

Share Your Information for a xxxx application - User Research Report

Visit to Rotherham Neighbourhood Hub. 2nd May 2019.

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1. Details

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2. Research Session

Who did we talk to?
4 Service users:
Savannagh, 26
Claire
Barry
Olga, 82

3 Prototype

See accompanying slide deck for prototype tested.

4 Insight

4.1 Positioning/signposting

Of the users that used the prototype, 2 of the 3 incorrectly thought the service was to apply for a Blue Badge.

This may be because they skimmed the content and weren't exposed to the Blue Badge application journey or signposting before seeing our prototype

Implication

What are we building?

- 1 A integrated service
- 2 A generic stand-alone service
- 3 A service specific stand-alone service

On the page where the user selects their local authority, one user suggested adding the 'Find your local council' link.

Recommendation

Test a prototype with users that includes the Blue Badge application journey.
Test a prototype with a 'Find your local council' link.

4.2 ID account creation and sign in

All 3 users understood they were being asked to sign in to prove who they are.
2 users saw the Create a user ID link and understood what it was for.
However, only 1 of the users (Barry) would create an account from scratch knowing it took 30 minutes or more.

Recommendations

Identify all possible scenarios when ID authentication is needed.

In scenarios where authentication is needed explore alternative methods that are easier than creating an account.

4.3 Data Matching

After entering their postcode, 2 of the 3 users expected to see a list of addresses to select their own address from. However, they didn't question why this wasn't there and it didn't stop them continuing.

Recommendation

More user research to investigate if content is needed to explain why we're asking for a postcode.

4.4 Enhanced Trust

All users understood the questions about sort code and bank account numbers. They didn't understand why they were being asked for this info but didn't question the need for providing the info.

They all knew how to get the information e.g. "I'd look at my bank card"

Recommendation

Identify when elevated trust is needed and only ask these questions in those cases.

Do more research to check if content is needed to explain the reason for asking elevated trust questions.

4.5 Sending PIP/DLA info to the local council

All users understood the purpose of the Information for your Blue Badge application page.

Users not certain what to do if the information they saw displayed was incorrect.

They understood that if they clicked the green button the information would be sent to the council they'd selected earlier in the journey.

Two users also thought that when they clicked the button the council would process their Blue Badge application.

Recommendation

Further user research to check users' understanding of what will happen when they send the info to their council.

4.6 Completion page

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

There was some confusion about what the reference was for and what they had to do next.

Two users thought the number was a general reference number for any Blue Badge query rather than a unique identifier that they had to give their council for them to locate the info needed to process the Blue Badge application.

One user was surprised and annoyed that it would still take more than 6 weeks to process their Blue Badge.

One user expected to get an e-mail or text confirmation.

Recommendations:

Asking users to do something else after they've completed a transaction can be confusing and frustrating.

Clarify use case. Is data sent to local authority?

Test the Complete page with users without a reference number or the need for them to do anything else.

Test a prototype giving the option for e-mail or text confirmation message.

4.7 Consent vs Non-Consent journey

Thoughts from user research.

Consent journey, where a user account will be required, in order to revoke consent should be based on Verify only.

A non-consent journey (Blue Badge) should not be account based, no user log-in, and user only has to go through Data Matching and Elevated trust. Or possibly not at all. The Local Authority just accesses the information directly.

4.8 Journey options

Account required vs. No account required (Consent vs Non-Consent)

Generic Standalone vs. Service Specific standalone vs. Integrated

Recommendation

Mock up full integrated journey.

This will force us to test signposting for this new service.

How users transition to our service.

This will reveal how users feel to inputting basic information again for data matching.

Plus how they resume their application journey.

4.9 Applying for somebody else

Clear that this option will have to be designed and tested at some stage.

End