

# Ideas to prototype in Alpha

With rationale on why to test these ideas

Help users get a better user experience by using tried and tested GDS patterns

Learn from the research and experience of other service teams and avoid repeating work that's already been done.

13: [Make the user experience consistent with GOV.UK](#)

Design assessor

Not met

Areas of good practice
Started with <a href="#">GOV.UK</a> design patterns despite building a service which will not sit on <a href="#">GOV.UK</a>



Areas of improvements - What the team must do before next assessment
<p>Test the <a href="#">one thing per page pattern</a> more conclusively</p> <p>Starting with one thing on a page helps people to:</p> <ul style="list-style-type: none"><li>• understand what you’re asking them to do</li><li>• focus on the specific question and its answer</li><li>• find their way through an unfamiliar process</li><li>• use the service on a mobile device</li><li>• recover easily from form errors</li></ul> <p>It also helps you to:</p> <ul style="list-style-type: none"><li>• save a user’s answers automatically as they go</li><li>• capture analytics about each question</li><li>• handle branching questions and loops</li></ul> <p>This service does not need to be completely consistent with <a href="#">GOV.UK</a> styles, but currently it isn’t consistent with itself. Part way through the service changes colour and page layout, which the team explained is to indicate to lawyers that this is a technically a different form. The panel were unconvinced that this need is met by this change. The team should find a clearer way of meeting this need, such as indicating in the header which form this webpage technically counts towards.</p> <p>This was a particularly concerning point of the assessment as it seemed this decision had been driven more by stakeholder wants than real user needs found in user research.</p> <p>Consider building an internal ACAS Design System which documents how ACAS builds on the <a href="#">GOV.UK</a> Design System to ensure ACAS services are consistent with each other as the site grows.</p>

12: [Make sure users succeed first time](#) Not met

Design assessor

Areas of good practice
The service explains what it is and what it does on it’s start page.
The team have been using research and analytics to inform some changes to the service (however, as noted below there is more work to do on this testing and validating).
Users can choose to use the service over the phone if they need to.
The team have a good understanding of how the online service affects the rest of the process – They have made sure that the information collected on the form is useful to the conciliators involved in the next stage of the process.

Areas of improvements - What the team must do before next assessment
<p>The majority of users do not succeed first time – There is a overall completion rate of 18.5% which is very low. (The panel notes that the dropout largely comes from the ‘Form 1’ section of the service.)</p> <p>This is partially caused by the fact that the team are measuring their completion rate from the Start page rather than after the user clicks the Start button, as is <a href="#">standard practice</a>. But the highest dropout is actually on the second page of the service, which is very unusual.</p> <p>The team have hypothesised that this is because people are checking out the service to possibly use it later and gathered survey results which validate this hypothesis, but the sample size is very low (14 respondents). As it’s very unusual to see such a high dropout on the second page of a government service, it seems possible this is not actually the cause and further data is needed in order to validate the hypothesis.</p> <p>The team needs to find out what is making users drop out of the journey at that stage. If people are dropping out for good reasons like the ones gathered so far (the service isn’t for them or they realise they might want to do it later), this shows that there is a user need that isn’t being addressed clearly on the start page so further is needed there, perhaps by indicating more clearly who the service is for and how long it will take for example. The team should look at other start pages on <a href="#">gov.uk</a> for ideas on how to communicate this information clearly.</p> <p>Gain clarity within the team about the purpose of the page with the question “Are you interested in finding a solution to your dispute?” and then make sure whatever the purpose is, it is being properly met. Currently, it is not clear what the page is for especially as the name of the service is “Find a solution to a dispute”.</p> <p>It seems that the user need here is to be able to make an informed choice about what they want to happen next. The service needs to explain to users clearly the difference between going straight to a tribunal and trying to find a solution with Acas’ help outside of tribunal. The page makes some effort to explain this, but that content is overshadowed by the poorly worded question.</p> <p>The team should consider if the service can be clearer about the two different needs it meets upfront. (Starting a conciliation process with Acas and getting a certificate to take someone to a tribunal.)</p>

