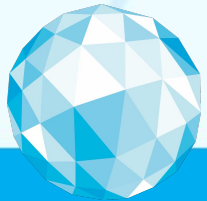


A taxonomy/model for user context: defining user attributes to understand personalisation

Paola Rocuzzo — Experience Design Director (Content Services),
Foolproof
London 2024





WIAD LONDON - MARCH 2024

A taxonomy/model for user context

Defining user attributes to understand personalisation

Paola Rocuzzo, experience design director for content services
@Foolproof_UX



WIAD LONDON - MARCH 2024

draft classification

A ~~taxonomy/model~~ for user context

Defining user attributes to understand personalisation

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01

**Some
background**

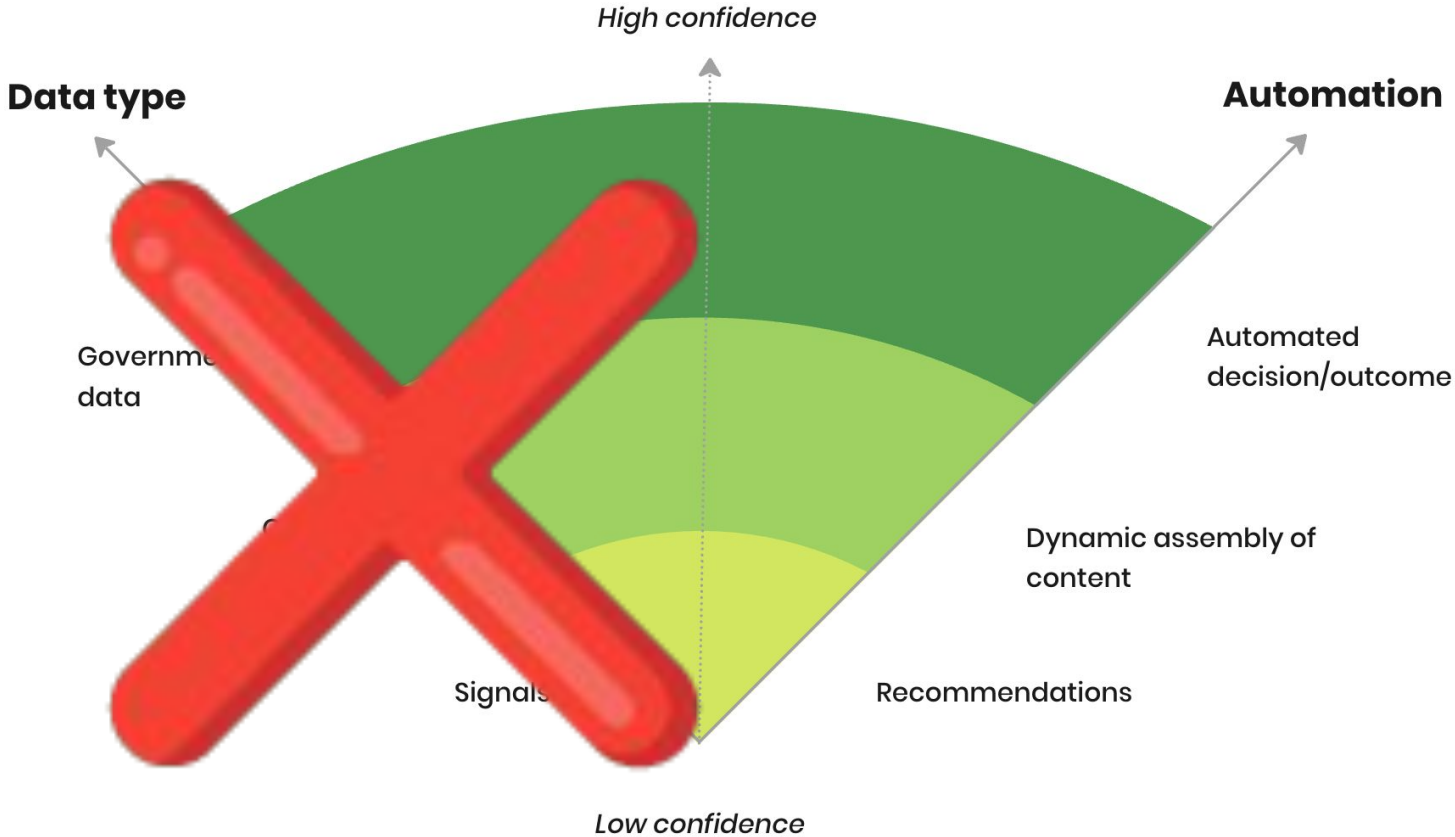
2019: GOV.UK future strategy – personalisation

Our brief was to understand how a government account could remove friction for users interacting with GOV.UK.

Things we had to grapple with:

- define the different outcomes of a personalised experience
- find successful examples to point to
- land a shared understanding of the term ‘personalisation’

The personalisation spectrum: 2019



In hindsight, despite using the concept in our prototypes, we didn't fully understand digital identity. This is where I'm restarting from today.

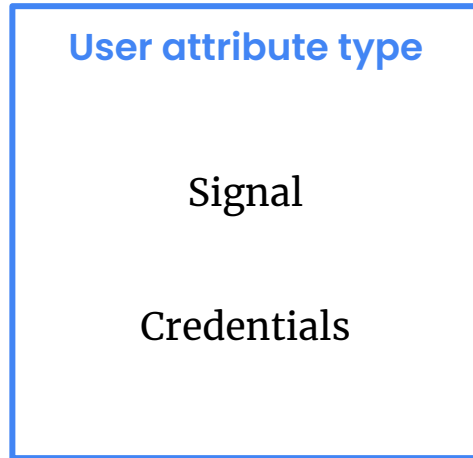
**The (draft)
classification**

02

Some caveats before diving in

- This is a work in progress, highly objectionable—objections welcome, this is a call for arms
- Some bits are esoteric—but technology is evolving fast
- It's a partial view because 30 minutes is a short time—come find me for the rest if we don't make it on time
- User context source: W3C Verifiable Credentials recommendations
- Personalisation outcomes inspo: Jeff Eaton

