



Digital Inclusion

The vulnerable

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@imranyounis

Insights and actionable takeaways

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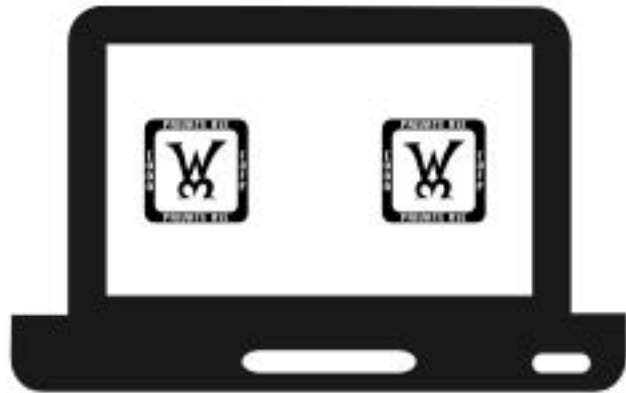
**Let's focus on benefits,
not features**

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Typical service



**Costly, requirements upfront,
adhering to legal and policy**



**When launched,
unhappy and angry customers**

When user feedback is too late



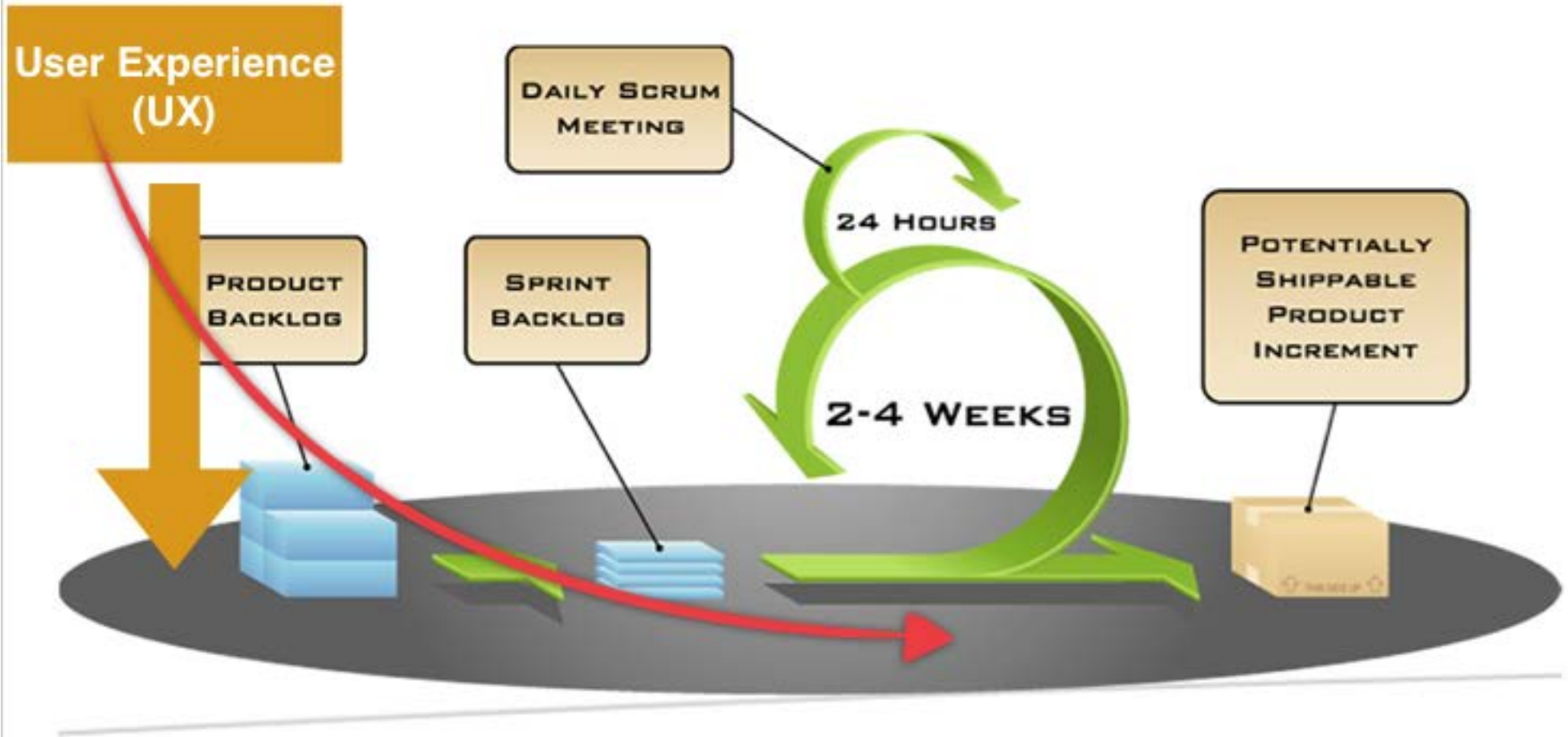
Spinal Tap

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Agile



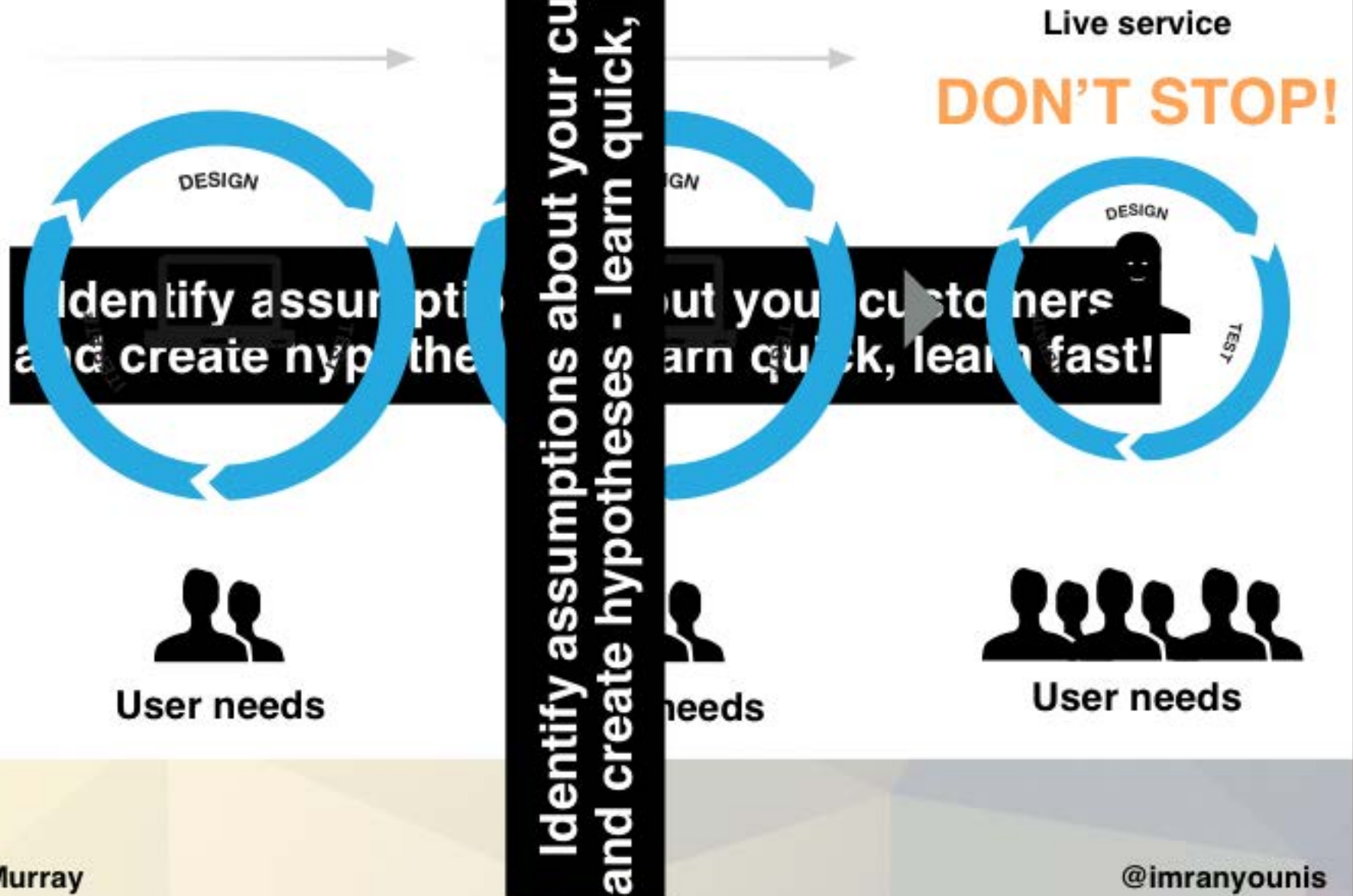
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Agile and Lean UX



