Launching the children's funeral fund service in 6 weeks

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1. Background

- 2. Process
- 3. Iteration

Help pay for the cost of a child's funeral

A child is someone under 18 or a baby stillborn after the 24th week of pregnancy

The burial or cremation must take place in England

The service is not means tested.

The scheme covers:

- burial and cremation fees
- coffins, urns (and other bits)

Users include:

- Citizens
- Funeral directors
- Burial or cremation authorities

March 2019 Announced

June 2019 Team formed

July 2019 Launch

- Fixed deadline of 23 July 2019
- Policy was still being worked on

We had to make tradeoffs

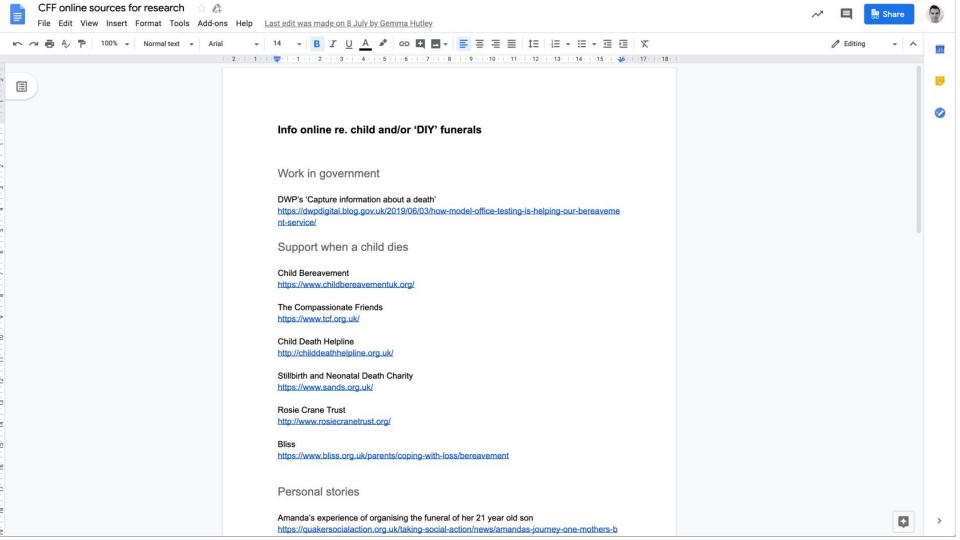
- 1. No research with end users
- 2. No service assessment

Do our best within the limitations we face on the job

Make good things fast

- Desk research
- Journey mapping
- Question protocol mapping
- Form Builder
- Prototyping in shorthand
- Ask the community for help

Desk research





 $\underline{\mathsf{Home}} \; \geq \; \underline{\mathsf{Births}}, \underline{\mathsf{deaths}}, \underline{\mathsf{marriages}} \, \underline{\mathsf{and}} \, \underline{\mathsf{care}} \; \geq \; \underline{\mathsf{Certificates}}, \underline{\mathsf{register}} \, \underline{\mathsf{offices}}, \underline{\mathsf{changes}} \, \underline{\mathsf{of}} \, \underline{\mathsf{name}} \, \underline{\mathsf{or}} \, \underline{\mathsf{gender}}$

What to do when someone dies: step by step

Check what to do after a death - how to register the death, notify government departments and manage financial issues.

	Show all
Register the d	eath
Arrange the fu	ıneral
Tell governme	ent about the death
Check if you c	an get bereavement benefits
Deal with you	own benefits, pension and taxes



Home > Taking Social Action > News

Amanda's journey: one mother's battle to pay for her son's funeral

The Guardian has today released a film covering the harrowing journey of Amanda as she tries to arrange her son Rahim's funeral.

Amanda sought advice from Quaker Social Action's Down to Earth funeral support service and bravely agreed to share her story on film, along with her son's girlfriend, Chelsea.