Facets for user context: user attribute type



Facets for user context: source

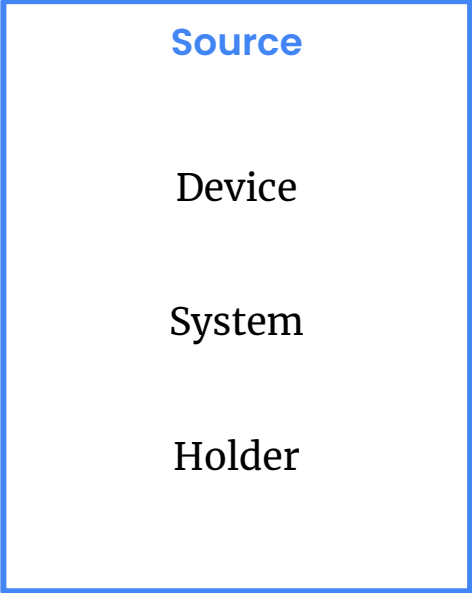
Source

Device

System

Holder

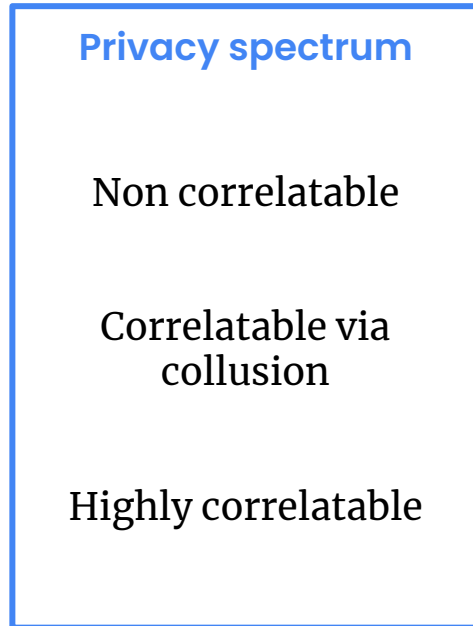
Facets for user context: source



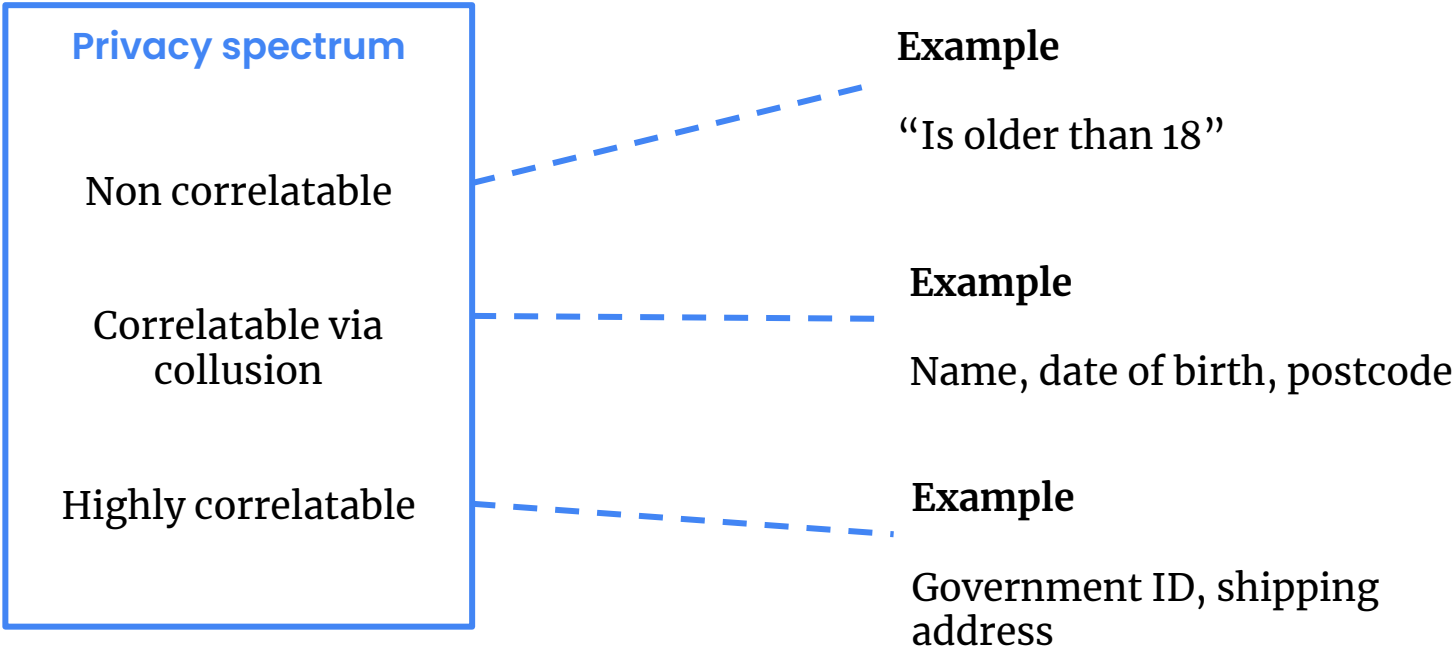
Definition

The entity making the claim (so far, only human)

