



Ministry  
of Justice

# When words aren't enough

Service Design in Government  
6 March 2019, Edinburgh



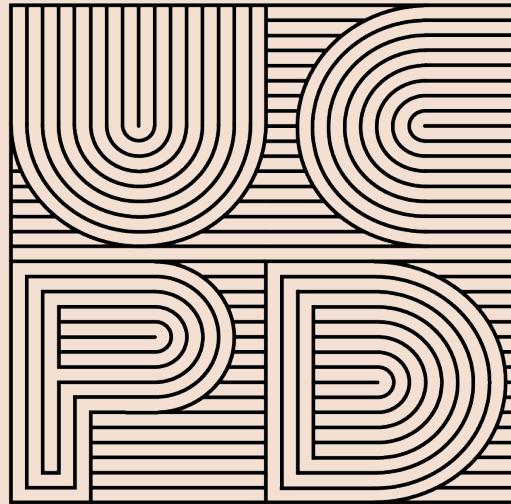
**Amanda Kerry**  
Content designer  
Ministry of Justice  
[@amanda\\_kerry](https://twitter.com/amanda_kerry)



**Carolina Pizatto**  
Service designer  
Ministry of Justice  
[@carolpizatto](https://twitter.com/carolpizatto)



Ministry  
of Justice



User Centred Policy Design

# We've been applying user-centred design to policy making

Ground policy in the reality of people's lived experience

Avoid committing to untested solutions

Identify where digital can help achieve policy aims

Blog

# MOJ Digital & Technology

Organisations: [Ministry of Justice](#)

## What has User Centred Policy Design achieved in the MOJ?

[Jack Collier](#), 27 February 2019 - [Design](#), [Digital skills](#), [Our services](#), [User centred policy design](#)

Since 2016 I have been doing my dream job - working with policy officials to build policy in a user-centred way. In fact, I'd been desperate to do this job since working in a policy role in Climate Change.

**The job of a policy maker is hard** - How do you design for people when you have so many hoops to jump through? You must consider almost every risk - is the policy likely to have a disproportionate impact on one demographic? Is

Search blog



### MOJ Digital & Technology

A blog about using digital and technology to transform services in the justice system.

[More about MOJ Digital & Technology](#)

We are hiring  
Come and join us >

Categories

# Objectives for the session

- Share MOJ experiments on alternative content formats
- Interact with our experiments
- Playback our learnings
- Raise a discussion on the use of alternative formats in government

# Agenda

- 5' Case study
- 5' Try them out
- 10' Learnings
- 25' Discussion
- 10' Q&A

# Users

l



**Most of our users only interact with  
the justice system when in a moment  
of 'crisis'.**

When words aren't enough

**Our users are looking for help  
elsewhere.**

**Our users aren't looking for our content, don't want to read it but would benefit from doing so.**

# What do you do when your audience is hard to reach?

When words aren't enough

**GOV.UK is doing great for the vast  
majority, but we're dealing with  
edge cases.**

When words aren't enough

# **~50,000 parents who go to court about custody of their children**

Most parents in court are under 34 years old

The most common age for a child in court is 4

53% don't have a lawyer or access to legal advice

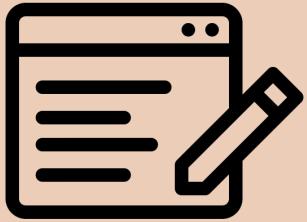
25% of women will experience domestic abuse in their lifetime

## As a result, our users are:

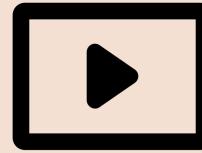
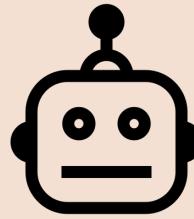
- using services that aren't appropriate for them
- struggling to find relevant information to solve their issues

Could we provide  
information in  
different formats?

When words aren't enough



Mainstream



Alternative

## What we wanted to test

If parents ‘in crisis’ receive information in a different format, they’re more likely to engage with the content and find relevant information to solve their issues.

We uses cookies to make the site simpler. [Find out more about cookies](#)

**GOV.UK** Get help with child arrangements

Tell us what you think  
Help make this guide better for separated parents by giving your feedback

**BETA** This is the first version of the guide

## Get help with child arrangements

Use this guide if you need to make or change child arrangements (also known as contact, access or custody) with the other parent. For example, you may need to decide where your children will live or rearrange the times they see you.

