

Department of Work and Pensions

Gov.uk Documentation

DE1225 Collaboration & Professional Associations 02
Emily Wilkinson and Bradley Smith

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UNDERSTANDING THE BRIEF

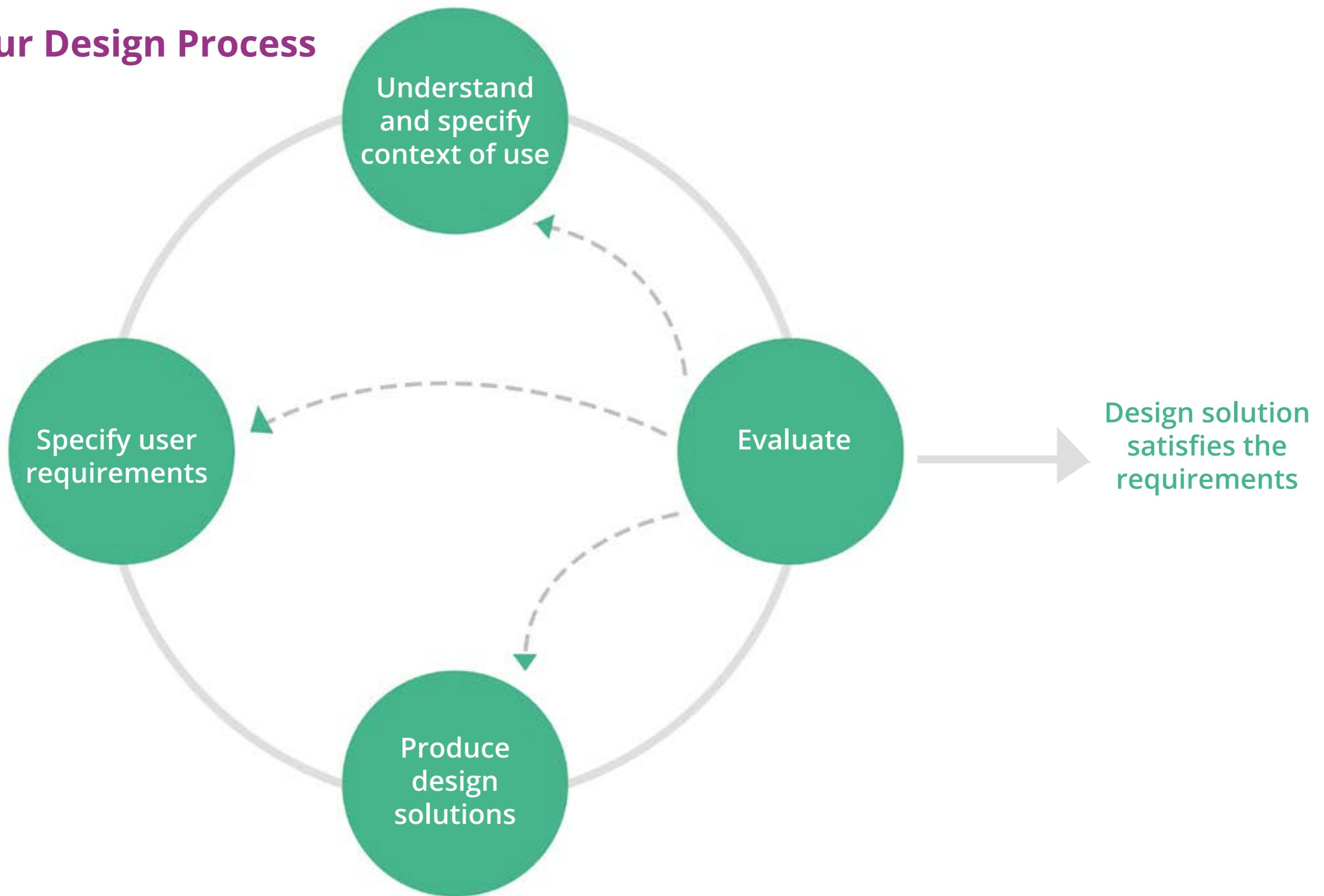
The **Government Digital Service** is a unit of Her Majesty's Government's Cabinet Office tasked with transforming the provision of government digital services and meeting user needs.

The UK **Government's Digital Service** (GDS) is responsible for the **Gov.uk** website, GDS is part of the **Cabinet Office**, their job is the **digital transformation of the government**. Your job is to create a **new service** of your own choice. This could be based on a **current need** or a more fanciful, speculative **future need**... By identifying a new user need and **defining the service** in the form of a mission statement you will then be expected to use some of the design principles and guidelines that the GDS use to develop new services, which will include **thorough user testing**.

GOV.UK is a United Kingdom public sector information website, created by the Government Digital Service to provide a single point of access to HM Government services.

The Cabinet Office support the Prime Minister and ensure the effective running of government

Our Design Process



Gov.uk currently offers a service for ..

What is the roll of Gov.uk?

Gov.uk provides information and services for citizens and businesses such as pensions, childcare and applying for a passport. It also gives detailed guidance to professionals, such as employment contracts and payroll. It also provides information on government and policy, such as types of elections, referendums and voting.

What is a Government Service?

"A service which is provided by government to people living within its jurisdiction, either directly (through the public sector) or by financing provision of services"

(Wikipedia, 2017)



Initial User Research

USER RESEARCH

Gov.uk's User Needs Specification

User research

Learning about users and their needs

How to research

You can learn about users and their needs by:

- reviewing existing evidence (for example, analytics, search logs, call centre data, previous research reports etc)
- interviewing and observing actual or likely users
- talking to people inside and outside your organisation who work with actual or likely users

Treat any opinions or suggestions that don't come from users as assumptions that have to be proven by doing research.

Who to research with

You must understand the needs of all kinds of users, not just 'typical' users. You also have to consider the needs of people who provide the service or support other users (for example, caseworkers, call centre agents, inspectors, lawyers and charity workers).

When researching, focus on users who have problems using existing services or getting the right outcome for them. This will help you create a simpler, clearer, faster service that more people can use.

This screen shot was taken from the gov.uk website in the user research section. User research will be a very important asset in this brief, therefore it is necessary to use gov.uk's guidelines in terms of how to user research and who to research with.

We will review existing evidence in terms of **stats and analytics** and how the UK **compares to other countries** governments.

We will interview likely users, of **all ages, digital and in person**, making sure we get a range of **likely users**.

To begin our user research, we have proposed a digital **questionnaire** on Google Forms to help us gain some insight into users current experience of using the Gov.uk website. After doing some research on what the government currently offers, it will be interesting to see if there is anything users **expect the government to offer**, that they don't already. We asked the following questions:

When you visited Gov.uk, was it an easy process?

What service were you looking into?

Did you find everything you were looking for?

If no please explain..

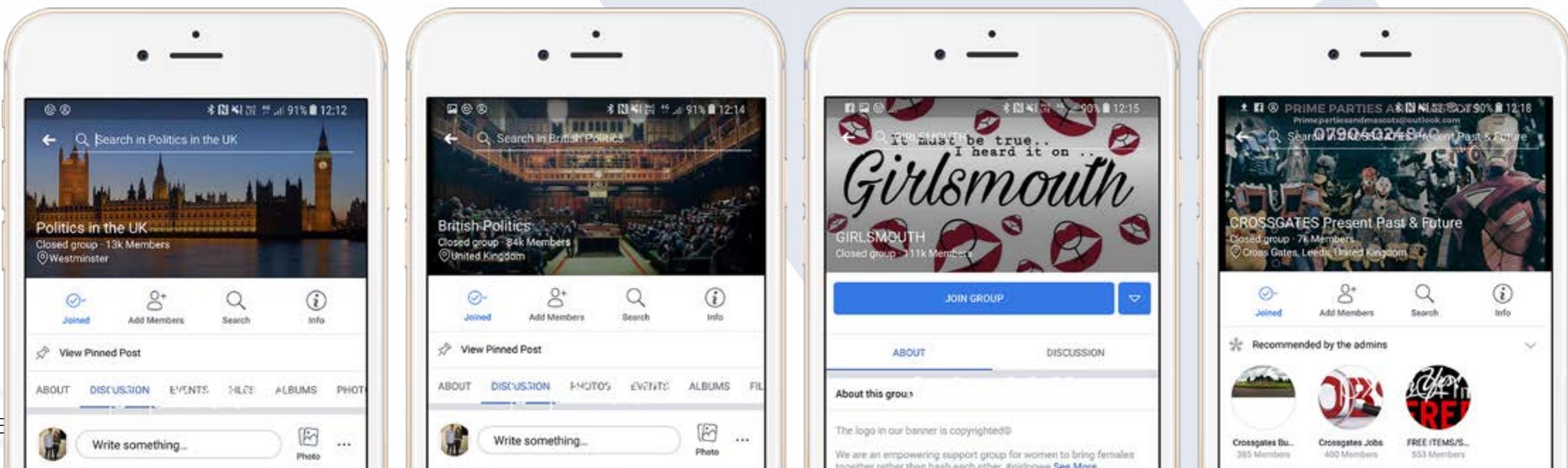
Is there a missing service that you think should be provided on Gov.uk?

USER RESEARCH

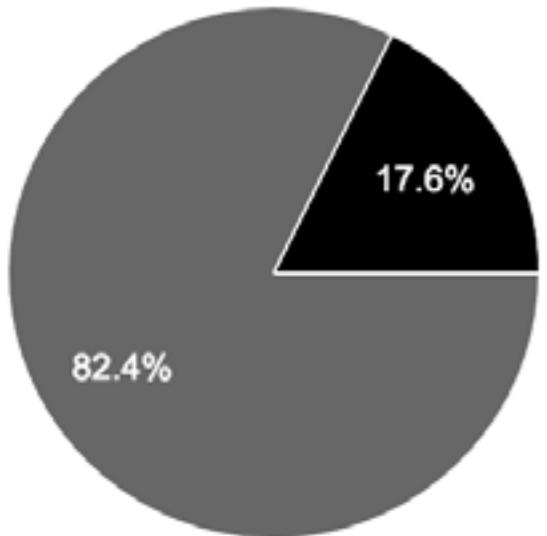
Questionnaire

Getting a wide range of user feedback is very important, to make sure the feedback we get is not biased to a certain age range or certain view. Therefore we posted this questionnaire in several Facebook groups looking at both **local groups** including, 'Girlsmouth' and 'Crossgates: Past, Present and Future' and **political groups** including, 'Politics in the UK' and 'British Politics'.

Range of Users



Was visiting Gov.uk and easy process?

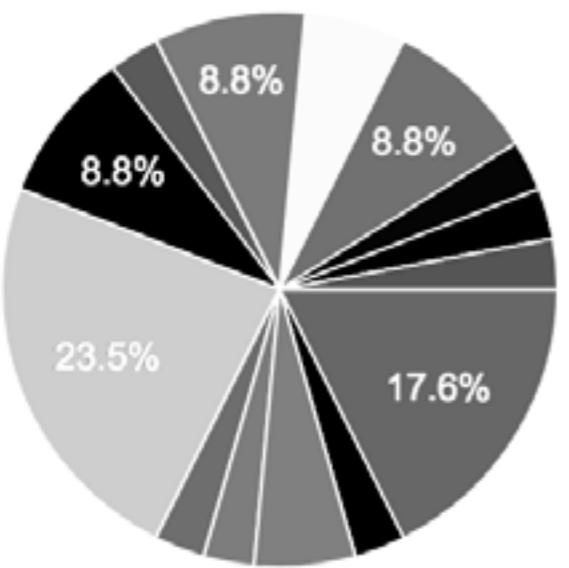


- Yes
- No

Through asking this question we found out that over 80% of visitors to the site found that the process that is provided is easy to you and delivers them straight to the information that they are looking for.

34
Responses

What service were you looking into?



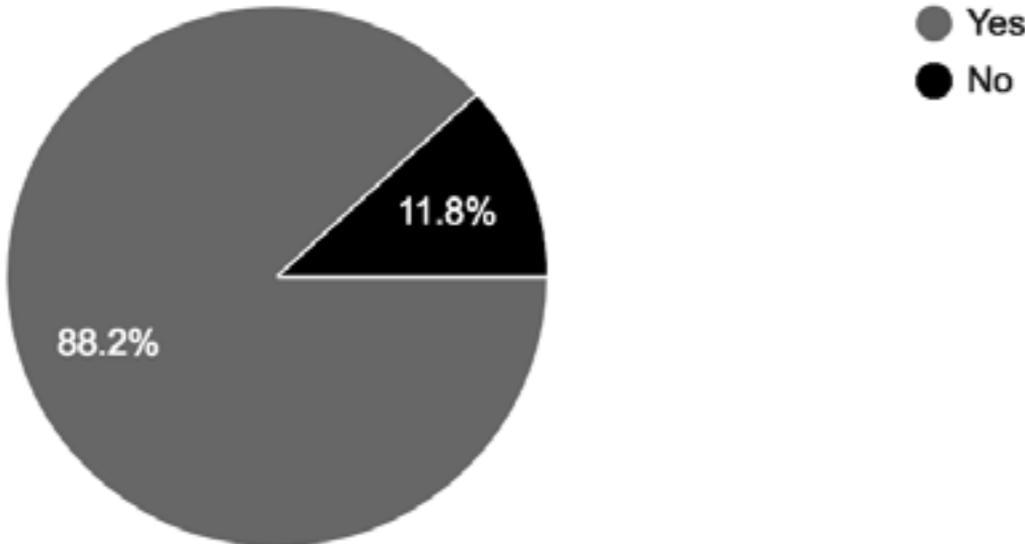
- Benefits
- Births, deaths, marriages and c
- Business and self-employed
- Childcare and parenting
- Citizenship and living in the UK
- Crime, justice and the law
- Disabled people
- Driving and transport

▲ 1/3 ▼

Out of the 34 responses we gained knowledge of what people were visiting gov.uk for. The top 5 most visited were **driving and transport** (23.5%), **Benefits** (17.6%), **Education and learning** (8.8%), **Housing and local services** (8.8%) and **Passports, living and travel** (8.8%).



Did you find everything you were looking for?



After asking this question we found out that 88.2% of people found everything that they were looking for on the gov.uk site which left a small number of people still looking for services that are not available.

If no please explain...

“

“You can only go so far then you come to a dead end with no information to go any further. Very frustrating”

“There was no option to find what I was looking for”

“An explanation to why a deed poll isn’t enough to change a child’s passport name”

“It was difficult to navigate, sends you in endless loops of links which never end up answering the questions. logging in is a nightmare especially for tax using the verified thing.”

”

Is there a missing service that you think should be provided on Gov.uk?

We asked this question to help with idea generation to see if there was any current areas of improvement that people had identified within gov.uk's services. This helped us look into areas that people were having issues with and gave us more knowledge on specific services. Because we got a wide range of responses, we have picked out the most interesting responses that might steer our idea generation:



26

Responses saying
there is no missing
service

“

*“Clarification or **live chat**. Unfortunately there is a lot of information on Gov.uk which is written in such a way that it sounds very contradictory and can be confusing to the lay person. I use Gov.uk frequently due to nature of my job and despite being familiar with the terminology it can be confusing at times.”*

“DWP payments schedule like tax credits”

“More help and support for students and their finances”

“A clearer voting system, or even online voting should be possible in this day and age.”

”

User Scenarios

To understand the different services Gov.uk provides, we created some user scenarios or problems that can be solved on the Gov.uk website. This was to get a feel for how seamless the process was and how many steps it took to find what the user was looking for.

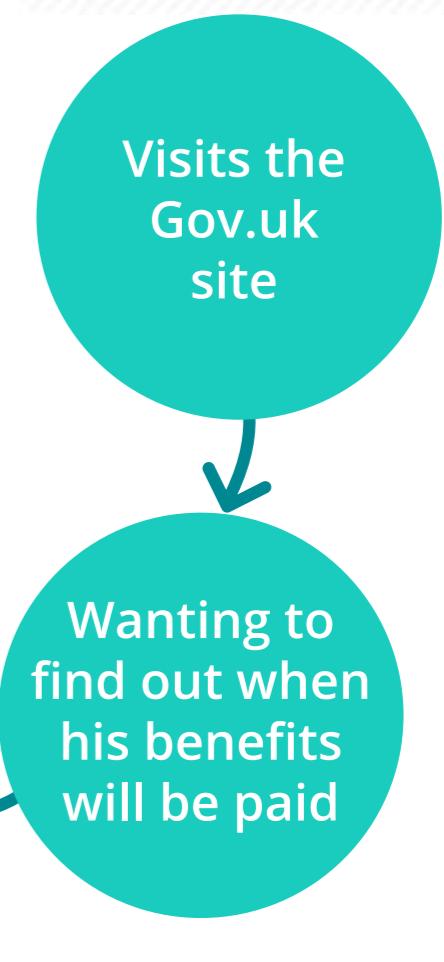


John, 30 years old, Unemployed

Problem - John recently applied for benefits but has forgotten when the payment will be coming into his account. He visited the bank but they couldn't help him find out a date of when this would be.

Solution - John goes to the library and gets directed to the GOV.UK site where he is informed that all the information is on display there. When he selects the benefit entitlements section he notices all the information is easily accessible and answers the question he was searching for.

John's User Journey





Laura, 26 years old, Shop Assistant

Problem - Laura has realised that her driving license is due to expire but doesn't know where the best place to go, her friend advised her that she could go to the post office or visit the GOV.UK site.

Solution - After work Laura goes online and goes to the GOV.UK website. She selects on Driving and Transport and sees the option for driving licence. She then clicks on the option to renew her driving licence and goes through the application process. Although she found the process a bit difficult as it was her first time renewing her licence she got the outcome she was looking for.



Visits the GOV.Uk site

Wanting to apply for a renewal of her driving licence

Goes through the driving licence application

Clicks on renew your driving licence

Selects on driving licences

Directed herself to Driving and Transport

Didn't find the process easy but found everything she was looking for

Suggests feedback for improvements on GOV.UK

Leaves GOV.UK site

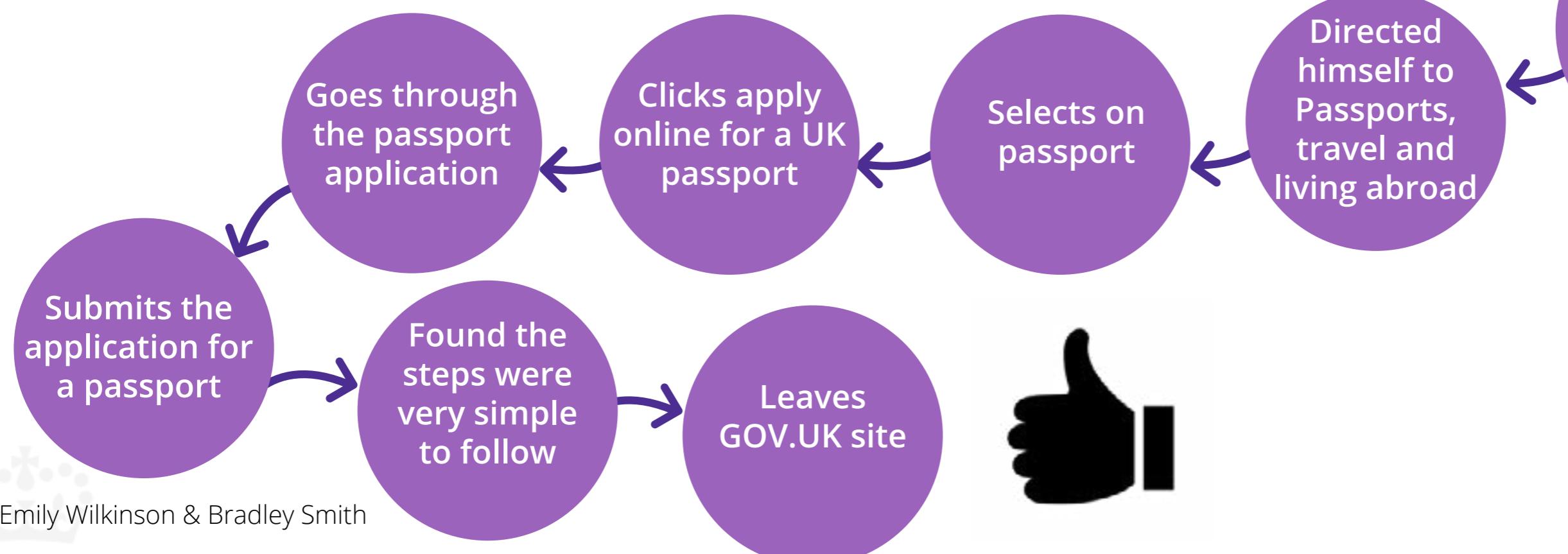




Aaron, 40 years old, International Accountant

Problem - He has recently got a promotion at work as an international account and is in need of a passport. Work advises him to go onto the GOV.UK site so that he can apply for the passport and get the application sent off.

Solution - After work Aaron goes to the GOV.UK website and sees the option for Passports, Travel and Living abroad. He goes through the process of applying for his passport through an application process and submits. He found the step by step information very simple to follow and he got the application completed. He was very happy with his experience and that it wasn't too time consuming to apply.



Comparative Research

To begin our competitor research it was necessary to look at other Governments and how digitally advanced they are. This will also help us steer our idea generation.

COMPARATIVE RESEARCH

Which countries are leading digitally?

Which countries are leading digitally?

As we begin to look at competitors it is important to see how other countries governments function and what is making other countries stand out against the others. The following is some statistics from the Fletcher School which displays which countries governments are leading digitally.

Stand Out countries with the high levels of digital development in the past and who continue to remain on an upward trajectory.

Stall Out countries who have achieved a high level of evolution in the past but are losing momentum and risk falling behind.

Break Out countries with the potential to develop strong digital economies. Though their overall score is still low, they are moving upward and are poised to become Stand Out countries in the future.

Watch Out countries who face significant opportunities and challenges, with low scores on both current level and upward motion of their DEI. Some may be able to overcome limitations with clever innovations and stopgap measures, while others seem to be stuck.

<https://digit.fyi/countries-leading-digital/>

COUNTRIES ARE BUILDING DIGITAL CAPACITY AT UNEVEN RATES

A group of 50 countries reveals four main areas of digital readiness.

HOW COUNTRIES SCORED ACROSS FOUR FACTORS ON THE DIGITAL EVOLUTION INDEX (OUT OF 100)



SOURCE: DIGITAL EVOLUTION INDEX, THE FLETCHER SCHOOL

"The UK is in danger of becoming a stall out country."

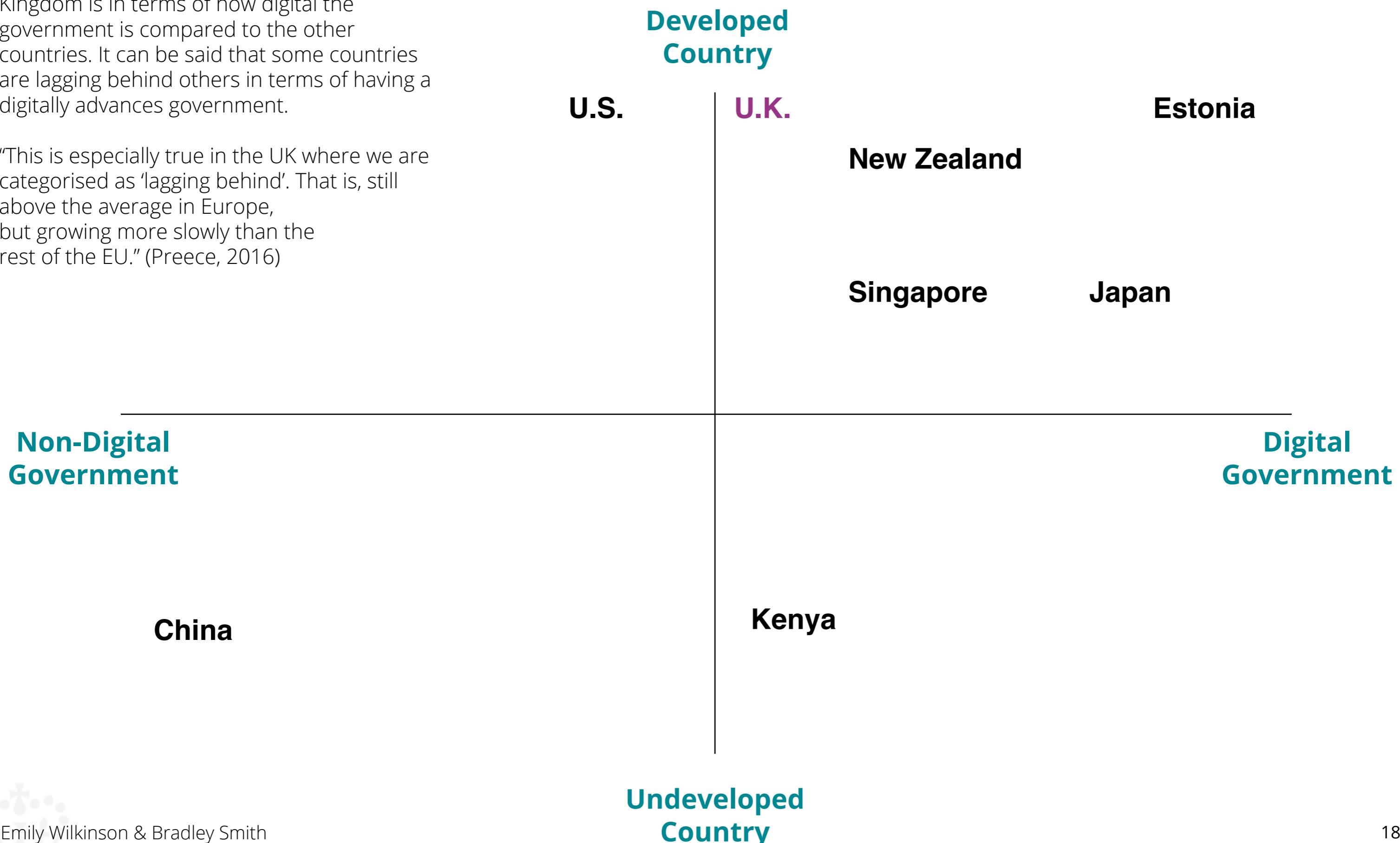
COMPARATIVE RESEARCH

Countries Government Matrix

This matrix displays where the United Kingdom is in terms of how digital the government is compared to the other countries. It can be said that some countries are lagging behind others in terms of having a digitally advanced government.

"This is especially true in the UK where we are categorised as 'lagging behind'. That is, still above the average in Europe, but growing more slowly than the rest of the EU." (Preece, 2016)

Government Matrix



E-Estonia Government

"Estonia is probably the only country in the world where 99% of the public services are available online 24/7. E-services are only impossible for marriages, divorces and real-estate transactions – you still have to get out of the house for those." (E-Estonia, 2018)

On top of their current success stories, e-Estonia have pledged their future ambitions, as the key to success is for a country to be ready to experiment.

"Estonia can claim to be one of the most advanced digital nations in the world. Citizens can vote, file tax returns, register companies and provide signatures online. Digital services are built on a flexible, open platform so new components can be added whenever needed. Estonia will host the D5 next year." (ComputerworldUK, 2017)

Key features that could be implemented into UK government:

E-residency for business opportunities (enabling people to secure and convenient digital services that facilitate credibility online. It allows businesses to establish a company online, manage remotely and achieve location independence. This is important if businesses are wanting to branch out and have access in different parts of the world.

I-Voting offers a new digital solution that is simple and convenient helping people in the governance process. Casting their ballots from any internet connected computer. The voter's identity is removed from the ballot before it reaches the national electoral commission for counting. There has been a 30% increase of votes as well as saving 11,000 working days per election. Overall this makes it a hassle-free environment. This type of voting will also encourage a younger target audience to get involved as it is at their fingertips multimedia platform or mobile app.



we have built a digital society and so can you

Named 'the most advanced digital society in the world' by [Wired](#), ingenious Estonians are pathfinders, who have built an efficient, secure and transparent ecosystem that saves time and money. e-Estonia invites you to follow the digital journey.

[LEARN HOW](#)

e-estonia
solutions
showroom
it sector
news
toolkit

e-identity
interoperability services
security and safety
healthcare
e-governance
mobility services

e-residency 
eu presidency 
[investinestonia.com](#) 
[tradewithestonia.com](#) 
[visitestonia.com](#) 
[estonia.ee](#) 

Singapore Government

Beginning in the early 80's, the Singapore government set out to raise the infocomm competency. For the past 25 years they have used ICT to transform the way that the public sector works. There are 1600 e-government services available online that have access to them 24/7.

"While technologies change, our guiding principles have remained constant. Our focus is always on serving our citizens and businesses. Each step, each new action plan builds on the previous one to achieve economic and social objectives." (Tech.gov.sg, 2018)

Businesses and individuals can tap into open government data encouraging the co-creation of innovative solutions.

