Let's consider User Research case studies from Move to UC

1. "I've fretted for a fortnight since you mentioned UC"

Move to UC claimant

Move to UC journey



Plant the seed

'At the next appointment we need to talk about UC'



Initial Conversation

'This is Universal Credit and the pilot, here's a leaflet with some more information'



Migration notice

'This protects your current entitlement and means you are in the pilot'



Make the claim

'Lets get everything together and make your claim'

What's the problem?

Telling claimants that they'll be discussing Universal Credit at the next meeting causes worry

What's the problem?

Work Coaches end up repeating the same information to claimants in multiple appointments

What did we change?



Removed the "Plant the seed" meeting and handed out the leaflet and discussed UC in the first meeting with claimants



Observed and recorded over 35 appointments, where the leaflet was handed out in the first meeting

What did we learn?

- Handing out the leaflet in appt 1
 provides structure the conversation
- Allows Work Coaches to challenge negative social media/friends and family stories
- Can cover all of claimants main worries straight away in 1st meeting

Any questions on this case study?

2. "When should I claim? I don't want to be without money"

Move to UC claimant

What's the problem?

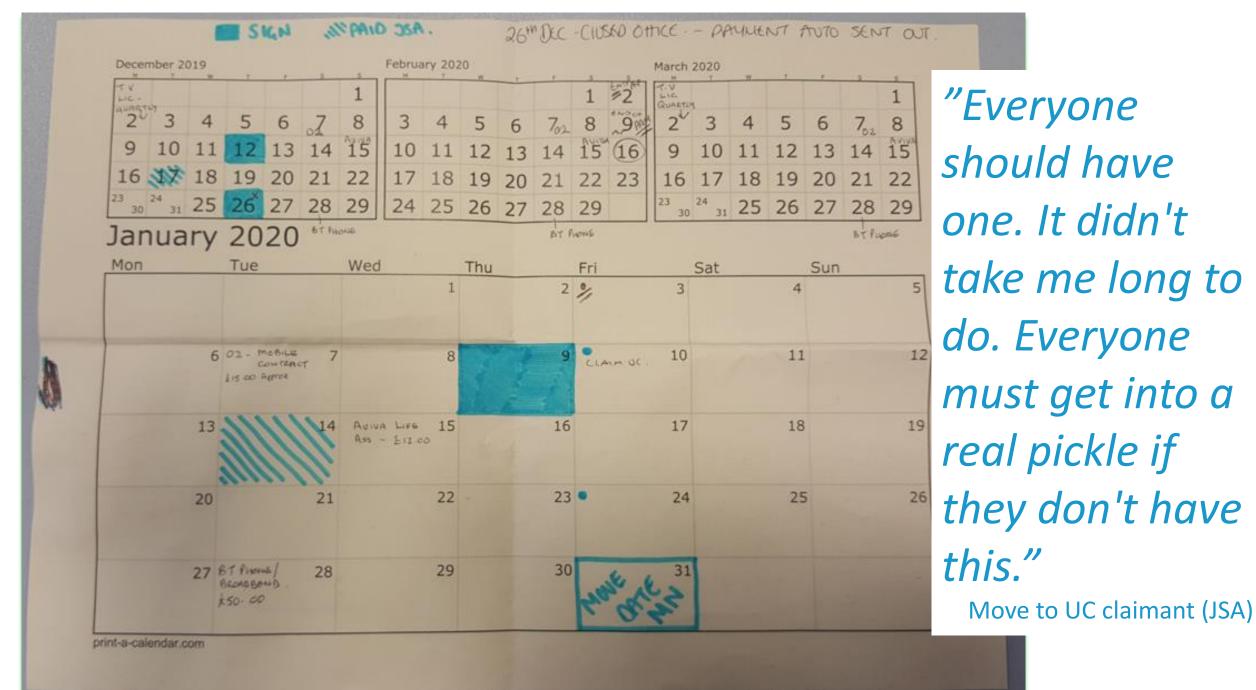
Claimants don't understand the differences in payment cycles between their current benefit and UC



Designed a calendar MVP for Work Coaches to use in appointments with claimants



- Work Coaches work through calendars with claimants explaining payment cycles
- Claimants take calendars away and plot income and expenditure
- Able to decide when's the best date to claim for them, and make the claim



What did we learn?



