



Cabinet Office

GOV.UK

Putting user needs
at the heart of content design

1. The story of GOV.UK

2. Putting user needs first

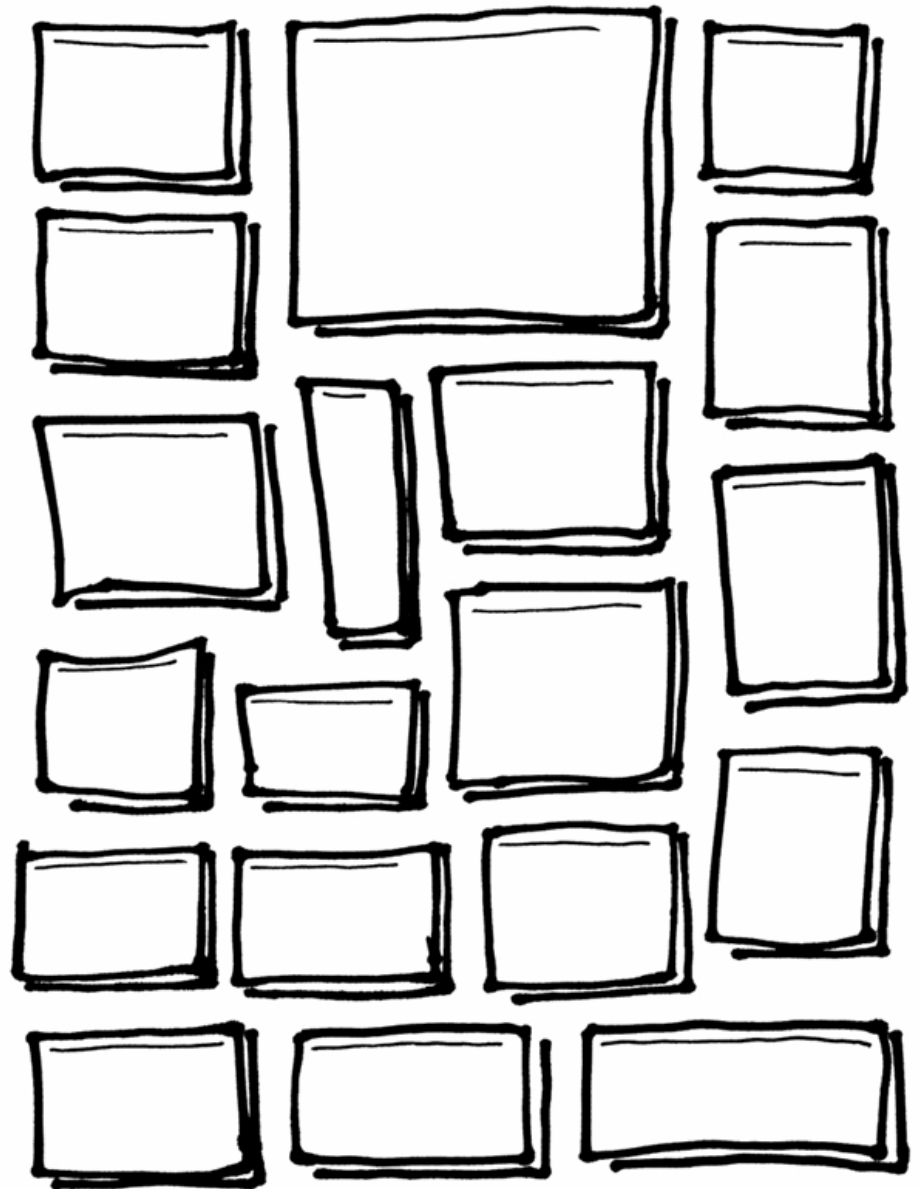
- Look for evidence
- Define the need
- Design the content
- Monitor the impact
- Tweak it (aka 'iterate')

3. User needs and user journeys

The story of GOV.UK



Once upon a
time there were
loads of
government
websites



Directgov for
citizens

Businesslink for
businesses

And a whole
bunch of others
too



We've now
moved to a
single domain:

GOV.UK

GOV.UK

Mainstream
Users &
Needs

Specialist
Users &
Needs

Why?