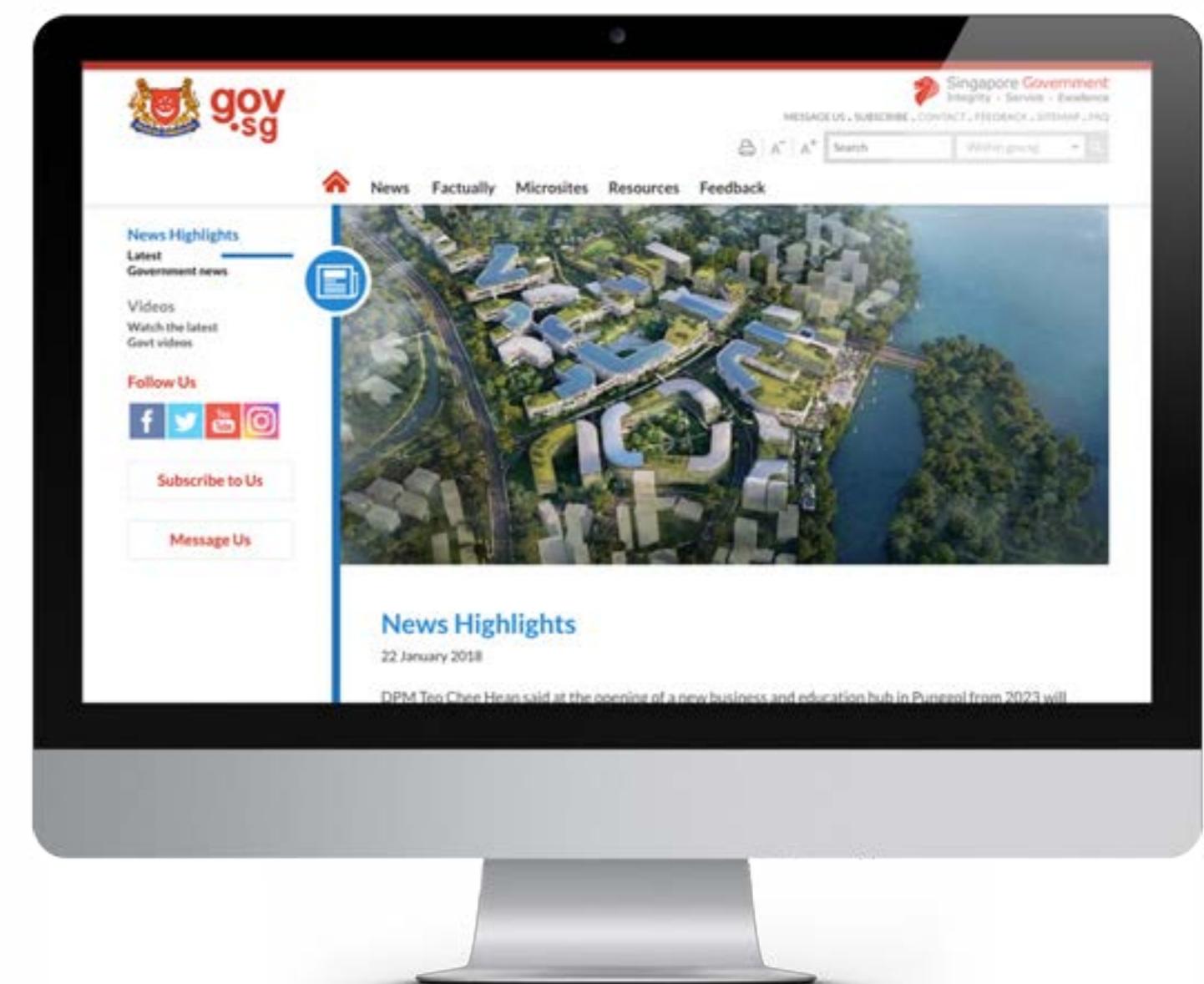
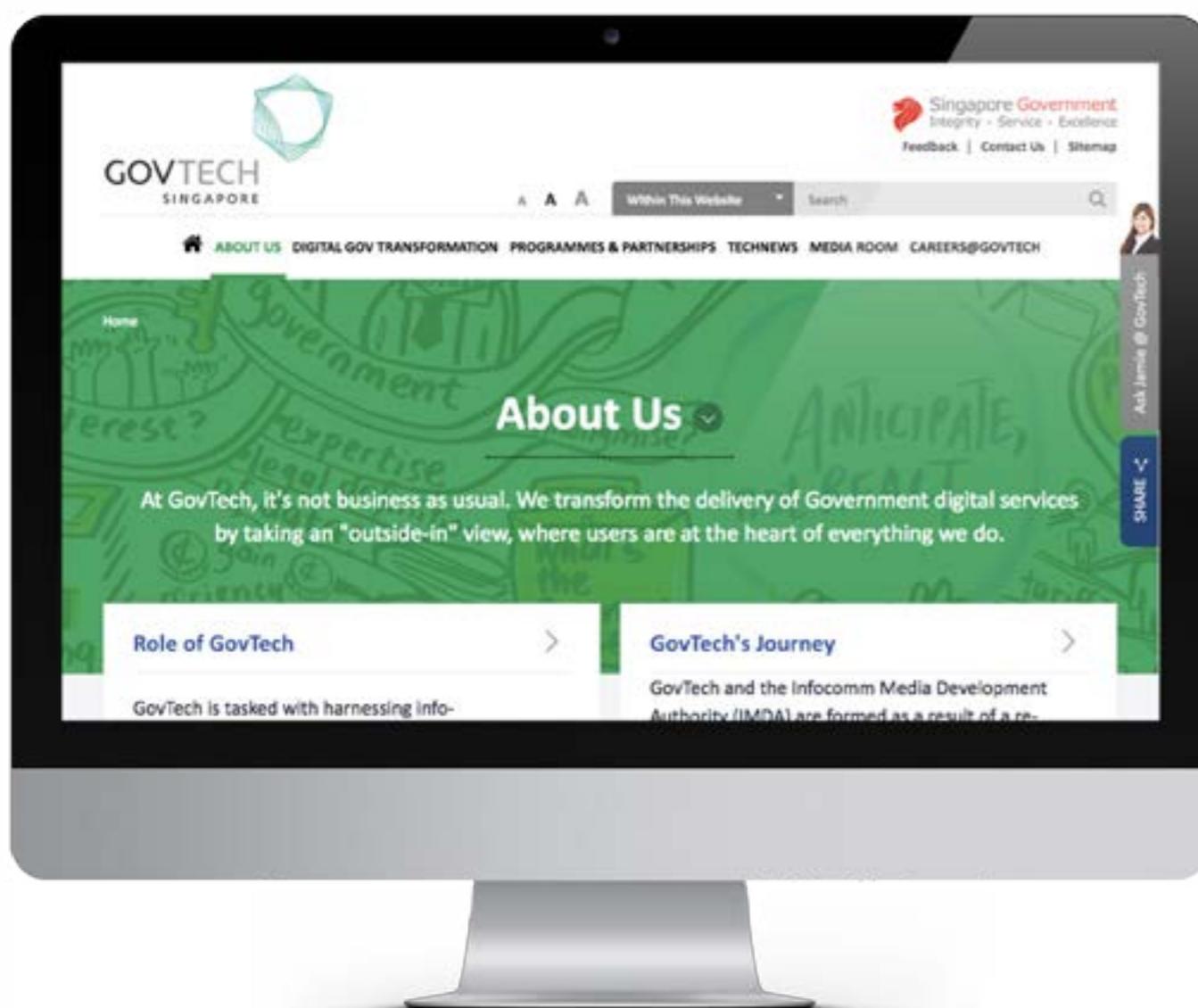
GovTech works with public agencies to develop and deliver secure digital services and applied technology to individuals and businesses in Singapore. GovTech builds key platforms and solutions needed to support Singapore as a Smart Nation. As a leading centre for information communications technology (ICT) and related engineering such as the Internet of Things, GovTech also enhances the capabilities of the Singapore Government in these domains.



VS

GovTech

Gov.sg



MANY SMART IDEAS ONE SMART NATION

Uncover the possibilities by clicking the icons!



SMART NATION

A Smart Nation is one where people are empowered by technology to lead meaningful and fulfilled lives.

Through harnessing the power of networks, data and info-comm technologies, we seek to improve living, create economic opportunity and build a closer community.

A Smart Nation is built not by Government, but by all of us - citizens, companies, agencies. This website chronicles some of our endeavours and future directions.

[Learn more](#)



Summary of Findings

Despite Singapore being a technologically advanced country and aiming to provide an e-gov service, their official gov.sg website has very limited government information coming from a non-Singapore national. This is problematic as it should strive to present a seamless journey for any user. Ironically, more information was presented on Singapore's 'Smart Nation' web page, which specifically states that it was not built by Government.

Smart Dubai Government

Dubai's e-government journey started in the year 2000. Their mission is to deliver 'world-class smart services and infrastructure to create happiness'.

"We have recently launched our five-year strategy: Smart Dubai 2021. We want to take our smart city transformation to a different level, a level at which digital transformation has a significant and positive impact on the city." (The Official Portal of Dubai Government, 2018)

What's currently available now:

- ePay (payment gateway)
- eHost (content management)
- eLibrary (library database)
- eJob (recruitment service)
- eCitizen (16 hours of classroom training)
- eEmployee (40 hour training programme)
- eLearn (learning courses available online)
- e4all magazine (raising awareness from the government)



Summary of Findings:

The government website is not usable in terms of their policies and information, however it does allow you to change the font size, language and a 'listen to this page' option, as displayed below:



COMPARATIVE RESEARCH

Dubai

Search

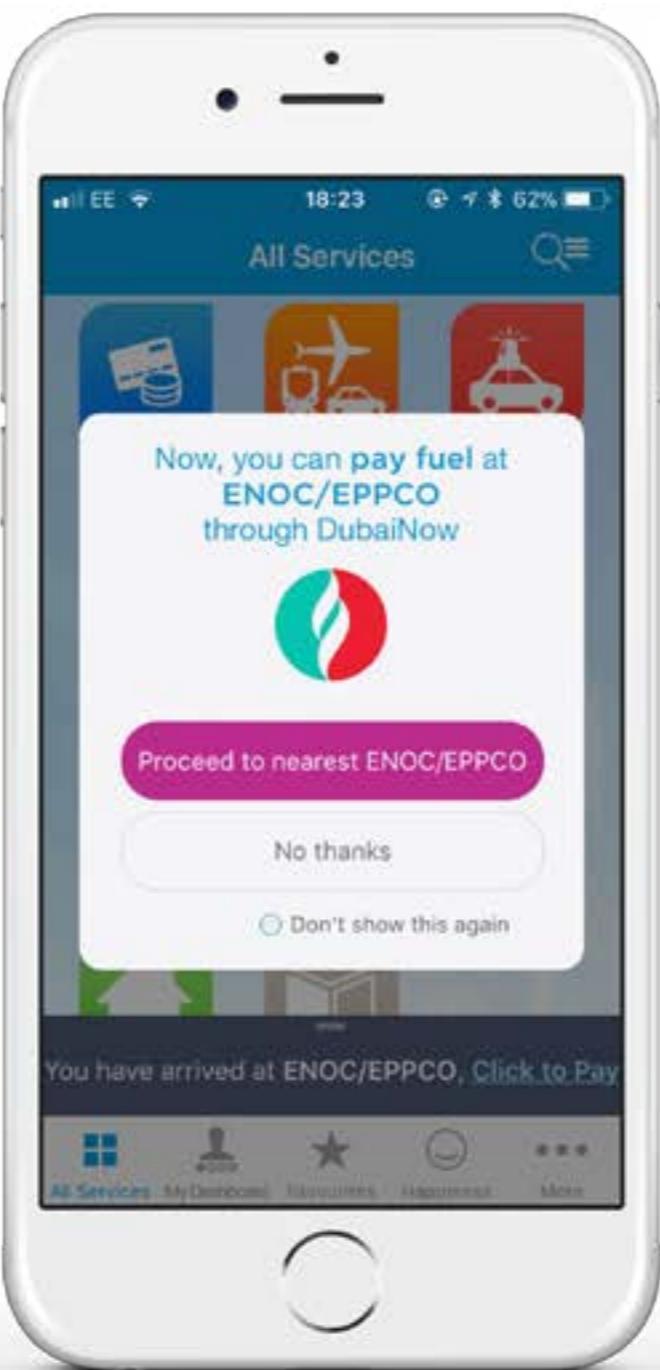
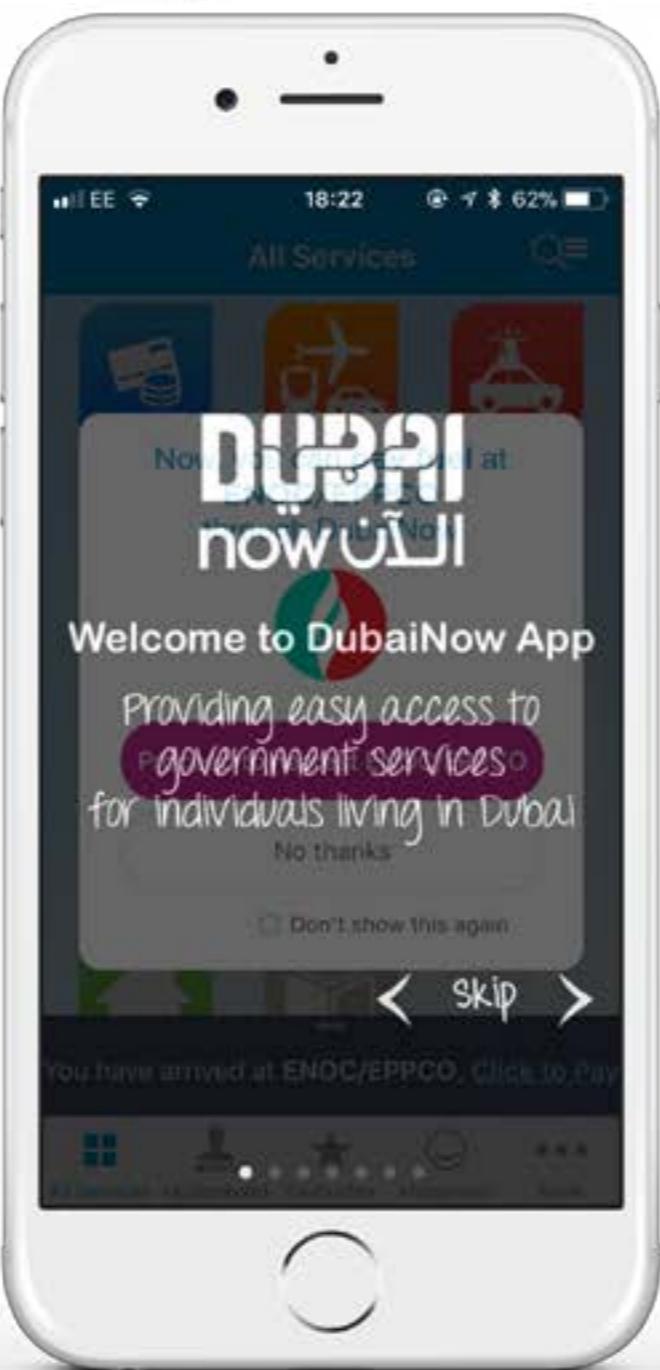


DubaiNow - تطبيق
دبي الآن

Dubai eGovernment Depart...

OPEN

...



If you live in Dubai, then you will find the DubaiNow app from Dubai Smart Government, which puts multiple government services in the palm of your hand.

You can pay most of your bills and fees, plan and track your travel around Dubai, plan child vaccination, find out school ratings, track Empost shipments, find local prayer times and mosques, find a specialist doctor or clinic, track flight arrivals and departures, find a 24hr pharmacy, and more.

Estonia

Aesthetics



Usability



The e-Estonia website is very aesthetically pleasing using a video header, giving an overview of the lifestyle in Estonia. However in some areas the contrast of colours is not strong enough for someone who is visually impaired.

Singapore

Aesthetics



Usability



As non-Singapore national the digital government is not a seamless experience because there are numerous websites that hold government information and it is difficult for the user to find which one to trust.

Dubai

Aesthetics



Usability



The Dubai government site is very disorganised. The site also doesn't display the government policies, the user has to look on external sites to find them. In terms of the application the design is very dated, however having important information on an app is very useful.

Key Research Insights

Citizens want better digital services in:
Education, welfare, immigration, employment, Health Care

25% of citizens in developed countries use digital services more than once a week

The satisfaction levels of digital governments around the world are improving but still have a long way to go.

40% of citizens in developing countries use digital government services more than once a week

Estonia has the biggest digital government and their statistics prove that what they are doing works

Our government research has enabled us to understand the position of where governments stand in terms of digitalisation and how this benefits their demographics

We can now focus on specific areas that we would like to focus our target audience towards, even if this is a current need or a more fanciful, speculative future need

Idea Generation

GOVERNMENT

A close-up photograph of a person's hand, wearing a dark suit jacket and a patterned shirt, pointing their index finger directly at the word "GOVERNMENT" in large, bold, white letters.

**"Governments are
going digital"**

Innovative

Effective

Successful

IDEA GENERATION

Quoting the Brief

“Current needs or more fanciful, speculative future needs”

Taking this quote from the brief, we have brain-stormed some possible current and future needs. We have categorised these needs in what we think is possible for 5 years, 10 years and 20 years into the future

5 YEARS

Security options for businesses

I/E voting application

Gun Licence
(Hunting purpose)

Internet voting

Waste from mines and quarries

Verifying immigrants identification who have fled their countries

BREXIT

Digital Identification

More detailed student information

Cyber security

10 YEARS

Digital Passport

Digital Healthcare

E-Residency

Self driving transportation

Visa to Mars

Time travelling licence

i-Voting

What is it?

i-Voting is the option for the general public to vote online for government elections, saving them the need to leave the house to go to a polling station.

Benefits

The first obvious benefit of i-voting is that a lot more people would find it easier to vote, particularly that of the younger generation. There is also evidence to prove that weather conditions also have an impact on the amount of people who vote, as the general population have to leave the house in order to vote. People who cannot leave the house or who are out of the country and miss the postal vote date could use i-voting. This would be an easier option and users will also not have a certain deadline to post by.

Drawbacks

The disadvantages of i-voting would be that it could be vulnerable to hacking and electronic fraud, particularly if encryption and verification are not sufficient. I-voting is also at risk from Internet crashes and other technical difficulties.



Contactless Biometric Passport

What is it?

Contactless biometric passports eliminate the need for a physical passport between countries that have the contactless biometric 'e-gates'. The users biometrics will be scanned including their face, iris and fingerprint for facial recognition security.

Benefits

The main benefits that biometric passports bring are allowing border control to focus on high risk passengers which allows 90% of passengers to go through with ease and not get stopped for unnecessary reasons. Paul Ferris stated "Not only will it make international travel quicker and safer, but it also gives people back control of their personal digital data." McGoogan, C. (2017). It would also avoid people losing their physical passport and waiting in long queues to get their passport checked.

Drawbacks

The main drawbacks that biometric passports face are hackers could steal peoples identities as well as their iris scans and fingerprints if the systems were to be hacked, which would raise privacy and security concerns for passengers.

Emily Wilkinson & Bradley Smith



IDEA GENERATION

Chosen Service

'invisible' airport checks using enhanced biometric recognition

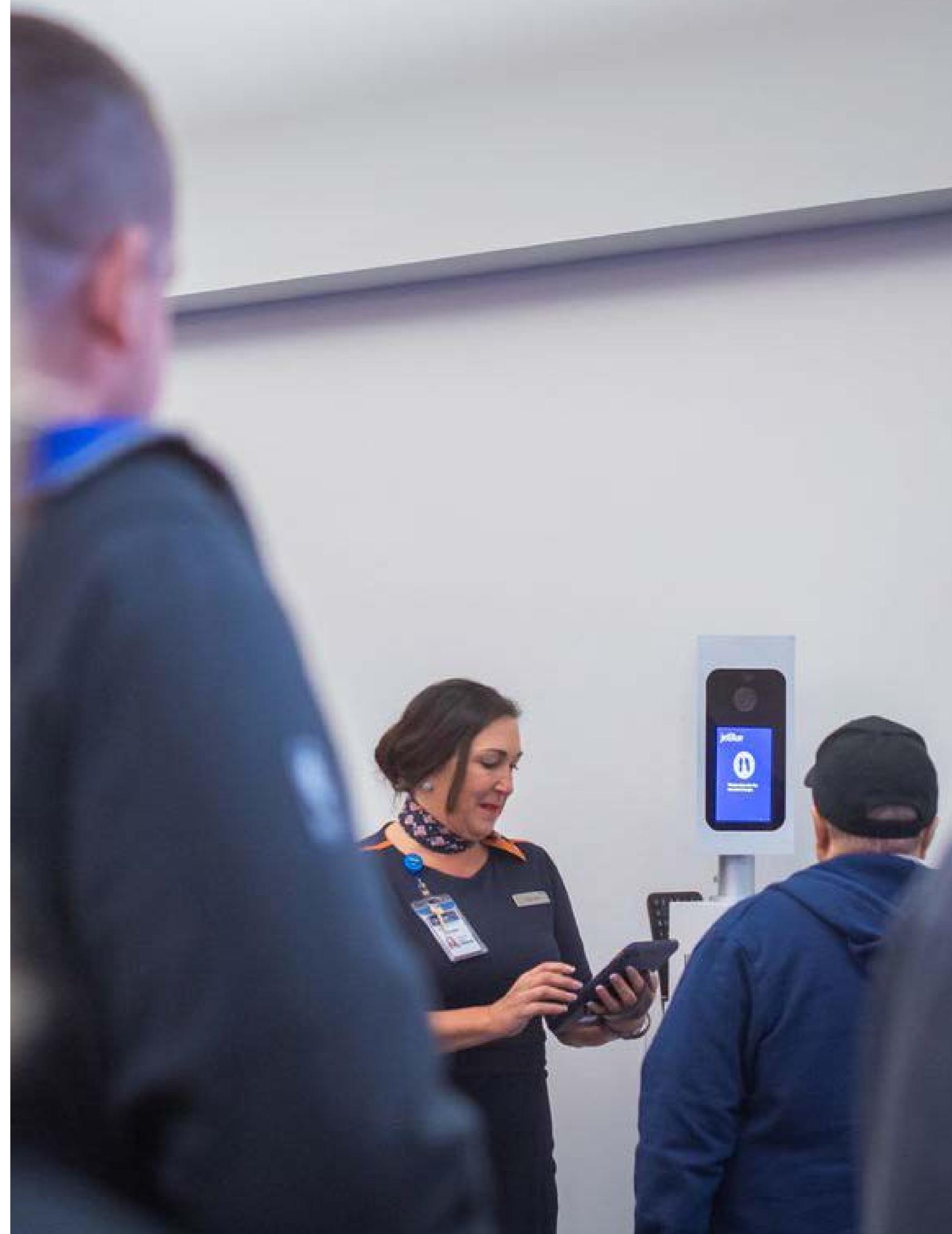
Who is using it?

There is a number of ways facial recognition technology is currently being used for border control. Some countries use it as extra security, using facial recognition as well as a physical passport. For example in South Korea, the technology can also be applied to criminal investigations. However Dubai has introduced the end for any physical paperwork. Arriving passengers will enter a short tunnel when leaving aircraft. The tunnel will 3D scan their face and they will instantly be checked into the country LIDAR technology will enable the system to recognise passengers quickly without them needing to even stop walking.

Our Focus

Once we understood the service we are going to provide, we have decided to focus in on one area given the amount of time we have it would not be possible to develop a fully functioning service.

Therefore we have decided to focus on the **applying for the passport process**.





Who is Using it?

IDEA GENERATION

Who is using it

Dubai Airport

"Dubai Airport is going to use face-scanning virtual aquariums as security checkpoints"

www.theverge.com/2017/10/10/16451842/dubai-airport-face-recognition-virtual-aquarium

Dubai is the only airport that is in the process of testing out this technology and eliminating the need for a physical passport.

They are naming it the 'virtual aquarium', which is shaped like a tunnel and fitted with 80 cameras that can scan faces and irises as passengers walk through. Once the traveller reaches the end of the tunnel a cleared message will read 'have a nice trip' or a red sign will be displayed to alert security.

The idea is that the tunnel is displayed with pictures and moving animations to encourage the user to look around and increase the quality of their face scan.

Dubai plans to install the first of these virtual walkways by the end of summer 2018.



The USA

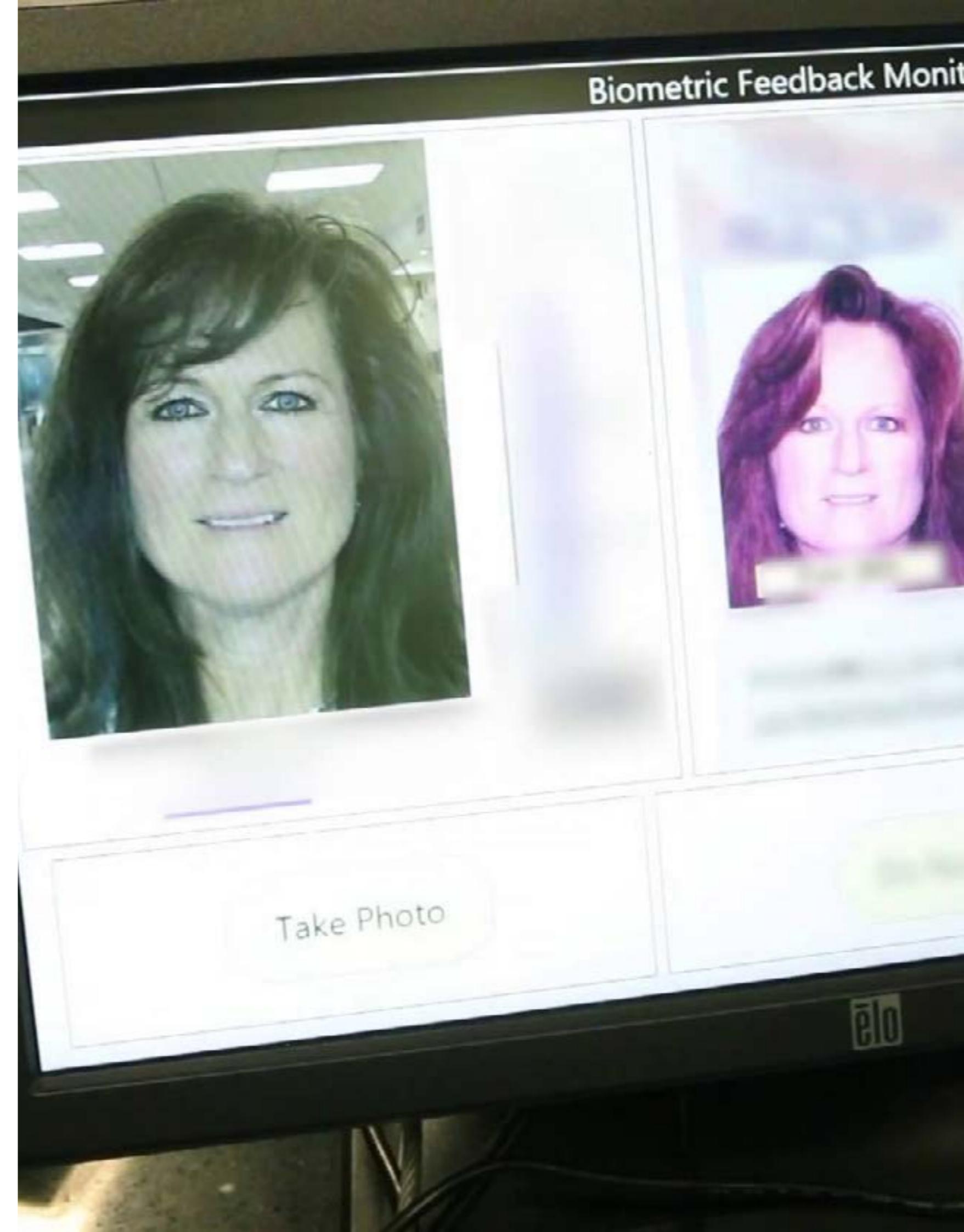
“Facial recognition is coming to US airports, fast-tracked by Trump”

<https://www.theverge.com/2017/4/18/15332742/us-border-biometric-exit-facial-recognition-scanning-homeland-security>

The USA is in the planning stage of testing out facial recognition technology

The project ‘Biometric Exit’ would use facial matching systems to identify every visa holder as they leave the country.

Just before departure, international travellers' photos are taken. These photos are then compared with images from passports, visas and other travel documents in a secure environment using the Traveller Verification Service. If there's no match in the system, it could be evidence that the visitor entered the country illegally. There is then a record kept of the traveller's departure from the United States.



IDEA GENERATION

Who is using it



CLEAR

"Using biometric identification scanning your boarding pass and your fingerprint biometrics is all that is required to verify your identity"

www.clearme.com

For \$15 a month, the user does not need a physical passport for border control.

To enrol there is a 5 minute sign up process at the airport, registering fingerprint and iris biometrics.

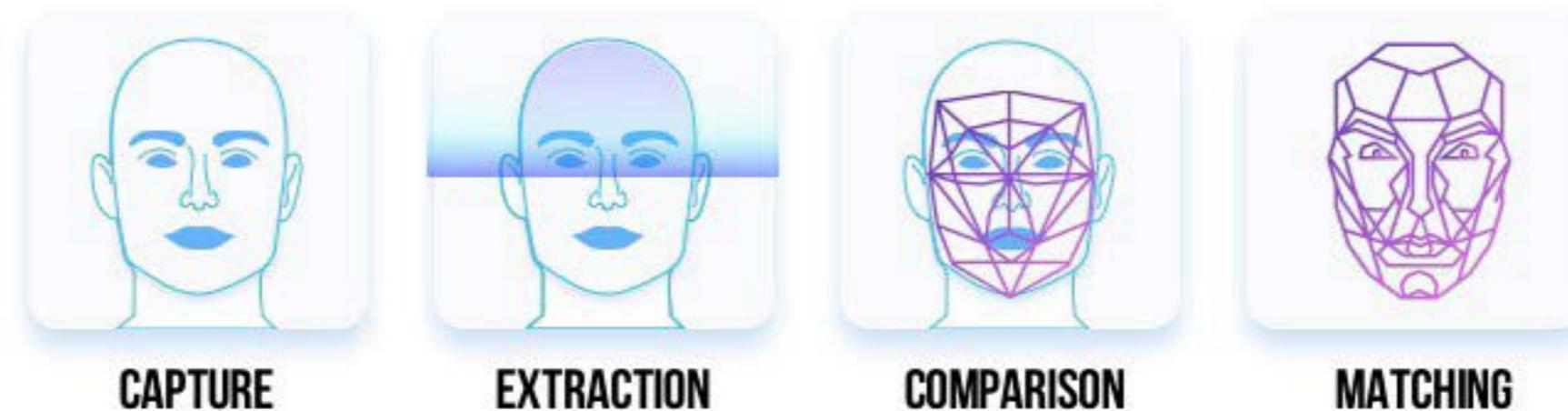
Depending on eligibility, the user is then ushered to either standard or pre-tech screening.

The service is currently implemented in 30 airports across America, saving time and skipping the queues. This means however that passengers can only use this service when travelling between these states.



How does it work?

It adapts to your facial changes over time. It learns your face. If you start **wearing glasses** (including sunglasses), or **cut your hair**, it will still identify your face. If you **gain or lose weight** or grow old, it will still know it's you. If you wear a little or **a lot of makeup**, if you look like a completely different person when you wake up in the morning, it will still recognize the structure of your face, which doesn't change whether you're wearing makeup or not. If the user experiences **swelling** or **disfigurement** due to an accident, or if the structure of your face changes due to **facial reconstruction**, you can re-scan your face for a new Face ID identification



IDEA GENERATION

Visual Research



DWP Visit

After visiting the DWP office in Longbenton they gave us a useful insight into the approaches that they took when thinking about new concepts. We discussed current needs and more speculative future needs as well as how to stick to the GDS (Government Digital Service) guidelines.

