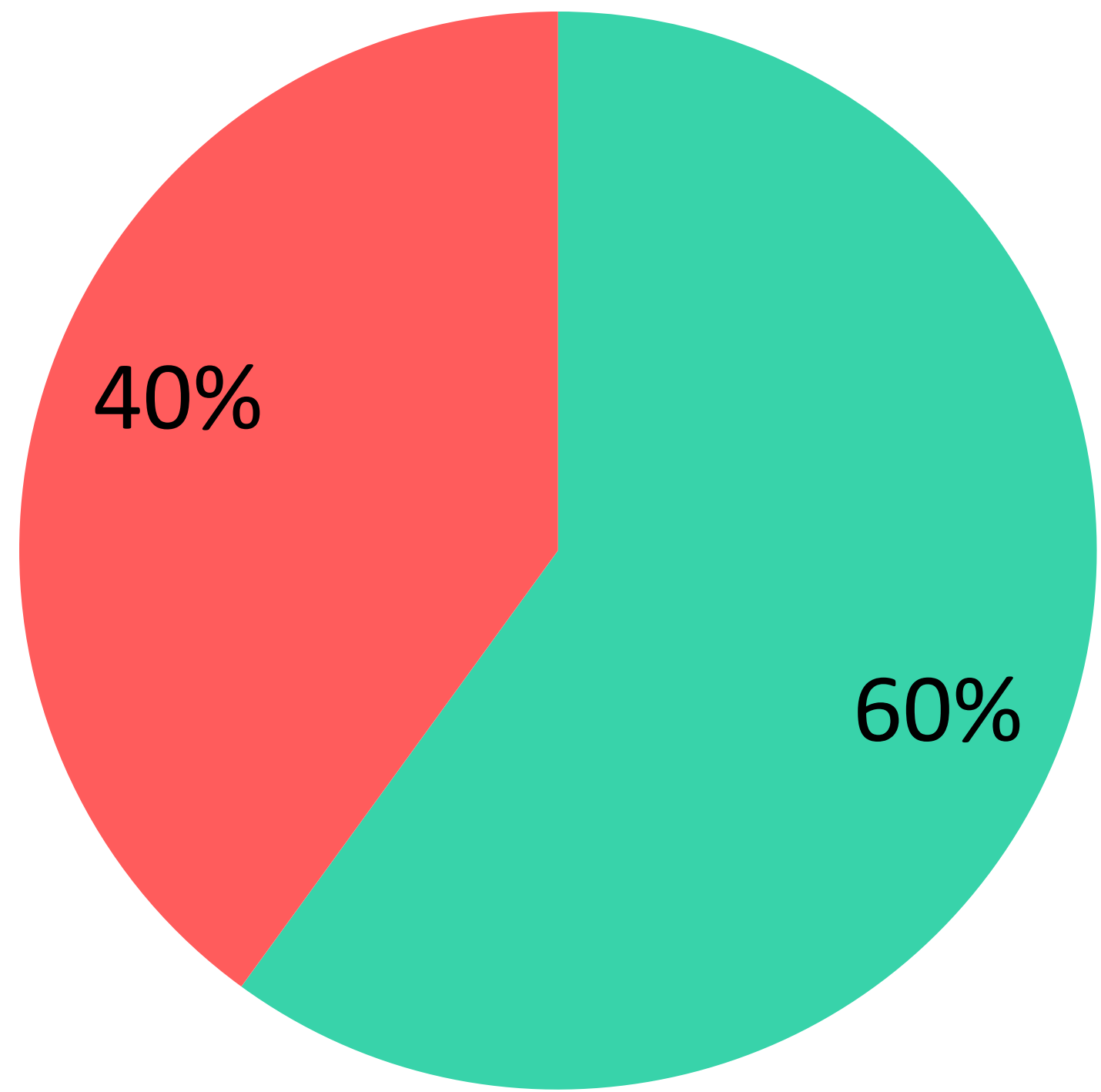
← I'd find it here

Top Tasks Classification



Top Task: Calculate the Deposit

You want to pay £300 per month over 2 years for a Yaris Excel 1.5, hatchback, 5 doors, hybrid. Expected Annual Mileage: 10,000. How much deposit is required?





