HMRC AI Hackathon- problem statement

User feedback and data

Problem statement

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At HMRC we have a number of feedback routes for users to leave us comments about our services, processes and digital products.

We also have a number of data sources that tell us about the user experience.

There is potentially a wealth of information within these unstructured comments and data that could help us understand user pain points, identify trends and themes.

We have to manually analyse each source of data or feedback which takes up valuable resource. We have to limit what we review because we can't look at everything quickly and efficiently; potentially missing opportunities to have better user experiences and saving the tax payer money.

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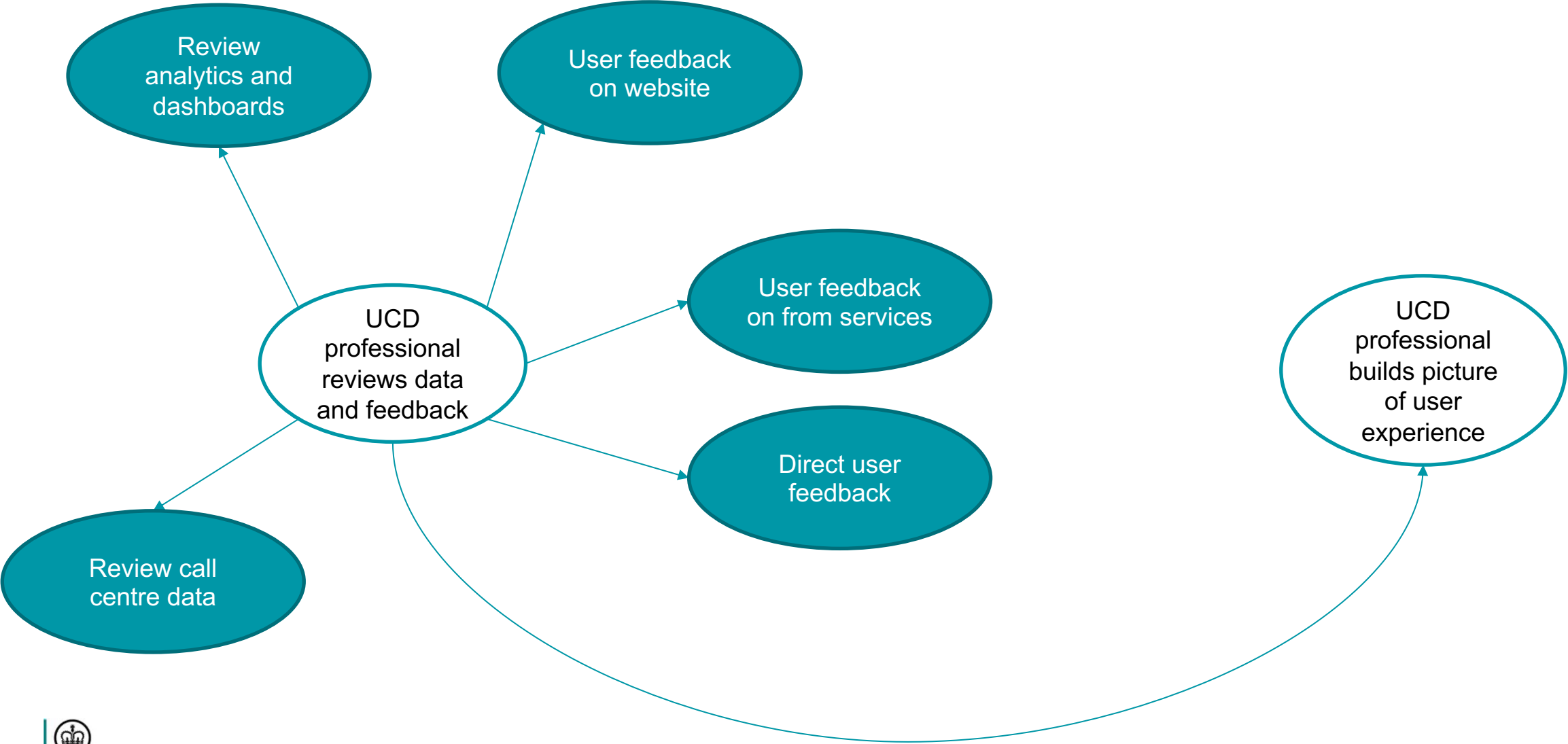
Current process

Current process

User centred design professional(s) have to use multiple systems to view user feedback and data.

They have to manually:

- review all feedback and data
- correlate all information together
- build a picture of the user experience

We also create dashboards which can give us snapshots of user data but we still have to manually correlate all sources together to build a whole picture of our users experience.

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Current process

Pain points and drawbacks

Pain points and drawback

The current process is very time consuming and can take our professionals days to manually analyse all the data and build a picture or identify trends. In some cases we might not find anything and have wasted lots of time exploring.

The process isn't very efficient, the data is across multiple systems and takes a lot of time to bring together to analyse.

We currently have to limit our reviews of user feedback and data because of how long it takes to complete the work, potentially missing opportunities to be more effective for our users.

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Thank you