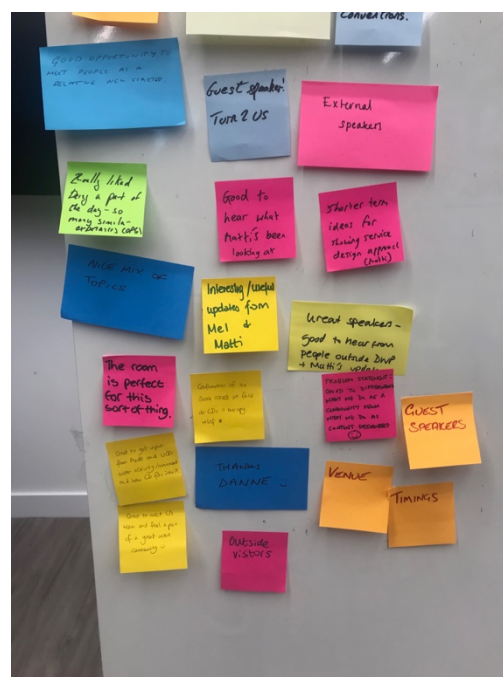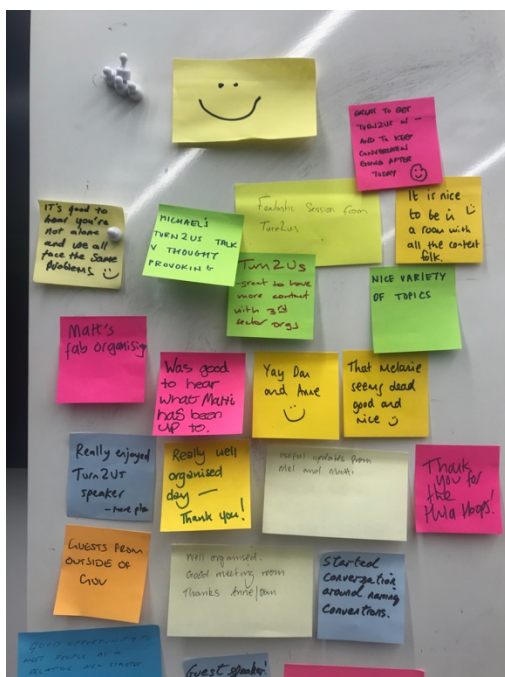# Review and retro

What happened?

We had 30+ content designers and guests in the Showcase room, first floor of DWP Digital Manchester hub. It's probably our biggest content design community day to-date.

Here's how the day shaped up:

- Update from Head of Content Design
  – Mel Cannon (20 mins)
- Content community problem statement
  – John Turnbull (45 mins)
- Chat about descriptive team names
  – Anne Ramsden, Hannah Cooper (25 mins)
- Update from Head of User-Centred Design
  – Matti Keltanen (30 mins)
- Creating content for people in crisis at Turn2us
  – Michael Clarke, Head of Helpline and Info Services, Turn2us (45 mins)

What was good about it?

We thought there was a nice mix of topics, and it was good to bring people in from the wilderness.

Nice variety of topics.

Nice mix of topics.

Great to get input from Matti and UCD wider activity / movement and how CD fits into it.

Useful updates from Mel and Matti.

Was good to hear what Matti has been up to.

Good to hear what Matti's been looking at.

Interesting / useful updates from Mel and Matti.

Shorter-term ideas for sharing service design approach (Matti).

Great speakers – good to hear from people outside DWP and Matti's update.

External speakers.

Guest speakers.

Started conversation around naming conventions.

Problem statement: good to differentiate what we do as a community from what we do as content designers. ☺

It was interesting to hear from Michael at Turn2us.

Great to get Turn2us in – and to keep the conversation going after today. ☺

Fantastic session from Turn2us.

Michael's Turn2us talk: v thought provoking.

Turn2us – great to have more contact with 3rd sector organisations.

Really enjoyed Turn2us speaker – more plz.

Guest speaker! Turn2us.

It's cathartic, as always, to come together and share the common challenges we face.

It is nice to be in a room with all the content folk. ☺

That Melanie seems dead good and nice. ☺

It's good to hear you're not alone and we all face the same problems. ☺

Good opportunity to meet people, as a relative new starter.

Confirmation of the same issues we face as CDs = therapy, relief.

Great to meet CD team and feel a part of a great active community. ☺

We thought the room and general organising were pretty good.

Matt's fab organising.*

The room is perfect for this sort of thing.

Really well organised day – thank you!

Thank you for the Hula Hoops!

Guests from outside of gov.

Well organised. Good meeting room. Thanks Anne / Dan.

Thanks Danne. ☺

Yay Dan and Anne. ☺

*Yeah thanks, Matt…?

The guests enjoyed it too and passed their thanks on to the whole team.

"Really liked being a part of the day – so many similar experiences."
– Lindsey, Lewis and Imran from OPG

"I was struck by the collaborative, friendly feel of the day." – Matti

"I wish people at large were more aware of the work you're doing."
– Michael, Turn2us

What can we improve?

