



Zooming out: how understanding context can help GOV.UK better serve its audience

Chris Marshall — Lead User Researcher, GDS

Marina Filiba — Senior Service Designer, GDS

London 2024





Cabinet Office

GOV.UK Future Thinking Team 

Chris Marshall & Marina Filiba
Government Digital Service



▼ Menu



GOV.UK

The best place to find
government services
and information

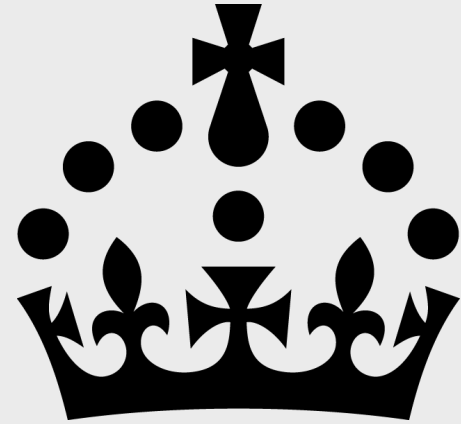
Search

A search bar consisting of a white rectangular input field and a grey button with a white magnifying glass icon on the right side.

700,000+ pages

11 million weekly visitors

74% visits on a mobile





The Most Famous Digital Services (Q4 2023)

Fame is defined by the % of people who have heard of a digital service. [Find out more](#)

FILTERS

- All Adults
- Millennials
- Generation X
- Baby Boomers
- Men
- Women

Search

Fame ▾

Popularity ▾

1		GOV.UK	100%	71%
2		Amazon	99%	77%
3		Wikipedia	99%	73%
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5		Instagram	99%	52%

RANKINGS IN TECHNOLOGY

- Consumer Electronics Bran...
- Phone Models
- Video Games
- Social Networks

Digital Services

- Telecommunication Brands

OTHER DATA IN TECHNOLOGY

- Trackers
- Articles
- Surveys

Zooming out

How understanding context
can help GOV.UK better
understand its audience

[Blog](#)

Government Digital Service

Organisations: [Government Digital Service](#), [Cabinet Office](#)

Putting growth at the heart of GOV.UK's strategy

[Chris Bellamy](#), [Director of GOV.UK](#), [Government Digital Service](#), 6 June 2023 - [GOV.UK](#)



Government Digital Service

GDS is here to make digital government simpler, clearer and faster for everyone. Good digital services are better for users, and cheaper for the taxpayer.

[Find out more.](#)

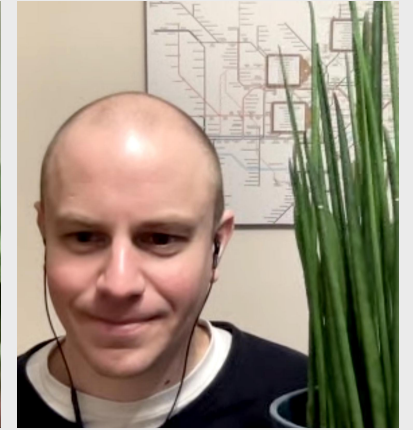
New Strategy

- Grow GOV.UK to reach people when and where they need government information
- Make GOV.UK more proactive in helping people
- Evolve to match user expectations for new technologies



