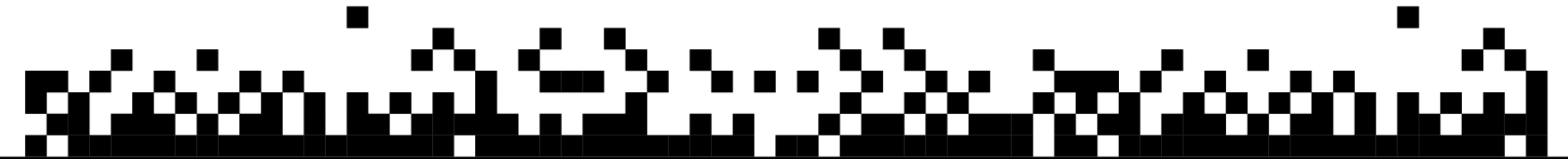


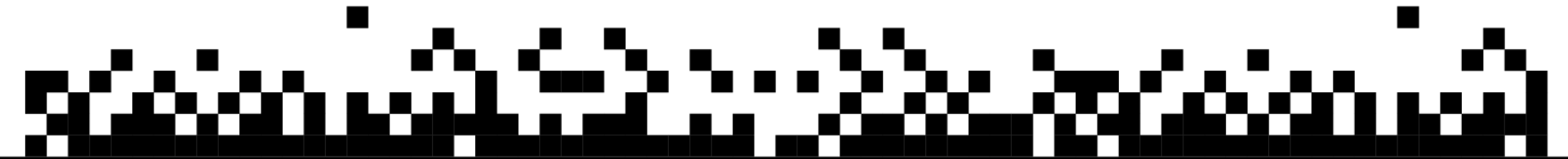
**Don't guess your user  
needs: start with what we  
know**



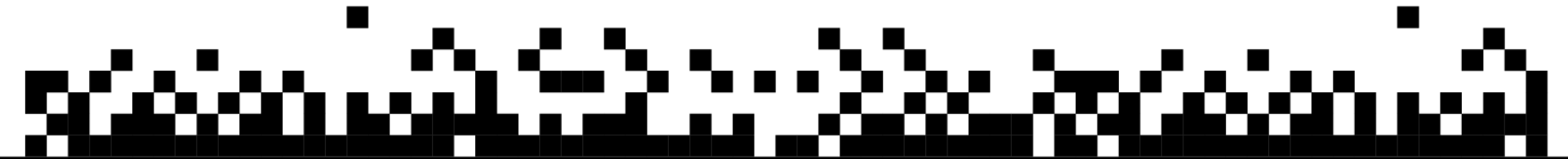
# Hi!

Richard Smith

Lead User Researcher @RichSmiths

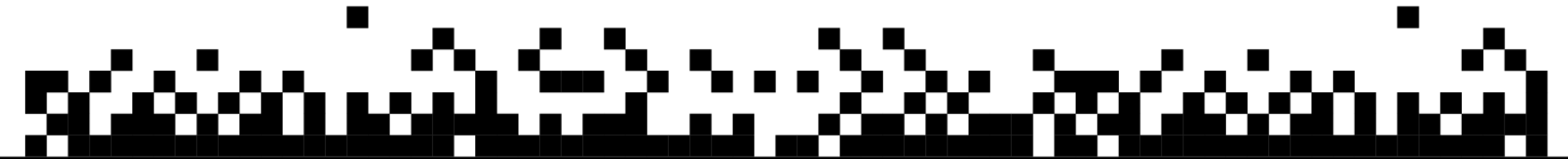


We want to become the most  
user centered team in the  
country

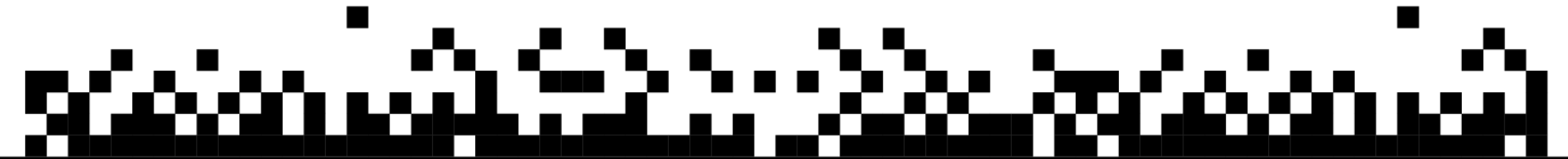




There was no common way for insights  
and data to be stored and shared across  
project teams

