



Department
for Environment
Food & Rural Affairs

Sites, setts and experience (A24)

User research report



Environment
Agency



Forestry Commission



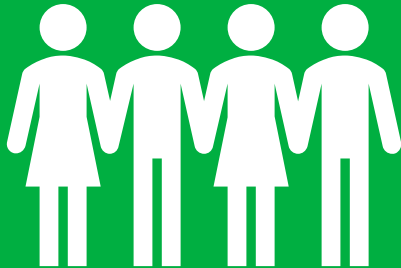
NATURAL
ENGLAND

Reference: LIT 17662
Version: 2.0
Published: June 2022
Classification: OFFICIAL



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Participants & method



Methodology

- 4 ecologists
- 1 to 1 remote usability testing sessions
- 3 male, 1 female
- 1/4 users declared on the inclusion form that they had an access need which was cognitive
- Duration 60 –75 mins

About the users

- Ecologist experience ranges from 5 – 35 years
- All consultants
- All senior/principal ecologists
- 2 class license holders



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Background



Context

- [Pages](#) previously unseen by users
- 2nd half of journey shared by Kiran last time
- Replace a 21 page PDF application form [PDF form here](#)

Includes:

- Add information about the site where the ecologists work will take place
- How the setts will be affected by the work taking place
- The experience of the ecologist completing the work
- Upload any other documents needed to support the application (not already uploaded)
- Convictions declaration
- Agree to terms and send application



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Objectives



The prototype journey

The new journey we tested with users, consists of 6 sections and **a total of 44 pages.**

Prior to the page shown on the right, users would have gone through another 26 pages. In addition, the contact details section is an additional 48 pages

 **GOV.UK**

Apply for and manage a wildlife licence

Sign out

PROTOTYPE This is a new service – your [feedback](#) will help us to improve it.

[< Back](#) [Save and return later](#)

Apply for a licence to do work that affects badgers

Application incomplete
You have completed 8 of 14 sections.

Reference:
2022-98678-SPM-WLM

1. Contact details

Give licence holder details	COMPLETED
Give ecologist details	COMPLETED
Add authorised people	COMPLETED
Add alternative contacts	COMPLETED
Add invoice details	COMPLETED

2. Planned work activity


Give work activity details	COMPLETED
Give details of permissions to start work	COMPLETED
Give details of conservation issues	COMPLETED
Give site information	NOT STARTED
Add setts the work will affect	NOT STARTED
Give ecologist's experience	NOT STARTED
Upload supporting information	NOT STARTED

3. Declare convictions and send application

Declare convictions	NOT STARTED
Agree to terms and send application	CANNOT START YET

[GOV.UK Prototype Kit v11.0.0](#) [Clear data](#)

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Research questions

- Do any of the questions/steps in the user flow confuse people?
- How easy is it to fill out the online form and provide the information requested?
- Are there any problems with navigating through the flows?
- Are there any options or information missing?
- Does the terminology used in the application make sense?



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Assessment recommendations & the bigger picture



Alpha assessment recommendations

- Be aware of any **biases that might creep into their design based on the legacy pdf service** they are converting into digital
- Establish exactly what personal data is needed for the service to function and **remove any superfluous data currently being gathered.**
- The form demonstrated looked long but not cumbersome. The panel did reflect whether all data was required for relevant processing. **The team need to ensure that all the data that is collected is used and is required for processing.**

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Beta workshop recommendations

- Document uploads: the **intention is that the service reduces the burden on NE staff** to process paper submissions and answer queries around maps but **if the document upload functionality isn't simple and proven to meet user needs this may not be achieved.**
- **Design of the internal service is shaping design of the external user journey** – this approach should be **reversed** so that **Defra are not putting the burden on users.**

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Page by page insights from usability testing the A24 application





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Give site information



Grid reference expectations

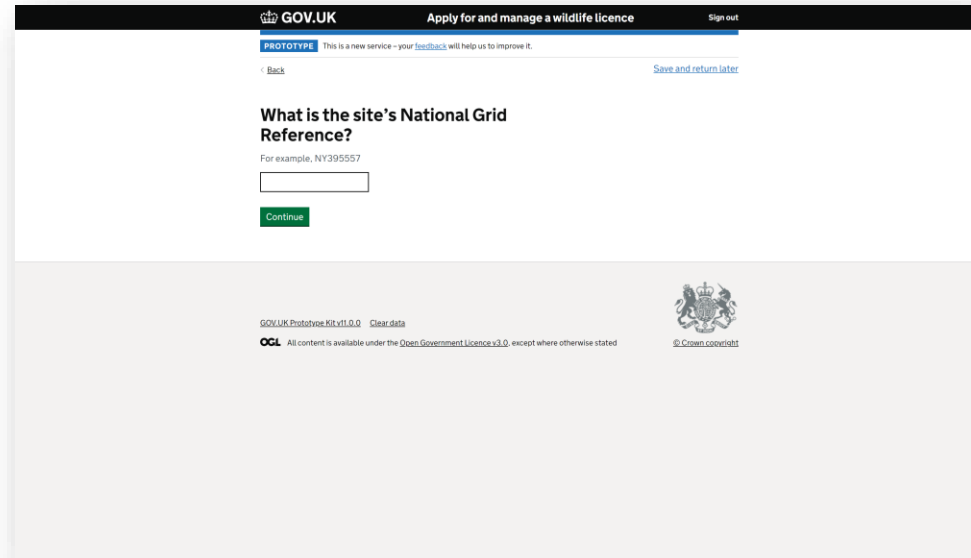
3 users expected to have to include more detail than 6 fig GR.