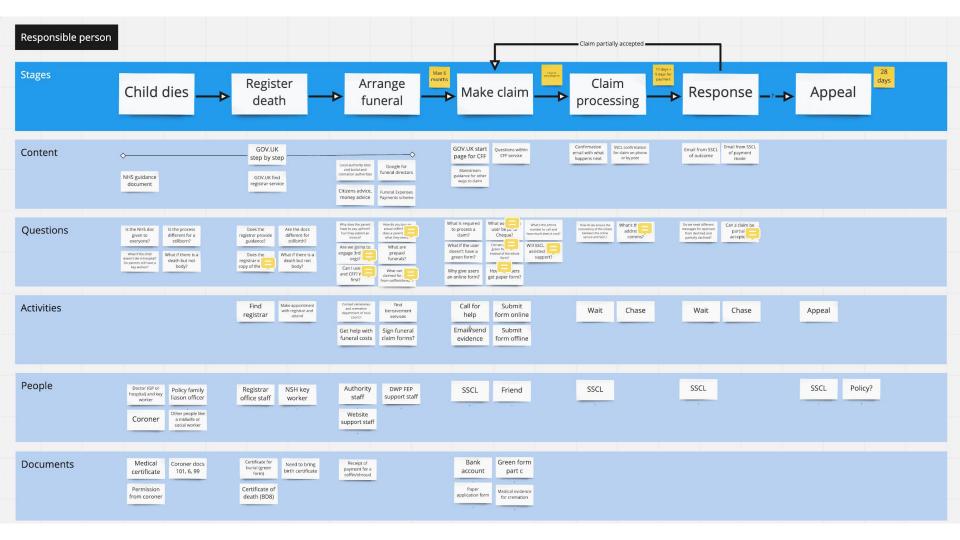


RELATED STORIES

appeal

Design is a team sport

Journey mapping



Question protocol mapping

User: I don't want to be doing this



Caseworker: I need to process claims quickly

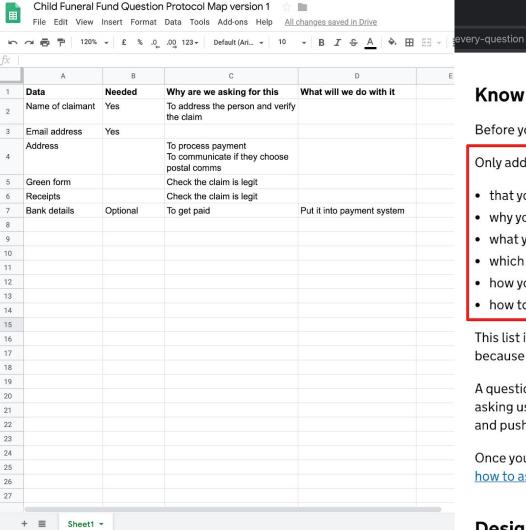


'Why do you want to ask for this?'



'To quickly make sure the claim is valid'





Know why you're asking every question

Before you start, make a list of all the information you need from your users.

Only add a question if you know:

- that you need the information to deliver the service
- · why you need the information
- what you'll do with it
- which users need to give you the information
- how you'll check the information is accurate
- how to keep the information up to date and secure

This list is called a 'question protocol' - it's different from the form itself because it's about how you'll use the answers.

A question protocol forces you (and your organisation) to question why you're asking users for each item of information. It gives you a way of challenging and pushing back against unnecessary questions if you need to.

Once you've worked out what you need to ask, you can start thinking about how to ask the questions.

