

Public Family Law personas

Draft for Review



Our approach to creating personas



What are user personas?

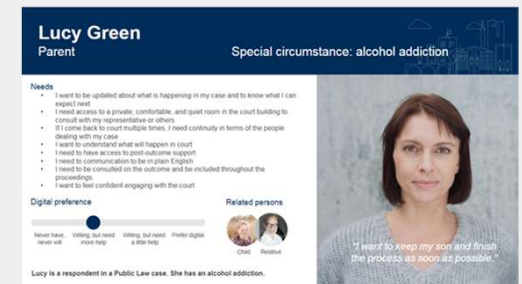
User personas are archetypal characters created to represent larger groups, or segments of users. They are formed by identifying needs and expectations through analysis and interviews. Personas can be used to:

- Build empathy: personas provide a lens through which to see the world from a user's perspective, acknowledging the human concerns of individuals, as well as the technical requirements
- Develop focus: they can act as a focusing tool to help create targeted and prioritised propositions (defining who your users are makes it more apparent that you can't always design for everyone, or at least not for everyone at once – otherwise you risk designing for no one)
- Make and defend decisions: when a choice is brought into question, defending it based on real data and user research (as represented by a persona) is the best way to show others the logical and human-focused reasoning behind a decision
- Measure effectiveness: personas can be stand-in proxies for users when the budget or time does not allow for an iterative process – various ideas can be “tested” by pairing a persona with a scenario, similar to how we test propositions with real users

How did we develop the HMCTS user personas?

We created a series of hypothesised personas using existing research and insight from HMCTS. We then refined and validated these personas through workshops with certain users of the court system and the HMCTS user research team in order to arrive at the final user personas.

Use existing insight and speak to HMCTS staff to identify main users



Validate and refine personas using data and feedback from user research

What's included in the the personas

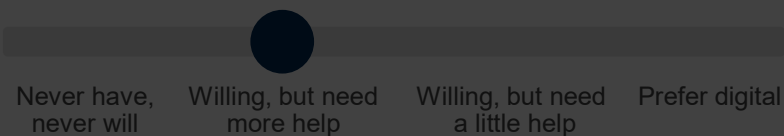
Needs

- I want to be updated about what is happening in my case and to know what I can expect next
- I need access to a private, comfortable, and quiet room in the court building to consult with my representative or others
- If I come back to court multiple times, I need continuity in terms of the people dealing with my case
- I want to understand what will happen in court
- I need to have access to post-outcome support
- I need to communication to be in plain English
- I need to be consulted on the outcome and be included throughout the proceedings
- I want to feel

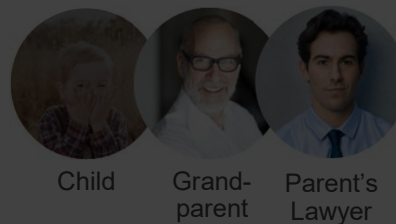
User needs were formed from existing HMCTS research, then refined using insight from workshops

Digital preference describes the user's digital ability and willingness to engage using digital channels

Digital preference



Linked persona



Linked personas show the relationship and common interactions between users

Persona quote has been derived from HMCTS insight, and describes the goal of the user

"I want to keep my son and finish the process as soon as possible."

Those involved in Public Law cases



We've developed **9 personas** to represent the different users involved in Public Law cases, we have focused on those that users that **interact with the court most frequently**. We have not created a persona for the child as there is not enough research on which to basis this.



Lucy Green Parent

Lucy is a respondent in a Public Law case



Jenny Upton CAFCASS Guardian

Jenny is a CAFCASS Guardian in a Public Law case



Theo August Local Authority Legal

Theo is an applicant in a Public Law case



Gareth Green Grandparent

Gareth is a party in a Public Law case



Jade Lee Court Staff

Jade is a member of the court staff in a Public Law case



Naomi Garnet Social Worker

Naomi is a social worker in a Public Law case.