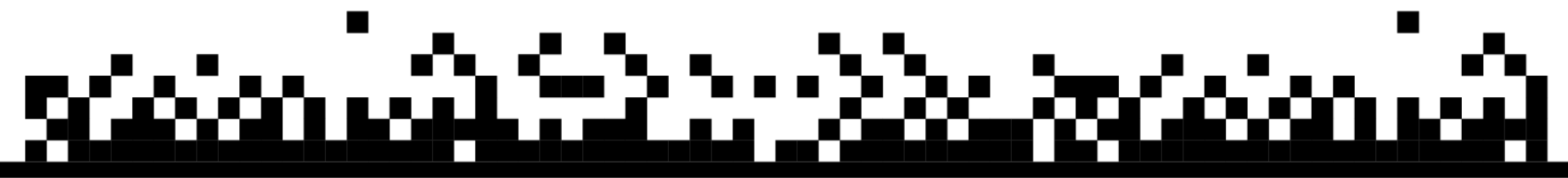


Insights are lost in the handovers  
between project teams / phases

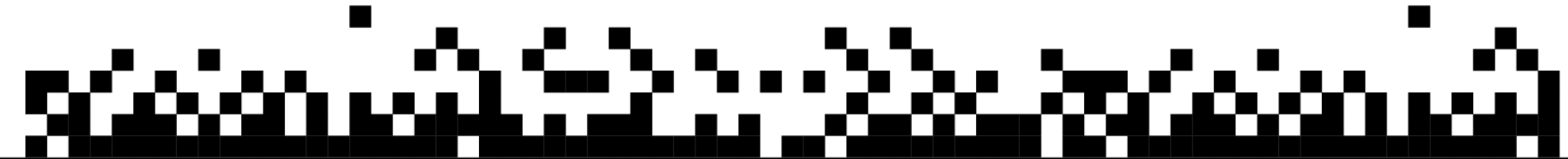


When starting something new, it's hard  
to find out what **we've** done before\*

\* let alone what colleagues across government have done previously

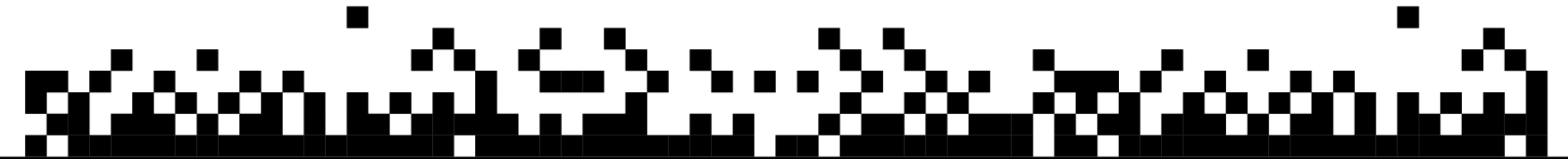


... a lot of us have the same  
problems?

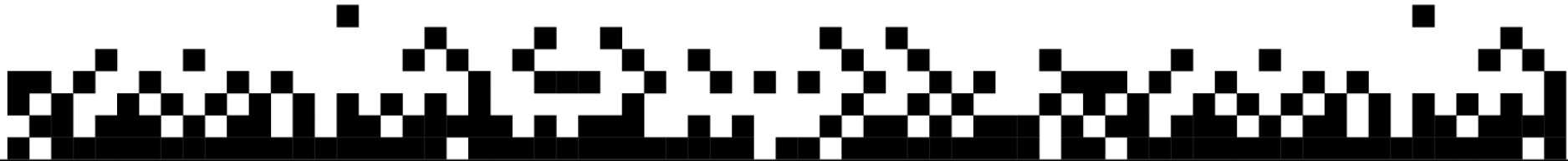




We don't regularly share the great user research we do across government

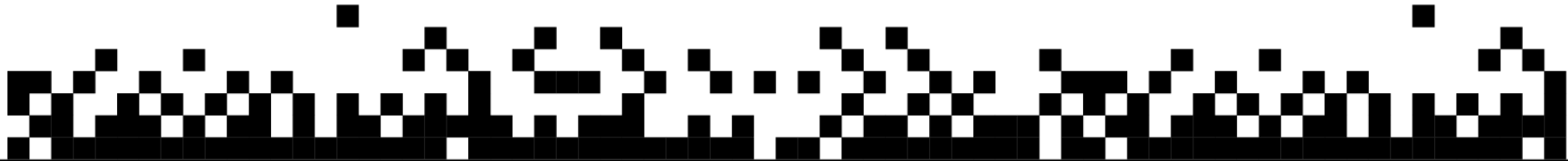


We're working with Snook to understand how we can share and discover user research and insights