Design for the most common scenarios first

Search the menus (Option+/) ► ~ = 7 110% ▼ £ % .0, .00, 123▼ Arial ▼ 10 ▼ B												
fx	$f_{\!X} \mid$ Category											
	А	В	С	D	E	F	G	Н	I	J	К	
1	Category	Data	ref. to tech guidance	When is it required? (if conditional)	Why is it required?			Relevant formats				
2			https://dri				Mandatory - can't process a					
3			ve.google. com/file/d/				Should have - e.g. need to m Could have	Both	Description	Pros	Cons	Descrip
4		Name of responsible person	1.6			We'll address the user by email, post or phone.	Mandatory	Both	Question on form: Your full name	Easy for user to enter.		Casewo looks fo in the re provide
5		Email address	N/A	If user uses digital form (or indicates preference for email on PDF form)	To notify user when claim received and the outcome		Mandatory (when condition met)	Both	Question on form: Your email address			
6	Claimant	Home address	N/A			We'll enter this into the payment system and send post	Mandatory	Both	Question on form: What's your home address?			
7		Phone number	N/A		In the event of a query about the claim, it enables the caseworker to contact the claimant and quickly resolve the query.	We'll call the claimant in some circumstances	Could have	PDF	Question on form: Your telephone number			
8		Whether the responsible person wants communication by email or in writing.	3.4, 3.6	If user is completing the PDF form. (If user completes the digital form, response will be by email).	To allow the user to select their preferred method of contact.		Should have	PDF	Question on form: How would you like to be updated about your claim? [] Email [] Post			
9		Family name	N/A	·	ensuring the claim is	Will be provided to the burial authority (and potentially the registrar) to pull up the record	Mandatory	Both	Question on form: What's the family name of the child?			
		Whether child was under 18	1.8	If the child lived, and died before	To ensure eligibility criteria are met	We'll use the dates to check eligibility.	Mandatory (when condition met)	Both	Questions on form:	Can match dates with other records (e.g.		User ac confirm
+ Responsible person Funeral director Burial and cremation authorities Explore												

Caseworkers need proof that the funeral took place

Register — Funeral — Claim











'What would a caseworker do without it?'

Call up the burial/cremation authority

'What would they need from you?'

Child's name and date of funeral

What's the child's name?

First name (if applicable)					
Family name					
-					

Continue

► Contact the claims team for help

Date of funeral

For example, 12 11 2007. Claims must be submitted within 6 months of this date $\,$



Continue

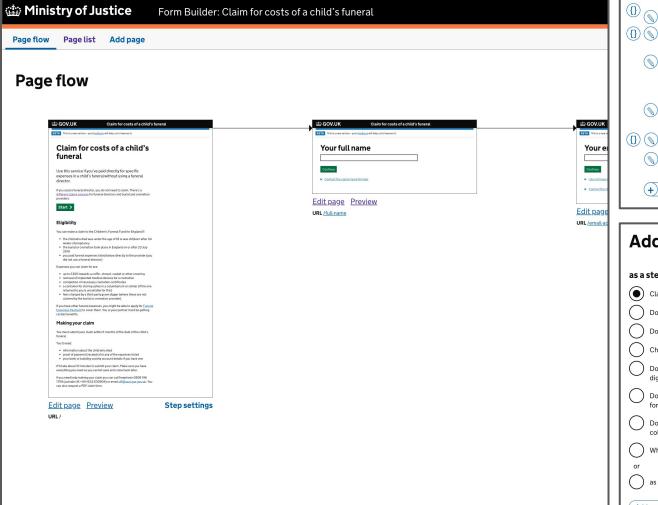
► Contact the claims team for help

Engage policy and operations early and often

Form builder

Most form builders help developers build forms quickly through config

The MOJ Form Builder lets anyone build and publish actual services



① Optional - Section heading ① Your full name Optional - Hint text	
Continue	
① ▼ Contact the claims team for help xxx	
(+) Add component	

Add page								
as a :	as a step of							
ledow	Claim for costs of a child's funeral (main page)							
\bigcirc	Do you have receipts for the coffin, shroud, casket or other covering?							
\bigcirc	Do you have receipts for the completion of cremation certificate?							
\bigcirc	Child's date of birth							
\bigcirc	Do you have receipts for the fees charged by a third-party grave digger?							
\bigcirc	Do you have receipts for the removal of implanted medical devices for a cremation?							
\bigcirc	Do you have receipts for a container for storing ashes in a columbarium or similar?							
\bigcirc	What are you claiming for?							
or	as a standalone page							
Add page								

Form Builder: Publisher

Your forms Create form Teams Profile Help Sign out

BETA This is a new service - your <u>feedback</u> will help improve it

Claim for costs of a childs funeral (CFF)

Status Config Params Permissions Deployments

Latest deployments for each environment

Environment	Commit	Completed At	Status	Actions	
Development	7189d19	Thu, 06 Feb 2020 13:55:08 +0000	Completed	<u>History</u>	Deploy Now In-deploy
Production	<u>7189d19</u>	Fri, 07 Feb 2020 09:52:43 +0000	Completed	<u>History</u>	Deploy Now Un-deploy





This is a new service – your <u>feedback</u> will help us to improve it.