From here



Browse by subject

- Crime and justice
- Education and learning
- Employment
- Environment and greener living

Government, citizens and rights

- Mental capacity and the law

Mental capacity and planning ahead

- Health and well-being

- Home and community

- Money, tax and benefits

- Motoring

- Pensions and retirement planning

- Travel and transport

Browse by people

- Young people

Government, citizens and rights

What is a Lasting Power of Attorney?



A Lasting Power of Attorney is a legal document that lets you appoint someone to make decisions about your welfare, money or property. It can be used at any time when if you are not able to make your own decisions. Find out more about a Lasting Power of Attorney.

What is a Lasting Power of Attorney?

A Lasting Power of Attorney is a legal document. It allows you to appoint someone that you trust as an 'attorney' to make decisions on your behalf. Attorneys can make decisions for you when you no longer wish to or when you lack the mental capacity to do so.

A Lasting Power of Attorney cannot be used until it is registered with the Office of the Public Guardian.

- [Making and registering a Lasting Power of Attorney](#)

Managing your affairs and Power of Attorney in Scotland

If you live in Scotland, personal welfare or in professional to hold a

Directgov

Public services all in one place

Directgov

Public services all in one place

- Crime and justice
- Education and learning
- Employment
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Government, citizens and rights

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Directgov

Public services all in one place

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- Travel and transport

Lasting Power of At



Lasting Power of Attorney

When you apply to register your LPA, you must pay a fee. This fee is separate for each Lasting Power of Attorney. For example, it costs £200 to register a Lasting Power of Attorney for property and financial affairs. Documents, leaving notices and no

Refunds and corrections to your LPA: No refund is available if either an

amount the application be invalid a

refused to register the LPA. You should make sure your LPA is

valid. You should make sure your LPA is

valid. You should make sure your LPA is

Government, citizens and rights

Choosing your attorney for a Lasting Power of Attorney



You need to think carefully about who you will appoint as an attorney under a Lasting Power of Attorney. You need to be sure they will act in your best interests. There are also certain legal requirements. Find out what you need to consider when choosing an attorney.

How to choose an attorney

When appointing an attorney you should consider:

- how well the person looks after their own affairs, such as having good finances
- how well you know the person
- whether you can trust them to use your money to meet your needs and make decisions in your interests
- how happy they will be to take on the role

You may want to appoint more than one person as an attorney to help prevent anyone taking advantage of their responsibility.

Being an attorney is an important role. You must be sure that the person you choose knows you well enough to make decisions on your behalf that are in your best interests. You must be able to trust them.

You also need to make sure that the person is happy to take on the role and its responsibilities.

Get the forms you need to register a Lasting Power of

Mental health advice from the NHS



choices

The NHS choices website offers help and advice on both dementia and depression

- [Understanding dementia - NHS choices website](#)

- [Understanding depression - NHS choices website](#)

Lasting Power of Attorney forms



Get the forms you need to register a Lasting Power of

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to here



Guide

Lasting Power of Attorney

 [Printer friendly page](#)

Part 1
Overview

Part 2
[Choose your attorney](#)

Part 3
[Make a Lasting Power of Attorney](#)

Part 4
[Register a Lasting Power of Attorney](#)

Part 5
[How much it costs](#)

Part 6
[Object to a Lasting Power of Attorney](#)

Part 1

Overview

A Lasting Power of Attorney lets you appoint someone to make decisions on your behalf.

It's normally used when someone is unable to make their own decisions.

There are 2 types:

- health and welfare
- property and financial affairs

You can choose to make one type of Lasting Power of Attorney or both.

Health and welfare Lasting Power of Attorney

This allows you to choose 1 person or more to make decisions about things like:

your daily routine (e.g. eating and what to wear)

Other relevant links

[Court of Protection](#)
[Find out if someone has an attorney or deputy acting for them](#)
[Report a concern about an attorney or deputy](#)
[More from the Births, deaths, marriages and care category](#)

Simpler

Clearer

Faster

(And loads cheaper)

£50 million

Estimated saving per year by
replacing Directgov,
BusinessLink, departmental
sites and related organisation
sites with GOV.UK



Digital by default

20 x cheaper than phone, 30 x cheaper than post
50 x cheaper than face-to-face

E.g.