Anthony Lucas Judge

Anthony is a judge in a Public Law case



Rodrigo Chavez Neighbour

Rodrigo is a witness in a Public Law case



Steffan Price Parent's Lawyer

Steffan is a respondent in a Public Law case

Lucy Green

Parent



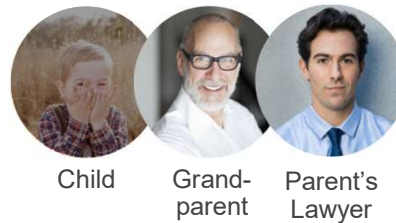
Needs

- I want to be updated about what is happening in my case and to know what I can expect next
- I need access to a private, comfortable, and quiet room in the court building to consult with my representative and relieve the anxiety of waiting
- I need continuity in terms of the people dealing with my case, as I don't want to have to explain my story again unless I need to
- I want to understand what will happen in court
- I need communication to be in plain English
- I want to feel confident engaging with the court
- I need to be consulted on the outcome and be included throughout the proceedings
- I need to understand what the order means and what the next steps are

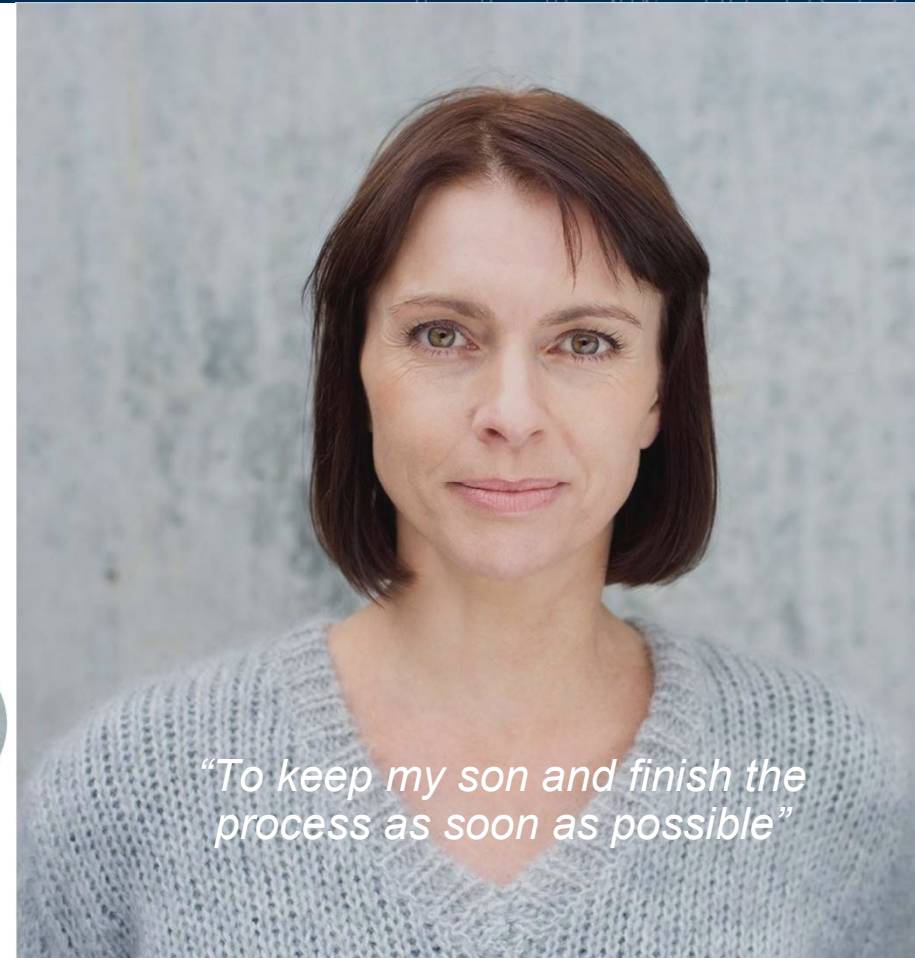
Digital preference



Linked persona



Lucy is the applicant in a Public Law case



Theo August

Local Authority Legal



Needs

- I need to understand what the court expects of me
- I need to be able to initiate proceedings at short notice when urgent cases come up. For example, out of hours, Fridays and school holidays
- I need to be able to collaborate with court staff, making them aware of high risk and imminent cases
- I need the listing to be precise
- I need the right courtroom facilities to do my job
- I need to make the best use of my time when preparing for cases
- When listings change, I would like to understand why