Guerrilla Research G.O.O.B.



**Pop-up testing
(Webcam)**

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**Lab-based user
research**

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Let's do a little *experiment*



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Where did the user struggle?

More about you

This field is required

* Have you had a Partner/Spouse at any time since your claim date: 15/08/2013?

Yes No

If you have separated from your Partner / Spouse since the date you want to claim Carers Allowance from please tick 'Yes'

This field is required

* Have you been on a course of education since your claim date: 15/08/2013?

Yes No

This field is required

* Do you get State Pension?

Yes No

Clue...

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Chrome File Edit View History Bookmarks Window Help

More about you - About

https://devnightly.3cbeta.co.uk/about-you/more-about-you

✓ Your claim date: 15/08/2013 [Change these answers](#)

There was a problem submitting the form

Please fix the following:

- Have you had a Partner/Spouse at any time since your claim date? - This field is required
- Have you been on a course of education since your claim date? - This field is required
- Do you get State Pension? - This field is required

Fields marked with * are mandatory

More about you

This field is required

* Have you had a Partner/Spouse at any time since your claim date: 15/08/2013?

Yes No

If you have separated from your Partner / Spouse since the date you want to claim Carers Allowance from please tick "Yes"

This field is required


* Have you been on a course of education since your claim date: 15/08/2013?

Yes No

This field is required

* Do you get State Pension?

Yes No



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Actionable takeaways

Actionable takeaway...

Communicate in a simple way that users understand

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What is wrong with this form?

What is wrong with this form?

GOV.UK State Pension **ALPHA**

ALPHA: This is a prototype. You cannot claim State Pension using this service.

Security Details About You Employment Pay Details Declaration

Security details

National Insurance number

Enter your National Insurance (NI) number below

[What does this mean?](#)

Next

Helodesk [Privacy & Cookies](#) Built by Department for Work & Pensions © Crown Copyright

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Clue

Clue...



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What is wrong with this form?

What is wrong with this form?

The screenshot shows a web browser window displaying a GOV.UK form for the State Pension (Alpha). The browser's address bar shows the URL `localhost:8888/STP/1/about/1.html`. The page header includes the GOV.UK logo and the text "State Pension ALPHA". A pink banner at the top of the form content reads: "ALPHA: This is a prototype. You cannot claim State Pension using this service." Below this is a progress indicator with five steps: "Security Details" (active), "About You", "Employment", "Pay Details", and "Declaration". The main heading is "Security details". Underneath, it says "National Insurance number" and "Enter your National Insurance (NI) number below". The input field contains the characters "AB 12 34 56" and a cursor. A link "What does this mean?" is positioned below the input field. A green "Next" button is located below the input field. At the bottom of the page, there is a footer with links for "Helpdesk", "Privacy & Cookies", and "Built by Department for Work & Pensions", along with the text "© Crown Copyright". A large black rectangular area is present in the bottom right corner of the form's content area.

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Actionable takeaway...

Accountable takeaways

**Questions should be questions,
statements should be statements**

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What's missing?

What's missing?

GOV.UK State Pension ALPHA

ALPHA: This is a prototype. You cannot claim State Pension using this service.

Progress: Security Details (complete) | About You (complete) | **Employment** | Pay Details | Declaration

Employment History


Paid employment

Have you paid any National Insurance contributions in the last two years before reaching State Pension age?

