

FUTUREGOV

Show & Tell: Sprint Two

Hackney Works

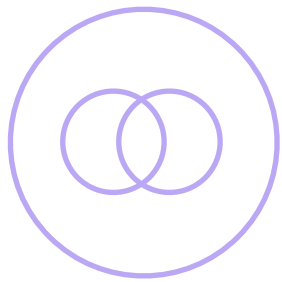
DATE: JULY 2017
TEAM: KIRAN, ELLE, JAN, JASON, CHRIS & BEN
CONTACT: BENUNSWORTH@WEAREFUTUREGOV.COM

What we will cover in today's show and tell



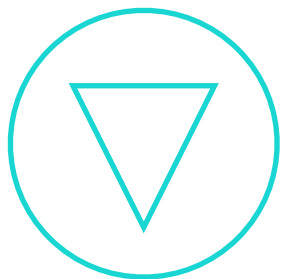
What we've learned

We tested the product with users and staff



Showing the thing!

We will show you the changes we've made to the product



What we will be doing next (Sprint 3)

Explore how this approach could be scaled to other areas

RESEARCH

What we did

Testing clickable and paper prototype ...

Hackney Opportunities

Home My Profile Meet the team Log Out

About You Goals Education Employment Details

Tell us a little about yourself

Which words best describe you?

Creative Active Caring Organised Problem solver People person Persuasive

Good listener **Outgoing** Other

Choose as many options that apply to you.

Save and Exit

Next Step

Find yourself in Hackney

Hackney

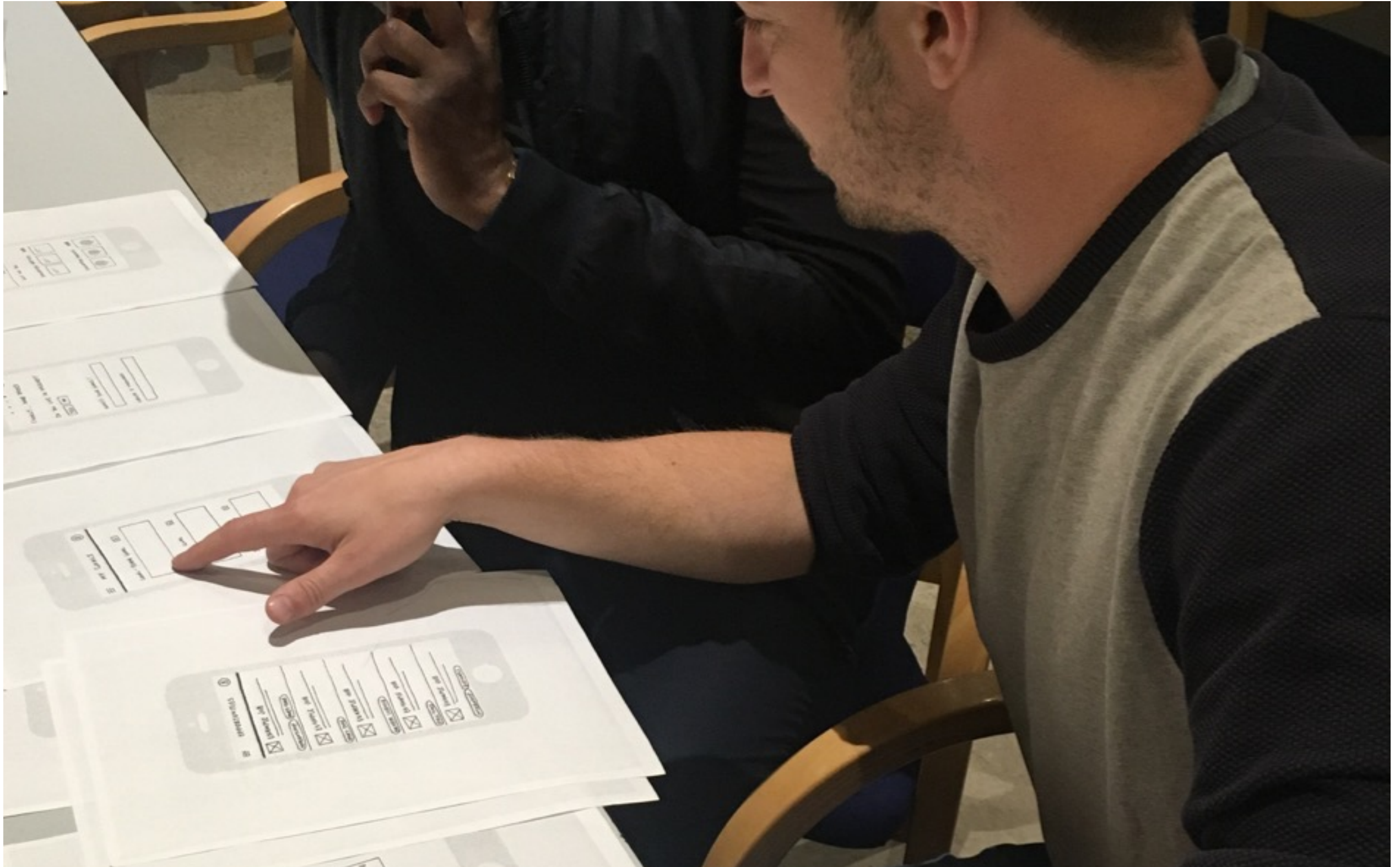
WHAT BEST DESCRIBES YOU?