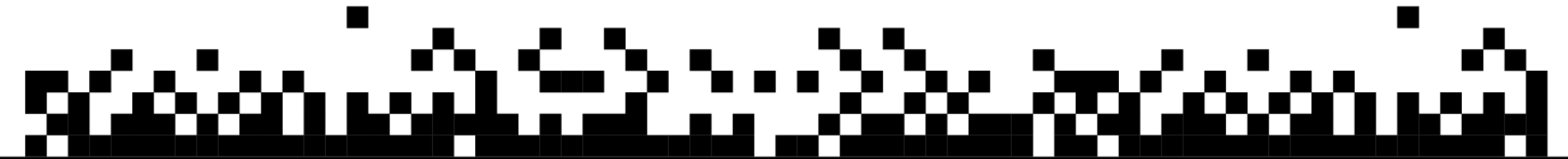
# User research ... about user research

- 8 contextual interviews
- Co-design workshop

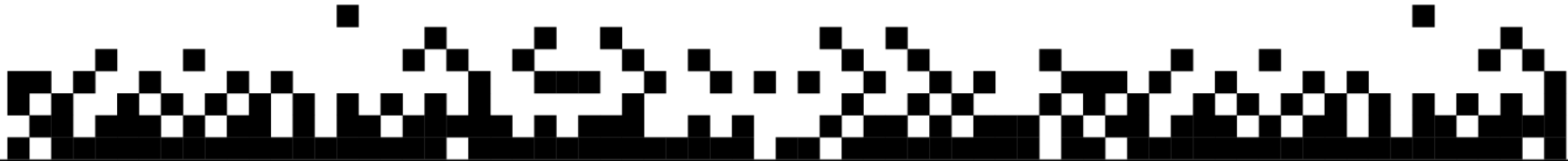


# Visibility

# Trust

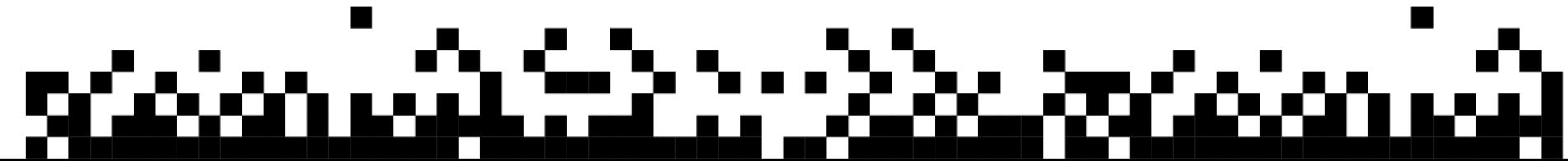


- Build an early prototype user research library in Airtable
- Developing a 'pre-discovery pack'



# Build an early prototype user research library in Airtable

- Concept/usability testing
- Sharing and engagement with colleagues in Home Office and Hertfordshire County Council



## User Research Library

Guides Needs Journey stages User groups Projects Workstreams Bookmarks Feature Requests Evidence

SHARE BLOCKS

Needs by Project

Hide fields

Filter

Grouped by 1 field

Sort

Color

...

ID As a(n) I Need So that

PROJECT	Count				
▼ Contact Centre Improvement (FAKE PROJECT)	Count: 1				
1	10	Customer Services Manager	to have oversight of customer service incidents	I can appropriately respond.	
+					
PROJECT	Count: 27				
▼ Submit a Planning Application					
2	32	General public (householders)	to know the policies affecting the site	I know my constraints.	
3	33	General public (householders)	to view similar applications in my area	I can get a better idea of what I c	
4	34	General public (householders)	to understand the whole process	I know what to expect	
5	35	Professional (planning consultant, architect, developer)	to know new policy	I am aware of local changes	
6	36	General public (householders)	to submit the right information	I feel confident about the outcom	
7	37	General public (householders)	my site location plan to match council requirements	I make a valid application	
8	38	General public (householders)	to submit the right documents	I feel confident about the outcom	
9	39	General public (householders)	to know what pre-application is	I know if I need to do one	
10	40	Professional (planning consultant, architect, developer)	submit my pre-application digitaly	I save time when I move to a full	
11	41	General public (householders)	to pay my fee	my application will be considered	
12	42	General public (householders)	to save my application	I can return later	
13	43	Professional (planning consultant, architect, developer)	to share my application	my client can contribute	
14	44	General public (householders)	to have my application reviewed	my application will be considered	

airtable.com

Simple User Research Library

Research | User groups | Project lifecycle stages | Projects | Workstreams | Feature Requests | Document types | Tags

