User-centred design case studies

Rob Gillham

This is me

I've worked in user experience design and research for twenty years — both for huge global companies and fast-paced start-ups, across B2C and B2B products

I consider myself an all-rounder at design and user research. I remain close to the details of all projects, but I'm adept at delegation and giving people ownership of their work.

I've built and led UX teams in the full range of design and research activities, from explorative discovery research, product strategy and planning to delivery of full-spec interaction designs and design systems

I'm a passionate internal advocate for user-centric culture and an effective communicator of compelling stories about design to align teams and stakeholders around ideas

My approach to people management: hire amazing individuals, provide them with an environment where they can do their best work and let them own it

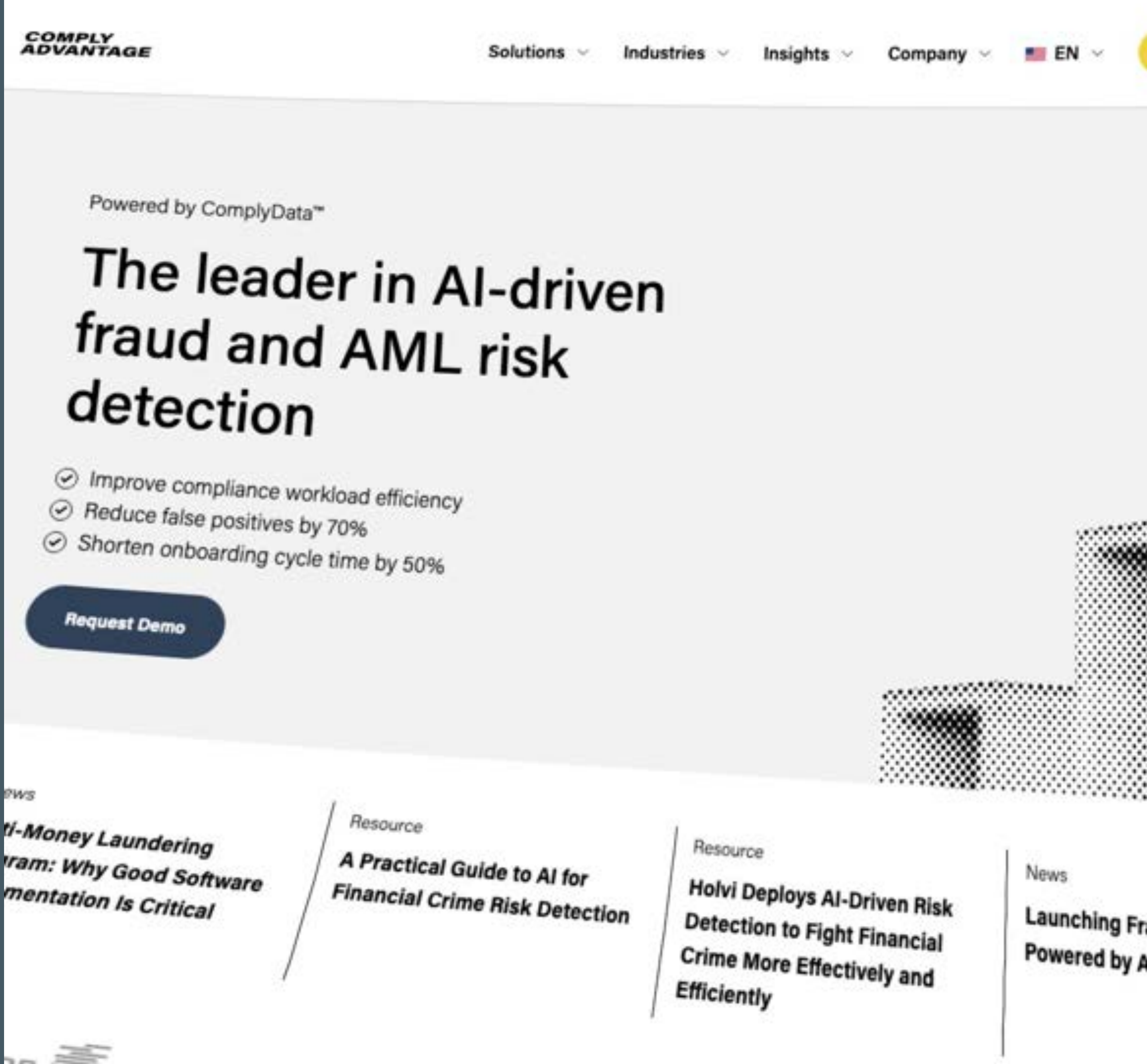
For me, the role of a UX lead is to grasp both the fine detail and the big picture simultaneously, provide governance to drive consistency and scalability of work and ultimately to ensure that research and design is always supporting overall business objectives