CREATIVE	ACTIVE
CARING	PROBLEM SOLVER
ORGANISED	PEOPLE PERSON
PERSUASIVE	CHATTY

... with advisors

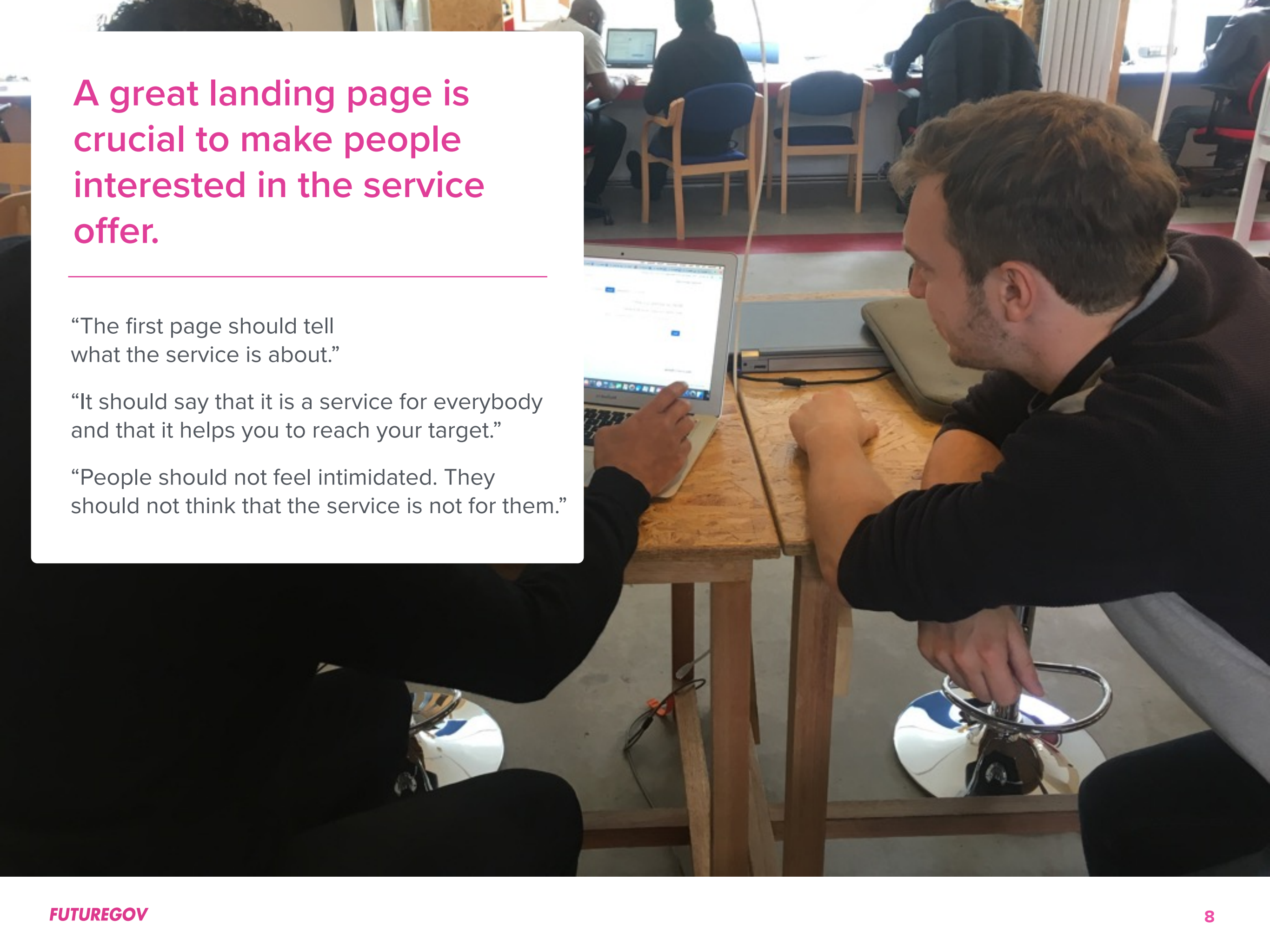


... with residents



Key Insights

What we found out

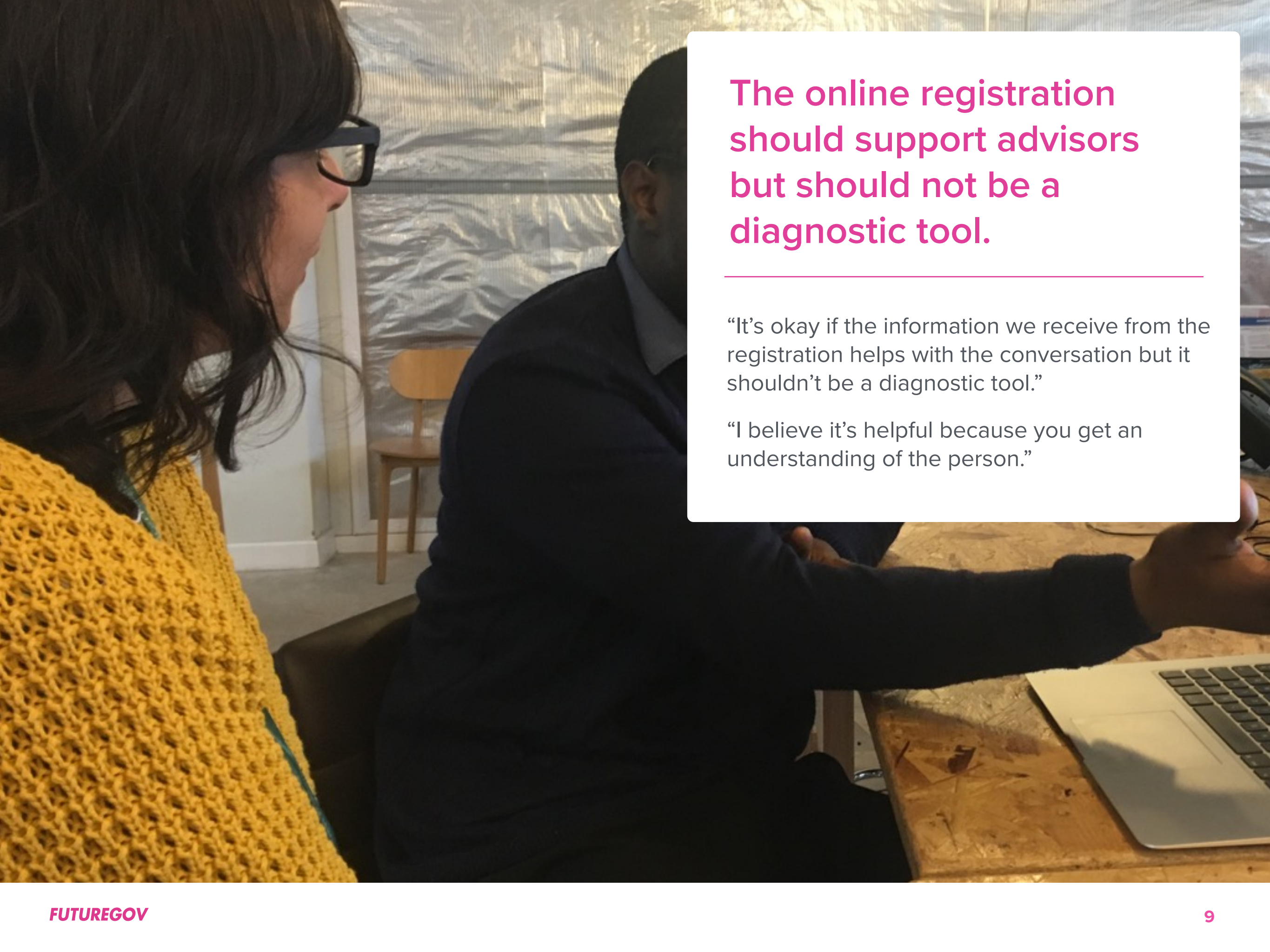


A great landing page is crucial to make people interested in the service offer.

“The first page should tell what the service is about.”

“It should say that it is a service for everybody and that it helps you to reach your target.”

“People should not feel intimidated. They should not think that the service is not for them.”



The online registration should support advisors but should not be a diagnostic tool.

“It’s okay if the information we receive from the registration helps with the conversation but it shouldn’t be a diagnostic tool.”

“I believe it’s helpful because you get an understanding of the person.”

The barrier to do the online registration should be low to encourage people to use the service.

“Asking about eligibility brings the client into defend immediately.”

“We don’t really need all of these questions. We just need to know whether somebody is a Hackney Resident.”