GOV.UK

Future thinking







Temperature controlled



Temperature controlled



Transparent



Temperature controlled



Transparent



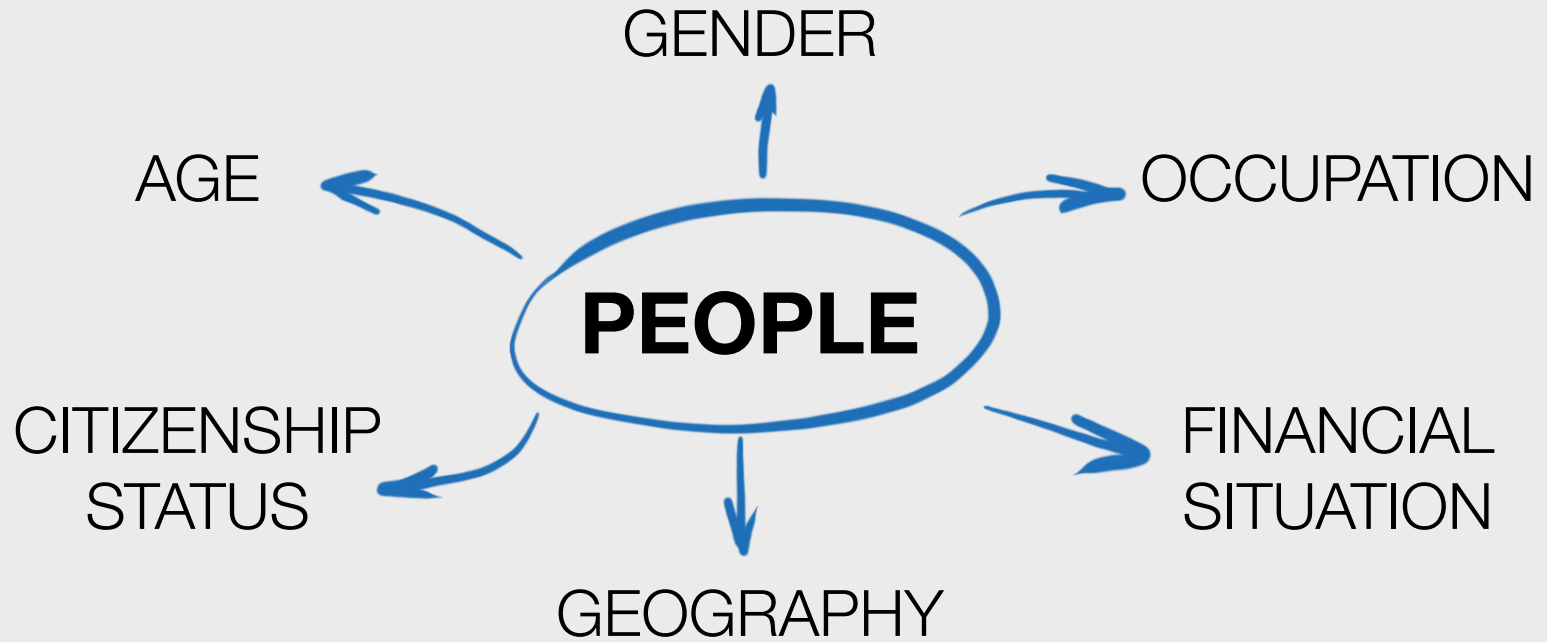
Safe space to plant seeds

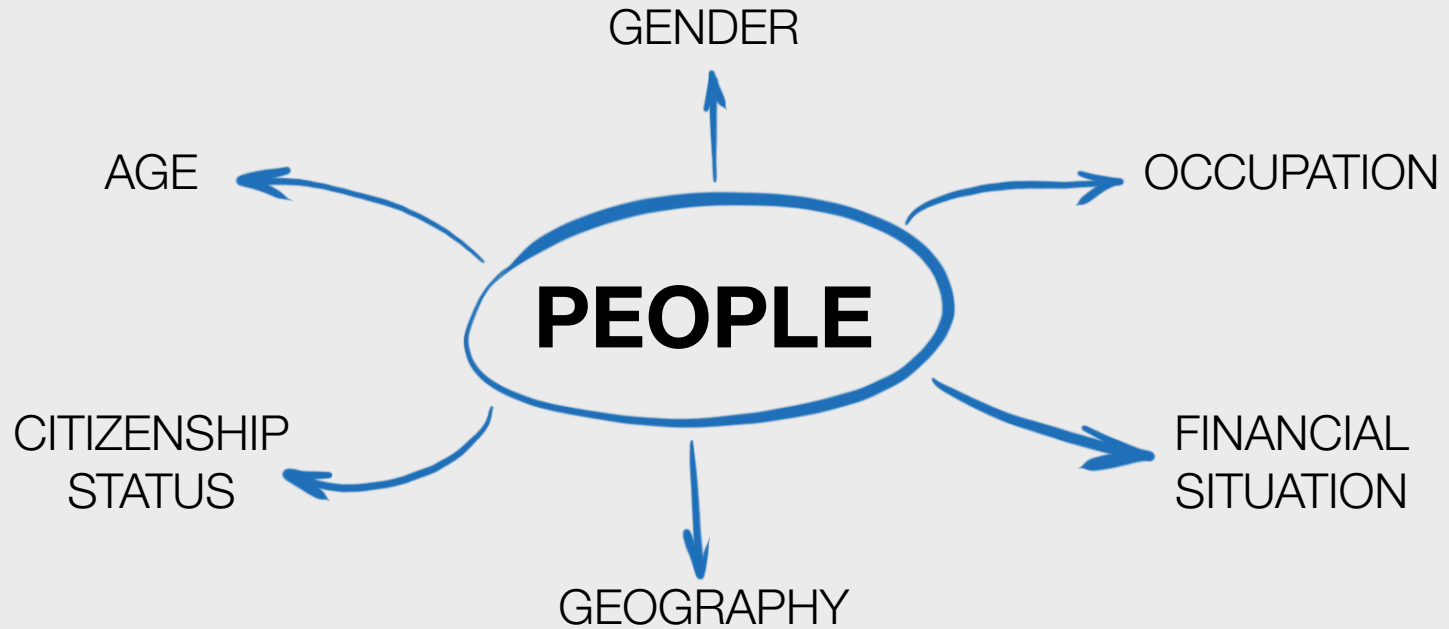
Enable GOV.UK to **understand its current and future users better**, and to anticipate and respond to their changing expectations