This guide contains help on:

- Preparing to make arrangements**  
Includes information on where to find emotional support and how to put your children's needs first.
- Reaching an agreement**  
Includes information on the different options you can use (such as mediation) to help you make an arrangement.

Powered by [Landbot.io](#)

**GOV.UK** Get help with child arrangements

Tell us what you think  
Help make this guide better for separated parents by giving your feedback

**BETA** This is the first version of the guide

## Get help with child arrangements

Use this guide if you need to make or change child arrangements (also known as contact, access or custody) with the other parent. For example, you may need to decide where your children will live or rearrange the times they see you.

This guide contains help on:

- Preparing to make arrangements**  
Includes information on where to find emotional support and how to put your children's needs first.
- Reaching an agreement**  
Includes information on the different options you can use (such as mediation) to help you make an arrangement.

This audio guide is new – [tell us what you think](#)

**GOV.UK** Get help with child arrangements

Tell us what you think  
Help make this guide better for separated parents by giving your feedback

**BETA** This is the first version of the guide

## Get help with child arrangements

Use this guide if you need to make or change child arrangements (also known as contact, access or custody) with the other parent. For example, you may need to decide where your children will live or rearrange the times they see you.

This guide contains help on:

- Preparing to make arrangements**  
Includes information on where to find emotional support and how to put your children's needs first.
- Reaching an agreement**  
Includes information on the different options you can use (such as mediation) to help you make an arrangement.

This video is new – [tell us what you think](#)

> [Transcript of 'Make child arrangements' video](#)

**GOV.UK** Get help with child arrangements

Tell us what you think  
Help make this guide better for separated parents by giving your feedback

**BETA** This is the first version of the guide

## Get help with child arrangements

Use this guide if you need to make or change child arrangements (also known as contact, access or custody) with the other parent. For example, you may need to decide where your children will live or rearrange the times they see you.

This guide contains help on:

- Preparing to make arrangements**  
Includes information on where to find emotional support and how to put your children's needs first.
- Reaching an agreement**  
Includes information on the different options you can use (such as mediation) to help you make an arrangement.

Sign up for tips on how to prepare to make child arrangements, guidance on what your options are and videos of what's involved.

[Sign up now >](#)

This email service is new – [tell us what you think](#)

- ~ 12 days each
- ~ 1,500 users within the timeframe
- ~ 125 unique visitors per day
- + 5 usability tests in lab environment

# Is there a preferred format for users ‘in crisis’?

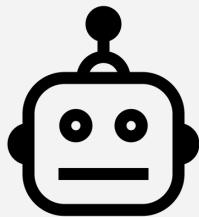
When words aren't enough

# Try them out

## Try them out [5 mins]

1. Get your devices ready!
2. Choose an experiment to take a look at
3. Talk to the others around you

When words aren't enough



Chatbot

[bit.ly/moj-chatbot](https://bit.ly/moj-chatbot)



Video

[bit.ly/moj-video](https://bit.ly/moj-video)