Yes No

Are you going to work after you reach State Pension age?

Yes No



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Clue...

**I REALLY
DON'T
KNOW**

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What's missing?

Chrome File Edit View History Bookmarks Window Help
localhost:8888/STP/2/employment/1.html

GOV.UK State Pension ALPHA

ALPHA: This is a prototype. You cannot claim State Pension using this service.

Security Details About You **Employment** Pay Details Declaration

Employment History

Paid employment

Have you paid any National Insurance contributions in the last two years before reaching State Pension age?


Yes No

During this period were you?

Employed
 Self-employed
 Both

Are you going to work after you reach State Pension age?

Yes No



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Actionable takeaway...

**Avoid cognitive barriers,
which will result in
potential abandonment**

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User research techniques



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Actionable takeaway...

**When screening your users,
ask about device preferences**

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How to conduct user research

When conducting user research have a skilled facilitator and observer (anyone in the team)

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Customer insights



Affinity Sorting





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Gathering insights

Sharpie and post-its

Observations

Things you observed during the user research

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Themes

- People who were...
- Some people...
- Assumptions...

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Actions

- Investigate
- Design challenge
- Iterate on...
- Implement...
- Hypotheses...

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Actionable takeaway...

**Anyone can help.
Did your hypotheses work?**

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Actionable takeaway...

Turns user research into user stories

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Playback to the business

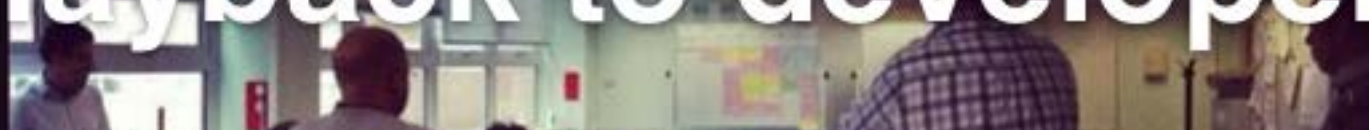


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Playback to developers





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Actionable takeaway...

Being transparent Appropriate level of detail

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Standards

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Accessibility

About your employment



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Accessibility and Ethnographic Research

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Actionable takeaway...

WCAG 2.0 (Level AA)
**WAI-ARIA - more accessible for
people**

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Responsive Design



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Actionable takeaway...

Mobile-first Progressive enhancement Bake in from the outset

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A photograph of a person lying on their back on a wooden floor. They are wearing dark blue jeans and green slippers. The text "Bring your own device" is overlaid in white on the image.

Bring your own device

A photograph of a woman with blonde hair smiling, looking down at several mobile devices (laptops, tablets, and smartphones) scattered on a wooden table. The devices are in various orientations, some open and some closed. The background is a light-colored wooden surface.

Cheap user testing
Multi device coverage
Generate wider involvement

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Externalise Text

product message



s1.longName

s1.g1

of g1 help1

s1.g1.help2

of g1 help3

s1.g1.help4

of g1 help5

s1.g1.help6

s1.g1.help7

of g1 help8

of g1 help9

s1.g1.help10

label.yes1

label.no

button.save

b



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Actionable takeaway...

Minimal impact Definition of done

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Cost per transaction down



Paper forms



Customer Service Agents



Call centres



Digital service

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Vulnerable groups

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Health and Safety Executive Asbestos App

4,500 deaths in the UK each year

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HSE > Guidance > Topics > Asbestos > Working with asbestos > Asbestos essentials

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Asbestos

- Asbestos basics
- Managing and working with asbestos
 - Control of Asbestos Regulations 2012
 - The duty to manage asbestos

Asbestos essentials

Asbestos Essentials is a task manual for building, maintenance and allied trades on how to safely carry out non-licensed work involving asbestos.