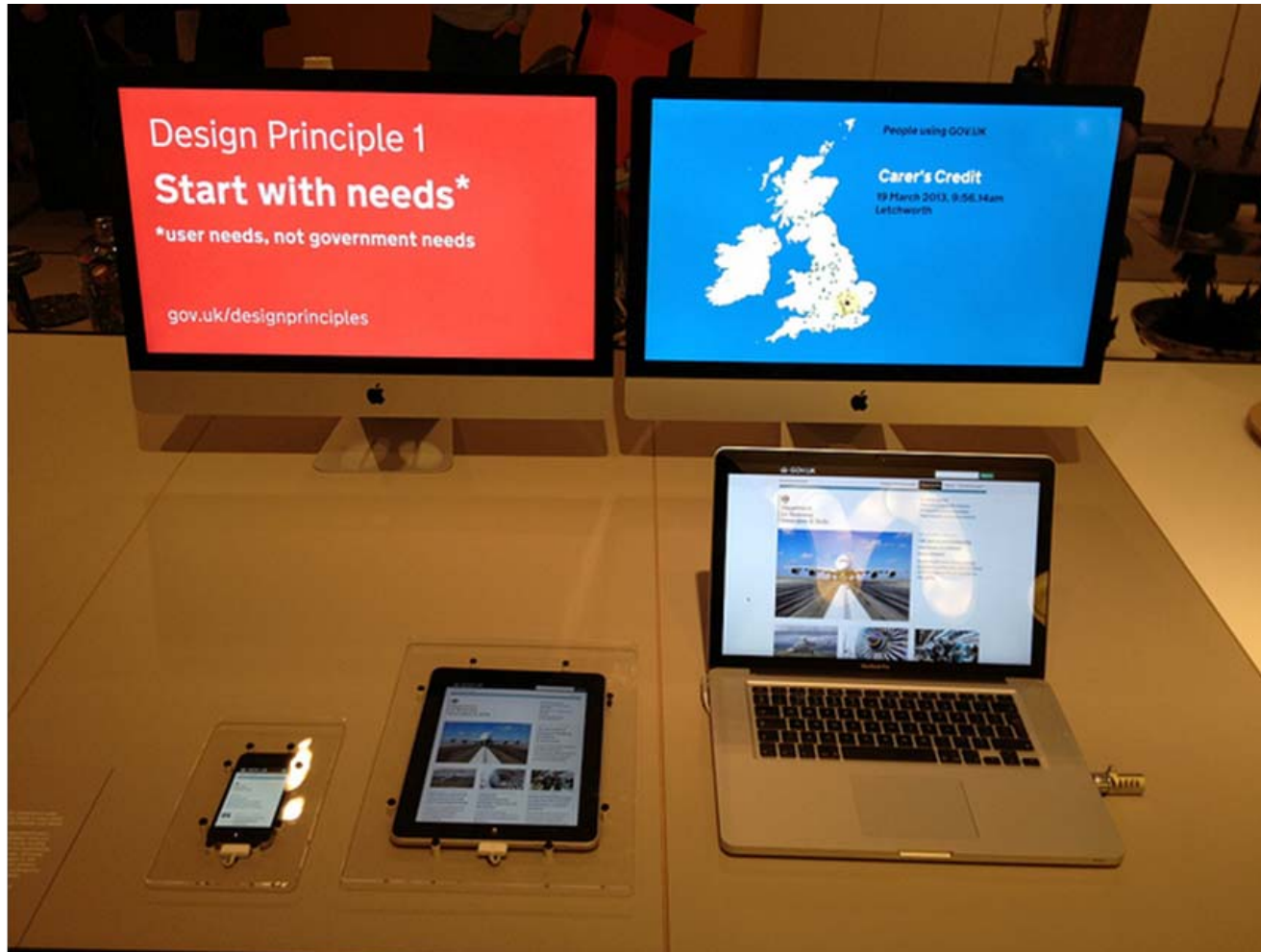
Online: 22p

Phone: £4.11

Post: £6.62

The screenshot shows the GOV.UK website interface. At the top is the GOV.UK logo and a search bar. Below the header is a breadcrumb trail: Home > Driving, transport and travel > Driving tests, motorcycle tests and learning to drive. The main content area is titled 'Service' and 'Book your practical driving or riding test'. It includes a description: 'Book your official practical driving or riding test, including tests for instructors - you'll need to have passed your theory test. You can book online between 6am and 11:40pm.' A green 'Start now >' button is prominent, with a note 'on the DSA website' below it. There are links for 'Before you start' and 'What you need to know'. A 'Booking' section states 'You'll need your:' followed by a list: 'Great Britain or Northern Ireland driving licence number' and 'credit or debit card - find out [how much it costs](#)'. On the right, a sidebar titled 'Other relevant links' contains several links: 'ADI part 2 test', 'ADI part 3 test', 'Cancel your practical test', 'Change the date of your practical test', 'Compulsory basic training (CBT)', 'Compulsory basic training (CBT) courses', 'Driving test costs', 'Find your lost theory test pass certificate number', 'The Highway Code', 'The car practical driving test', and 'More from the Driving, transport and travel category'. At the bottom of the sidebar, it says 'This replaces Directgov'.

