

Move to UC

User Research Findings

[REDACTED] - User Research

User research in Move to UC

- Observations of all the interactions between claimants and Work Coaches
- Small numbers to qualitatively understand the journey for each claimant
- Aim is to understand claimant barriers to and concerns about moving
- This allows us to respond and change products, process and tools to move claimants along the move journey

Claimant Barriers

Through the pilot, we are understanding claimant barriers to moving

- Worries, negative social media, misconceptions to overcome
- Needing reassurance
- Claimant barriers – mental health, life issues
- Stalling and creating issues to resolve before claiming
- Needing things to be explained multiple times
- Not having right information to make the claim
- Unwilling to engage at all



More
common
barriers

Groups of claimant barriers

Mental Health

- Anxiety – too anxious to engage in process, with a new work coach or the Jobcentre
- Depression – low mood, passive, withdrawn
- Socially isolated
- Substance/ medication issues

Support needs

- Life issues to resolve first
- From others to engage in move journey
- From others to understand information given out, or how to claim

Practical needs

- IT skills – setting up accounts, using a mouse
- Where to access the internet
- Having access to IT equipment
- Evidence documents

Tackling claimant barriers – case studies

Case study 1 – Tackling claimant worries and misconceptions early in the move journey

Original pilot journey



Plant the seed



Initial Conversation



Migration notice



Make the claim

- Telling claimants they'll be discussing Universal Credit at the next meeting caused worry and anxiety
- Work Coaches ended up repeating the same information multiple times to claimants – claimants have questions as soon as UC is brought up

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

Case study 1 – Tackling claimant worries and misconceptions early in the move journey



- We removed the 'Plant the seed' conversation
- Starting with the initial conversation allows a more detailed conversation about UC straight away
- Allows Work Coaches to immediately tackle misconceptions and worries that claimants have – especially from social media/family and friends
- Claimants get the leaflet sooner and the conversation is structured around it

Case study 2 – providing reassurance and removing issues that stop people claiming

- Claimants were struggling to understand how payment cycles worked on UC
- The difference between their current benefits and UC wasn't clear
- They also wanted to understand when was the most suitable time to claim to make sure they had money available to pay bills

“When should I claim? I don’t want to be without money”

Move to UC Claimant

Case study 2 – developing a calendar to reassure people about payment cycles

- We introduced a paper prototype of a calendar to use with claimants
- 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 payments cycles and MDHP works on UC
- Claimants can take away and reference in their own time

***"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



■ SIGN

/// PAID JSA.

26th DEC - CLOSED OFFICE - PAYMENT AUTO SENT OUT.

December 2019

T.V. LIC - QUARTLY						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
10	11	12	13	14	15	16	17
17	18	19	20	21	22	23	24
24	25	26	27	28	29		

March 2020

T.V. LIC - QUARTLY							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	

print-a-calendar.com

MOVE DATE MN

Case Study 3 – reassurance about using UC account online

- Some claimants worry about their computer skills for maintaining a UC account, so don't want to move.
- Worry about getting things wrong and it affecting their money or claim
- Initially explained the account in the context of a social media account – 'if you can use Facebook you'll be fine' – didn't offer the reassurance that claimants needed

Case Study 3 – using Learn My Way for reassurance

- Work Coaches directed these claimants to 'Learn My Way' to help beginners develop digital skills
- Allowed them to view a 'safe' account before making the claim, and practice in their own time, and get reassurance through practical examples
- It helps overcome fears of the digital system – and claimants express that the digital system isn't as bad as they expected

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.

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

Home To-do list

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

Statement

Your payment this month is

£556

This will be paid by 8pm on 22 February 2017

How we calculate your payment

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

16 JAN and 15 FEB

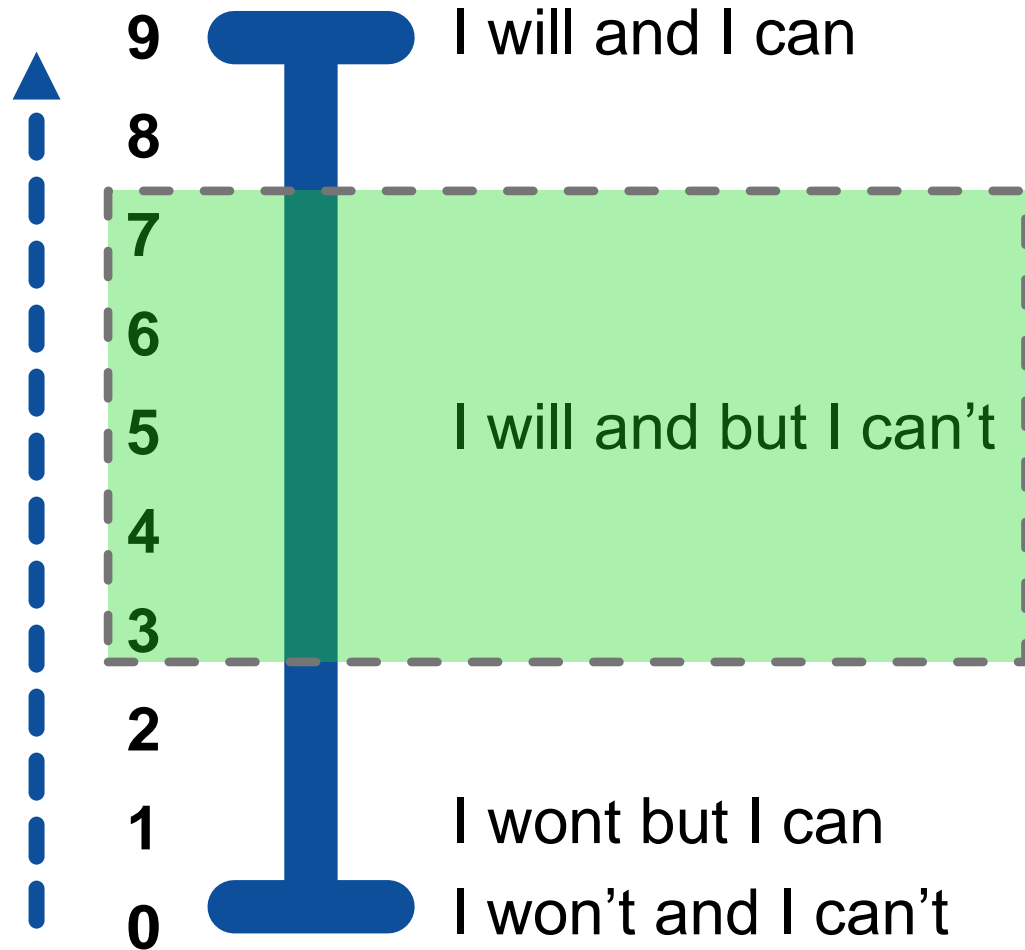
It is important to tell Universal Credit immediately about any changes in your circumstances that could affect your Universal Credit payments.

[Report a change in the circumstances](#)

Standard allowance	£317.82
You receive a standard Universal Credit allowance each month	
Housing	£420.00
You said that your rent is £400.00 per month, and you pay £20.00 in	

p3

Understanding our claimants – complying with Move to UC



- Have a compliance scale based on our move to UC personas
- Focus on how can we move claimants up the scale and getting them to move
- Understanding the barriers and the changes to the service to help move people
- scaling up the research as the number of people increase to start to codify our learning