Make the service work fully without JavaScript. <a href="#">Don’t assume users turn off javascript</a> .
Continue to work with content design to further remove jargon and use more accessible language. The content still uses far too much language which would only be understandable by experts. For example, the word ‘conciliate’ is used heavily throughout the service.
There are also unnecessary words in the content which add further cognitive load for users. For example, on the first page “You complete and send this form to tell Acas that you:” could be “Use this service to tell Acas about a:” which would be more consistent with the <a href="#">GOV.UK</a> Style Guide.
The team needs to evidence that users who need the service can find it from the different routes that they use, including from a search engine, <a href="#">GOV.UK</a> and Citizen’s Advice.
The service failed their DAC accessibility audit. The service is legally obliged to be WCAG 2.1 AA compliant before 22nd September 2019, but should address these issues to meet the Service Standard before then. The team have assured the panel that the issues highlighted in the DAC report have now been addressed, but before the next assessment the team should get another audit to confirm this.

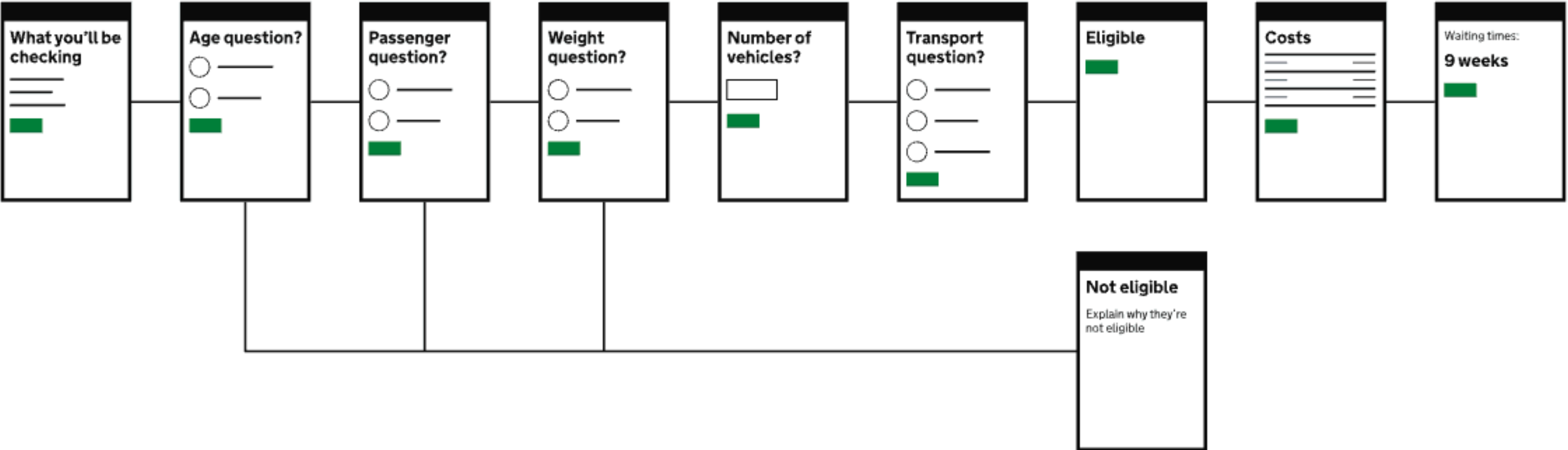
Help users to check if this service is suitable

Interactive form, which uses decision tree, to channel users to right direction, by checking if they're eligible to use your service resulting in **reduced invalid or out of time cases.**

Introduction

Questions

Results



**“We need to filter out frivolous  
vexatious or unreasonable claims at  
the outset.”**

Source internal survey S4



Help users to check answers with better check my answers page

GDS pattern lets users review and undo mistakes more efficiently. Better presentation and usability as users can make a change to answer without have to having go back through all the pages in the form.