- Work with asbestos cement (AC) (non-licensed)
- Working with textured coatings (TC) containing asbestos (non-licensed)
- Strictly controlled minor work on Asbestos Insulating Board (AIB)

Resources

- AG: Advice to managers and site visitors on Asbestos essentials
- EM1: What to do if you discover or damage materials that may

- A5. Clearing light fittings attached to asbestos insulating board
- A6. Repairing minor damage to asbestos insulating board
- A7. Painting undamaged asbestos insulating board

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Safe work with undamaged asbestos materials

- A8. Enclosing undamaged asbestos materials to prevent impact damage
- A20. Laying cables in areas containing undamaged asbestos materials
- A34. Removing pins and nails from an asbestos insulating board panel

[Back to top](#)

Removal and replacement of other asbestos containing materials

- A17. Removing asbestos paper linings
- A18. Removing asbestos friction linings
- A19. Removing asbestos fire insulation

- Safe work with undamaged asbestos materials
- Removal and replacement of other asbestos containing materials
- Fly-tipped waste
- Equipment and method sheets

Asbestos essentials task sheets

For advice on when and how you should use these sheets make sure you print out and read [AC1 - Advice on Non-licensed work with Asbestos](#)

Work with asbestos cement (AC) (non-licensed)

- AC6 Drilling holes in asbestos cement and other highly bonded materials
- AC10 Clearing debris from gutters on an asbestos cement roof
- AC11 Removing asbestos cement debris
- AC12 Clearing weathered asbestos cement roofing and cladding
- AC13 Repairing damaged asbestos cement
- AC14 Removing asbestos cement sheets, gutters, etc. and dismantling a small asbestos cement structure
- AC15 Removing asbestos cement or reinforced plastic product e.g. tank, duct, water cistern
- AC16 Painting asbestos cement sheets
- AC20 Replacing an asbestos cement flue or duct
- AC26 Removing an asbestos cement panel outside, inside or beneath a window

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Working with textured coatings (TC) containing asbestos (non-licensed)

- AC28 Drilling and boring through textured coatings
- AC27 Inserting and removing screws through textured coatings
- AC29 Removing textured coating from a small area e.g. 1 square metre
- AC25 Clearing up debris following collapse of a ceiling or wall covered with textured coating

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Strictly controlled minor work on Asbestos Insulating Board (AIB)

- A1 Drilling holes in asbestos insulating board
- A2 Removing a single (broken-in) asbestos insulating board ceiling tile
- A3 Removing a door with asbestos insulating board freighting
- A4 Removing a single asbestos insulating board panel less than 1m², fixed in with nails or screws
- A6 Clearing light fittings attached to asbestos insulating board
- A5 Repairing minor damage to asbestos insulating board
- A7 Painting undamaged asbestos insulating board

contain asbestos

EM2 Training

Asbestos License Assessment Guide (ALAARG)

[More resources](#)

See also

- Asbestosis - Where can you find asbestos?
- What does asbestos look like?

- A19 Removing an asbestos fire blanket
- A21 Removing asbestos-containing bituminous products
- A22 Removing metal cladding lined with asbestos-containing bitumen
- A23 Removing asbestos-containing floor tiles and mastic
- A24 Removing flexible asbestos duct connectors (gallens)
- A25 Removing compressed asbestos fibre gaskets and asbestos rope seals
- A30 Removing an asbestos-containing 'air shield' from electrical switchgear
- A31 Removing a single asbestos-containing gas or electric heater
- A32 Replacing an asbestos-containing part in a 'petrol' domestic appliance
- A33 Replacing an asbestos-containing fuse box or single fuse assembly
- A37 Removing asbestos-containing mastic, sealant, bedding, filler, putty or facing

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Fly-tipped waste

- AC8 Making safe and collecting fly-tipped asbestos waste

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Equipment and method sheets

- EM1. What to do if you uncover or damage materials that may contain asbestos
- EM2. Training
- EM3. Building and dismantling a mini-enclosure
- EM4. Using a class-H vacuum cleaner for asbestos
- EM5. Wetting asbestos materials
- EM6. Personal Protective Equipment (PPE)
- EM7. Using damp rags to clean surfaces of minor asbestos contamination
- EM8. Personal decontamination
- EM9. Disposal of asbestos waste
- EM10. Statement of cleanliness after textured coating removal

