LocalGov**Digital**

Digital Service Standard assessment

Greater London Authority

EU Londoner's Hub - 31/10/18

Assessment participants

- Lead assessor : Martin Chaney : Senior Manager - Digital Transformation
- Technical assessor : David Durant - Senior BA Digital team
- User research assessor : Richard Smith (London Borough of Hackney)
- Product Owner : Hannah Boylan - Senior Policy Officer
- Digital BA : Oliver Cook - Digital team BA
- Observing : Nick Fine - User Researcher

About the service

From the site:
https://www.london.gov.uk/what-we-do/business-and-economy/representing-london-brexit-talks/eu-londoners-hub

 "To make sure EU citizens and their families have all the information they need about living in London after Brexit we have created this hub. We have launched a few resource sections to give you clear and impartial information and, if required, guide you to further support and advice. This page will continue to be updated."

Assessment summary

Standard	Met/Not met	Score (>0 = met)
1. Understand user needs	Met	4
2. Have a multidisciplinary team	Met	3
3. Use agile methods	Met	3

4. Iterate and improve regularly	Met	2
5. Evaluate appropriate tools and systems	Met	3
6. Evaluate user data and information	Met	5
7. Use open standards	Met	3
8. Test the end-to-end service	Met	3
9. Make a plan for being offline	Met	3
10. Make sure users succeed first time	Met	3
11. Build a consistent user experience	Met	3
12. Encourage everyone to use the digital service	Met	4
13. Identify performance indicators	Met	4
14. Do ongoing user research	Met	3
15. Test with senior manager	Met	2
Overall result	**MET**	**48**

Total score (Min met 15, max 75):	48
Main strengths:	Very solid understanding of user needs, and the complexities and uncertainties of the emerging landscape. Plans are in place to help ensure the relevant content and/or services are available when required.
Main weaknesses:	Need to make sure users are involved at the appropriate stages, as planned. Opportunity to engage senior sponsors as advocates through system testing when more services available.

