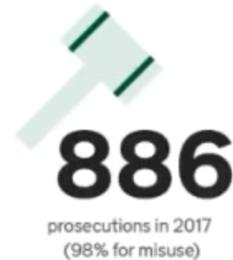


# Service Week 2019

## Blue Badge Service

<https://www.youtube.com/watch?v=uThfBRVasN0&list=PLoe8p5EhqZ2KTem80j4oCjY0i335Ld9OG&index=2>  
<https://www.gov.uk/government/news/lets-get-digital-new-online-system-to-cut-blue-badge-application-time>

## Statistics





## Composition - Beta Team

DfT						
	Dan Fyfield Service Owner	Adam Griffiths Product Manager	Jim Strange Delivery Manager	Sam Quayle Service Designer	Nissa Black User Researcher	Henry Neves-Charge UX Designer
						
	Michael Brathwaite Content Designer	Dave Baines Business Analyst	Matt Moores Business Analyst	Andy Rea Technical Architect	Brendan Rooney WebOps	Rob Smallwood Development Lead
Valtech						
	Paul Roberts Backend Developer	Ali Ashik Frontend Developer	Yuliya Polyeno Backend Developer	Miguel Gil-Garcia Backend Developer	Sampath Mahavithana Quality Assurance	John Chandra Quality Assurance
	Department for Transport					

## User needs driven development



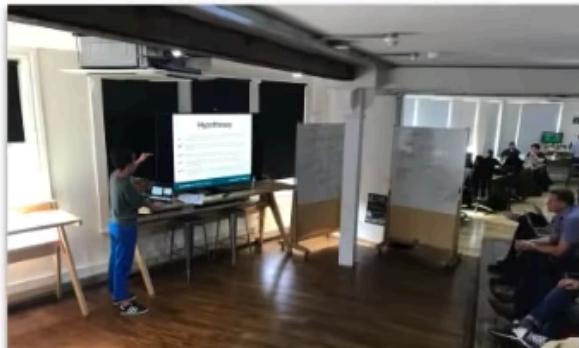
Assumption mapping/Create hypotheses



Usability testing



Affinity sorting



Weekly playback/Prioritisation



User research wall

User research news

NB ULTIMATEBLOCKER, O Adam Gutfrein, O Daniel Fyfield  
Wednesday, 8 August 2018 at 14:20  
[Show Details](#)

Help others provide user research details by keeping updated on what's been happening in the world of user-research.

- From the last three weeks you would have noticed we have been moving the feedback from the user research part in the 'Highly relevant' survey items back into the backlog to use the backlog together and review to try to select the most effective idea to check in with designers. We should also be able to share the results of the user research.
- In the last three and half days we would have seen the design sprint and the user testing event feedback such as 'the problem' and 'how to solve'. Over the last few days we have been reviewing feedback from the user testing event to see what's been learned and how to use this to move forward. We've been doing some retrospective reviews and learning what has been really useful from the user testing. The findings from the user testing have been used to inform the design of the new service.
- With the user testing feedback we have been looking at the themes of what are user registered services actually required. We've looked for new ways to London again. This helped extract the journey when it came to the user testing and how to make the application service perform well when personally tested outside of London.
- With all the user testing feedback we have been learning more about how local authorities interact with Digitalisation so that we can prioritise our next ideas. Earlier we have planned around this idea and now we are learning more about how local authorities interact with Digitalisation so that we can prioritise our next ideas.

**ONE DOES NOT SIMPLY ASK A USER WHAT THEY WANT**

Tags: [User research](#) [User testing](#)

Bi-weekly email comms

## Engagement - citizens

### Discovery & Alpha:

**1828** Online survey participants  
**36** Guerrilla/telephone survey participants  
**11** Interviews  
**4** Citizens Shadowed  
**2** Assessment Centres  
**5** Rounds of usability testing  
**27** Usability tests