2 users would put a 10 fig GR

1 user would put 12 fig GR

"I would put in a 10 digit one anyway"

"Refining down to 12 figure for sett locations - because that gives you greater accuracy"



The screenshot shows a GOV.UK prototype interface for 'Apply for and manage a wildlife licence'. The page has a black header with the GOV.UK logo, the page title, and a 'Sign out' link. Below the header, a blue 'PROTOTYPE' banner indicates it's a new service. The main content area asks 'What is the site's National Grid Reference?' and provides an example 'NY395557'. There is a text input field and a green 'Continue' button. A 'Back' link is on the left and a 'Save and return later' link is on the right. The footer contains the GOV.UK Prototype Kit version, a 'Clear data' link, the Open Government Licence (OGL) text, and the Royal Coat of Arms with '© Crown copyright'.

Unfamiliar terminology

Users questioned certain names/phrases

"I wouldn't think you'd have survey positions; maybe for bats"

"They're not specific terms people would have an immediate identified plan for"

"Affected habitats? Is that affected setts as well?"

"Development work area? Is that the proposals?"

"I would say setts rather than entrances"

How might we use language that users recognise

How might we improve language so that we're not creating cognitive overload for users

How might we use language so that our users can continue with the application

HMW improve clarity on what NE require

How might provide reassurance to users who are nervous about application delay or rejection with appropriate guidance about what information to include and what not to include?

The image displays three sequential screenshots of a GOV.UK prototype interface for applying for and managing a wildlife licence. Each screenshot shows a header with the GOV.UK logo, the title 'Apply for and manage a wildlife licence', and a 'Sign out' link. A 'PROTOTYPE' banner indicates that this is a new service and that user feedback is welcome. Navigation links for 'Back' and 'Save and return later' are present in each view.

First Screenshot: Map of your activity at the development site
This screen instructs the user to send a survey map showing the site before any planned activity. It lists required map details: habitat locations, type of habitat, entrances, and survey positions. It also states that the user can upload these details.

Second Screenshot: Add a map of the site showing the mitigations during development
This screen requires a survey map showing mitigation on the site during development. It specifies that the map should include: development work area, affected habitats, and temporary mitigations (artificial setts). It notes that the user can upload GeoJSON files.

Third Screenshot: Add a map of the site showing the mitigations after development
This screen requires a survey map showing mitigation on the site after development. It specifies that the map should include artificial setts, new foraging habitat, and water sources. It lists uploadable file types: GeoJSON files, KML files, common shapefiles, PDF, jpg or PNG files (noting that these may take longer to process), and ZIP files. A file size limit of 30MB is specified. At the bottom, there is an 'Upload a file' section with a 'Choose file' button and an 'Upload and continue' button.

The footer of the prototype includes the text 'GOV.UK Prototype Kit v11.0.0', a 'Clear data' link, the Creative Commons Attribution License (CC BY) logo, and a statement that all content is available under the Open Government Licence v3.0, except where otherwise stated. A small '© Crown copyright' logo is also present.

Unsure of required details

Users would include more rather than less

"If you're asking for something that is bespoke then you need to provide very clear guidance on exactly what that is"

"This is all very open ended, you have no context on the quantity of information you require"

"My response would be to throw everything into the pot and be precautionary"

"This is a lot of detail isn't it"

"If I've already submitted my badger mitigation report I'll be resubmitting it [here]"

The image displays three sequential screenshots of a GOV.UK prototype interface for applying for and managing a wildlife licence. Each screenshot shows a top navigation bar with the GOV.UK logo, the title 'Apply for and manage a wildlife licence', and a 'Sign out' link. Below the navigation bar is a 'PROTOTYPE' banner with the text 'This is a new service - your feedback will help us to improve it.' and links for 'Back' and 'Save and return later'.

The first screenshot shows the 'Map of your activity at the development site' section. It includes instructions: 'You must send a survey map showing the site before any of the planned activity.' and 'Your survey map should include:' followed by a bulleted list: 'habitat locations', 'type of habitat', 'entrances', and 'survey positions'. It also states 'You can upload:'.

The second screenshot shows the 'Add a map of the site showing the mitigations during development' section. It includes instructions: 'You must also send a survey map showing the mitigation on the site during development.' and 'This survey map of impact during the works should include:' followed by a bulleted list: 'development work area', 'affected habitats', and 'temporary mitigations (artificial setts)'. It also states 'You can upload:'.

The third screenshot shows the 'Add a map of the site showing the mitigations after development' section. It includes instructions: 'You must also send a survey map showing the mitigation on the site after development.' and 'This survey map of the future site should include artificial setts, new foraging habitat and water sources.' It also states 'You can upload:' followed by a bulleted list: 'GeoJSON files', 'KML files', 'common shapefiles', 'PDF, jpg or PNG files (if these are used, your application may take longer to process)', and 'ZIP files'. It also states 'The file must be smaller than 30MB.' Below this is an 'Upload a file' section with a 'Choose file' button and the text 'No file chosen'. At the bottom is an 'Upload and continue' button.

