

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

# What did we do?



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 1<sup>st</sup> 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

# What did we do?



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

# What did we do?



- 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

SIGN

PAID JSA.

26<sup>th</sup> DEC - CLOSED OFFICE - PAYMENT AUTO SENT OUT.

December 2019

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

February 2020

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29			

March 2020

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	

January 2020

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
	6	7	8	9	10	11
	13	14	15	16	17	18
	20	21	22	23	24	25
	27	28	29	30	31	

"Everyone should have one. It didn't take me long to do. Everyone must get into a real pickle if they don't have this."

Move to UC claimant (JSA)

# What did we learn?



- It's used to 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.



# What did we do?



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


[Accessibility help](#) [Sign in](#) [Register](#)

[Home](#) [Subjects](#) [Get others online](#)

# Learn how to use the internet

Free courses on using a computer, browsing the web, sending an email and finding work online.

[Start learning now](#) [Watch the video](#)




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[Home](#) > [Subjects](#) > [Online basics](#)

## Online basics





How to search and explore the internet, keep in touch with email, and use public services online - all while being safe and secure.

[4 courses](#) | [7 resources](#)

[Register to start this subject](#) [Watch the video](#)

Or [sign in](#) if you are already registered

[Using the internet](#) >

[Using online forms](#) >

## Subjects

What do you want to learn about?

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### [Using your computer or device](#)

Learn about using a computer or mobile device such as a phone or tablet. [Read more](#) >




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No need to register 




[Using a mouse](#)

No need to register 



[Using a touchscreen](#)

No need to register 



[Using a computer](#)



- Easy to use website
- Online tutorials
- Video instructions

# What did we do?



- 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.)

### 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

#### Journal entry

What's this entry about?

☐ A payment

☐ A change

☐ An appointment

☐ Details of my work search

☐ A message for my work coach

☐ Service issues

[Next](#)

- 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:

- You get a new job, or more hours at work.
- 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 Bpm on 22 February 2017

#### How we calculate your payment

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



It is important to tell Universal Credit immediately about any changes in your circumstances that could affect your Universal Credit payments.

[Report a change in my circumstances](#)

#### Standard allowance

You receive a standard Universal Credit allowance each month

**£317.82**

#### Housing

You said that your rent is £400.00 per month, and you pay £20.00 in

**£420.00**

# 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*