### Beta (moderated/qual):

**60** Usability tests (10 a11y)  
**24** Home visits  
**13** Rounds of usability testing

### Private Beta (unmoderated/quant):

**1043** Applications submitted  
**397** Online feedback forms submitted  
**9** Assisted digital support users

### Public Beta (Planned):

**3** Rounds of usability tests:  
• Users with low motor skills  
• WPMS  
• Children under 3  
• Continue shadowing  
• Continue measuring, analysing and iterating

# Who are the users?

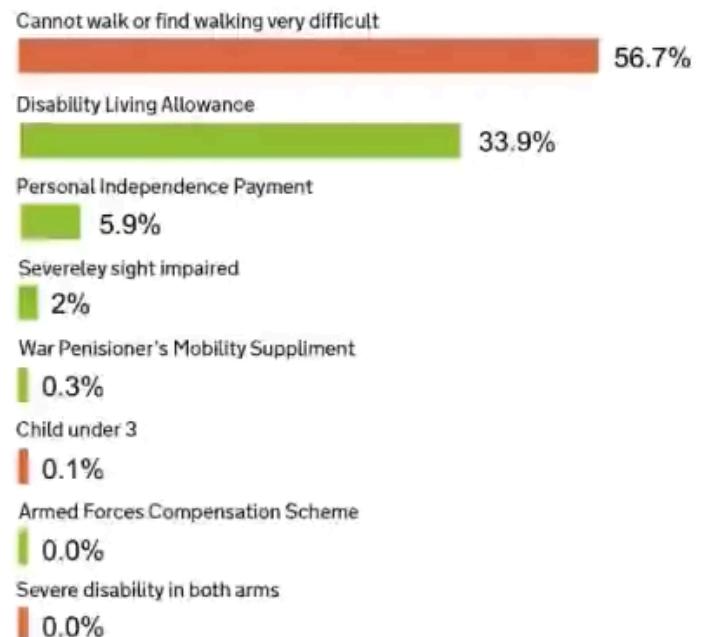
## Applicants

- Someone that has a health condition that affects their mobility
- Someone that applies on behalf of someone else
- Someone that applies on behalf of an organisation that provides a mobility service

## Local Authorities

- Blue Badge administrators (Case Workers and Managers)
- Blue Badge assessors
- Enforcement teams
- Support centre staff

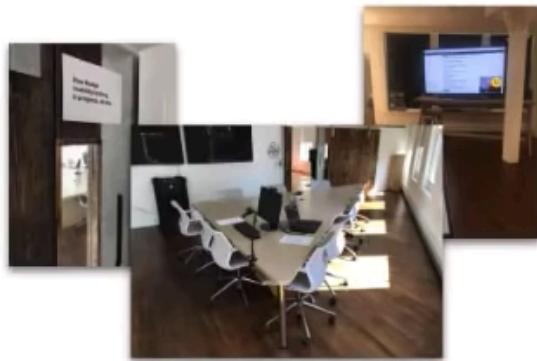
## Eligibility type



57%  
Subject to further assessment

42%  
Automatically eligible

## Usability testing



### In-house lab

- 31 users
- 1-hour qualitative sessions
- Desktop & Mobile
- Broadcast to the team