It was very useful to see how they constructed their personas and how they went out and spoke to people to gain more insight into their struggles and understand what was going wrong. They also showed us their approach on Primary and Secondary needs, which helped understand the breakdown and structure.

DWP VISIT

We also observed the 'Get Your State Pension' analytics page which helped us understand how many people accessed the site as well as the completions that they had that day (In terms of 'getting your state pension'). The staff explained that they found it interesting to see who was looking at the site and how long they were on the page for as it gave them an average of how long it took to complete the task.



Research Stage Feedback

After delivering our first research submission we gained some very useful feedback from DWP and received positive feedback in terms of the research we have done so far.

In terms of next steps; they showed us some relevant links to the home office and express which gave us helpful information on passport history, renewal and how to apply online. We were also sent a link to Edward Horsford's blog who's role was 'to make the service simpler' this was useful to read as it gave both of us information on User Research, Agile Development, Prototyping and Private Beta.

Something to take into consideration, passports are available to all age ranges which allowing us to gain a good user set so it is important to make the most of this opportunity as we can gain a greater responses.



FURTHER RESEARCH

The Evolution of UK Passports

1974

Black and Blue Passports

Passports in the 70s and 80s were hand written with the photograph glued in. The passport would also feature a photograph of their spouse.

1994

Burgundy Passports

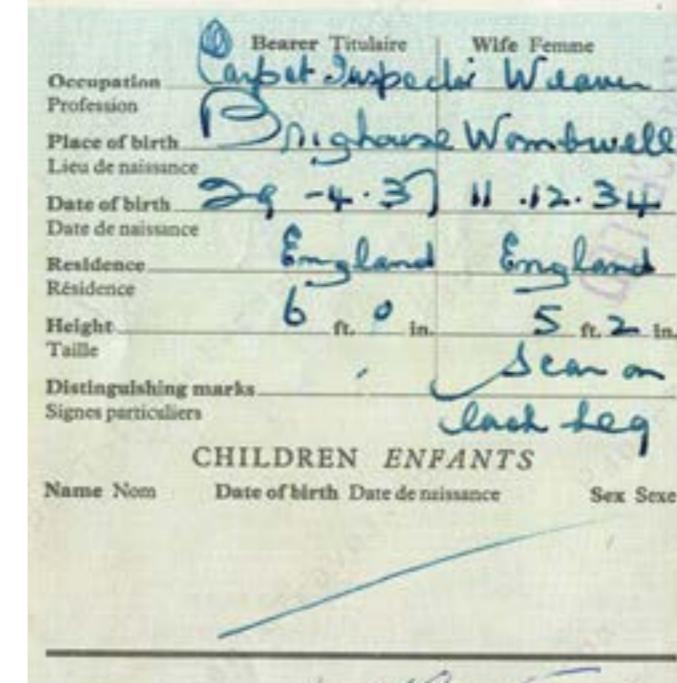
Into the 90s photographs were laminated the whole passport was printed.

2006 - Present

In 2006, the UK introduced machine readable biometric passports that were laser printed and included a hologram. They include a chip that stores your biometrics

2018

Enhanced Biometric Passports eliminate the need for a physical document when travelling between major airports.



What are the challenges?

1

Hacking of technology

Hacking causes damage to the computing devices of individuals and business which sometimes results in millions of pounds lost.

Hacking often results in the loss of data due to files being deleted or changed. Customer information is the biggest thing that gets hacked and causes real-world security issues. Participants who upload their data online risk losing their identity, social account (anything that is uploaded when they set their account up) and this can very quickly destroy that privacy.



FURTHER RESEARCH

Possible Challenges



What are the challenges?

2

Women Wearing Niqabs

How are Muslim women's faces checked in airports?

When Muslim women wear Niqab, Burqa or Hijab and are asked to remove it they simply request a private area (most security check point have a private room). If the situation occurs they will ask for a female officer, remove their veil and confirm their identity. The process is very straight forwards and doesn't instigate any uncomfortable situations.

In this circumstance if a woman does not want to remove their head scarf they must use the family gate

What are the challenges?

3

Blind and other disabilities

In cases of blind people using the service, it must be clarified what biometrics will need to be taken and in the correct way.

The facial recognition service may still be available for blind people however they may be unable to get their iris scanned in extreme cases.

In this case and in many others therefore there must be a short number of questions before the applying stage what passport would be most appropriate.



What are the challenges?

3

Interviewing the blind

Male, 53 years of age

Have you ever used biometrics for security purpose?

"I have never used facial biometrics before, but I use fingerprint scanning for my phone security, I think that by having the option of fingerprint scanning as a main platform would help with security for people who are blind. Going back to facial biometrics it would be something I would be interested in exploring but I would like to have someone with me whilst I explored this security option, as it is something that I have never felt comfortable with doing it by myself."

What would you preferred method of applying for an Enhanced Biometric Passport be?

"Usually when I apply for a passport I have to ring up and go through the application over the phone. I think by keeping this option still available and being able to speak to somebody whilst doing the application is really important."

How do you feel about having your security details uploaded online?

"I would be happy to secure my details online as long I know how secure it is and I have enough information before hand, I don't see any reason for not trusting it."



What are the challenges?

4

Face Disfigurements or plastic surgery

The service will not have an issue scanning the biometrics of users with face disfigurements or plastic surgery. However in extreme cases the online process much ask a series of questions regarding face disfigurements and the severity of them, to see what would suit the users needs the best. For these reasons this is why there must still be an option for a biometric passport, as opposed to an enhanced biometric passport

If a user has had plastic surgery or a face operation or broken bone, after they have had their biometrics scanned, they must get them rescanned.

FURTHER RESEARCH

Possible Challenges

What are the challenges?

4

Children under the age of 13

Children's biometrics under the age of 13 have not fully developed therefore would not be able to use this service.

Therefore we have came up with an alternative in which the children will have their fingerprint scanned (as fingerprint biometrics are fully developed at 6 months). As well as having their physical biometric passport.

Which means that it would be hard to differentiate between younger children as their development isn't fully complete and the system wouldn't be able to function correctly due to the confusion.

Emily Wilkinson & Bradley Smith



Age Progression Software

Software has been developed that can predict aging, it shows how a baby will look from birth up until they're 80 years old. The software works through an algorithm that scans thousands of internet photo's that delivers an 'average face'.

If this software could be combined with the biometric scanner it would predict what the child would look like at 13+. As children are always aging and changing they are considered the most difficult of all scenarios. This technology is one possible solution to this problem however the software would have to be extremely successful and precise for security measures.

Input age 3**Age 4****Age 6****Age 8****Age 9****Age 10****Age 16**

FURTHER RESEARCH

What are the motivations?

What are the motivations?

Convenience

It is important to fully address the issues at airports in terms of waiting in long queues for border control. Because in recent years governments have tightened their borders, people have been forced to wait in long queues to the point some travellers have missed their flights.

Security

Identity theft can be a huge problem, it can cause money loss, and it may cause troubles getting a lone, mortgage or credit card. The idea is that no one can steal someone else's biometrics.

It will also improve security of the country. Wanted criminals will be recognised more successfully as the criminals record will flag up against the travellers biometrics.

Essentially, the idea is to prevent long queuing in airports, as well as strengthened security using facial recognition technology.

Passengers facing delays and long queues at some European airports

Holiday destinations such as Madrid, Lisbon and Mallorca affected amid shortage of border staff and tighter security checks



▲ Passengers queue to check in at Schiphol airport in July. Photograph: Evert Elzinga/AFP/Getty Images

INDY/GO

AIRPORT PASSPORT QUEUES: WHY BRITISH HOLIDAYMAKERS ARE HAVING TO WAIT FOR HOURS AND MISSING FLIGHTS HOME

A dark, low-light photograph showing a close-up view of a large crowd of people, possibly British holidaymakers, looking towards the camera with expressions of fatigue or frustration. This image serves as a visual representation of the 'British holidaymakers' mentioned in the headline, illustrating the impact of the passport queues described.

Technology Research

e-Passport Gates

Using a biometric 'chipped' passport, epassport gates allow users to use the automated passport gates instead of having your passport checked by a border force officer. The gates use facial recognition technology to **compare your face to your photograph** recorded on the 'chip' of the users passport.

These gates are available for any person aged 18 and over, some airports now even allow children of 12 and over to use them. 171 epassport gates are available across 18 UK airport terminals.

Children using the gates

E-Passport gates were originally restricted to eligible passengers 18 years and over. Children aged 12 and over (facial recognition isn't effective for under 12s so there will be no further reduction in age) travelling with an adult can now use ePassport gates at certain airport terminals





Hand held Tablet

BCS (Border Control Solutions) created a hand held tablet with a built-in passport scanner and **biometric finger print** scanner. Enabling officers to process travellers anywhere at the border, ensuring **any point of entry can be guarded**.

"Fingerprint biometrics are rapidly establishing themselves as the global standard for identity assurance at international borders. our proprietary technology offers secure and reliable management of biometric data to improve the speed and ease with which travellers can cross borders, and to improve governments' ability to manage who is allowed in and out of a country."

<https://www.bcs-trustedid.com/>

Mobile Passport Control

Mobile Passport Control (MPC) allows U.S. citizens and Canadian visitors to use the Mobile Passport app to expedite their entry process into the United States. It is the first app authorized by U.S. Customs and Border Protection (CBP) for eligible travellers with a smartphone or tablet to submit their passport information and **answer CBP inspection-related questions prior to CBP inspection.**



[https://www.ier.com/en/
access-control-border-con-
trol-boarding/](https://www.ier.com/en/access-control-border-control-boarding/)

Our Technology Specification

We will be using the Gov.uk prototyping kit to create our Enhanced Biometrics Passport application. We will be using terminal as our host so that we can gain feedback and this will help with the improvements that we will need to make.

We will be also using brackets to edit the code as this will allow us to change elements and add in our own text and information.

Brackets



HTML



CSS



Service Specification

Enhanced Biometric Passports

Using face recognition technologies for a faster, more seamless airport experience in all major airports. The smart tunnel recognises the users facial, iris and fingerprint biometrics.

It is important to stress to users that a physical passport is still necessary when travelling to smaller airports without the smart tunnel technology.



DESIGN SPECIFICATION

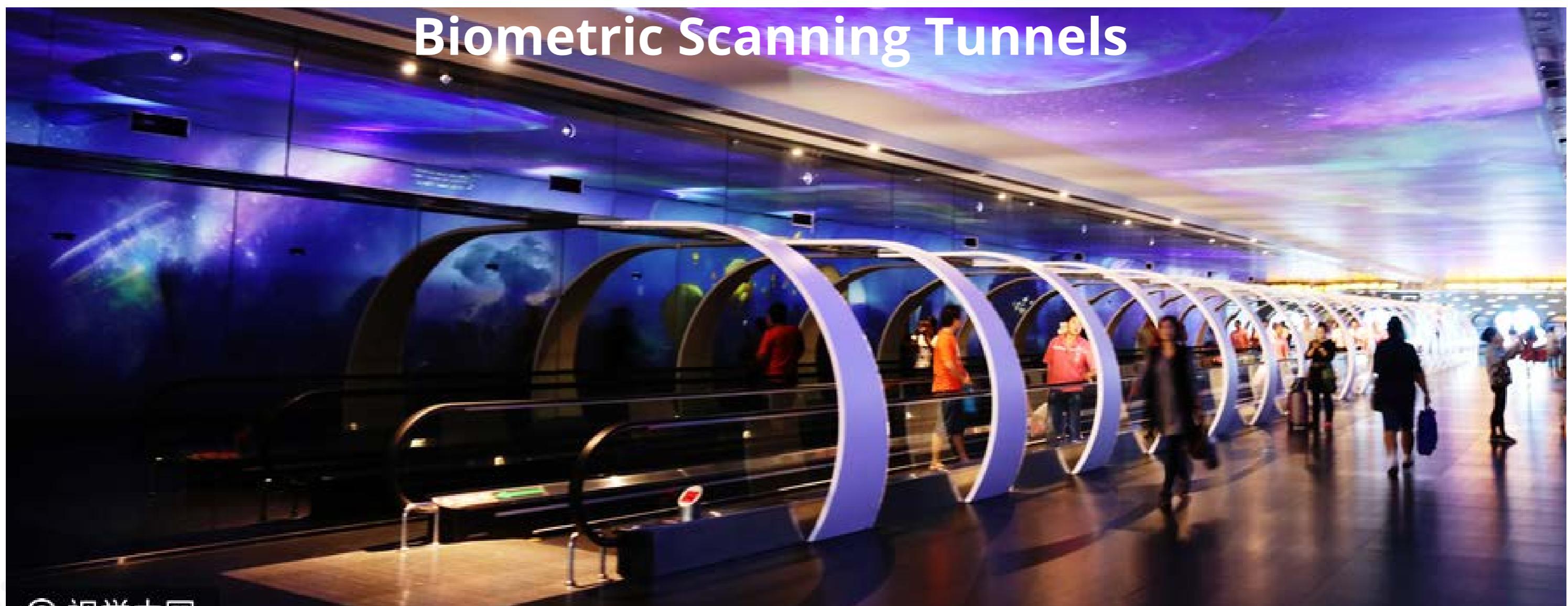
Visualising Concept



© 视觉中国



Biometric Scanning Tunnels



DESIGN SPECIFICATION

Who can use it?



ADULTS

Adults will register their fingerprints, iris and facial biometrics, which will allow them to use the smart tunnel facility and get them through security. When they walk through the tunnel their facial biometrics will be scanned, iris and fingerprint biometrics are used as extra security, in cases where they need to use an e-gate with their family.



DESIGN SPECIFICATION

Who can use it?



CHILDREN UNDER 13

Children under the age of 13 will only be able to register their fingerprint as it is the only biometric fully developed at a young age, this means that they will still need a physical passport to go through security.

BORDER CONTROL



DESIGN SPECIFICATION

Who can use it?



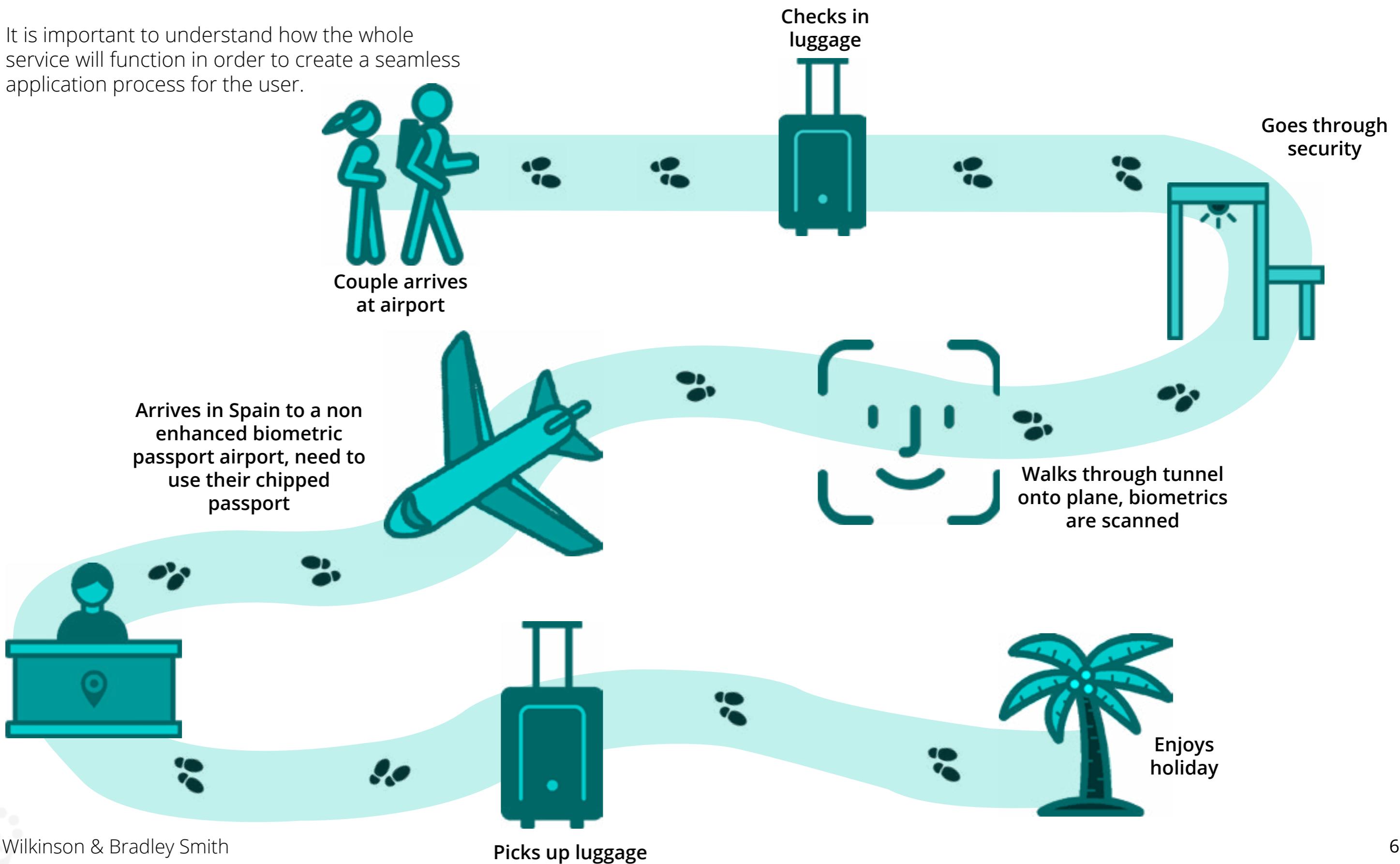
FAMILIES

For families going through passport control adults will have their biometrics scanned by an e-gate. Children will simply register their fingerprints and physical passport and the family can go through a controlled e-gate together.



Service Specification

It is important to understand how the whole service will function in order to create a seamless application process for the user.



SERVICE SPECIFICATION

Service 1

Insight

Parents prefer to sort their children's and partners passports so that they can track when its renewal is due.

Concept

We have proposed a concept for families that allow parents to stay in control of their children's/other family members passports. With the simple process of a biometric stand in the post office users can capture their fingerprints, iris and facial biometrics and upload and complete an application form within the post office. This process will benefit people that don't like using an online system, they would prefer to do it by hand. Post offices are often local therefore wouldn't be a problem for a family to visit and get their biometrics scanned. Once their biometrics are scanned the user has the option to either complete the rest of the process at the post office or receive a code for their biometrics to place in their own online application at home.



Post Office Persona



**John aged 39
Business man
Father of 3 sons, ages 4, 6 and 9**

Goals

Needs to renew his families passports, he is a busy business man needs a simple and time efficient application process. Sees advertisement on train about enhanced biometrics passports and skipping the long border control queues at the airport.

Motivation

John's families passports are up for renewal, he must get them renewed as soon as possible as he has booked a holiday for them in the forthcoming months.

Frustrations

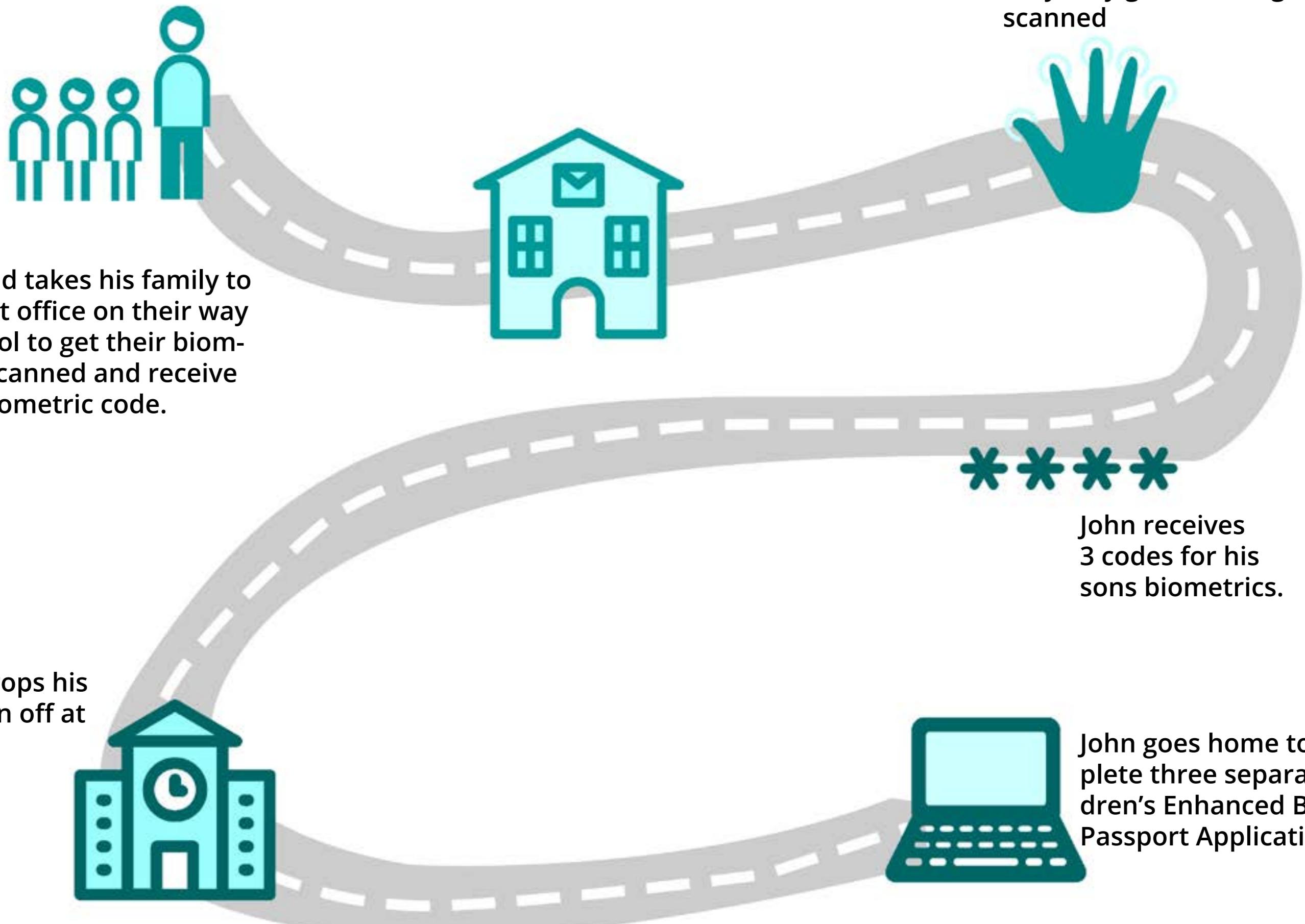
John finds it very frustrating waiting in long border control queues with his 3 young boys, who often get impatient and start misbehaving.

Technology



Post Office Journey

The three boys under the age of 13 are not eligible to have their iris and face scanned, therefore they only get their fingerprints scanned



SERVICE SPECIFICATION

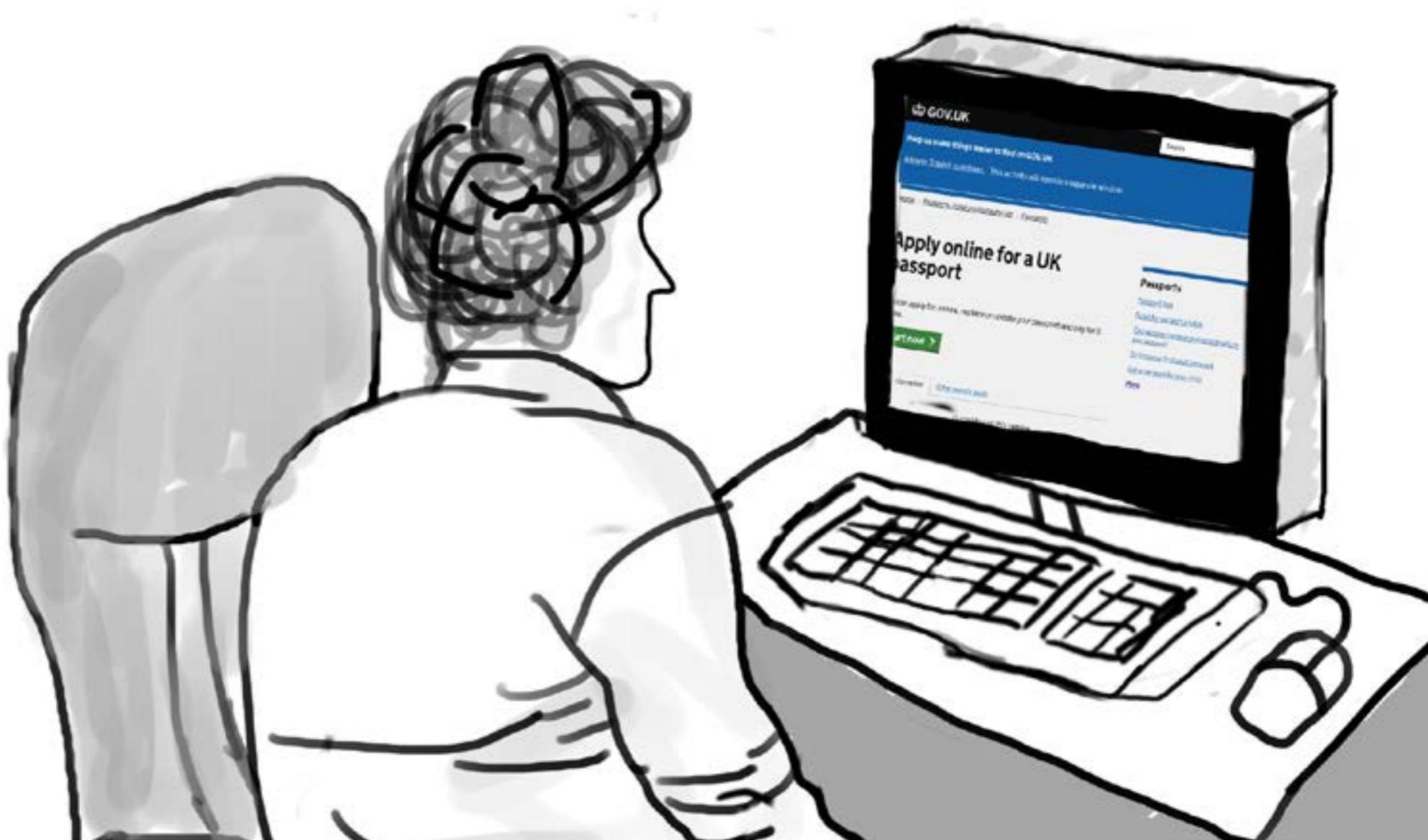
Service 2

Insight

When applying for a passport for the first time the elderly usually ask their children or friends to help them with the application. They also find it difficult to understand technology and digital services. But they are very happy to be shown how to use technology and understand what to do for next time when they come to renew again.

Concept

We have proposed an easy concept for the elderly that allows them to follow a step by step process going through the passport application, with options to upload their biometrics that have been captured previously at the passport office. From our interviews we found that sometimes older people need that support and guidance to help them through a process to understand if they are doing it correctly.



Service 2

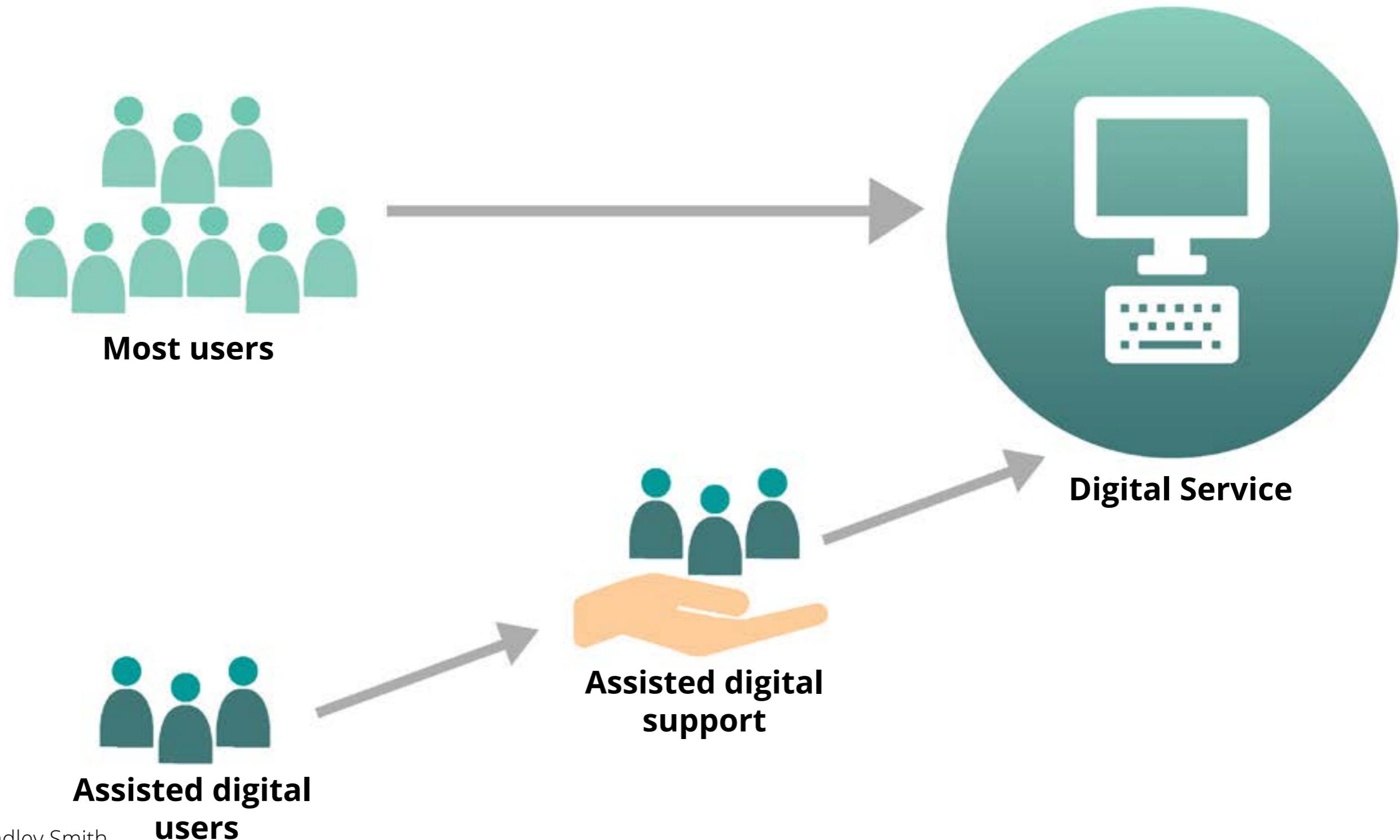
Assisted Digital

"UK-wide Assisted Digital service to support customers who need digital help to complete their passport application"

This is a mockup of a current infographic on the Gov.uk website to explain how the assisted digital service would work.

