

TFRS service name recommendation

January 2024

Background

Good names are important to the success of a service.

GDS says that ideally names should be agreed by the end of discovery. In our case, it was only in alpha that we understood what the service is for. So this was a good time to think about naming.

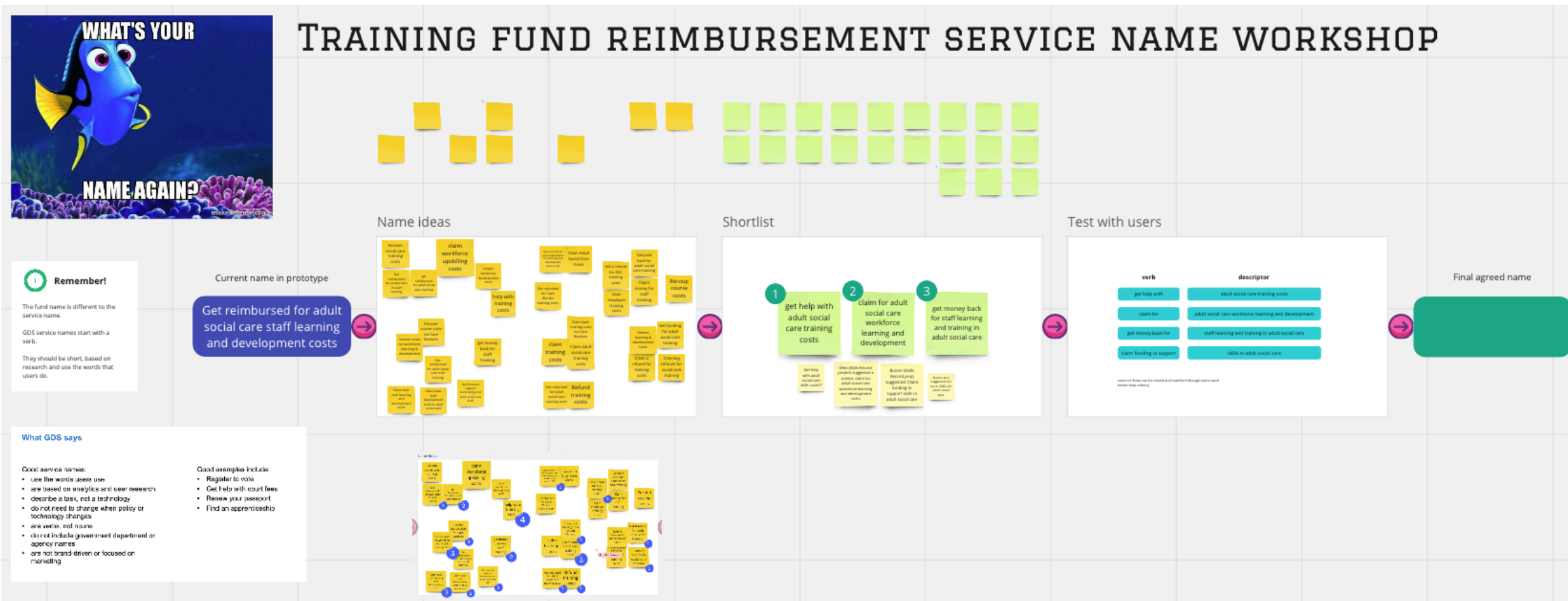
We followed best practice by:

- carrying out extensive user research
- developing user needs and clarifying the purpose and scope of the service
- carrying out a naming workshop with BSA and DHSC colleagues to brainstorm and shortlist possible names (ensuring they're verbs which describe the task that users are carrying out)
- testing these names with users

This ensured that the final name used the words that users use and is meaningful to them.

Find out more about GDS naming principles at <https://www.gov.uk/service-manual/design/naming-your-service>

Naming workshop



Service name presentation

Shortlist

**Get money back
for staff learning
and training in
adult social care**

**Claim funding to
support skills in
adult social care**

**Claim for adult
social care training
and development**

**Get help with
adult social care
training costs**

Participant rankings

Participant	Claim for adult social care training and development	Get help with adult social care training costs	Get money back for staff learning and training in adult social care	Claim funding to support skills in adult social care	
	1	1	2	2	2
	2	1	3	4	2
	3	1	3	4	1
	4	1	3	4	2
	5	2	3	4	1
	6	1	4	2	3
	7	3	2	1	4
	8	1	3	3	2
Totals (lowest being best)		11	23	24	17

Results



1.Claim for adult social care training and development

2.Claim funding to support skills in adult social care

3.Get help with adult social care training costs

4.Get money back for staff learning and training in adult social care

Comments

Get money back for staff learning and training in adult social care

- "That's really obvious what it's for"
- "This could encourage people to use it"
- "I can see why it would be clearer to some people but sounds a bit tainted"
- "Sounds like a supermarket gimmick"
- "Not my personal choice, too long"
- "Feels too informal"
- "Too wordy"

Claim funding to support skills in adult social care

- "Suggests something you want funded, not claiming back"
- "People might not link skills to training"
- "Could be clearer, it's a bit vague"

Claim for adult social care training and development

- "It's exactly what it says"
- "The word 'claim' is very clear. After COVID, everyone knows what a claim is"
- "Sounds a bit more professional"
- "It makes sense as you're claiming for something which is claimable"
- "Telling you what you're actually doing"

Get help with adult social care training costs

- "The most obvious, tells you what you want to do"
- "More about providing information than getting money back"
- "Doesn't seem very clear"
- "Too wishy washy – makes no sense"
- "Not clear that the help is financial"
- "Sounds like an FAQ page"

Summary and recommendation

In general, participants liked the word 'claim', possibly as it resonated with the extensive use of the word within the prototype. Using the same word in the service name therefore makes sense and fits with users' mental models.

Get money back for staff learning and training in adult social care

Overall, this was seen as too long and the 'get money back' wording was felt to be too informal.

Claim funding to support skills in adult social care

Most participants felt this made it sound like they were claiming for funding in advance rather than for reimbursement following training.

Claim for adult social care training and development

This was most people's first choice, as it sounds professional and does 'exactly what it says'.

Get help with adult social care training costs

Feedback suggested this was seen as the vaguest wording, with participants unclear what sort of help was being referred to.

Recommendation

The TFRS delivery team therefore recommends going into beta with the provisional service name of 'Claim for adult social care training and development'. As we do further work to produce guidance and supporting content, and to establish where the service should fit within the GOV.UK hierarchy, we can check that this name continues to work for users.