Grid view | Hide fields | Filter | Group | Sort | Color

Document name	Document link	Document type	Project lifecycle
1 Discovery findings	<a href="https://docs.google.com/presentation/d/1aZkxERMFG7kw8LwA2SbrdFQ9r3mfmXp28E-a5CsOT...">https://docs.google.com/presentation/d/1aZkxERMFG7kw8LwA2SbrdFQ9r3mfmXp28E-a5CsOT...</a>	Slide deck	5
2 Caller research	<a href="https://drive.google.com/drive/folders/1uqJYwAMKYy00yXZaMjcf_mzk8baW7agarc=32">https://drive.google.com/drive/folders/1uqJYwAMKYy00yXZaMjcf_mzk8baW7agarc=32</a>	Research script	6
3 Call centre staff, residents, agents	<a href="https://drive.google.com/drive/folders/1Pa8vZxMuCa345rVFC-NaJH9Q-TWFEr0qarc=32">https://drive.google.com/drive/folders/1Pa8vZxMuCa345rVFC-NaJH9Q-TWFEr0qarc=32</a>	Personas	6
4 Check my property charges - NCC agents interview script	<a href="https://docs.google.com/document/d/1T1zHVMvTw6NDQgLzEjGR5c6nAK3pQbyUCNLJT-NaMUG...">https://docs.google.com/document/d/1T1zHVMvTw6NDQgLzEjGR5c6nAK3pQbyUCNLJT-NaMUG...</a>	Research script	7
5 Check my property charges - NCC agents interview responses	<a href="https://docs.google.com/spreadsheets/d/1UEEI_k-IRotMaJJ5C37s2I4TWDX9Kvz7ZK1EcsZwg/g...">https://docs.google.com/spreadsheets/d/1UEEI_k-IRotMaJJ5C37s2I4TWDX9Kvz7ZK1EcsZwg/g...</a>	Interview responses	7
6 Prototype testing	<a href="https://docs.google.com/a/trainmaker.solutions/forms/d/1ASz6CNV93AB-vPIGZ1-xf9MyyawR21...">https://docs.google.com/a/trainmaker.solutions/forms/d/1ASz6CNV93AB-vPIGZ1-xf9MyyawR21...</a>	Google Form	6
7 Manage-arrears beta testing - issues board	<a href="https://realtimeboard.com/app/board/board/BJ_kzT76w.../">https://realtimeboard.com/app/board/board/BJ_kzT76w.../</a>	Board	8
8 Manage-arrears service blueprint	<a href="https://drive.google.com/a/hackney.gov.uk/file/d/1keGbpX8l1fnoIwQ-Mq-R9hCCK44fmlb/view...">https://drive.google.com/a/hackney.gov.uk/file/d/1keGbpX8l1fnoIwQ-Mq-R9hCCK44fmlb/view...</a>	Service blueprint	6
9 Manage-arrears summary of discovery user research	<a href="https://docs.google.com/presentation/d/1w8da1Cd4RxfCuZZU0y05Y64RRPhkNXTaSWxPtXe...">https://docs.google.com/presentation/d/1w8da1Cd4RxfCuZZU0y05Y64RRPhkNXTaSWxPtXe...</a>	Slide deck	4
10 Manage-arrears AB testing 1st arrears letter	<a href="https://docs.google.com/document/d/1Xm8Dv5ubSgh2faw0woOZILVvKvWA9e2a8y9Cp3ooJed1...">https://docs.google.com/document/d/1Xm8Dv5ubSgh2faw0woOZILVvKvWA9e2a8y9Cp3ooJed1...</a>	Research summary	4
11 Manage-arrears message flow	<a href="https://drive.google.com/a/hackney.gov.uk/file/d/1V5TDtSMK_0StbJv0FmTsCwftzaEsuC-9V/view...">https://drive.google.com/a/hackney.gov.uk/file/d/1V5TDtSMK_0StbJv0FmTsCwftzaEsuC-9V/view...</a>	Flow	4