"If your service is used infrequently by people without a broad range of digital skills and confidence they may struggle with complicated forms and lack the opportunity to learn how they work."

Assisted digital is also an important service for blind people, as we found out from our interviewing and user research.



Passport Office Persona



**Eileen aged 75
Retired Widow
2 Daughters aged 45 and 48**

Goals

Eileen is wanting to renew her passport to go on holiday with her family. The last time she was on abroad was over 10 years ago, her daughters tell her about the new Enhanced Biometric Passports they have signed up for and suggest that Eileen does the same

Motivation

Eileen wants to apply for an Enhanced Biometric Passport to fast track through border control. Eileen can't stand for long periods of time waiting in long queues because of her age. Her daughter suggests having a wheelchair at the airport however Eileen does not like the fuss.

Frustrations

Eileen is wary about new technology and struggles filling out forms and does not want to do this alone. Her daughters have very busy jobs and are not home often enough to help her.

Technology

Computer I.T



Mobile Apps



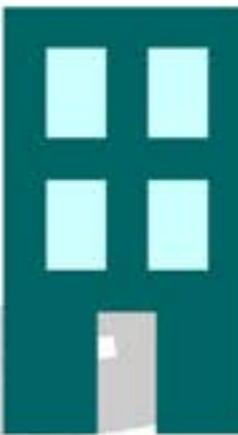
Social Media



Passport Office Journey



Eileen receives phone call from her daughter telling her about the assisted digital service at the passport office



Eileen arrives at the passport office and is given a form application to fill in, however Eileen does not feel comfortable with this amount of responsibility and would like assistance



Eileen then has her iris, face and fingerprint biometrics scanned and is given a code to apply to the online application

Eileen is then taken into the passport office assisted digital interview room whether an employee goes through the online application with Eileen step by step



The application is complete and Eileen's new passport is sent to her home address.

SERVICE SPECIFICATION

Service 3

Insight

The majority of the younger generation prefer to complete applications online rather than form based as its a quicker process.

Concept

We have proposed a concept aimed towards the younger generation and biometric smartphone users. Allowing them to upload their fingerprint, iris and facial biometrics from the comfort of their homes. Once the biometrics have been captured on their phone they would upload them to the block chain and go through the online application quoting their reference number.

The smartphone used must have facial recognition and fingerprint scanning technologies, like that on the Samsung Galaxy S8.



Mobile Upload Persona



**Rachel aged 17
School Student**

Goals

Rachel wants to apply for a passport for the first time, which she has been meaning to do for a while but never got round to it.

Motivation

Rachel is turning 18 soon and is wanting to go on holiday with her friends, she needs to apply for a passport before she books to go away.

Frustrations

Rachel is at school and works in a shop on weekends she never leaves time to go to the passport office or the post office to apply for her passport, she just wants to do it online.

Technology



Mobile Upload Journey

Rachel finds out about Enhanced Biometric Passports from her friends



She logs on to the Gov.uk website to apply for her Enhanced Biometric Passport



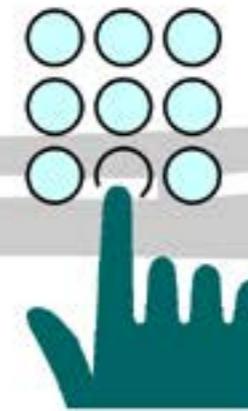
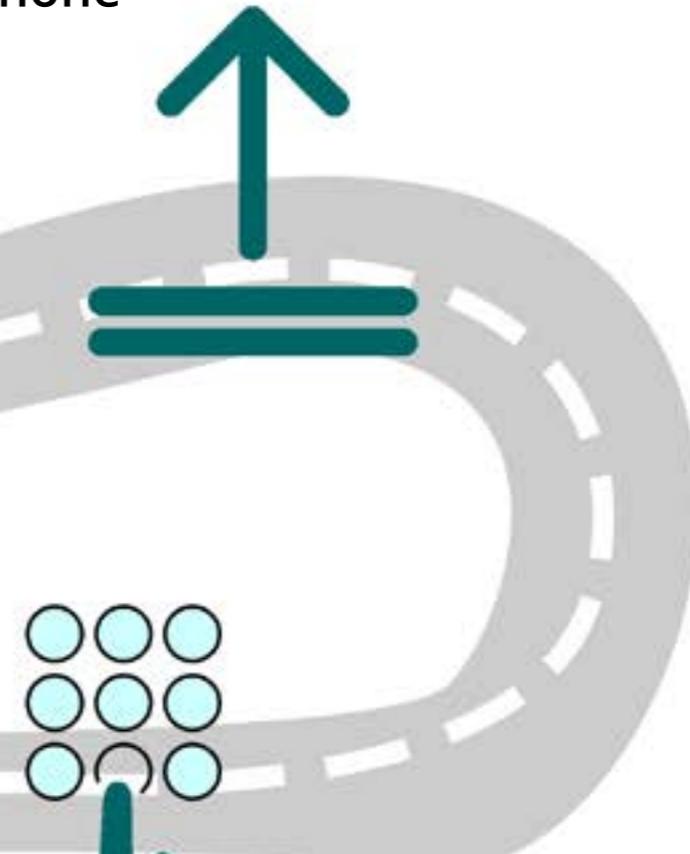
Rachel's Samsung S8 can scan her iris, fingerprint and facial biometrics, after completion she receives and code and enters this on her laptop device.



Rachel receives a text with a link, she clicks on the link which takes a short while to verify whether her phone can scan her biometrics



Rachel gets to the stage where she needs to upload her biometric code, she doesn't have time to visit the post office so she wants to upload her biometrics from her phone



She enters her mobile number to check if her phone is eligible to upload her biometrics

Rachel continues with the application and receives her approval email when she has completed the process.

PASSPORT SPECIFICATIONS

Types of passport

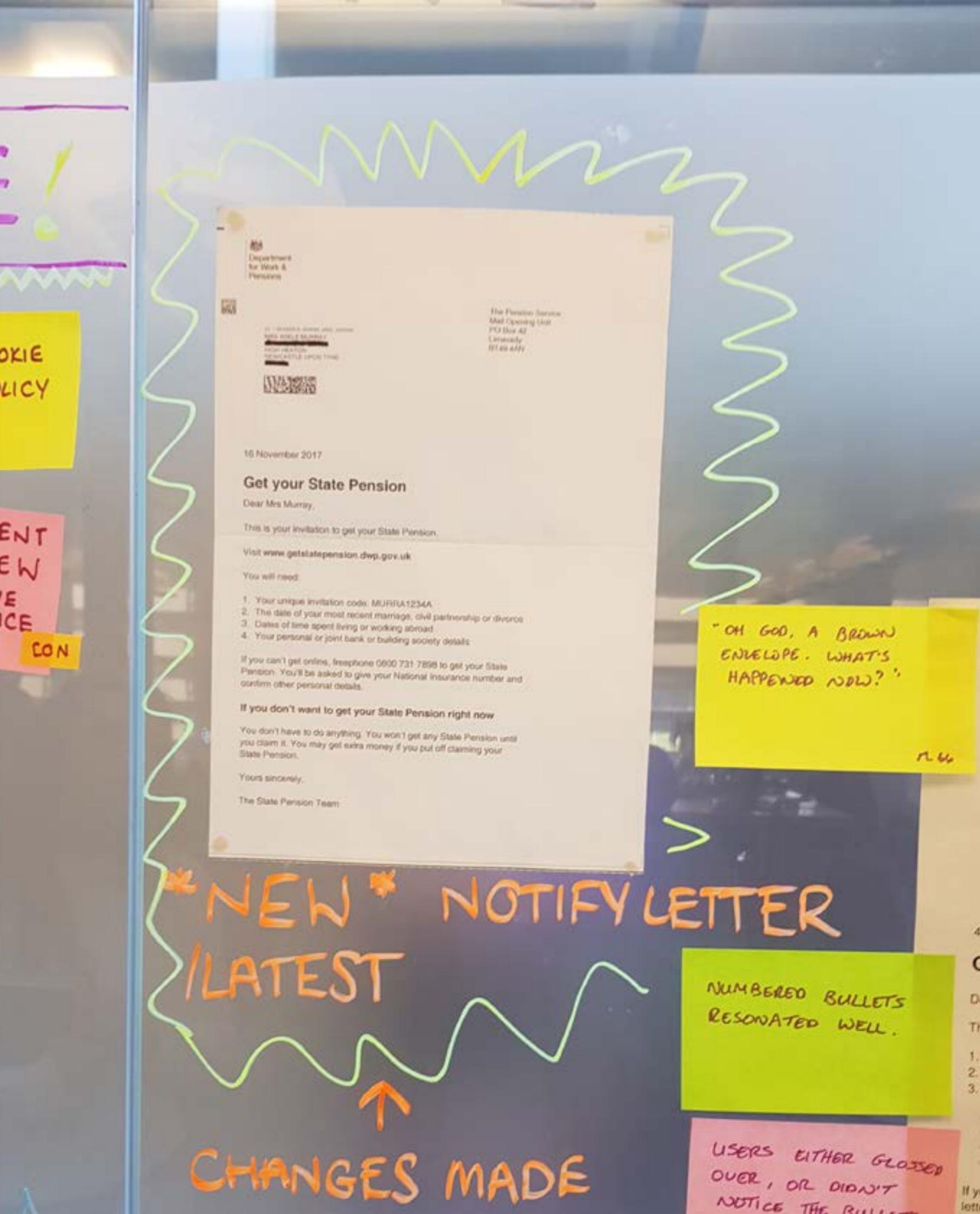
What is the difference?

	Biometric Passport	Enhanced Biometric Passport
Traditional passport with an embedded electronic chip containing biometric information	✓	✓
Uses smart contactless technology	✓	✓
Has digitalised photo biometrics	✓	✓
Contains facial, fingerprint and iris biometrics	✗	✓
Physical passport issued	✓	✓
Physical passport needed in all airports	✓	✗

Renewal of Passport Prompts

Whilst doing our visit to DWP, we were shown their notification letter to get your state pension. At this point we thought how this process could work for our service.

This came from something we have found in the past of people not knowing when their passport has run out of date. If the user received a notification 6 months before their passport runs out this would save the passport office a lot of time when it comes to late appliers.



GROUP TASK

Possible Questions

What

Why

Method

Why would people apply for a passport form based rather than online

To understand why they use this process

Interview different age groups and look at passport offices

Would people want to change from their current biometric passports to facial biometric

To see if answers are limited to certain age groups, or even if the service would be worth actually developing

Interviewing a wide range of ages

How would people prefer to apply for an enhanced biometric passport

To see if an online process is more useful

Question people about possible methods

Is the system more subject to fraud, is it secure enough to not get hacked

Because it is an online, digital process that could be threatened by hackers

Look into secondary research and ask specific target audiences about their experience

Formed questions:

How would you apply for a facial biometric passport?

Why would you choose this method?

What/How would you feel about facial biometric passports?

If it was available would you change?

What process would you prefer to apply for a facial biometric passports?

Why would you trust blockchain technology to secure your details?

Interviewing

Interviewing feedback

Male, 23, NatWest, Lives with parents

How would you feel about using the enhanced biometrics passport as opposed to your regular biometric passport?

Having this service would be easier to manage without having to worry about where your passport is as everything would be secured online.

What would your preferred method of applying for the service be?

He would also prefer an online application to complete in the comfort of his own home

Would you feel secure knowing all you details would be online?

Would be happy with his details online as he has his banking, shopping and personal details secured.



Male, 51 years of age, Deputy Bank Manager, Married, 2 Children (17 & 12)

How would you feel about using the enhanced biometrics passport as opposed to your regular biometric passport?

Wouldn't have an issue as it would be quicker to use and get through security. And he also has had an experience in Orlando using their self scanners to get through border control.

What would your preferred method of applying for the service be?

His preferred method of applying would be online or within the post office, he also stated that if the technology was available in front of him he would do it himself.

Would you feel secure knowing all you details would be online?

He is also more than happy to have his details secured online as he doesn't see an issue with it. And he also said that he would have his biometrics taken even if his children couldn't get them done.



USER RESEARCH

Interviewing possible users

Female, 33 years of age, Married, 2 Children (12 & 8)

How would you feel about using the enhanced biometrics passport as opposed to your regular biometric passport?

Would be happy with using with using the service as she wouldn't need to pay for a passport or worry about carrying one round with her. And it also eliminates the worry about having to renew your passport.

What would your preferred method of applying for the service be?

The preferred method of applying would be through an online process or having the opportunity to do it through phone scanning.

Would you feel secure knowing all you details would be online?

She is also happy to secure her details online as she already does this with her banking , etc. She would also be happy with her children still having physical



Male, 23, 3 year old son

How would you feel about using the enhanced biometrics passport as opposed to your regular biometric passport?

Would use the service, but he also enquired about other airports and if they would have the technology available on their end.

What would your preferred method of applying for the service be?

He would prefer to apply at the passport office or through an online process, he wouldn't go to the post office as he has never dealt with them before.

Would you feel secure knowing all you details would be online?

He asked about if the system could get hacked and if this could lead to people getting their identity stolen. But if the system was fully secure he would feel secure with his details being online.



USER RESEARCH

Interviewing possible users

Female, 26 years of age, Married, 2 Children (2 & 3)

How would you feel about using facial biometrics instead of a passport?

Would be happy with using the service but questioned about how secure it would be and it could be fooled.

What would your preferred method of applying for the service be?

Her preferred method of applying would be online or somewhere local as the passport office isn't local and would mean she isn't able to go during/after work.

Would you feel secure knowing all you details would be online?

She said that she would trust having her details online as she trusts her finances/bank details online, but she would also need more information so she understood how high the security was.



Male, 28 years of age, Manager in Retail

How would you feel about using facial biometrics instead of a passport?

He would use the service as it makes the process similar and quicker, he also enquired about how secure his details would be online.

What would your preferred method of applying for the service be?

He said that he would like to apply within a supermarket as there could be stands available allowing you to upload your details.

Would you feel secure knowing all you details would be online?

He would like to know more about how secure his details would be before he went through with the application.



USER RESEARCH

Interviewing possible users

Female, 40 years of age, Married, 2 Children (3 & 6)

How would you feel about using facial biometrics instead of a passport?

Would be happy to opt into the service as it would make the process a lot easier as well as not having to think about where your passport would be.

What would your preferred method of applying for the service be?

Her preferred method of applying would be within the civic centre as she would feel secure in there and would worry as much if she got something wrong.

Would you feel secure knowing all your details would be online?

She said she would have an issue with her biometrics getting uploaded online and she also would have a problem with her children still having to use physical passports until they turn 13.



Male, 21 years of age, Single

How would you feel about using facial biometrics instead of a passport?

He would use the service as he is always misplacing or losing his passport and it would mean he wouldn't be worrying where it would be.

What would your preferred method of applying for the service be?

He said that he would apply online or in a government building as he feels that they are the most secure ways of applying.

Would you feel secure knowing all your details would be online?

would be happy with his details being online as he would trust the security.



Key Insights

"I would be happy with using the service as I wouldn't need to pay for a passport or worry about losing it. And it also eliminates the worry about having to renew your passport."

Majority would be happy to have their details online as banking, shopping and personal details are already secured online.

Overall preferred method of applying would be online or within the post office, he also stated that if the technology was available in front of the user they would do it at home.

"I would be happy with my children still having physical passports, as long as we went through the same control process."

"I would prefer to apply at the passport office or through an online process, I wouldn't go to the post office as I have never dealt with them before."

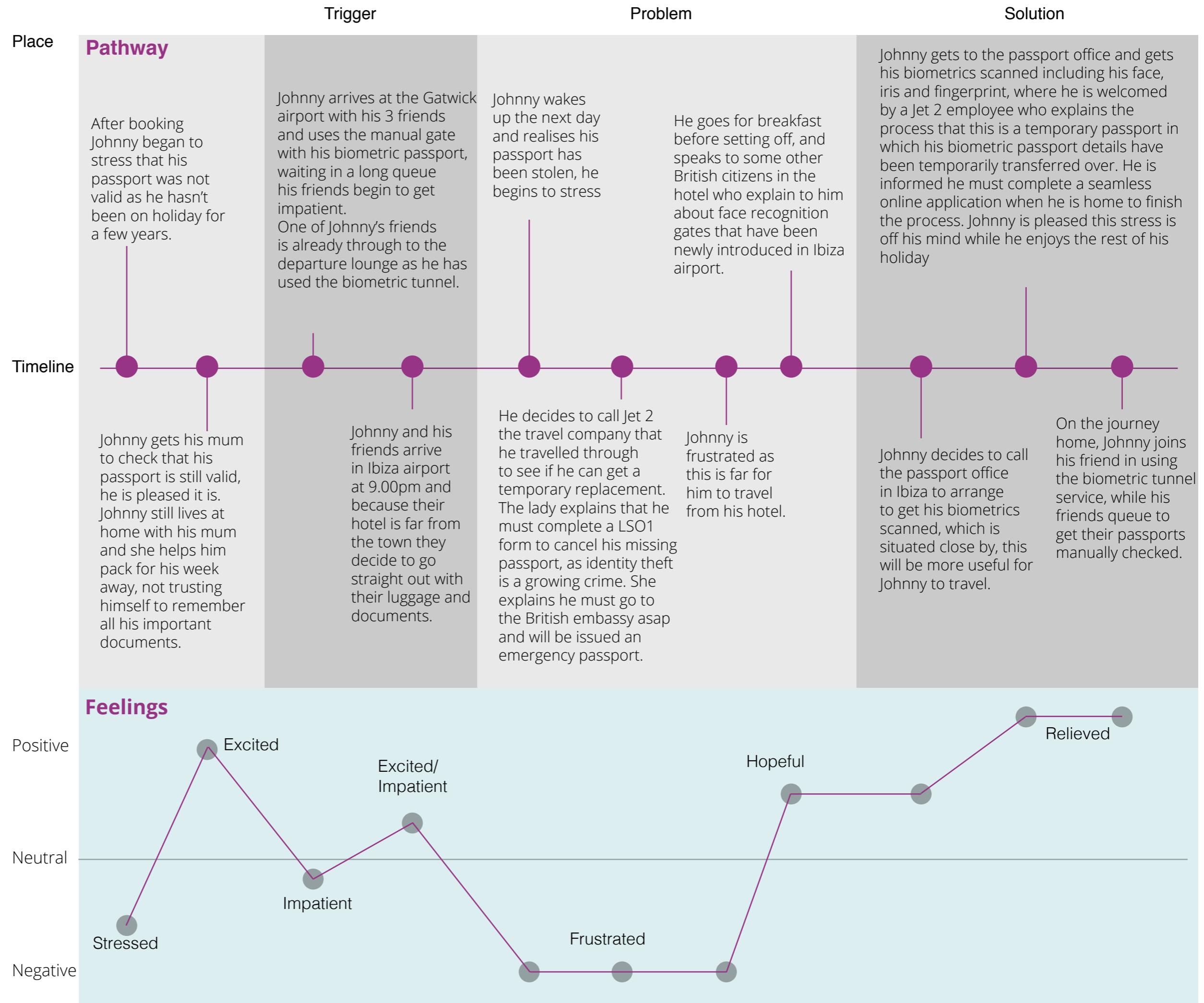
User Journey 1

The Party Animal



**Johnny 23
Banker**

Johnny is 23 and works as a personal banker at Santander. He has been saving up to go on holiday with his friends to Ibiza for about 6 months. They decided to book a last minute trip to Ibiza for a good deal.



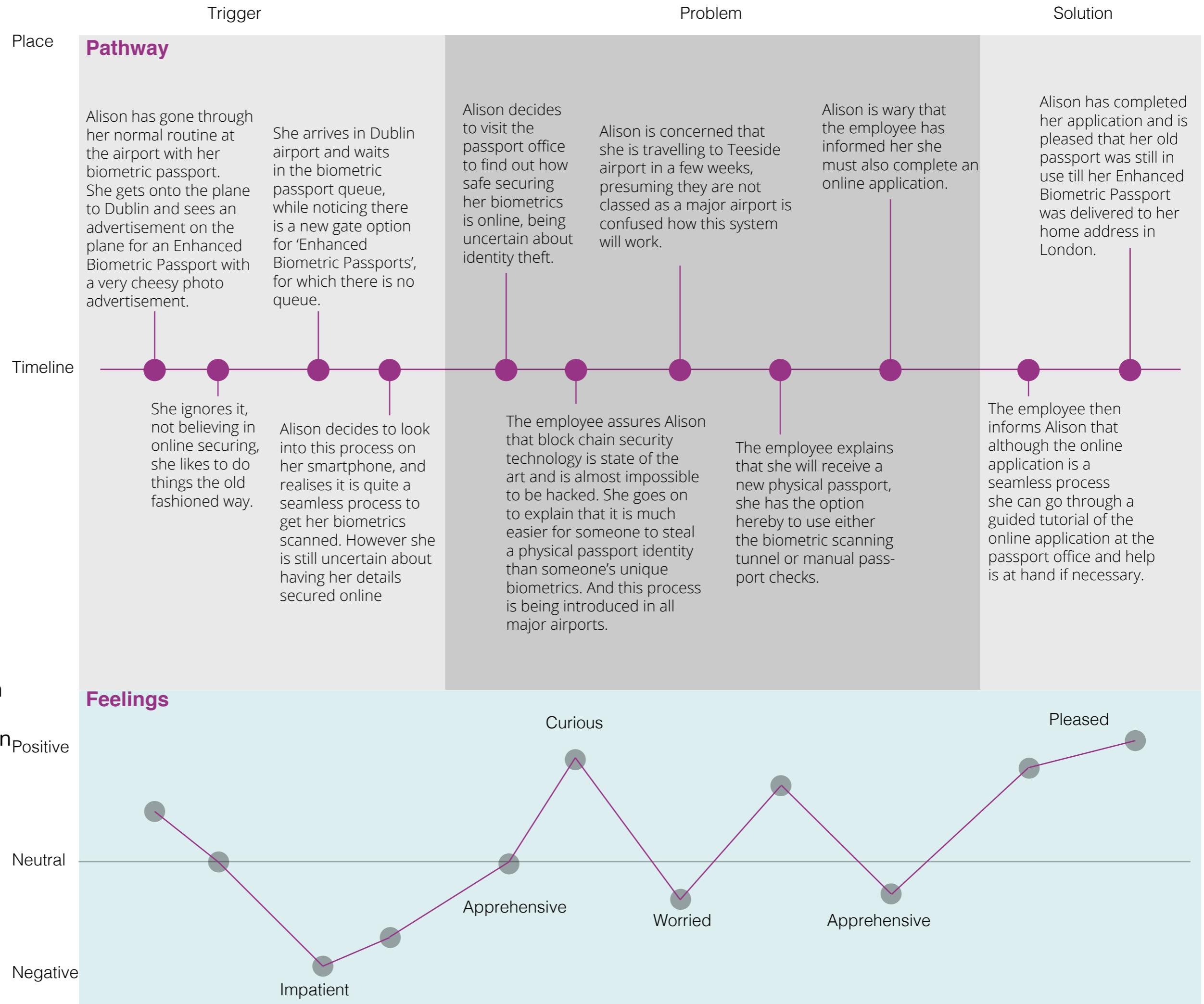
User Journey 2

The Business Woman



Alison 42
International Business

Alison is a 42 year old business woman who has started her own bakery business chain. She has many bakery shops in the London area but since she is originally from Ireland, she wants to open shops in Dublin. She is often flying back and forth from London to Dublin and is sick of waiting in the long queues every time.



User Journey 3

The Mother



Sharon 33
Mother of Three

Sharon is a single mum of 3 sons, aged, 4, 8 and 15. She is looking to go on holiday with her family but needs to renew her 15-year-old sons passport before he flies. She is unsure of the process as her ex-husband used to handle these situations.

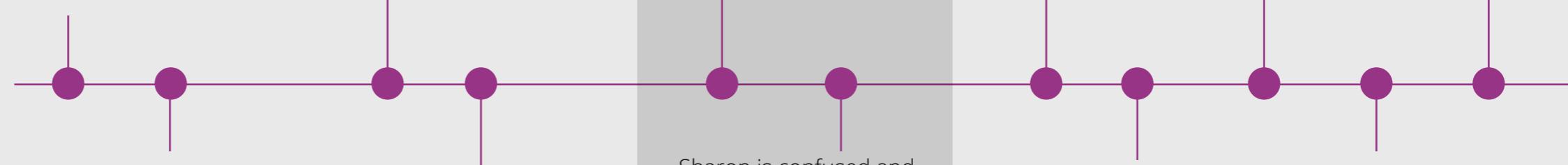
Trigger

Pathway

Sharon visits the post office on her morning commute to work to pick up some stamps when she sees an advertisement for enhanced biometric passports. This reminds her that she must get her 15 year old's passport renewed.

When she arrives at the post office she sees the enhanced biometric advertisement again and questions it. She asks the assistant for more information. The assistant then points her to the new biometric scanning machines which are placed in the post office.

Timeline



Problem

The assistant lets Sharon know that when she goes travelling with her family she would have to use the 'family border control' gate where her biometrics can also be scanned.

The assistant then explains that her two sons that are under the age of 13 would not be eligible to an enhanced biometric passport

Sharon is confused and doesn't understand how the process would work for her two sons who would not be eligible.

Sharon is pleased that she would not have to use a separate gate to her two younger sons.

After she has filled in her necessary forms for her and her 15 year old son and the process is complete 4 days later she is relieved and can look forward to her holiday.

Solution

She decides to go through with the process and goes home to collect her necessary documents for her and her three sons to sign up for an enhanced biometric passport.

She returns to the post office with her son 15 year old son to get their biometrics scanned seamlessly, this included face scanning, iris and fingerprint scanning.

Feelings

Positive

Neutral

Negative

Curious

Confused

Relieved

Pleased

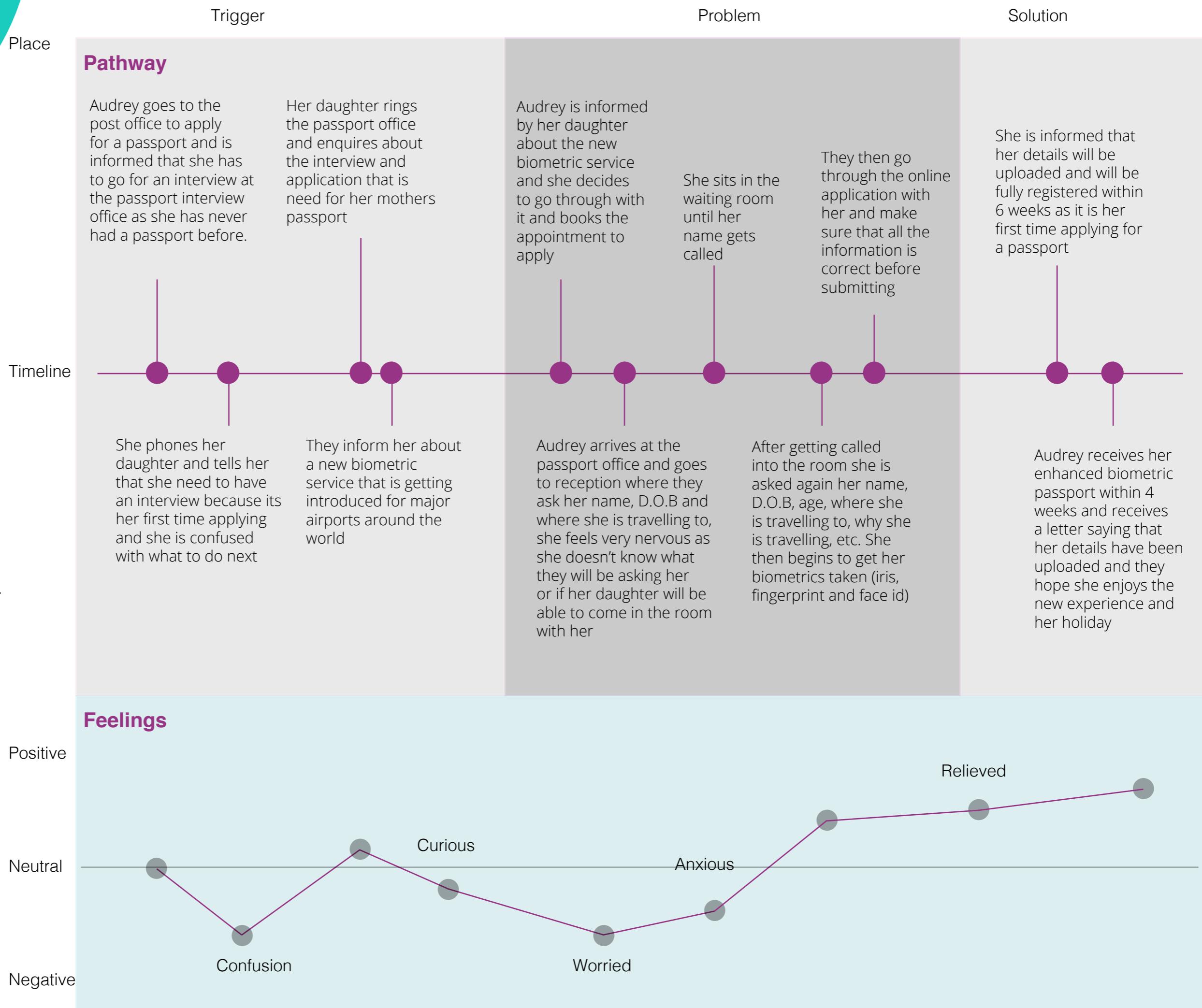
User Journey 4

The Grandma



Audrey 84 Retired

Audrey is a 84 year old retired women, who lives by herself and is wanting to go on holiday for the first time with her daughter and son in-law. She usually goes on holiday with her friends around the UK, but as she has never been abroad before she fancied a change and would like the new experience.