Case studies

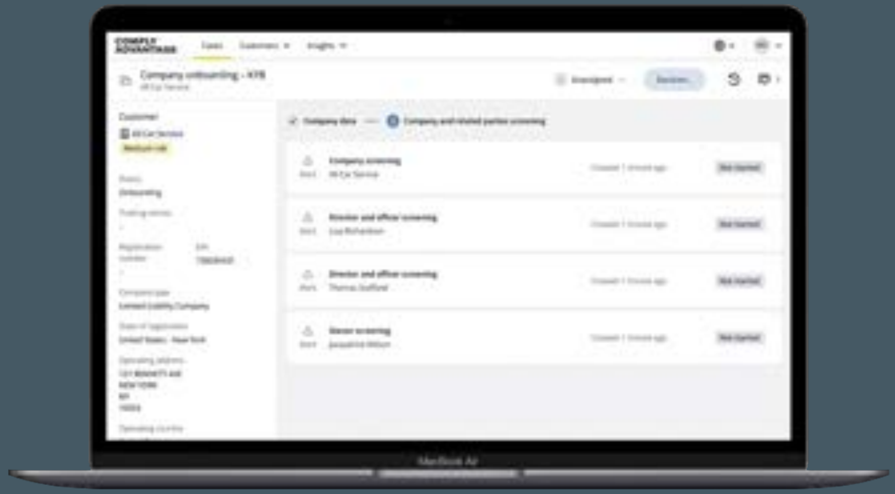
COMPLY ADVANTAGE

Case study

Design leadership at ComplyAdvantage 2019-2023



COMPLY ADVANTAGE



Allianz
OakNorth Bank
Ebury
Santander
Munich RE
TransferMate GLOBAL PAYMENTS

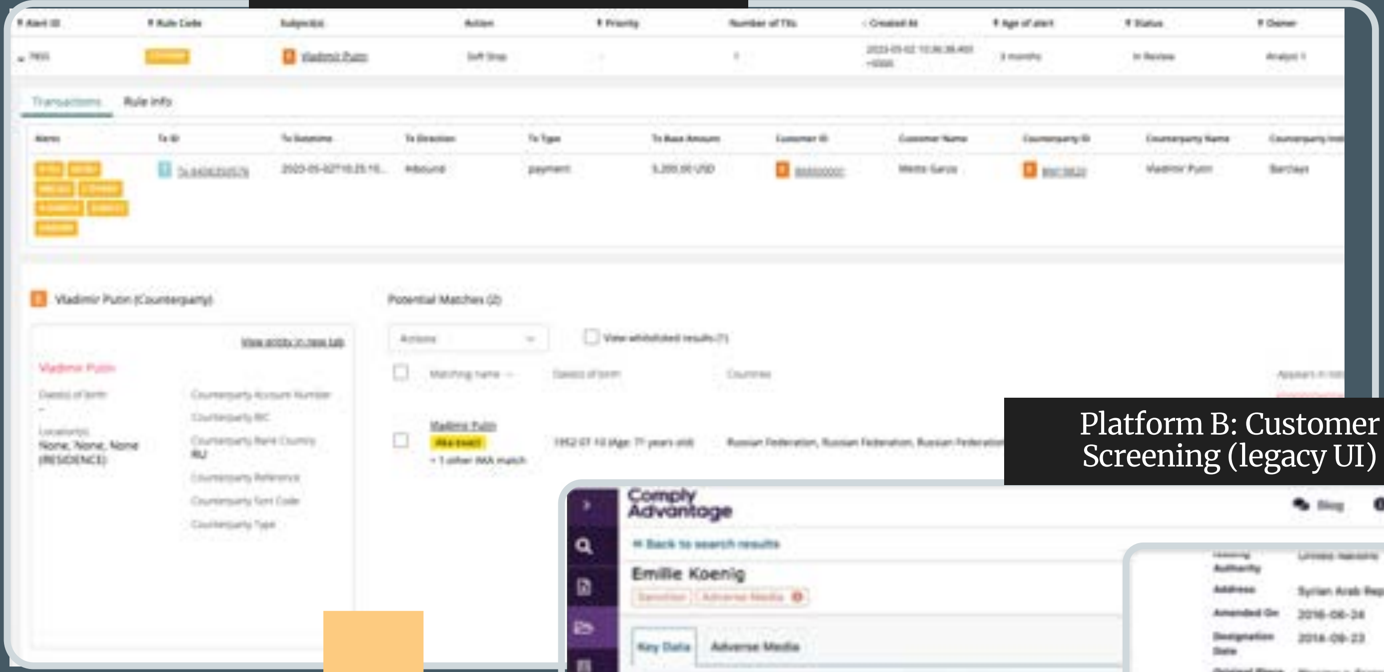
ComplyAdvantage is a fintech scale-up creating SaaS apps that help banks, fintechs and other financial service providers (FSPs) detect evidence of money-laundering