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## Check your answers before sending your application

### Personal details

Name	Sarah Philips	<a href="#">Change</a>
Date of birth	5 January 1978	<a href="#">Change</a>
Address	72 Guild Street London SE23 6FH	<a href="#">Change</a>
Contact details	07700 900457  sarah.phillips@example.co m	<a href="#">Change</a>

### Application details

Previous application number	502135326	<a href="#">Change</a>
Licence type	For personal use	<a href="#">Change</a>
Home address	72 Guild Street London SE23 6FH	<a href="#">Change</a>
Licence period	Valid for 6 months	<a href="#">Change</a>

### Now send your application

By submitting this application you are confirming that, to the best of your knowledge, the details you are providing are correct.

Accept and send



Help users to understand all the tasks they need to complete by using GDS task list pattern

By using the GDS task list pattern we will using tried and pattern, which tells users which section in the form is completed, which is under progress and which section still needs to completed.

# Service name goes here

## Application incomplete

You have completed 3 of 8 sections.

### 1. Check before you start

[Check eligibility](#)

COMPLETED

[Read declaration](#)

COMPLETED

### 2. Prepare application

[Company information](#)

COMPLETED

[Your contact details](#)

IN PROGRESS

[List convictions](#)

NOT STARTED

Provide financial evidence

CANNOT START YET

Give medical information

CANNOT START YET

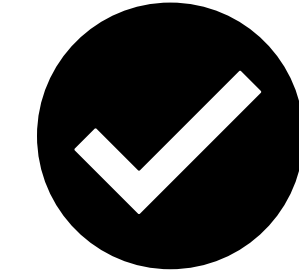
### 3. Apply

Submit and pay

CANNOT START YET

Help users to correct mistakes by using GDS patterns for error handling

By using GDS patterns for error handling, we will use tried and pattern, which tells users which section in the form is completed, which is under progress and which section still needs to be completed.



**Find a solution to your employment dispute**

- ✕

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You must complete and send a separate form for each organisation or individual you are claiming against. You can only give us the name of one organisation or individual on this form.

Most claims are against an organisation, for example a company, rather than an individual.

- Address line 1

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Early conciliation notification form