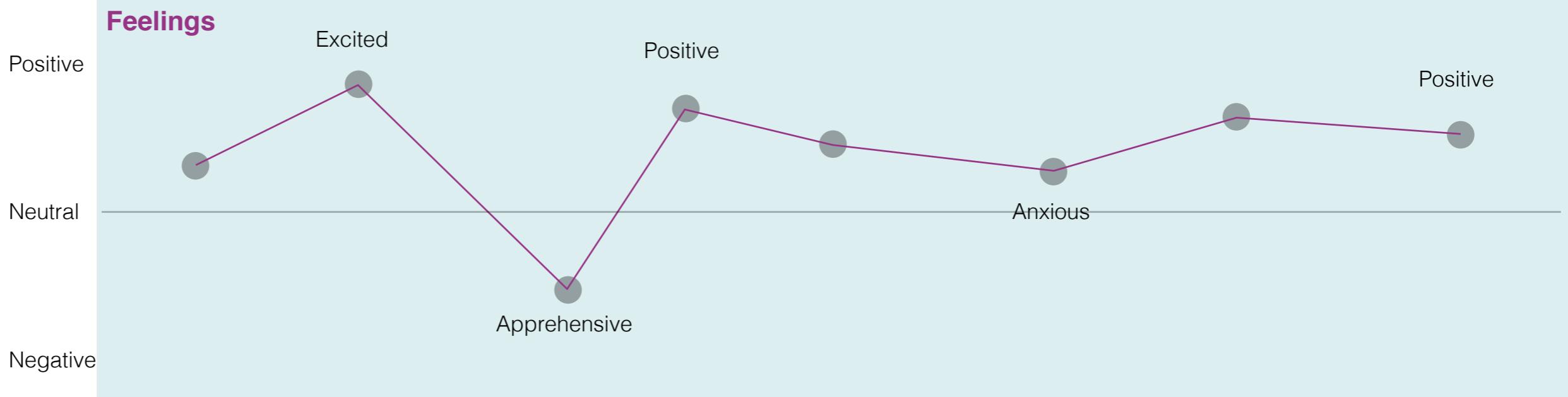
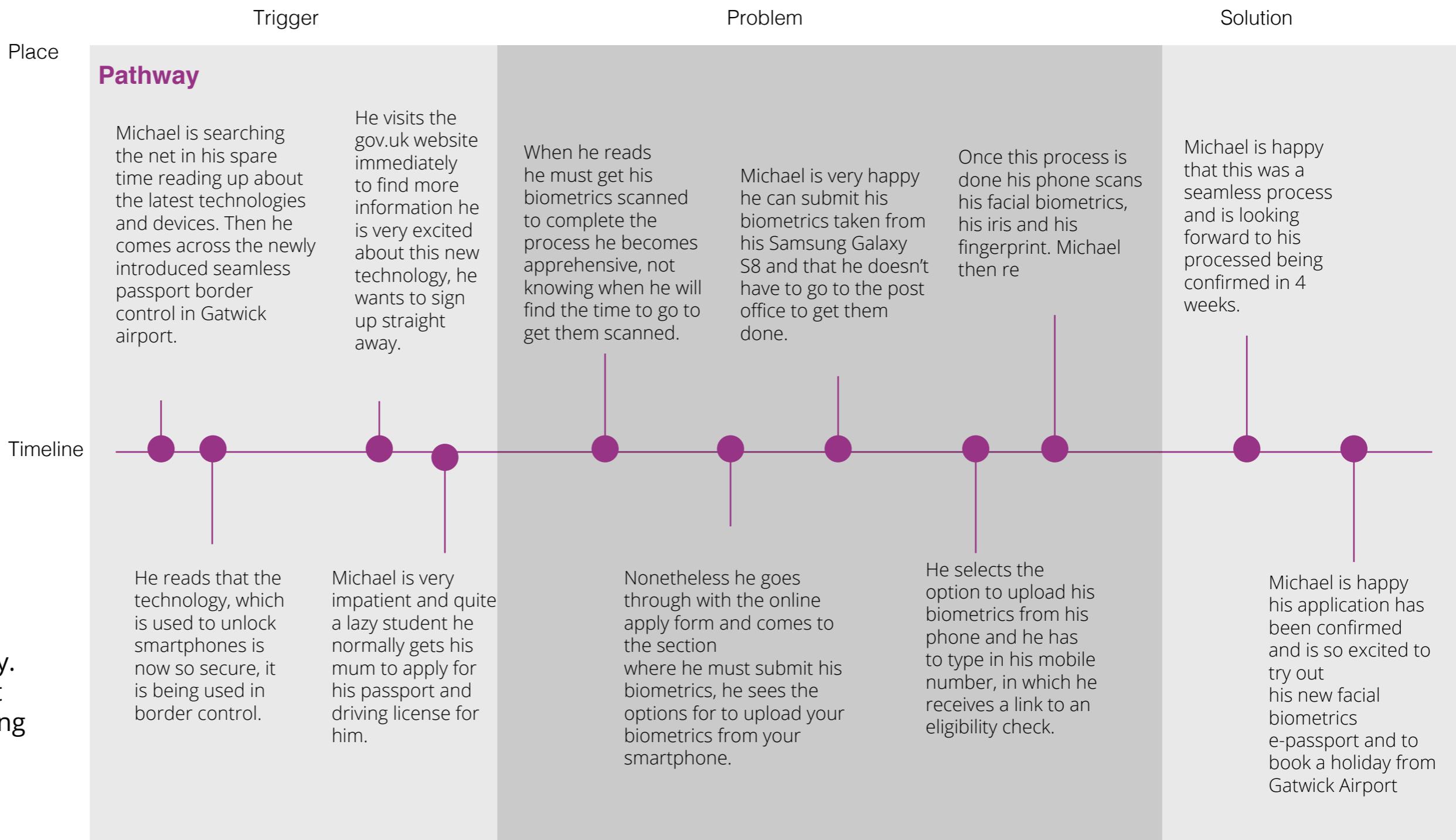
User Journey 5

The Tech Student



Michael 18 Technology Student

Michael is an 18 year old student studying technology. He has always got the latest gadgets and is always reading up about new technologies.



“

One thing we are very conscious of is that we need to ensure that the 18% of UK adults who are offline, and people who are online but have limited digital skills, can actually access the Government Digital Strategy and Government Approach to Assisted Digital.

”

Design Arena

Beneficiaries

The beneficiaries of this service is to provide a more seamless experience for the user in terms of the airport experience as well as everything that comes before that from applying to arriving in their destination. This service will benefit the primary user, the traveller, as well as external users and stakeholders such as the airport staff who can get through queues quicker with this extra service.

Artefact

The technology that will be used will be a state of the art face recognition software, matching users to their passport profiles. In a tunnel form the tunnel will display animations to encourage the user to look around and allow the technology to catch their biometrics.

Purpose

We vision this service to be a seamless airport experience, not having to wait in long queues for passport control. The goals are primarily to strengthen border security, to benefit the Government forces. This service can also have multiple benefits such as being used to track down criminals.

Evaluation

Defining the service and specifying the key features. Defining the area of focus, the applying stage. Evaluating Gov.uk's current passport service including both the online renewing process as well as the application form.

Advertisement and Publication

Because our service is very specific and focused, for our concepts we have thought of possible ways that enhanced biometric passports could be advertised.

ADVERTISEMENT AND PUBLICATION

Visual Inspiration

DON'T LET YOUR TAX RETURN PECK AWAY AT YOU

Do it by 31 Jan

Tax! Tax!

gov.uk/selfassessment

HM Revenue & Customs

GOING OUT? DON'T RISK LOSING YOUR PASSPORT

Your UK passport is a valuable document. If it gets lost or stolen it will cost you to replace it, and leaves you vulnerable to fraud or ID theft.



There are cheaper ways to prove your age. Find out more at www.pass-scheme.org.uk



Worried about sorting out arrangements after a separation or divorce?

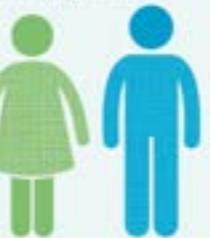
Family mediation works

Professional family mediators help you agree on arrangements for your children, home and finances, if you are divorcing or separating. You can do this without going through court and paying big legal fees. The majority of people who start mediation reach an agreement.

You'll usually need to prove that you've considered mediation before you go to court.

Family mediation is:

- Quicker and cheaper than long court battles
- Less stressful than court – with less conflict between you and your partner
- Gives you more control over decisions than if you go to court
- Easier for children when parents co-operate.



Mediation could be free if you can get Legal Aid. You can check whether you qualify for free mediation at www.gov.uk/check-legal-aid or call 0345 345 4345. If either of you qualify for Legal Aid then the information meeting (the MIAM) and first mediation session will be free for both of you.

Contact a family mediator when you think you need help sorting out arrangements – you don't have to see a solicitor first.

Find more information and search for a mediator at www.familymediationcouncil.org.uk

Emily Wilkinson & Bradley Smith

GOING OUT? LET YOUR PASSPORT HAVE A NIGHT IN

Your UK passport is a valuable document. If it gets lost or stolen it will cost you to replace it, and leaves you vulnerable to fraud or ID theft.

There are cheaper ways to prove your age. Find out more at www.pass-scheme.org.uk



Did you know?

From 1st October 2015 it will be illegal to smoke in vehicles with someone under 18 present.

The new law helps protect children from the dangers of secondhand smoke. Both the driver and the smoker can be fined £50 if anyone smokes in the vehicle.

For more information about the new legislation, visit gov.uk/smokefreecars.



Find out how the government is making public services more digital

The Government Digital Strategy is the plan to make digital services more straightforward and convenient. It also sets out what the government will do to support use of these services by people who aren't online.

Request a copy

✉ By post:
Government Digital Service
6th Floor, Aviation House
125 Kingsway
London, WC2B 6NH

✉ By email:
requestacopy@digital.cabinet-office.gov.uk

📞 By phone:
0800 061 2786

🌐 Read it online at:
www.gov.uk/digitalstrategy

How can your local library help turn your life around?

Find out how at www.leeds.gov.uk/whatsyourstory

Another true-life story brought to you by Leeds Libraries

In branch. Online. Download the app

Leeds Library Information

Use Your Biometrics

You Can't Lose Your Face

Your Biometrics, Your Countries Security

Don't Let the Queue Slow You Down

No Queue, No Stress

You Have Them, So Use Them

Your Biometrics, Your Way

Make The Most Of What You've Got

You Can't Lose Your Head When It's Attached

Take The Stress Out Of Travel

Your Border, Your Biometrics

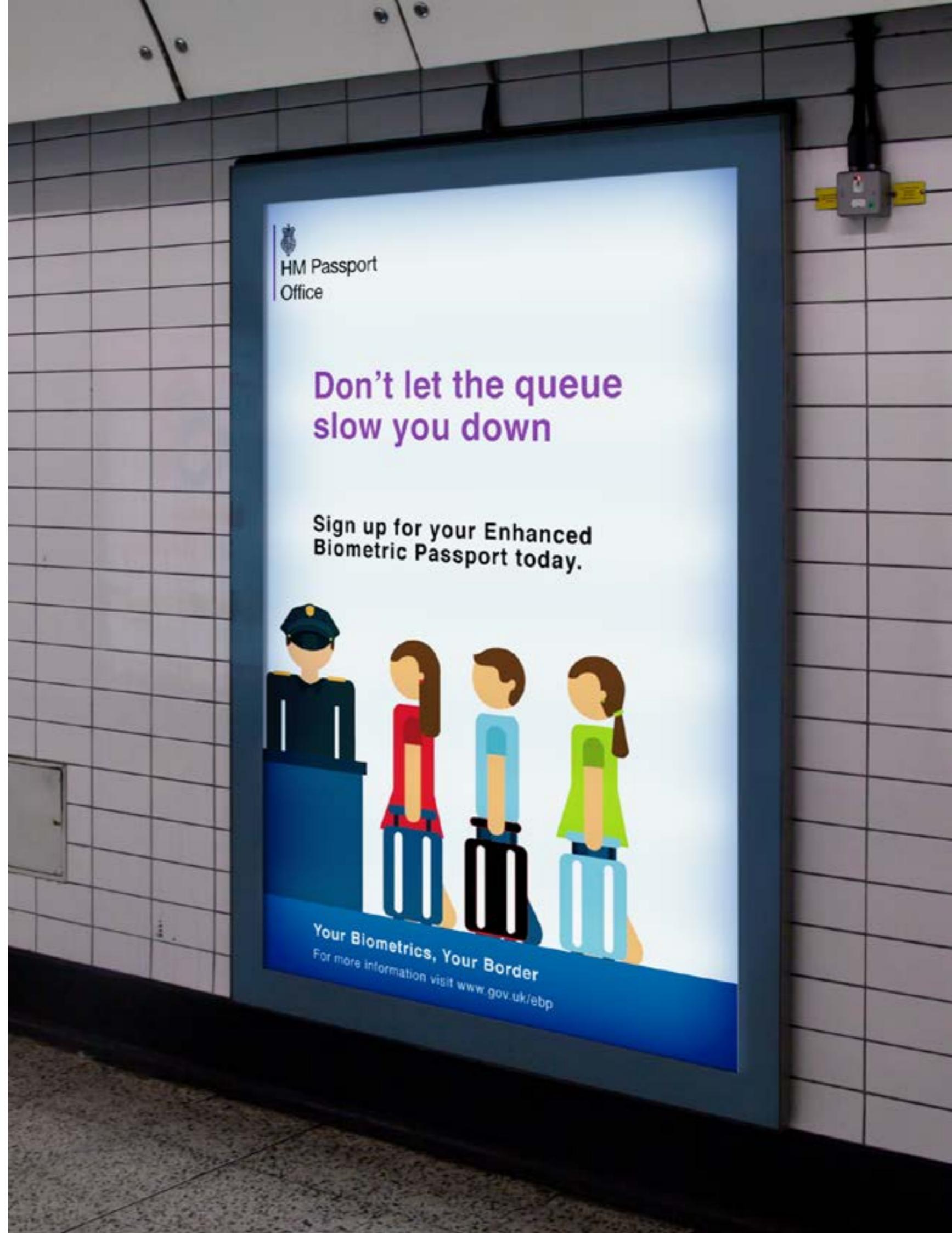
ADVERTISEMENT AND PUBLICATION

Concept 1

Transport Advertisement Poster

This concept is aimed at people who either commute to work or who are just on their general travels. The poster aims to recognise possible problems in airports, for example, in this case the long queues, in order to get the users attention.

The only drawback of this concept is that not everyone will get to see the advertisement such as people who don't use public transport. In terms of where these poster advertisements could be placed,



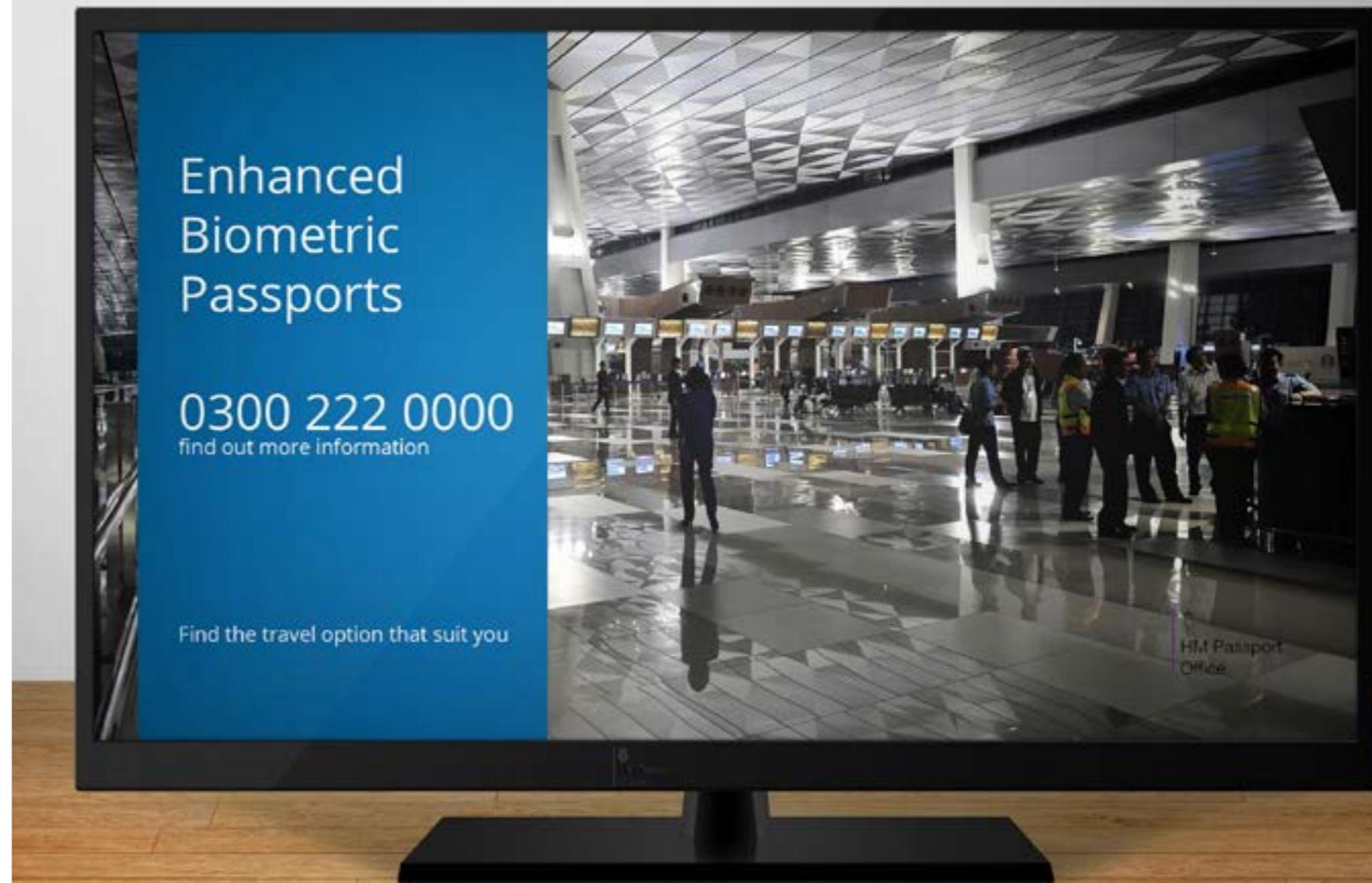
ADVERTISEMENT AND PUBLICATION

Concept 2

TV Advert

Our second advertisement concept was a TV advert. This concept informs people on a larger scale about the new enhanced biometric passport, depending on how much coverage there is.

However, web marketing is so prevalent in today's society that it is overtaking television adverts. It is also possible to now skip and pause live TV meaning users could miss these advertisements. It could also be aired at a time when people are not at home, at work, for this reason it is necessary to advertise at peak time, for example tea time before the News.



ADVERTISEMENT AND PUBLICATION

Concept 3

Renewal Prompt Letter

This concept was inspired from our visit to the DWP offices, where we were shown a mockup of the 'Get Your State Pension' prompt letter.

This made us think about how we could possibly send out prompt letters to users to let them know when their passport is due for renewal.

The letter could also be sent to everyone to inform them about the new service that will be available, as well as monitoring progress after the letters have been sent to see the amount of responses.

The only negative of sending out a letter advert people might see it as junk mail and throw it away without opening it.

HM Passport
Office

HM Passport Office
PO Box 767
SOUTHPORT
PR8 9PW

19 February 2018

MRS KAREN SMITH
14 GLEND HILL DRIVE
HIGH HEATON
NEWCASTLE UPON TYNE
NE6 7LE

Get Your Enhanced Biometric Passport

Dear Mrs Smith

This is your invitation to inform you about the new enhanced biometric passport service that we are offering.

Visit www.gov.uk/apply-renew-passport

To check if you are eligible you will need:

1. Your unique passport number
2. Passport expiry date

As well as a short number of yes and no questions to gain some more information about what service will be best for you.

If you can't get online, freephone 0300 222 0000 to get in contacts with the passport advice line. You'll be asked to give your passport number and confirm other personal details.

If you don't want to explore the new enhanced passport service right now

You don't have to do anything. Nothing will change to your current passport and it will remain the same until further details have been uploaded.

You sincerely,
The Passport Office Team

ADVERTISEMENT AND PUBLICATION

Concept 4

Pop up street stand

The idea of this concept is for an employee to advertise the new biometric passports on a busy shopping street and hand out leaflets about the new technology. This is to get as much word out as possible on the streets and gives the user to talk to an expert and ask questions in person, making them feel more comfortable about the idea.

The negatives of advertisement are some people don't like to be bothered in the street or people may not want to speak in public about their personal details or about passport information.



Development

We decided to go with poster advertising as our main advertisement source. These posters would be placed in train stations, on bus stops and as an in flight advertisement.



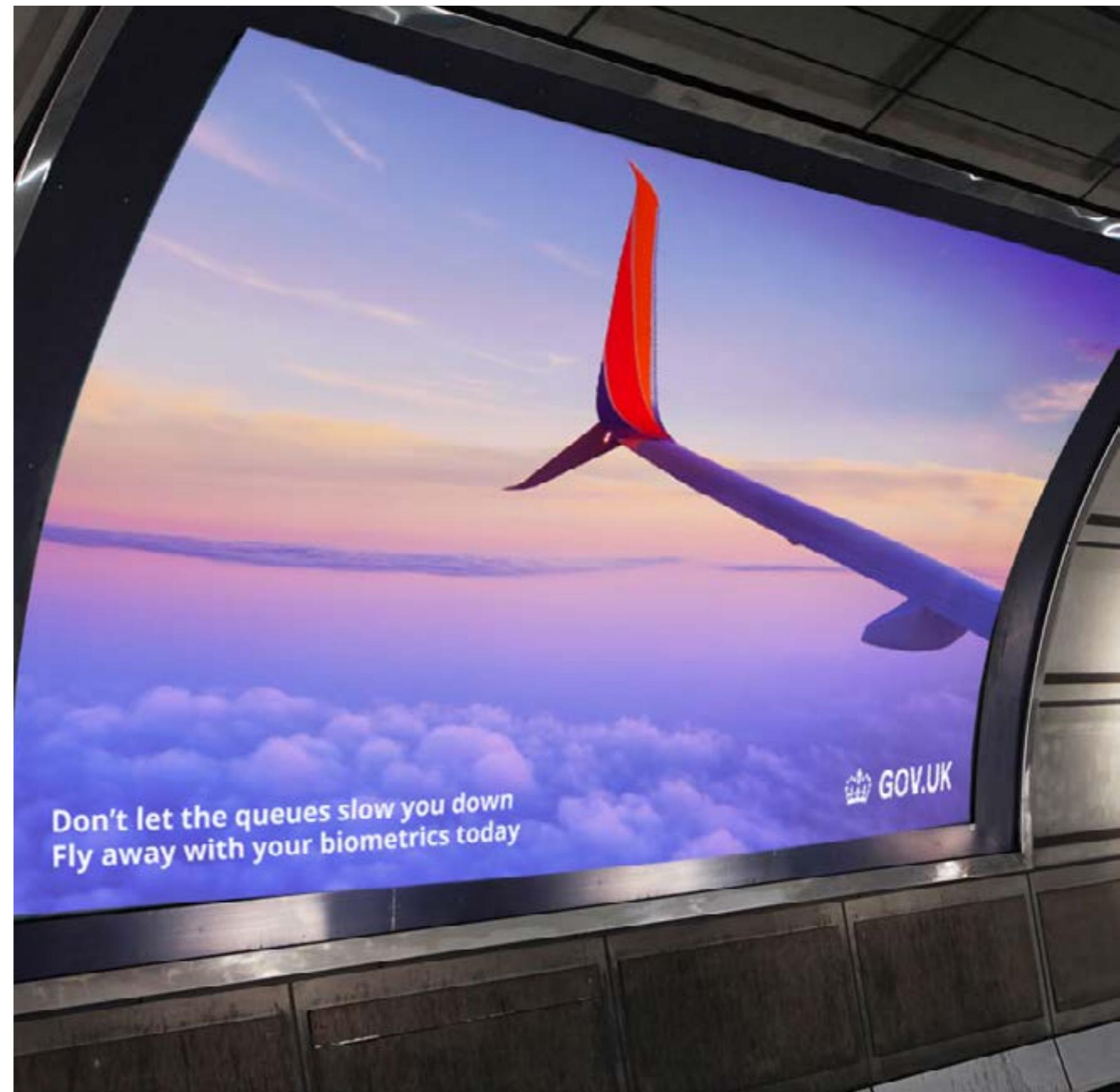
The grid displays six poster designs:

- Top Left:** A night scene at an airport with an airplane on the tarmac. Text: "Your Travel Your Choice", "Don't let the queues slow you down. Apply for your enhanced biometric passport today.", and "GOV.UK".
- Top Middle:** A night scene at an airport with an airplane on the tarmac. Text: "Your Travel Your Choice", "Don't let the queues slow you down. Apply for your enhanced biometric passport today.", and "GOV.UK".
- Top Right:** A large, glowing blue fingerprint against a black background. Text: "Secure Your Passport Today" and "GOV.UK".
- Middle Left:** A night scene at an airport with an airplane on the tarmac. Text: "Your Travel Your Choice", "Don't let the queues slow you down. Apply for your enhanced biometric passport today.", and "GOV.UK".
- Middle Middle:** An airplane flying over a sunset or sunrise sky. Text: "Your Travel Your Choice", "Don't let the queues slow you down. Apply for your enhanced biometric passport today.", and "GOV.UK".
- Middle Right:** Two faces with a wireframe overlay. Text: "Be in control of your biometrics", "Apply online for an enhanced biometric passport", and "GOV.UK".
- Bottom Left:** An airplane wing flying over clouds at sunset. Text: "Don't let the queues slow you down Fly away with your biometrics today" and "GOV.UK".
- Bottom Middle:** Two faces with a wireframe overlay. Text: "Secure your biometrics today And apply for an online biometric passport" and "GOV.UK".

ADVERTISEMENT AND PUBLICATION

Final Advertisements

Final Advertisements





Current Online Passport Application Service

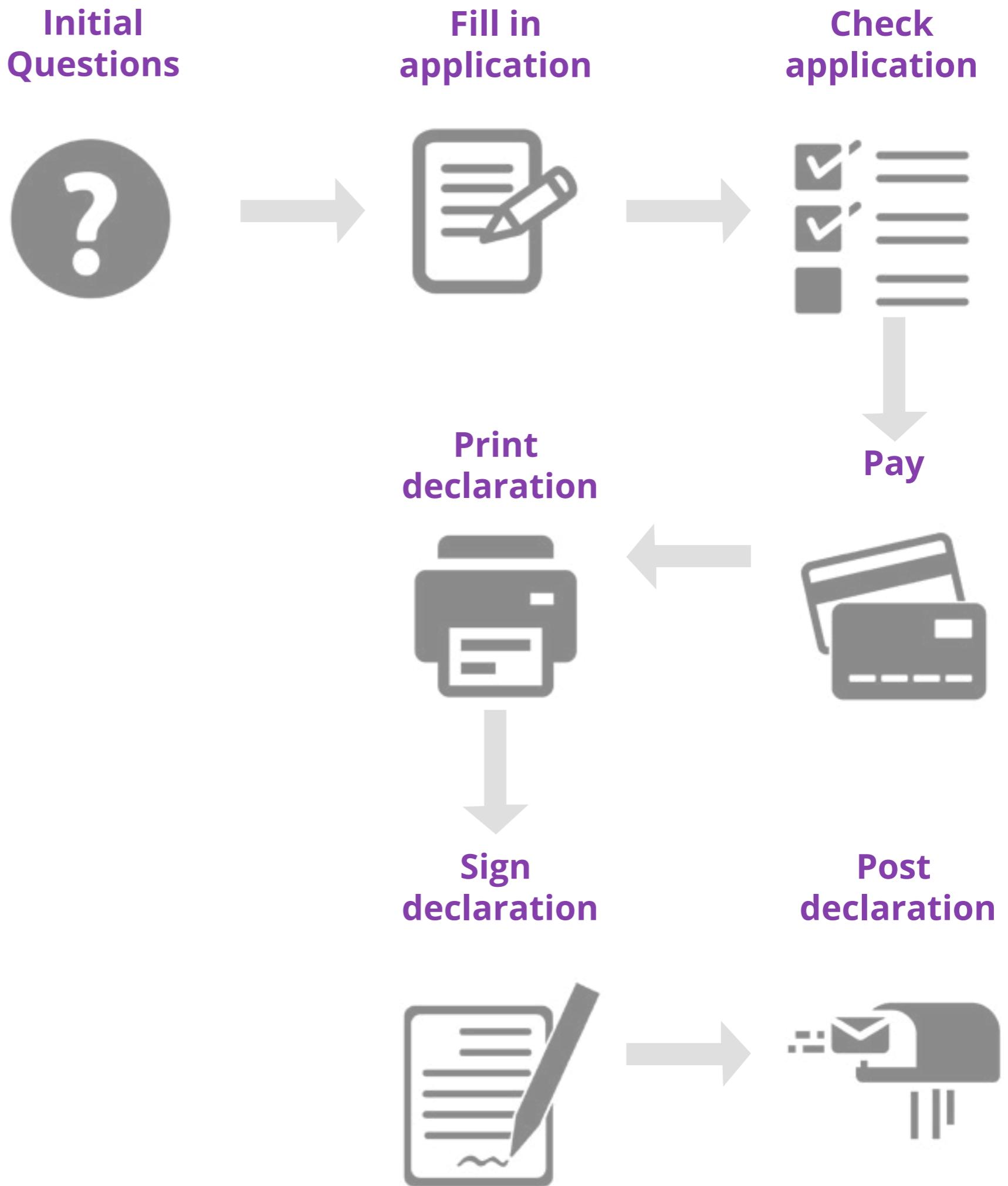
CURRENT PASSPORT SERVICE

Infographic

The following flow charts explain each current stage of applying for a UK passport on the Gov.uk website.

