

SONIA TURCOTTE

case studies

Citizens Advice is
a national charity
providing free,
impartial advice

The problem

Citizens Advice website is being migrated to a new content management system and structured content model.

The site hasn't had a dedicated team for several years. There is a lot of inconsistency and a poor user experience, especially on mobile.

Citizens Advice also has a high percentage of disabled users, but the website is not meeting their needs.

The screenshot shows a complex web page with multiple overlapping callout boxes. At the top left is a box titled 'Adviser callouts' containing links to 'Mortgage Arrears', 'Check if your client is exempt from the Benefit Cap', and 'Your client gets a possession order'. To the right are sections for 'Coronavirus - updated regulations', 'Eviction suitability guidance', and 'If your client gets a disability benefit from abroad'. Below these are two boxes for 'Next steps' and 'Restart' or 'Print' buttons. The overall layout is cluttered and lacks a clear visual hierarchy.

This screenshot shows a 'Callouts' section with a box for 'Pension' and another for 'Coronavirus - If you haven't got money for food'. Below it is a 'Location switchers' section with a map of the UK and dropdown menus for 'England', 'Scotland', 'Wales', and 'Northern Ireland'. The layout is clean but lacks a clear visual hierarchy.

This screenshot shows a 'Tables' section with a grid of 'Next steps' for different regions. Below it is a 'Targeted content' section with boxes for 'If you did it or were injured at work', 'If you paid or were injured in the Armed Forces', 'Pensions splitting', 'Pensions between spouses', 'Reasons for isolating', and 'Attendance Allowance and your other benefits'. The layout is clean but lacks a clear visual hierarchy.

This screenshot shows a 'Notices' section with 'Water bills' and 'Coronavirus' notices. It also shows a 'Section navigation' sidebar with categories like 'Advice', 'Forms', 'Help', 'Tables', 'Complex', 'Targeted content', 'Location switchers', 'Callouts', and 'Adviser'. Below these are sections for 'Checking HMRC's classifications', 'HMRC's classification of your business', 'HMRC's classification of your business', and 'HMRC's classification of your business'. The layout is clean and organized, providing a clear visual hierarchy.

Data and research

We started with a short discovery to better understand how clients use the website, conducting interviews, surveys, and analysing analytics.

At the same time, I conducted a full accessibility audit.

The screenshot shows a Google Sheets document titled "PA_WCAG 2.1 audit spreadsheet". The spreadsheet contains a table with the following columns: A (Criteria ID), B (Name), C (Level), D (Status), and E (Notes). The table lists various WCAG success criteria, their names, levels (A, AA, or AAA), and audit results (pass, fail, n/a). Some rows have dropdown arrows indicating expandable details. The last row shows a specific entry for "Keyboard" with a note about "pass with comment".

A	B	C	D	E
1	WCAG Success Criteria			12
2	Name	Level	Check if something might be true	Return false if it is
3	1.1.1 Non-text Content	A	pass	pass
4	1.2.1 Audio-only and Video-only (Prerecorded)	A	n/a	n/a
5	1.2.2 Captions (Prerecorded)	A	n/a	n/a
6	1.2.3 Audio Description or Media Alternative (Prerecorded)	A	n/a	n/a
7	1.2.4 Captions (Live)	AA	n/a	n/a
8	1.2.5 Audio Description (Prerecorded)	AA	n/a	n/a
13	1.3.1 Info and Relationships	A	fail	fail
14	1.3.2 Meaningful Sequence	A	fail	fail
15	1.3.3 Sensory Characteristics	A	pass	pass
16	1.3.4 Orientation	AA	pass	pass
17	1.3.5 Identify Input Purpose	AA	fail	n/a
19	1.4.1 Use of Color	A	fail	fail
20	1.4.2 Audio Control	A	n/a	n/a
21	1.4.3 Contrast (Minimum)	AA	pass	pass
22	1.4.4 Resize text	AA	pass	pass
23	1.4.5 Images of Text	AA	n/a	n/a
28	1.4.10 Reflow	AA	pass	pass
29	1.4.11 Non-text Contrast	AA	fail	fail
30	1.4.12 Text Spacing	AA	pass	pass
31	1.4.13 Content on Hover or Focus	AA	n/a	n/a
32	2.1.1 Keyboard	A	fail	pass with comment

Redesign

The public website is being rebuilt and redesigned. The focus is on mobile improvements and better accessibility, while refreshing the digital brand.

I am using a component-based approach that will allow us to serve content to different formats and platforms.