Design of the Year



We beat this



this



and this



How did we do it?



What is a user need?

Defining the user need

“As a _____
I want to _____
so that I can _____”

Defining the user need

“As a self-employed person
I want to file my tax return
so that I can avoid nasty
fines.”

Who's the audience?
What's the action?
Why do they want to do it?



Service

Log in and file your Self Assessment tax return

Log in to your HM Revenue & Customs (HMRC) online account and send (file) your tax return or get help with lost user IDs, passwords, activation codes and technical support.

Start now >

on the HM Revenue & Customs website

Before you start

You can't use this service:

- if you haven't got an [HMRC online account](#)
- to send certain tax returns - eg [partnership returns](#) (because you need extra software to send this to HMRC)

Other relevant links

[How to send your Self Assessment tax return online](#)

[Register for Self Assessment](#)

[Self Assessment deadlines](#)

[Self Assessment tax returns](#)

[More from the Money and tax category](#)

This replaces

Directgov



We put user needs first



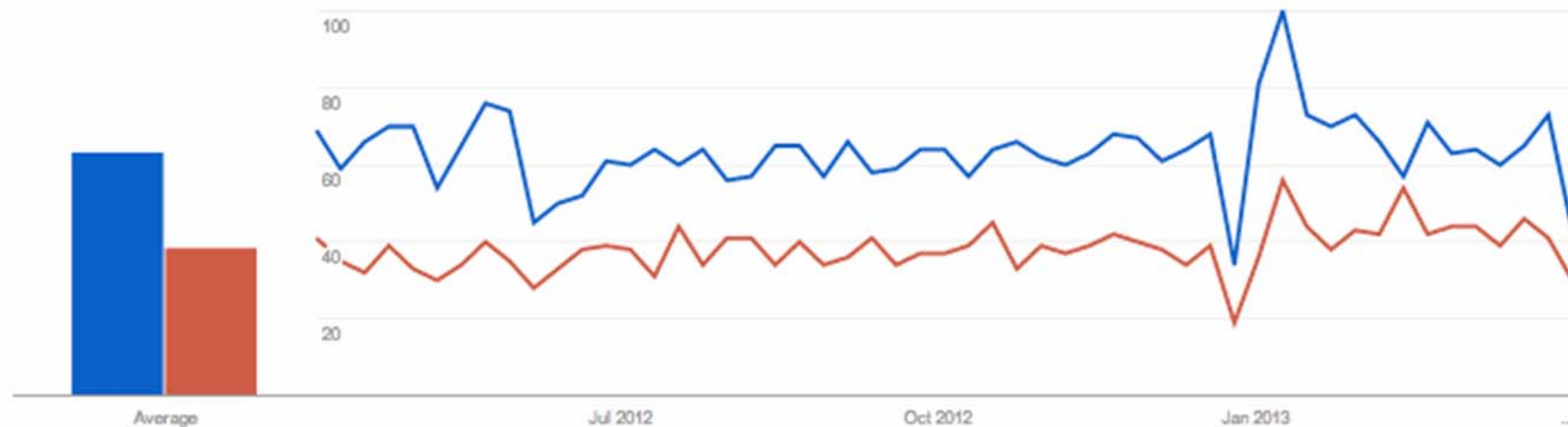
What's the evidence of need?