To start with the user is asked a series of questions to find out if this is the right service for their needs.

They are then directed to the online application form which goes as follows:



CURRENT PASSPORT SERVICE

Flowchart

Initial Questions



?

Yes

Have you had a UK passport Before?

Yes

Is your passport lost or stolen?

You need a different service

Have you changed your name?

welcome to online passport application service

Start application

Passports, travel and living abroad

Click Passports

Apply online for a UK Passport

Start Now

Are you applying from the UK?

No

What country are you applying from?

Have you had a UK Passport before?

Yes

Is your passport lost or stolen?

Are you 16 or older?

Have you changed your name?

Overseas Passport Application

Download Application Form

Enter old passport issue date

No

Welcome to online application service

Are you 16 or older?

Have you changed your name?

Overseas Passport Application

Download Application Form

No

Are you 16 or older?

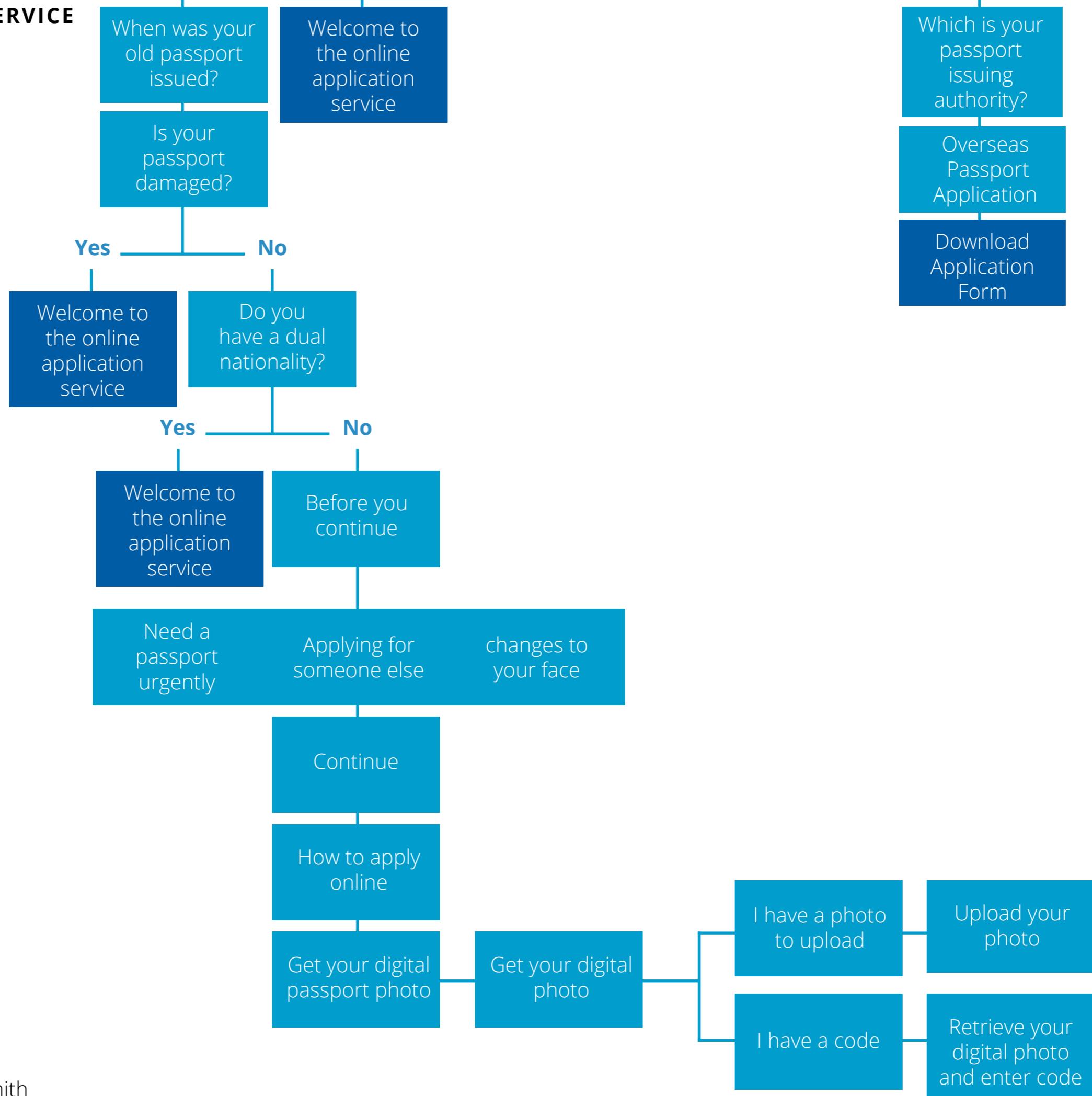
Which country were you born in?

Overseas Passport Application

Download Application Form

CURRENT PASSPORT SERVICE

Flowchart



CURRENT PASSPORT SERVICE

Flowchart

Fill in application



Elsewhere
See overseas passports to apply from the territory you're in

Welcome to online passport application service

Start an application

Where does the applicant live?

No

Overview of details

Yes Dark Red

Has this passport been lost or stolen

Yes

Has this passport been lost or stolen

Yes/No

Overview

No

Is your passport damaged?

Yes/No

Has your name changed

Yes/No

Is your photo recognisable?

Yes Black or Blue

Overview

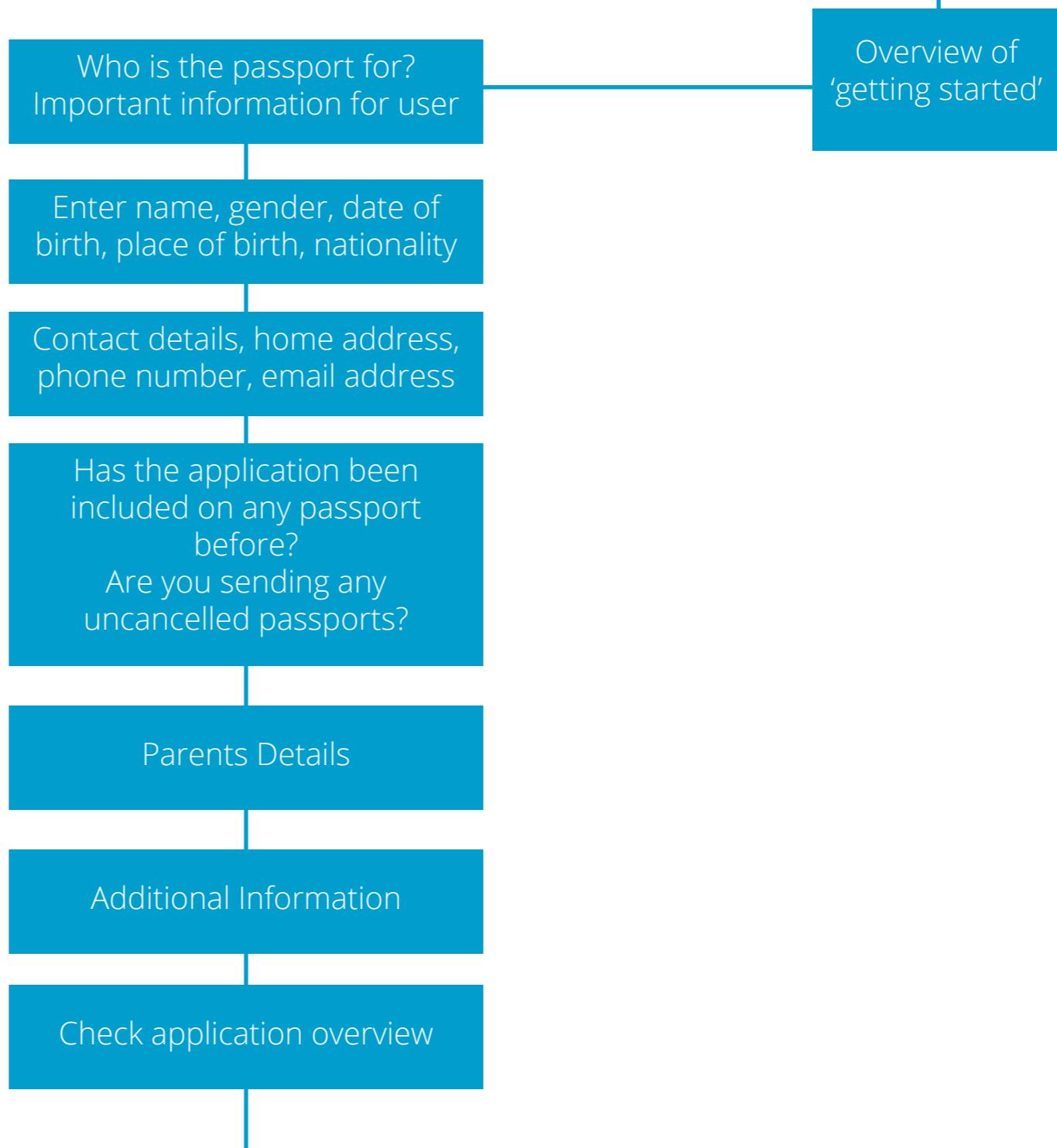
CURRENT PASSPORT SERVICE

Flowchart

The current process for applying for a passport is a form that you can fill out online but then the user must print the form, sign it and then post it.

However renewing a passport can be done online by sending a new photo and providing your old passport details.

To make this a more seamless experience for the user we need to create a full application process online. This also needs to be done so that the biometric data can also be transferred online.



Pay



Print declaration

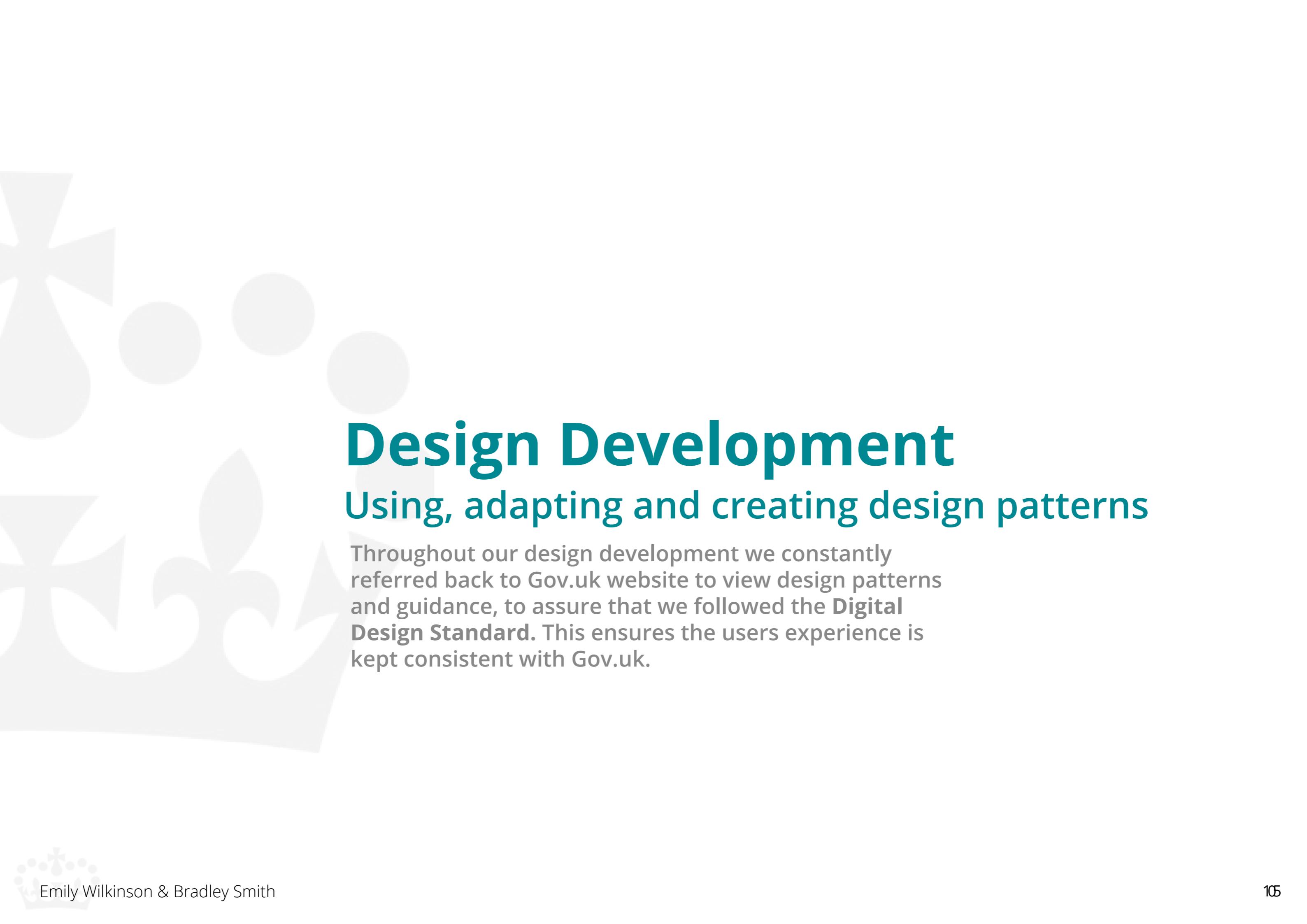


Sign declaration



Post declaration





Design Development

Using, adapting and creating design patterns

Throughout our design development we constantly referred back to Gov.uk website to view design patterns and guidance, to assure that we followed the **Digital Design Standard**. This ensures the users experience is kept consistent with Gov.uk.

The Current Passport Renewal Process

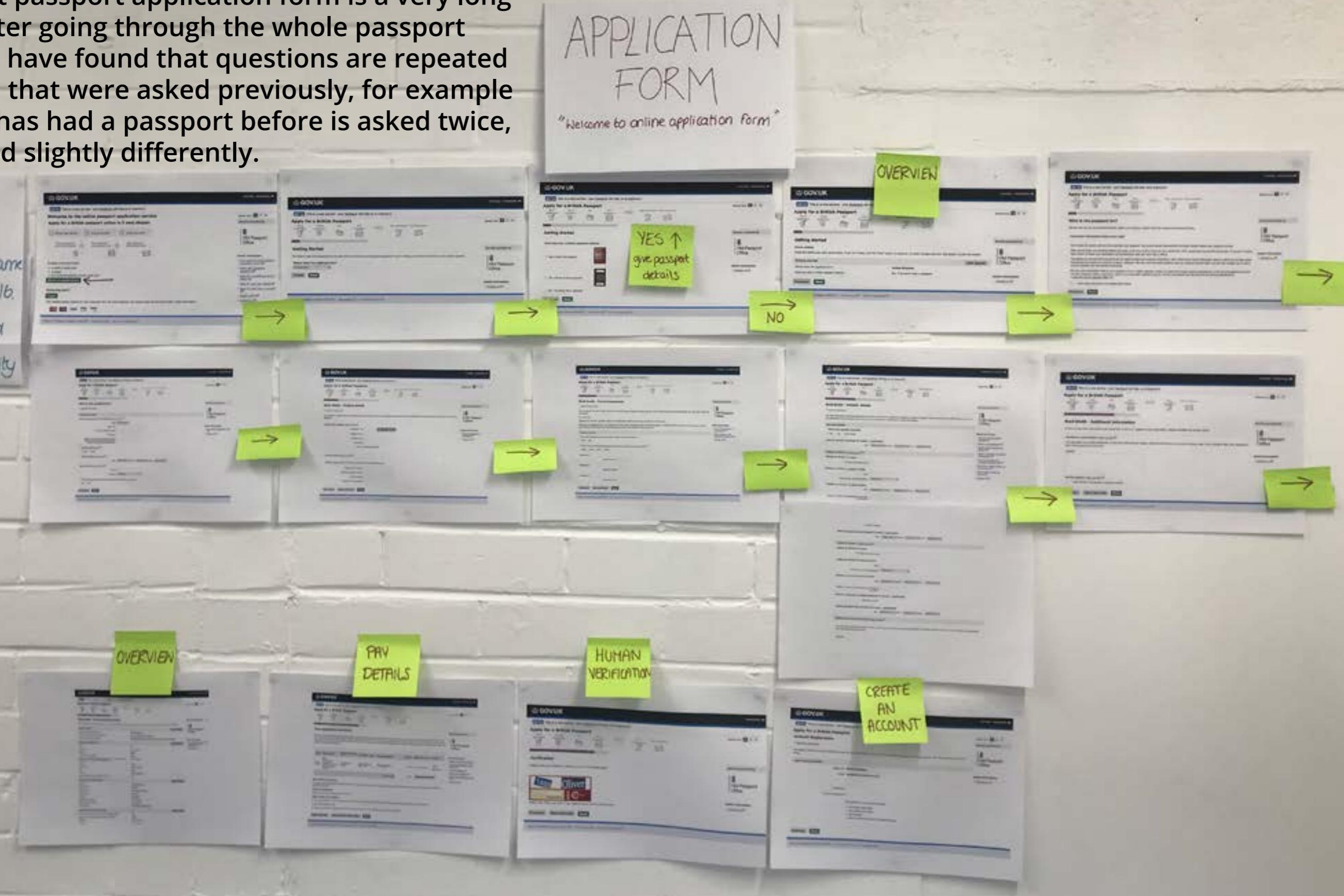
Despite focussing on the application process it is important for us to look into the renewal process as well. This will help us understand the current process of completing the application online, rather than printing out and posting it.



The Current Application Form Evaluation

The current passport application form is a very long process, after going through the whole passport process we have found that questions are repeated in the form that were asked previously, for example if the user has had a passport before is asked twice, only worded slightly differently.

- Redirected to this form if:
- * The user has never had a UK Passport before.
 - * The user has changed their name
 - * The user is under the age of 16.
 - * The users passport is damaged
 - * The user has a dual nationality

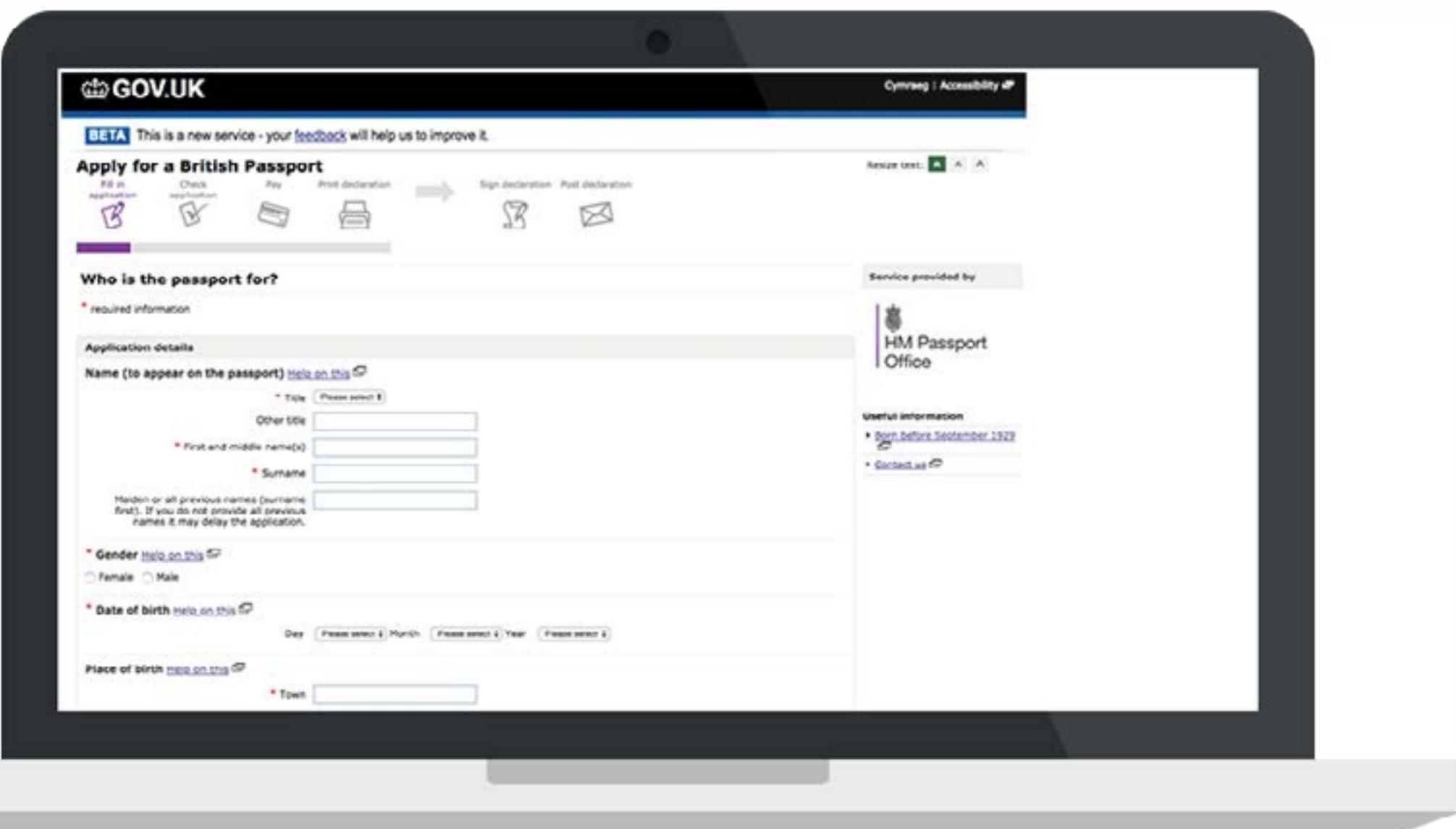


The Current Application Form Evaluation

The following are some close up screen shots of the current application form.

This form is very long winded and has multiple questions on one page, is it not very aesthetically pleasing and doesn't seem to fit with Gov.uk's guidelines. This service firstly does not stick to the format of keeping one question per page, rather it mimics more of a paper form, rather than an online form.

- ✗ Not readable on mobile, until zoomed in
- ✗ Not responsive
- ✗ Does not have one question per page



Our Online Application Service Specification

Ask a series of simple questions, splitting the form across multiple pages, each containing one thing

Use language that an 8 year old will understand

Design for the most common scenarios first

Present the user with a overview page to allow them to check for errors.

Include 'help text' where necessary for digital assistance

Avoid asking information that can be found in government data

There must be a save and exit option on each page for a long application

A helpline to put the user at ease and have an option to help if they need it

Our New Application Process

We have mapped out what our process would look like with rough paper sketches which we then used to user test. We managed to get the process down to 24 steps from getting on to Gov.uk to their passport application confirmation.

GOV.UK APPLY FOR YOUR PASSPORT

1. Who is the passport for?

2. What type of passport are you applying for?

3. What country are you applying from?

4. Have you had a UK passport before?

5. Continue

6. Who is the passport for?

7. Application Details

8. Name: (Required)

9. Title: Mr Mrs Miss Ms Other

10. First and Middle Names:

11. Last Name:

12. Agree to conditions:

13. Continue

14. Save and exit

15. GOV.UK APPLY FOR A PASSPORT

16. Applicants Contact Details

17. Residential Address:

18. Post Code:

19. Find address

20. Selected Address

21. Continue

22. Save and exit

23. GOV.UK APPLY FOR A PASSPORT

24. Applicants Contact Details

25. Not using residential address

26. Email:

27. Mobile or Home phone:

28. Continue

29. Save and exit

30. GOV.UK APPLY FOR A PASSPORT

31. Bradley Smith - Parents Details

32. Marriage Details

33. Were your parents married? Yes No

34. Date of Parents marriage (Estimated/Approximate)

35. Day Month Year:

36. Continue

37. Save and exit

38. GOV.UK APPLY FOR A PASSPORT

39. Bradley Smith - Grandparents Details

40. Maternal grandfather or parent's father details

41. First Maternal Grandfather name

42. First and Middle Names:

43. Last Name:

44. Continue

45. Save and exit

46. GOV.UK APPLY FOR A PASSPORT

47. Bradley Smith - Additional Information

48. If there is... Detail

49. Continue

50. Save and exit

51. GOV.UK APPLY FOR A PASSPORT

52. Get your digital passport photo biometrics

53. Upload photo biometrics

54. Set up the passport service

55. Get a pass service

56. Continue

57. Save and exit

58. GOV.UK APPLY FOR A PASSPORT

59. Get your digital passport biometrics

60. I have digital biometrics to upload

61. I am uploading from my phone

62. I have a code to enter

63. Continue

64. Save and exit

65. GOV.UK APPLY FOR A PASSPORT

66. Signing your new passport

67. Delivery options

68. OVERVIEW Check your details

69. Continue

70. Save and exit

Paper Prototyping

GOV.UK APPLY FOR A PASSPORT

6. Your Gender / Applicant's Gender

7. Male Female

8. Date of Birth (Required) Year:

9. Day Month Year

10. Were you born in UK? Yes No

11. Town or Birth

12. Country of Birth

13. Continue

14. Save and exit

15. GOV.UK APPLY FOR A PASSPORT

16. Bradley Smith - Parents Details

17. Mother or Parent 1 name

18. First and Middle Names:

19. Last Name:

20. Mother or Parent 1 date of birth (Required) Year:

21. Day Month Year

22. Continue

23. Save and exit

24. GOV.UK APPLY FOR A PASSPORT

25. Get your digital passport biometrics

26. I have digital biometrics to upload

27. I am uploading from my phone

28. I have a code to enter

29. Continue

30. Save and exit

31. GOV.UK APPLY FOR A PASSPORT

32. Declaration

33. Human Verification

34. Create an account

35. Payment

36. Confirmation

OUR NEW
APPLYING
FOR A PAS

Design Development

Hi-Fi Mockups

Our additional screens

Hi-fi mockups



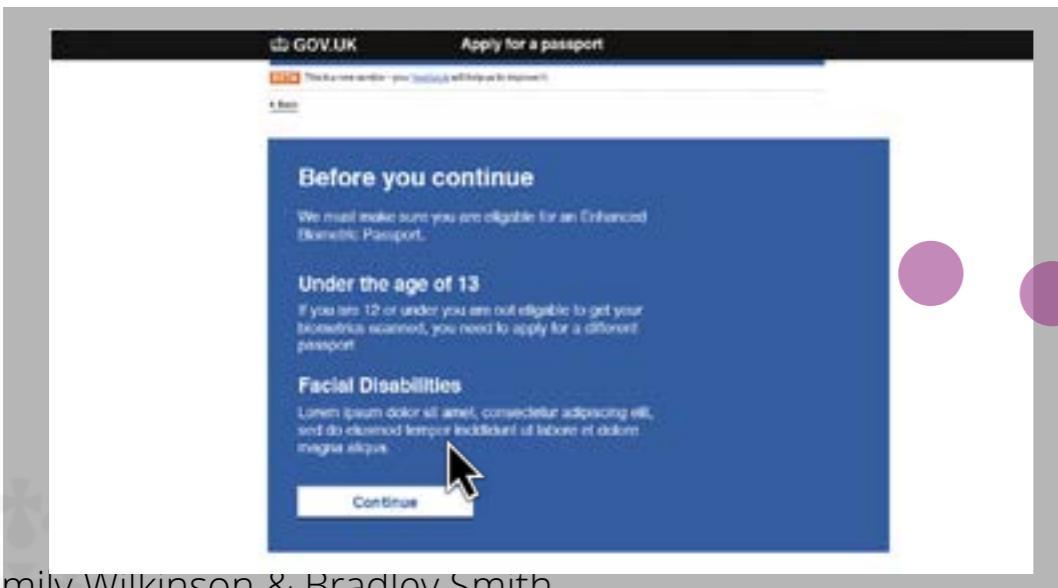
In the early stages it is important for the user to define what type of passport they want to apply for.



Including an informative drop down is important for a user that does not know what an enhanced biometric passport is.



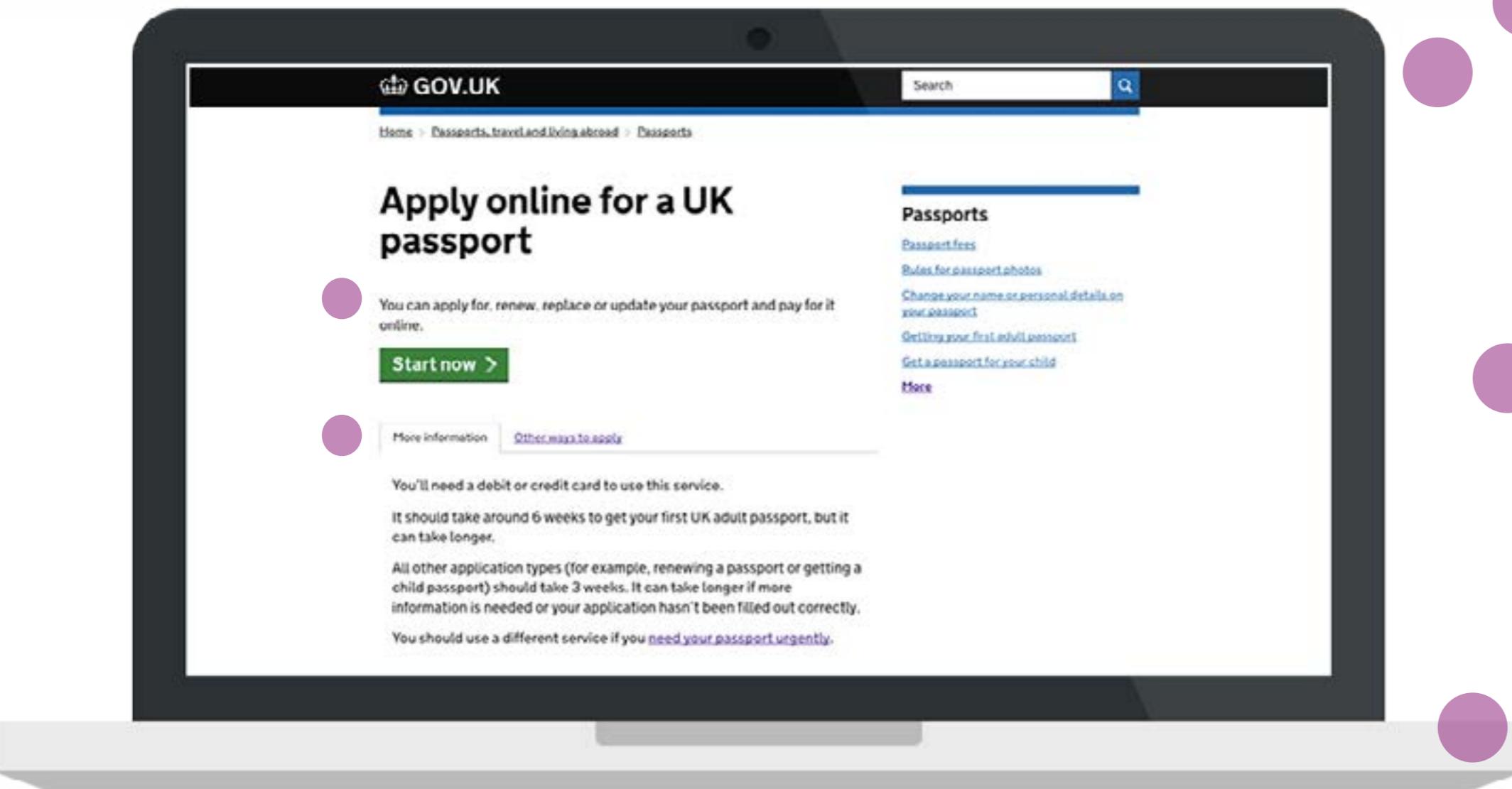
Page link with further information



Leading to a 'before you continue' information page defining who is eligible for an Enhanced Biometric Passport.