TEAM: PRODUCT LEAD, DELIVERY MANAGER, CONTENT DESIGNER, RESEARCHER, ENGINEERS

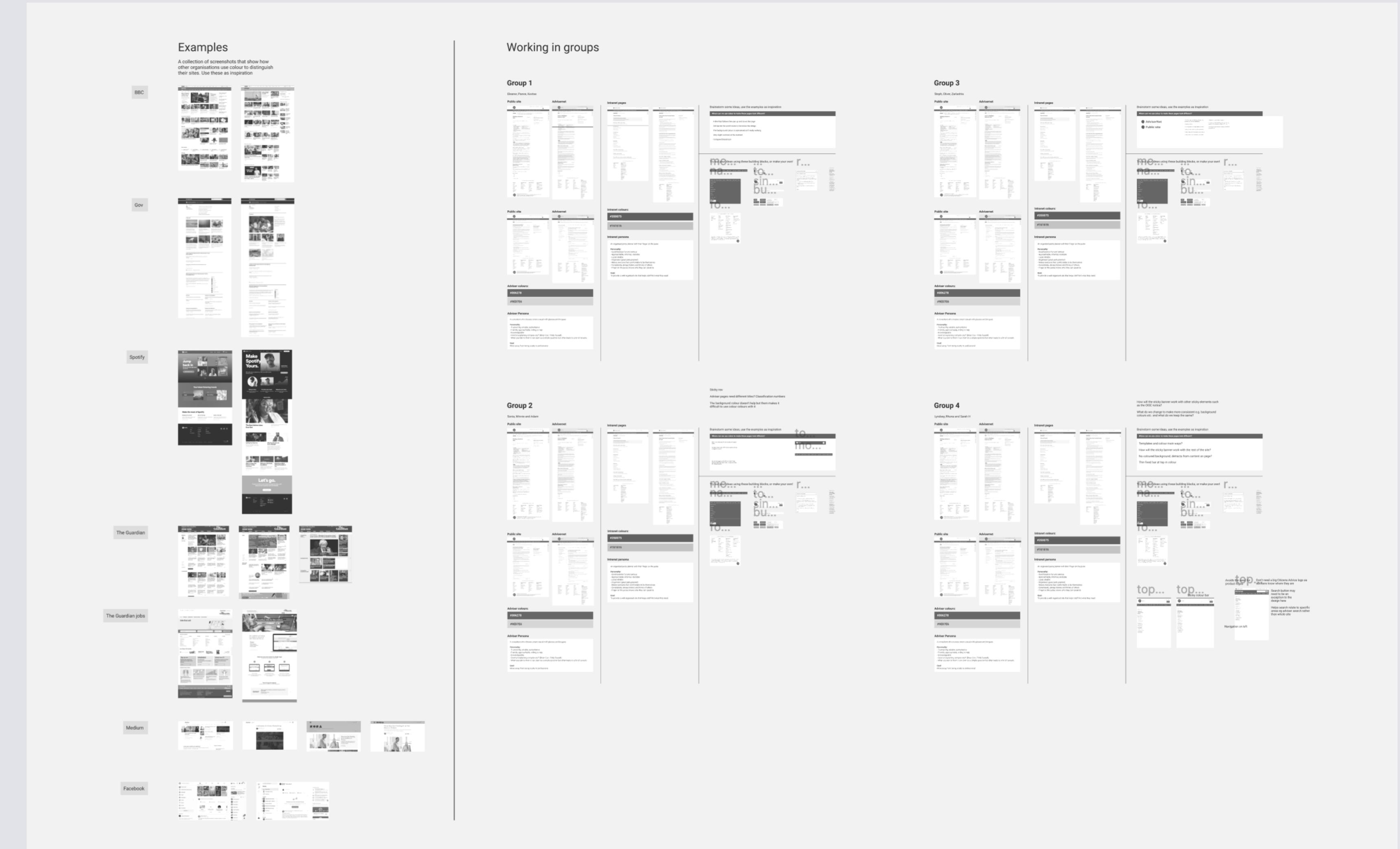
OLD

The screenshot shows the old website's header with the 'citizens advice' logo and a search bar. A 'Notice' box on the left says 'You can check what to do if coronavirus affects your work, benefits or travel.' Below it is an 'In this section' button with a '+' sign. The main title 'Staying in the UK after Brexit' is in bold blue text. A note below it states 'This advice applies to England'. The content explains that you usually need to apply to stay in the UK if you're from certain countries, listing the EU, EEA, and Switzerland. It also notes that the EEA includes EU countries and Norway, Iceland, and Liechtenstein. Three expandable sections are shown at the bottom: 'If you're an Irish citizen', 'If you're a British citizen', and 'If you're a citizen of a country'.

NEW

The screenshot shows the new website's header with the 'citizens advice' logo and a search bar. A navigation bar below it has 'Benefits', 'Work', and 'More' with a dropdown arrow. A breadcrumb trail 'Immigration' is visible. A 'New' section on the left says 'This is our new advice for European citizens on staying in the UK after Brexit'. The main title 'Staying in the UK after Brexit' is in large bold black text. A note below it states 'This advice applies to Wales. See advice for England, Scotland, Northern Ireland'. The content is identical to the old version, explaining the requirements for staying in the UK based on citizenship status. Two expandable sections are shown at the bottom: 'If you're an Irish citizen' and 'If you're a British citizen'.

Design system



The component library is the inception of a new design system that can be shared across platforms and products.