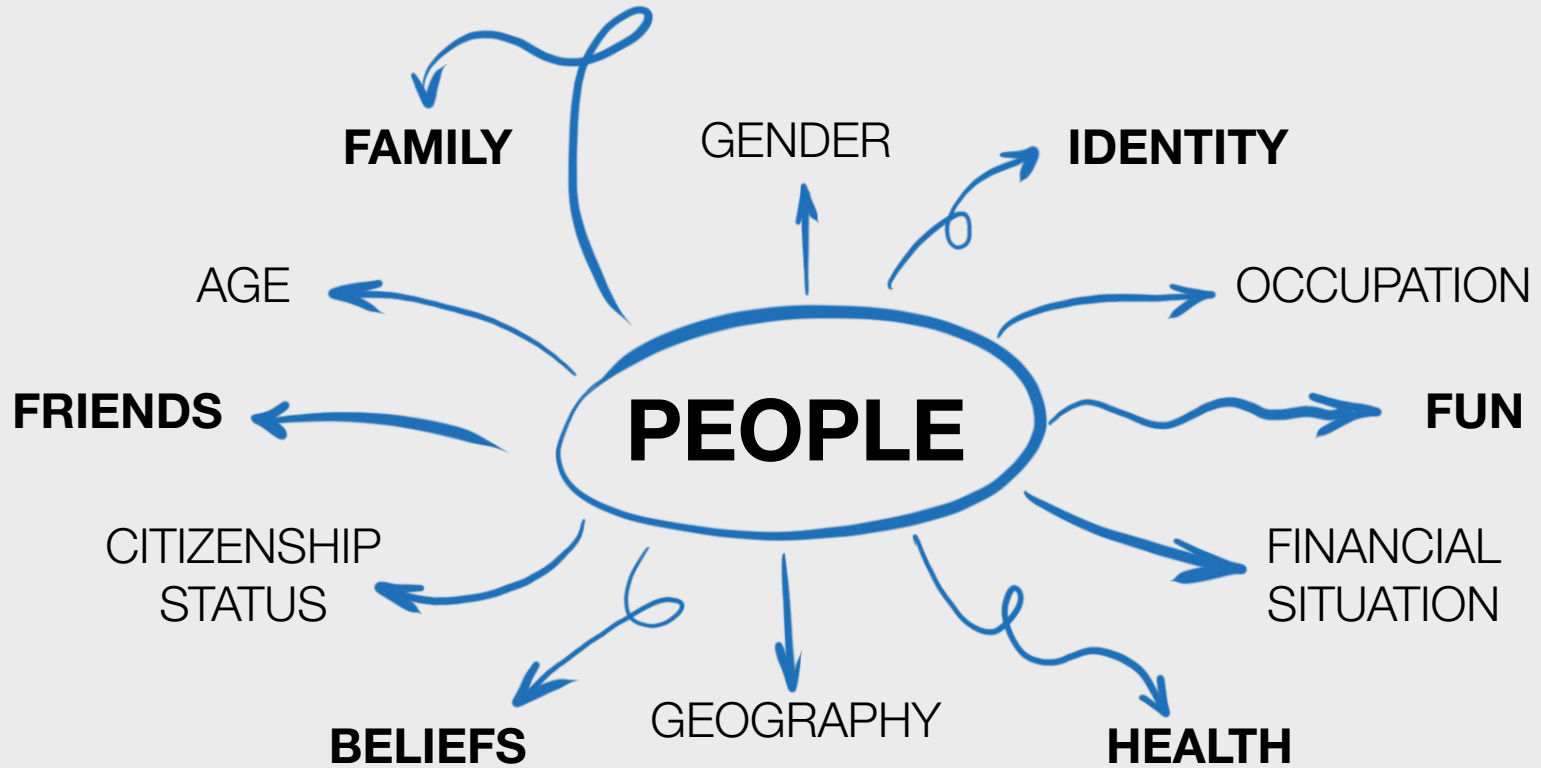
Why we are here

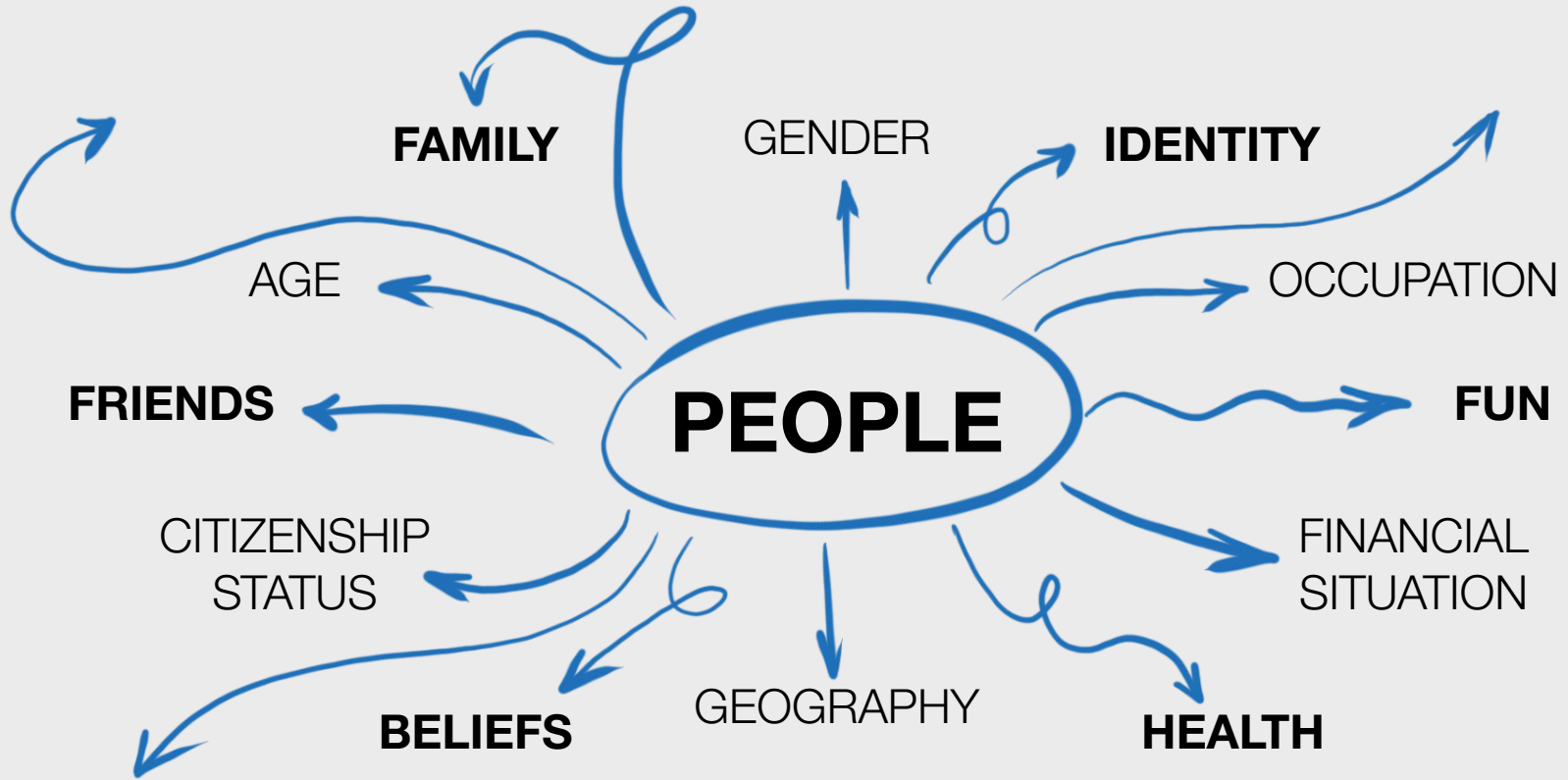
Thinking contextually

PEOPLE









[Home](#) > [Passports, travel and living abroad](#) > [Travel abroad](#) > [Foreign travel advice](#)

Foreign travel advice

Argentina

Warnings and insurance

Still current at: 26 February 2024

Updated: 29 January 2024

Latest update: Removal of information regarding Presidential elections ('Safety and security' page).

Family

Fun

Health

Paternity pay and leave

Contents

- [Overview](#)
- [Leave](#)
- [Pay](#)
- [Eligibility](#)
- [How to claim](#)