Claim for costs of a child's funeral

Use this service if you've paid directly for specific expenses in a child's funeral without using a funeral director.

If you used a funeral director, you do not need to claim. There's a <u>different claims process</u> for funeral directors and burial and cremation providers.



Eligibility

You can make a claim to the Children's Funeral Fund for England if:

- the child who died was under the age of 18 or was stillborn after 24 weeks of pregnancy
- the burial or cremation took place in England on or after 23 July 2019
- you paid funeral expenses listed below directly to the provider (you did not use a funeral director)

Expenses you can claim for are:

Prototyping in shorthand

- Write down some notes
- Sketch stuff on paper
- GOV.UK prototype kit

Prototyping in shorthand

As mentioned in my last <u>discovery notes</u> I like to write up pages in a shorthand method.

This isn't something that only I do.

When I was helping out in services week for "formapalooza" Ralph Hawkins spoke about the format he used in Google docs to write pages.

The format follows the shapes of interface elements using:

Radio buttons	()			
Checkboxes	[]			
Input fields	[1		
Buttons	[Con	tinue]		

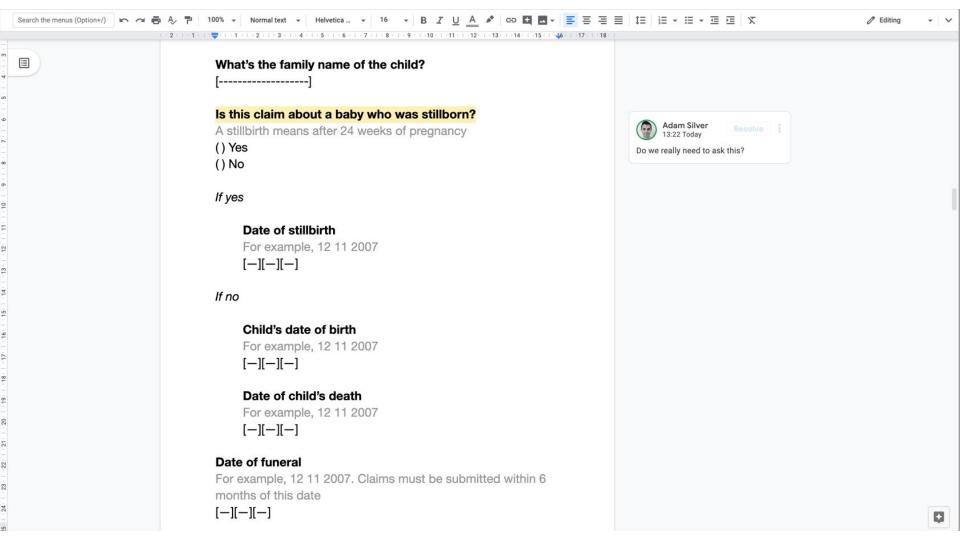
I do this too. But I like to add a few markdown elements as well, so $\#\mbox{`s}$ for headings. So:

Heading one

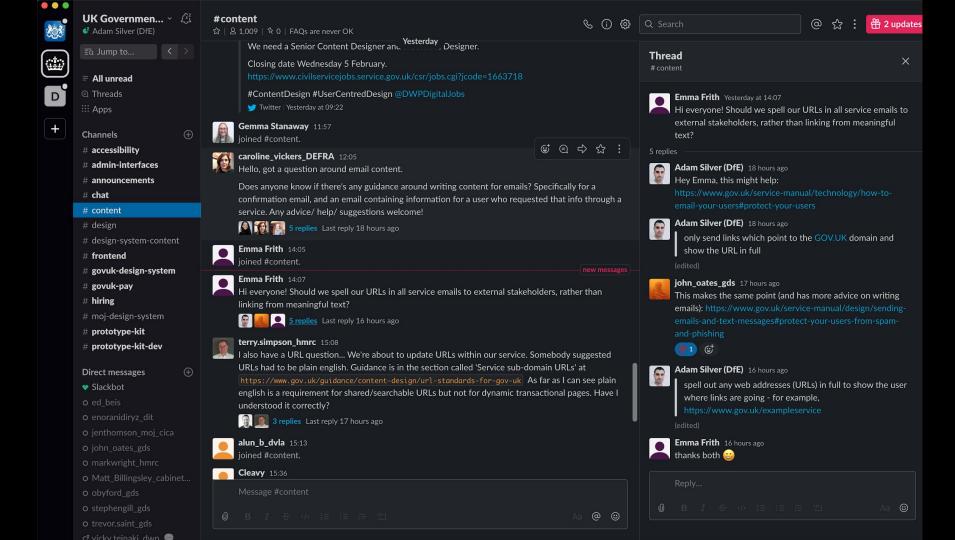
Heading two

Heading three

na host...



Get help from the community



Iterations

Using the service without an email address



Claim for costs of a child's fune

BETA

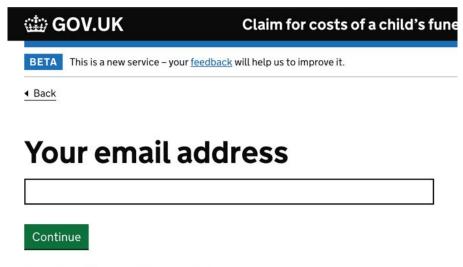
This is a new service – your <u>feedback</u> will help us to improve it.

◆ Back

Your email address

Continue

► Contact the claims team for help



Contact the claims team for help

This could create a barrier for users who don't have an email address or who prefer to be contacted another way.



Claim for costs of a child's funeral



This is a new service - your feedback will help us to improve it.

How do you wish to be contacted?

We'll contact you if there's something wrong with your application

~	Email address
	Your email address
	Phone
	By post
Con	tinue

Just ask the user how they prefer to be contacted



Claim for costs of a child's funeral



Continue

This is a new service - your feedback will help us to improve it.

How do you wish to be contacted?

We'll contact you if there's something wrong with your application

~	Email address
	Your email address
	Phone
	By post

- An address is needed to process the payment
- Caseworkers wouldn't tell users the outcome by phone



Claim for costs of a child's fune

BETA This is a new service - your feedback will help us to improve it.

◆ Back

Your email address

Continue

▼ I do not have an email address

Call freephone 0808 196 1759 to make your claim if you do not have an email address

► Contact the claims team for help

Provide an alternative route if users don't have an email.

Remember to ask the audience if they've faced this

Making sure the child is remembered



Claim for costs of a child's funer

BETA

This is a new service - your feedback will help us to improve it.

What's the child's family name?

Continue

- Caseworkers need the child's name to verify the funeral took place
- Only family name is asked for as there's no guarantee the child will have a first name



Claim for costs of a child's funer

BETA

This is a new service - your feedback will help us to improve it.

What's the child's family name?

Continue

Parents fear their child will be forgotten so referring to the child's first name in correspondence is advised.



Claim for costs of a child's fune



This is a new service - your feedback will help us to improve it.

◆ Back

Continue

What's the child's name?

First name (if applicable)			
Family name			
			*

Contact the claims team for help

This field lets users enter the first name they like.

Uploading receipts



This is a new service – your <u>feedback</u> will help us to improve it.

◆ Back

What are you claiming for?

These are the expenses you can claim for. Select all that apply

Up to £300 towards a coffin, shroud, casket or other covering

Removal of implanted medical devices for a cremation

Completion of necessary cremation certificates

A container for storing ashes in a columbarium or similar (if the one returned to you is unsuitable for this)

Fees charged by a third-party grave digger (where these are not claimed by the burial or cremation provider)

Continue

Contact the claims team for help



Claim for costs of a child's fune



This is a new service - your feedback will help us to improve it.

