



Cabinet Office

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Government Digital Service

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**Start with
needs. Start at
the beginning**

1 Start with needs*



*user needs not government needs

The design process must start with identifying and thinking about real user needs. We should design around those — not around the way the ‘official process’ is at the moment. We must understand those needs thoroughly — interrogating data, not just making assumptions — and we should remember that what users ask for is not always what they need.

We use ‘needs’ as an organising principle since people come to our sites to accomplish tasks and to fulfil needs, not just to hang out. Focusing on needs means we can concentrate on the things that deliver most value for money.





BETA This is a [beta service](#) — please send your feedback to enquiries@digitalmarketplace.service.gov.uk

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Social Media Monitoring and Analytics


The buyer requires a web based monitoring and analytics tool to pick up on what users of our services are saying across the Internet. This includes understanding the conversations users are having, any problems arising and the general sentiment around a project.

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Contact information

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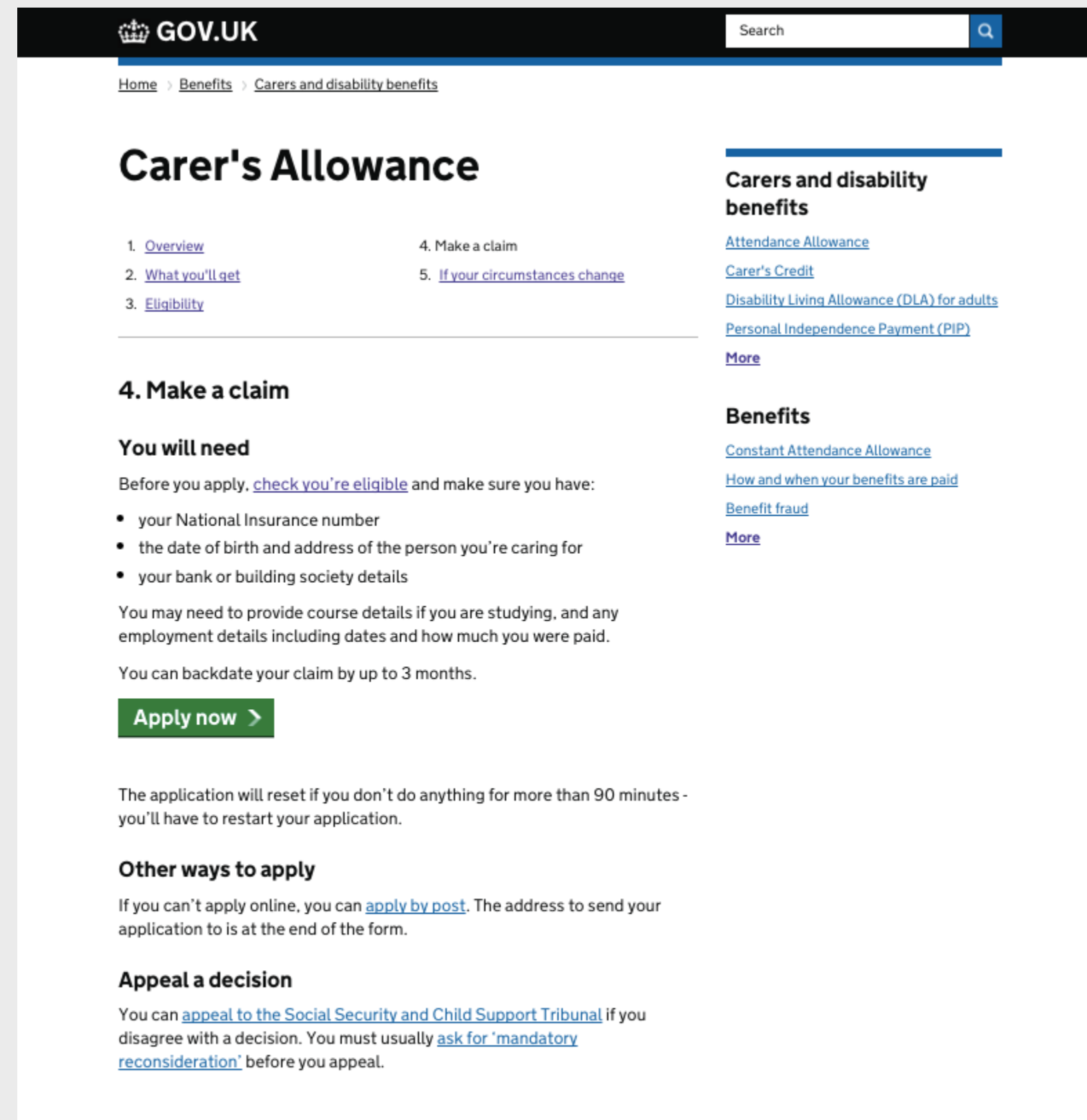