Digital preference



Linked persona



CAFCASS Parent's Lawyer

Theo is an applicant in a Public Law case



Jade Lee

Court Staff



Needs

- I need to feel as though my work is making a difference, so that I can remain motivated to deal with the challenges of the job
- I need access to materials in a timely fashion so that I can prepare for a hearing
- I need any form of digital case management to organise important documents so that they are filed corrected and easy to locate
- I need to be alerted when important documents are added to the case management system so that I can review them as soon as possible
- I need appropriate ways to deal with the emotional impact of my work
- I need something to help me with listing hearings effectively

Digital preference



Linked persona



Judge

Jade is a member of the court staff in a Public Law case



“To ensure that cases run as smoothly as possible and that there are no unnecessary delays”

Anthony Lucas

Judge



Needs

- I need all my information ready before the hearing so that I have sufficient time to prepare
- I want all materials to be easy to navigate and annotate, so that I can digest large case files as efficiently as possible
- I want the attendants to arrive on time at the hearing
- I want all information available before the hearing starts
- Where appropriate, I want a swift outcome
- I want to achieve the best outcome for the child
- I need the courtroom to achieve a balance between making participants comfortable, and making me feel safe and secure

Digital preference

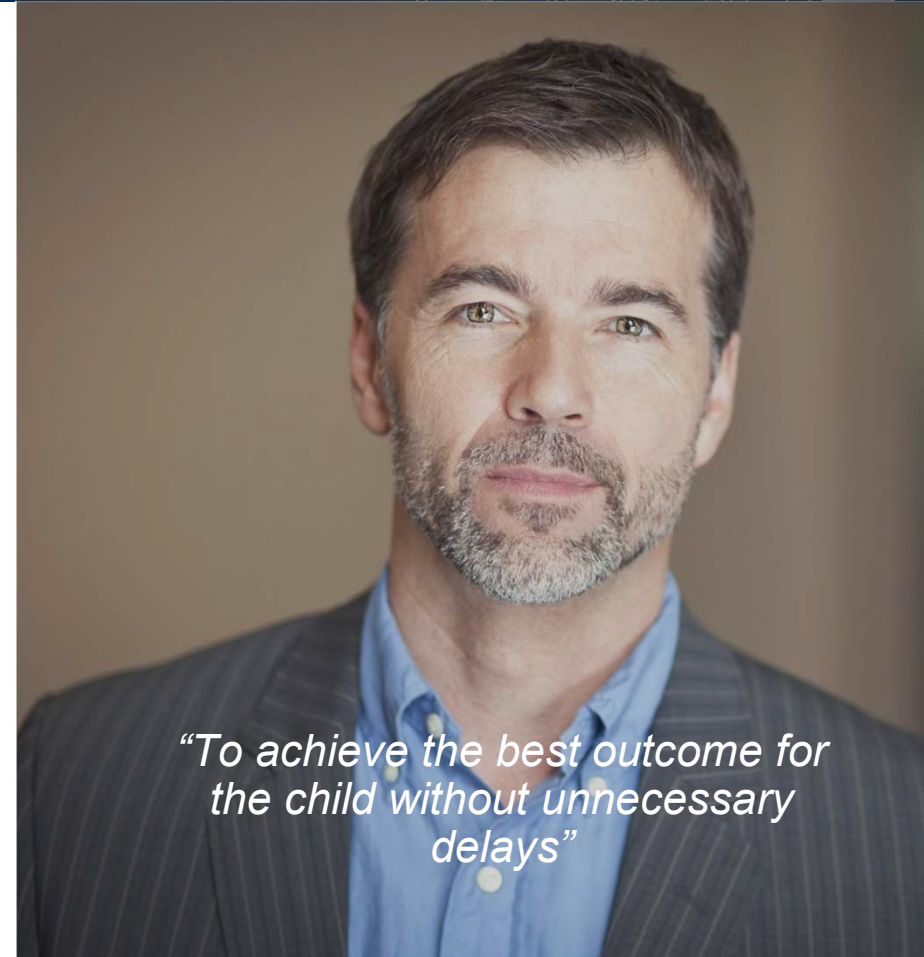


Linked persona



Staff

Anthony is a judge in a Public Law case



Steffan Price

Parent's Lawyer



Needs

- I need to know what information I need to provide, how to provide it, and by when
- I need to know when important documents have been received
- I need facilities to hold meetings with my clients
- I have the resources to present my client's case to the best of my ability
- When listings change at short notice, I want to know the reasons for this
- I want to be able to extend legal aid limits quickly so that appropriate experts can be consulted
- I want the court to avoid block listings so that my client and I are not waiting around unnecessarily
- When I contact the court, I need the person I'm speaking to have access to relevant materials and to be familiar with the case

Digital preference



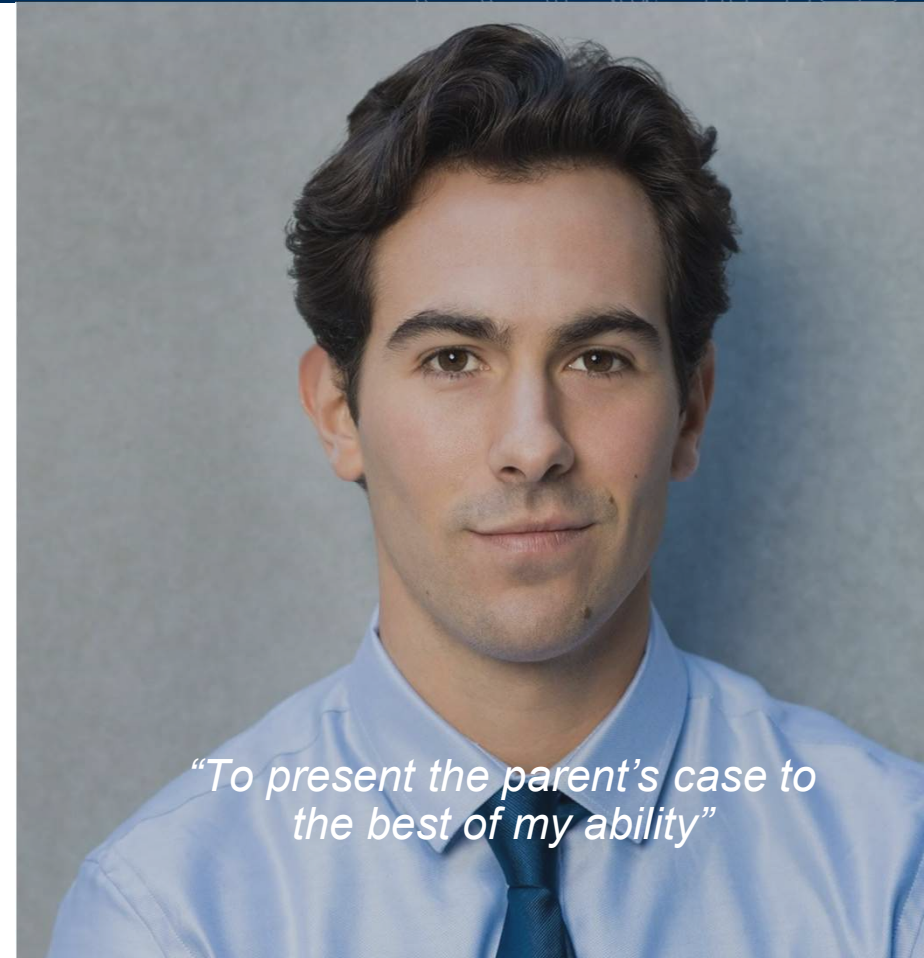
Linked persona



Parent

Judge

Steffan is a respondent in a Public Law case



"To present the parent's case to the best of my ability"