The footer of the interface includes the text 'GOV.UK Prototype Kit v11.0.0 Clear data', the OGL logo, and the text 'All content is available under the Open Government Licence v3.0, except where otherwise stated'. The Royal Coat of Arms and the text '© Crown copyright' are also present.

General concerns re filetypes and missing filetypes

"I would have thought [this] would be a document rather than a map [you'd need]"

"If I sent KML files it could be hundreds and hundreds of polygons"

"...I'd upload PDF as standard but if shapefiles were useful for NE I'd submit them based on that"

"When we send shape files a lot of labelling can be lost"

"I would send multiple forms and file types as next to pdf it says it could take longer to process"

"I'd suggest adding badger compensation [as well as mitigation]"

"I'd expect to see some CAD filetypes"

HMW remove the anxiety for users that their application won't be delayed

HMW encourage users to use GIS filetypes



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Add setts the work will affect



Question in wrong order

"Saying where mitigations are before saying what you will do to each sett"

"I think documenting the location of the artificial sett previously is misleading. This section could come before [the previous section]. It would be useful to say: what setts are you closing (main setts and outlier) and then in next section have site location"

"Felt subsidiary should be above outlier"

The screenshot shows a GOV.UK form titled "Apply for and manage a wildlife licence". At the top, there is a "Sign out" link. Below the title, a "PROTOTYPE" banner states: "This is a new service - your feedback will help us to improve it." There are links for "Back" and "Save and return later". The main question is "What are the badgers using the sett for?". Below this, it says "Select one option." and lists four radio button options: "Main", "Annexe", "Outlier", and "Subsidiary". A green "Continue" button is at the bottom of the form. The footer contains the text "GOV.UK Prototype Kit v11.0.0 Clear data", "OGL All content is available under the Open Government Licence v3.0, except where otherwise stated", and the Royal Coat of Arms with "© Crown copyright".

More detail needed on the page?

1 user wanted the name of the sett he just added played back to him on this page

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PROTOTYPE This is a new service - your [feedback](#) will help us to improve it.

[Back](#) [Save and return later](#)

What are the badgers using the sett for?

Select one option.

☐ Main

☐ Annex

☐ Outlier

☐ Subsidiary

[Continue](#)

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Playback previously entered sett name in H1

Combine 2 pages into 1

3 users thought the 'holes' questions should be on 1 page

"active, partially active, inactive"

"I'd expect that to say active and in active"

"active entrance holes, main holes and inactive - would expect that to be grouped on the same page"

"Quite typical that some holes are active and some are not"

"So you've only asked for active holes and you've got 10 entrances... what about your inactive, disused ones? If we go out and there's 10 holes there, we'll gate 10 holes. They can quickly become used. So it would be beneficial to have those numbers add up"

Re active and inactive holes: "...it would be beneficial to have those numbers add up. Also it makes going back and reviewing your own form: it helps you process it inside your brain"

GOV.UK Apply for and manage a wildlife licence Sign out

PROTOTYPE This is a new service - your feedback will help us to improve it.

[Back](#) [Save and return later](#)

How many entrance holes does the badger sett have?

Continue

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PROTOTYPE This is a new service - your feedback will help us to improve it.

[Back](#) [Save and return later](#)

How many of the entrance holes are active?

Enter '0' (zero) if the sett is inactive.

Continue

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More detailed grid reference

2 users wanted it to be a 10 digit grid ref again

The screenshot shows a GOV.UK web page for applying for a wildlife licence. The header includes the GOV.UK logo, the page title 'Apply for and manage a wildlife licence', and a 'Sign out' link. Below the header, there is a 'PROTOTYPE' label and a note: 'This is a new service - your [feedback](#) will help us to improve it.' Navigation links for 'Back' and 'Save and return later' are present. The main content area has the heading 'What is the badger sett's grid reference?' followed by an example: 'For example, NY395557. Use the grid reference for the central point of the sett if it has more than one entrance.' Below this is a text input field and a green 'Continue' button. The footer contains the text 'GOV.UK Prototype Kit v11.0.0', a 'Clear data' link, the OGL logo, a copyright notice '© Crown copyright', and the Royal Coat of Arms.

How might we allow users to enter their grid number of 6 digits or above
How might we help users let us know where the badger setts are located
How might we help users provide locational data for the setts

Start date

"What happens if you put in the wrong date? Maybe a prompt to say this is outside the licensing period?"

"Target date to start work on site would be fine"

The screenshot shows a web form on the GOV.UK platform. The header includes the GOV.UK logo, the title 'Apply for and manage a wildlife licence', and a 'Sign out' link. Below the header, a 'PROTOTYPE' banner indicates this is a new service. The main section is titled 'When will the work start?' and includes a note: 'The work must start during the license period (From 1 May to 30 November)'. There are three input fields for 'Day', 'Month', and 'Year', each with a dropdown arrow. A green 'Continue' button is positioned below the fields. At the bottom of the form, there is a footer with version information 'GOV.UK Prototype Kit v11.0.0', a 'Clear data' link, a Creative Commons license notice, and the Royal Coat of Arms with the text '© Crown copyright'.