### Homes & Workplace

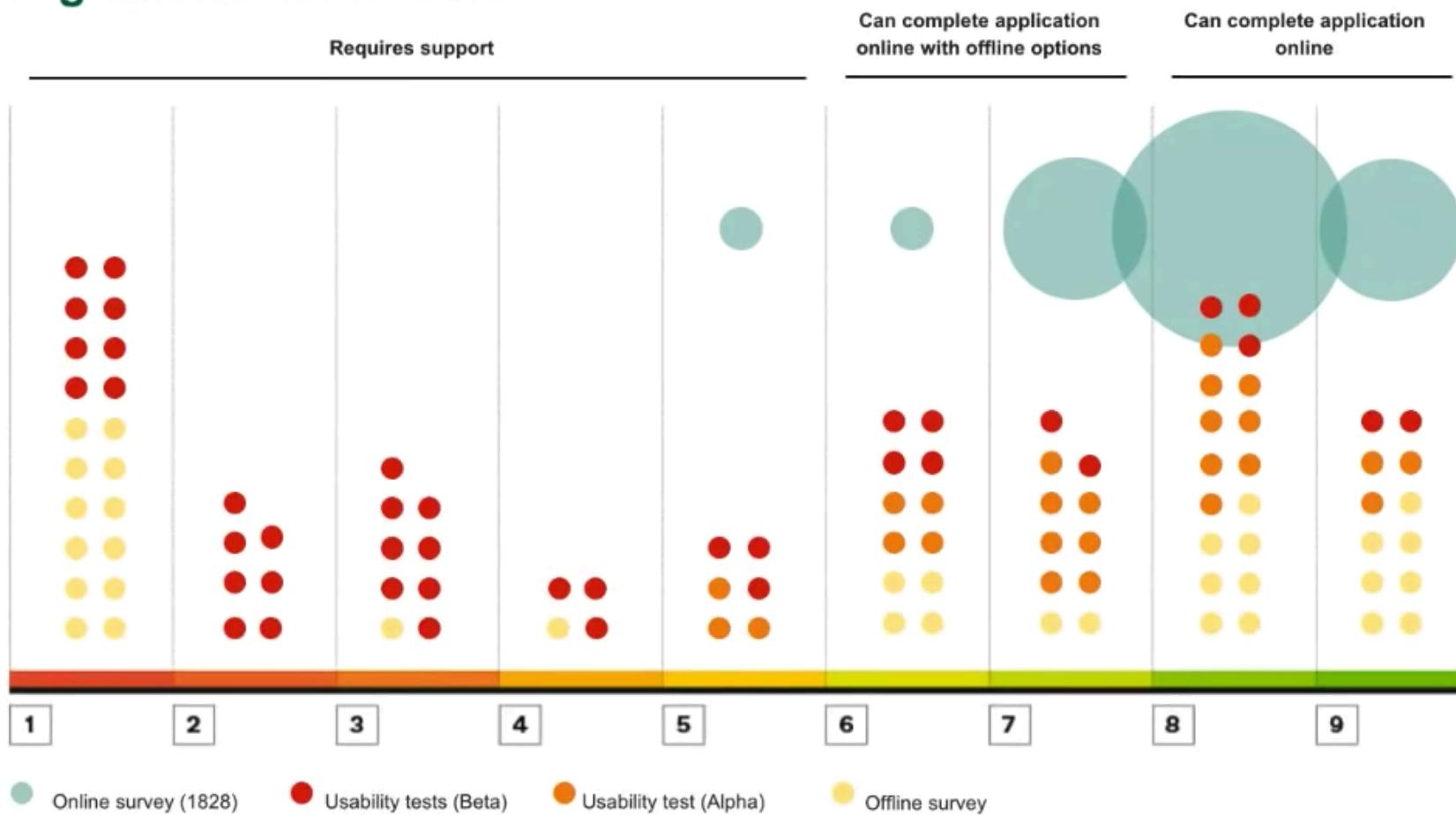
- 29 users
- 1hr 30 qualitative sessions
- Desktop & Mobile (with Assistive Tech) on their own devices
- Recorded with GoPro



### On-street with enforcers

- 6 users
- 1hr 30 qualitative sessions
- Mobile
- Recorded with GoPro

## Digital inclusion scale





# Iterations Eligibility guidance

## Version 1

- In usability testing we saw users click 'Start application' without reading instructions

## Version 2

- After changing the page to blue we found users spent more time on page in usability testing
- **Survey** - 15% of users said they felt uninformed
- **Analytics** - NINO page had one of the highest average session times

## Version 3

- Reduced average time spent on NINO page by **28%**, page exits by **18%** and users clicking 'I don't know my NINO' by **26%**
- Increased time on medication page (**10%**) and walking aids page (**13%**) and reduced exits

**1**

GOV.UK Apply for a Blue Badge

You're eligible for a Blue Badge

The badge issue fee is £10 which is refundable if your application isn't successful.

It can take up to 4 weeks to get a decision.

Start application

Alternatively, you don't want to apply online you can contact Manchester city council or visit their website to make an application.