- It is a regulatory requirement of FSPs in most countries to ‘Know your customer’ and determine the risk they represent before you onboard them — and then continue to monitor their account transactions for risk flags
- This includes performing checks to establish a new customer is not on any sanctions lists, politically exposed (holds office) or represents a risk in some other way
- Anti-money laundering (AML) checks are time-consuming, but necessary as the fines for non—compliance are huge
- Time spent on AML checks and transaction screening can create delays in people receiving money and providing new customers with accounts, creating a poor experience leading to drop-out and churn
- ComplyAdvantage apps automate aspects of AML checks, allowing FSP’s compliance teams to be *both* a) more effective in meeting regulations *and b)* faster in completing checks so new customers can be onboarded and send and receive money in a timely fashion

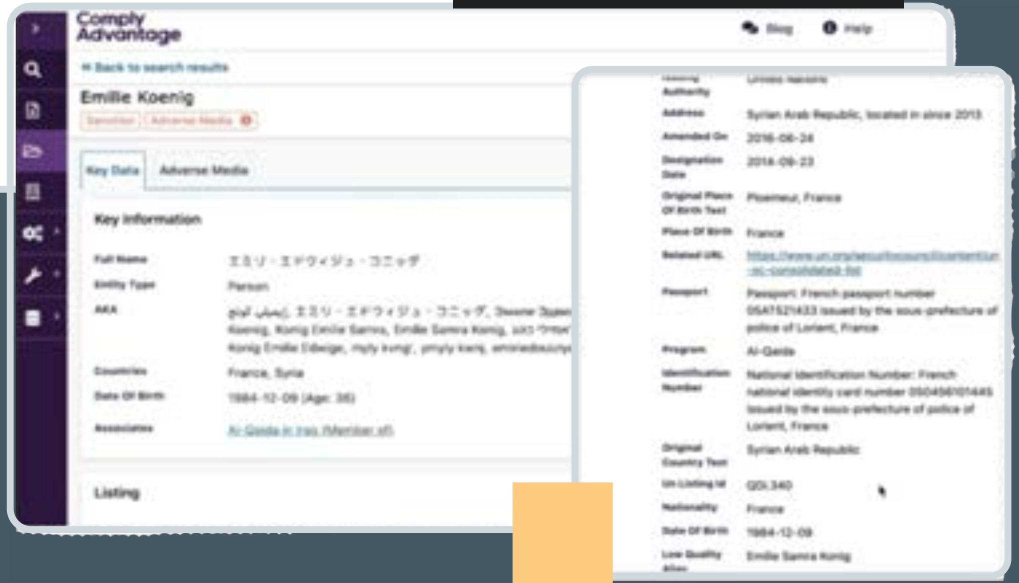
I started at ComplyAdvantage in 2019 in an initially hands-on role with one designer reporting to me