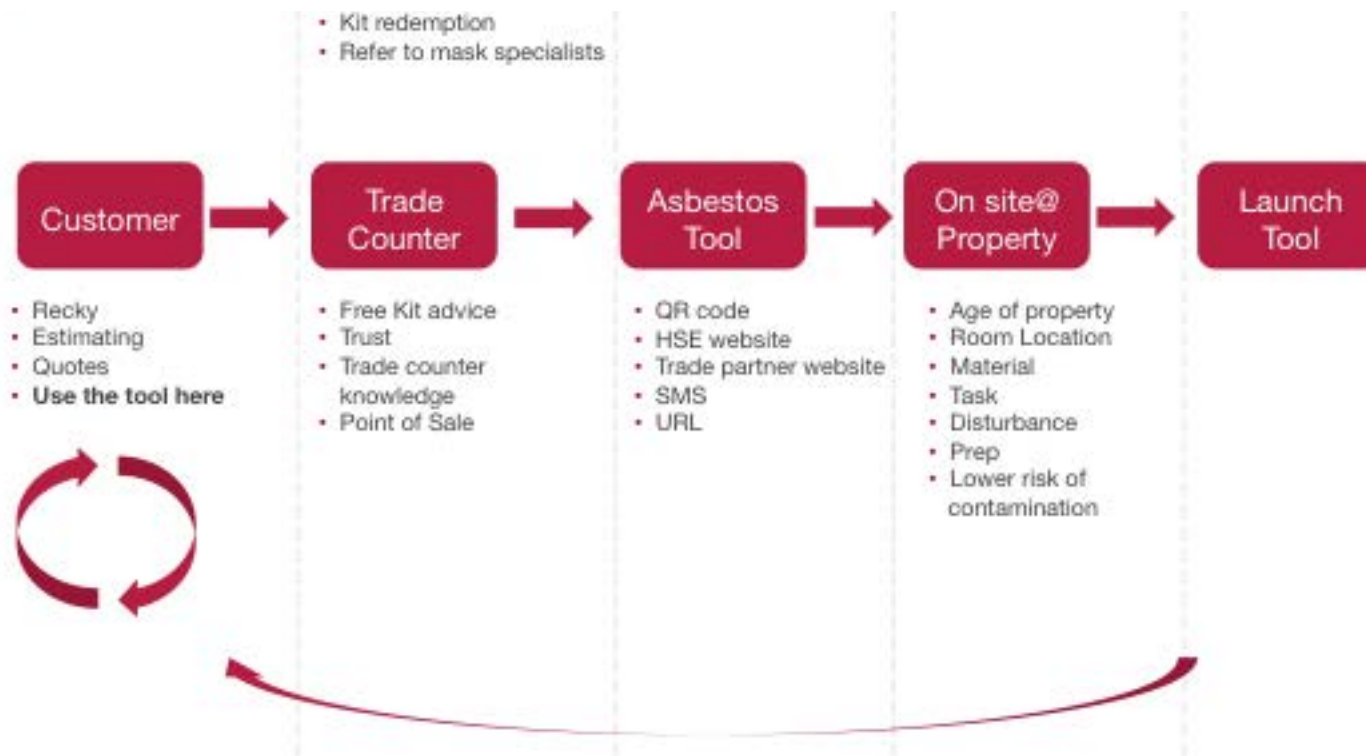
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Customer journey mapping

- Recommendation
- Call
- Online

- Buy materials
- Conversations
- Talk to other tradesmen

- Licensed /
- non licensed



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MVP - Mobile-first approach





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Misguided information



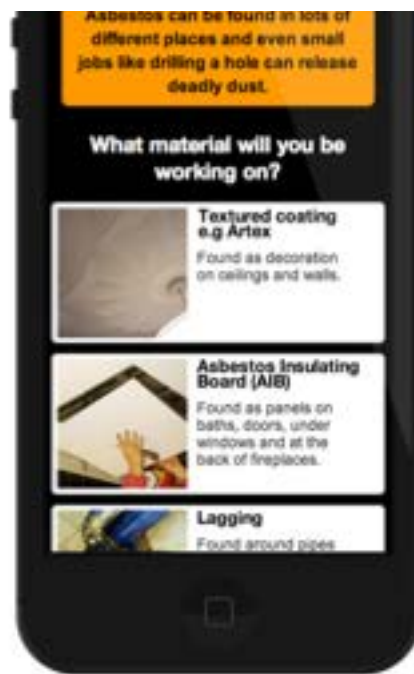
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Customer Journey





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Change in behaviour



Addresses can be found in millions of homes and buildings such as shops and offices.