Contact Manchester city council

Your council can take up to 4 weeks to make a decision.

Don't want to apply online?

Contact Manchester city council

**2**

GOV.UK Apply for a Blue Badge

You're eligible for a Blue Badge

What you'll need to provide

- contact details (phone number and email address)

Start application

**3**

GOV.UK Apply for a Blue Badge

You may be eligible for a Blue Badge

To apply, you'll need:

- your National Insurance number (if you have one)
- contact details (phone number and email address)

You'll also need to provide further details if you:

- use any mobility aids
- take any medication for your condition
- have had any treatments for your condition and the names of the healthcare professionals that have treated you

Start application

It can take between 6 to 12 weeks for you to receive your badge from Aberdeen City Council, if your application is successful.

Don't want to apply online?

Find out if there are other ways to apply on Aberdeen City Council's website.

**Hypothesis**  
By informing users that they will need their NINO to submit an application on the 'decision page'...  
We expect to reduce the amount of time spent on this page

**Hypothesis**  
By informing users that they will need to share information about their medical condition to submit an application on the 'decision page'...  
We expect to increase the amount of time spent on these pages

# Iteration Walking questions v1

12 pages – 26 questions

The image shows two screenshots of a web application titled "Apply for a Blue Badge".

**Screenshot 1: Breathing difficulties while walking**

This screen contains four questions about breathing difficulties:

- Do you get shortness of breath walking on level ground? (radio buttons: No, Yes)
- Do you have to stop to catch your breath when walking on level ground? (radio buttons: No, Yes)
- Do you get shortness of breath when hurrying on level ground? (radio buttons: No, Yes)
- Do you get too breathless to leave your home? (radio buttons: No, Yes)

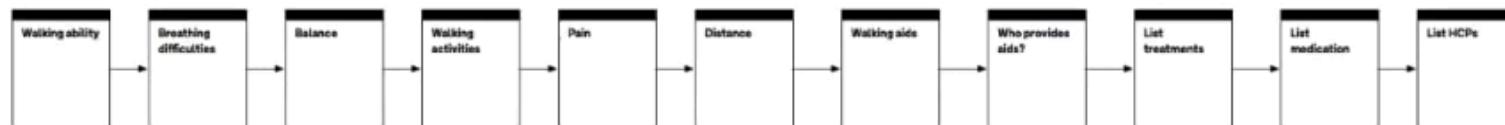
A yellow callout box contains the text: "I don't have breathing issues, so some of these questions are a bit redundant".

**Screenshot 2: Walking distance**

This screen asks for walking distance and time:

- How far would you estimate you are able to walk? (text input field, units: yards or metres)
- How long does it take you to walk that? (text input field, units: minutes)
- From your home, where in your local area can you walk to? (text input field, placeholder: Give examples of locations or landmarks that can be found on a map)

A yellow callout box contains the text: "I'm not sure how to answer these questions as my condition is different from day to day".



## Iteration Walking questions v3

8 pages – 9 questions

### Hypothesis

We believe that there is a high level of redundancy in the question about an applicant's walking ability.

By reducing the number of questions:

- we will improve application completion rates
- we won't impede Assessors in making a judgement about the applicant's walking ability

GOV.UK Apply for a Blue Badge

PROTOTYPE This isn't a real service

How long can you walk safely using a walking aid or stops?

You can't walk at all  
Less than a minute  
A few minutes  
More than 10 minutes

Continue

GOV.UK Apply for a Blue Badge

PROTOTYPE This isn't a real service

What makes walking difficult for you?