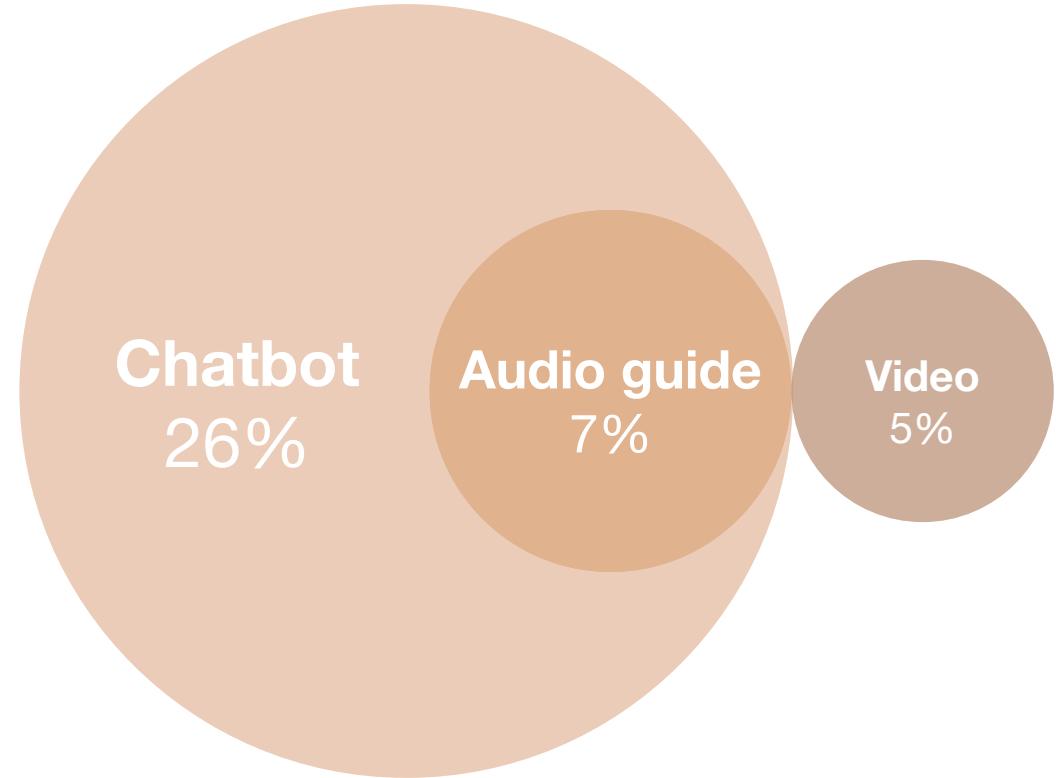
Audio Guide

[bit.ly/moj-audio](https://bit.ly/moj-audio)

# How did the different content formats perform?

# Engagement rate

% of users who exchange at least one input with the format



## Our findings for chatbots

- Set expectations as early as you can so that users know what the thing can and can't do
- Write conversations, not webpages
- Have the AI knowledge base to pull out relevant information based on users' specific situation
- Having enough content to cover all bases can be tricky
- Provide alternatives: have an instantly available option for those who can't wait
- Anticipate user's goals and think about the shortest way of providing the information

## Our findings for videos

- Video might be perceived as low value so highlight its benefits on the thumbnail
- Tested well on giving a “great summary” in a short time
- Graphics “helps visualise things”
- Linear flow means users may learn about new options
- But also means people can become frustrated or bored
- Use it a product to promote your content where your users already are

## Our findings for audio

- Allow users to choose tracks they're interested in
- Split your content in different tracks to measure engagement separately

**People were pleasantly surprised to  
see government trying something new  
(not just flat text pages)**

When words aren't enough

# What could we do better?

# What could we do better?

- Our testing platform might be biased
- Our numbers are low
- We need to do better with qualitative research across all formats
- We had difficulties to make alternative formats accessible

## Back to our hypothesis...

If parents 'in crisis' receive information in a different format, they ~~are more likely to~~ **may** engage with the content ~~and find relevant information to solve their issues~~ **but need support and advice on their specific situation.**

When words aren't enough

# How has this informed further work?

**Tell us what you think**Help make this guide better for separated parents by [giving your feedback](#)**BETA** This is the first version of the guide

# Get help with child arrangements

Use this guide if you need to make or change child arrangements (also known as contact, access or custody) with the other parent. For example, you may need to decide where your children will live or rearrange the times they see you.

This guide contains help on:

## Preparing to make arrangements

Includes information on where to find emotional support and how to put your children's needs first.

## Reaching an agreement

Includes information on the different options you can use (such as mediation) to help you make an arrangement.

## Preparing to make arrangements

### Putting your children first

The needs of your children should come first when you make child arrangements with the other parent.

Most children will feel more secure if they have regular contact with their parents and know where to get extra support if they need it. If they understand the situation you should involve them in the decision-making.

### Your parental responsibility

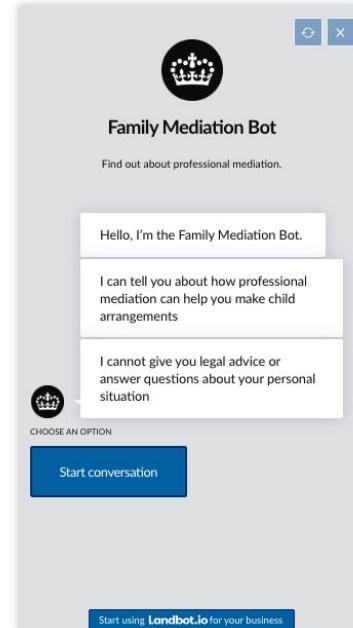
Parental responsibility is a term that means you have legal rights and duties

