

Government Digital Service

Identity Assurance - sample for iterative user testing

Date: January 2013

1. Background

Introduction to GDS

The Government Digital Service (GDS) is a new organisation that has been created through a merger of the Cabinet Office Digital Delivery and Digital Engagement teams with Directgov, the "one-stop shop" for online government. It is the aim of GDS to be the centre for digital government in the UK, building and championing a 'digital culture' that puts the user first and delivers the best, low-cost public services possible.

GDS has recently launched GOV.UK as the replacement for Directgov and Business Link, and is the now single website for UK Government. In addition to this, GDS is also working on a number of other projects as part of the Digital by Default programme that aims to make everyday government transactions digital.

GDS conducts user research on all products and services it builds in order that user needs are understood. This includes contextual interviews, face to face lab based interviews, as well as large scale remote usability testing.

Project Background

When members of the public transact with government online - for example when applying for a provisional driving licence or completing their tax self assessment - they need to **prove their identity** for the transaction to be successful. This relies on accurate and up-to-date back end systems (which verify an individual's personal details) and an easy to use interface that supports the user task at hand.

Registration and authentication with government currently deters customers from accessing services online. This has been attributed to factors such as:

- The effort required of the user to go through the initial registration and subsequent login procedure, which are known to be complex and counter-intuitive.
- The fact that this process might have to be repeated at an individual service level - even though the customer might perceive all government services as being provided by the "*one government*".
- The burden of responsibility placed on the user to remember complex user IDs, passwords and activation codes.

From an internal perspective, citizens tend to update their personal details with government as and when they need to. It is not a priority for citizens and as a result it is common for government records to be out of date. This presents an issue for digital

verification as the input from the user (e.g. new home address) does not match the record held by government (e.g. old home address) and therefore the system returns a data mis-match. From a user's perspective this means that they cannot move forward with their online task as the back end system doesn't recognise their details.

As a result GDS is leading on a project to investigate a **new model for online authentication**, which is intended to improve the overall user experience. Embedding user testing as part of the agile design and development process is a critical part of the approach, where user testing is happening as a regular and formative part of the development sprints.

2. Objective

The objective of this brief is to procure a sample of participants to take part in the usability testing of the IDA and the facilities in which to hold these testing sessions. This testing will enable GDS to identify and address user experience issues and to drive the design and development of the Assurance proposition.

3. Participants

GDS would like to conduct **15 separate rounds of testing**, with each round likely to need to involve 5 participants.

It is essential that we have five participants attending each session so 'back up' participants should be recruited for each round of testing to ensure that 'no show' participants don't affect our ability to perform an effective round of testing.

A top level recruitment profile is provided below:

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- Testing will be aimed UK citizens, and business owners.
- 5 participants per round of testing (15 rounds of testing planned)
- Age: 18-55+
- Gender: Aim for 50% male, 50% female
- Spread of Internet use/experience
- Spread of socio-economic groups
- Spread of exposure / awareness to identity verification providers

- Spread of attitudes to online data security, and confidence in data sharing online
- Existing footprint with the government now / or will have so in the future, e.g. benefit claiming customers and customers applying for car tax
- Nobody to be involved in designing or building websites for a living
- All user testing to take place during the day in central London

4. Lab facilities

As part of the procurement requirement, GDS would also like the recruitment agency to provide lab space within which the research can be conducted. The lab space would need to be located within central London. The lab space should provide the following facilities:

- Reception staff to welcome and assist participants,
- Viewing facilities for additional team members to attend and view sessions
- Ability to stream sessions for live viewing of team members who can not attend sessions in person
- Ability to record sessions including ability to record on screen (PC) sessions, paper sessions (paper prototypes, card sorting etc.), mobile/tablet based sessions. Recording should include screen in screen of participant for each of these formats of testing (as per typical usability testing setup)
- Provision of recordings of each session in mp4 or .mov format either 'in the cloud' or on a USB stick (not on CD/DVD) - session recording will be used for presentation and MUST be of a reasonable quality.

5. Methodology

One-to-one depth interviews and task based usability testing of prototypes. Prototypes will most likely be web based (clickable HTML prototypes) but may occasionally be paper prototypes. Sessions may also include paper based card sorting exercises. Some sessions may involve the use of mobile devices. The laboratory must be able to provide recording and viewing equipment for each of these formats.

6. Budget Guidance

The budget available for this piece of work is £25K including VAT. This budget should

include:

- fee for recruitment of participants and their incentive payment,
- setting up times for sessions and communicating with participants to maximise attendance rates (reminders etc),
- provision of lab for sessions and all required equipment for recording/streaming sessions, and
- provision of recorded sessions either online or on USB stick.

7. Timings

The first round of testing is likely to start w/c 18th February 2013.

The appointed agency will be given a detailed recruitment brief for each round of testing at least 7 working days before the scheduled testing date.