Shortness of breath  
 Pain  
Balance  
Something else

Continue

© Crown copyright



# Iteration Walking questions v5

**25%**

of assessors could approve without asking for more info\*

The image displays three screenshots of the Blue Badge application process. The first screenshot is the 'Manage Blue Badges' dashboard for Manchester City Council, showing a list of applications (New applications: 16, Renewals: 12, Replacements: 2, Charges: 1) and a 'View new application' button. The second screenshot is the 'View new application' form, which includes fields for Personal details (Full name: Michael David, Gender: Male, Date of birth: 11 February 1982, National Insurance number: R810 34 56 A), Home address (51 Manchester Road, Chorlton, Manchester, M9 1FS), Contact details (0161 752 1208, e-dev@mtc.gov.uk), Proof of identity (Driving\_licences.pdf), Proof of address (Household\_bill.pdf), and a photo of Michael David. The third screenshot shows two 'GOV.UK Apply for a Blue Badge' pages. The first page asks 'How does your health condition make walking difficult for you?' with options: Excessive pain, Breathlessness, Balance or coordination, It takes me a long time, It's dangerous to my health and safety, and Something else. The second page asks 'Do you use any mobility aids?' with a 'Yes' radio button selected, leading to a 'Type' field and a 'When used' dropdown, and an 'Add first mobility aid' link. Both pages have a 'Continue' button at the bottom.

**38%**

could have done if the applicant supplied evidence\*

\* Based on a survey with 96 Blue Badge assessors

Department for Tra



# Upload

## Version 1

- Users weren't sure what would happen when they clicked the green button
- Instructions below the button weren't particularly clear
- Missed opportunity to use device features

## Version 3

- Users were clicking "Yes" and opening the guide
- They would open the guide and then get stuck in a loop of going into the guide and coming back to this page

**GOV.UK Apply for a Blue Badge**

**PROTOTYPE** This is work in progress and not a functioning service.

[Back](#)

## Prove your identity

You need to upload a copy of a document which proves your identity such as:

- the photo page of your passport
- your driving licence
- your birth or adoption certificate
- your marriage, civil partnership, divorce or dissolution certificate

**Upload a photo or scan**

[Choose your file](#)

**I need help uploading**

1. Scan your photo or take a picture of it with your smart phone or digital camera
2. Send the file to your computer if you've taken a picture of it
3. Click the 'Choose your file' button above
4. Find the folder where you've saved the file
5. Double-click the file to upload it

**I can't upload a photo or scan**

If you can't upload a photo or scan Manchester city council will contact you about how to prove your identity.

You can still submit your application online but it will take longer to get a decision.

[Continue without uploading](#)

**GOV.UK Apply for a Blue Badge**

**PROTOTYPE** This is work in progress and not a functioning service.

[Back](#)

## Prove your identity

You need to upload a copy of a document which proves your identity such as:

- the photo page of your passport
- your driving licence
- your birth or adoption certificate
- your marriage, civil partnership, divorce or dissolution certificate

**Need help uploading your document?**

Yes

No

You can drag and drop the file here  
or  
[Select a file from this device](#)

**I can't upload a photo or scan**

## Upload Version 3

**PROTOTYPE** This is work in progress and not a functioning service.

[Back](#)

### Prove your identity

You need to upload a copy of a document which proves your identity such as:

- the photo page of your passport
- your driving licence
- your birth or adoption certificate
- your marriage, civil partnership, divorce or dissolution certificate

You can drag and drop the file here  
or  
[Select a file from this computer](#)

[Need help uploading documents?](#)

[I can't upload a photo or scan](#)

[Save and return later](#)

- Moved the guide down below the upload component, into “Need help uploading documents”
- Users that need the guide find it there
- Introduced tailored device uploading/taking photo directly within the page
- Users were still missing the grey box and the fact you could click the link to upload documents