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Small Business and Self-Employed

Large Business

Corporations

Partnerships

Charities and Nonprofits

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Governmental Liaisons

Federal State Local Governments

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- [Deduct Expenses](#)
- [Calculate Your Employment Taxes](#)
- [Employment Taxes](#)
- [Excise Taxes](#)
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- [Close a Business](#)

Business Types

[Sole Proprietorship](#)

Someone who owns an unincorporated business by themselves.

[Partnership](#)

A relationship existing between two or more persons who join to carry on a trade or business.

[Corporation](#)

A legal entity that is separate and distinct from its owners.

[S Corporation](#)

Corporations that elect to pass corporate income, losses, deductions, and credits through to their



Search Results

**Sort By:**

Relevance



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Found 402 Matching Items; Displaying 1 - 10.

[Employer ID Numbers](#)

Determine if you need an employer identification number (EIN) and apply using the interview-style online EIN application.

[General Information](#)[Small Businesses](#)

[Apply for an Employer Identification Number \(EIN\) Online](#)

Determine your eligibility and apply online for an employer identification number (EIN).

[General Information](#)[Small Businesses](#)

[Do You Need an EIN?](#)

Determine if you need an employer identification number (EIN) by answering these questions.



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Tax information, tools, and resources for businesses and self-employed.

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Businesses and Self-Employed

Small Business and Self-Employed

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Business Types

Search Results

Sort By: Relevance 

Filter by...

[General Information \(308\)](#)

[News \(41\)](#)

[About IRS \(14\)](#)

[Software Development \(12\)](#)

[Forms and Instructions \(11\)](#)

[Tax Topics \(7\)](#)

[Tax Administration \(Non-Authoritative\) \(5\)](#)



Recommended by IRS

[Employer ID Numbers](#)

Information about Employer Identification Numbers (EIN), also known as a Federal Tax Identification Number. An EIN is used to identify a business entity.

[Apply for an Employer Identification Number \(EIN\) Online](#)

Information about how to apply online for an Employer Identification Number.

[Do You Need a New EIN?](#)

Generally, businesses need a new EIN when their ownership or structure has changed.

Found 402 Matching Items; Displaying 1 - 10.

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[Small Businesses](#)



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 [Apply for an Employer ID Number \(EIN\)](#)