Interest over time [?]

The number 100 represents the peak search interest

☐ News headlines ☐ Forecast [?]



Holiday
entitlement
Annual leave

[Prices](#)
[Contact Us](#)
[Knowledge](#)
[Tools](#)
[News](#)
[Blog](#)

[LOGIN](#)
[SIGN UP](#)

UK

SEARCH

UPGRADE

Overview

Organic Research

Advertising Research

Backlinks

Keyword Research

Tools

Ranks

+2750 Recommend this on Google

Like 24k

Tweet 976

Order custom database or report

g

b

US

UK

CA

RU

DE

FR

ES

IT

BR

AU

Historical data

Apr 2013

Keyword summary

Keyword	holiday entitlement
CPC	\$0.85
Com.	0.00
Exact volume	9,900
Number of results	1,760,000

CPC distribution

Trend

Phrase match report

264

Keyword	Volume	CPC	SERP source
holiday entitlement	8,100	0.65	
holiday entitlement calculator	1,900	0.49	
holiday entitlement 2012	1,000	0.28	
statutory holiday entitlement	880	0.93	
holiday pay entitlement	880	0.53	
minimum holiday entitlement	720	0.39	
holiday entitlement for part time workers	590	1.31	
holiday entitlement uk	590	0.26	

Related keywords report

613

Keyword	Volume	CPC	SERP source
public holidays 2012	6,600	2.59	
www.businesslink.gov.uk	3,600	1.05	
holiday pay	2,900	0.48	
uk public holidays	2,900	2.24	
annual leave	2,400	2.62	
your holidays	1,900	1.04	
holiday entitlement calculator	1,600	1.19	
holiday direct	1,300	0.52	

Padma Gillen

GDS



Holiday entitlement search

Keyword		
<input type="checkbox"/>	holiday entitlement ▾	
<input type="checkbox"/>	✓ Save all	Uk Holidays (56) - uk holiday entitlement, holiday entitlement uk...
<input type="checkbox"/>	✓ Save all	Employees (39) - employee holiday entitlement, employees holiday entitlement...
<input type="checkbox"/>	✓ Save all	Working Holiday (19) - working out holiday entitlement...
<input type="checkbox"/>	✓ Save all	Holiday Pay (36) - holiday pay entitlement, paye holiday entitlement...
<input type="checkbox"/>	✓ Save all	Maternity Leave (12) - holiday entitlement during maternity leave...
<input type="checkbox"/>	✓ Save all	Bank Holidays (12) - bank holiday entitlement, part time bank holiday entitlement...
<input type="checkbox"/>	✓ Save all	Statutory (12) - statutory holiday entitlement...
<input type="checkbox"/>	✓ Save all	Holidays Law (6) - holiday entitlement law, laws on holiday entitlement...
<input type="checkbox"/>	✓ Save all	Part Time Workers (37) - part time workers holiday entitlement...
<input type="checkbox"/>	✓ Save all	2012 (14) - holiday entitlement 2012, 2012 holiday entitlement...



Holiday entitlement

[Printer friendly page](#)

Part 1
Entitlement

Part 2
[Holiday pay: the basics](#)

Part 3
[Calculate leave entitlement](#)

Part 4
[Booking time-off](#)

Part 5
[Taking holiday before leaving a job](#)

Part 1

Entitlement

Almost all workers are legally entitled to 5.6 weeks [paid holiday](#) per year (known as statutory leave entitlement or annual leave).