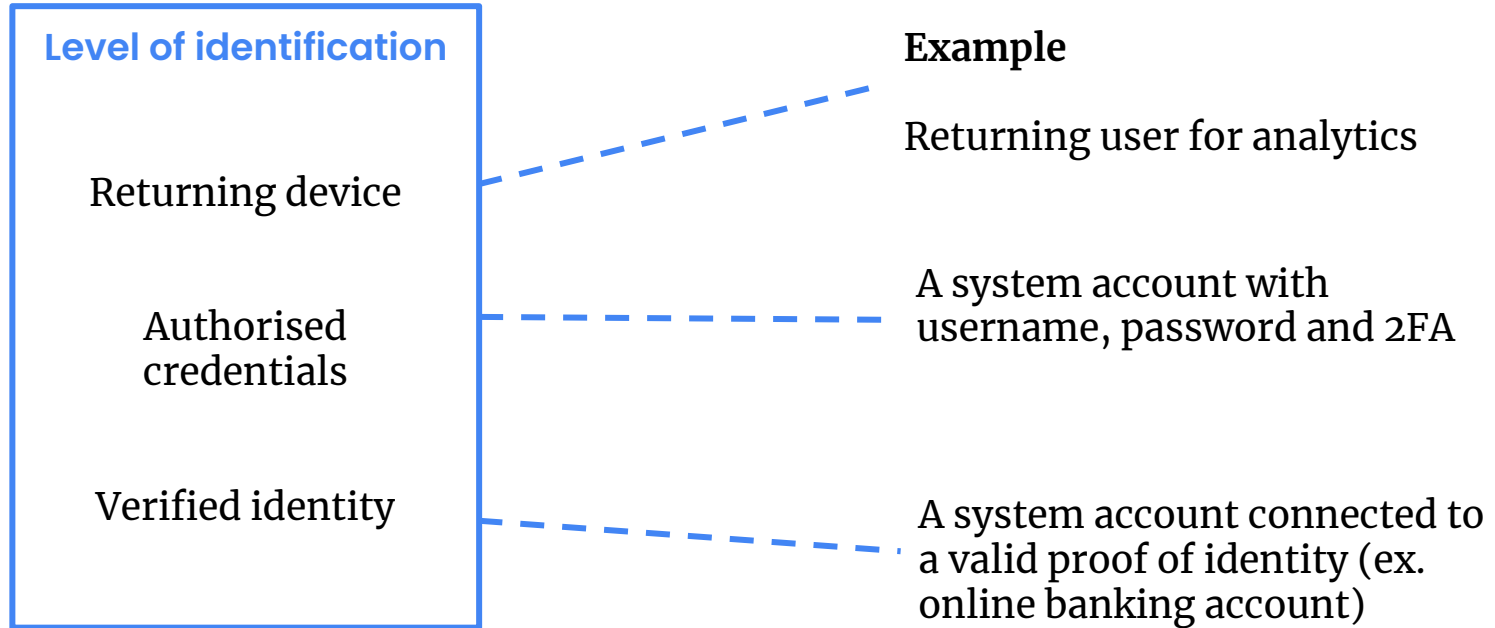
Facets for user context: privacy spectrum



Facets for user context: privacy spectrum



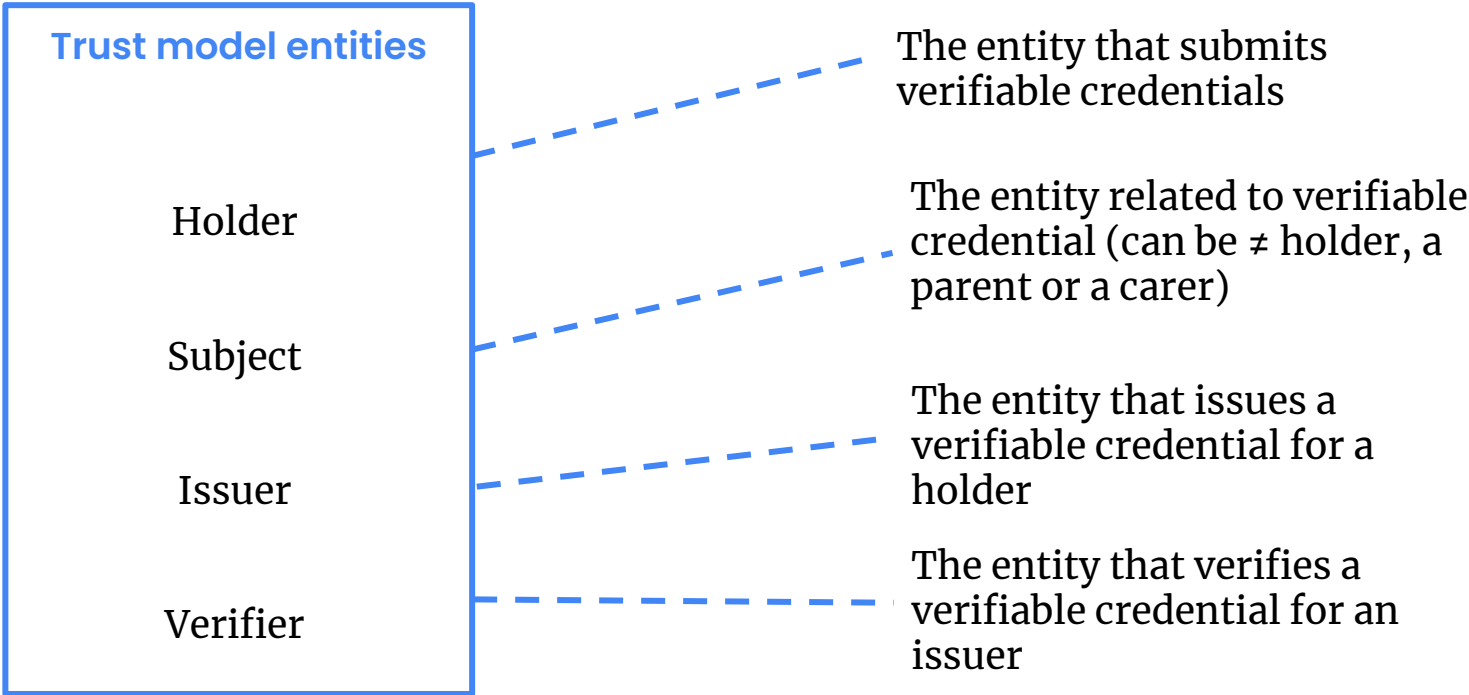
Facets for user context: level of identification