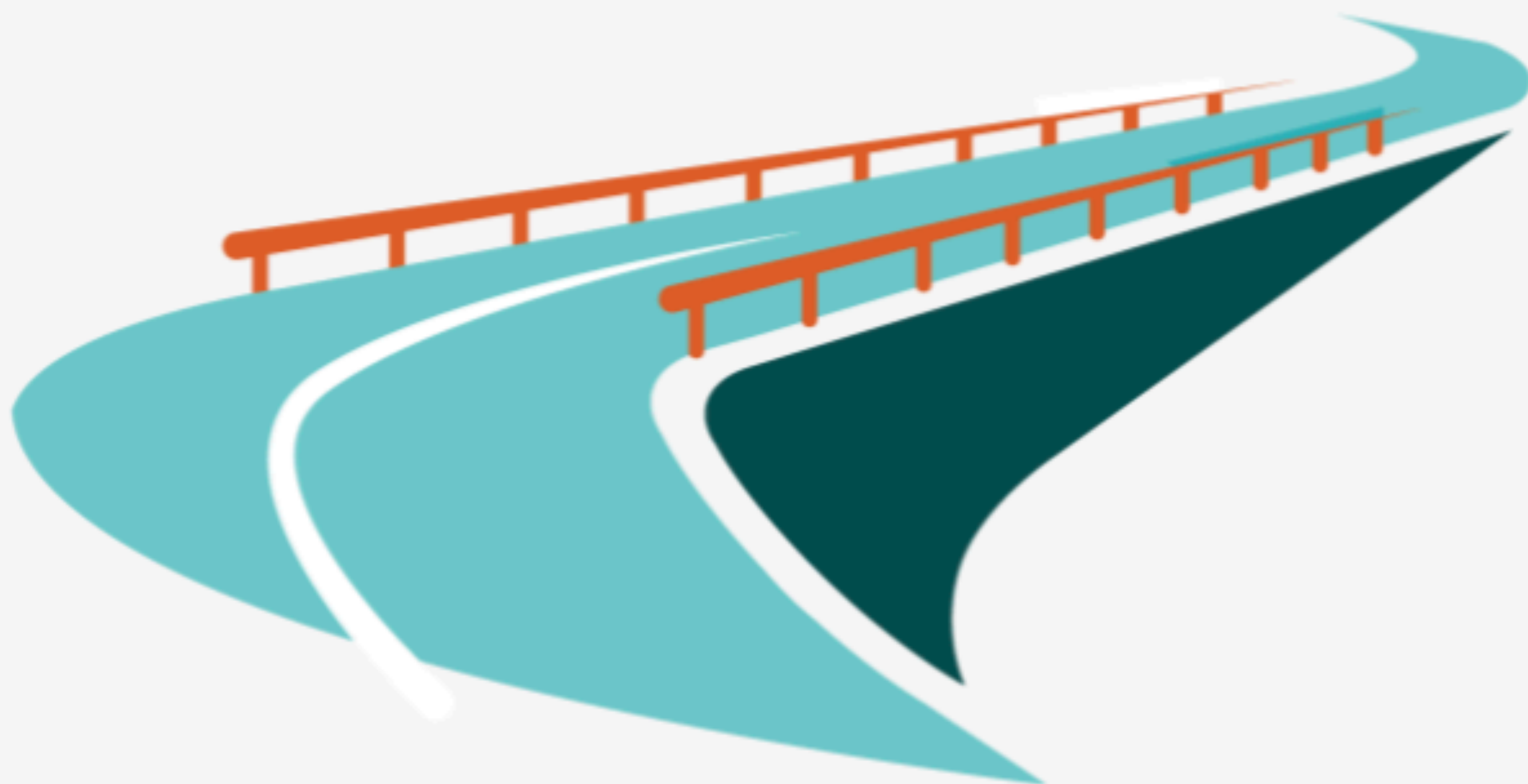
**acas** working  
for everyone

## Cookies

### Accessibility

Help users save time and reduce mistakes by offering business name and address lookup

By using the business name and address lookup, we can save the time that users would need to find and enter employer's correct legal name and address. We could also reduce potential errors that could happen when user enter employer name and address.





Help users to stay informed about the case status with a dashboard

By using as dashboard we help users lets a user know where they are in the conciliation process and avoid too many phones calls from 'needy' (maybe unrepresented) customers that are anxious.

CASE STATUS:

WAITING ON RESPONSE FROM  
YOUR EMPLOYER (RESPONDENT)



WHAT TO EXPECT:

=====

TO DO:

- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- \_\_\_\_\_

Help users to get visibility of all the steps in the process so they know what to expect.

Consider using start page with step by step navigation to give users visibility of all the steps in the process so they know what to expect.

Please watch GDS video on how this pattern has been used across government to improve user experience, save time and money.

<https://www.youtube.com/watch?v=I5gP62TX8aQ>

# Building step by step journeys into GOV.UK



GOV.UK

Part of

[Get 30 hours free childcare: step  
by step](#)

[Show all](#)

- 1 Check you're eligible**  
[Hide](#)  
Check if you're eligible for 30 hours  
free childcare  
[Find out what types of childcare you  
can use](#)
- 2 Check if you'll be better off**  
[Show](#)
- 3 Apply for 30 hours free  
childcare**  
[Show](#)

# User needs, pain-points, evidence and opportunities

[https://miro.com/app/board/o9J\\_lmKcXHc=/?invite\\_link\\_id=919763344598](https://miro.com/app/board/o9J_lmKcXHc=/?invite_link_id=919763344598)

