

innovate  
identity experts 

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# THE PURPOSE

Private Sector Needs  
User Attitudes



# White Paper 1

## Survey

### User Testing

# White Paper 2



# THE SURVEY

4 Workshops

Sent 100+ Surveys

Telephone Interviews

Qualitative Approach

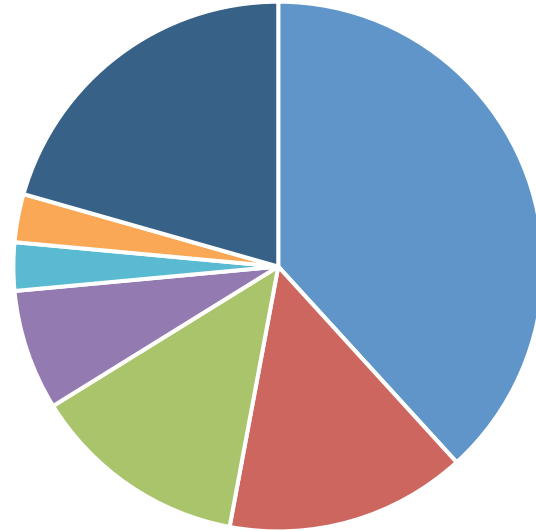


100+ Contacts

80 Responses

54 Full

26 Partial



Financial Services

Sharing Economy

Identity Providers

Gambling

Telecoms

Retail

Others

IdeaTrust

UNIBET

Aol.

digidentity



amadeus



Adobe



The PENSIONS Advisory Service

HASSLE.com



Echo



taxcalc



iress

vrumi



ffrees

PAOGA



verizon

GBG



*the*  
**MARKET**

**STANDARDS**

**CERTIFIED**

**BRAND**

**PRIVACY**



*Cross-Industry*

*the*

**MARKET**

## **Characteristics**

1. Ease of Use
2. Security
3. Trust

## **Opportunities**

1. Government
2. Better Customer Experience
3. Shared Standards

## **Barriers**

1. Lack of Access to Data (GOV and banking)
2. Lack of Trust / Confidence
3. Cost





## STANDARDS

Moderate level of understanding  
Relevant to some transactions – not all  
**67% Additional Attributes**



Moderate level of understanding

81% Very Important

76% Very Valuable



66% Very Valuable

GOV.UK Verify brand polarized opinion

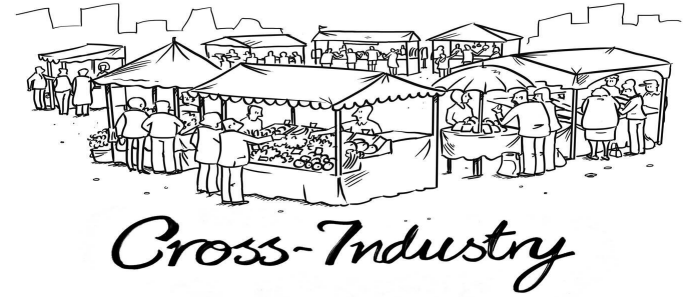


Good level of understanding

81% Very Important

76% Very Relevant

# 82% Very Valuable



## **Opportunities**

1. Improved Customer Experience
2. Ensure portability
3. Reduce fraud

## **Challenges**

1. Different market segments and requirements
2. Cross Sector Trust / Liability
3. Competition

# User Testing



Video: Verify is an easy identification process

# Con**clusion**

A magnifying glass with a black handle and a silver rim is positioned over the word 'Conclusion'. The lens is centered over the word 'conclusion', which is written in a bold, black, sans-serif font. The word 'Con' is in a regular weight, while 'clusion' is in a bold weight. The magnifying glass is tilted slightly to the right, and its handle extends downwards and to the right.

Users see benefit

Organisations want to continue investigating it

Perceived opportunities and barriers are clear