HMW remove the anxiety for users around start dates
– back to business for rational

End date

2 users wanted the clarification of work being done

"you might want to specify when sett work will start as project work can be 2 years long"

The screenshot shows a web form on the GOV.UK platform. The header includes the GOV.UK logo, the title 'Apply for and manage a wildlife licence', and a 'Sign out' link. Below the header, there is a 'PROTOTYPE' label and a message: 'This is a new service - your [feedback](#) will help us to improve it.' A 'Back' link is on the left, and a 'Save and return later' link is on the right. The main section is titled 'When will the work end?' and contains the instruction: 'The work must be finished before the end of the license period (30 November)'. Below this, there are three input fields labeled 'Day', 'Month', and 'Year'. A green 'Continue' button is positioned below the input fields. The footer of the form contains the text 'GOV.UK Prototype Kit v11.0.0' with a 'Clear data' link, the Creative Commons License (OGL) statement, and the Royal Coat of Arms with the text '© Crown copyright'.

Reorder choices

Users wanted least impact (top)
to most impact (bottom)

1 user suggests another category
'creation of artificial sett and
encouragement of displacement'

3 users this **everything** will 'disturb' the
badgers

3 users ticked all boxes so they would
be covered by the license in case

"I would want disturbance at the top"

"destruction of vacant setts last"

"I can't imagine you'd do #2 without doing
#1?"

"I suppose if we're artificially creating a
main sett, we'd be feeding them and
moving them away from the main sett
which is technically not disturbance but
it would be another option"

*Damage and destroy needed for legal purposes

GOV.UK Apply for and manage a wildlife licence Sign out

PROTOTYPE This is a new service - your [feedback](#) will help us to improve it.

[Back](#) [Save and return later](#)

How will you affect the badgers in this sett?

Select all that apply.

- ☒ Obstructing sett entrances by means of one way badger gates
- ☒ Obstructing access to sett entrances by blocking or proofing
- ☒ Damaging a sett by hand and mechanical means
- ☒ Destruction of the vacant sett by hand and mechanical means
- ☒ Disturbance of badgers

[Continue](#)

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Change of terminology

"It's not affect on badgers, its affect on setts"

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Sign out

PROTOTYPE

Your feedback (opens in new tab) can help us to improve this new service.

[< Back](#)

[Save and return later](#)

Check your answers

Sett:

[Remove sett](#)

Sett name	Change
Sett usage	Change
Reopening sett	Change
Number of entrance holes	Change
Number of active entrance holes	Change
Sett grid reference	Change
Work start date	Change
Work end date	Change
Affect on badgers	Change

Do you want to add another badger sett?

☐ Yes

☐ No

[Continue](#)

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Additional questions

"It would be good to say how many setts are you affecting and that let me fill this out three times"

- Add compensation user + stakeholder feedback



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Give ecologists experience



Previous experience

Users were unsure how many licenses to include here

"I would probs do most recent"

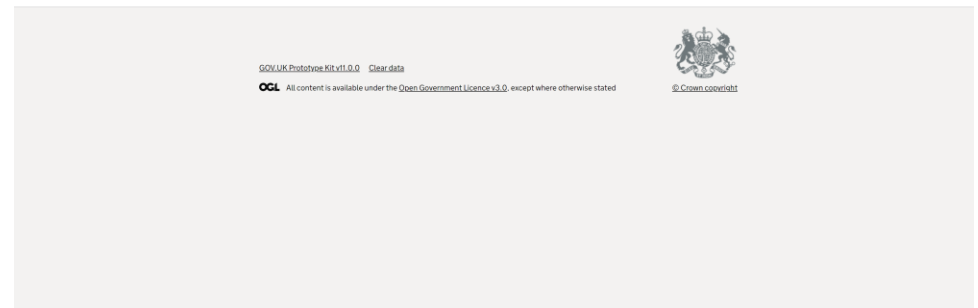
"Would be it easier if you just had an 'add' button?"

"I suspect it could be clearer. You know, it could be like our previous badger mitigation licenses that you know relevant to this aspect of work"

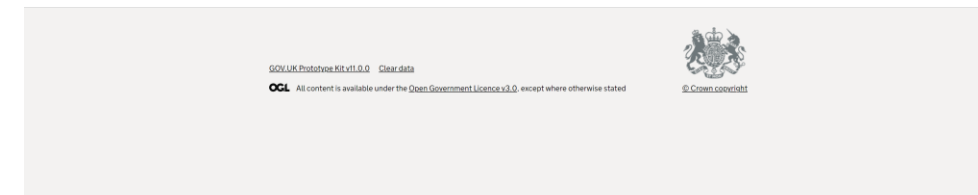
"Would choose the most significant recent license"

"I would very much be expecting the system to hold this information and for me to not have to do it twice"

This screenshot shows a web form titled "Enter the previous badger mitigation licence details". At the top, there is a black header bar with the GOV.UK logo, the page title "Apply for and manage a wildlife licence", and a "Sign out" link. Below the header, a blue bar indicates it's a prototype service. The form has a "Back" link and a "Save and return later" link. The main heading is "Enter the previous badger mitigation licence details". Below this, a sub-heading says "Enter the reference number of any previously held badger mitigation licence." followed by a text input field. At the bottom of the form is a green "Continue" button.



This screenshot shows a web form titled "Previous badger mitigation licences". It has the same header as the first screenshot. Below the header, there is a "Back" link and a "Save and return later" link. The main heading is "Previous badger mitigation licences". Below this, there is a table with one row containing "Badger mitigation licence" and a "Remove" link. Below the table, a sub-heading asks "Do you want to add another previous badger mitigation licence?" with two radio button options: "Yes" and "No". At the bottom of the form is a green "Continue" button.



