

SNCOOK™

OIX / TIMPSON / GOV.UK VERIFY
FACE-TO-FACE USER RESEARCH

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SNCOOK | ABOUT US

We are an **award winning design agency**
based in Glasgow & London, helping
organisations produce great services
by putting people first

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SNCOOK | HOW WE

We're on a mission to make services better everywhere

From helping people bank more easily to looking after their health, from travelling on holiday to making sure their house always has power.

We work with organisations to ensure the services they provide enable people to do get things done easily, so they always choose you first and receive the service they need.



SNCOOK | THINKING

**How we think about customer
experience**

How we think about customer experience



Joined up channels

We ensure touchpoints line up across all channels for the customer and are efficiently delivered.



Customer centred

We research and understand how people experience your service in order to improve it.



End-to-end experience

We map end-to-end journeys and ensure customers can easily transact with you.

We explore business processes in alignment with what people experience

We go front to back, end to end, across all channels to make sure how you deliver a service from the inside matches up with what happens on the outside.

We go to the detail. We research how your data and information flows through your business to how this ends up in front of the customer. We map how all your systems relate, what technology you use in line with each stage of the user experience.



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SNOOK | HOW WE

Grounded by user research

Designing a service requires that we understand customers, sometimes referred to as 'service users'.

'We spend time researching in homes, work places and on the street to understand what they need and how they like to access it.

Staff are service users too. We spend time researching internal systems to understand if how the service being delivered can be improved and made more efficient.

SNOOK | SUMMARY

This project aims to explore the user understanding, capacity, architecture, technology and the process

This project aims to explore the user understanding, capacity, architecture, technology and the process involved in guiding a user who has failed to gain a digital identity with GOV.UK Verify to a Timpson shop (ArkHive, Max Spielmann) to enable the best chance of successful identity verification.

SNOOK | HYPOTHESIS

**“PEOPLE WHO CAN NOT
ACHIEVE LOA2 FOR A DIGITAL
IDENTITY USING THE GOV.UK
VERIFY PROCESS ONLINE, CAN
ACHIEVE LOA2 WITH SUPPORT
OF A HIGH ST VENDOR.”**

- Innovate Identity, Rob Laurence

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SNCOOK | THE TEAM



TIMPSON
Great Service By Great People

oix OPEN IDENTITY
EXCHANGE **SNCOOK**™

SAFRAN **secureidentity**
by Morpho, the world leader in government ID

SNCOOK | WHAT USERS MAY BE TRYING TO ACHIEVE

Government services you can use with GOV.UK Verify

You can only use GOV.UK Verify when you need to access one of the following services.

- [Check your Income Tax for the current year](#), with Her Majesty's Revenue and Customs (HMRC)
- [Get a State Pension statement](#), with the Department for Work and Pensions (DWP)
- [Sign in to your personal tax account](#) (HMRC)
- [View or share your driving licence information](#), with the Driver and Vehicle Licensing Agency (DVLA)

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- [Apply for Universal Credit](#) (DWP)
- [Claim for redundancy and monies owed](#), with the Department for Business, Innovation and Skills (BIS)
- [Sign in and file your Self Assessment tax return](#) (HMRC)
- [Update your rural payments details](#), with the Department for Environment, Food and Rural Affairs (Defra)
- [Help friends or family with their tax](#) (HMRC)
- [Check or update your company car tax](#) (HMRC)

10

SNCOOK | WHY USERS MAY FAIL

There could be a **number of reasons** why a user would not have been able to successfully complete the process such as:

- We could not **match your details** with some external records.
- You were **not able to provide details** of both your passport and driving license.
- One or more **incorrect answer** were provided.

Through providing a **physical copy** of your passport or driving license we can reduce the number of other checks we need to perform and hence increase the chance of successfully completing your registration.

11

SNCOOK | OBJECTIVES

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User research main objectives

- Understand the **user's capacity** to complete an application in a face to face environment.
- Understand the **barriers facing High Street colleagues** to be able to offer this as an additional service.
- To **consider the risks to the Verify process** in a step out channel.
- Understand the **commercial value** in a face to face element of GOV.UK Verify process.