- Occupation
- Financial Situation
- Family

How we've innovated
Testing different methods

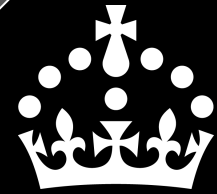
DISCOVERY



ALPHA

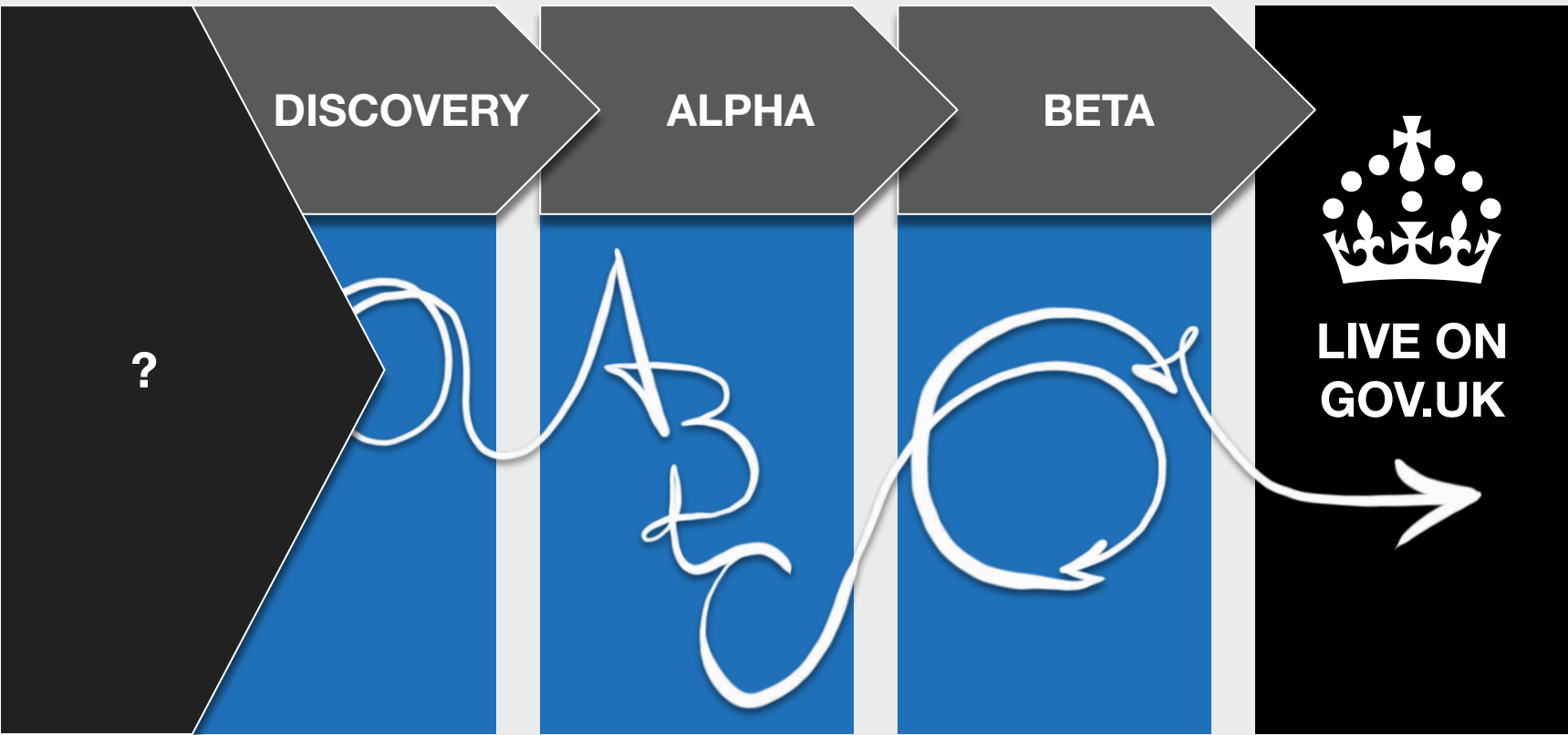


BETA



**LIVE ON
GOV.UK**







?

- Preconceived **assumptions**
- Who are we **excluding** - why?
- Broader **context**

“Context is fundamental to the way we come to understand people, situations, and ideas. (...)

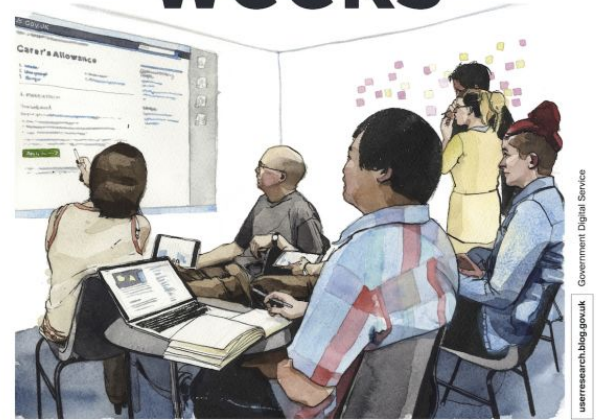
It is the **background information** that allows people to make **informed decisions.**”

Going beyond interviews

**two
hours
every
six
weeks**

Everyone on the team should observe user research, regularly and often.

It's the best way to make sure a service meets user needs.



userresearch.blog.gov.uk Government Digital Service

- User interviews & usability tests
- Service usage & support data
- Secondary data

DEFAULT
METHODS

+

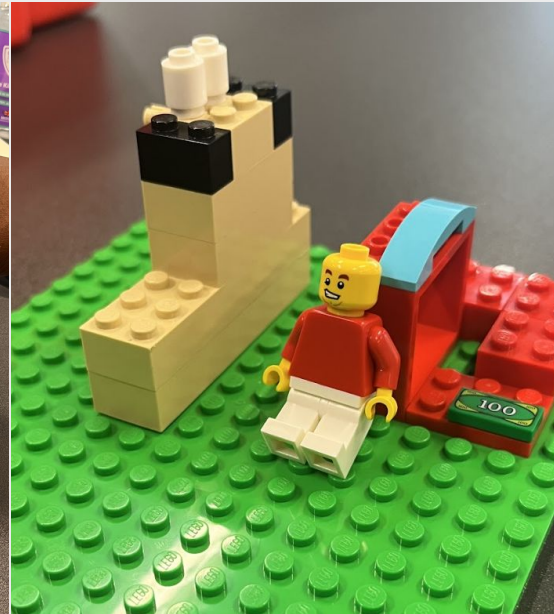
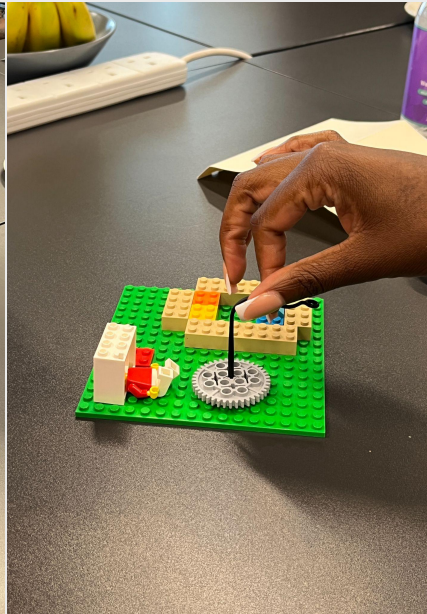
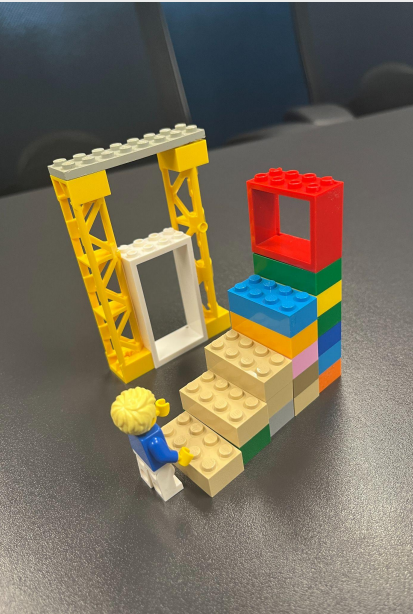
- Context-driven methods

