

Hypothetical User Journey: Seven Easy Steps

	0	1	2	3	4	5	6	7	8
	Prompt	Understand	Create	Gather	Verify	Confirm	Expand	Remember	Leave
Creating an online personal profile	<p>Something happens where you have to establish who you are to access a service you need.</p> <p>This could be applying for something (for example applying to rent or buy a house; applying for a passport or driving licence; or applying for a loan, local authority or government benefit).</p>	<p>You get a clear explanation of what is involved in creating an online identity.</p> <p>This will focus on the benefits and different ways you can use your identity once you have created it. It will also explain what will be required to establish your identity and the different documents you might need and actions you might have to take (such as photographing or scanning).</p>	<p>You create a personal profile.</p> <p>You will see a clear visual description of the different levels of personal profiles and what is needed to access different services, including the different documents you might need. You enter your basic data (name, address, date of birth) and choose how you would like to be contacted, and how you would want to secure your personal profile.</p>	<p>You gather the documents that establish that this person exists.</p> <p>As explained previously there are different ways to establish your identity</p> <ol style="list-style-type: none"> 1. by using recognised identity documents, such as passport or driving licence 2. by providing evidence of financial identity and activity, such as a credit card use, a mortgage or loan 3. by having a trusted person, such as a GP or teacher, confirm your identity <p>You may be able to prove your identity using just one of these routes, or you may need to provide proof in different ways</p>	<p>You use whichever tool works best for you to verify you are this person.</p> <p>This may involve taking a photo or video or recording your voice. This information will be compared with the information you have provided in the previous stage, such as your uploaded documents, to verify that you are the same person. You may have to get an external person to verify your identity if you don't have enough proofs.</p>	<p>You receive clear confirmation that you have succeeded in creating a verified online personal profile and where and how you can use this.</p> <p>For a basic profile (which will include verified name, address, date of birth) you will be able to access relevant information, and report problems or request certain services.</p>	<p>You will be prompted to</p> <ol style="list-style-type: none"> 1. save this profile to access future services 2. to add further information if you are likely to want to apply for other services 3. to opt to receive reminders from services if a document or application needs to be renewed. <p>You will be provided with an example of what services you can access with the level of information you have provided. If you want to verify your eligibility for other services or benefits you will be provided with examples of what kind of proofs of eligibility you will need for different services, and how to obtain these.</p>	<p>If you have opted to receive reminders, you will be sent a reminder on whichever channel you have chosen, when you need to update information.</p> <p>You will receive a reminder about renewing your travel pass or Blue Badge for example, and details of how to use your online personal profile to do this.</p>	<p>If you decide you no longer want to have an online personal profile then you will have clear information about how to delete it. It will also be easy to delete it.</p> <p>You will receive an explanation of alternative routes you can take to verify who you are to access services you need.</p>
Channel									
Principles	<ul style="list-style-type: none"> • Simple language and accessible content • Consistency and coherence • Confirmation and reassurance • Joined up, not fragmented • Helpful, responsive and proactive 	<ul style="list-style-type: none"> • Person centred, not system centred • Provide the right level of explanation people want and need at each stage • Simple language and accessible content • Consistency and coherence 	<ul style="list-style-type: none"> • Person is in control • Easy to join, easy to leave • Simple language and accessible content • Consistency and coherence • Levels of security and privacy 	<ul style="list-style-type: none"> • Enabling not blocking • Appropriate to what the person is trying to achieve • Simple language and accessible content • Cost and accessibility • Consistency and coherence 	<ul style="list-style-type: none"> • Enabling not blocking • Make it work right, first time • Appropriate to what the person is trying to achieve • Simple language and accessible content • Cost and accessibility • Consistency and coherence 	<ul style="list-style-type: none"> • Person is in control • Simple language and accessible content • Consistency and coherence 	<ul style="list-style-type: none"> • Tell us once • Person centred, not system centred • Enabling not blocking • Person is in control • Simple language and accessible content • Consistency and coherence • Confirmation and reassurance • Integrated access to existing information • Helpful, responsive and proactive • Levels of security and privacy • H8 	<ul style="list-style-type: none"> • Enabling not blocking • Simple language and accessible content • Consistency and coherence • Helpful, responsive and proactive 	<ul style="list-style-type: none"> • Easy to join, easy to leave • Simple language and accessible content • Consistency and coherence
Alternative journeys		<p>Support organisations will have clear explanations of what is involved and what needs to be done to enable them to explain this to individuals who need extra help.</p>	<p>If you are unable to do this yourself you will be directed to a variety of services who can support you to do this. If you get someone else to create this on your behalf you will have the option to give them permission to manage this for you.</p>						