#### Get information on

- involving your children in decisions
- arranging times your children spend with you
- supporting and protecting your children

#### Get information on

- what parental responsibility is
- how to manage it



The screenshot shows a chat window titled "Family Mediation Bot". At the top, there is a small icon of a crown and two blue buttons for closing or minimizing the window. Below the title, a message says "Find out about professional mediation." The main conversation area starts with "Hello, I'm the Family Mediation Bot." followed by "I can tell you about how professional mediation can help you make child arrangements". A third message states "I cannot give you legal advice or answer questions about your personal situation". At the bottom left, there is a "CHOOSE AN OPTION" button, and at the bottom right, a large blue "Start conversation" button. A small "X" button is located in the bottom right corner of the chat window.

Start using [Landbot.io](#) for your business



The image shows a mobile application screen with the following content:

**Your induction: step by step**

Click the next button to go through the information step by step or select anything from the list below you would like to read first.

1 Your day-to-day life at Wetherby  
Info:  
Your room and what's in it  
Your timetable  
The subjects you are learning and how they work  
Your safety

2 Who is who  
Info:  
Staff at Wetherby in a hierarchy. Diagrams are provided for your safety and are not to be reproduced without the owner's permission. A copy of each should be given to the head of year.  
There are several further charges, especially  
- Of course  
- Your student account - Cf  
- Individual timetables  
- Residential staff  
- Your examinations  
- Other role such as prefects

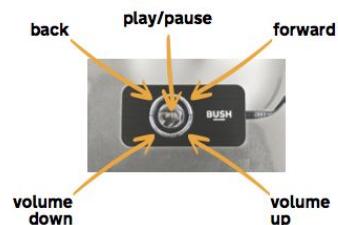
3 Your experience here at Wetherby  
Info:  
What you should expect to gain  
Your progress over other people's progress  
What you must do  
How performances are dealt with

4 How to do things  
Info:  
How you can make the most of the money system so that you can make cash and buy food independently  
Log on to the website  
Using a computer to log on  
How to get a bank account  
Getting on - receiving things  
How to hold and collect subjects  
Safeguarding - behaviour  
How to deal with money

and Things for you to remember  
Info:  
Your tutor's full name and number  
Your address and telephone number  
Your emergency contact  
The school calendar  
The next 2 weeks and beyond

## **Information for your first night**

## **How to use this MP3 player**



## Track list

- Track 1** | Introduction
  - Track 2** | Welcome to Wetherby
  - Track 3** | Where we are
  - Track 4** | Talking to friends and family
  - Track 5** | Your first night
  - Track 6** | Your induction week
  - Track 7** | Wake up, meals and free time
  - Track 8** | Your sentence or remand
  - Track 9** | Getting on at Wetherby

When words aren't enough

**What do you think  
about all this?**

# Discuss the use of alternative content formats in government [20 mins]

1. Each corner of the room has a question
2. Group around your preferred question
3. Write notes on post its
4. Move on to another questions if you'd like to
5. 3' for each group to playback main points with the room

- 1. What alternative content formats could be useful in your work?**
- 2. Do you agree with our findings?  
What would you add?**
- 3. Should government design standards include alternative formats?**

**When words aren't enough**

# **Flat content is dead.**

When words aren't enough

~~Flat content  
is dead.~~

**Users ‘in crisis’ might  
not engage with flat  
content and we need to  
provide alternatives.**

We don't know all the  
answers and we're  
keen to keep exploring.

# Alternative content formats for users ‘in crisis’

- Chatbots presented higher engagement
- But videos performed better in a lab environment
- People need not only information but also reassurance and guidance, and alternative content formats could contribute to providing these

When words aren't enough

# Questions?



Digital & Technology

@Justice\_Digital

Following

Are you a passionate advocate of user-centred design & how it can improve policy making? We've an exciting role for a Service Owner to head up our User-Centred Policy Design team. If you want to work in an amazing and rewarding team then take a look



Justice Digital and Technology is looking for a great Servic...

Justice Digital and Technology is looking for a great Service Owner, London. Learn more or Jobvite a friend.