European Union
European Social Fund

Growth Boroughs ESF

UPIN: _____

Name of Advisor _____

How did you hear about us/Referral _____

PARTICIPANT PERSONAL DETAILS

National Insurance number _____

Title ☐ Mr ☒ Mrs

Forenames (first and middle) _____

Surname (last name) _____

Address _____

Home phone number _____

Mobile phone number _____

Date of birth _____

How long you have lived in Hackney _____

Gender ☐ Male ☐ Female

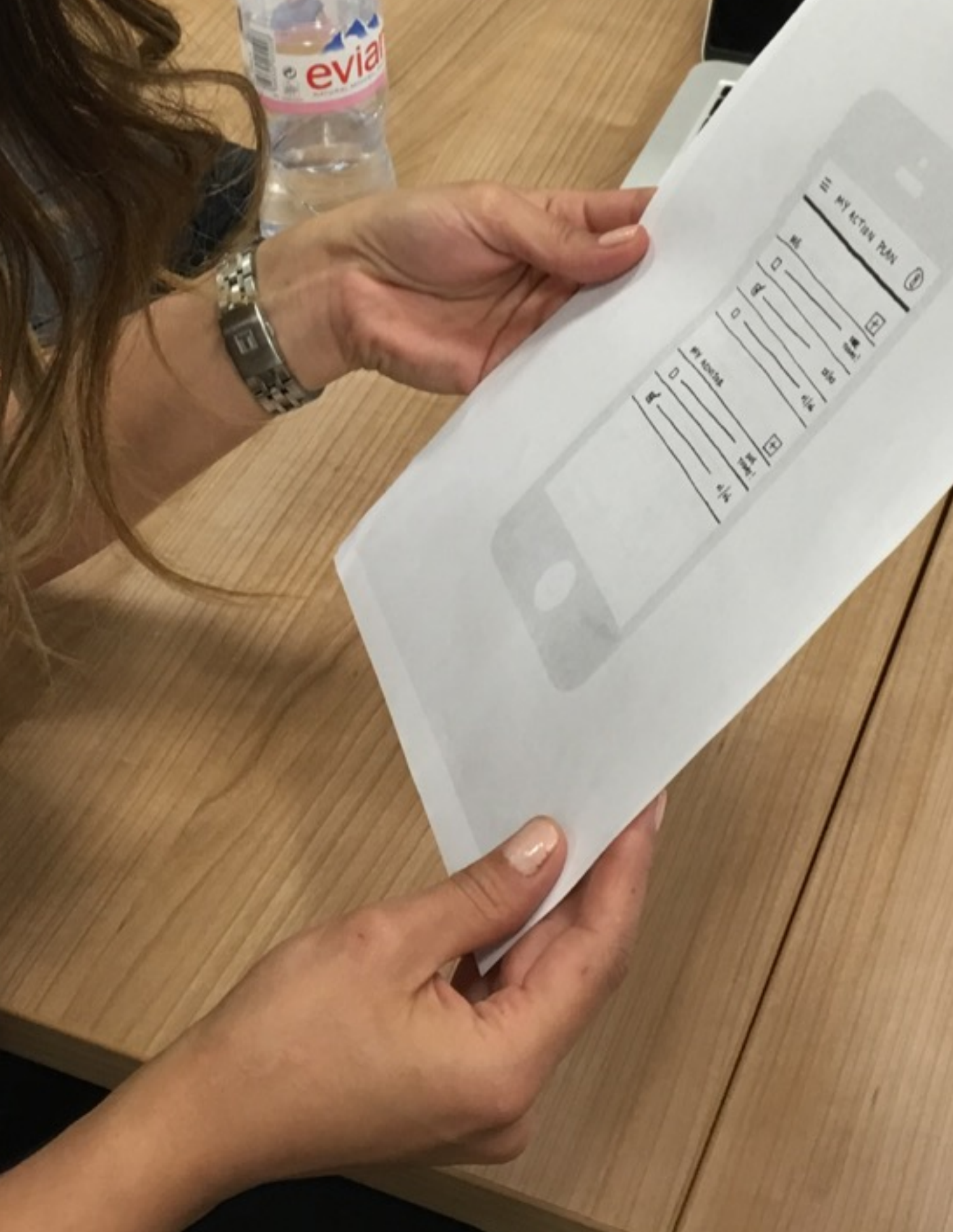
Email address _____

Softer questions around describing yourself makes residents feel that the service cares about them

“It shows me that they are interested in me.”

“It’s quite a positive thing, taking the time to find out more about me rather than just creating an account.”





Residents are willing to provide information online if they see the value in it.

“With things being optional I might not finish them. I would answer things if you could skip them - for me personally I think its the company taking the time to get to know me and I would be happy to invest the time filling it out.”



A light and mobile friendly interface motivates people to complete the registration process.

“Personally I would do this on my phone, even with a phone its easy enough to do - its not difficult.”

“I could imagine doing this on the phone. Ticking is easy: Tick, tick, tick.”

Demo

Next steps

All Clients 6 filtered clients - from 27 total

Hub

Homerton Library

Assigned Adv

- Any -

Search client names:

CLIENT	REGISTERED	CURRENT	
Vicente Wisoky	04 Jul	Jan Tea	
Lettie Abbott	04 Jul	Jan Tea	
Ashli Lind	04 Jul	Ben Unsworth	
Leo Kunde	04 Jul	Jan Team Leader	Assign to me
Ivory Hyatt	04 Jul	Ben Unsworth	
Aurora Fisher	04 Jul	Jan Team Leader	Assign to me

Next steps

- Testing the workflow for advisors
- Continuing to iterate and develop the product
- Defining the look and feel
- Agreeing how we hand over

new prototype!!!

Thank you.