SNCOOK | METHO

Methodology

- **Two stages of user research allowing for iteration**
- **16 participants over four user research days in two in-store locations**
 - **Introductory Phone Call:** Initial call to explain research process and introduce GOV.UK Verify, book in time slot for store visit, and make clear what documents are required.
 - **Follow up email:** GOV.UK Verify introduction video and pre-store visit digital information.
 - **Email from IDP:** 'Sorry we have not been able to complete your GOV.UK Verify

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- **Follow up email:** GOV.UK Verify introduction video and pre-store visit digital information.
- **Email from IDP:** 'Sorry we have not been able to complete your GOV.UK Verify registration with SecureIdentity'
- **Store visit**
- **Interview with participant**
- **Interview with colleague**

18

SNOOK | LOCATION

Location one: ArkHive

The identity shop by Timpson, Henley on Thames



16

SNOOK | LOCATION

Max Spielmann

The photo Expert, Newbury

SNOOK | LOCATION

Max Spielmann

The photo Expert, Newbury



FACE TO FACE PROCESS						DIGITAL				
AWARENES	FAILURE	PREPARATION	APPROACH	INTRODUCTION	ACCOUNT SET UP	DOCUMENT SCANNING	ID PHOTO	UPLOAD COMPLETE	IDENTITY VERIFIED	NEXT STEPS
<p>This is the point that the user becomes aware that they will need to verify their identity to complete the application or service that they require. Users are also aware of the GONUK Verify process.</p>	<p>Users are made aware they have failed the GONUK Verify process. Users are not told the specific reason that they failed but are given a list of most likely reasons.</p>	<p>Users are sent an email from the IDP - SecurityIdentity. This email explains that they are required to go to a high street store for a document scanning service. The full process is explained and they are made aware of the identification documents that will be required. Users are also told that they will not be verified in-store.</p>	<p>Users approach the store and ask for the service that they require. (for research purposes user's had appointment times)</p>	<p>The store colleague will talk the user through the process and introduce them to The Secure Identity scanning service. Address is explained and what an Address account does is explained with the use of screen visuals and a tablet.</p>	<p>The colleague will help the user to set up their Address account by entering their email address and phone number into their new Address account. The user will then receive a text with their temporary password that they will then be prompted to change when they first log in.</p>	<p>The colleague explains that they will now be scanning and uploading identification documents straight into their new Address account that only the user has access to. This process starts with scanning the document then the passport.</p>	<p>After both identification documents are scanned and uploaded an ID photo of the user is taken to be used with facial recognition technology to access the person's account. The person presenting the documents is the same as the person photographed in the documents.</p>	<p>When the driving licence, passport and ID photo have been successfully uploaded into a users Address account they are asked if they have any more questions and they are invited to wait for an email to confirm if they have been successfully verified or not.</p>	<p>The user will receive an email informing them if they have been successfully verified or not. This email will also instruct them on what to do next.</p>	<p>When the user has been verified they can log in to their Address account and where their verified identity document status with the IDP in the case of SecurityIdentity and their account is processed with the total application or service they were trying to complete.</p>

<p>all process is explained and they are made aware of the identification documents that will be required. Users are also told that they will not be verified in-store.</p>	<p>and what an ArkHive account does is explained with the use of screen visuals and a tablet.</p>	<p>to avoid temporary password that they will then be prompted to change when they first log in.</p>	<p>starts with scanning in the driving licence then the passport.</p>	<p>preparing the documents in the passport photographs in the documents.</p>	<p>include an email to confirm if they have been successfully verified or not.</p>	<p>process when the initial application or service they were trying to complete.</p>

SNOOK | SERVICE MATERIALS

Wireframes

- Explains what ArkHive is
- Explains what an ArkHive account is
- Explains what the in store process will be
- Shows users who is involved in this service
- Enables users to set up ArkHive account
- Users can see document scanning progress
- Information on how to progress after the in store process

SNOOK | SERVICE MATERIALS

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IDP email

Sorry we have not been able to complete your GOV.UK Verify registration with SecureIdentity'

In store leaflet



SNOOK | INSIGHT

Insights from user research

20

SNOOK | PROVIDING IDENTIFICATION DOCUMENTS

The user is comfortable with this service in a face-to-face environment

13 out of 16 users stated that they were comfortable with providing identification documents in store.