Visuals
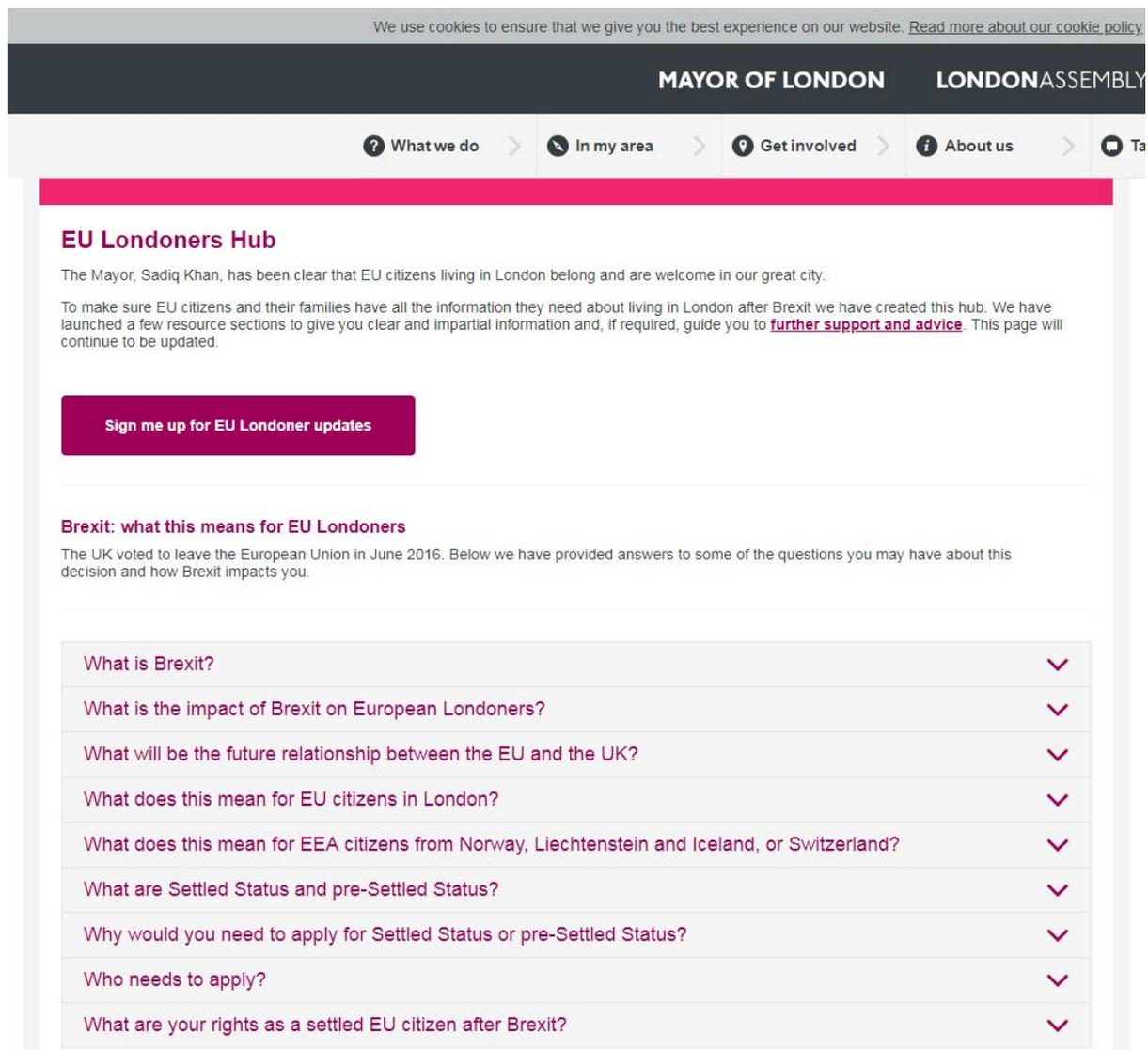
EU Londoner's Hub background

The EU Londoner's Hub is part of a large programme of work being undertaken by the GLA to ensure that European Londoners both continue to feel welcome in the capital, part of the "London is open" strategy, but are also well informed about the potential impact of brexit on their ability to remain in the UK.

The purpose of the site is to work with users who are most in need of additional support. For example, to replace other 3rd party services that may attempt to change vulnerable citizens for the same information.

The team envisage the majority of EU Londoners affected by brexit will be able to get the information they need from GOV.UK and apply for Settled Status via the Home Office website.

In addition to the site the Migration and Refugees policy team in the GLA performing a variety of outreach work including an initial £40k of micro-grants to help inform hard-to-reach citizens about the potential impacts of brexit. They have been and continue to work with many partner organisations specialising on non-English speakers, citizens with mental health issues, etc.

Further work as we approach the March 2019 brexit deadline will include £20k for an extended series of roadshows with support from EU embassies and other key stakeholders.

[The outputs from the GLA's discovery investigations can be found here](#).

Detailed assessment

For the overall rating, 1 indicates the minimum level of compliance to the standard, and 5 the highest. Again, these are not terribly scientific scores, but the aim should be to identify where improvements can be made.

1. Understand user needs *Research to develop deep knowledge of who the service users are and what that means for the design of the service - find out more*	
What was good?	- The multidisciplinary team ran 3 workshops, 2 of which were with examples of target users - The first workshop was focused on story mapping with policy team to create initial user journey to review - The associated policy team worked closely with a large number of stakeholder networks representing EU Londoners - Home Office conversations constantly ongoing - Highlights of the outputs of the workshops with target user representatives included. - Being very careful not to offer legal advice - can't do that - Users are very keen for information specific to them - but hard as policy environment is still totally up in the air - Creating empathy maps for personas - Discovering downloading / printing as a new use case - Mayor has a strong trust with EU Londoners due to publicly speaking for their ability to remain in the UK - People are scared to apply at the Home Office -- this site starts with assurance we want you to stay (not what central gov is saying) - Finding where to get help is hard - bringing lots of info together (CAB, Here for Good, 3 Million, etc) but also

	signposting to other things such as where can get face to face advice
What could be improved?	
Overall rating	1 2 3 **4** 5

2. Have a multidisciplinary team *Ensure a suitably skilled, sustainable multidisciplinary team, led by a senior service manager with decision making responsibility, can design, build and improve the service - find out more*	
What was good?	● The multidisciplinary team was made up of a Product Owner, Business Analyst, Content Designer, Senior Marketing Executive, Digital Analyst, Digital Designer, User Researcher (outsourced) and members of the associated GLA policy team.
What could be improved?	● All of the non-policy team members were working on a significant number of other projects in parallel with the EU Hub work. This splitting of focus could lead to a number of issues of both quality and timeliness.
Overall rating	1 2 **3** 4 5

3. Use agile methods *Create a service using the agile, iterative and user-centred methods set out in the Government Service Design Manual - find out more*	
What was good?	● The GLA Digital team discovery process was fully undertaken producing a discovery report which was reviewed by senior management before content development commenced. ● Originally expected to be a significant piece of technical development, following the discovery the MVP was successfully descoped to being entirely content. ● The site was reviewed under the Local Digital Service Standard

	- The multidisciplinary team built an initial MVP site which is now live. Further iteration of the site will continue following further user research. - Continuous focus was made on being fully user centric. - The is a plan to build an online "triage tool" using fully agile development methodology in the new year. - There is intention to significantly reduce the content sign-off process for this work following the initial go-live of the MVP.
What could be improved?	- As this became a content-only piece of work a Delivery Manager was not assigned to the work, but would have been helpful. - The sign-off process for this content was complex. - Work continued on the content of the site past the initial delivery date due to last minute alterations and delays by sections of the sign-off chain.
Overall rating	1 2 **3** 4 5