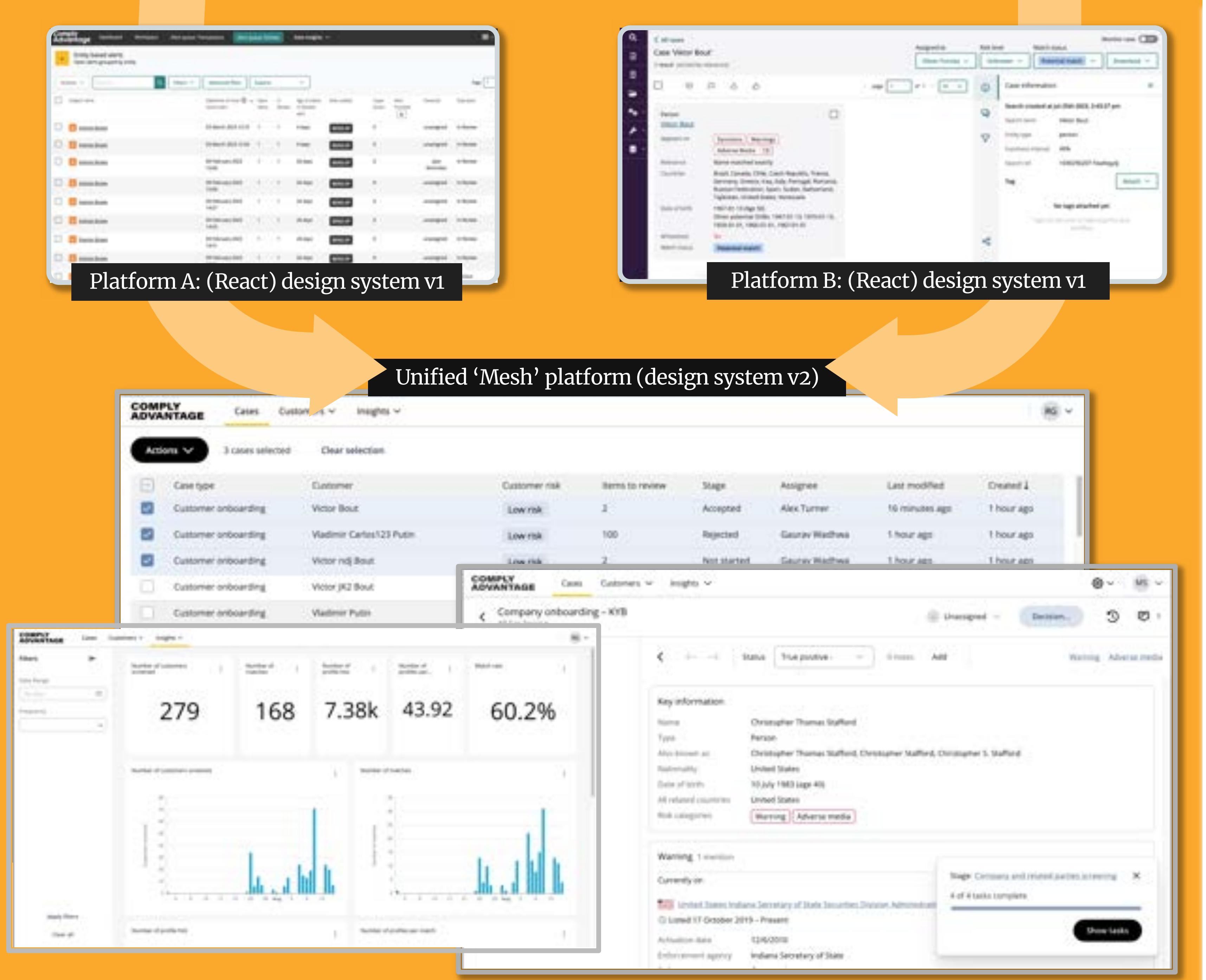
- We were CA’s first ever UX hires — there was no established processes. We performed all design and user research ourselves.
- Apps were hosted on one of two legacy platforms, each based on different tech stacks.
- UI of both platforms was hard coded HTML — no reuse of components meant an inconsistent, sub-optimal user experience within-app, and across platforms. Visually neither bore any relation to the company’s official brand identity.
- There was no culture of evidence-driven product decision making based on structured user insights, and no analytics. Updates were driven by which customer complained the loudest.
- Accessibility of both platforms was essentially zero.