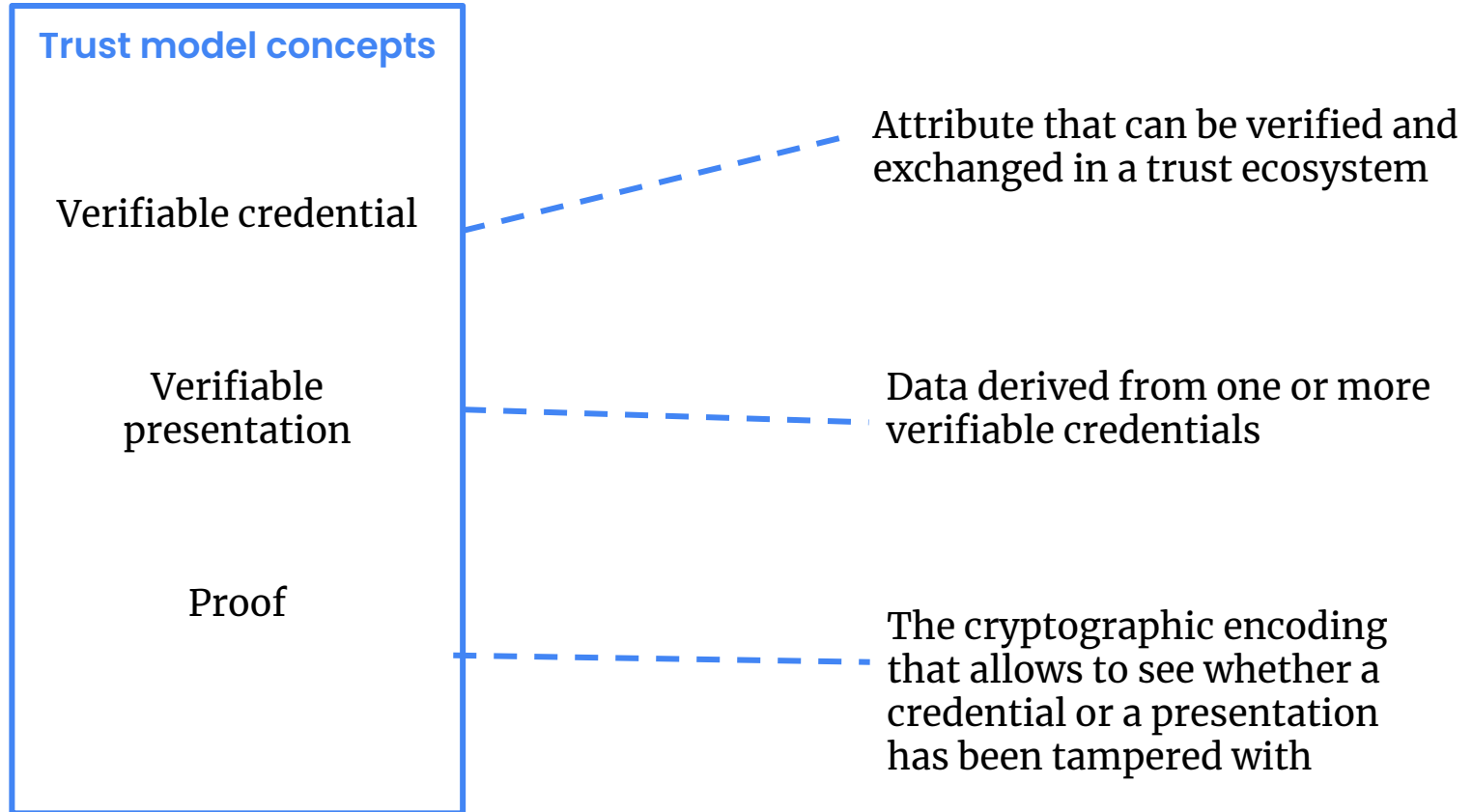
Enter the trust model

- A trust model implies a set of rules and standards to verify identity (and claims) which organisations agree to follow
- Not common (yet): few systems require identity verification
- When you use a digital identity system (like GOV.UK One Login) you're entering a trust ecosystem
- In the future the use of digital identity might extend to systems that right now don't require it

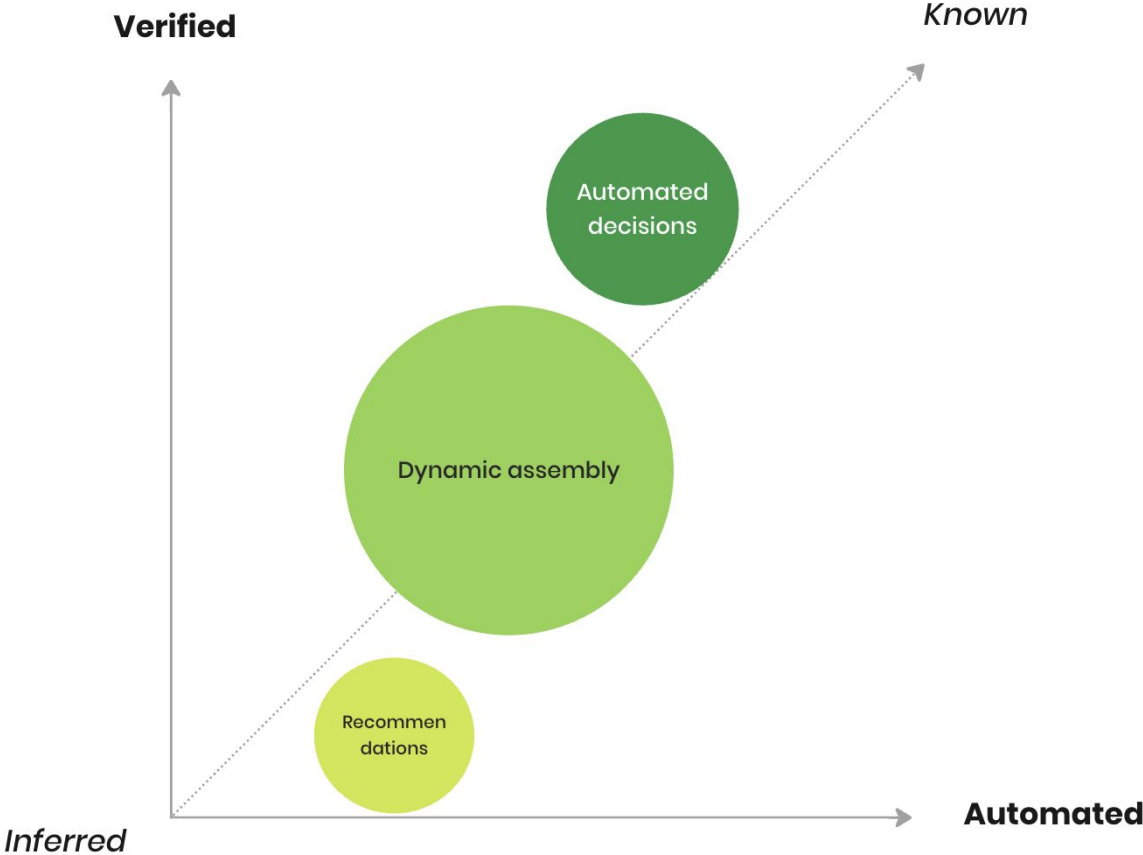
Facets for user context: trust model entities