Jenny Upton

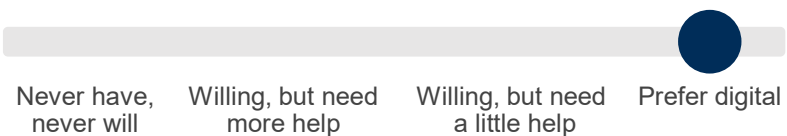
CAFCASS Guardian



Needs

- I need a consistent process when interacting with courts
- I want smoother digital communication with the Local Authority
- I want to only come to court if necessary
- Where direct work has been done with the child, I need a way to convey their needs and wishes to the judge and the court
- I need to ensure that the voice of the child voice can be heard
- I want to be consulted on the time and date of hearings
- I want to be the representative in a case if I know the family from previous proceedings

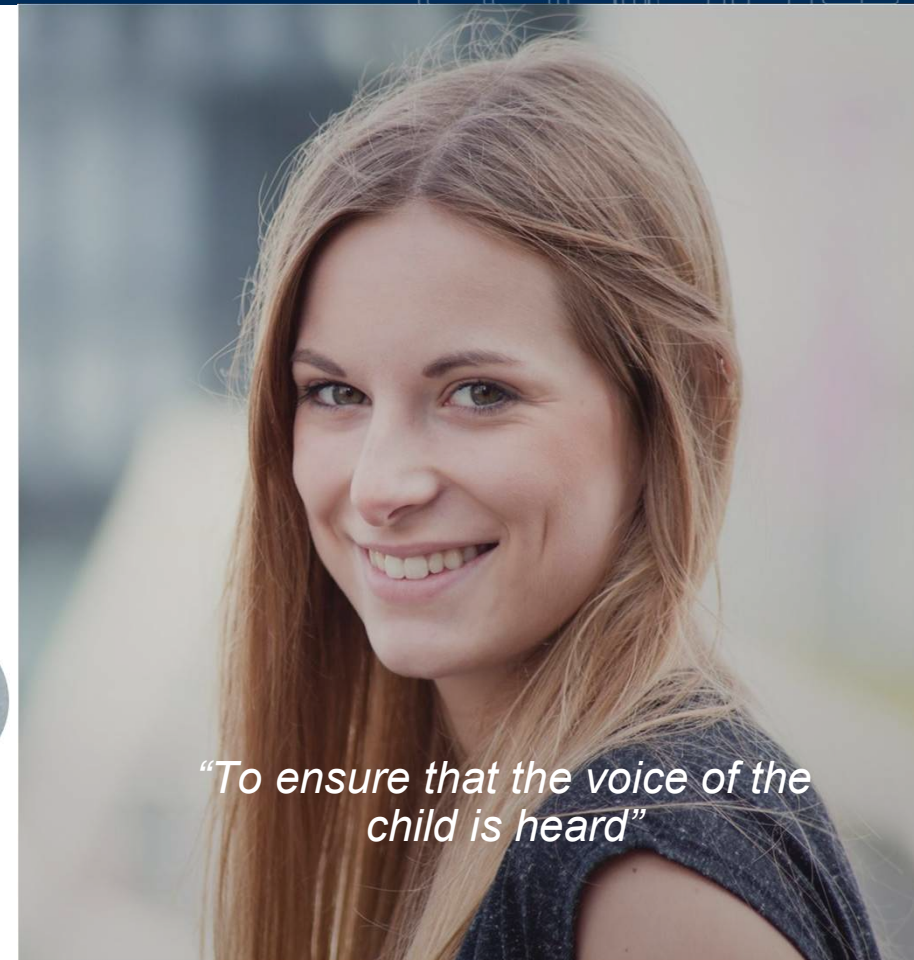
Digital preference



Linked persona



Jenny is a CAFCASS Guardian in a Public Law case



Gareth Green

Grandparent



Needs

- I need help providing information to the court
- I want to be updated about what is happening in my son's case and to know what I can expect next.
- I need access to a private, comfortable, and quiet room in the court building to consult with my representative or other parties before a hearing begins.
- If I come back to court multiple times, I need continuity in terms of the people dealing with my case (support staff, representatives, and judge) so that it can be handled in the most efficient and sensitive way possible
- If needed in court, I need plenty of notice