airtable.com

Simple User Research Library V2

HELP 29

SHARE

BLOCKS

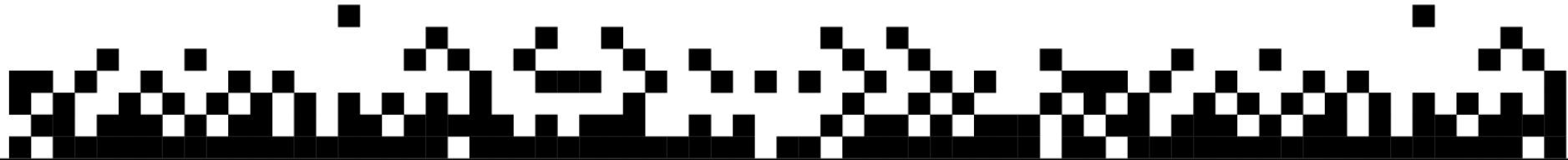
Research Projects Document types

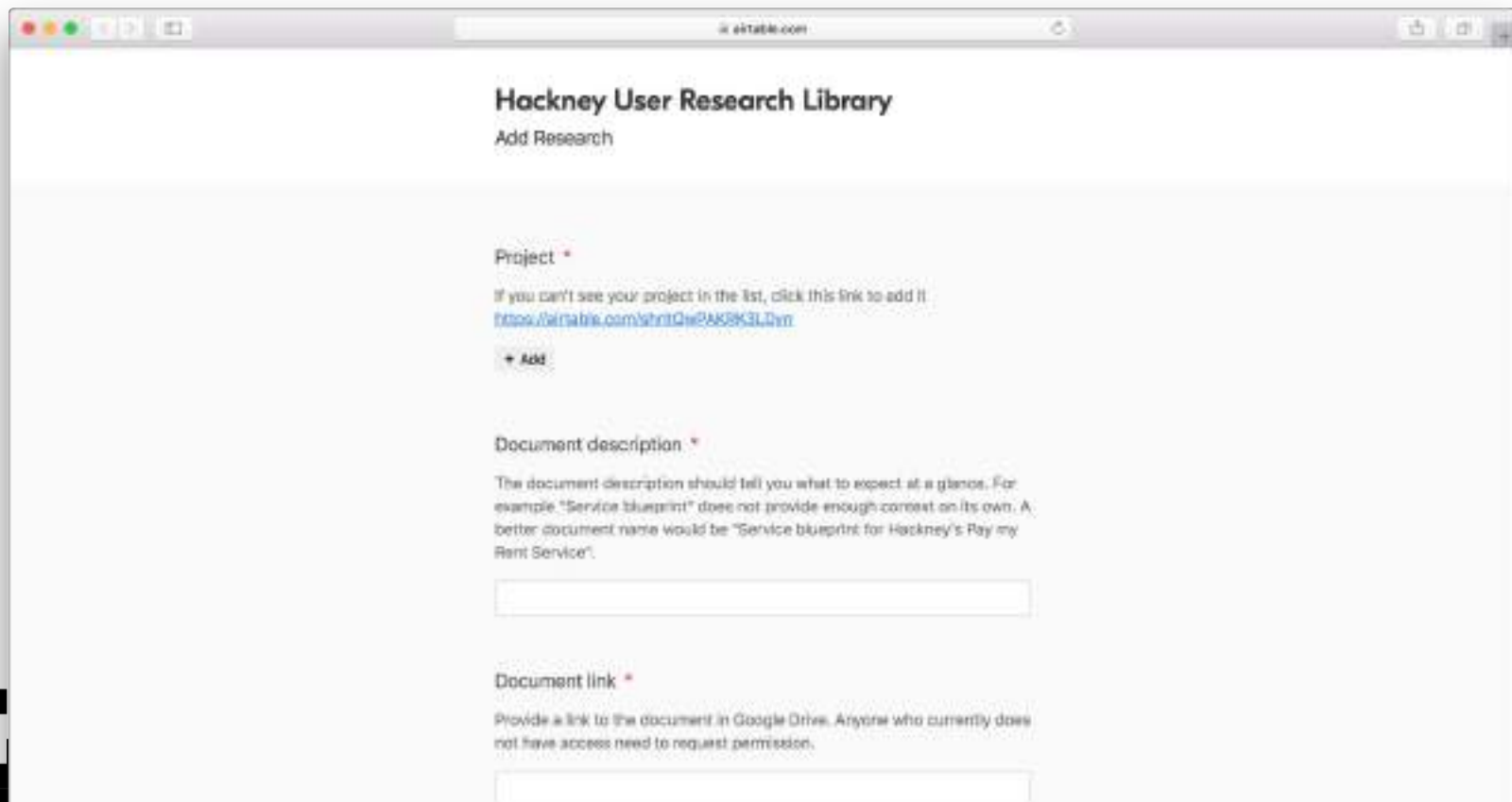
Grid view Hide fields Filter Group Sort Color