[jobs.jobvite.com](http://jobs.jobvite.com)

12:02 PM - 22 Feb 2019

11 Retweets 12 Likes



1

11

12

✉

When words aren't enough



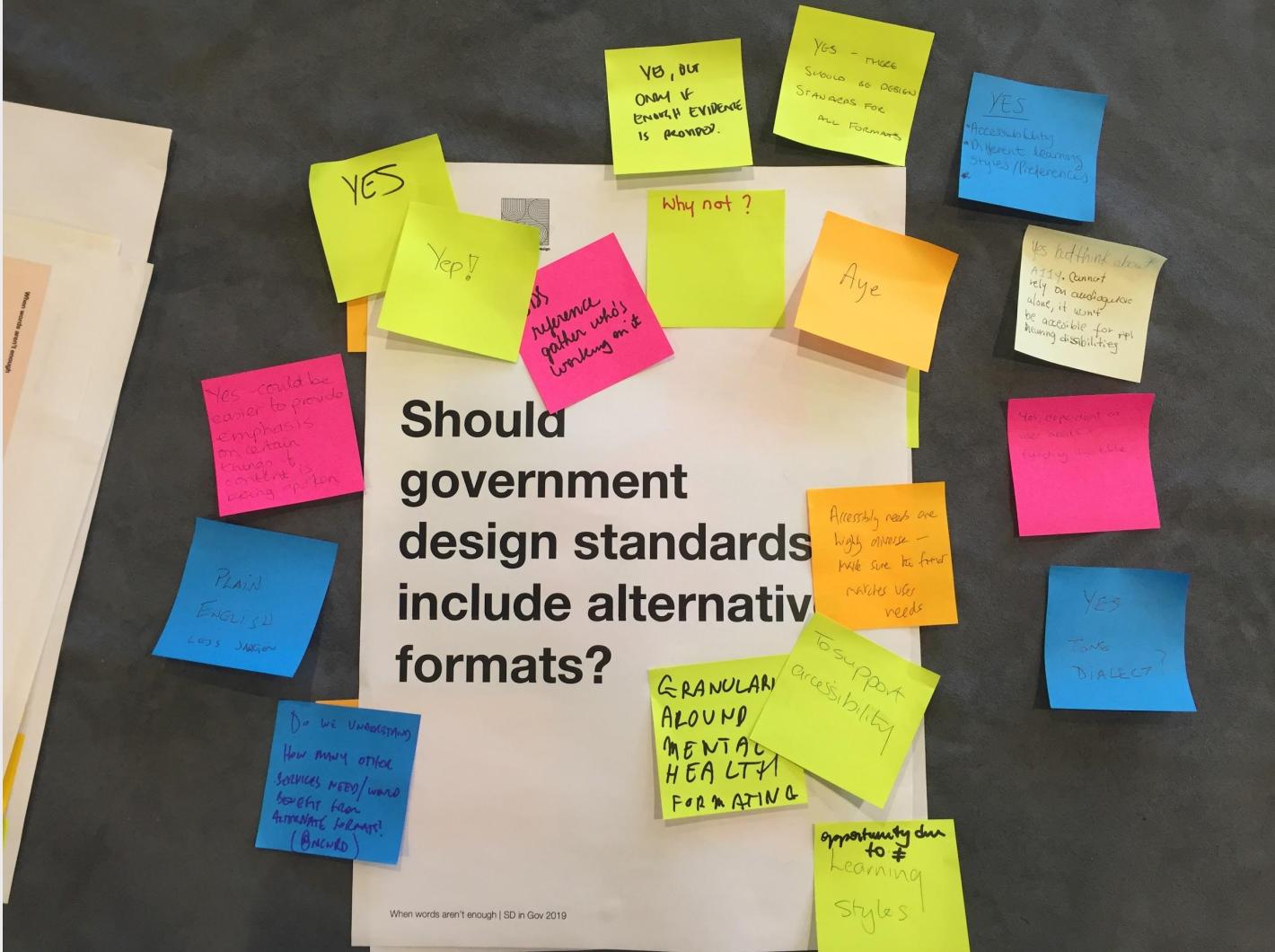
Ministry  
of Justice



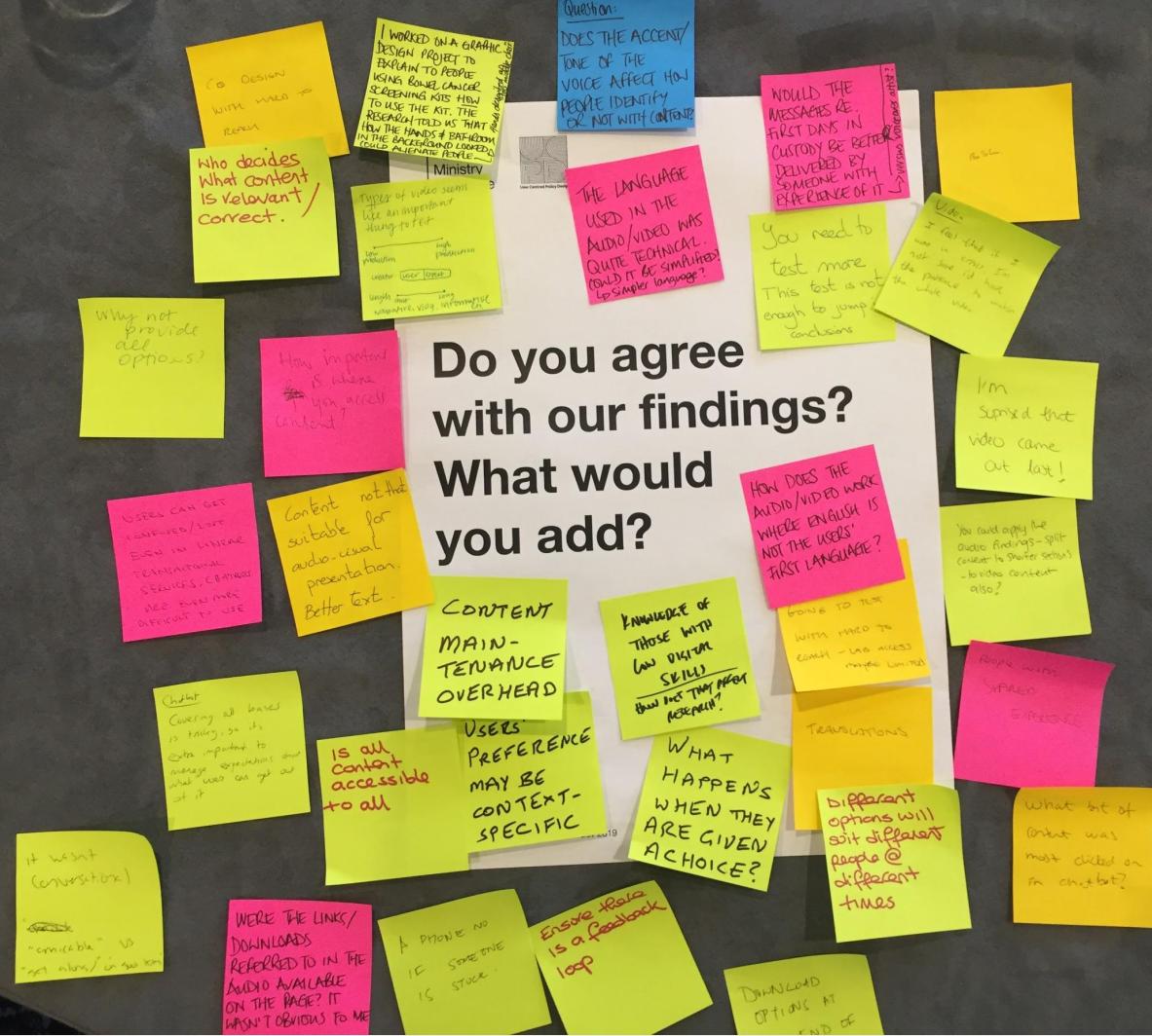
# Thank you!

Amanda Kerry & Carolina Pizatto

# Should government design standards include alternative formats?



# Do you agree with our findings? What would you add?



## What alternative content formats could be useful in your work?

Simple, engaging  
animation /  
universal language

## ALTERNATIVE LANGUAGES

Live video for  
shortlisting marksmen  
and after sending  
plans out to sites

chatbot  
live  
chat

short  
animation  
videos

NHS  
Digital

Animation  
Probably more  
effortless than  
Video

Visual language  
non-linguistic  
visual form

VOICE  
'ALEXA)

No calling it a cat  
give it name  
and face (part of  
robot or similar) so  
people know first  
is not a real person

Ministry  
of Justice

## FLOW CHARTS

13

1

Retenues

Page  
Five

clut

1

1

1