I run workshops with other designers and teams across the organisation, so the design system will be useful and relevant for other teams.



Typography specifications

Page Title <h1> 40px/48px

Heading large <h2> 32px/40px

Heading Medium <h3> 22.4px/28px

Body text 18/24px. We give people the knowledge and the confidence they need to find their way forward – whoever they are, and whatever their problem.

Small text. 16/24px. Used for meta data and specific components like the published date and breadcrumbs

[Link text](#) [Link text hover](#) [Link text visited](#) [Link text focus/active](#)

Page Title <h1> 32px/40px.

Heading large <h2> 24px/28px

Heading medium <h3> 20px/25px

Body text 16/24px mobile.

Small text. 16/24px.

Citizens Advice colours

Text colour
#161616

Secondary text colour
#4A4E4F

Link primary
#004B88

Error colour
#DF3034

White
#FFFFFF

Input border colour
#8D9093

Hover colour
#012760

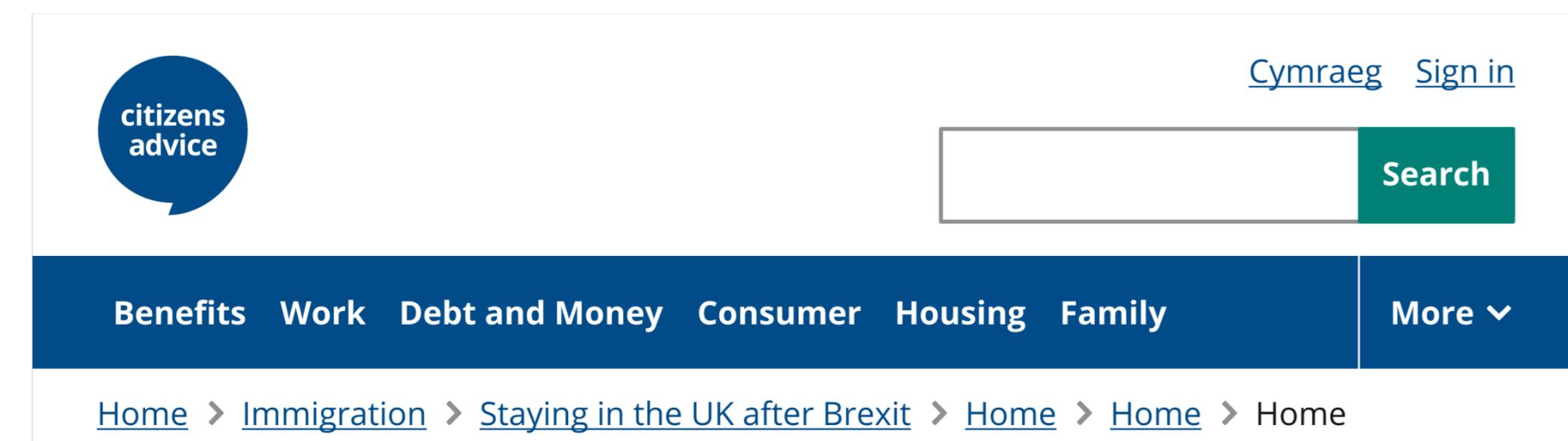
Success colour
#0A8600

Border colour
#E5E5E5

Focus colour
#FFD250

Adviser colour
#006278

Header



Form controls

Input label

Hint text. Delete if not needed

Input label

Hint text. Delete if not needed

Input field label

Hint text

Option

Option

Option

Input field label

Hint text

Option

Option

Option

Input field label

Hint text

Option

Option

Option

Input field label

Hint text

Option

Option

Option

Buttons

Primary button

Secondary button

Focused

Tertiary

Tertiary focus

Accordions

If you're an Irish citizen

+

If you're a British citizen

-

You don't need to apply to stay in the UK after Brexit.

Your family members from outside the EU, EEA and Switzerland can apply to the EU Settlement Scheme if you either:

- are an EEA citizen who became a British citizen
- lived with them in another EU country while the UK was part of the EU

[Find out more about how your family members can apply.](#)

[Close](#)

Callouts

Get legal help

You should try to find a legal adviser who'll help with your own specific situation. They can help to explain the court processes, prepare your case and represent you.

Your local Citizens Advice might be able to help you to find someone.

Important

Check your application carefully

It's important to check you have the right information and documents before you apply. If something is missing or wrong, the Home Office can refuse to accept your application and you will not get your money back.

Example

Visa costs

Josh is applying for a visa to bring his husband and child to the UK. The financial requirement for a partner and 1 child is £22,400. Josh earns £15,700 per year - his income is £6,700 below the financial requirement. Josh can use savings to meet the requirement .

Multiple brands

Alongside the public site, there are resources for advisers and employees. The adviser site adds more detail to the advice available on the public site.

Advisers need to know which website they are using, but also have a consistent user experience across all our products.