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"Absolutely fine as a lot of places tend to ask for that sort of thing [providing identification documents] for a government service like this so I felt secure" – Emma, 41

The main reasons being:

- Users are used to providing identification documents for this type of service
- Users could see their documents at all times

"Yes, my driving license and passport I have no issue sharing it as you use it for lots of different reasons. My passport I don't like to carry around and use as much as I see it as more valuable and I see it as the core identity document." – Jan, 47

Users often felt that handing over their passport was slightly more uncomfortable than handing over their driving licence.

21





SNCOOK | FEELING PRIOR TO THE IN STORE SERVICE

Users felt some annoyance at being required to come in store

"Initially it would have been a pain, but I feel more comfortable doing it in a face-to-face environment. Although it is more hassle this is the next logical step to be able to successfully verify your identity." – Gillian, 34

- Most users said that they would have felt some level of annoyance.
- However, after going through the in-store service experience, they agreed it was not a huge inconvenience. Locality and an efficient service meant that users reacted positively to the experience.
- Users also commented that this is how many other online services work so it was not unexpected.

23

SNCOOK | FEELING PRIOR TO THE IN STORE

Users were not surprised to have failed the digital identity verification

"I would have potentially not been surprised to fail online. It was clear why I had to as it had not have worked. It is the next logical step for proof." – Gillian, 34.

Some users stated that they would not have been surprised to have an issue with the digital verification service as they had experience with this sort of

Users were concerned why they had not been verified successfully online.

"I was a bit worried that I was not verified online but was pleased I could just come into the store. Things can happen due to technical faults so I was happy that it could

"I would have potentially not been surprised to fall online. It was clear why I had to as it had not have worked. It is the next logical step for proof." – Gillian, 34.

Some users stated that they would not have been surprised to have an issue with the digital verification service as they had experience with this sort of process not working before, either due to a fault with technology or a personal fault by entering the wrong information.

Users were concerned why they had not been verified successfully online.

"I was a bit worried that I was not verified online but was pleased I could just come into the store. Things can happen due to technical faults so I was happy that it could be rectified in store" – Nekeshia, 26

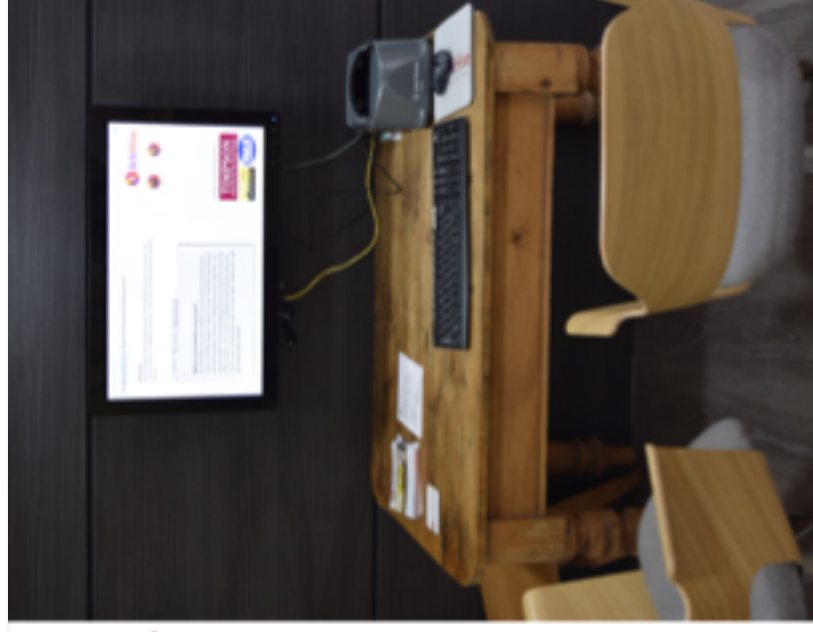
24

SNOOK | PROVIDING IDENTIFICATION DOCUMENTS

Important that users can see their documents at all times

The main aspect that made this service better than the other similar services, according to users, was that you could always see your documents and it was more of a collaborative process.