Facets for user context: trust model concepts

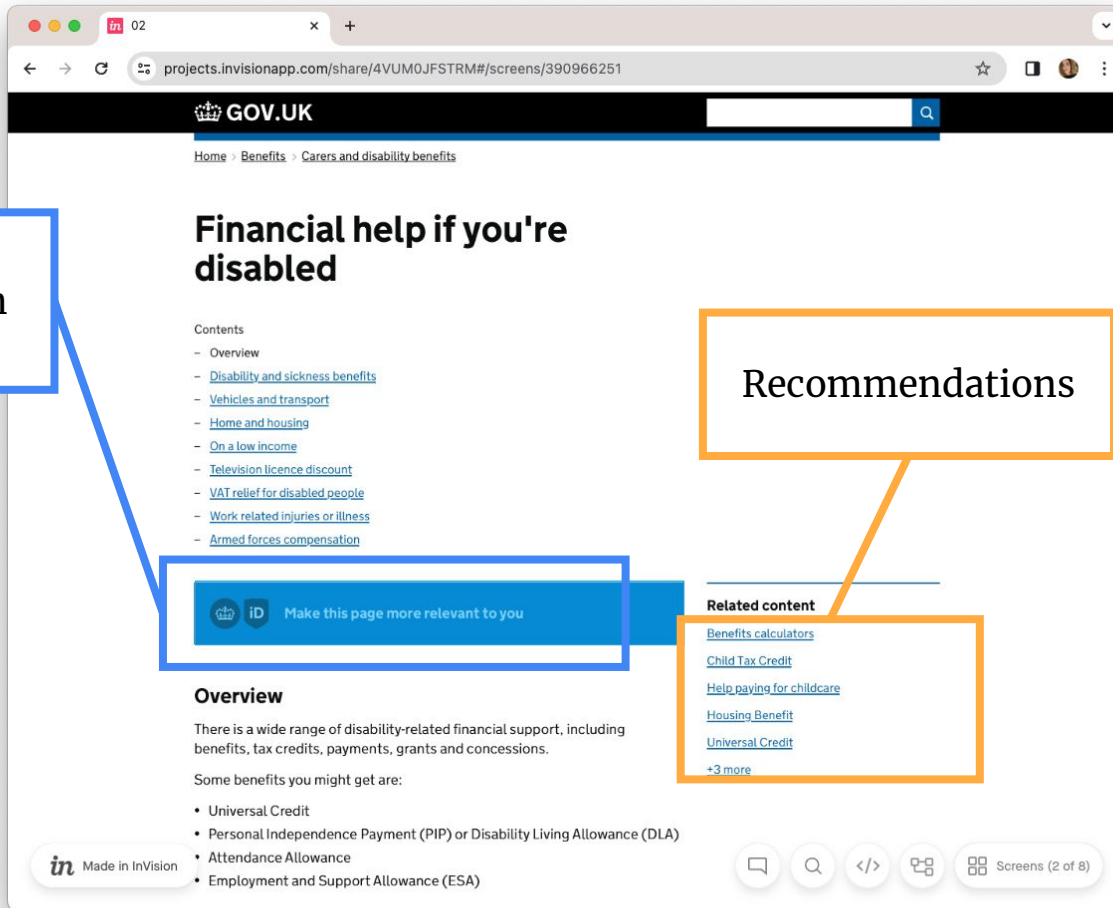


The personalisation spectrum: 2024 (WIP)





03

In practice



Identity verification system

  Make this page more relevant to you

Recommendations

Related content

- [Benefits calculators](#)
- [Child Tax Credit](#)
- [Help paying for childcare](#)
- [Housing Benefit](#)
- [Universal Credit](#)
- [+3 more](#)

Financial help if you're disabled

- Contents
- Overview
 - [Disability and sickness benefits](#)
 - [Vehicles and transport](#)
 - [Home and housing](#)
 - [On a low income](#)
 - [Television licence discount](#)
 - [VAT relief for disabled people](#)
 - [Work related injuries or illness](#)
 - [Armed forces compensation](#)

Overview

There is a wide range of disability-related financial support, including benefits, tax credits, payments, grants and concessions.

Some benefits you might get are:

- Universal Credit
- Personal Independence Payment (PIP) or Disability Living Allowance (DLA)
- Attendance Allowance
- Employment and Support Allowance (ESA)

We're now in a trust ecosystem

Dynamic assembly based on verifiable credential + proof

Dynamic assembly based on verifiable credential - no proof

The screenshot shows a web browser displaying the GOV.UK page for "Financial help for your disability". The page includes a navigation bar with the GOV.UK logo, a search bar, and user information for "Anne User". The main content area is titled "Financial help for your disability" and has an "Overview" section. It lists various benefits and support options, such as "exemption from paying vehicle tax", "parking benefits - Blue Badge", and "help to buy or lease a car from The Motability Scheme". There is also a section for "Severe Disability Premium" with a "Check if you're eligible" button. A "You currently receive:" section lists "Income Support" and "Personal Independence Payment (PIP)". A "Related content" section provides links to "Benefits calculators", "Child Tax Credit", "Help paying for childcare", "Housing Benefit", and "Universal Credit". The footer includes the InVision logo and "Made in InVision" text, along with navigation icons and a "Screens (4 of 8)" indicator.

04

projects.invisionapp.com/share/4VUM0JFSTRM#/screens/390966253

GOV.UK

Anne User Sign out

Home > Benefits > Carers and disability benefits

Financial help for your disability

Overview

There is a wide range of disability-related financial support, including benefits, tax credits, payments, grants and concessions.

You are eligible for:

- ✓ [exemption from paying vehicle tax](#)
- ✓ parking benefits - [Blue Badge](#)
- ✓ [disabled persons bus pass or railcard](#)
- ✓ [help to buy or lease a car from The Motability Scheme](#)

You might be eligible for a Severe Disability Premium if:

- your condition worsened
- your yearly income is below £18,000

[Check if you're eligible](#)

Depending on your circumstances, you might also be able to get:

- [Industrial Injuries Benefit](#) if you're disabled as a result of work
- [Constant Attendance Allowance](#) if you need daily care and attention because of a disability
- the disability element of [Working Tax Credit](#), if you work and are getting PIP or DLA

You currently receive:

- Income Support
- Personal Independence Payment (PIP)

If this is incorrect, you can [update the information](#).

