**Share Your Information**

**UR09 - User Research Report**

Visit to Rotherham Neighbourhood Hub 26th June 2019.

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# Details

DWP Staff

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Location

Riverside Library & Neighbourhood Hub

Riverside House

Main Street

Rotherham

S60 1AE

Lead contact

Ashley Haystead

Team Leader - Customer, Information and Digital Services

# Research Session

Who did we talk to?

5 citizens

Wayne - Male, 48

Connor - Male, 22

Katie – Female, 22

John – Male, 35

Lorraine – Female, 70

# 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

# Prototype

See accompanying slide deck for prototype tested.

# Participant Insight

**Demographics & Digital inclusion scale**

|  |  |
| --- | --- |
| A1 Gender | Male – 3  Female - 2 |
| A2 Can I ask you age (approximately) | 22, 22, 35, 48 & 70 |
| A3 Do you surf the internet? | Yes 5  No 0 |

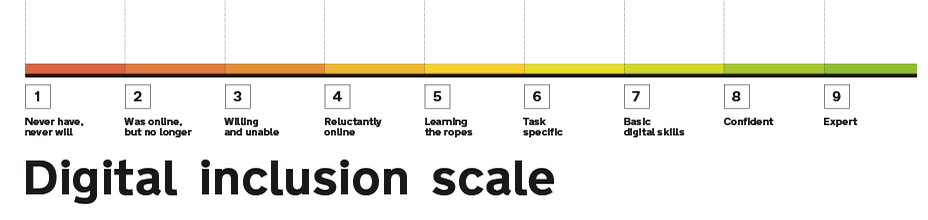
|  |  |  |  |
| --- | --- | --- | --- |
| A4 What do you do on-line? | | | |
| E-mail 5 | Shop 5 | Bank 4 | Social Media 3 | |

|  |  |  |  |
| --- | --- | --- | --- |
| A5 What device do you mainly surf on? | | | |
| Desktop 0 | Laptop 0 | Tablet 3 | Mobile phone 2 | |

|  |  |  |
| --- | --- | --- |
| A6 Have you ever applied for a government service on-line, like road tax or a passport? | Yes 2  No 3 | |
| Most common | Passport 0  Driving licence 2  Road Tax 0 | |
| A7 Have you heard of a government service called Verify? | Yes 1  No 4 | |
| One participant had heard of Verify through application for Universal Credit | |

|  |  |  |
| --- | --- | --- |
| A8 Have you heard of a government service called Government Gateway? | Yes 2  No 3 | |
| Two participants had heard of Government Gateway.  One described it as ‘one entrance to government. Used it a while ago.’  One through use of Universal Credit | |

Digital inclusion scale



All participants were classed as 7 or above.

|  |  |
| --- | --- |
| Can I ask what brought into Riverside house today? | 1 x Concessionary Travel Pass  1 x Tenancy agreement  1 x Housing query  1 x Rent statement arrears  1 x Visiting the council to inform them about a relative’s change of circumstance. |
| Have you ever had to supply Rotherham council with evidence that you receive benefits? | Disability Living Allowance  Passport/Birth Certificate |

# View or share your benefit information prototype

## Page 1 – Share your benefit information with your council

We deliberately removed reference to PIP and DLA on this page, as we didn’t want participants getting confused on the first page.

Of the participants that used the prototype:

1 - Didn’t understand what the service was for. “It says share your benefit information with your council but I’m not sure why.” Not sure why someone would use the service as the start page gave no context

2 - Didn’t understand what the service was for. “I’m not sure what it means”. Wasn’t sure what somebody would use the service for “I’ve no idea”

3 - Didn’t seem to understand what the service was for initially. “Is it an application form?” She appeared to gradually gain some understanding of what the service might be for. “It’s to share housing benefit information with the council.”

4 - Appeared to understand what the service was going to do - “It shares your information with council” but not what is for - “It makes sure everything is equal”

5 - Appeared to understand the aims of the service to some degree. “It’s for information on Benefits”

## Enter your personal details - Data Matching

Page 2 – What is your full name?

Page 3 – What is your postcode?

Page 4 – What is your date of birth?

5 x Understood and were happy with the data matching questions

3 Participants understood that they were entering data to search for a record.

All participants thought the page design was clear.

## Page 5 – How we'll find your benefit information

1 Understood the declaration page for ‘How we’ll find your benefits’ - “It’s going to find out what benefits I’m on”

2 Appeared to partially understand the ‘How we’ll find your benefit information’ page - “This will show my records and benefits”

3 - Appeared to understand the basic action of the button on the ‘How we’ll find your benefit information’ page - “Yeah, it’s to agree & confirm you understand”

4 –“It’s going to search for the benefits I’ve got”