The screenshot shows the AdviserNet website interface. At the top, there's a header with the AdviserNet logo, a search icon, and navigation links for 'Benefits', 'Work', and 'More'. Below the header, a breadcrumb trail shows 'Immigration'. The main title 'Staying in the UK after Brexit' is displayed prominently, with a 'Reference' button next to it. A note states that the advice applies to Wales, with links to England, Scotland, and Northern Ireland. A sidebar titled 'In this section' lists various links related to Brexit, such as 'If you're an Irish citizen', 'If you're a British citizen', 'If you're a citizen of a country outside the EU, EEA or Switzerland', 'Check when you should apply by', 'Changing pre-settled status to settled status for extended family members', and 'If your client gets a UK State'. The background of the page is white with blue and black text.

More about [council tax reduction appeals](#)

Did this advice help?

Yes No

Page last reviewed on **21 August 2019**

Is there anything wrong with this page?
[Let us know](#) ↗

Resources

[England home](#)

[News](#)

[Categories](#)

[Calls for evidence](#)

[Reference books](#)

[Addresses](#)

[Caseworker tools](#)

[Sample letters](#)

Subjects

[Benefits](#)

[Work](#)

[Debt and money](#)

[Consumer](#)

[Family](#)

[Housing](#)

[Law and courts](#)

In this section

Settled status**Applying for homeless help****Staying in the UK after Brexit**[If you're an Irish citizen](#)[If you're a British citizen](#)[If you're a citizen of a country outside the EU, EEA or Switzerland](#)[Check when you should apply by](#)[Changing pre-settled status to settled status for extended family members](#)[If your client gets a UK State Pension](#)[If your client has lived in the UK for less than 5 years](#)[Families of EEA citizens](#)

Staying in the UK after Brexit

Reference

This advice applies to Wales. See advice for [England](#), [Scotland](#), [Northern Ireland](#)

Expand all +

You usually need to apply to stay in the UK if you're from:

- a country in the EU, European Economic Area (EEA) or Switzerland
- another country and you have a family member who is from the EU, EEA or Switzerland

The EEA includes EU countries and Norway, Iceland and Liechtenstein.

[If you're an Irish citizen](#)

Reference

+

[If you're a British citizen](#)

Reference

+

[If you're a citizen of a country outside the EU, EEA or Switzerland](#)

Reference

-

You should apply to the EU Settlement Scheme if both:

- you're in the UK by 31 December 2020



New

This is our new advice for European citizens on staying in the UK after Brexit.

Staying in the UK after Brexit

This advice applies to Wales. See advice for [England](#), [Scotland](#), [Northern Ireland](#)

You usually need to apply to stay in the UK if you're from:

- a country in the EU, EEA or Switzerland
- another country and you have a family member who is from the EU, EEA or Switzerland

The EEA includes EU countries and Iceland, Liechtenstein and Norway.

[If you're an Irish citizen](#)

+

[If you're a British citizen](#)

-

You don't need to apply to stay in the UK after Brexit.

Your family members from outside the EU, EEA and Switzerland can apply to the EU Settlement Scheme if you either:

- are an EEA citizen who became a British citizen
- lived with them in another EU country while the UK was part of the EU

[Find out more about how your family members](#)

Related content

[Staying in the UK after Brexit](#)[Keeping your family in the UK after Brexit](#)[Preparing to apply for pre-settled and settled status](#)[Applying for pre-settled and settled status](#)[Problems with your settled status decision](#)[Proving you have pre-settled or settled status](#)

Outcome

The first section of the website is almost ready to be launched, but we already have positive research feedback from our users: both clients and advisers.

In addition, other teams at Citizens Advice have already started adopting the new design system into their products.

The screenshot shows the Citizens Advice website. At the top right are links for 'Cymraeg' and 'Sign in'. Below that is a search bar with a green 'Search' button. A blue navigation bar contains links for 'Benefits', 'Work', 'Debt and Money', 'Consumer', 'Housing', 'Family', and 'More ▾'. Underneath this is a breadcrumb trail: 'Home > Housing > Discrimination in housing > Taking legal action for housing discrimination'. To the right of the main content area, there's a sidebar titled 'In this section' with a list of steps for taking legal action.

Taking legal action for housing discrimination

This advice applies to Wales. See advice for [England](#), [Scotland](#), [Northern Ireland](#)

You should try to resolve your problem informally before you take legal action - it might be the best way to get a solution. You'll need to get all the facts together first.

If you're being evicted because you've been discriminated against, you can [challenge the eviction with discrimination law](#).

It's stressful and expensive to take legal action.

Get legal help

You should try to find a legal adviser who'll help with your own specific situation. They can help to explain the court processes, prepare your case and represent you.

Your local Citizens Advice might be able to help you to find someone.

Check if you can get free legal aid - this covers free legal advice and sometimes legal representation. It can sometimes also cover your court costs too.

You can also find more affordable legal help.