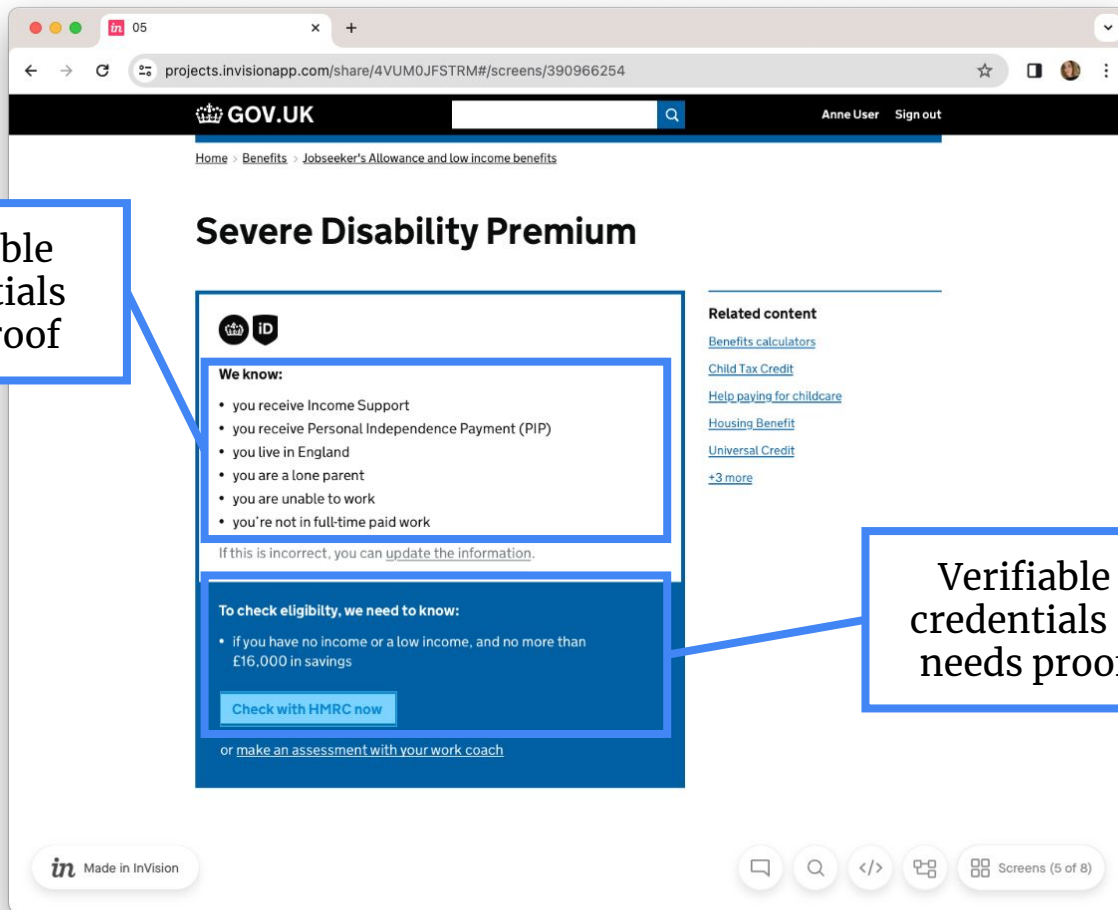
Related content

- [Benefits calculators](#)
- [Child Tax Credit](#)
- [Help paying for childcare](#)
- [Housing Benefit](#)
- [Universal Credit](#)
- [+3 more](#)

in Made in InVision

Screens (4 of 8)

Verifiable credentials with proof



Verifiable
credentials
with proof

We know:

- you receive Income Support
- you receive Personal Independence Payment (PIP)
- you live in England
- you are a lone parent
- you are unable to work
- you're not in full-time paid work

If this is incorrect, you can [update the information](#).

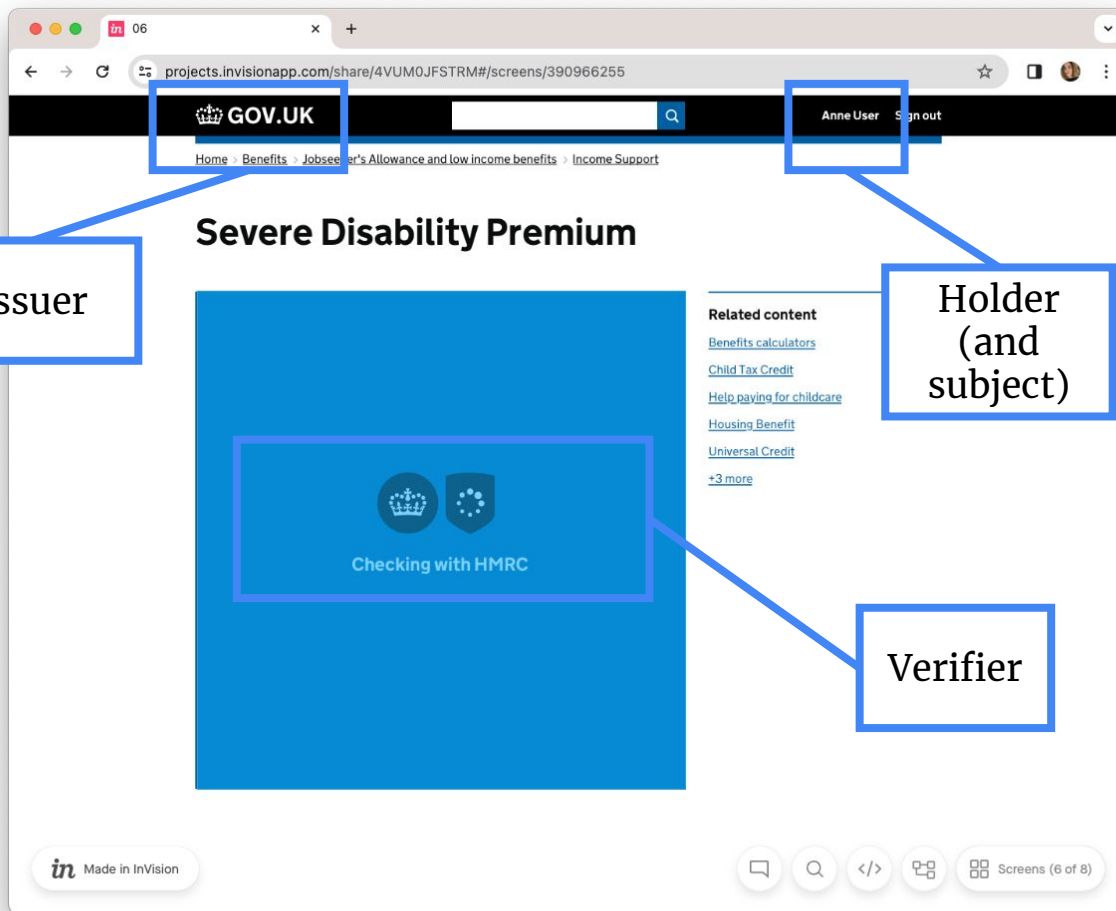
To check eligibility, we need to know:

- if you have no income or a low income, and no more than £16,000 in savings

[Check with HMRC now](#)

or [make an assessment with your work coach](#)

Verifiable
credentials -
needs proof



GOV.UK

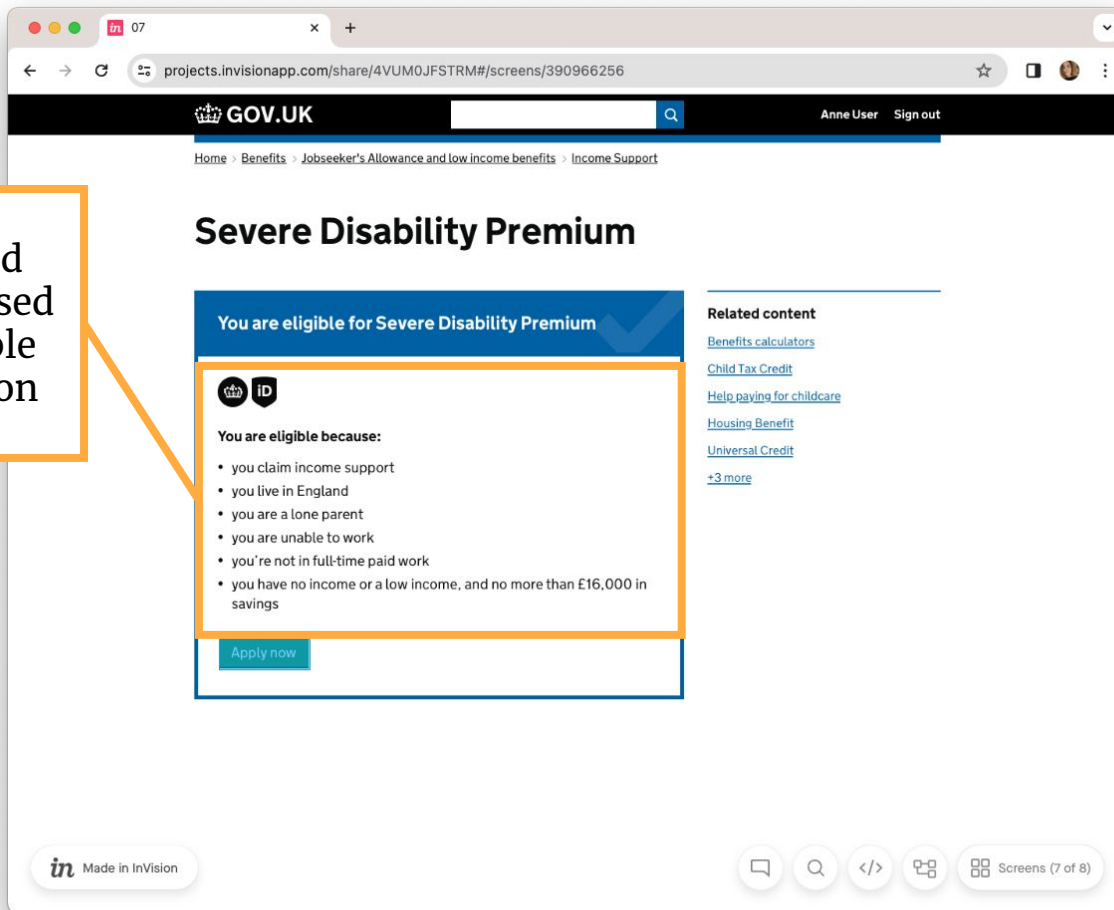
Anne User Sign out

Issuer

Holder
(and
subject)