Seeing what's coming up next


Users want to see what question is coming up next to stop repeating themselves or including irrelevant information

"I'd think 'I've just done all that' and then go back and remove what I'd written on the previous page"

"I'd have to go back and bring it across to this one"

"[what to add] based on guesswork"

(will this info be held in their profile or have to be completed each time by the ecologist?)

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Apply for and manage a wildlife licence

Sign out

PROTOTYPE

This is a new service – your [feedback](#) will help us to improve it.

[Back](#)[Save and return later](#)


Enter the ecologist's experience of badger ecology and surveying

You have 4000 characters remaining


Continue

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Sign out

PROTOTYPE

This is a new service – your [feedback](#) will help us to improve it.

[Back](#)[Save and return later](#)


Enter the ecologist's experience of using the methods to be licensed

You have 4000 characters remaining

Continue

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Add experience

Awaiting info from HB as to whether this is needed in here

All 4 users thinks the previous experience questions are irrelevant if someone has a class license

"If they've got one of these they don't need to do an application?"

"Should this come at the very beginning?"

"Would expect this question to be at the beginning and 'trumping everything else'"

"It should be kept as two separate workflows... I could have just put my class license in here... maybe early in the form there should be an option of: are you going down a traditional route or a class licence, and then take away those past two pages because they're not relevant to me [as a class licence holder].

"wouldn't give previous experience boxes because you have a class licence?"

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PROTOTYPE This is a new service – your [feedback](#) will help us to improve it.

< Back [Save and return later](#)

Does the ecologist have a badger mitigation class licence?

☐ Yes

☐ No

[Continue](#)

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How many licenses need adding?

Awaiting info from HB as to whether this is needed in here

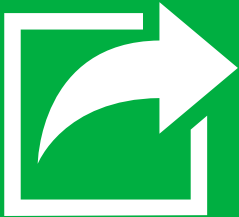
"Wanted some guidance on how many licences NE wanted to see here"

The screenshot shows a web form on the GOV.UK platform. The header includes the GOV.UK logo, the title 'Apply for and manage a wildlife licence', and a 'Sign out' link. Below the header, there is a 'PROTOTYPE' label and a message: 'This is a new service - your [feedback](#) will help us to improve it.' There are links for 'Back' and 'Save and return later'. The main section is titled 'Enter the class licence reference number' and includes a subtext: 'This can be found on the licence document.' Below this is a text input field containing the word 'No'. A green 'Continue' button is positioned below the input field. The footer contains the text 'GOV.UK Prototype Kit v11.0.0' with a 'Clear data' link, the Open Government Licence (OGL) statement, and the Royal Coat of Arms with the text '© Crown copyright'.



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Upload supporting information



Items that **can** be uploaded vs **should** be

Users thought this page didn't portray the necessity of what was needed

"I would be reading this as you can upload, it's optional, not a requirement"

"I see this as more of an optional if it's right at the end"

"The 'should' items are things that NE need prior to this within the application...nice to haves would be included on this page"

"[this page] is not 'can' more 'should'

"You're adding uncertainty as to what you need [to provide]"

"I would have thought by now the 'should' section would have already been captured"

GOV.UK Apply for and manage a wildlife licence Sign out

PROTOTYPE This is a new service - your feedback will help us to improve it. [Save and return later](#)

[Back](#)

Upload supporting information

Upload files that support your application.

You can upload:

- a works schedule
- a methods statement
- monitoring reports
- maps, diagrams or drawings
- evidence of permissions or consents
- any other supporting information

You should include information on:

- how and when each badger sett will be affected
- types of machinery or tools that will be used and their distance from each badger sett
- justification for why each badger sett will be affected
- dates of any proposed mitigation work
- how the licence conditions will be upheld during the development work

Upload a file

The file must be smaller than 30MB. It can be:

- an image (JPG, PNG, TIF or BMP)
- map data (GeoJSON, KML or common shapefiles)
- text (DOC, DOCX, PDF or ODT)
- a spreadsheet (XLS, XLSX or ODS)
- ZIP files

Upload a file

[Choose file](#) No file chosen

[Upload and continue](#)

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HMW instruct users on what information they must upload

Uploading multiple files

Users wanted to upload more than 1 file at a time

"I have to do it individually?"

"If we were doing it individually I want to be able to title them"

"There may be 10 or 15 files to upload and I'd be want to do it all at once"

HMW quickly inform users on the best way to upload information

HMW learn from the business the best way to do file upload

HMW ensure our internal users can handle uploaded information

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PROTOTYPE This is a new service – your [feedback](#) will help us to improve it.

[Back](#) [Save and return later](#)

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- types of machinery or tools that will be used and their distance from each badger sett
- justification for why each badger sett will be affected
- dates of any proposed mitigation work
- how the licence conditions will be upheld during the development work

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- map data (GeoJSON, KML or common shapefiles)
- text (DOC, DOCX, PDF or ODT)
- a spreadsheet (XLS, XLSX or ODS)
- ZIP files

Upload a file

No file chosen

GOV.UK Apply for and manage a wildlife licence Sign out

PROTOTYPE This is a new service – your [feedback](#) will help us to improve it.