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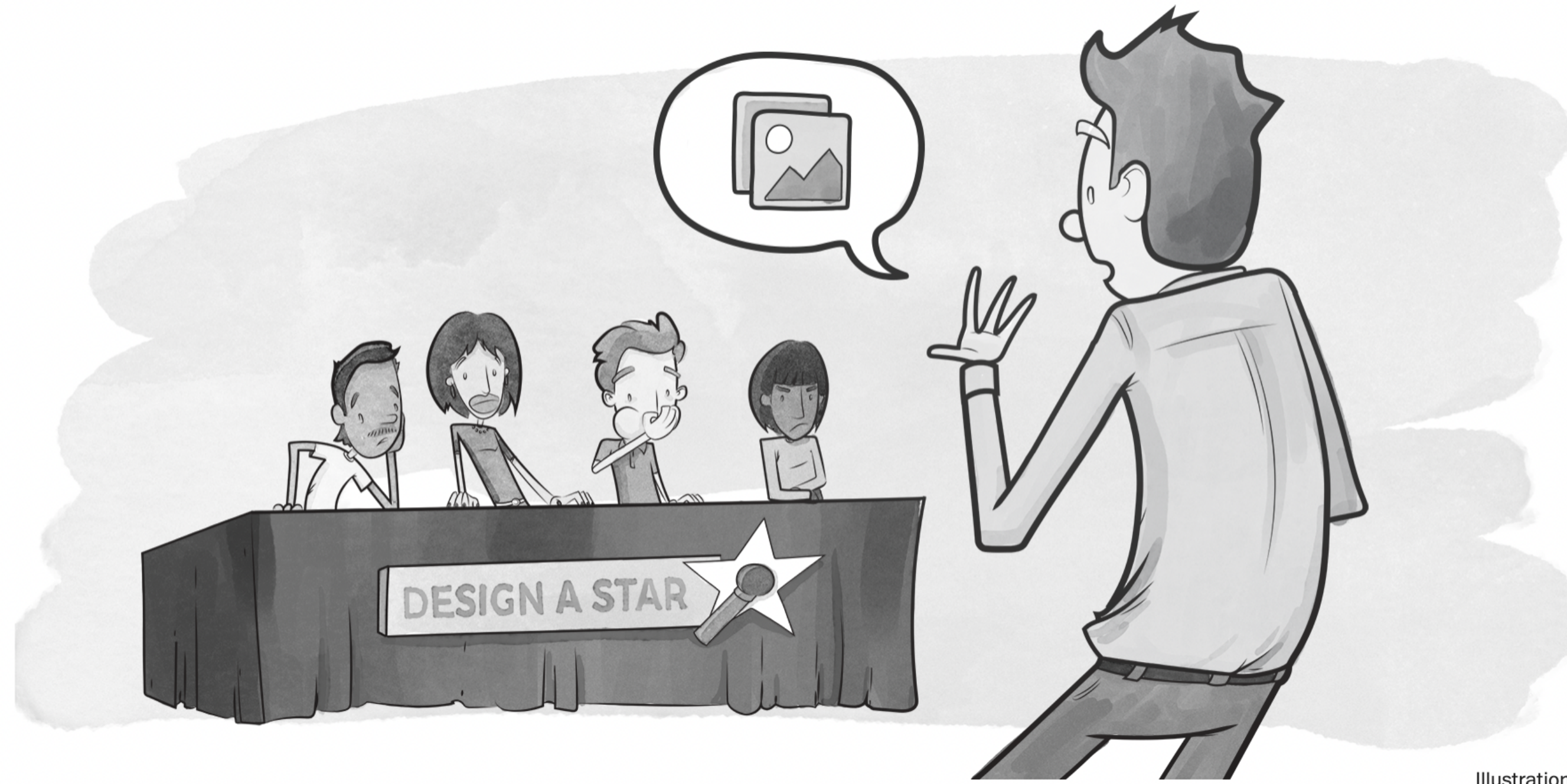


Illustration by Brad Colbow

What Really Matters: Focusing on Top Tasks

by [Gerry McGovern](#) · April 21, 2015

Published in [Content Strategy](#), [Information Architecture](#), [User Research](#), [Web Strategy](#)

Digital is a space of endless replication. It has never been easier to create—and create, and create. People love to publish, but they hate to remove, which leads to overloaded websites and constant, inevitable redesigns. The top layers get a shiny new coat of graphics and meaningless “we really care” content—but underneath, a teeming mass of out-of-date, badly organized

➔ **What Really Matters: Focusing on Top Tasks**, *Gerry McGovern, A List Apart*

Summary

- 01 – We identify all potentially important tasks.
- 02 – We need to verify the tasks with stakeholders.
- 03 – We need at least 400 voters to vote on these tasks.
- 04 – We sort all tasks based on votes.
- 05 – We watch out for typical voting patterns.
- 06 – We start by sorting top 50% of the overall vote.
- 07 – We get 30 people to sort tasks into groups (individually).
- 08 – We develop navigation hypothesis, test it in 3 rounds.
- 09 – We continue with the rest of level 1, then dive deeper.
- 10 – We test the same instructions over a long period of time.