

Share Your Information

UR08 - User Research Report

Visit to Sheffield City Council firstPOINT 6th & 10th June 2019.

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V1.0

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1. Details

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Lead contact
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Operational Manager, firstPOINT, Sheffield City Council

2. Research Session

Who did we talk to?

5 senior members of the Blue Badge processing team

5 participants

3. Research goals

To expose the prototype to participants, and research:

- Positioning of prototype
- Data matching and elevated trust
- Understanding of what happens to the displayed data
- Completion messaging

4. Prototype

See accompanying slide deck for prototype tested.

5. Sheffield City Council Blue Badge processing team insight

What's the business case for using the DfT journey?

Staff were told that it's the only option the council could use.

The council integrated the DfT service with their customer relationship management (CRM) system.

Before the DfT service went live, Sheffield council had their own online service (Northgate) as part of the council's website.

Do you use any other GOV.UK systems?

Not in the Blue Badge team, but maybe in other council departments.

What is your understanding of the Blue Badge automatic eligibility rules?

Citizens automatically qualify if they have any of the following:

- PIP moving around 8 points or more for moving around, 12 points for planning a journey.
- DLA higher rate mobility component
- Registered blind or sight impaired under the National Assistance Act 1948
- War Pensioners Mobility Supplement

In an ideal world how would you want to get DLA or PIP information about Blue Badge applicants?

Information sent straight into the CRM. However, that can only happen if the Blue Badge application has already been made.

Alternatively, an email sent to their dedicated inbox with a clear subject line. Such as: Evidence

The inbox is monitored daily but might not be secure.

What information do you need to process a Blue Badge claim with automatic eligibility?

- Name
- House number (in case someone with the same name and date of birth
- Postcode
- Date of birth
- End date of award or notification that it's ongoing

When hidden disabilities starts, they'll also need to know if the applicant gets 12 points for PIP planning and taking a journey 12 points.

They confirmed that they do not need to know the citizens NI number.

Do you have access to CIS and do you need to be on the Apollo list to get access?

Some council staff do to check benefit awards for various housing reasons and to assess local assistance scheme (LAS) claims. Don't know if staff need to be on the Apollo list for this but they need to be approved and given access by DWP.

The staff seemed to think if the right DLA and PIP can be made available in CIS that would be an easy way for them to check entitlement without the citizen having to do anything.

[Note: Linda trying to get more info about the policy for council staff getting access to CIS and who the DWP contact is.]

Paper applications

About a third of applications are still made using the Blue Badge paper application form.

Large print paper forms are also available but not many are requested.

Applications on behalf of someone else

Council staff didn't seem to know what proportion of cases are made on behalf of the citizen by someone else. There's no flag in their CRM that identifies these. Sometimes they can tell as the contact details are for someone other than the applicant.

Prototype comments

Staff felt that there were too many questions for citizens to answer.

They suggested that if we could share the points and rates for all PIP and DLA components such as planning and taking a journey they could also award other things automatically without the citizen applying such as disabled bus passes.

Comment on length of time it could take, and whether the blue badge application process would time out whilst the participant was using Share Your Information.

6. Participant Insight

6.1 Demographics & Digital inclusion scale

A1 Gender	1 Male 4 Female
A2 Can I ask you age (approximately)	4 in their 20s 1 in their 60s
A3 Do you surf the internet?	Yes 5 No 0

A4 What do you do on-line?			
E-mail 4	Shop 3	Bank 3	Social Media 4

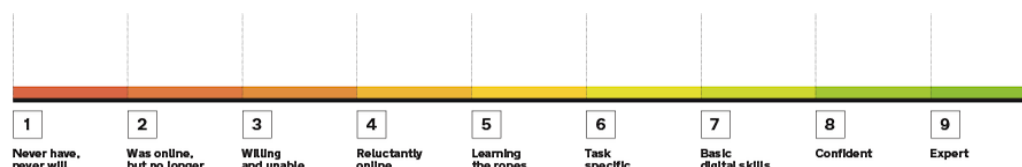
A5 What device do you mainly surf on?			
Desktop	Laptop 3	Tablet 1	Mobile phone 4

A6 Have you ever applied for a government service on-line, like road tax or a passport?	Yes 3 No 1
Most common	Passport Driving licence Road Tax
A7 Have you heard of a government service called Verify?	Yes 3 No 2
Most participant had heard of Verify. Most participant could not define or describe it. Only one participant accurately defined it,	

A8 Have you heard of a government service called Government Gateway?	Yes 3 No 2
Some participant had heard of Government Gateway. Most participant could not define or describe it.	

Only one participant described it in terms of 'DWP'

Digital inclusion scale



Digital inclusion scale

All participants were classed as 7 or above.

6.2 View or share your benefit information - Positioning/signposting

We deliberately removed reference to PIP and DLA on this page, as we didn't want participants getting confused on the first page. However, we didn't remove reference to Blue Badge in the small print, so participants were still confused.