[Back](#) [Save and return later](#)

Supporting information

Uploaded file	
badger-supplementary-information-13-08-22-FINAL.docx	Remove
Uploaded 12 August 2022	


Do you want to upload another file?

☐ Yes

☐ No

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Story should be told at the beginning not the end

"You're asking for the sort of things that 'tell the story' at the end rather than the beginning"

The screenshot shows a GOV.UK prototype application form titled "Apply for and manage a wildlife licence". The page is marked as a "PROTOTYPE" and includes a "Sign out" link. A "Back" link and a "Save and return later" link are also present. The main heading is "Apply for a licence to do work that affects badgers". Below this, it states "Application incomplete" and "You have completed 11 of 14 sections." with a reference number "2022-98678-SPM-WLM".

The form is divided into three main sections:

- 1. Contact details**
 - Give licence holder details: COMPLETED
 - Give ecologist details: COMPLETED
 - Add authorised people: COMPLETED
 - Add alternative contacts: COMPLETED
 - Add invoice details: COMPLETED
- 2. Planned work activity**
 - Give work activity details: COMPLETED
 - Give details of permissions to start work: COMPLETED
 - Give details of conservation issues: COMPLETED
 - Give site information: COMPLETED
 - Add setbacks the work will affect: COMPLETED
 - Give ecologist's experience: COMPLETED
 - Upload supporting information: NOT STARTED
- 3. Declare convictions and send application**
 - Declare convictions: NOT STARTED
 - Agree to terms and send application: CANNOT START YET

The footer includes the GOV.UK logo, the text "GOV.UK Prototype Kit v1.0.0 Clear data", the Creative Commons License "CC BY", and the text "All content is available under the Open Government Licence v3.0, except where otherwise stated". The Royal Coat of Arms and the text "© Crown Copyright" are also present.

Declaration



Convictions

"oh right declare convictions means criminal convictions"

GOV.UK

Apply for and manage a wildlife licence

Sign out

PROTOTYPE

This is a new service - your [feedback](#) will help us to improve it.

[Back](#)

[Save and return later](#)

Apply for a licence to do work that affects badgers

Application incomplete
You have completed 13 of 14 sections.

Reference:
2022-98678-SPM-WLM

1. Contact details

[Give licence holder details](#)

COMPLETED

[Give ecologist details](#)

COMPLETED

[Add authorised people](#)

COMPLETED

[Add alternative contacts](#)

COMPLETED

[Add invoice details](#)

COMPLETED

2. Planned work activity

[Give work activity details](#)

COMPLETED

[Give details of permissions to start work](#)

COMPLETED

[Give details of conservation issues](#)

COMPLETED

[Give site information](#)

COMPLETED

[Add setbacks the work will affect](#)

COMPLETED

[Give ecologist's experience](#)

COMPLETED

[Upload supporting information](#)

COMPLETED

3. Declare convictions and send application

[Declare convictions](#)

COMPLETED


[Agree to terms and send application](#)

NOT STARTED

GOV.UK Prototype Kit v11.0.0

Clear data

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Convictions legality

Users confused about whether this should legally be put on them

"will there be an option for person named on licence, like developer, could they say if they have wildlife convictions? you don't know for sure 'to best of your knowledge'"

"you'd probably just ask [client]. So as long as I was comfortable my side didn't have any convictions, and if they lied and it came back, I'd say well I asked them"

"I suppose you are asking for something more than reasonable... it is something that perhaps you can have a feedback form to check with the named individuals because it is perhaps putting undue pressure on the consultant"

GOV.UK Apply for and manage a wildlife licence Sign out

PROTOTYPE This is a new service - your [feedback](#) will help us to improve it.

[Back](#) [Save and return later](#)

Have you or any person listed in the application been convicted of any wildlife-related or animal welfare offence?

Select one.


☐ Yes

☐ No

[Continue](#)

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Terms



Client to sign

All users wanted the client to be able to sign/check at this point

"What would be helpful here is a way of sending this form to them [client] for them to sign off as well"

"Yeah, there you go. Highlights 'on behalf of the other person, you confirm that you have their permission to do so.'"

"Would expect some form of written communication or input/agreement from the client"

"so i'd be thinking I'll email the client, would copy paste and ask them to confirm the below, then i'd get written confirmation from them, save to my folder then i'd click yes on this application, i would have them agreeing on record and file somewhere in the system"

The screenshot shows a GOV.UK web page titled "Apply for and manage a wildlife licence". At the top, there is a "Sign out" link. Below the header, a "PROTOTYPE" banner states: "This is a new service - your feedback will help us to improve it." with "Back" and "Save and return later" links. The main heading is "Agree to terms and send application". Below this, it says: "By sending the application you agree that you have given complete and correct information." and "If you are making this application on behalf of another person, you confirm that you have their permission to do so. By sending the application, they agree they will:". A bulleted list follows: "• will uphold any conditions applied to my licence if granted", "• will abide by the terms and conditions of this service", "• will abide by the [terms and conditions of paying for wildlife licences \(opens in new tab\)](#) and agree to pay relevant charges". Below this, it says "By sending the application you confirm that:" followed by another bulleted list: "• an appropriate ecologist has been involved in the application and design of any mitigations", "• the ecologist supports the application", "• the ecologist is content that the proposed methods, actions and mitigation are appropriate to address the findings of the ecologist's site assessment", "• you will report any actions you took using this licence within 2 weeks of your licence expiring, even if you have taken no action", and "• you will pay any charges that apply". At the bottom of the form is a green button labeled "I agree - send my application". The footer contains "GOV.UK Prototype Kit v11.0.0", "Clear data", "OGL All content is available under the [Open Government Licence v3.0](#), except where otherwise stated", and the Royal Coat of Arms with "© Crown copyright".