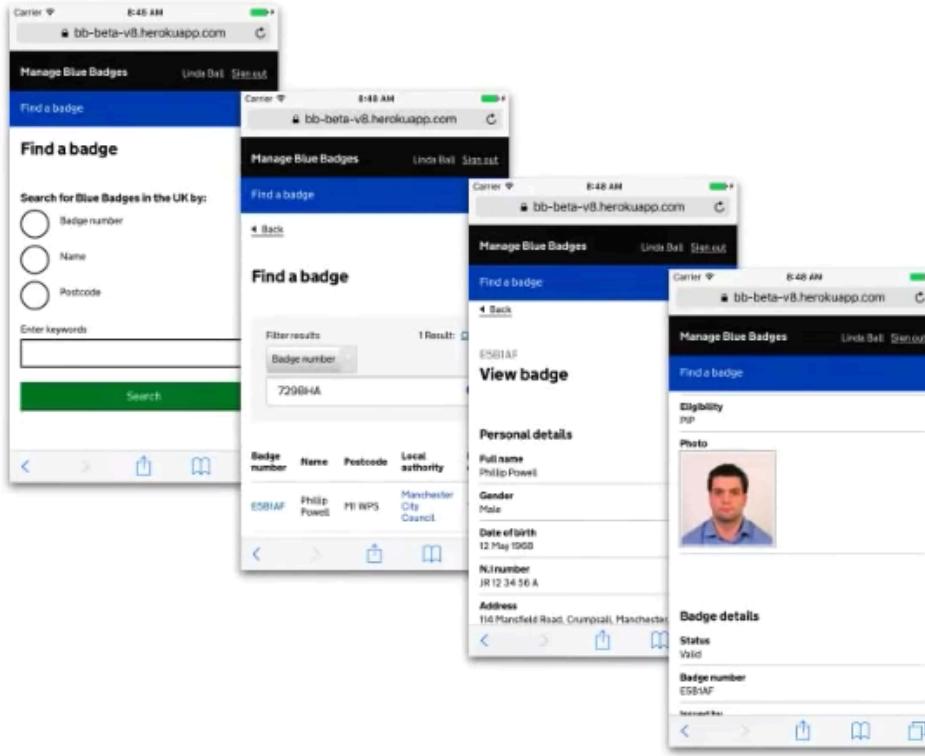
## Upload Version 4

- Blue button is a lot more obvious
- We've made it clearer that you can upload multiple photos
- Changed content to say photo rather than file

The left screenshot shows the 'Upload your PIP award letter from Department of Work and Pensions (DWP)' step. It includes a 'PROTOTYPE' notice, a 'Back' link, and instructions: 'The letter must include your: • mobility score • certificate of entitlement to Personal Independence Payment (PIP)'. Below this is a dashed box containing a blue download icon and a blue 'Upload photo(s) from this computer' button with the sub-instruction '(You can upload multiple photos)'. At the bottom are links for 'Need help uploading documents?' and 'I can't upload a photo or scan', and a 'Save and return later' button.

The right screenshot shows the 'Prove your identity' step. It includes a 'PROTOTYPE' notice, a 'Back' link, and instructions: 'You need to upload a copy of a document that proves your identity such as: • the photo page of your passport • your birth or adoption certificate'. Below this is a dashed box containing a camera icon and a blue 'Take photo(s) or upload using this device' button. At the bottom are links for 'Need help uploading documents?' and icons for file selection.

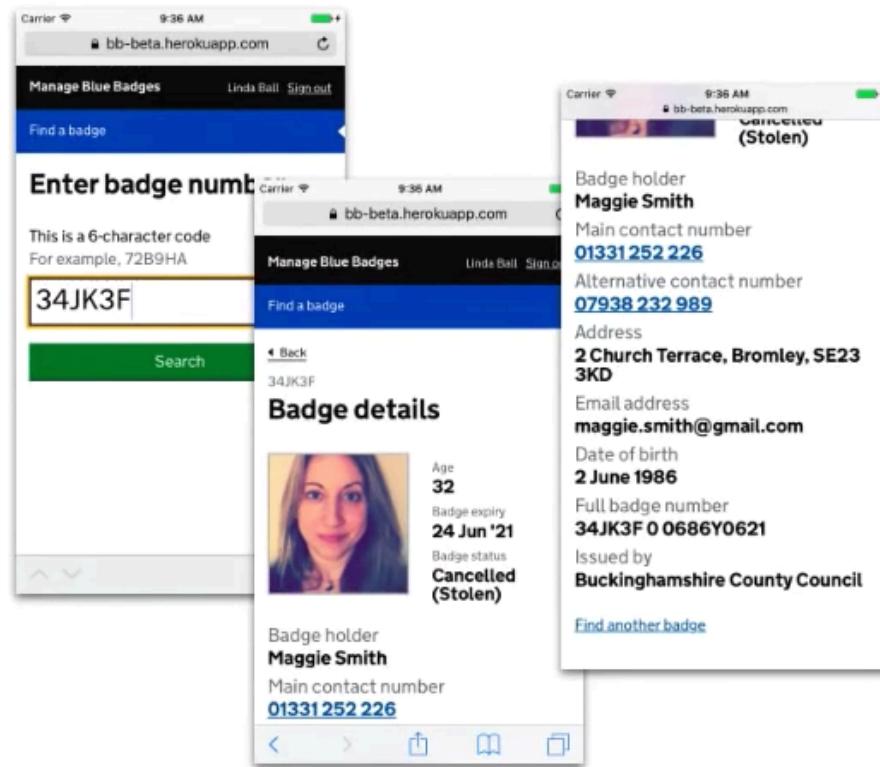
# Finding a badge (Enforcement) Version 1