We are now at the stage of doing our initial prototyping for user testing purposes. We began working on some Hi-Fi mockups of the beginning stages for applying for an Enhanced Biometric Passport.

Current Start Screen



The current application process opens with this screen with the green start button in the middle of the text.

We are wanting the user read the key information underneath which states the user must have a debit or credit card to use this service.

For this reason we have redesigned the home screen so the green button is underneath this information which we want the user to read.

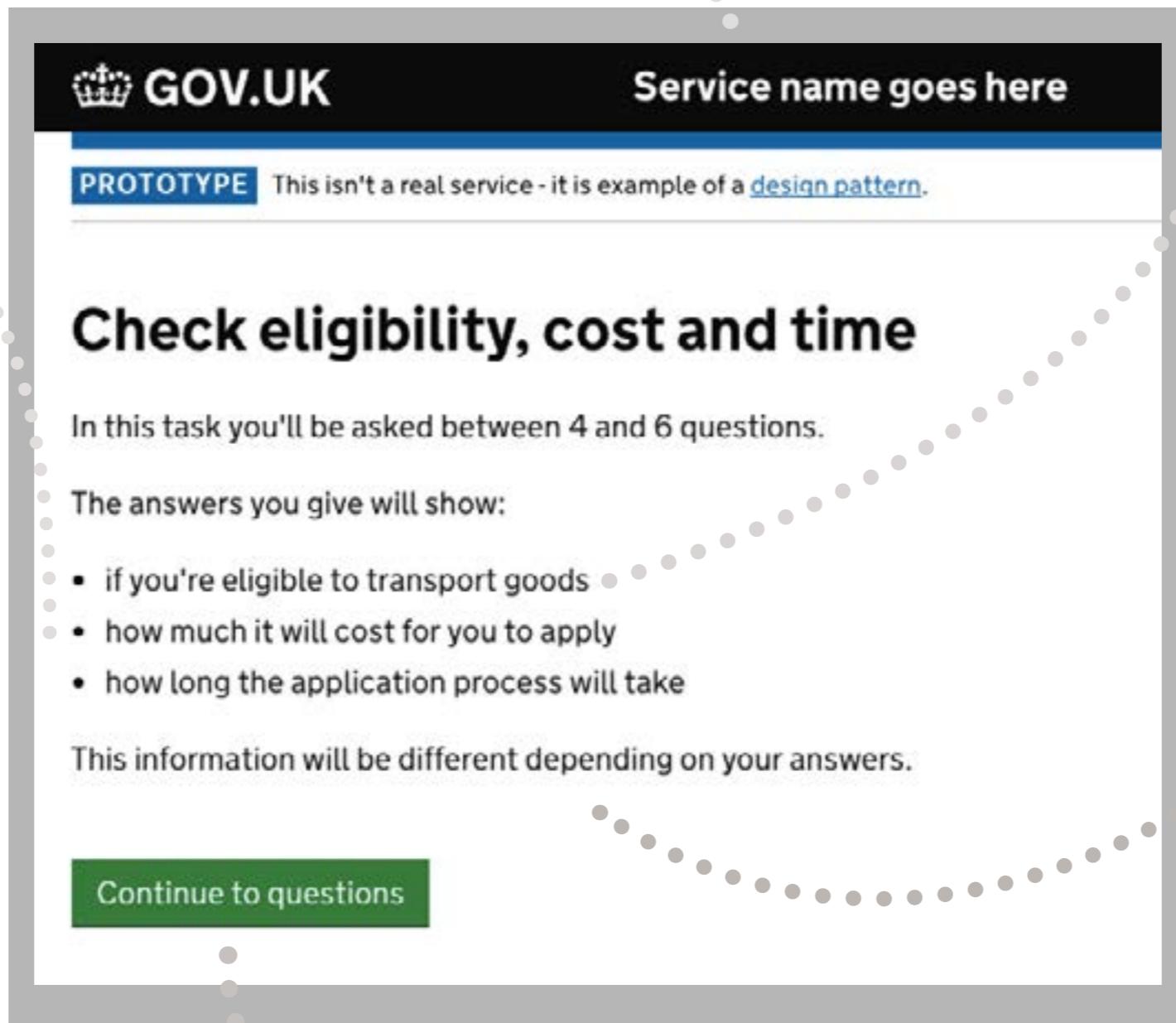
'Check before you start'

"Using 'Check before you start' can also lower your operating costs by reducing the time and effort that support teams spend explaining your service." (Gov.uk, 2018)

How much it will cost the user

This is not currently stated on the start page of the current passport service in the main chunk of text, but it is displayed in on the left hand side links, inside the 'Getting your first adult passport link' and then into 'fees and how to pay'.

This is not a clear process for a user who wants to know how much an adult passport will cost. For this reason we have moved this into the main block of text. This will provide the user with the information of how much it will cost them to apply, before starting the application.



Green Continue / Start button underneath block of text

'Apply for a UK passport'

This service name will appear after the user has specified whether they have had a UK passport before. This will specify whether the user is applying for a UK passport, or renewing their passport

If the user is eligible

This stage will come after the user has specified whether they are applying for a Biometric Passport, or an Enhanced Biometric Passport. As different passport types have different eligibilities.

How long the application process will take

This is not specified on the current passport service, which is surprising because of the amount of questions, it is quite a long process and requires quite a long amount of time. For this reason we will do some **user testing** to find out how long the process takes on average to state this on the start page. **"It usually takes about.."**

Our New Start Screen

The screenshot shows the start screen of a GOV.UK application for passport renewal. At the top left is the GOV.UK logo. To its right is the title "Apply for a passport". Below the title is a blue banner with the word "BETA" and the text "This is a new service – your [feedback](#) will help us to improve it." The main heading "Apply online for a UK passport" is prominently displayed in large, bold, black font. Below this, there are several informational paragraphs: "You can apply for, renew, replace or update your passport and pay for it online.", "You'll need a debit or credit card to use this service.", "It usually takes 15 minutes to complete this application.", "It should take around 6 weeks to get your first UK adult passport, but it can take longer.", "All other application types (for example, renewing a passport or getting a child passport) should take 3 weeks. It can take longer if more information is needed or your application hasn't been filled out correctly.", and "You should use a different service if you [need your passport urgently](#)." A note at the bottom left says "Don't book travel until you have a valid passport - doing so is at your own risk." At the bottom right is a green button with the text "Start now >". On the right side of the screen, there is a sidebar titled "Passports" with links to "Passport fees", "Change your name or personal details on your passport", "Getting your first adult passport", and "Get a passport for your child".

This is a screenshot of our new start screen for the application. We have decided to put the green start button underneath all of the text to make sure the user reads the requirements before continuing.

On the current passport application, they use terms such as 'you will need a debit or credit card to use this service', however because it is under the green start button it can be easily missed.

We also added in how long it would take the user to complete the application, we got this number from an average of our user research.

Enhanced Biometric Passport Informational Page

GOV.UK

Home > Passports, travel and living abroad > Passports

What type of passport are you applying for?

Biometric Passport

Enhanced Biometric Passport

▼ What is the difference?

Enhanced Biometric Passports are a securer way to manage border control using your face iris and fingerprint biometrics. Find out more [here](#)

Continue

Guidance

Enhanced Biometric Passports

Updated 28 March 2018

What is an Enhanced Biometric Passport?

The first Enhanced Biometric Passport was issued on 14 March 2018. These passports introduced a new design with additional security features, still including a chip with the holder's facial biometric. The new passports will include the holder's facial, iris and fingerprint biometrics.

What does this mean at the airport?

All major airports will be implemented with an Enhanced Biometric Tunnel by 2020.

These tunnels will replace border control and be outfitted with 80 cameras that will scan your biometrics as you walk through.

This means you can travel without a physical passport if you are travelling to and from airports that meet the criteria. You must still use your biometric chipped passport in airports that do not have an Enhanced Biometric Tunnel. Find out which airports currently use this service [here](#).

Where you should get your biometrics taken?

Biometrics can be taken at the passport office or post office, for which you will be given a code that will retrieve your biometrics, this should be entered on the application form.

If you are a biometric capturing smartphone user, you can use your smart phone to upload your biometrics. Your smartphone must capture all fingerprint, iris and facial biometrics.

Who is eligible page

Our application process must firstly specify that children under 13 are not eligible for an Enhanced Biometric Passport as their facial biometrics are not fully developed. It must also specify that the user must be able to have their eyes nose and mouth scanned, this is up the users own accord to define whether they are eligible for this process. For example the technology will not pick up the biometrics of someone with a severe face burn, plastic surgery or an extreme face disfigurement. In which cases, a regular biometric passport will be advised.

Before you continue

We must make sure you are eligible for an Enhanced Biometric Passport.

Under the age of 13

If you are 12 or under you are not eligible to get your biometrics scanned, you need to apply for a Biometric Passport

Facial Differences

Facial Recognition Technology must be able to scan your eyes, nose and mouth. Despite the high quality of the biometric scanning, users with extreme facial differences we advise having a Biometric Passport.

[Continue](#)

Are you applying from the UK?

The screenshot shows a web page titled 'Apply for a passport' from the GOV.UK website. At the top, it says 'BETA This is a new service – your [feedback](#) will help us to improve it.' Below that, there's a back link ('Back') and a page indicator ('Page 3 out of 17'). The main question 'Are you applying from the UK?' is displayed in bold. To its right is contact information for the 'Passport AdviceLine'. At the bottom are two buttons: 'Continue' and 'Save and Exit'.

On the current passport application this question is phrased, 'what country are you applying from'. We decided to change this question to 'are you applying from the UK?' this is because we are designing from the majority of users.

We also did some research into the reasoning that the current passport application ask this question, which is it is simply due to postal reasons, in other words if they are able to post to the desired country or not.

What is your gender?

Because of security reasons it is necessary to ask the user their gender. Gov.uk explains that you ask ones 'sex' when you need biological data, for example for a medical service, in other cases use 'gender'.

Below is a screenshot of the format that is expected to be used when asking the user their gender.

This question is necessary for this process for security reasons, the user must state whether they are male or female.

Gender should also not just be presumed from their title, some titles aren't gendered, for example Dr, Mayor or Rev.

What is your gender?

- Female
- Male
- Unspecified

What is your home address?

For this stage we looked at ways that we could ask for the users address, each design came with their benefits and drawbacks.

- 1 With the **address lookup**, users entering UK addresses don't have to enter as much information. It also eliminates the problems of miss-spellings.
The passport renewal service currently uses this approach, however the application process uses entering address manually.
- 2 With **multiple address fields**, it is easier to extract and use specific parts of an address (for example, street names or postcodes). However it is hard to find a single format that works for all addresses.
- 3 A **free text box** can handle any address format and allows users to copy and paste their address in. However it might not be compatible with legacy backend systems that use multi-field addresses.

Weighing up the options we decided to go with the **address lookup format**. This is providing the most seamless experience for the user, only needing to type their postcode. In this case we must make it clear that the address lookup only works for UK addresses and provide a manual option for people with international addresses.

1

What is your home address?

We'll send your new passport to this address.

Postcode

Find address

► [I live outside the UK](#)

2

Home address

Building and street

Town or city

County (optional)

Postcode

3

Full address

Upload your biometrics page

It is important for the user to understand where they can get their biometrics scanned. This stage is further on in the application, if the user has not yet had their biometrics scanned they can save their application so far by creating an account, allowing them to come back to this stage with their biometric code to enter.

Get your digital passport biometrics

Upload mobile biometrics

If your mobile scans your facial biometrics it may be possible to upload them from your phone. To check if your mobile will meet this criteria click [here](#) for an eligibility check.

Go to the post office

Biometric scanning kiosks will be implemented in all local post offices by March 2018. You will be ushered in following a simple step by step process in which you will receive a code. This code holds your biometric information.

Go to the passport office

If your local post office does not yet have this service, all passport offices use the same kiosk service.

Continue

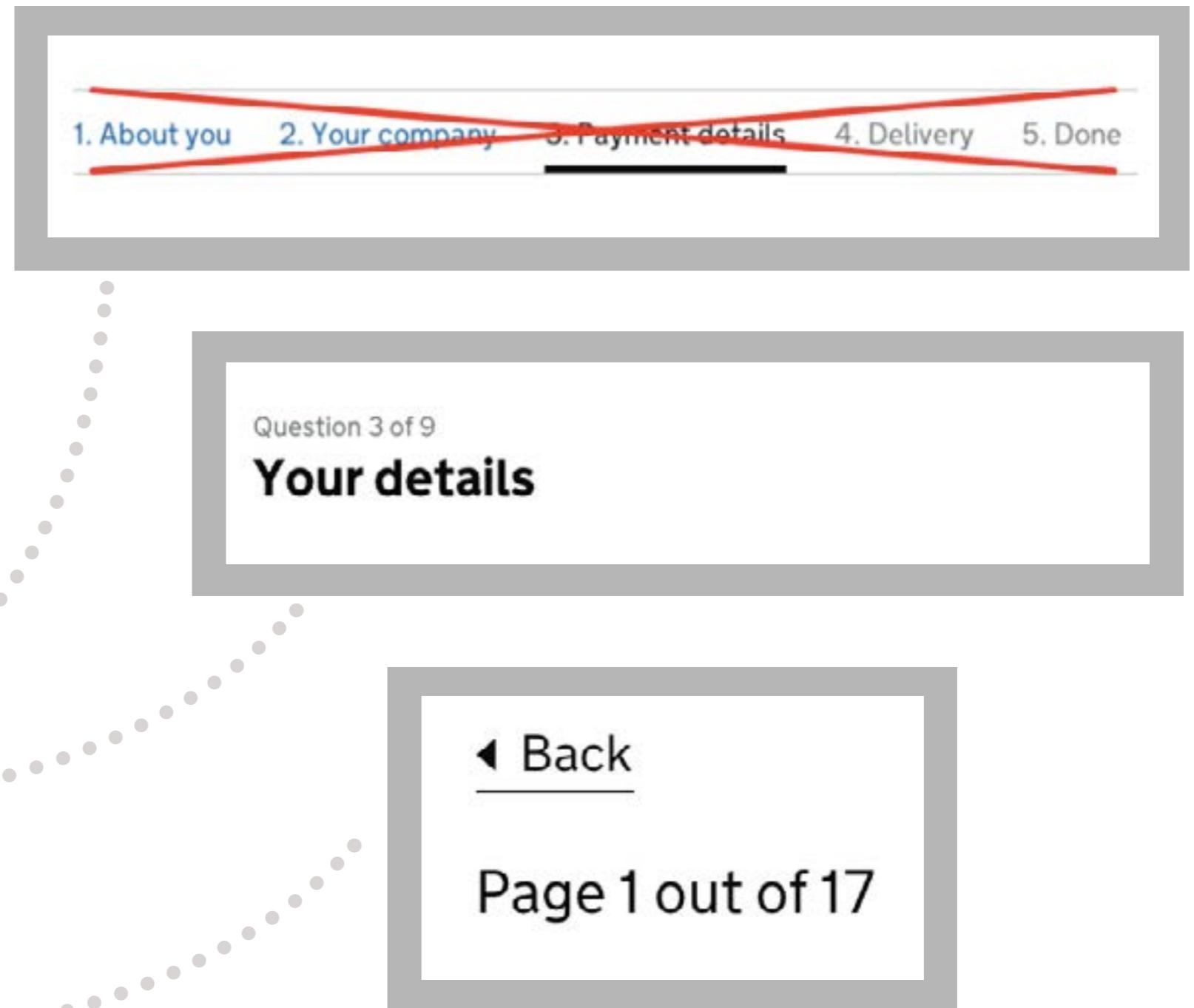
Progress Indicators

Because the passport application is a long process, we decided it was necessary to have a process indicator for users. Despite the fact that we have shortened the amount of questions of the current application by taking out unneeded questions.

Progress indicators allow users to see how much of a transaction they have completed, making it less likely for them to drop out of the process half way through.

The current passport application uses this format below, which is what Gov.uk design guidelines advice not to use. This is because it takes up a lot of room and it doesn't scale well on smaller screens, as shown.

Rather, we have decided to use this format, specifying to the use what question they are on out of so many. However because we have not phrased every page as a question, for example, 'Additional Information' we decided to label each page, 'page 1 of 17' rather than, 'question 1 of 17'.



Check your answers page

This page is located at the end of the questions section of the application form to allow the user to check over their answers they have given.

This page will increase completion rates, the user is assured they are filling in the correct details and therefore less likely to drop out before completion, it also decreases error rates.

To make sure the user has read and checked over their answers, there must be a box to tick, before continuing to the next page.

The user must be able to go back and change their incorrect answers if needed next to each answer.

Making the page accessible

Adding hidden text to the 'Change' links, so that they make sense when read out of context by **screen readers**.

Coding:

```
<a href="/renew/name/edit">Change<span  
class="visually-hidden"> name</span></a>
```

The screenshot shows a 'Check your answers before sending your application' page from GOV.UK. At the top, there's a 'GOV.UK' logo and a 'BETA' indicator followed by the text 'This is a new service – your [feedback](#) will help us to improve it.' Below this, there's a 'Back' link and a 'Page 17 out of 17' indicator. The main content area is titled 'Check your answers before sending your application'. It lists 'New passport details' with the following information:

New passport details		
Title	Mr	Change
Name	Bradley James Smith	Change
Previous Names	You have never been known by any other names	Change
Gender	Male	Change
Date of birth	29 April 1997	Change
Town of birth	Leeds	Change
Country of birth	United Kingdom	Change
Signature	You must sign your new passport when you receive it	Change

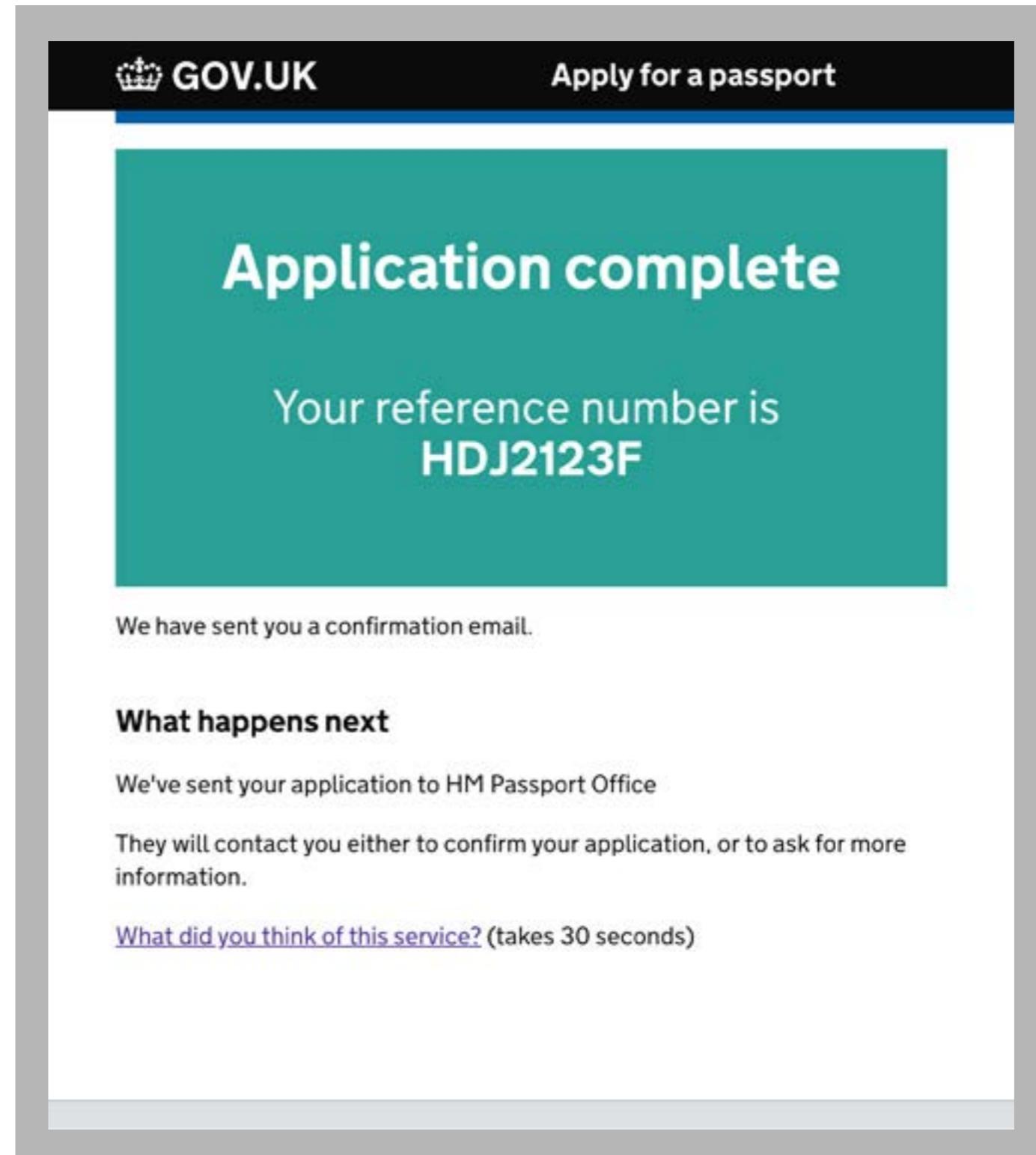
Confirmation of Application page

This page is to tell users they've completed a transaction.

This page must give the user all the relevant information needed, starting with a **reference number** and making it clear a **confirmation email** has been sent to them. Then going on to specify **what will happen next**, in this case the passport will be posted out to them on completion which could take up to 6 weeks.

Also including **links to services they might need**, in this case applying for a children's passport. A **link to the feedback page** will also be necessary to ensure the best service for each user.

Finally the page must include a way for users to **save a record of the transaction** (for example, as a PDF).



Other Specifications

Dates

The date of birth section must show an example of how to display this in each of the three sections.

Date of birth

For example, 31 8 1970

Day Month Year

Email Addresses

Email address fields must be long enough for any email address. Also allowing the user to feel confident that you are not going to abuse it.

Email address

We'll only use this to send you a receipt.

Available in Welsh

The date of birth section must show an example of how to display this in each of the three sections.

This service is also available [in Welsh \(Cymraeg\)](#).

Give Feedback

The date of birth section must show an example of how to display this in each of the three sections.

[Give feedback about this page](#)

User Testing

How long is the process

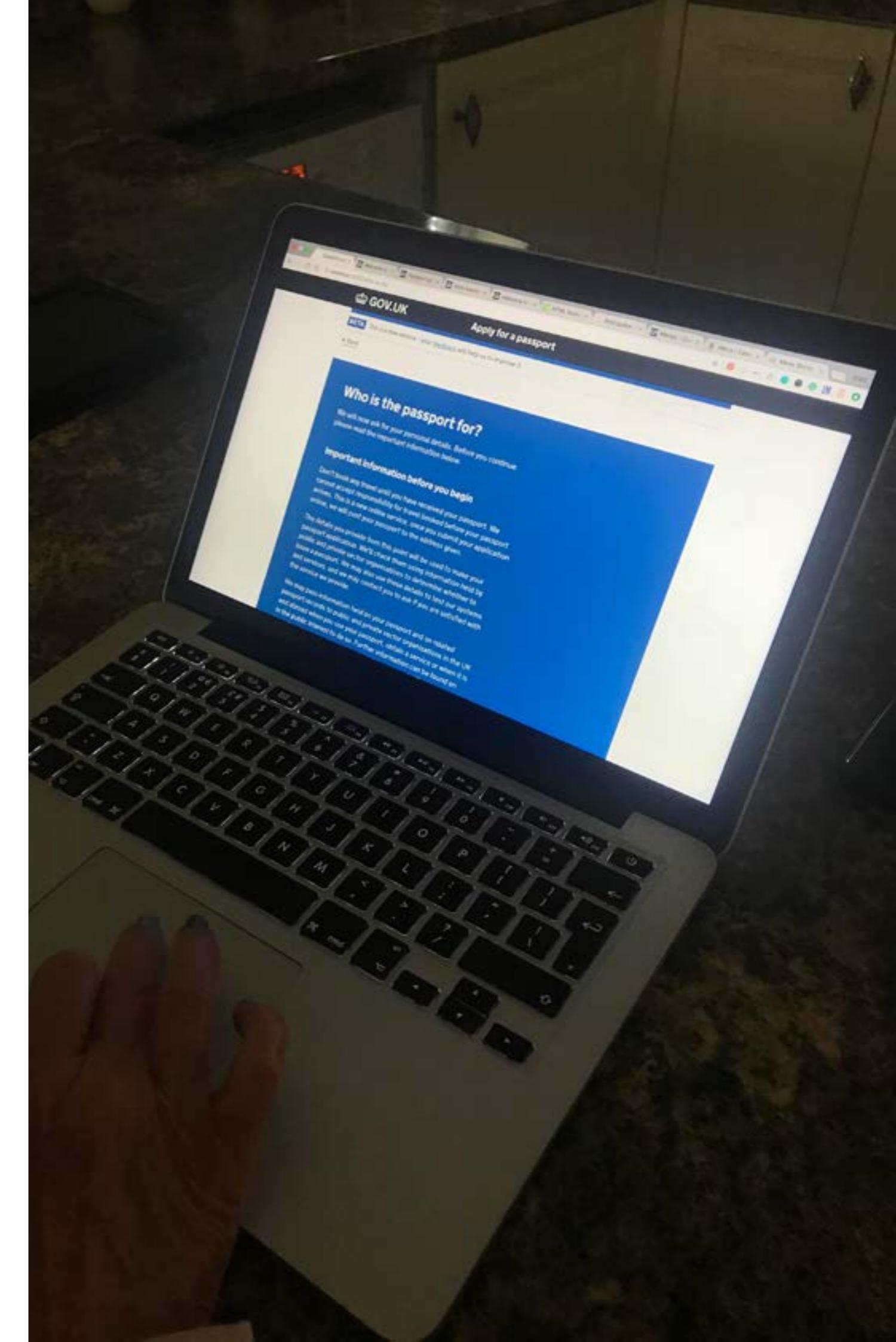
How long the application takes to complete

We tested the Enhanced Biometric Passport application with a variety of people aged between **20 and 70** to gain a range of feedback and to make sure that the older generation understand the application.

When testing the prototype with the **younger generation** the majority of feedback was positive with only a couple of adjustments to make, such as with wording, number boxes letting users type letters as well as spacing between buttons. We then made changes and tested again to make sure that there were no other improvements needed, this is when we began to test on the **older generation** to make sure that they could go through the application with ease. After the first test it was apparent that they didn't have any difficulty navigating through the application. It did take them a longer time to go through the application but it was useful as it allowed us to observe their actions and the read everything in full detail instead if skipping important information.

The main improvements that we received were to change wording so that it was more simple for people to understand and follow the instructions.

We also timed our users to see how long it would take to go through the application. On an average it should take **15 minutes to fully complete the application**, this takes into consideration reading through what an enhanced biometric passport is and the other information pages.



Prototyping

Prototyping Scenario


Grandfather
William Wright, 75




Grandmother
Helen Wright, 70




Grandmother
Mary Ashbridge, 77




Grandfather
Frank Ashbridge, 78



User Scenario

For the sake of our prototype we have created a user scenario which we will use to prototype our service.

Luke's Technology



Luke's Wants




Mother
Lisa Ashbridge, 45




Father
John Ashbridge, 48




User
Luke Ashbridge, 18



Setting up the prototype

To begin the prototype we downloaded the Gov.uk **prototyping kit**, which we operated through terminal and altered the code in brackets. We created a project folder which then had our Enhanced Biometric Passport prototype inside. Then accessing the main folder that had the kit inside of it, going through the app folder then views folder, where we placed our pages. There was also a template page option that included a variety of templates that could mimic.

We also had access to **GOV.UK elements** which allows us to make the service look consistent with the rest of GOV.UK guidelines. As it gave us access to layouts, typography, colours, icons and images, data, buttons, form elements, errors and validation and alpha and beta banners. This was very useful to have as it gave us the right code to input and allowed us to stick to the guidelines.

Using the same code for each page we had we set up the **BETA banner**, stating that it is a new service and feedback would be appreciated. We also added a back option so that users could go back to the previous page and check their answers. In the header content we included a progress bar so users could see how much of the application that they have completed and it also keeps them on track so they know they haven't missed anything out. We thought that it would be important to style the beginning of every page the same so that the users didn't feel that anything was misleading or that they were off track throughout the application.

The screenshot shows the GOV.UK Prototype Kit website. The header includes the GOV.UK logo and navigation links for 'Prototype kit', 'Install', 'Tutorials and examples', 'About', and 'GitHub'. Below the header, a breadcrumb trail shows 'GOV.UK prototype kit > Install'. The main content features a large heading 'Installation guide for new users'. A text block explains that the guide will walk the user through installing and getting started with the kit, noting that no technical knowledge is required and providing a Slack link for support. It also mentions developer friendly instructions. A sidebar note states that the guide is a work in progress and encourages contributions. The footer contains a summary of the prototype kit's purpose: providing a simple way to make interactive prototypes that look and feel like pages on GOV.UK.