4. Iterate and improve regularly
Build a service that can be iterated and improved in response to user need and make sure you have the capacity, resources and technical flexibility to do so - find out more

What was good?	- As this part of the work in content only it is easy to undertake continuous iteration due to lack of the requirement for spend. - There are plans to do further user research post-MVP to direct additional work. - Plans yet to be finalised for post-MVP "triage tool"
What could be improved?	
Overall rating	1 **2** 3 4 5

5. Evaluate appropriate tools and systems
Evaluate what tools and systems will be used to build, host, operate and measure the service, and how to procure them, looking to reuse existing technologies where possible - find out more

What was good?	- The team used a number of cloud tools (e.g. Trello, google docs) in the creation of the site. - The site itself is part of the London.gov site and uses that CMS (Drupal). - Future developments may include the use of GIS technology to plot locations of organisations that can help Londoners who need

	more information on how brexit will impact them - as well as what is potentially used to build the "triage tool".				
What could be improved?					
Overall rating	1	2	**3**	4	5

6. Evaluate user data and information
Evaluate what user data and information the digital service will be providing or storing and address the security level, legal responsibilities, privacy issues and risks associated with the service - find out more

What was good?	● The site is subject to the standard London.gov Privacy Policy and Terms and Conditions ● The site currently does not collect any user data beyond an email address to allow users to sign up for further information. ● The site highlights that the GLA will not share any information it does collect with the Home Office (for users concerned about their visa status) ● Highlight not sending data to the Home Office ● Email addresses now				
What could be improved?					
Overall rating	1	2	3	4	**5**

7. Use open standards
Use open standards, existing authoritative data and registers, and where possible make source code and service data open and reusable under appropriate licenses - find out more

What was good?	● No requirement for MVP				
What could be improved?	● Consider open standards for future developments				
Overall rating	1	2	**3**	4	5

8. Test the end-to-end service
Be able to test the end-to-end service in an environment similar to that of the live version, including all common browsers and devices - find out more

What was good?	● No requirement at MVP as the site is content only.
What could be improved?	

Overall rating	1	2	**3**	4	5

9. Make a plan for being offline
Make a plan for the event of the digital service being taken temporarily offline, and regularly test - find out more

What was good?	● Site would only be offline if the whole of London.gov goes down. Under such circumstances standard processes, including automated escalations, are in place.
What could be improved?	

Overall rating	1	2	**3**	4	5

10. Make sure users succeed first time
Make sure that the service is simple enough that users succeed first time unaided - find out more

What was good?	● The only call to action for the MVP is to sign up to an email list for more information. User research has show that users who continue to be concerned about the status will do this successfully.
What could be improved?	● Ensure usability testing is carried out as the hub becomes from complex and feature-rich.

Overall rating	1	2	**3**	4	5

11. Build a consistent user experience

	Build a service consistent with the user experience of government digital services, including using common government platforms and the Government Service Manual design patterns - find out more				
What was good?	● The site is part of London.gov and therefore benefits from all standard branding and UX of that site.				
What could be improved?	● Consider co-branding with highly trust organisations (use user research to find which).				
Overall rating	1	2	**3**	4	5

	12. Encourage everyone to use the digital service *Encourage maximum usage of the digital service (with assisted digital support if required) - find out more*				
What was good?	● Roadshow planned for when the Mayor's major campaign is launched in March - the site will be a significant part of that promotion. ● Social media promotion by both the GLA and partners ● Assisted digital support is provided via face to face support networks				
What could be improved?					
Overall rating	1	2	3	**4**	5

	13. Identify performance indicators *Identify performance indicators for the service, incorporating existing indicators and publishing to a performance platform, if appropriate - find out more*
What was good?	● The associated list of policy success measures are well defined - it includes 100k people having visited the site by 2020 ● HotJar is used to track how users interact with the site ● A set of detailed analytics (time on page, etc) are supplied by the Digital Analyst to the policy team. These combined with use of HotJar allow them to work with the Content Specialist to make targeted updates. ● Detailed analytics (time on page, etc - see Behrooz for a list)

What could be improved?	● Focus on SEO - especially with more things likely to be in this space towards March. ● Awareness - marketing to specific areas of London with related vulnerable citizens ● Compare to non-London UK cities approach				
Overall rating	1	2	3	**4**	5

14. Do ongoing user research
Put a process in place for ongoing user research, usability testing to continuously seek feedback from users, and collection of performance data to inform future improvement to the service - find out more

What was good?	● Future user research will be planned in with the GLA Digital team's user researcher ● The policy team will continue to work closely will all partners specified previously				
What could be improved?					
Overall rating	1	2	**3**	4	5

15. Test with senior manager
Test the service from beginning to end with appropriate council member or senior manager responsible for it - find out more

What was good?	● The site has been seen and approved by the Mayoral Director and Deputy Mayor.				
What could be improved?	● As the service iterates, it recommended that senior stakeholders are involved in testing/using the service				
Overall rating	1	**2**	3	4	5