Self-employed workers aren't entitled to annual leave.



Working 5 days a week

Most workers who work a 5-day week, must receive 28 days paid annual leave per year. This is calculated by multiplying a normal week (5 days) by the annual entitlement of 5.6 weeks.

Working part-time

[Part-time workers](#) are also entitled to a minimum of 5.6 weeks of paid holiday each year, although this may amount to fewer actual days of paid holiday than a full-time worker would get.

Example

A worker works 3 days a week, their leave is calculated by multiplying 3 by 5.6 which comes to 16.8 days of annual paid leave.

Other relevant links

[Calculate holiday entitlement](#)

[Maternity pay and leave](#)

[Employment contracts](#)

[Employment status](#)

[School term and holiday dates](#)

[UK bank holidays](#)

[More from the Working, jobs and pensions category](#)



Guide

Student finance

[Printer friendly page](#)

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Overview

Part 2
[Loans and grants](#)

Part 3
[Extra help](#)

Part 4
[Eligibility](#)

Part 5
[Repayments](#)

Part 6
[Guides](#)

Part 1

Overview

The main student finance package includes a:

- [Tuition Fee Loan](#)
- [Maintenance Loan](#) - full-time students only
- [Maintenance Grant](#) - full-time students only

Tuition Fee Loans pay for your course. Maintenance Loans and Grants help with living costs (eg accommodation, books, bills). Loans must be [paid back](#), grants do not.

You might get [extra help](#) on top of this.

Apply or support an application

You apply for student finance every year. You don't need a confirmed place at university or college to apply.

[Apply](#) for student finance or find out [how to apply or support an application](#)

Other relevant links

[Apply online for student finance](#)

[Student finance: how to apply](#)

[Student finance forms](#)

[Log in to student finance online](#)

[Student finance calculator](#)

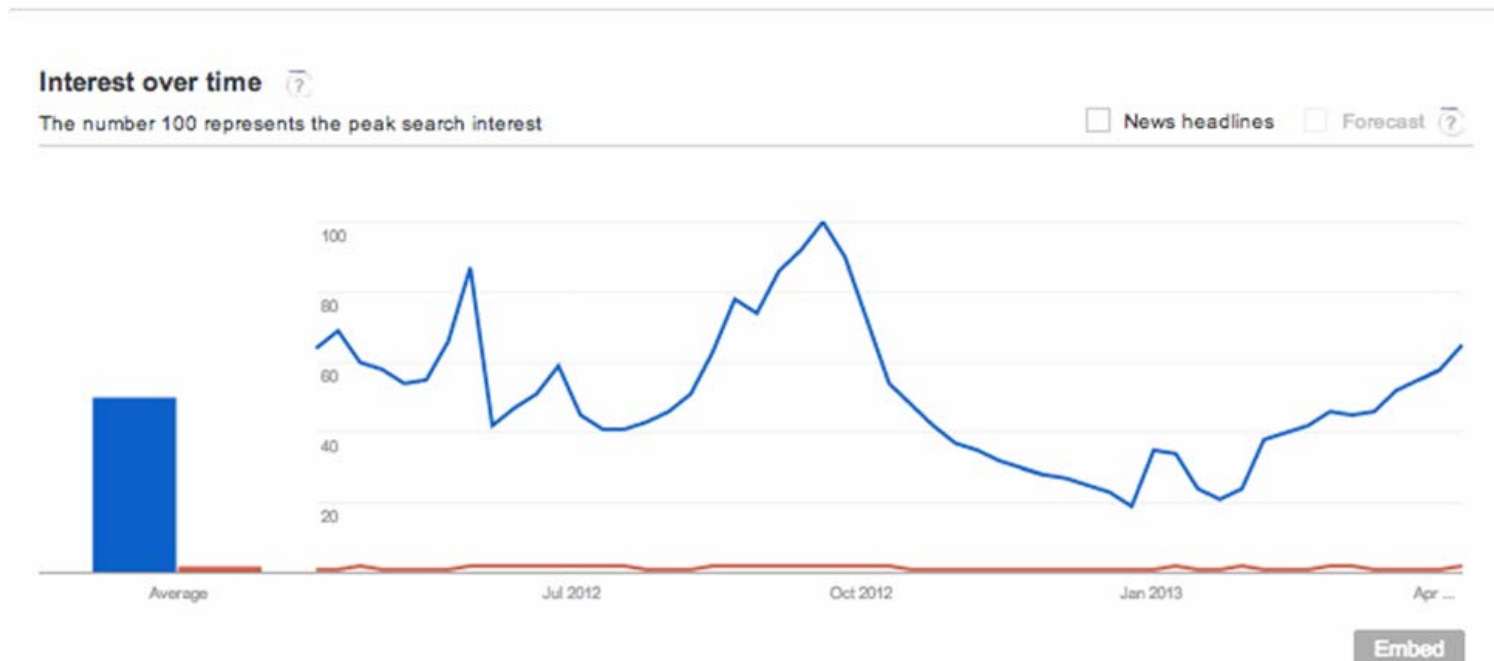
[Contact Student Finance England](#)