5 - “It’s checking to see if you’re entitled to benefits

## 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  Are you married? | The ‘Are you married’ question caused some confusion, being a widow she was unsure if she wasn’t she should answer yes or no |
| 2  What is the name of your GP surgery? | One subject did not know the answer. They did not know what they would type in answer. |
| 3  Does anybody get Carer’s Allowanced for looking after you? |  |
| 4  Do you get any of these benefits?  Select all that apply.  Jobseeker's Allowance  Employment & Support Allowance  Disability Living Allowance  Personal Independence Payment  Universal Credit  None of these |  |
| 5  When did your last benefit payment go in your bank account? | Yes, I could answer it, it’s on the same day every month.” But he didn’t understand why - “I’ve no clue” “I’ve no idea why it’s asking me for that information.” |

1 - Understood and was happy with the elevated trust questions

2 - Appeared to understand the reason for the elevated trust questions - “This is to narrow it down” “This is to stop fraud”

3 - She hadn’t understood the goal of asking the elevated trust questions as she appeared to think that they were going to retrieve individual bits of specific information - “Is it to find out my relationship status?” “Is it to find my health records?” “Is it to see what my income is?”. “It’s to find out what sort of income you’re getting”

4 – “It’s to see what group I fall into. It’s to gain a bigger picture of me” “It’s too find the services you need”

5 - Some of the questions were familiar to him from using a previous service for UC - “I had to answer similar for Universal Credit”

At the end of reviewing the five separate questions, they were asked how many questions had they answered. Answers ranged from

## Do you want confirmation that your benefit information has been shared with your council?

Everybody wanted a confirmation.

3 said e-mail

1 said text

“It’s saved on email, I’ve got a record”

“I’d rather email as you get a bigger picture”

“It lets you prove you’ve told the council”

## Your benefit information

#1 Was fairly confused by the second declaration page for ‘Your benefit information’ - “Has it gone back to the start?” “It’s exactly the same as the first one”

#2 Understood the ‘Your benefit information’ declaration - “Yeah, it means Go Ahead” “I understand and share

#4 Understood the ‘Your benefit information’ page - “Whatever benefits I have, the council will know” - would be happy to proceed

## Shared

#1 - Didn’t quite understand the nature of the information that was being shared with the council, thought that the answers he’d given to the elevated trust questions were going to be shared.

#2 - Understood the ‘Shared’ confirmation page and that his benefit information had been shared with the council. Wasn’t concerned about not seeing the exact benefit info on the screen as he felt it would have been sent via the email confirmation - “It’s gone to the email address”

When questioned further he elaborated that he thought it would also share his background information such as employment status, residential status etc.

Again, the participant appeared to think that the answers he’d provided to the questions would be shared along with his benefit information - “It’s probably shared more information than I’ve entered.”

Would like to see the information that was going to be shared on screen.

#3 -Thought that her D.O.B, income status and health records had been shared with her council possibly due to the nature of the elevated trust questions - “It’s the information I’ve just typed in” - however she was aware that other information would be shared as well. Wasn’t sure who was sharing her information with the council - “My Doctors Surgery? I’m not sure”

She would want to see what information was being shared - “Yes, in the email or a letter.” Very confident that the right information would be shared

#4 - Understood the ‘Shared’ confirmation page but again with a slight misconception about what information had been shared - “The council know all my benefit information” “The information I typed in but also the information the Government hold on me.” Would want to see the information being shared “Yeah, on the screen.”

#5 - “I’ve sent my information to the council about my benefits to see if I’m entitled to anything” “It’s been shared with the council”. Would want to see the information - “Yes, in the email” “It feels like it would be confidential”

# Findings

• None of the participants really gained a proper understanding about what the service was for from the information on the start page. They were bringing their context to bear on the prototype e.e. applying for housing benefit. The start page needs to communicate the ‘Why’ of the service much better.

• All participants seemed to think that the answers they had provided to the data matching and elevated trust questions would be shared with their council.

• Although 3 out of 5 thought further ‘background information’ would be shared along with their answers.

• It became apparent that none of the participants truly understood the purpose behind the elevated trust questions.

• All participants would like to see the information being shared either on screen during the process or in a confirmation email.

• More detail is required on what actual information is being shared.

• The information sharing transaction between DWP and LA needs to be explained in a clearer manner.

## Hypotheses to test

* Add additional content to the start page to explain the service in more detail. Make service specific.
* Add realism to the prototype by adding; select your council to the journey.
* Add additional content to explain the reasons why we’re asking the data matching questions and the elevated trust questions. Example: We will ask you a series of questions in order to identify you, before showing you your benefit information.
* Display the DLA specific benefit information that is going to be shared with the LA. Show it in a way that reveals it is retrieved data, not data typed in.

* Move the email/text confirmation question forward to create a break between it and the DM/ET.
* Add ‘Don’t Know’ option to elevated trust questions?
* Test people reactions to e-mail received as part of confirmation.
* We’re currently adding a declaration page between the data matching and elevated trust questions that is mimicking the back end process. Is this is unnecessary? As all the questions are essentially ‘Prove who you are’ from the users point of view

## Actions

* Research Universals Credits question set, logic, and policy.
* Research if we can put the benefit information in the confirmation e-mail/text
* Design ‘applying on behalf of someone else’ journey

*End*