"He only had it for 30 seconds, I was pleased because if you lose something like that it would be a disaster, so it was good that I could see what he was doing." – Emma, 41



SNOOK | THE FACE TO FACE SERVICE

Collaborative process builds security for the

Collaborative process builds security for the user

The process being open and transparent makes it easier for the colleague to explain what is going on – all right in front of the user.

"I think it's useful, I think without the screen I could have followed it but quite often there was more information on screen. Equally if you have someone that can follow it if this is not your first language that's useful." – John, 36

"I feel better looking at it together so they can read it through as I explain" – Timpson colleague

Prompts build confidence for the Timpson's colleague

Having a customer facing service made it far easier for the colleague to explain the process with the help of visuals and printed materials.

"It felt quicker and less formal having the customer seeing the screen. In general I prefer it this way as they can read and listen to what I am saying" – Timpson colleague

"Personally I like being sat next to the customer as I feel it is better, as there is no barrier between you and the customer. It's easier to connect to the customer this way and can be seen as less formal" – Timpson colleague

The disparity between length of service wanted from the colleague and user

Colleagues initially thought that the service should be as quick as possible. Users often

easier for the colleague to explain the process with the help of visuals and printed materials.

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The disparity between length of service wanted from the colleague and user

Colleagues initially thought that the service should be as quick as possible. Users often expected a longer service and did not want to go through an important process quickly and they expect it to take some time.

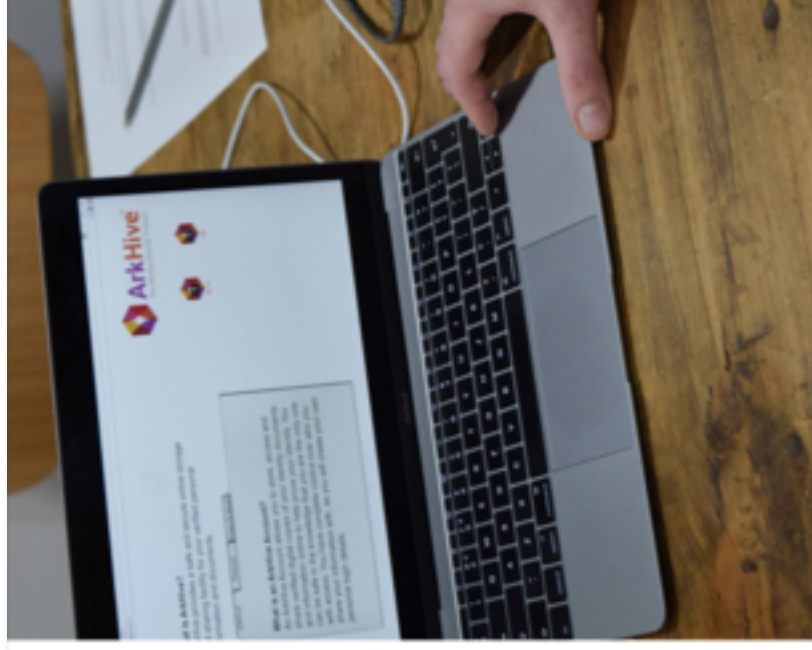
27

SNOOK 1 THE FACE TO FACE SERVICE

So straight forward I could do it myself

Users started to question why they have to do it in store or why they need help from a store colleague. A user suggested that they could just have desks in store and colleagues around if they needed help.

"If anything I could probably have sat at a desk in store and done it myself. It was that straightforward. That would have been good. However if there was still someone around if you had a problem, that would have been good too" - *Jon, 47*



SNOOK 1 THE FACE TO FACE SERVICE

Some users felt more secure in store than online

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A small group of users felt safer in store as they felt they had a better chance of verification and someone there to ask questions to or help if something did not work.

"I feel more secure having done it in store rather than purely online. It makes me feel better having the physical image being taken and being in a physical place" - Robin, 47

Users want the option of being able to go in store for the full service, however this is more for assisted digital reasons than security.

Users uncomfortable due to...

A distrust in digital

Users that are generally not very technically able and don't trust technology would not use the digital service from the beginning.