You might be able to get the court fees reduced or you might not have to pay any if:

Step 1: try to settle your dispute

Step 2: fill in the claim form

Step 3: send the claim form to the court

Step 4: prepare for court

Step 5: going to court

Content Publisher

is a new content
management system
for GOV.UK

PROJECT: NEW CMS
TIMELINE: JULY 2018 – SEPT 2019

The problem

GOV.UK's publishing apps were built rapidly alongside GOV.UK in 2012. The 6 different publishing apps prioritised building new features over keeping the interfaces clear and consistent.

Over time, this has resulted in a poor user experience: publishers need extensive training and a lot of tech debt meant that iterating was very difficult.

Our team's goal was to consolidate these apps into a new content management system, to make publishing easier and to help government use data to maintain good-quality, useful content.

Manuals Publisher

Create and manage manuals

Publisher

Create and manage mainstream content on GOV.UK

Service Manual Publisher

Creates and manages content for the service manual

Specialist Publisher

Publisher tool for specialist documents

Support

Raise support requests

Travel Advice Publisher

Publishing tool for FCO Travel Advice

Whitehall

Create and manage non-mainstream content on GOV.UK

Data and research



When I joined the team, they had just completed a big research project, including extensive user research, usage data and analytics.

TEAM: PRODUCT MANAGER, DELIVERY LEAD,
RESEARCHER, CONTENT DESIGNER, ENGINEERS

Process

I ran workshops to explore and develop multiple solutions to the users' needs and pain points.

I also ran weekly design crits with the whole team to get feedback on the designs at every stage. The whole team regularly tested the designs on assistive technologies to ensure they were robust and accessible.

We ran user testing sessions every month, along with analysing analytics data and online feedback. I worked closely with the researcher to develop research plans for all the new designs.



Writing content

Previously, publishers had to write markdown which, for many, is difficult and time consuming.

I designed several key improvements:

- Rich-text formatting toolbar
- Insert for more complex functions
- In app guidance and style guide notes
- Copy/paste rich text preserves formatting and converts to markdown

New press release

Title

Building and testing the new Content Publisher



Page address

[https://www.integration.publishing.service.gov.uk/government
/news/building-and-testing-the-new-content-publisher](https://www.integration.publishing.service.gov.uk/government/news/building-and-testing-the-new-content-publisher)

Summary

We're building a new interface for civil servants to publish content on GOV.UK. We aim to make it easier to create and manage useful content.



Summary should be under 160 characters. Current length: 141

Body

Edit markdown	Preview markdown
H² H³ ♂ “ ” ½ ::	Insert... ▾
## Writing news	Attachment
Tell the story in the first lines with the most important information top. Use short words, short sentences, and short paragraphs. Use subheadings in longer content.	Contact
[Guidance on news stories](https://www.gov.uk/guidance/content-types#news-story)	Image
[Writing for GOV.UK](https://www.gov.uk/guidance/content-design/writing-for-gov-uk#writing-to-govuk-style)	Video
[The style guide](https://www.gov.uk/guidance/style-guide)	
### Formatting	
[Full markdown guidance](https://www.gov.uk/guidance/how-to-publish-on-gov-uk/markdown)	
Acronyms Addresses Call to action Tables Bar charts	

Save

Writing a press release

Use short words, short sentences, and short paragraphs. Use subheadings in longer content. Avoid 'notes to editors'.

[Guidance on press releases](#)

[Writing for GOV.UK](#)

[The style guide](#)

Formatting

[Full markdown guidance](#)

► [Acronyms](#)

► [Addresses](#)

► [Call to action](#)

► [Email links](#)

► [Tables](#)

► [Bar charts](#)

Image management

GOV.UK has strict requirements for image ratios, but many departments don't have image editing tools.

The new app included cropping and image management to help publishers better meet their requirements.

GOV.UK Publishing INTEGRATION

Content Publisher BETA Raise a support request Send us feedback What's new

◀ Back

Select the part of the image to use

The part you select will be resized for GOV.UK. The shape is fixed.

Crop image

Tagging

Adding topics is required for everything published on GOV.UK. The taxonomy is very complex, with 1288 topics, 20 top level topics and up to 5 levels deep.

The old tagging interface was difficult to use and didn't show the relationship between parent and child topics.

This screenshot shows only a portion of the page when expanded fully.

A screenshot of the old GOV.UK tagging interface, displaying a hierarchical taxonomy tree. The tree is organized into several main categories, each with multiple sub-categories and sub-sub-categories. Some categories have collapsed arrows, while others are expanded to show more detail. The categories include:

- Further and higher education courses and qualifications
 - Functional skills
 - Principal learning qualifications
- Further education financial management and data collection
 - Data collection for further education providers
 - Financial management for further education providers
 - Local authority further education financial reporting and assurance
- Further education funding
 - Administering student funding
 - Adult education funding
 - Apprenticeships funding
 - Dance and drama funding for 16 to 19 year olds
 - European Social Fund (ESF) and skills funding
 - Free meals for 16 to 18 year olds
 - Further education buildings and land
 - Further education funding data
 - Learning Records Service (LRS)
 - Running a further or higher education institution
 - T levels
- Inspections and performance of education providers
 - Inspection and performance of further education providers
 - Further education intervention notices and reports
 - Further education provider performance measures
 - Inspection of further education and skills providers
 - Inspection of residential provision in further education colleges
 - Performance data and Ofsted reports of further education providers
 - Student performance in further education
 - Inspection and performance of schools
 - Inspection of British schools overseas
 - Inspection of boarding and residential schools
 - Inspection of independent schools
 - Inspection of local authority support for schools
 - Inspection of maintained schools and academies
 - Inspection of non-maintained schools
 - Pupil performance in schools
 - School performance measures
 - School performance tables and Ofsted reports
 - Pupil wellbeing, behaviour and attendance
 - Alternative provision and pupil referral units
 - Health, safety and wellbeing in schools
 - Safeguarding pupils
 - School attendance and absence
 - School bullying
 - School discipline and exclusions
 - Running and managing a school
 - Careers guidance in schools
 - Data collection and censuses for schools
 - Alternative provision censuses
 - General hospital school censuses
 - Key stage 1 and 2 assessments data collection
 - Parental responsibility measures attendance censuses
 - Phonics screening checks
 - School capacity surveys
 - School censuses and school-level annual school censuses (SLASC)
 - School exclusion reviews
 - School preference and admission appeals data collection
 - School workforce censuses
 - Special educational needs surveys
 - Recruiting and managing non-teaching school staff
 - School admissions
 - School buildings and land
 - School buildings and land guidelines
 - School buildings and land transactions
 - School places
 - School complaints and whistleblowing
 - School food, accommodation, transport and uniform
 - School governance
 - School planning

A screenshot of the new GOV.UK tagging interface, showing a simplified taxonomy tree. The tree is organized into several main categories, each with multiple sub-categories. The categories include:

- New document
- Documents
- Statistics announcements
- Featured documents

The main content area displays the title "test tag ing 2" and the heading "Topics (new taxonomy)". Below this, there is a brief description: "Topics group content based on what it's about. Choose the topic or topics that best describe what this content is about. You can use the whole taxonomy. There's no limit to the number of topics you can choose. Find out more about tagging to topics."

At the bottom of the taxonomy tree, there are links for "expand all" and "collapse all".

test tag ing 2

Topics (new taxonomy)

Topics group content based on what it's about.

Choose the topic or topics that best describe what this content is about.

You can use the whole taxonomy. There's no limit to the number of topics you can choose.

[Find out more about tagging to topics.](#)

[expand all](#) | [collapse all](#)

- Business and industry
 - Business and the environment
 - Energy demand reduction
 - UK energy security
 - Business regulation
 - Alcohol licensing
 - Competition
 - Competition Act and cartels
 - Competition law
 - Consumer protection
 - Markets
 - Mergers
 - Regulatory appeals and references
 - Consumer rights and issues
 - Consumer credit market
 - Consumer protection
 - Gambling regulation
 - Energy industry and infrastructure licensing and regulation
 - Intellectual property
 - Copyright
 - Designs
 - Patents
 - Trade marks
 - Product safety
 - Regulation reform
 - Company law reform
 - Sale of goods and services and data protection
 - State aid
 - Charities and social enterprises
 - Charity money, tax and accounts
 - Community interest companies
 - Fundraising

New design:

- Easy way to browse through and select different levels
- Highlight search terms

I did a lot of testing and iteration to refine usability for complex interactions.

When tested against documents previously published, the overall quality of the tags was improved. Better tagging results in improved navigation and search relevancy on GOV.UK.

GOV.UK Publishing INTEGRATION Switch app Sonia Turcotte Log out

Content Publisher BETA Raise a support request Send us feedback What's new

◀ Back

Topics for ‘Building and testing the new Content Publisher’

Select topics that describe what your content is about. Topics group content on GOV.UK to make it easier to find. You can select any relevant topics. Choose the most specific topics you can.

[Full guidance on topics](#)
[Suggest a new topic](#)
[Suggest a change to a topic](#)

Selected topics

Parenting, childcare and children's services > Safeguarding and social care for children > Safeguarding and child protection > Data collection for safeguarding and child protection [Remove topic](#)

social care for

Parenting, childcare and children's services > Safeguarding and social care for children

<input type="checkbox"/> Business and industry	<input type="checkbox"/> Adoption, fostering and s	<input type="checkbox"/> Child and family social wo	<input type="checkbox"/> Child abduction and cross-border child protection
<input type="checkbox"/> Corporate information	<input type="checkbox"/> Childcare and early years	<input type="checkbox"/> Children's social care pro	<input checked="" type="checkbox"/> Data collection for safeguarding and child protection
<input type="checkbox"/> Crime, justice and law	<input type="checkbox"/> Children's health and we	<input type="checkbox"/> Looked-after children and	<input type="checkbox"/> Preventing neglect, abuse and exploitation
<input type="checkbox"/> Defence and armed force	<input type="checkbox"/> Divorce, separation and li	<input checked="" type="checkbox"/> Safeguarding and child p	<input type="checkbox"/> Refugee, runaway and homeless children
<input type="checkbox"/> Education, training and s	<input type="checkbox"/> Financial help if you have		<input type="checkbox"/> Serious case reviews
<input type="checkbox"/> Entering and staying in th	<input type="checkbox"/> Pregnancy and birth		
<input type="checkbox"/> Environment	<input checked="" type="checkbox"/> Safeguarding and social c		
<input type="checkbox"/> Going and being abroad	<input type="checkbox"/> Youth employment and s		
<input type="checkbox"/> Government			

Preview content

Preview functionality allows publishers to share draft content with colleagues with no access to the publishing tool.