- Confused by the extra options, CEOs would only search by “Badge number”
- Results table with just 1 result
- Horizontal table is difficult to scan, with key info “Badge status” off the edge of the screen
- Mobile was an afterthought as this was originally designed for local authorities on a desktop
- Key info on the “View badge” page was quite far down

## Finding a badge (Enforcement) Version 2

- Just search by “badge number” - large type that is easy to read on mobile
- Straight to the badge details page if just 1 result
- Most important info first - photo, age, expiry and badge status (including cancellation reason)
- Large type
- Ability to call straight from the page



## Add a photo

The screenshot shows a prototype page from GOV.UK titled 'Add a photo' under the 'Apply for a Blue Badge' service. The page includes a 'GOV.UK' logo, a 'PROTOTYPE' header note, and a 'Back' link. The main content area has a heading 'Add a photo' and a sub-instruction: 'You need to add a photo which will be printed on the back of your badge.' It features a section titled 'Take a photo with a webcam' with the sub-instruction: 'Use your device's camera to take a photo for your Blue Badge'. A green button labeled 'Open your camera' is present. Below this, there are two links: 'You already have a photo to upload' and 'You don't have a camera on your device'.

- Assumed people would want to take a photo there and then
- Dependant on browser and device capabilities
- Didn't give any guidance on how to take a good photo
- No photo requirements

## Add a photo (page 1)

GOV.UK Apply for a Blue Badge

PROTOTYPE This is work in progress and not a functioning service.

◀ Back

### Add a photo of yourself

You need to add a photo to be printed on the back of your badge.



Make sure it

- has a plain, light background
- includes your shoulders
- shows your face clearly

Is there already a suitable digital photo on this device?

Yes

 Upload photo(s) from this computer  
(You can upload multiple photos)

No

- Added in guidance on what a suitable photo looks like
- Switched it around based on the assumption that people would usually want to get a good photo taken first
- Built in the new upload component with progressive disclosure

## Add a photo (page 2)

GOV.UK Apply for a Blue Badge

PROTOTYPE This is work in progress and not a functioning service.

• Back

### Take a photo

You'll need to take a photo that clearly shows your face and shoulders. We'll print this on the back of your badge.

Follow our step-by-step guide on [how to take a good photo](#).

We'll return you to this page after you've read the guide.

Do you want to use this device's camera?

Yes  
 No

**Continue**

► I can't upload my photo

- If user doesn't already have a suitable photo, they come to this page
- Introduced another guide which they can link off to, telling them how to take a good photo (based on the Passports guide)
- Then introduced ability to use this device's camera (or upload instead)

## Add a photo (page 3)

**PROTOTYPE** This work in progress and not a functioning service.

[Back](#)

### Take photo with this device's camera

You need to add a photo to be printed on the back of your badge.