Of the participants that used the prototype:

- 2 didn't understand what the service did
- 1 thought it was to see if they were eligible for a Blue Badge
- 1 thought it was to look at or share your benefit information
- 2 incorrectly thought the service was to apply for a Blue Badge.
- 1 sends benefit information to the council

Recommendation:

In future, position the service back to a PIP and DLA sharing service, and get the participants to role play.

5.1 Enter your personal details - Data Matching

Participant understood that they were entering data to search for a record.
Participant thought the page design was clear.

There were two error captures designed into the prototype:

- 1 – If participant filled in the form but didn't tick the 'I understand' check box they received an error message.

1 participant didn't click on the box.

1 participant ticked on the box without reading the statement

1 participant read the ticked the box and said 'that's about GDPR, isn't it'

2 – We gave the participant the details of a Toni Smith to input. However, the first details were wrong and generated a 'No records found' page.

No records found page.

2 participants saw this page, and all participants understood the dialog.

Asked why they might see this, the responses were:

- I entered the wrong details, or something has gone wrong
- My information not down on record

2 thought the page wasn't very helpful.

It should explain why they might be seeing this page, and what they should do.

3 thought it should list a telephone number to contact.

In response to what would they do now:

1 said they would try again

2 said they would phone someone to find the record. They would search the internet for a phone number.

5.2 Enhanced Trust

It is anticipated that in the real world, we should need to have to ask only three enhanced trust questions. We asked the participant to review five questions.

Observations and comments on the five questions:

1 What is your national insurance number?	<p>"It's asking for more information, to be secure."</p> <p>3 participants knew their NI number by heart</p>
2 What is the sort code of the bank account your benefit is paid into?	<p>All participants understood the questions about sort code and bank account numbers. They all knew how to get the information e.g. "I'd look at my bank card"</p> <p>One person said you would have to identify which benefit?</p> <p>One person said which bank account. They implied they had more than one bank account.</p> <p>Everybody knew where they would find the information</p>
3 What is your partner's date of birth?	<p>1 participant was OK with answering this question</p> <p>1 had an issue with this question. Imposing on my privacy. "I'm applying for this, why am I asking questions about my partner. You should only ask about me, it's irrelevant"</p> <p>2 said it should explain why we are asking for this information.</p>
4 What is your youngest child's first name?	<p>1 person thought this question was slightly unsettling.</p> <p>2 said it should explain why we are asking for this information.</p>
5 When did your last benefit payment go into your bank account?	<p>3 participants thought this could be tricky one to answer.</p> <p>They said they would know which day (Tuesday), they are paid, and whether it is weekly or fortnightly. They would have to work it out.</p> <p>Others said they would open their mobile banking app in order to find this out, then switch back to answer this.</p> <p>"Irrelevant. This benefit has nothing to do with finance."</p>

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	“Which benefit?” Implying they are on more than one benefit
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At the end of reviewing the five separate questions, they were asked how many questions had they answered. Answers ranged from 3 to 10

6.3 Information for your Blue Badge application

2 participants thought this screen was a confirmation of the data they have put in so far. They did not realise it contained new, retrieved information.

1 participants thought this was giving them the status of their Blue Badge application.

We could consider putting in a confirm your answers page before displaying this page, but the nature of enhanced trust logic, will mean that we do not know how many questions the participant will answer, and each question and answer will be evaluated separately, they are not submitted together at the end.

We need to investigate, if we could show a 'You've passed security' page. If so we could tell the participant they have passed security and on the next page they will see their benefit information, that they can choose to share with their local council.

Participants, when asked were not certain what to do if the information they saw displayed was incorrect.

All participants happy to share their information.

One participant missed the 'I Understand' box and only became aware of the box, when this page entered its error condition. Then they refused to click on the 'I understand' box, because they didn't understand the error.

6.4 Do you want an email or text confirmation?

Everybody wanted a confirmation.

6.5 How do you want to be contacted?

3 said they would choose an e-mail. They just preferred it over a text confirmation.

1 said text

2 participants said they found these two pages confusing. They thought they should be merged into one.

2 participants said they would be more confident that their information had been sent when they received their e-mail confirmation. Asked about timings:

1 said they would expect to receive e-mail within 2 hours

1 said they would give the service until the next day to receive the notification e-mail, before chasing it up.

6.6 Completion page - Shared

All understood that the information on the previous page had been sent to their council.

6.7 Participant overall thoughts

Most participant thought the service was easy to use.
“This is easier than sending letters or bringing them in”

“It’s a good idea.”

1 participant thought they were asked -1-2 question too many

7. Key findings

We wanted to test:

Positioning of prototype

We still need to clarify our service positioning. As a stand-alone service sharing DLA information to support a Blue Badge application.

Data matching

More informative 'No Records Found' dialog

Elevated trust

Need to do more research to see if content explaining the reason for asking elevated trust questions, improves user experience.

Understanding of what happens to the displayed data

Information for your Blue Badge application - redesign content to make it clearer that this is the benefit information found.

Clearer error message regarding tick box consent.

Completion messaging

Current design works.

Confirmation

Combine current two pages regarding email or text confirmation

Plus

No major roadblocks

Learnt how Sheffield City Council would like to receive citizen data.

End