	Document description	Document link	Document type	Project
1	User tests from wireframes - all participants	<a href="https://docs.google.com/document/d/1...">https://docs.google.com/document/d/1...</a>	Interview transcript	Grievances 1.02
2	Agent Persona	<a href="https://drive.google.com/open?id=1YL...">https://drive.google.com/open?id=1YL...</a>	Personas	NCC CRM
3	NCC Agent Team Leader Personas	<a href="https://drive.google.com/open?id=16bS...">https://drive.google.com/open?id=16bS...</a>	Personas	NCC CRM
4	NCC Agent - Damon Interview transcript	<a href="https://drive.google.com/open?id=1grF...">https://drive.google.com/open?id=1grF...</a>	Interview transcript	NCC CRM
5	Wireframe prototyping with Barnes Elizabeth & Robert	<a href="https://drive.google.com/open?id=1n58...">https://drive.google.com/open?id=1n58...</a>	Interview transcript	NCC CRM
6	NCC Shadowing Notes - Wing	<a href="https://drive.google.com/open?id=19f6...">https://drive.google.com/open?id=19f6...</a>	Interview transcript	NCC CRM
7	Usability Observations and insights 20-07-18	<a href="https://drive.google.com/open?id=1E19...">https://drive.google.com/open?id=1E19...</a>	Insights	NCC CRM
8	Usability observations and insights 06-07-18	<a href="https://drive.google.com/open?id=1em4...">https://drive.google.com/open?id=1em4...</a>	Insights	NCC CRM
9	NCC Agent Interview - Tom	<a href="https://drive.google.com/open?id=1v7gc...">https://drive.google.com/open?id=1v7gc...</a>	Interview transcript	NCC CRM
10	NCC shadowing notes- Susan	<a href="https://drive.google.com/open?id=1GkU...">https://drive.google.com/open?id=1GkU...</a>	Interview transcript	NCC CRM
11	Shadowing notes - Sachin	<a href="https://drive.google.com/open?id=1Qd7...">https://drive.google.com/open?id=1Qd7...</a>	Interview transcript	NCC CRM
12	NCC Shadowing Notes - Will	<a href="https://drive.google.com/open?id=1ma4...">https://drive.google.com/open?id=1ma4...</a>	Interview transcript	NCC CRM
13	NCC interview questions template	<a href="https://drive.google.com/open?id=1qUy...">https://drive.google.com/open?id=1qUy...</a>	Discussion guide	NCC CRM
14	NCC functionality Testing for Payments and transactions	<a href="https://drive.google.com/open?id=1Mt2...">https://drive.google.com/open?id=1Mt2...</a>	Interview transcript Discussion guide	NCC CRM
15	NCC Agent User Needs	<a href="https://drive.google.com/open?id=1EJL...">https://drive.google.com/open?id=1EJL...</a>	User Needs	NCC CRM
16	NCC Agent Interview - Sachin	<a href="https://drive.google.com/open?id=1ABs...">https://drive.google.com/open?id=1ABs...</a>	Interview transcript	NCC CRM

Teams had problems with library due to the Airtable interface

We wanted to test submitting content to the library through more familiar web forms





A screenshot of a web browser window displaying a form titled "Hackney User Research Library". The browser's address bar shows "airtable.com". The form has a light gray header with the title and a subtitle "Add Research". Below the header, there are three main sections, each with a red asterisk indicating a required field. The first section is "Project", which includes a note about adding projects not in the list and a blue link. Below this is a "+ Add" button. The second section is "Document description", which includes a paragraph of instructions and a text input field. The third section is "Document link", which includes a paragraph of instructions and another text input field. The browser window has standard macOS window controls (red, yellow, green buttons) and a share icon in the top right corner.

## Hackney User Research Library

Add Research

**Project \***

If you can't see your project in the list, click this link to add it  
<https://airtable.com/shr1Qw2AK8K3LDm>