Make sure it

- has a plain, light background
- includes your shoulders
- shows your face clearly

**Take your photo**



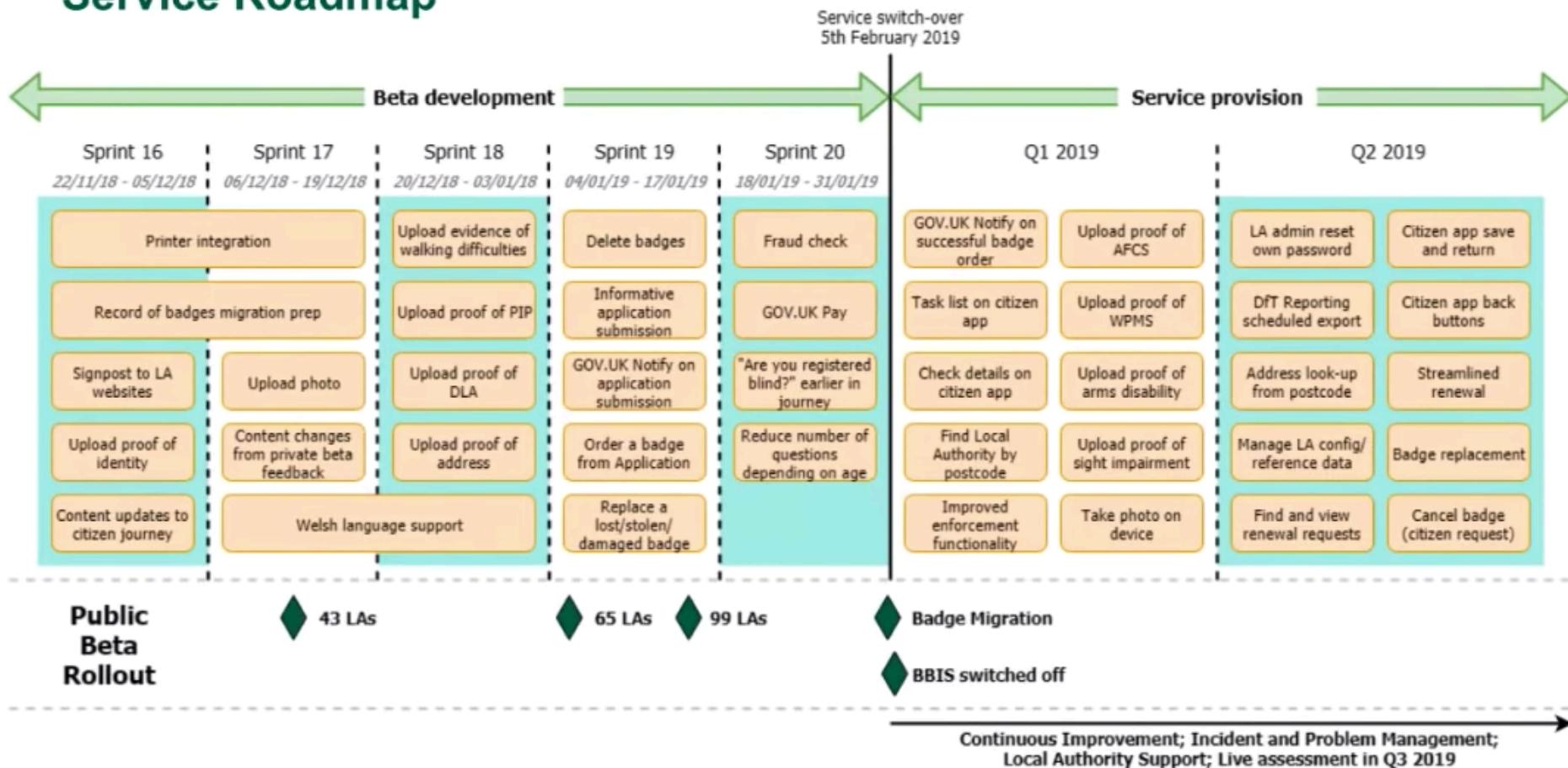
3

[Save and return later](#)



- Using device's camera is tailored to the device you're on
- Has clear instructions on what will happen when you take a photo
- Countdown (on desktop) so that you're looking at the camera when the photo is taken

# Service Roadmap



Department for Transport