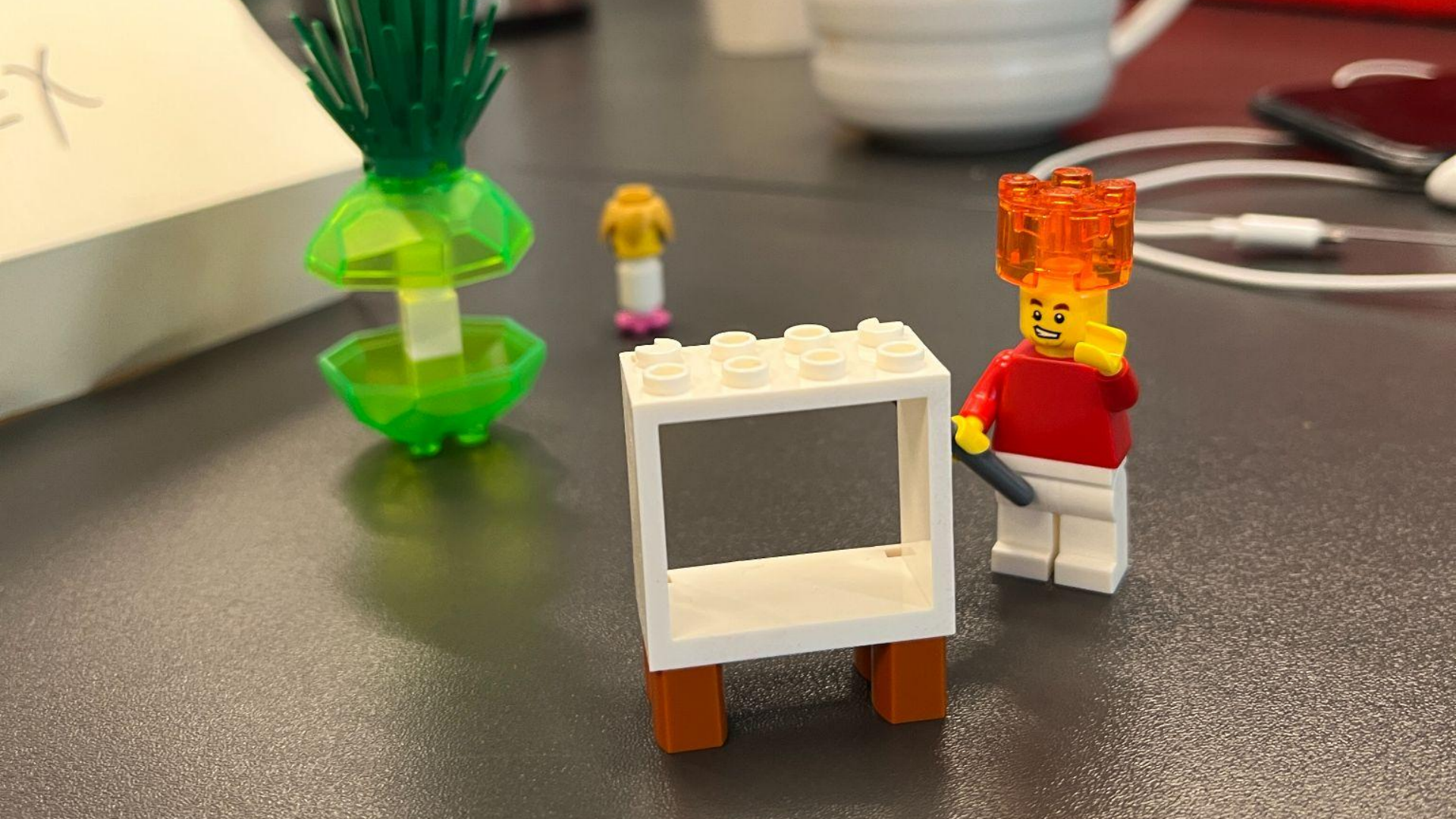


➤ Comprehensive understanding of users

Play

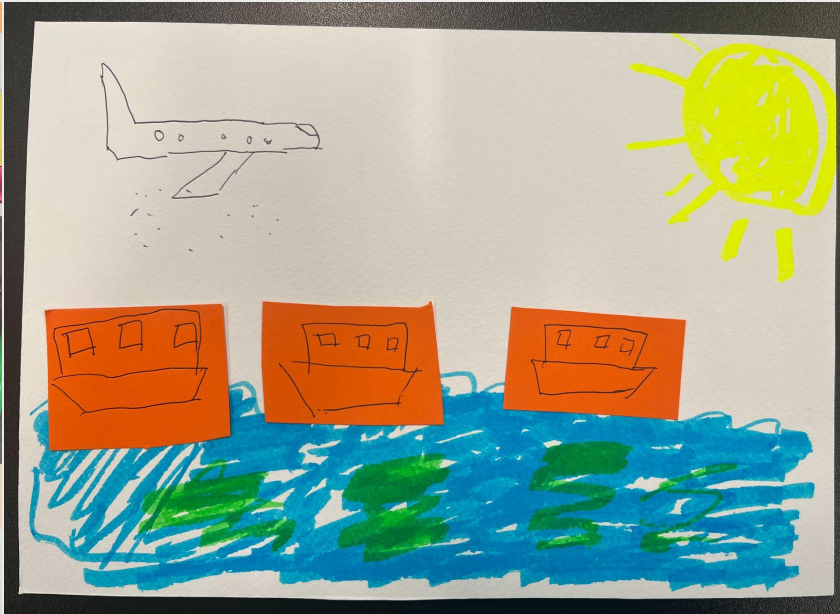
LEGO Serious Play





Futures Speculation

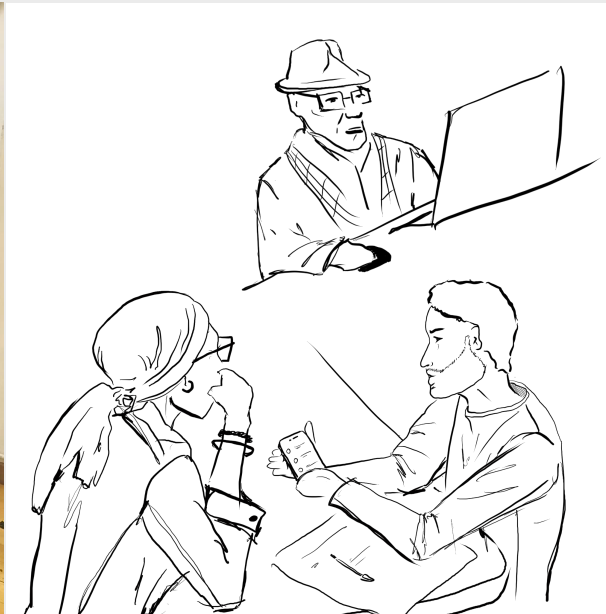
Postcards from the Future



Hi Dad, Congratulations on becoming a
grandfather! ☺ Little Zac was born today at 8:08am
Everything went so smoothly. We had the online registrar
come round to our birthing room and take care of all the
necessary paperwork for the birth. So no need for us
to spend time visiting the different departments like you did!
Get this because we applied for ~~our~~ Zac's passport 6 months
ago ~~then~~ we already have it waiting when we checkout of the hospital.
No need for photos!! It's 2050 after all!!
We've been allocated our own login code for all of our benefits +
questions etc... on the government website. It has realtime updates
for all our changing circumstances. Soon as we are discharged
~~I am so~~ we will be taking the pop on to come and ~~at~~ visit.
Will let you know later. Cant' wait

Adapted Ethnography

50+ Digital Drop-Ins





Co-Discovery Southwark Pensioners Forum





1 In local community spaces, such as your local library

2 Get help from someone in person at a local government office

3 One place to access local council and central government services together

4 Government keeps abreast of our needs, so you don't have to tell them twice

5 The government gets to touch with you about what you need to know and do, so we don't have to find out for you!

6 A specialist online to contact government and access all your government communications

