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User research and experimentation

12th ERPB technical session on digital euro

16 July 2024



Digital euro project

1

Digital euro user research

One workstream with multiple goals



A continuous engagement beyond this year

2025 Outlook



User research



- Publication of findings from 2024 engagements
- Remain flexible in scope for now to allow monthly user feedback.
- Possible topics might relate to the progressing legislative discussion, user experience , communication or marketing.
- Engagement via the established online community or in addition via dedicated focus groups or surveys.

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2

Experimentation

Accelerating engagement with market participants



Innovation partnerships

Joint experimentation (conceptual and technical) with market participants (PSPs and merchants jointly) to create a shared understanding of what is required to facilitate conditional payments.

In addition, participants can propose their own focus and promote own ideas/use cases to test and work on.

Tentative timeline

September '24



Publication of a *Call for Expression of Interest* to:

- Identify interested collaborators on conditional payments
- Identify which topics market participants propose to explore additionally

November '24



- Select collaborators to explore conditional payments
- Select additional topics and respective collaborators

December '24 – April '25



- Continuous collaboration
- Technical testing (exposure of Eurosystem environment expected for February '25)

Q2 '25



- Outcome report including conceptual and technical test findings from collaborators



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Thank you