Client to sign

2 users want to see costs upfront

"highlights last bullet point - what are the charges, billing address, PO etc"

"can I click on the link? I would want to to see how much I will be paying, usually we charge our clients before we do this"

1 user spots 'send my application'

"oh but it's send my application"

All users want
a presubmission download

"what's easier for me is pdf
version with reference number,
site name etc"

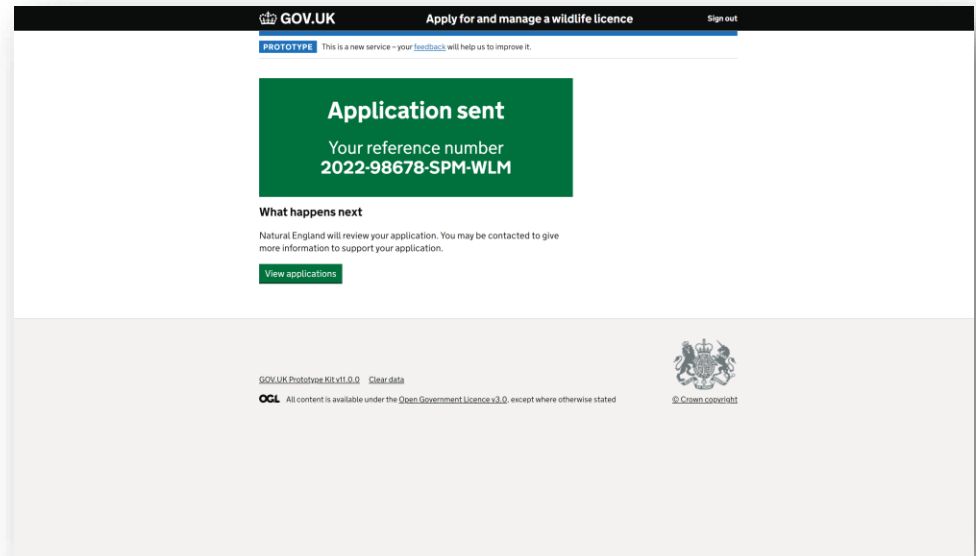
Rob to change 'my'

HMW provide an opportunity to share the application details with client
HMW provide an opportunity to save data already input at a critical data sharing point

Client to sign

2 users expect an automatic email of confirmation and form

"i would probably want an email saying 'we've received your application' as we pass that to clients"

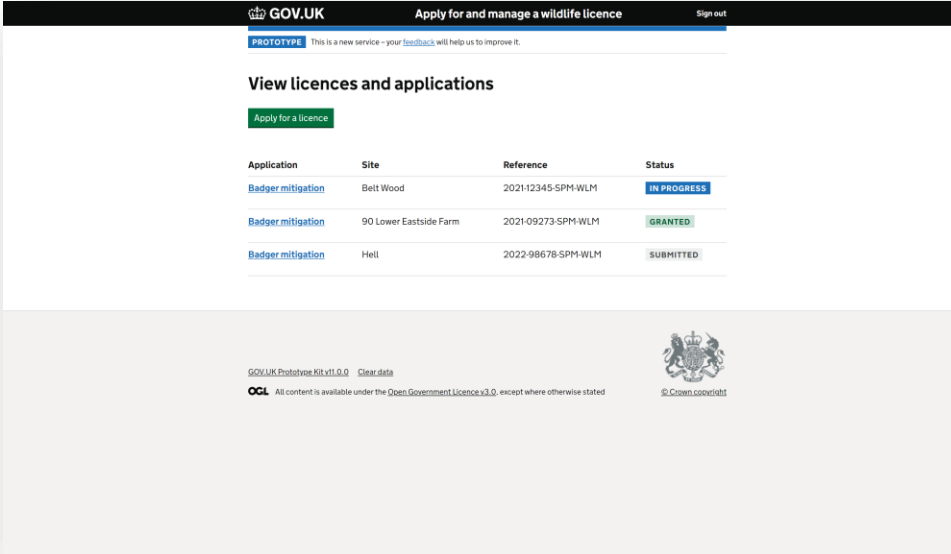


View licences

2 users want to see response times

"Wanted to see if the application was being considered or when a decision date would occur"

"I want to see when I will get a response by"



GOV.UK Apply for and manage a wildlife licence Sign out

PROTOTYPE This is a new service – your [feedback](#) will help us to improve it.