7 At times that work for you, such as by phone, email, website chat, etc.

8 A government app on your smartphone which personalises the services and information you get

9 One username and password for all government services

10 An easy way to get information in the format you need it, such as braille or large print

11 A specialist online to contact government and access all your government communications

12 You can feel reassured and not judged when interacting with government services

13 Communicate with government on social media, such as WhatsApp or Facebook

14 An easy way to track the progress of my government applications

15 An easy way which asks questions you're eligible for

16 Government information explained in different ways, such as videos and pictures

17 You can read information on paper about government services

18 Easy ways to send evidence with government applications

19 Find government services and things about big plans, such as coming to retirement

Trying new approaches can help us:

- Challenge assumptions
- Unlock creative thinking for how we can remove barriers to digital government
- Include “underserved” groups in the research and design process

GOV.UK? Never heard of it

“I wouldn't even think to go on a government website”

"We don't automatically think about digital"



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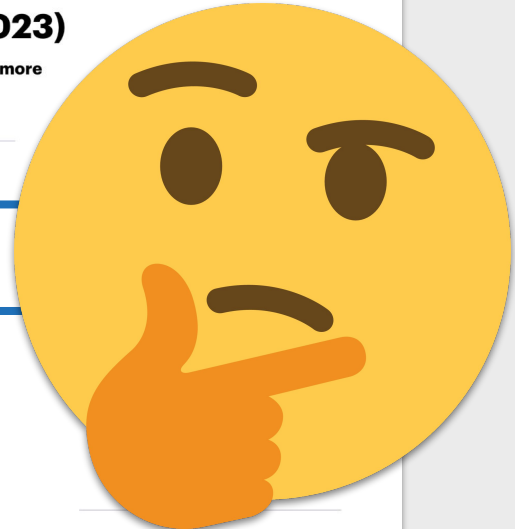
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Zoom | in closer
out wider







GOV.UK Segmentation



SEGMENT 01



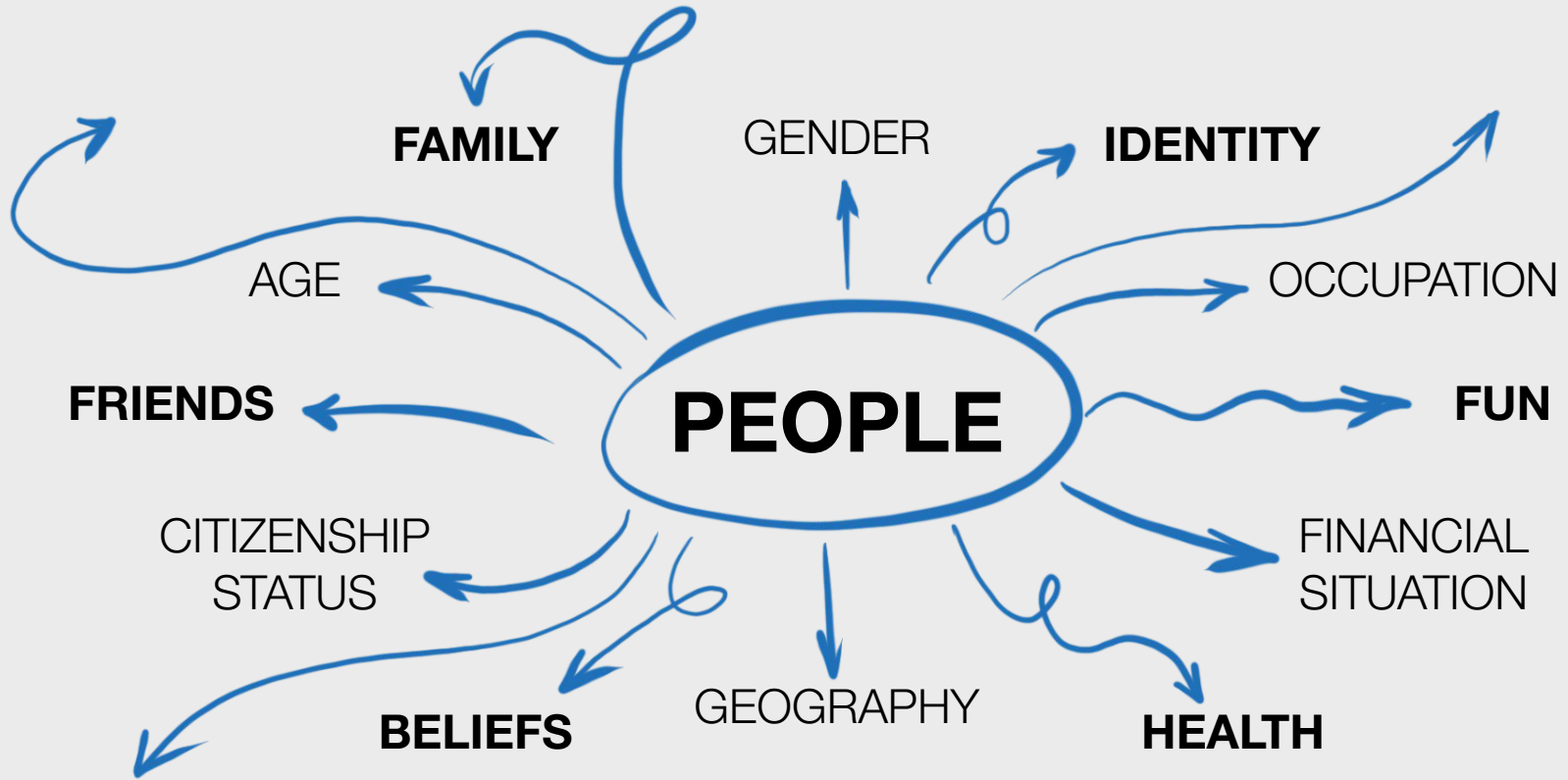
SEGMENT 02



SEGMENT 03

Sounds great.