Lots of sitting and talking as a group. Not enough moving around, getting to know each other, and finding out what everyone's doing.

> Maybe some more activities / interactions.

> I still don't know who people are or what they work on. ☹

> More on what we're working on – show and tells.

We keep running into the same issues.

> Sad to see same issues persisting with CDs.

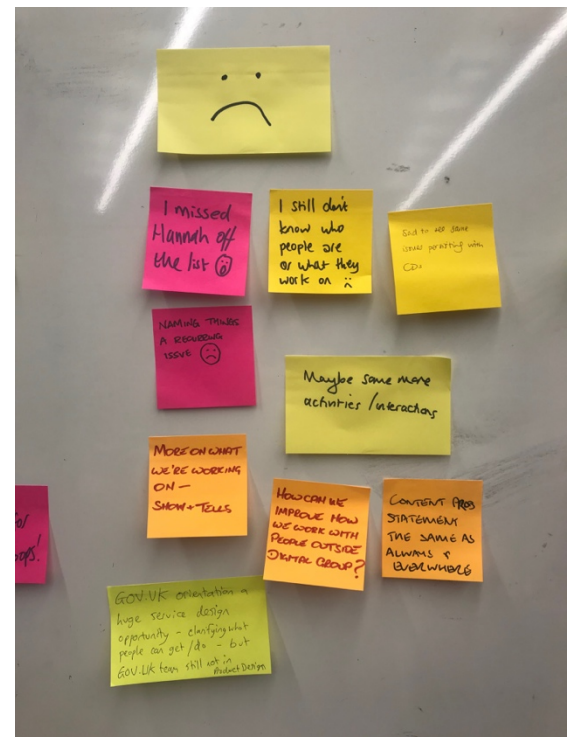> Naming things is a recurring issue. ☹

> Content problem statement is the same as always and everywhere.

> How can we improve how we work with people outside Digital group?

> GOV.UK orientation a huge service design opportunity – clarifying what people can get / do. But GOV.UK team still not in Product Design.

There's always one:

> I missed Hannah off the list. ☹

What actions can we take?

Can we extend the next meetup? Is the joint Xmas bash a good opportunity to stay over?

> These days are too short. Overnighter for a full day in December?

Let's look at the problem statement again next time.

> Next iteration of problem statement.

Here's a good idea. Whose is it, and can you expand?

> UCD weekly. Announce theme and theme name!

Ideas for approaching naming conventions:

> Advocate / apply simple naming conventions in projects and work admin stuff.
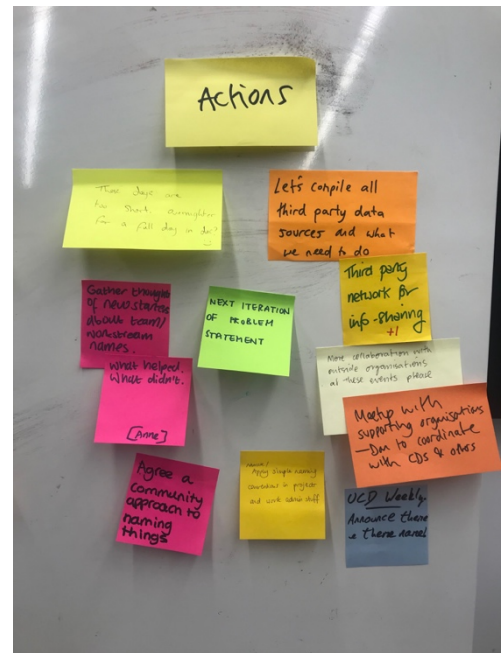
> Agree a community approach to naming things.

> Gather thoughts of new starters about team / workstream names. What helped. What didn't.

Let's collaborate more with external organisations, like Turn2us:

> More collaboration with outside organisations at these events please.

Dan will coordinate a meeting with Turn2us and other organisations that help people navigate the benefits system, so we can discuss the possibility of sharing data and other ways we can support each other.

> Third party network for info-sharing (+1).

Meet-up with supporting organisations – Dan to coordinate with content designers and others.

Let's compile all third-party data sources and see what we need to do.

Here's what Dan will do. Please shout if you want to get involved:

1. Need to identify and respect existing relationships, e.g. who is Turn2us's contact at DWP, if there is one?

2. Speak to Kat Gough in UC – she's already built relationships with charities and independent organisations who support claimants.

3. Content designers who want to be involved: Pete Bates, Colin Jones (+1), Simon Bramble. Others: please contact Dan on Slack or email daniel.howarth@dwp.gov.uk

Here are the questions that Michael asked us, on behalf of Turn2us:

- Data – is it possible for us to find out how many people start an application and successfully complete it after coming from the Turn2us website?

- Any chance of signposting to the Turn2us grant search?

- Could we find a way to engage DWP content designers in developing Turn2us' Benefit Calculator 2?