

Analysis of topic pages and homepage for the digital gateway for entrepreneurs, further development of the entrepreneur dashboard, and connections with the state mobile application

Summary



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In 2023, a follow-up analysis of the entrepreneur's data card was conducted, identifying the users' need for a guide in the state portal eesti.ee entrepreneur environment. The concept of the data card changed, where the guide is not just a single component but consists of several topic-based tabs – topic pages.

The main goal of this analysis, “**Analysis of topic pages and homepage for the digital gateway for entrepreneurs, further development of the entrepreneur dashboard, and connections with the state mobile application,**” was to develop an **enhanced** solution that enables entrepreneurs to navigate the eesti.ee entrepreneur homepage and find useful and necessary information from a personalised dashboard using the created **topic pages**. Additionally, the analysis provides guidelines for selecting the most important topics for the homepage and personalised dashboard, and recommendations for services and information to be displayed to entrepreneurs in the state mobile application.

First stage of the analysis

In the first stage of the analysis, the most important topic pages for entrepreneurs were analysed and selected. The authenticated view (company's dashboard) and the unauthenticated view (homepage for entrepreneurs), as well as the left menu structure, were developed. As a result of the first stage, a [prototype](#) was created for two selected topic pages – **obligations** and **business development** – and for company's dashboard and homepage for entrepreneurs.

Topic pages

The process of analysing and systematising topic areas was multi-stage, starting with a thorough mapping aimed at identifying all potentially important topics related to entrepreneurship in the Estonian business environment. **In total, 35 subject areas were mapped and analysed**, which were considered in the final selection. The analysis dealt more thoroughly with the **25 second-level priority topics** mapped in the 2023 follow-up analysis of the entrepreneur's data card. Additionally, **6 first-level priority topics** were addressed, which were focused on more thoroughly in the spring 2024 business analysis of public services supporting and facilitating business activities. **4 additional thematic areas** were also analysed. The final selection of topics was based on several criteria, including **the importance of the topic**, **user needs** identified in workshops with entrepreneurs, and **international practice using the Finnish state portal as an example**. The analysis identified 11 main topic areas to be displayed on the entrepreneur homepage and dashboard: 1) obligations, 2) employees, 3) activity permits and notices of economic activities, 4) funding opportunities, 5) export, 6) environment and sustainability, 7) security and safety, 8) starting a business, 9) company viability, 10) business development, and 11) business termination.

Entrepreneur opening views – enterprise's dashboard and homepage for entrepreneurs.

The creation of entrepreneur views, including the homepage and dashboard, **was based on the work and results of the Personal and Proactive Self-Service Project (PPI)**, focusing primarily on creating and enhancing citizen views in the eesti.ee portal. One of the goals of this analysis was to ensure a unified user experience throughout the portal, making navigation between citizen and entrepreneur views as intuitive as possible.

An initial analysis of the homepage for entrepreneurs revealed that much of the information relevant to entrepreneurs is hidden in the left menu, making it difficult for users to understand which information and services they can find or use on eesti.ee. Feedback collected from entrepreneurs confirmed the need to make the homepage more understandable and informative, avoiding hiding information under complex menu structures. The proposed components for the homepage as a result of the analysis include: 1) the 11 topic pages described above, 2) popular e-services in the eesti.ee portal, 3) quick links to important self-services and registers, 4) the flow of legal news from Riigi Teataja, 5) dates of national holidays, flag days, and school holidays, and 6) a general help info block similar to the citizen view.

The goal of further developing the company's dashboard is to offer entrepreneurs a personalised and convenient tool for managing company information and services. **The dashboard functions as a standalone service** with access based on authorizations, ensuring that users only see the elements they need. Default components include company data, eesti.ee e-services, quick links to self-services and registers, and quick links to topic pages, which can be supplemented according to needs and authorizations. Both the entrepreneur

and other authorized persons **can rearrange different parts of the dashboard**, like the options offered in the citizen view.

Left menu structure

The biggest change in the general structure of the left menu is that the **eesti.ee informational articles for entrepreneurs, previously listed separately in the left menu, are now integrated into the relevant topic pages**. The **same 11 main topics** presented on the entrepreneur homepage and dashboard are displayed in the left menu, **ordered according to a business lifecycle**. To improve the user experience, it is recommended to **display entrepreneur-specific topics first in the entrepreneur view** and then citizen topics. In the citizen view, the order is reversed. General information is located at the end of the menu to ensure easy access to support in any view.

Second stage of the analysis

The second stage of the analysis **focused on the technical analysis of the opening views** created as a result of the first stage of the analysis, in order to assess the practical feasibility of the analysis. The technical implementation plan focused primarily on services and queries that have not previously been used in the eesti.ee entrepreneur view.

State mobile application

The second stage activities also included the analysis of information and services to be displayed to entrepreneurs in the **state mobile application** and the development of the entrepreneur view for the state mobile application. As a result, a [prototype](#) of the entrepreneur view for the state mobile application was created.

The aim of the application is not to duplicate the eesti.ee portal but to offer added value in terms of practicality and accessibility, highlighting the most important aspects. The design of the prototype **focused on topics and services that are realistically developable and implementable in the current year**.

The structure of the entrepreneur view is built on the principles of the citizen view, starting with the homepage, where the user arrives by selecting the represented company from a drop-down menu. A dark green background colour is used to distinguish the view from the citizen's. On the navigation panel, the user can proceed to topics and open the national mailbox. Similar to the eesti.ee state portal, **the main 11 topic pages** identified in the first stage of the analysis are presented under the topics. A self-service section has been added to consolidate the most important self-services for entrepreneurs.

The state mobile application prototype illustrates the homepage and the content of four topics: 1) obligations, 2) employees, 3) business development, and 4) self-services, to demonstrate different approaches to providing information and services.

The analysis was supported by several engagement activities with the target group, including workshops with entrepreneurs and business field experts, user testing for prototype validation, and additional interviews to obtain necessary input.

The analysis was completed in close cooperation with AS PricewaterhouseCoopers Advisors, Gofore Estonia OÜ, the Ministry of Economic Affairs and Communications, Information System Authority, and involved institutions during the period from November 2024 to April 2025.

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