[Student finance if you started before 1 September 2012](#)

[More from the Education and learning category](#)



Should we duplicate content to cater for different audiences?



Student finance
Part-time students



User journeys should be:

short, simple and specific

users won't read your content -
so don't make them!



- Front-load sentences with the important stuff
- If it's not essential, leave it out
- Break it up - use:
 - short sentences and paragraphs
 - subheads
 - lists
 - active voice

User journeys should:

- define the audience
- be ordered around what people need to know when
- include enough information so the user can make a decision or take an action



Guide

Council housing

 [Printer friendly page](#)

Part 1

Apply for a council home

Part 2

[Types of tenancy](#)

Part 3

[Repairs and maintenance](#)

Part 4

[Council housing fraud](#)

Part 5

[Buying your council home](#)

Part 1

Apply for a council home

You can [apply for council housing](#) through your local council.

You'll usually have to join a waiting list and you're not guaranteed to get a property. Ask your council how long you're likely to have to wait.

You can apply:

- if you're 18 or over (some councils let you apply if you're 16 or over)
- even if you don't live in the area

Waiting lists

Councils decide who gets offered housing based on a 'points' or 'banding' system.

Points and bands are based on housing need. For example, you're likely to be offered housing first if you:

- are homeless
- live in cramped conditions

Other relevant links

[Housing association homes](#)

[Apply for emergency housing from your council](#)

[Housing Benefit information from your council](#)

[Appeal against your council's housing decision](#)

[Council and housing association evictions](#)

[Apply to swap homes through your council](#)

[Garden maintenance for elderly or disabled council tenants](#)

[More from the Housing and local services category](#)

User journeys should:

- be based on evidence of how users actually behave
- not how you *think* they behave
- and definitely not on what you want to tell them



Quick answer

State Pension calculator

Calculate when you'll reach State Pension age or Pension Credit qualifying age and how much you may get in today's money for your basic State Pension.

[Start now](#)

What you need to know:

This calculator gives an estimate for your basic State Pension.

It doesn't estimate any [Additional State Pension](#).

You'll be asked for the number of years you worked and paid National Insurance or got certain benefits. These are the years of your [National Insurance contributions](#) that count towards your State Pension.

Count tax years from 6 April to 5 April and don't count any years twice (eg when you were working and getting benefits). Don't count the current tax year.