How will we build it?



What we've learnt

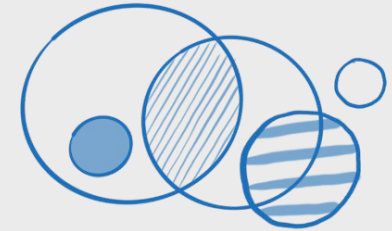
And what we can do with it

Default methods



MICRO

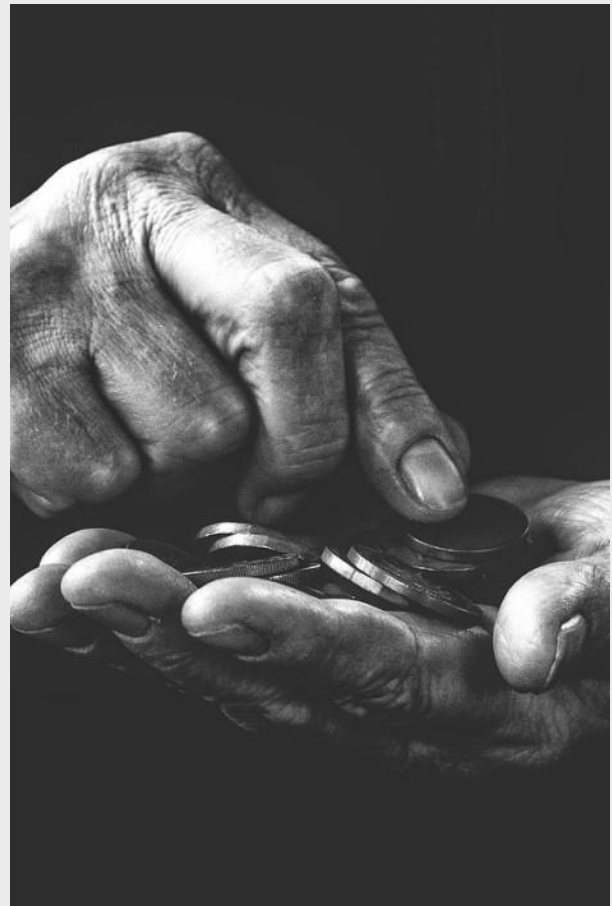
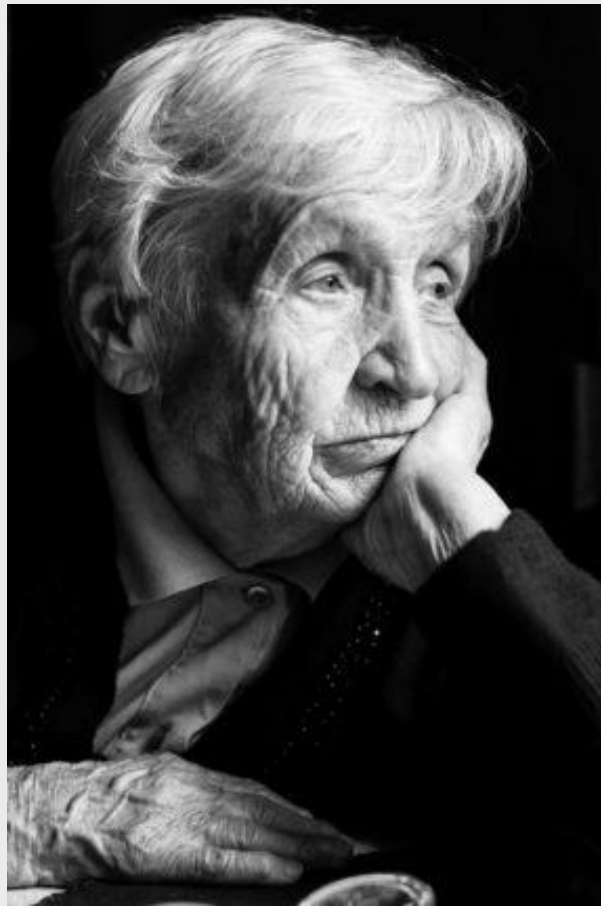
Immersive Methods



MACRO

Audience Segmentation

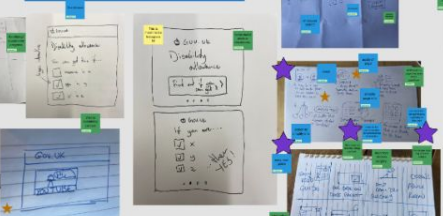
Thinking contextually helps us consider
**design interventions as part of a broader
landscape**



Insights

- Lack of understanding around eligibility
- Contextual and timely support is needed
- Expectation of a government that proactively reaches out to offer support

Scenario 1 - Understanding information



Scenario 2 - Death (Money)



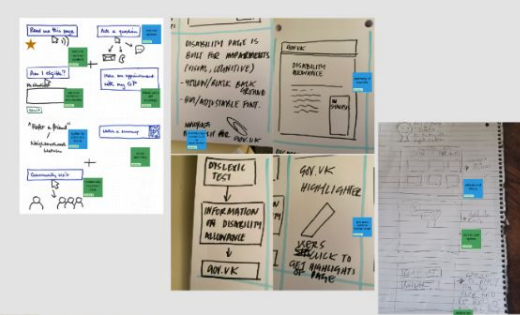
Scenario 3 - Planning Retirement



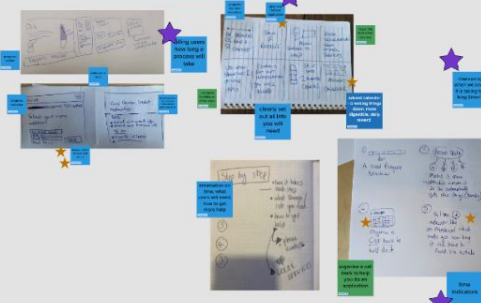
CASE STUDIES OF BEST WORKS ON SAFE



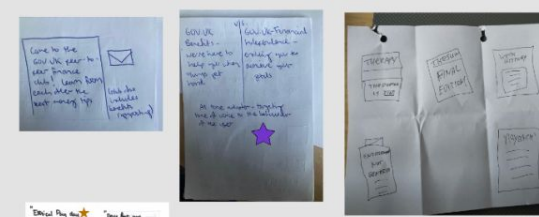
Our Sketches



Scenario 5 - Knowing the Application Process



Scenario 6 - Stigma




Open the Memorandum of GDS to include supporting local government to support users - eg share data, sign up tech, build capacity, local social services tech and expertise to allow joined up systems.