"I guess from being a bit of a digital dinosaur I'm just a bit wary of sharing information, personal information and I would rather do things face-to-face. I do online banking but that's about it." - John, 36

A distrust in the Timpson colleague

Three users out of 16 that stated that they did not feel comfortable because they believed that the Timpson's colleagues could have access to their data.

"I feel most uncomfortable around the Timpson staff as they have all my documents to carry out identity theft." - David, 44

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Users Trust Map



SNOOK | TRUST

Trust in the service

The users trust is transferred through the service from GOV.UK

Timpson brand brings trust to in store service for users

Trust in the service

The users trust is transferred through the service from GOV.UK

"I was faced with a problem and this is the number of the brands within the process, that I don't know. However they are all connected with GOV.UK so I trust them and it's a solution. I just need this situation resolved. GOV.UK has that reassuring sense. Securelidentity and ArkHive are organisations that I don't know but as I have been led through the process from GOV.UK I trust them." - *David, 44*

Timpson brand brings trust to in store service for users

Timpson's has been around for over 150 years and many users of varying ages have trust in its staff and identity.

"There is no difference with this service from them copying my front door key. There is trust with Timpson's." - *Robin, 47*

88

SNCOOK | UNDERSTANDING OF THE SERVICE

Understanding of the service

Users often were supportive of the service idea and understood the need.

"Secure service that will ultimately save time going forward doing identity checks in the future" - *Emma, 41*

The overall service is seen as a two or three stage process

"First stage online, second stage in store, third stage verification completion" - *Katherine, 31*

Users were pleased the service was quicker than expected

Most users predicted it would take between 15 – 30 minutes, the most common time expectation was 20 minutes. The in store service on average took approximately 6 minutes and 30 seconds end-to-end.

"I thought that the in store service would take longer, around 20 minutes but it took about 5 which was great." - *James, 38*

88

stage process

"First stage online, second stage in store, third stage verification completion" – Katherine, 31

"I thought that the in store service would take longer, around 20 minutes but it took about 5 which was great." – James, 38

38



SNCOOK | UNDERSTANDING OF THE SERVICE

Understanding of the service (continued)

An ArkHive account was a familiar concept to most users.

Some users likened the ArkHive account to a cloud, a secure google drive or dropbox. This concept familiarity helped users to feel comfortable and trust the concept.

Users don't want further in store assistance

"I would not want further assistance, I would want to sit at home and look through it all and how it is displayed and things" –

Emma, 41

Understanding of the service (continued)

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Some users likened the ArkHive account to a cloud, a secure google drive or dropbox. This concept familiarity helped users to feel comfortable and trust the concept.

"Its an online document storage folder like a secure dropbox, Google drive or icloud" – James, 38

Users don't want further in store assistance
"I would not want further assistance, I would want to sit at home and look through it all and how it is displayed and things" – Emma, 41

38

SNOOK | UNDERSTANDING OF THE SERVICE

Understanding of the service: Confusion points

Some users were confused as to what point they are now considered verified.

Within phase one 3 out of 8 users thought they were verified when leaving the store.

"I thought they might verify them in store. It did not really bother me though because it was a quick in store process and that was good" – Evangelina, 35

Within phase two, this was made clearer in the email from the IDP so users were no longer confused about being verified in store.

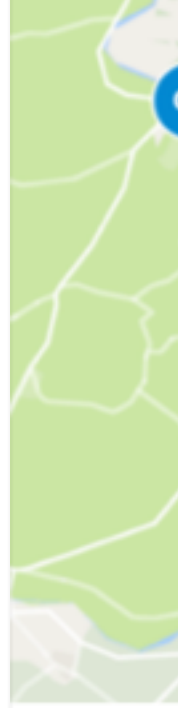
Users were sometimes confused as to what the next steps were

Users that were confused often did not feel panicked by this as they were just waiting for the email and assumed that would tell them what to do next. There was confusion about how the verified documents were then seen by SecureIdentity.