**User research
to improve
services**

Carer's allowance is a benefit paid to people who help look after someone with substantial caring needs

The screenshot shows the GOV.UK website page for Carer's Allowance. At the top, there is a search bar and the GOV.UK logo. Below the logo, there is a breadcrumb trail: Home > Benefits > Carers and disability benefits. The main heading is "Carer's Allowance". Below the heading, there is a list of five links: 1. Overview, 2. What you'll get, 3. Eligibility, 4. Make a claim, and 5. If your circumstances change. The "4. Make a claim" link is highlighted. Below this, there is a section titled "You will need" which states: "Before you apply, [check you're eligible](#) and make sure you have:" followed by a bulleted list: "your National Insurance number", "the date of birth and address of the person you're caring for", and "your bank or building society details". Below the list, there is a paragraph: "You may need to provide course details if you are studying, and any employment details including dates and how much you were paid." and another paragraph: "You can backdate your claim by up to 3 months." Below this, there is a green button that says "Apply now >". Below the button, there is a paragraph: "The application will reset if you don't do anything for more than 90 minutes - you'll have to restart your application." Below this, there is a section titled "Other ways to apply" which states: "If you can't apply online, you can [apply by post](#). The address to send your application to is at the end of the form." Below this, there is a section titled "Appeal a decision" which states: "You can [appeal to the Social Security and Child Support Tribunal](#) if you disagree with a decision. You must usually [ask for 'mandatory reconsideration'](#) before you appeal." On the right side of the page, there is a sidebar with the heading "Carers and disability benefits" and a list of links: "Attendance Allowance", "Carer's Credit", "Disability Living Allowance (DLA) for adults", "Personal Independence Payment (PIP)", and "More". Below this, there is a section titled "Benefits" with a list of links: "Constant Attendance Allowance", "How and when your benefits are paid", "Benefit fraud", and "More".

User need: As a carer I need it to be quick and straightforward to make an application for Carer's Allowance because my time



The screenshot shows the GOV.UK website page for Carer's Allowance. The page is titled "Carer's Allowance" and is part of the "Carers and disability benefits" section. It features a navigation menu with links for "Overview", "What you'll get", "Eligibility", "Make a claim", and "If your circumstances change". The main content area is titled "4. Make a claim" and includes a "You will need" section with a list of requirements: National Insurance number, date of birth and address of the person being cared for, and bank or building society details. There is a prominent green "Apply now" button. Below this, there is a warning that the application will reset if the user is inactive for more than 90 minutes. The page also includes sections for "Other ways to apply" (by post) and "Appeal a decision". A sidebar on the right lists other "Carers and disability benefits" such as Attendance Allowance, Carer's Credit, and Disability Living Allowance (DLA) for adults.

GOV.UK

Home > Benefits > Carers and disability benefits

Carer's Allowance

- [Overview](#)
- [What you'll get](#)
- [Eligibility](#)
- Make a claim
- [If your circumstances change](#)

4. Make a claim

You will need

Before you apply, [check you're eligible](#) and make sure you have:

- your National Insurance number
- the date of birth and address of the person you're caring for
- your bank or building society details

You may need to provide course details if you are studying, and any employment details including dates and how much you were paid.

You can backdate your claim by up to 3 months.

[Apply now >](#)

The application will reset if you don't do anything for more than 90 minutes - you'll have to restart your application.

Other ways to apply

If you can't apply online, you can [apply by post](#). The address to send your application to is at the end of the form.

Appeal a decision

You can [appeal to the Social Security and Child Support Tribunal](#) if you disagree with a decision. You must usually [ask for 'mandatory reconsideration'](#) before you appeal.

Carers and disability benefits

- [Attendance Allowance](#)
- [Carer's Credit](#)
- [Disability Living Allowance \(DLA\) for adults](#)
- [Personal Independence Payment \(PIP\)](#)
- [More](#)

Benefits

- [Constant Attendance Allowance](#)
- [How and when your benefits are paid](#)
- [Benefit fraud](#)
- [More](#)

The education section was confusing people because there were so many optional fields

GOV.UK Search

Home > Benefits > Carers and disability benefits

Carer's Allowance

- [Overview](#)
- [What you'll get](#)
- [Eligibility](#)
4. Make a claim
- [If your circumstances change](#)

4. Make a claim

You will need

Before you apply, [check you're eligible](#) and make sure you have:

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Grouping questions and removing optional questions

Completion times decreased

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Home > Benefits > Carers and disability benefits

Carer's Allowance

- Overview
- What you'll get
- Eligibility
- Make a claim
- If your circumstances change

4. Make a claim

You will need

Before you apply, [check you're eligible](#) and make sure you have:

- your National Insurance number
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You may need to provide course details if you are studying, and any employment details including dates and how much you were paid.

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Thanks!

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