+ Add

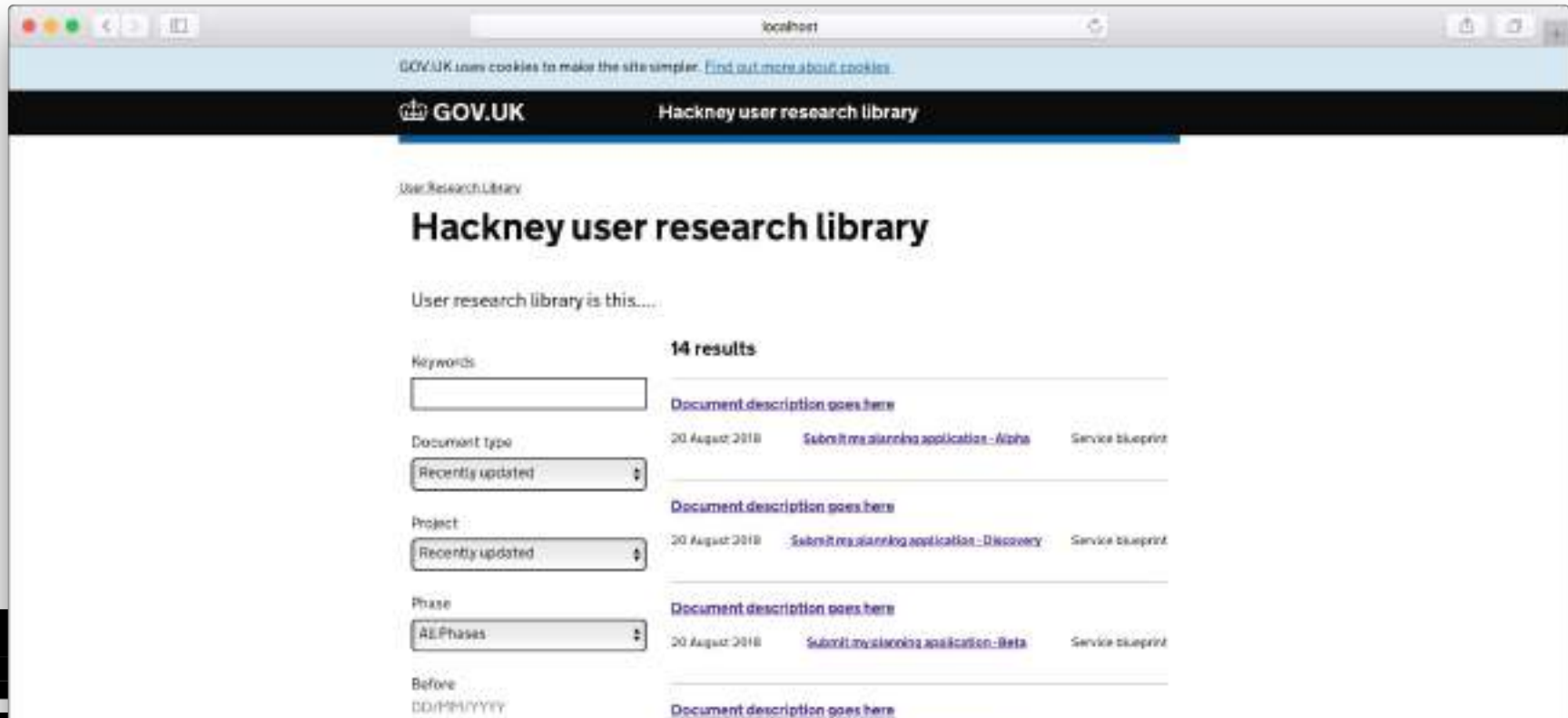
**Document description \***

The document description should tell you what to expect at a glance. For example "Service blueprint" does not provide enough context on its own. A better document name would be "Service blueprint for Hackney's Pay my Rent Service".

**Document link \***

Provide a link to the document in Google Drive. Anyone who currently does not have access need to request permission.

In future, it could be a bit like ...



The screenshot shows a web browser window with the URL 'localhost'. The page header includes the GOV.UK logo and the title 'Hackney user research library'. Below the header, the page content is titled 'Hackney user research library' and includes a sub-header 'User research library is this...'. The main content area features a search interface with several filters on the left and a list of search results on the right. The filters include 'Keywords' (a text input field), 'Document type' (a dropdown menu set to 'Recently updated'), 'Project' (a dropdown menu set to 'Recently updated'), and 'Phase' (a dropdown menu set to 'All Phases'). Below the filters, there is a 'Before' section with a date input field. The search results section shows '14 results' and lists three items, each with a 'Document description goes here' link, a date of '20 August 2018', a title, and a 'Service blueprint' link. The titles of the results are 'Submit my planning application - Alpha', 'Submit my planning application - Discovery', and 'Submit my planning application - Beta'.

localhost

GOV.UK uses cookies to make the site simpler. [Find out more about cookies.](#)

GOV.UK Hackney user research library

User Research Library

## Hackney user research library

User research library is this...