View licences and applications

[Apply for a licence](#)

Application	Site	Reference	Status
Badger mitigation	Belt Wood	2021-12345-SPM-WLM	IN PROGRESS
Badger mitigation	90 Lower Eastside Farm	2021-09273-SPM-WLM	GRANTED
Badger mitigation	Hell	2022-98678-SPM-WLM	SUBMITTED

GOV.UK Prototype Kit v11.0.0 [Clear data](#)

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Licence overview

4 users thought this page came too late

"I would double check the page or see and think oh i've not sent the client that"

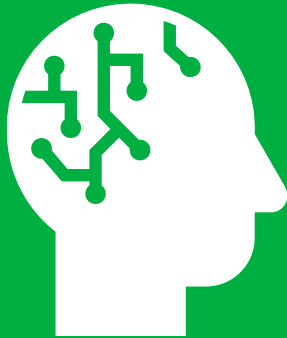
[illegible]

HMW provide an opportunity to save data already input at a critical data sharing point

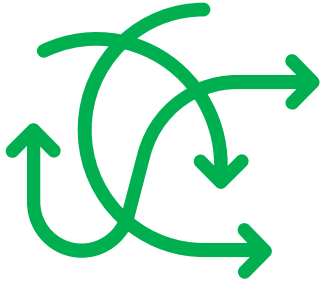


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High level insights from usability testing the A24 application

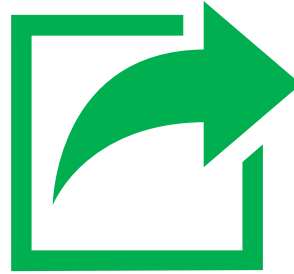


High level insights



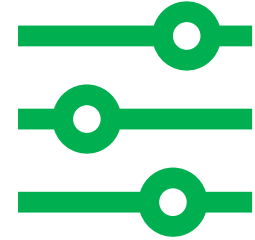
Lost in the flow

Even though there is a summary page which the user is brought back to time and again, as a user it is hard to understand, given the lengthy form, where exactly they are in the form.



Uploading files

The upload pages are not straight forward to users. There's a lack of understanding of what exactly is needed along with what are mandatory vs optional uploads.



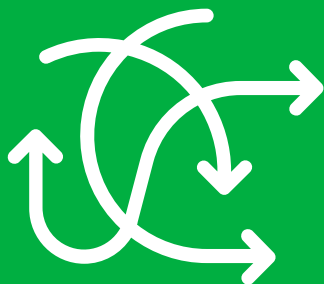
In the wrong order

The information needing to be provided didn't seem to make sense at certain points. The thinking was that certain questions should have been raised earlier in the flow.



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Lost in the flow



Lost in sections

Users wanted to see a heading to show which section of the form they were completing e.g 'Give site information'

"Is there a thing to summarise which section I'm in?"

The screenshot shows a GOV.UK form titled 'Apply for and manage a wildlife licence'. The page is marked as a 'PROTOTYPE' with a note: 'This is a new service - your feedback will help us to improve it.' Navigation links include '< Back' and 'Save and return later'. The current section is 'What is the site address?'. It contains a 'Postcode' field with the value 'helt1 ohn0' and a 'Change' link. Below this is a 'Select an address' dropdown menu showing '12 addresses found'. A link 'I can't find the address in the list' is provided. A green 'Continue' button is at the bottom of the section. The footer includes 'GOV.UK Prototype Kit v1.0.0', 'Clear data', 'OGL All content is available under the Open Government Licence v3.0, except where otherwise stated', and the Royal Coat of Arms with '© Crown copyright'.

Where in the journey?

Users wanted to see how far through the journey they were

"Percentage complete would be nice"

"Page numbering would be good"

GOV.UK Apply for and manage a wildlife licence Sign out

PROTOTYPE This is a new service – your [feedback](#) will help us to improve it.

[Back](#) [Save and return later](#)

What is the site address?

Postcode
helt1 ohn0
[Change](#)

Select an address
12 addresses found

[I can't find the address in the list](#)

[Continue](#)

GOV.UK Prototype Kit v1.0.0 [Clear data](#)

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Pairing up the journey



Lack of guidance

- Users thought that if there was more guidance throughout the application, less personal inference would be relied upon and a more standardised approach would be seen
- Users concerns links directly to previous research with internal users who would like more guidance (White box with green text and outline)

"Other thing is the lack of guidance for ecologists to submit a comprehensive application. Since gov.uk took down our guidance it's been hard"

"But one becomes disenchanted about filling these in because there isn't [any guidance about what to include]"

"This starts to suggest that you've got guidance about what you can use where (about the machinery tools) but you're not telling me that."

"There's lots of important stuff you're not providing guidance about what you need"

"Licence criteria is currently based on judgement, it's quite open to interpretation"

HMW prepare the users to be able to answer questions/complete the form

Key points to consider

More work for all involved

- Ecologists are overly cautious and will provide more information than necessary to ensure there are no delays with getting the licence
- Lots of documents for assessors to review
- Increased work load for all
- Could result in application delays
- Could result in delays for ecologists work therefore delaying developers work






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Assessment recommendations – how did we do?



Alpha assessment recommendations

- Be aware of any **biases that might creep into their design based on the legacy pdf service** they are converting into digital 
- Establish exactly what personal data is needed for the service to function and **remove any superfluous data currently being gathered.** 
- The form demonstrated looked long but not cumbersome. The panel did reflect whether all data was required for relevant processing. **The team need to ensure that all the data that is collected is used and is required for processing.** 

Beta workshop recommendations

- Document uploads: the **intention is that the service reduces the burden on NE staff** to process paper submissions and answer queries around maps but **if the document upload functionality isn't simple and proven to meet user needs this may not be achieved.**
- **Design of the internal service is shaping design of the external user journey** – this approach should be **reversed** so that **Defra are not putting the burden on users.**





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Next steps



Conduct a 'how might we' session to:

- Ideation on HMW