Where will you be working?

Inside

Outside



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Actionable takeaway...

Internal cultural change Change in user behaviour Cost effective

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Empathise, not Sympathise



Declaration

This is my claim to State Pension

The declaration below sets out your legal responsibilities in respect of your claim.

- The information provided on this claim form is correct and complete as far as I know and believe.
- I will promptly notify the Department of a change in my circumstances, either by phoning 0845 60 60 265 or writing to the State Pension Service 15, Post Handling Site B, Wolverhampton, WV99 1AS.
- I understand that if I fail to notify the Department promptly of a change of circumstances which I know may affect my benefit entitlement, or if I knowingly make a false representation, then I may be liable to prosecution, or other action, or my benefit may be stopped.

Please tick this box to confirm that you understand and make the declarations above.

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Submit your claim



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Actionable takeaway...

**Empathise with your users
Understand customer
journey**

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Carer's Allowance Claim Form

Total questions

Total pages

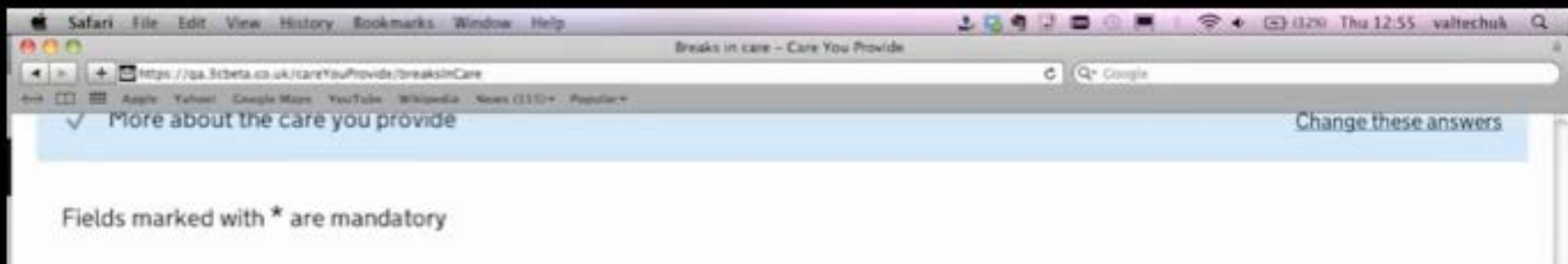
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Department for Work & Pensions

Carer's Allowance **Beta**

Listen to user needs



Breaks in Care

By break we mean time when, for any reason, you spent less than 35 hours a week caring for the person you look after. For example, if:

- They were in respite care, in hospital or on holiday without you, or
- You were in hospital or on holiday without them.

* Have you had any breaks in caring since 01/07/2012?

Yes

No

Back

Next

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Carer's Allowance Claim Optimisation

After 4 sprints

Total questions
(sprint zero)

330

Total questions
removed

-74

Total questions
post MVP

256



optimised by 22%

Total pages
(sprint zero)

67

Total pages
removed

-18

optimised by 27%

Total pages
(Post MVP)

49



Department for Work & Pensions

Carer's Allowance **Beta**

Carer's Allowance Claim Optimisation

Beta go live

Total questions
(sprint zero)

330

Total questions
removed

-135

Total questions
post MVP

195



optimised by 41%

Total question groups
(sprint zero)

67

Total question
groups removed

-28

optimised by 42%

Total question groups
(Post MVP)

39



Department for Work & Pensions

Carer's Allowance **Beta**

Actionable takeaway...

Challenge policy

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Questions?

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