Showing the mobile option first reinforces better content habits by showing publishers how most users will read their content.

GOV.UK Publishing INTEGRATION

Content Publisher BETA Raise a support request Send us feedback What's new

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Preview ‘Example’

▶ Share document preview for fact check or approval

Mobile Desktop and tablet Search engine snippet

GOV.UK Publishing INTEGRATION

Content Publisher BETA Raise a support request Send us feedback What's new

◀ Back

Preview ‘Example’

▶ Share document preview for fact check or approval

Mobile Desktop and tablet Search engine snippet

GOV.UK Publishing INTEGRATION

Content Publisher BETA Raise a support request Send us feedback What's new

◀ Back

Preview ‘Example’

▶ Share document preview for fact check or approval

Mobile Desktop and tablet Search engine snippet

GOV.UK

Search Departments Worldwide How government works Get
Consultations Statistics News and communications

Home

News story

Example

From: [Government Digital Service](#)

Writing news

Tell the story in the first lines with the most important information at the top. Use short words, short sentences, and short paragraphs. Use subheadings in longer content.

[Guidance on news stories](#)

[Writing for GOV.UK](#)

[The style guide](#)

GOV.UK Pay is an online
payment platform for
government and public
sector organisations

The problem

When GOV.UK Pay started,
departments had to integrate their
online service using an API.

Lots of government services aren't
digital and don't have resources to
fund a software development team.



Data and research

The project started with research into how Pay could help these services take online payments, even if they didn't have a digital team.

We interviewed 26 services across government, from large operational teams to small services run by 1 or 2 people.

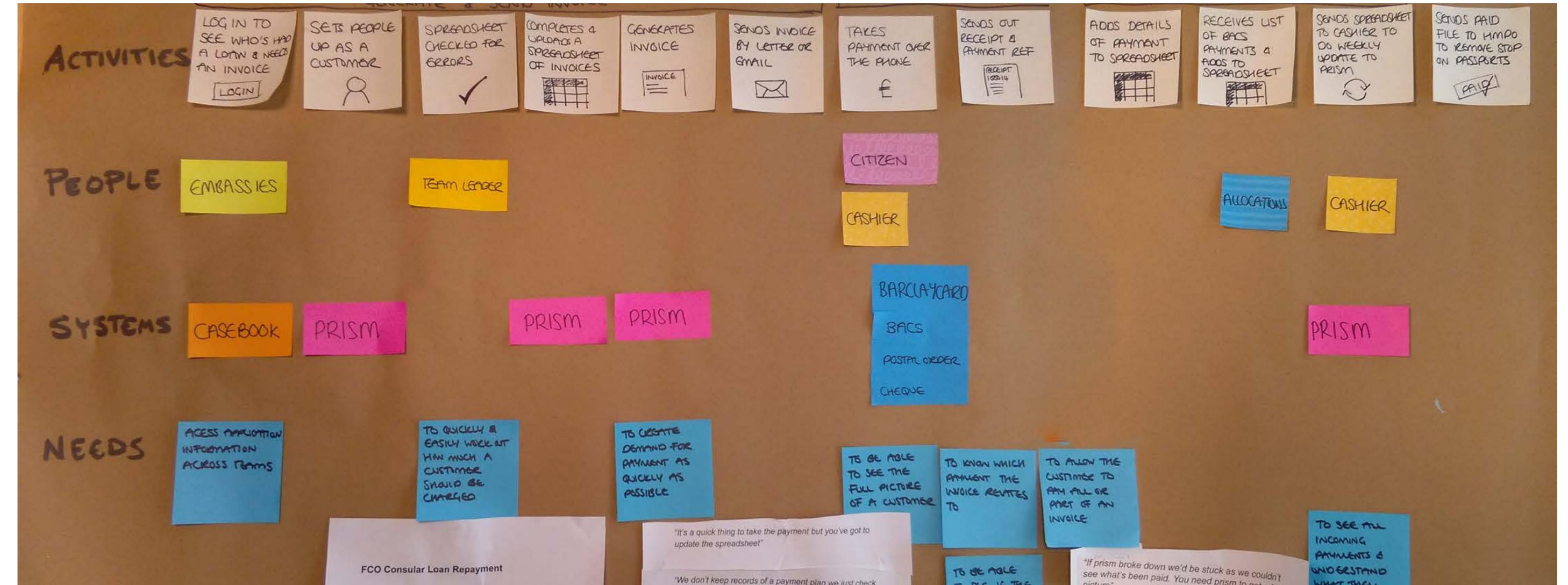
I also conducted research into private sector organisations who were solving similar problems.