What if every public sector public facing body used the same systems? How this support the public with life events?

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Register a birth



GOV.UK 191 followers

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R Add a comment

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GOV.UK
Tax-Free Childcare




GOV.UK
Junior Individual Savings Accounts (ISA)

>>>>>


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Help paying for childcare




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Find a registered childminder




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Interest on savings for children




Read about interest on sa...
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Nursery inspo
Newborn world





The space co.






Decor Interiors

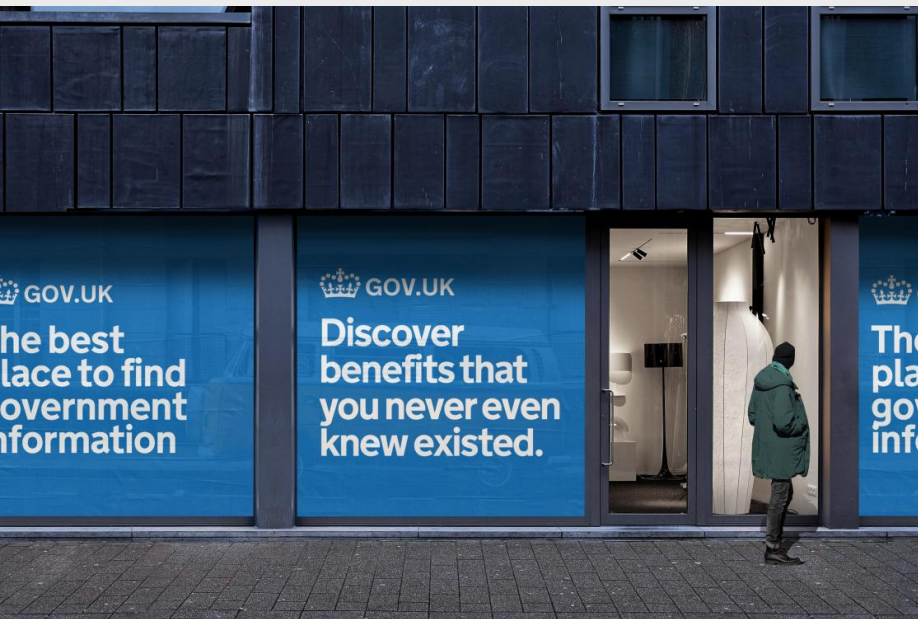




Elephant Stools
Interior objects



Bookcase inspiration
Booksbooksbooks



[change of circumstances](#)

view

edit gives you extra money to help with your living costs if you're pension age and on a low income. Pension Credit can also help with costs such as ground rent or service charges.

edit is also available in [Welsh \(Cymraeg\)](#) and [easy read format](#).

edit extra help if you're a carer, severely disabled, or responsible for a young person.

edit is separate from your State Pension.

Pension Credit even if you have other income, savings or own your

Related content

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[The basic State Pension](#)

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GOV.UK

The best place to find government support



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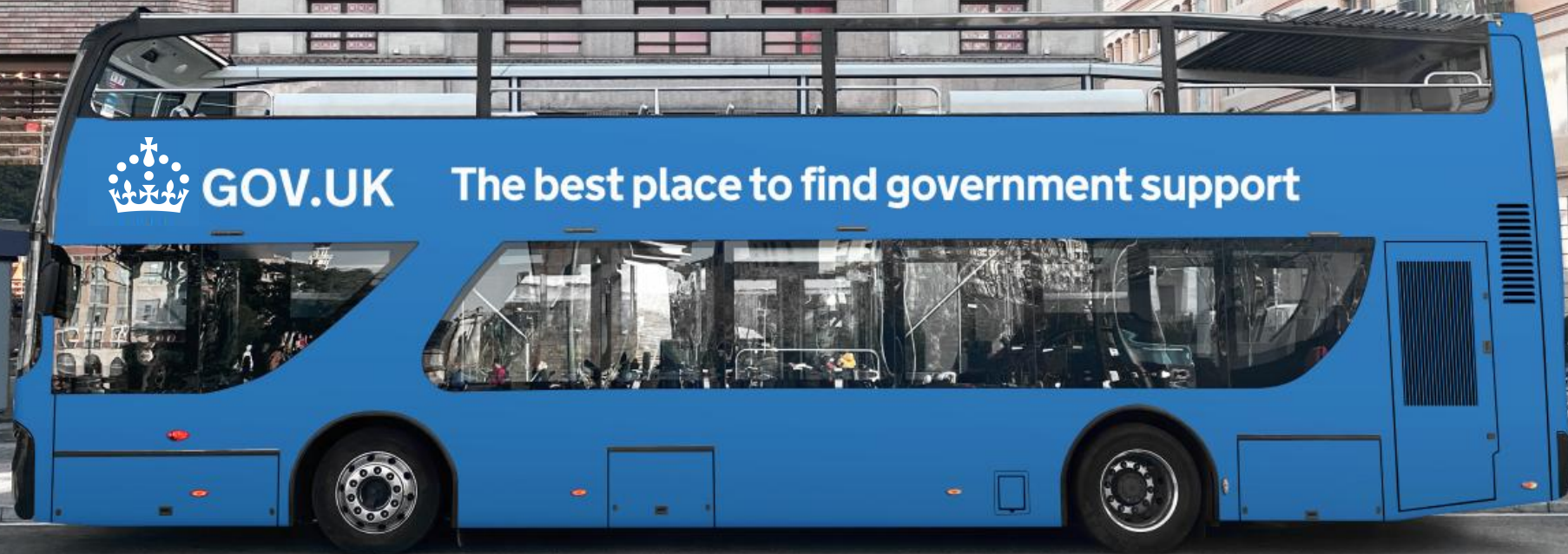
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Questions?





Cabinet Office

Thank you! 🌿

Chris Marshall & Marina Filiba