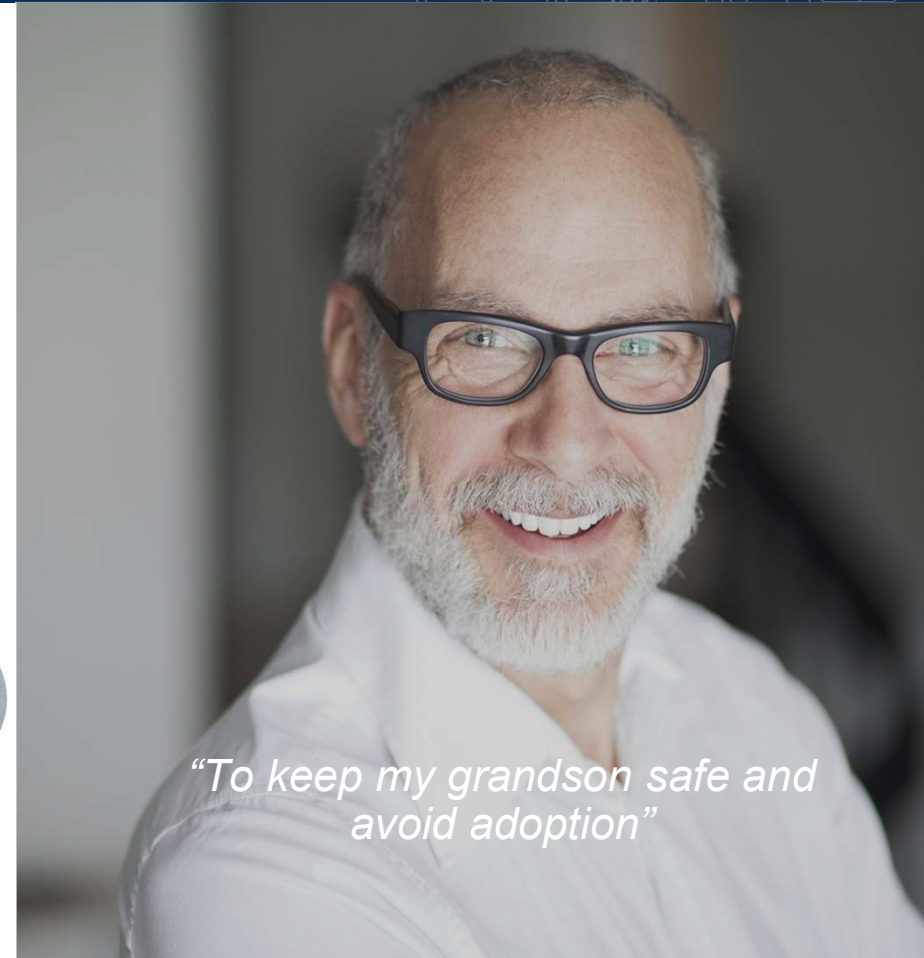
Digital preference



Linked persona



Gareth is a party in a Public Law case



Naomi Garnet

Social Worker



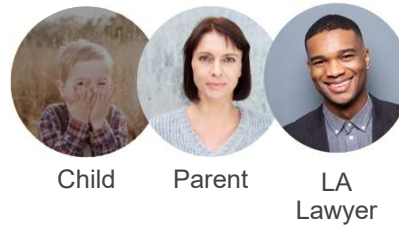
Needs

- I want to be treated with respect and feel comfortable when attending court
- I need the hearings to be flexible
- I want to have my perspective considered
- I need clarity of family members involved in the case
- I want to be kept informed throughout the process
- I want to be informed of the outcome

Digital preference



Linked persona



Naomi is a social worker in a Public Law case.



Rodrigo Chavez

Neighbour



Needs

- I want to be informed about what to expect when I attend in the courtroom
- I want to be kept informed throughout the process
- I want to have my perspective considered
- I need as much notice as possible for court attendance, so that I can arrange time off work
- I want to be treated with respect and feel comfortable
- I want to be spoken to in plain English
- I want to be informed of the outcome

Digital preference



Linked persona



Rodrigo is a witness in a Public Law case