This calculator uses a simplified calculation based on the current law. It can't take into account every circumstance that might affect you. Don't

Other relevant links

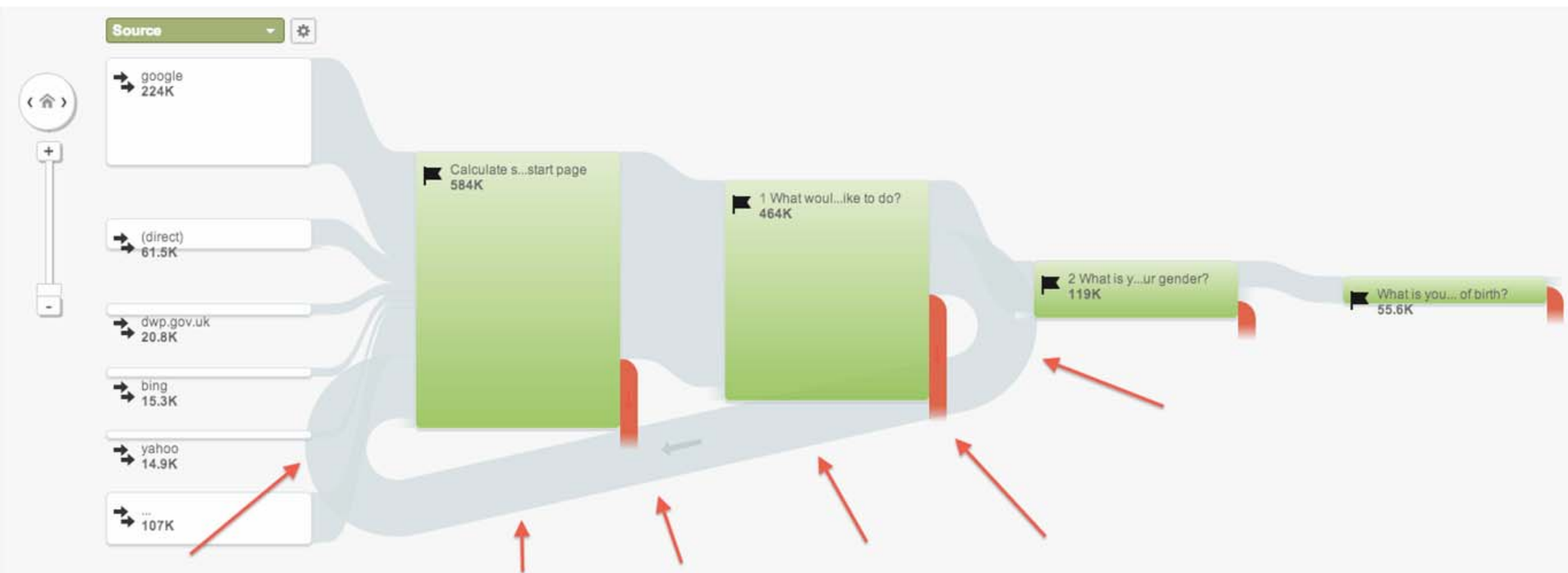
[Additional State Pension](#)

[Claim your State Pension online](#)

[Get a State Pension statement](#)

[More from the Working, jobs and pensions category](#)

User journey: steps through pension calculator



User journeys should:

- be written in language used by real people
- while taking account of language used by government

Service

Get car tax (tax disc)

Pay for your car tax online. You must be the vehicle's registered keeper. You can renew your tax any day from the 5th day of the month it's about to expire.

Start now >

on the DVLA website

Before you start

[Other ways to apply](#)

You can pay for your tax disc online or by phone if you:

- are the registered keeper of the vehicle and your name, address and vehicle details are up-to-date with DVLA
- have your V11 reminder letter (V85/1 for heavy goods vehicles (HGVs)) or V5C registration certificate
- have valid insurance
- have an MOT, Goods Vehicle or Passenger Service Vehicle (PSV) test (if needed) - this must be valid when the tax disc starts

Other relevant links

[Apply for a duplicate tax disc](#)

[Apply for a tax disc refund \(form V14\)](#)

[Apply for a tax disc in advance](#)

[Exchange a tax disc](#)

[Get a tax disc without a V11 reminder](#)

[Apply for a HGV vehicle licence \(tax disc\) - form V85](#)

[Calculate vehicle tax rates](#)

[Make a SORN \(Statutory Off Road Notification\)](#)

[Vehicles exempt from vehicle tax](#)

[More from the Driving, transport and travel category](#)

User journeys should:

**Take the stress out
of living in the UK!**

Thank you

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office.gov.uk