Digital Diversity

@ValtechUK

#DigitalDiversity
Kevin Murray
Delivery Director

Lytham, UK

Imran Younis
User Experience Designer

Manchester, UK
The vulnerable
who will
Insights and actionable takeaways
This is not...
This is...
Typical service

Costly, requirements upfront, adhering to legal and policy

When launched, unhappy and angry customers
Agile

User Experience (UX)

Daily Scrum Meeting

24 Hours

2-4 Weeks

Potentially Shippable Product Increment

Product Backlog

Sprint Backlog
Lean agile and UX

Business rules, personas, assumptions and hypotheses

2 week Sprint

Don’t stop! Design > Test > Iterate > repeat

User needs

launch
Let’s do a little experiment
What is the user struggling with?

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
Actionable takeaway...

Communicate in a way that most users understand
What is wrong with this form?

Security details

National Insurance number

Enter your National Insurance (NI) number below

What does this mean?

Next
Questions should be questions, statements should be statements

Actionable takeaway...
Actionable takeaway...

Avoid cognitive barriers, which will result in potential abandonment
User research techniques

“"I don’t use a computer"
Actionable takeaway...

Simply ask the user their choice of device before starting your user research.
What is affinity sorting?

- Banana
- Apple
- Cucumber
- Tomato
- Lettuce
- Orange
Fruit

- Banana
- Apple
- Orange

Veg

- Cucumber
- Tomato
- Lettuce
Fruit

Banana

Apple

Orange

Tomato

Veg

Cucumber

Lettuce

Veg

Cucumber

Lettuce
Affinity Sorting
Observations

- Things you observed during the user research
- People who were...
  - Some people...
  - Assumptions...

Themes

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

Actions

Sharpie and post-its
Playback to the business
Playback to the developers
Standards
Actionable takeaway...

WCAG 2.0 (Level AA)
Use aria labels
Wave / ChromeVox Extensions
Test with Jaws, ZoomText, Dragon and MaGic
Responsive Design

Mobile-first Tablet Desktop

STANDARD
Bring your own device
Externalise Text
Welsh language

Amdanoch chi - y gofalwr

Eich dyddiad cais

Eich dyddiad cais - Help

Pryd ydych chi eisiau eich cais am Lwfans Gofalwr i ddechrau?
Er enghraifft, 27 Mehefin 2013

Dyddiad | Mis | BBBBB
--- | --- | ---
Nesaf

Yn ôl
Cost per transaction

Paper forms
Customer Service Agents
Call centres
Digital service
Vulnerable groups
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)
- 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 read A3: Advice on non-licensed work with Asbestos.

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

- A3. Drilling holes in asbestos cement and other highly bonded materials
- A10. Cleaning debris from guttering on an asbestos cement roof
- A11. Removing asbestos cement debris
- A12. Cleaning weathered asbestos cement cladding and cladding
- A13. Removing damaged asbestos cement
- A14. Removing asbestos cement sheets, gutters, etc. and dismantling a small asbestos cement structure
- A15. Removing asbestos cement or reinforced plastic product e.g. tank, duct, water cistern
- A16. Painting asbestos cement sheets
- A35. Replacing an asbestos cement flue or duct
- A36. Removing an asbestos cement panel outside, beside or beneath a window

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

- A36. Drilling and boring through textured coatings
- A77. Inserting and removing screws through textured coatings
- A28. Removing textured coating from a small area e.g. 1 square metre
- A59. Cleaning up debris following collapse of a ceiling or wall covered with textured coating

Strictly controlled minor work on Asbestos Insulating Board (AIB)

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

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

Removal and replacement of other asbestos containing materials

- A17. Removing asbestos paper linings
- A18. Removing asbestos friction linings
- 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 (galeries)
- A30. Removing compressed asbestos fibre gaskets and asbestos rope seals
- A33. Removing an asbestos-containing 'arc shield' from electrical switchgear
- A31. Removing a single asbestos-containing gas or electric heater
- A32. Replacing an asbestos-containing part in a 'period' domestic appliance
- A33. Replacing an asbestos-containing fuse box or single fuse assembly
- A37. Removing asbestos-containing mastic, sealant, bedding, filler, putty or fixing

Fly-tipped waste

- A38. Making safe and collecting fly-tipped asbestos waste

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
Misguided information

“Only 6th floor and above”

“Only find it outside”

“in the Jewish houses”

“Houses more than 100 years old”
MVP – Mobile-first

ASBESTOS KILLS 20 TRADESMEN ON AVERAGE EVERY WEEK
FACT

ASBESTOS - DEAL WITH IT

Play video now
Customer Journey

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

Where will you be working?
- Inside
- Outside

Asbestos can be found in lots of different places and even small jobs like drilling a hole can release deadly dust.

What material will you be working on?
- Textured coating (e.g., Artex)
  - Found as decoration on ceilings and walls.
- Asbestos Insulating Board (AIB)
  - Found as panels on baths, doors, under windows and at the back of fireplaces.
- Lagging
  - Found around pipes

What job are you doing?
- Drilling a hole
- Removal

Textured Coating (e.g., Artex)

Removing Textured Coating (e.g., Artex)

Protect yourself, your family and your customer:

1. USE THE RIGHT KIT
   - Properly fitted FFP3 face mask
   - TYPE 5 disposable overall
   - Cover surfaces with plastic sheeting
   - Tip: wear overalls over footwear – tucking them in lets dust in
   - Don’t re-use disposable overalls and masks

2. KEEP DUST DOWN
   - Use a damp rag to dampen loose pieces. Pick them off and put them in a plastic rubbish sack
   - Gently brush on stripping fluid or
Change in behaviour
Designing with empathy

**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.

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

[Back] [Submit your claim]
Carer’s Allowance Claim Form

Total questions: 330

Total pages: 67
Listen to user needs

Fields marked with * are mandatory

**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
### Carer’s Allowance Claim Optimisation

**Beta go live**

<table>
<thead>
<tr>
<th>Description</th>
<th>Total Questions</th>
<th>Total Questions Removed</th>
<th>Total Questions Post MVP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total questions (sprint zero)</td>
<td>330</td>
<td>-135</td>
<td>195</td>
</tr>
<tr>
<td>Total question groups removed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total question groups (sprint zero)</td>
<td>67</td>
<td>-28</td>
<td>39</td>
</tr>
<tr>
<td>Total question groups optimised by</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Optimised by 41%**

**Optimised by 42%**