Checking with HMRC


Verifier



Automated decision based on verifiable presentation

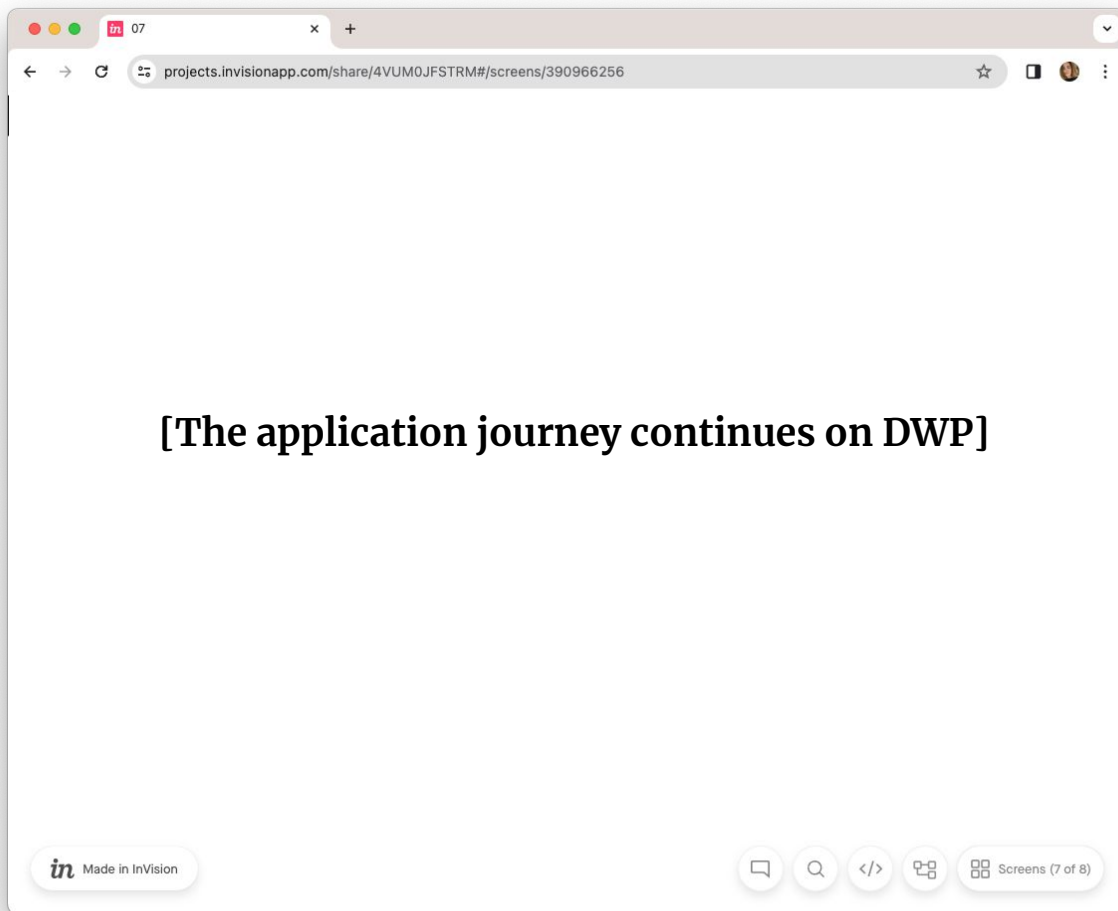
Severe Disability Premium

You are eligible for Severe Disability Premium

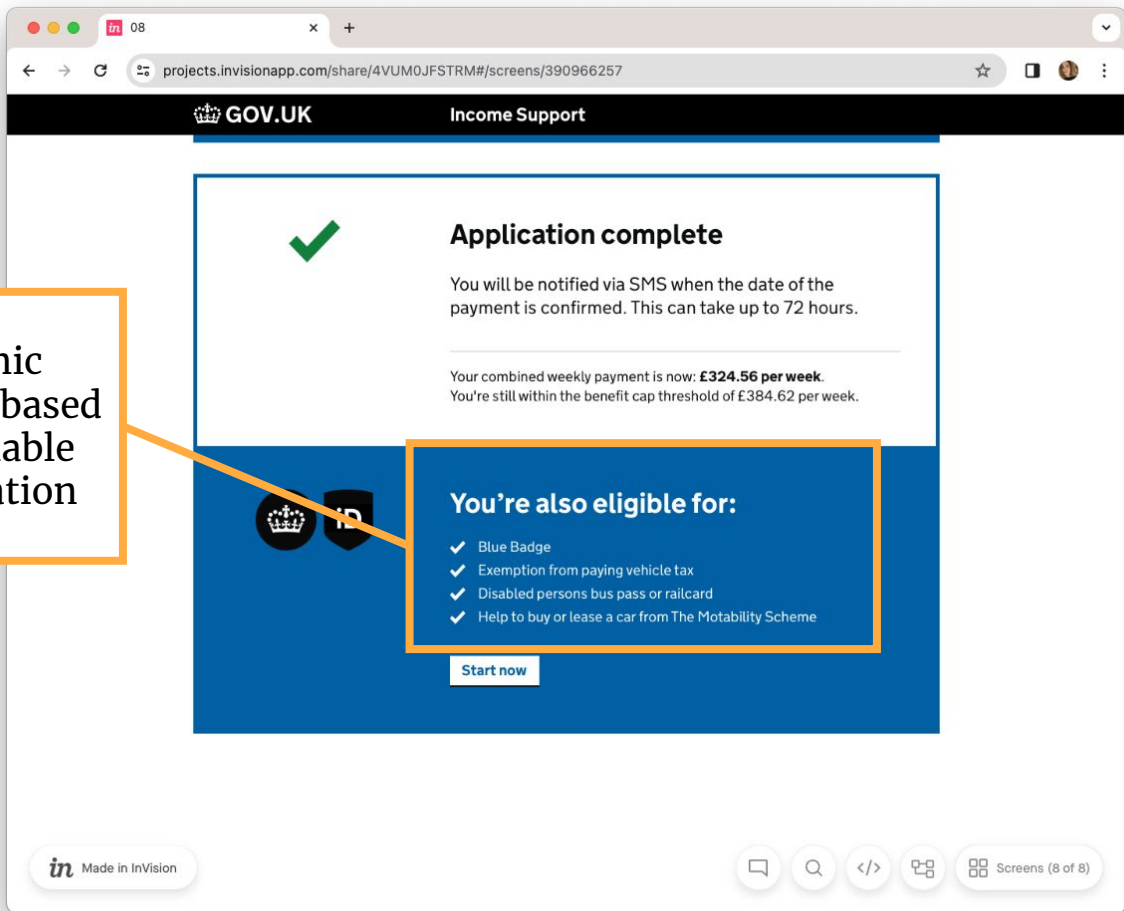
-  **You are eligible because:**
- you claim income support
 - you live in England
 - you are a lone parent
 - you are unable to work
 - you're not in full-time paid work
 - you have no income or a low income, and no more than £16,000 in savings

Apply now

- Related content**
- [Benefits calculators](#)
 - [Child Tax Credit](#)
 - [Help paying for childcare](#)
 - [Housing Benefit](#)
 - [Universal Credit](#)
 - [+3 more](#)



[The application journey continues on DWP]



Dynamic
assembly based
on verifiable
presentation

Application complete

You will be notified via SMS when the date of the payment is confirmed. This can take up to 72 hours.

Your combined weekly payment is now: **£324.56 per week.**
You're still within the benefit cap threshold of £384.62 per week.

You're also eligible for:

- ✓ Blue Badge
- ✓ Exemption from paying vehicle tax
- ✓ Disabled persons bus pass or railcard
- ✓ Help to buy or lease a car from The Motability Scheme

Start now

Thanks