- It's used talk about practicalities of moving
- Offers reassurance to claimants that the money will be in their account when they need it to be
- Helps claimants understand how payment cycles and MDHP work
- Claimants can take away and reference in their own time

3. "I'm not very good on computers and I wont know how to use my account"

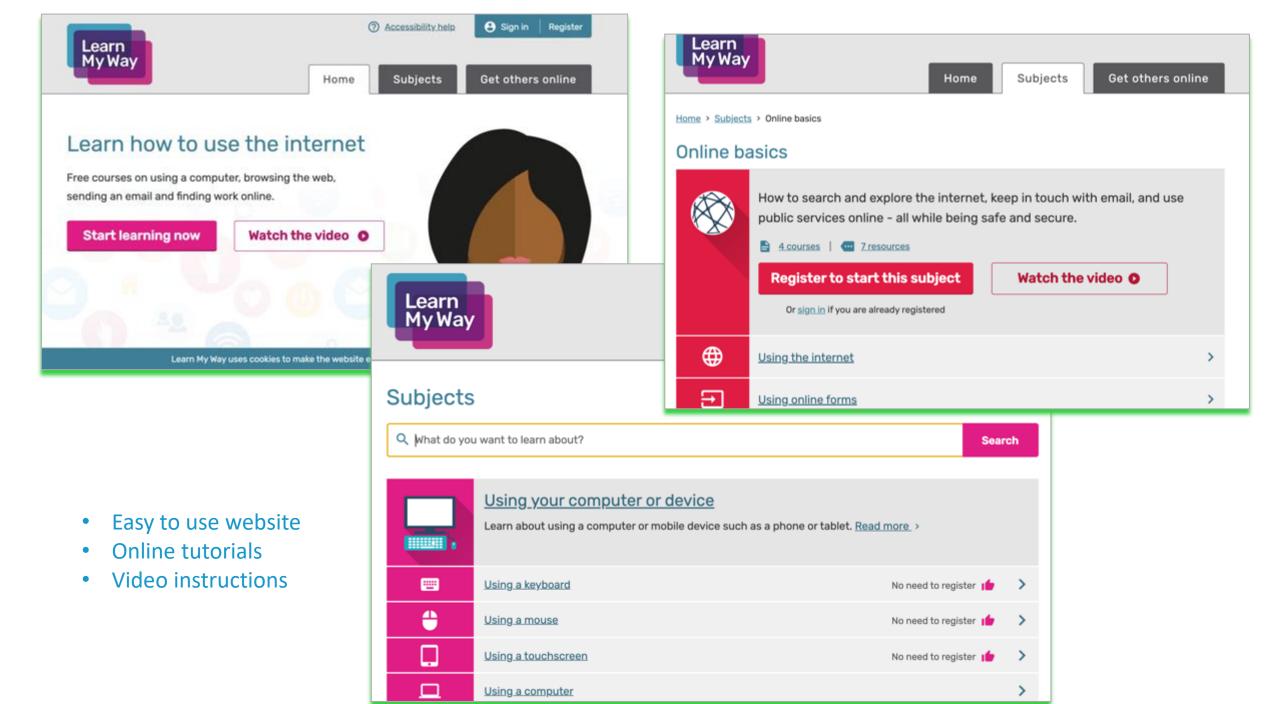
Move to UC claimant

What's the problem?

Some claimants worry about their computer skills for maintaining a UC account, so don't want to move.



We directed claimants to *Learn My Way* to help beginners to develop their digital skills.





- Encouraged Work Coaches to stop comparing using a UC account to social media accounts as way of offering claimants reassurance
- Directed them to *Learn My Way* to preview what a UC account looks like and how it works
- Focused on reassurance through practical examples (videos, PDFs, etc.)

Universal Credit: Your Online Journal





What do I do with my journal?

Your online journal is used to maintain your Universal Credit claim.

In your journal, you'll:

- Complete To Do's
- Record your job search
- Keep in touch with your work coach
- · Report any changes

- Preview of UC online account
- Simple way to "get familiar"
- Explanations of what to expect

Reporting a change of circumstance

If there are changes in your life or work, you'll need to report this on your Universal Credit account. Update your Universal Credit account as soon as you know about a change.

Examples of a change of circumstance:

- o You get a new job, or more hours at work.
- o You are too ill to work or meet your Work Coach.
- You move house or your living situation changes for example - you move in with your partner.



Top Tip: If you're reporting a change of circumstance that does not have an option online, report it using your Universal Credit

Your statement

Your online statement is a tool to help you track your Universal Credit payments.

You'll be able to see the payments you have already received. It'll show you when you'll get your next payment, and how that has been calculated.

If you have any questions about your online statement, send a message to your Work Coach and they'll be able to help.

Statement

Your payment this month is
£556
This will be paid by Rom on 22 February 2017

How we calculate your payment

Your payment is based on what you've fold us and covers the period between







Universal Credit: Your Online Journal

p3

What did we learn?



- Claimants are more reassured when they can take their time to practice and improve their digital confidence
- "Having a go" on Learn My Way can overcome some fears of moving to a digital system
- With practice beforehand, claimants expressed that the UC account isn't as difficult as expected

Any questions on this case study?

We want to learn more about...

- Claimants as Couples
- Non-English language speakers
- Claimants without a BAU appointment

Thank you