TEAM: PRODUCT MANAGER, RESEARCHER



I mapped out user journeys for everyone we spoke to. From these we created high level flows of the two main service types: invoice and upfront payments.

We identified the main pain points, places we thought GOV.UK Pay could help, but also places where adding an additional system (Pay) may increase friction.



Design sprint



Team grew to include engineers, and we got a new product manager and user researcher.

I ran a design sprint to help the whole team understand the problem space and existing research and to generate and test new ideas quickly.

TEAM: PRODUCT MANAGER, DELIVERY MANAGER,
RESEARCHER, ENGINEERS



From the ideas generated in the design sprint, I designed a final user journey and we started building a MVP.

SERVICE MANAGER

The Service Manager interface consists of five sequential screens:

- CREATE PAYMENT LINK**: Shows a title bar, a "Create payment link" button, and a "See an example" link.
- SET PAYMENT LINK INFORMATION**: Allows setting a title and details, with "Continue" and "Cancel" buttons.
- FIXED AMOUNT?**: Offers two options: "Yes" or "No, user enters", with "Continue" and "Cancel" buttons.
- REVIEW DETAILS**: Displays reviewable details with "Change" links and "Publish" and "Cancel" buttons.
- MANAGE PAYMENT LINKS**: Shows a summary with "Publish" and "Preview" buttons.

PAYING USER

The Paying User interface consists of six screens:

- Application form**: Shows a barcode, several input fields, and a "Payment amount" field with a blue selection.
- PAY FOR SERVICE**: Shows a "Continue" button.
- ENTER AMOUNT**: Shows a pound sign (£) in a text input field, with a "Continue" button.
- ENTER CARD DETAILS**: Shows card details with a "Continue" button.
- CONFIRM YOUR PAYMENT**: Shows a "Confirm payment" button.
- SUCCESS**: Shows a green success banner, purchase details, and a "Back to GOV.UK" link.

[Create a payment link](#)[Manage payment links](#)

Set payment link information

Title

Briefly describe what the user is paying for. For example, “Pay for a parking p
will also be your website address.

Details (optional)

Give your users more information. For example, you could tell them how long
their application to be processed.

[Continue](#)[Cancel](#)**License artwork for
commercial print
reproduction**

Print reproduction license for Landy,
Michael, ‘London’ (GAC 17274/4).

Payment is inclusive of VAT. Copyright
clearance must be obtained from the artist
or artist’s estate.

Payment amount

£

[Proceed to payment](#)[Privacy Policy](#)**OGL**

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Government Licence v3.0](#), except where otherwise
stated

Testing and iterating

We tested both user journeys: how members of the public would pay using payment links, and how government users would set them up.

The research showed that departments needed a way to track specific payments through accounting and caseworking systems.

I iterated the product to include this feature, which allows it to be used for both invoice and upfront payment types.

The screenshot shows the GOV.UK Pay BETA interface. At the top, there's a navigation bar with links for 'My services', 'My profile', 'Documentation', and 'Sign out'. Below that, a secondary navigation bar has 'Example service' and 'Test account' selected. On the left, there are links for 'Create a payment link' and 'Manage payment links'. The main content area is titled 'Do your users already have a payment reference?'. A radio button labeled 'Yes' is selected. Below it is a field for 'Name of payment reference' with a placeholder 'For example, "invoice number"'. There's also a 'Hint text (optional)' field with a character count indicator 'You have 255 characters remaining'. A radio button labeled 'No' is also present. At the bottom of the form are 'Continue' and 'Cancel' buttons. To the right, there's a preview section titled 'Example of what the user will see' showing a simplified version of the form with placeholder text for the payment reference number.

Outcome

GOV.UK Pay has over 350 live services. Payment Links are now being used widely across central and local government and the public sector.

You can read more about payment links on its [dedicated product page](#).

 GOV.UK
Government Art Collection

Enter card details

Card number

AMERICAN EXPRESS     


Accepted credit and debit card types

Expiry date

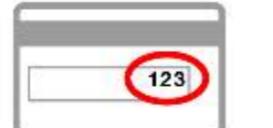
For example, 10/20

Month / Year

Name on card

Card security code

The last 3 digits on the back of the card

Billing address

This is the address associated with the card

 GOV.UK
Government Art Collection

Confirm your payment

Card number 4242

Expiry date 12/21

Name on card Sonia Turcotte

Billing address 10 Whitechapel High Street, London, E1 3AN, United Kingdom

Confirmation email sonia.turcotte@gmail.com

[Confirm payment](#)

[Cancel payment](#)

Payment summary

License artwork for commercial print reproduction

Total amount:
£243.00

thanks