Keywords

Document type

Recently updated

Project

Recently updated

Phase

All Phases

Before

DD/MM/YYYY

14 results

Document description goes here

20 August 2018 [Submit my planning application - Alpha](#) Service blueprint

Document description goes here

20 August 2018 [Submit my planning application - Discovery](#) Service blueprint

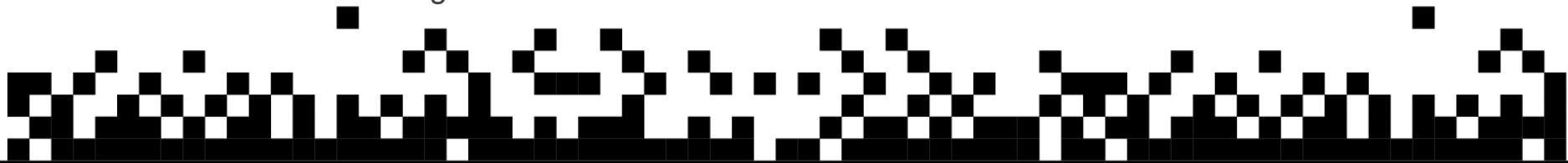
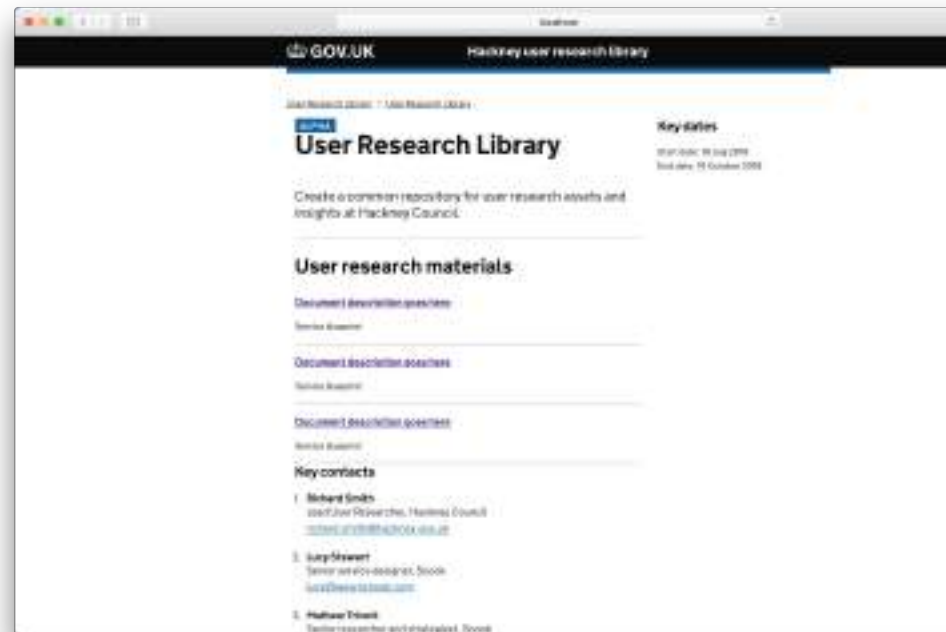
Document description goes here

20 August 2018 [Submit my planning application - Beta](#) Service blueprint

Document description goes here

# Design sprint

- Front-end for the library with Airtable as a backend.
- Minimum functionality:
  - View documents / projects
- If we have time:
  - Search / filter
    - Project title / description
    - Document type
    - Dates
    - Phase
  - Submission through custom front-end

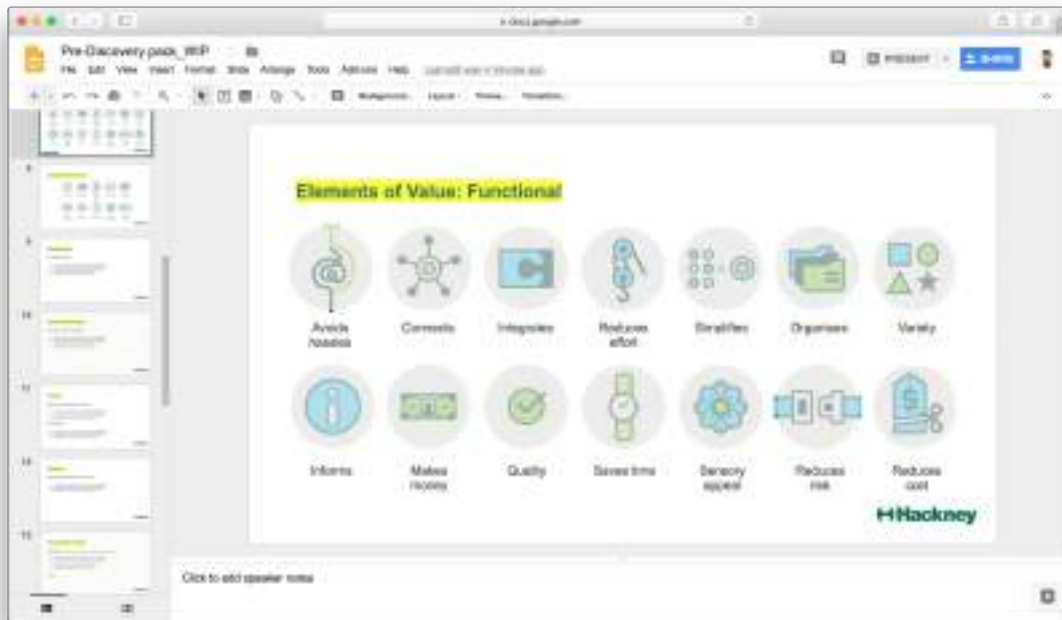


# Pre-discovery pack

Help teams to work with services when starting a project (or finishing a phase of an existing project) to understand the context and vision for projects.

Includes:

- KPIs/baseline data
- Future trends
- Stakeholders



# Help us to test the library

Add user research: <https://goo.gl/BAvyNM>

Search for user research: <https://goo.gl/VmK1WJ>

We'll put updates on our blog - [hackit.org.uk](http://hackit.org.uk)