GOV.UK prototype kit > Install

Installation guide for new users

This guide will walk you through installing and getting started with the kit. You don't need any technical knowledge to follow along. If you get stuck, post a message on Slack, or if you have a developer on your team, they should be able to help.

Installation takes up to 30 minutes depending on how much you need to install.

If you're comfortable using git and the terminal, you may prefer the [developer friendly instructions](#).

This guide is a work in progress. Please help [contribute](#) to make it even better.

Introduction

The prototype kit provides a simple way to make interactive prototypes that look and feel like pages on GOV.UK. These prototypes can be used to design

Code



The screenshot shows a code editor interface with a dark theme. On the left is a sidebar titled 'Working Files' listing various files: parents-details.html, payment.html, retrieve-bio.html, signing.html, type-passport.html, who-for.html, who-is-the.html, account.html, give-feedback.html, enhanced-passport+, contact-details.html, contact.html, d-o-b.html, dec.html, delivery.html, digital-passport-bio.html, digital-passport.html, enhanced-page.html, give-feedback.html, grand-parents-details.html, have-you.html, includes/index.html, layout.html, parents-details.html, payment.html, retrieve-bio.html, signing.html, type-passport.html, who-for.html, who-is-the.html, CHANGELOG.md, CONTRIBUTING.md, create-release.sh, +docs, and +govuk_modules. The main pane displays the following HTML code:

```
44    </form>
45
46
47
48
49    <div class="multiple-choice">
50      <input id="radio-1" type="radio" name="radio-group" value="Northern Ireland">
51      <label for="radio-1">Very satisfied</label>
52    </div>
53    <div class="multiple-choice">
54      <input id="radio-2" type="radio" name="radio-group" value="Isle of Man or the Channel Islands">
55      <label for="radio-2">Satisfied</label>
56    </div>
57    <div class="multiple-choice">
58      <input id="radio-3" type="radio" name="radio-group" value="Isle of Man or the Channel Islands">
59      <label for="radio-3">Neither satisfied or dissatisfied</label>
60    </div>
61    <div class="multiple-choice">
62      <input id="radio-4" type="radio" name="radio-group" value="Isle of Man or the Channel Islands">
63      <label for="radio-4">Dissatisfied</label>
64    </div>
65    <div class="multiple-choice">
66      <input id="radio-5" type="radio" name="radio-group" value="Isle of Man or the Channel Islands">
67      <label for="radio-5">Very dissatisfied</label>
68    </div>
69
70  </div>
71  <h1 class="heading-medium">
72    How could we improve this service?
73  </h1>
74  <textarea class="form-control form-control-3-4" name="textarea" id="textarea" rows="5"></textarea>
75  <br>
76  <p>(Limit is 1200 characters)</p>
77  <p>Please don't include any personal or financial information, for example your National Insurance or credit card numbers.</p>
78
79  <br>
80  <br>
81
82  <div><a class="button" style="margin-right: 10px" href="index.html" role="button">Send feedback</a>
83  </div>
84
85
86  </div>
87  <div class="column-one-quarter" style="margin-left: 80px;">
88    <br>
89    <aside class="govuk-related-items" data-module="track-click" role="complementary"></aside>
90    <h1 class="heading-small">Passport AdviceLine</h1>
91
92    <font size="3">Telephone:</font> <br><font size="3">0300 222 0000</font><br>
93    <font size="3">From outside the UK:</font> <br>
94    <font size="3">+44 (0)300 222 0000</font>
95  </div>
96  </div>
97  </main>
98
99  {% endblock %}
```

At the bottom of the editor, status bars show 'Line 85, Column 9 - 100 Lines', 'eqFTP Queue INS HTML ▾', and 'Spaces: 4'. A small decorative graphic of overlapping circles is in the bottom left corner.

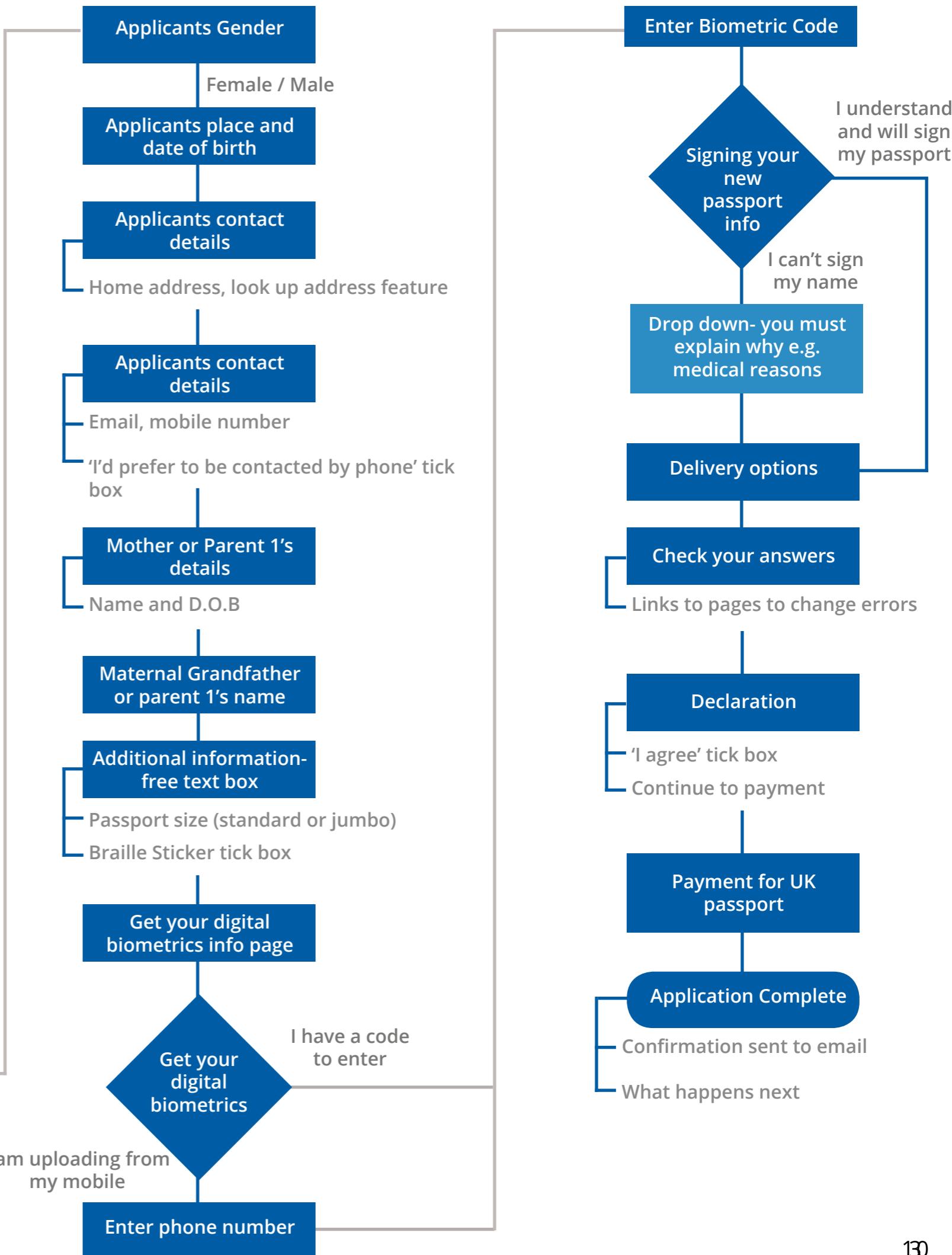
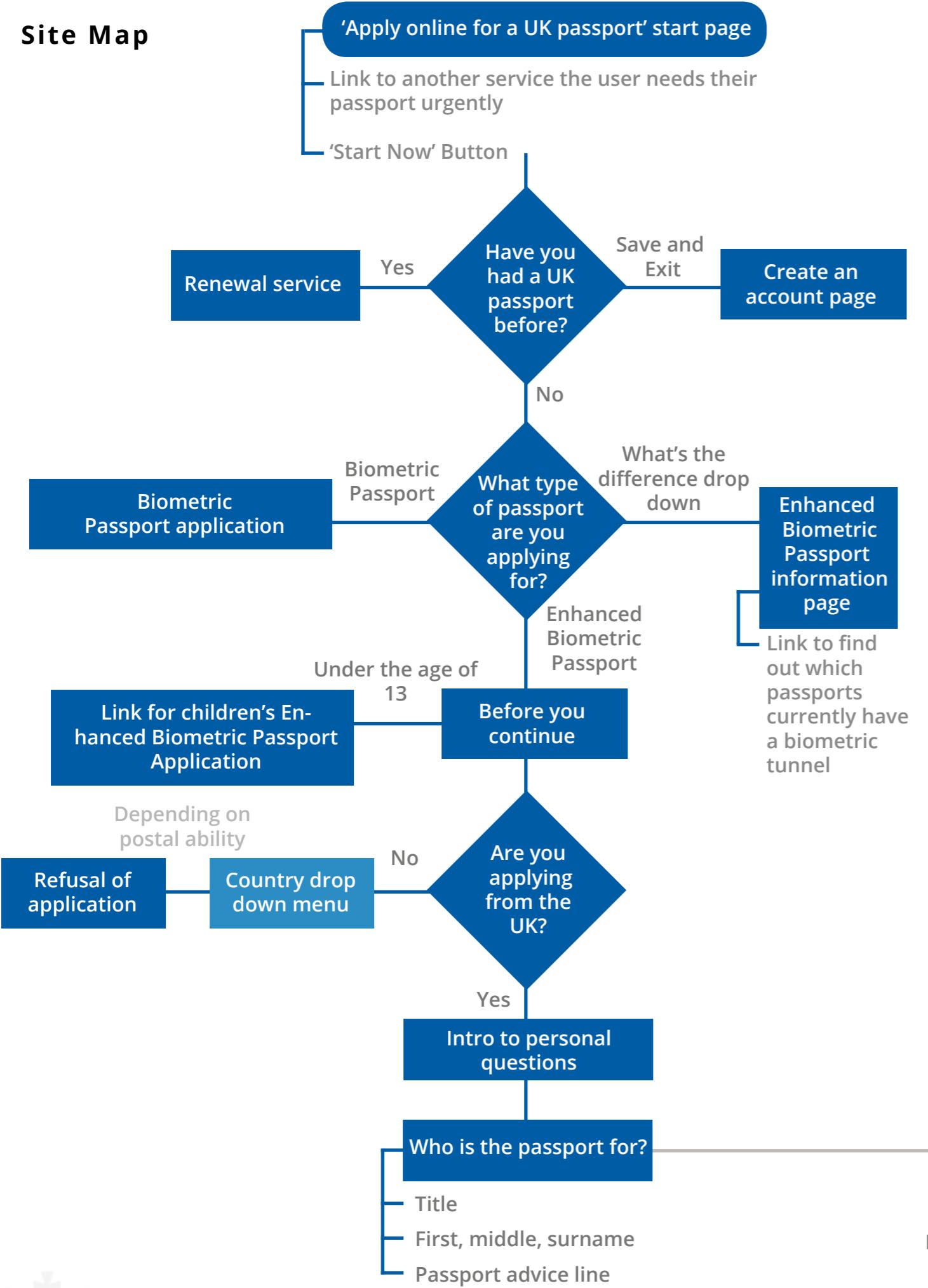


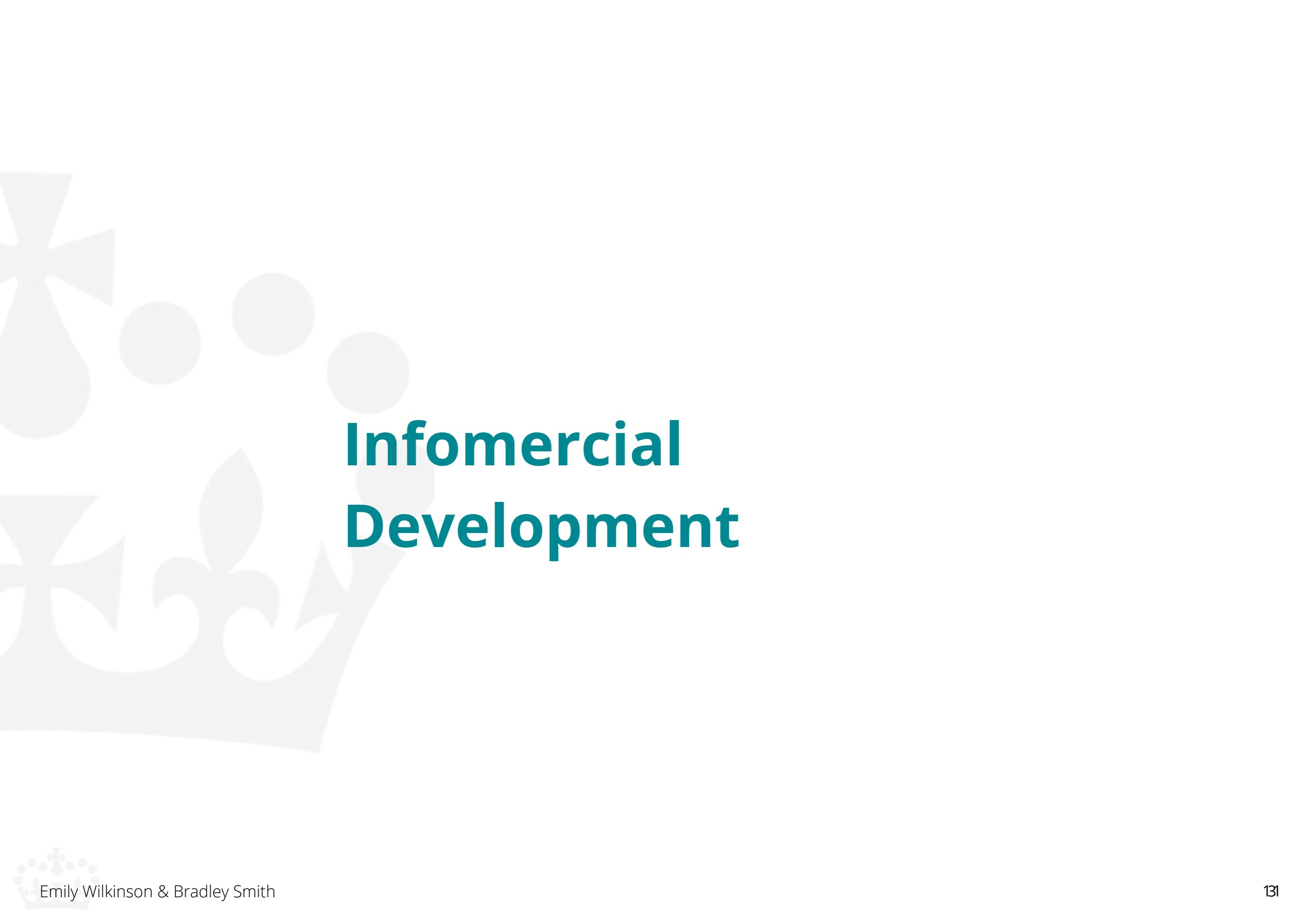
Full site mapping

Our application process

Because we could not prototype every aspect of the application service, we have created a site map to show every possible route that the user could go down.

Site Map





Infomercial Development

User Testing

How long is the process

Recording Voiceover and Video Animation

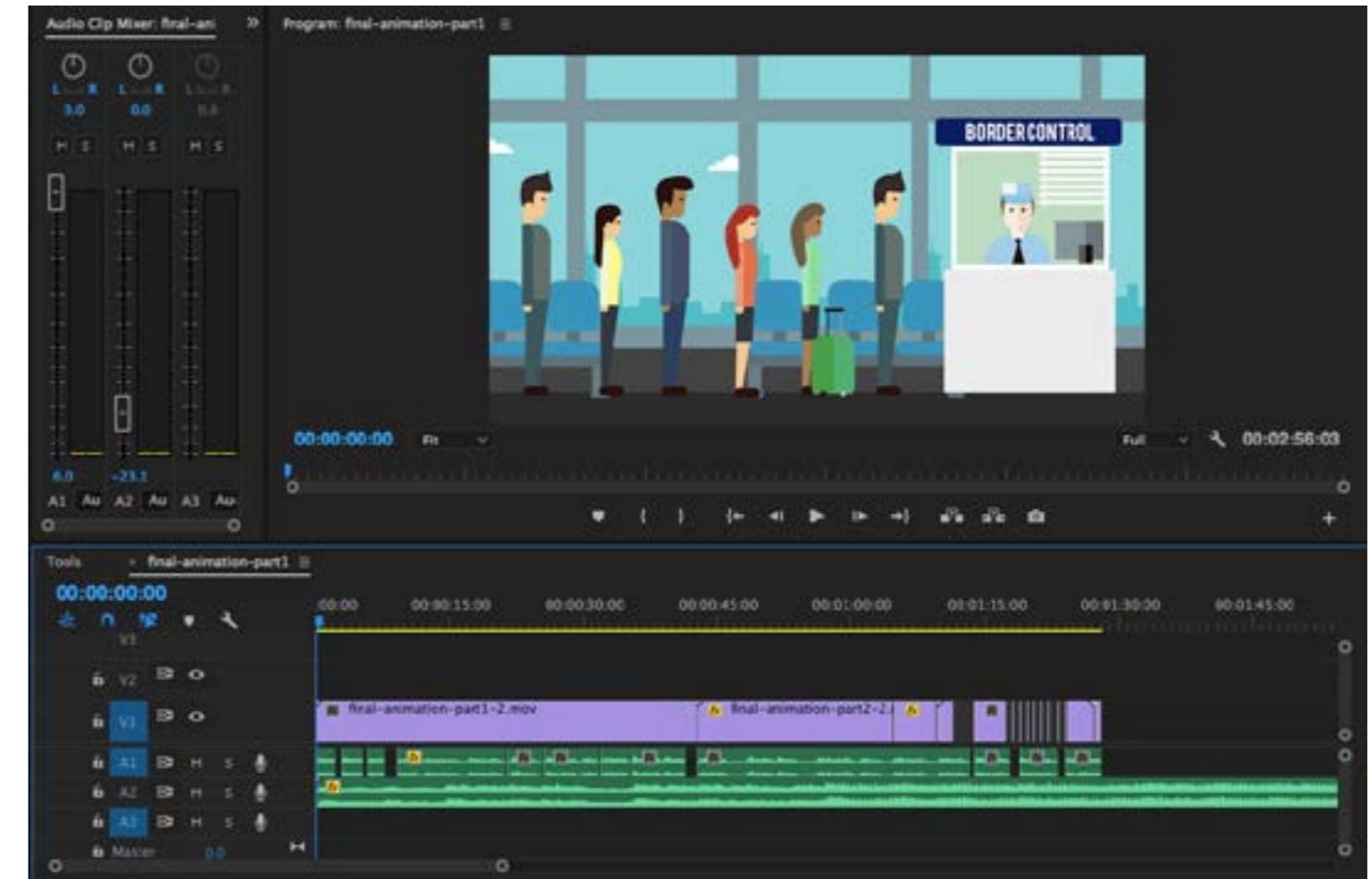


When it came to the video development we recorded our voice over first. For this we used Ableton in the sound studio, testing both of our voices we decided to go with Emily's as it sounded more informative and clearer. Once we had decided on who was doing the voice over we went through the script multiple times making sure we had enough takes to choose from. We added a noise gate and compressor to block out background noise and to make sure everything was at the correct volume of 5 db.

After completing the voice over we listened and tweaked the script again, re-recording parts as we thought of new bits of information to put in and change some other parts of the script. After this we then exported the file and saved all making sure that we had all the clips from both recordings.

Emily then created the animation in After Effects, creating all of the illustrations in Illustrator first and then placing them into After Effects to animate.

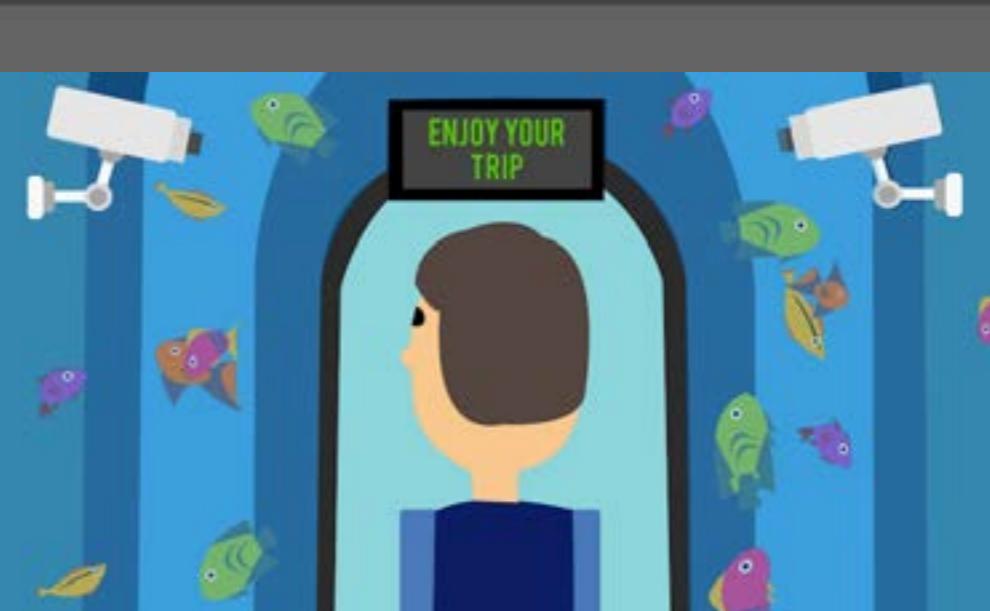
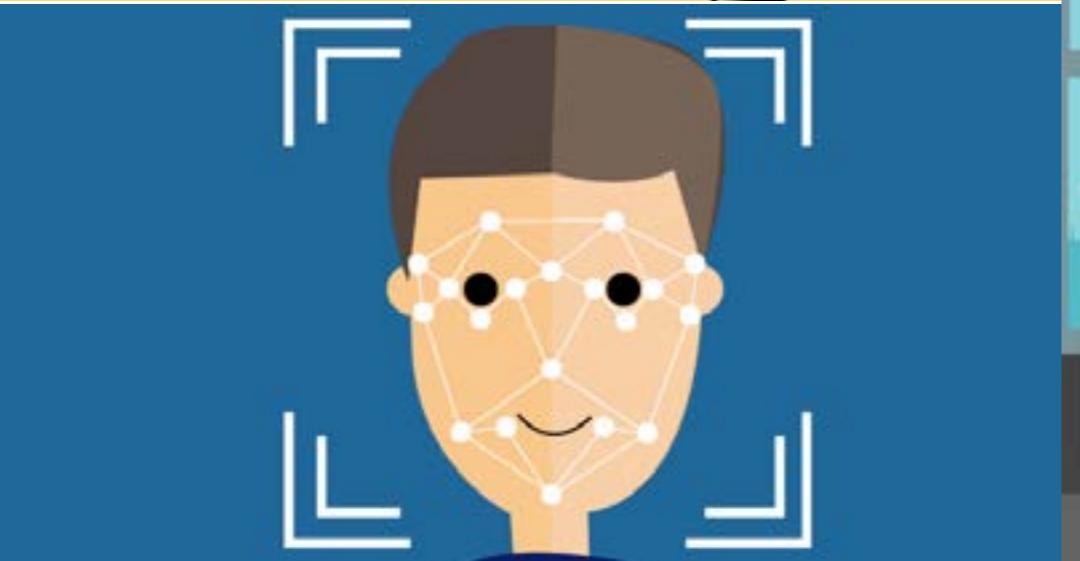
After animating the video, it was then placed into Premiere Pro to edit with sound, this could be done in After Effects but we decided it was best to edit in Premiere Pro as After Effects can crash when holding a lot of data. This is where we placed the backing track and voice over into Premiere to edit.



Found Audio



Not like waiting in long queues at the airport?



Or are you worried about losing your passport when you're abroad

Gov.uk are introducing a new service, which eliminates the need for a physical passport in all major airports.

Once arriving at the airport and going through the airport security

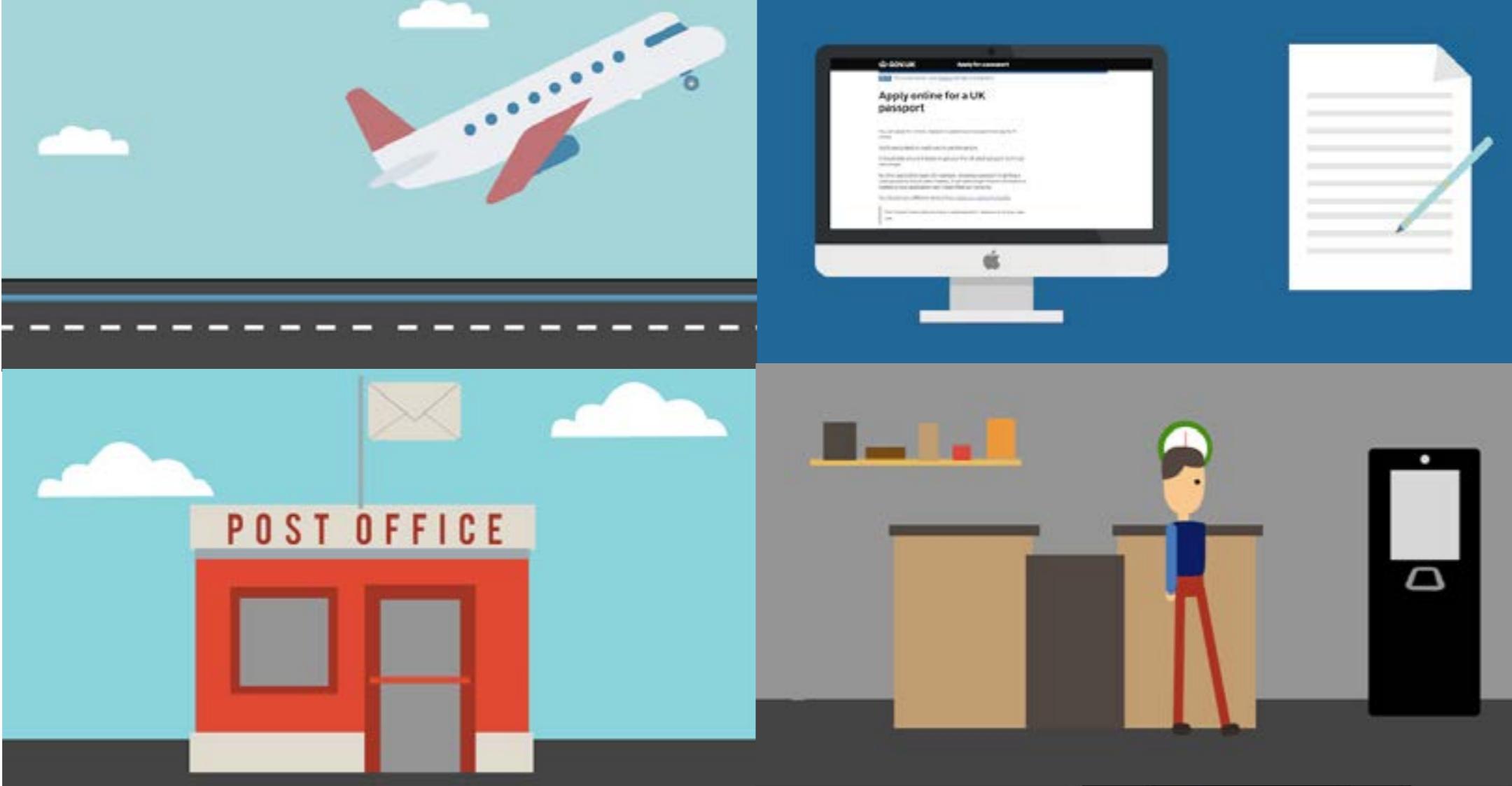
At the end of the tunnel, you will either be cleared with a green message, or a red sign will appear to alert security.

..Or have you identity stolen?

The service uses your facial biometrics to verify your identification using state of the art facial recognition technology.

simply walk through the biometric tunnel, outfitted with 80 cameras that will scan your biometrics.

Once cleared, you can board the plane and enjoy your flight.



Getting your biometrics scanned can be done at the post office



Scanning your, fingerprint, iris and facial biometrics

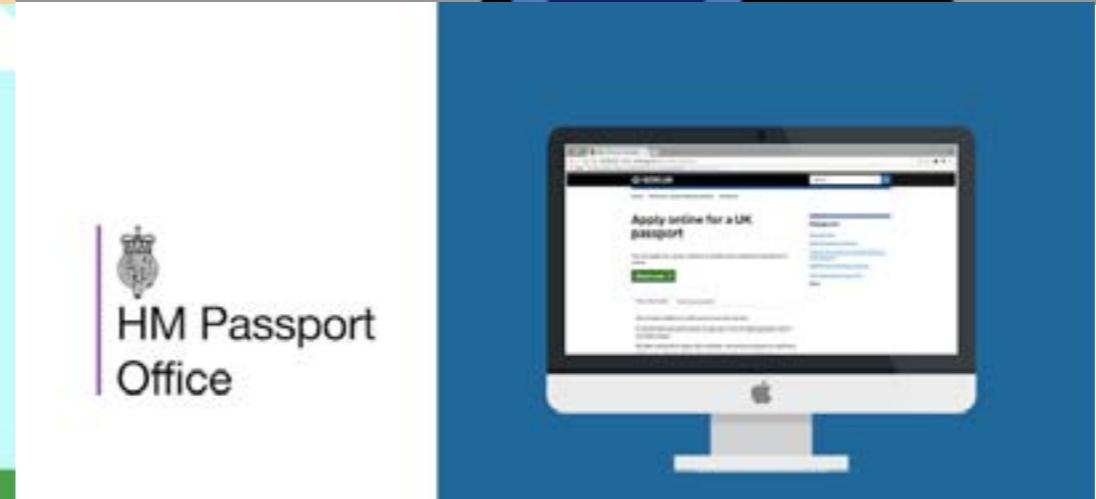
Once your application is complete, we will still send you your new physical passport that will be needed in all smaller airports still using manual passport checks.



To apply you can complete an online form or fill out a paper form at the post office



or the passport office on one of our biometric reading stations.



You will then receive a code to enter online or on your paper form.

Skip the queues and apply for your enhanced biometric passport today.

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