Upload copies of your receipts

You can upload receipts as scanned copies or photos of the originals

Choose file No file chosen

Add another file

Continue

- Could get stuck if they don't have their receipts
- Making it optional could cause users to skip the question causing delays or a rejected claim
- Caseworkers need to know why they don't have a receipt



Claim for costs of a child's fune



This is a new service - your feedback will help us to improve it.

Upload copies of your receipts

Upload file

You can	upload	receipts	as	scanned	copies	or	photos	of	the	origin	als

Choose file	No file chose
Choose file	

Add another file

Continue

If you do not have some of your receipts, tell us why

We'll contact you to find out more. Your claim may take longer

	1

- Add a field to let users tell us why they don't have their receipts
- Users can answer both or either of these questions.



This is a new service - your feedback will help us to improve it.

Upload copies of your receipts

Upload file

You can upload receipts as scanne	d copies or photos of the originals
-----------------------------------	-------------------------------------

Choose file	No file chosen

No file chasen

Add another file

If you do not have some of your receipts, tell us why

We'll contact you to find out more. Your claim may take longer





- Double barreled question can signify bad design
- The questions seem optional but they're not
- Can't put '(optional)' inside the labels because at least one must be filled out
- Caseworkers need to attribute receipts to the reason or item being claimed





This is a new service - your feedback will help us to improve it.

Do you have all of your receipts?

\bigcirc	Yes, I have them all
\bigcirc	No, I don't have any receipts You'll need to tell us why
\bigcirc	I have some of them You'll need to tell us why

Continue

Each scenario as a radio button





This is a new service - your feedback will help us to improve it.

Do you have all of your receipts?

- No, I don't have any receipts
 You'll need to tell us why
- I have some of them
 You'll need to tell us why

Continue

- The onus is on the user to work out the correct scenario
- Again, users may choose not to provide them
- Again, caseworkers still need to attribute receipts to the items being claimed

What are you claiming for? These are the expenses you can claim for. Select all that apply Up to £300 towards a coffin, shroud, casket or other covering Removal of implanted medical devices for a cremation Completion of necessary cremation certificates A container for storing ashes in a columbarium or similar (if the one returned to you is unsuitable for this) Fees charged by a third-party grave digger (where these are not claimed by the burial or cremation provider) Continue Contact the claims team for help

Do you have receipts for the coffin, shroud, casket or other covering? Your claim may take longer Continue Contact the claims team for help

Upload your receipts for the coffin, shroud, casket or other covering

You can upload your receipts as scanned copies or photos of the originals

Choose file No file chosen

Add another file

Continue

Contact the claims team for help

Tell us why you do not have receipts for the coffin, shroud, casket or other covering

Continue

Contact the claims team for help

Making a declaration

Tell us why you do not have receipts for the coffin, shroud, casket or other covering	I lost it	<u>Change</u>
How do you want to be paid?	None of the above	Change

Declaration

You must agree that:

- the information is correct and complete as far as you know
- you're aware it's a criminal offence to knowingly submit false information to make a claim
- you'll pay back any money you have been overpaid if you're asked to



Submit claim

Contact the claims team for help

Tell us why you do not have receipts for the coffin, shroud, casket or other covering	I lost it	<u>Change</u>
How do you want to be paid?	None of the above	Change

Declaration

You must agree that:

- the information is correct and complete as far as you know
- you're aware it's a criminal offence to knowingly submit false information to make a claim
- you'll pay back any money you have been overpaid if you're asked to

	l agree
--	---------

Submit claim

Contact the claims team for help

- It's not clear that clicking a checkbox carries more legal weight than a button
- There's some evidence that people blindly tick it anyway
- It's another question to answer

snroug, casket or
other covering

Tell us why you do not have receipts for the coffin, shroud, casket or other covering

How do you want to None of the above Change

Declaration

be paid?

By submitting your claim you agree that:

- the information is correct and complete as far as you know
- you're aware it's a criminal offence to knowingly submit false information to make a claim
- you'll pay back any money you have been overpaid if you're asked to

Agree and submit claim

► Contact the claims team for help

Thanks