"I would log into my ArkHive account and setup the password and then I would be sharing the scanned documents with the person who wanted them in the first place so that is SecureIdentity." – James, 38

38

SNOOK | THE IN STORE ENVIRONMENT



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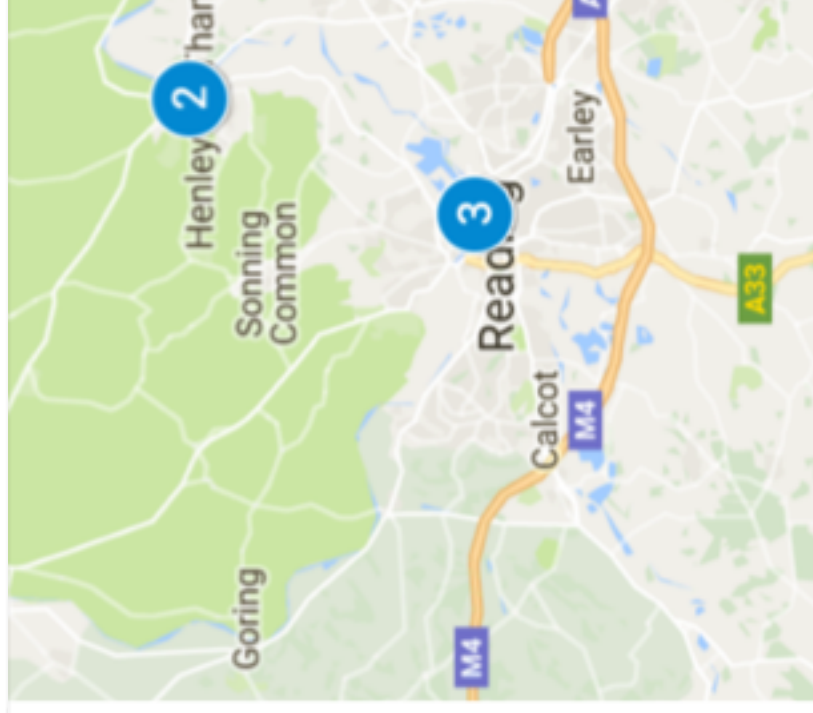
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38

SNOOK | THE IN STORE ENVIRONMENT

The in store environment

Users were often **pleasantly surprised** to come to a high street store. Users often commented that they would have **expected to go to a post office or a governmental building** like a town hall. They were happy that it was an easy **local location**.



SNOOK | THE IN STORE ENVIRONMENT

The users felt they had privacy in ArkHive

“ I like the fact that when you get your details out it's around the corner in the shop and the ID photo taken is out of the line of sight from the street which is comforting” – John, 36



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SNOOK | THE IN STORE ENVIRONMENT

Users felt they had less privacy in Max Spielmann

"Probably I expected it to be more formal....I guess the 'Photo shop' setting was not what I expected. I expected a bank or a council office" – Hazel, 45



SNOOK |

Recommendations

Users want to know exactly how they are verified

Users want more information and want to know how the documents are verified. Many users thought that the verification process was based mainly on the facial recognition technology matching the in store ID photo to the identification documents rather than the identification documents also being scanned to ensure they are legitimate.

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41

SNOOK | RECOMMENDATIONS

Users need to build trust with the colleague

This trust could be further built by having online profiles of the Timpson colleague that you can be shown in the initial email or a 'rate my service' digital form.

Smaller things like ensuring the colleagues introduce who they are to the user when they first meet is important to building trust with the user.

42

SNOOK | RECOMMENDATIONS

Users need a private, secure and simple environment

The environment needs to be **private** for users to feel **comfortable**, this could mean a booth in some stores, this may be the only

Users need a private, secure and simple environment

The environment needs to be **private for users to feel comfortable**, this could mean a booth in some stores as this may be the only way to achieve this privacy.

Having a **designated area upon the desk for the documents to go in** was good, as this could further reassure the user.

The **users are most comfortable when sitting down** for this service. The use of a **rounded table** was mentioned by one user, he felt that sitting side by side did not allow you to connect with the colleague.

43

SINGOOL 1

Branding will be important to reassure the user

It will be important to have the **ArkHive brand prominently situated** in the locations that this service will be provided so that customers can understand where to go when in store.

Going forward with this service it would be **reassuring for the user if there was a more direct link with GOV.UK Verify** within the face-to-face service.

44

SNOCOK™
THANKS!