Platform A: Transaction Monitoring (legacy UI)



Platform B: Customer Screening (legacy UI)



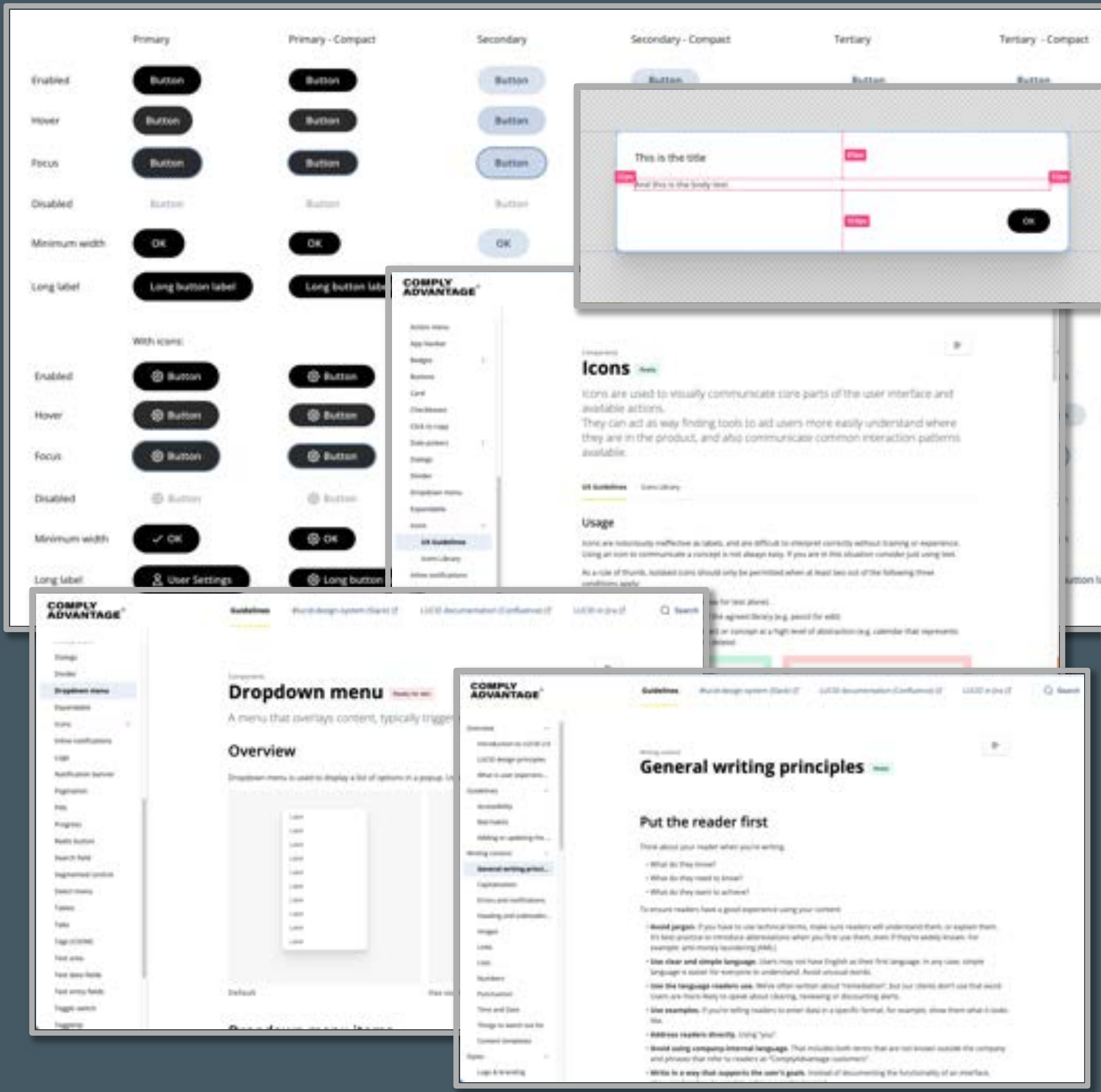


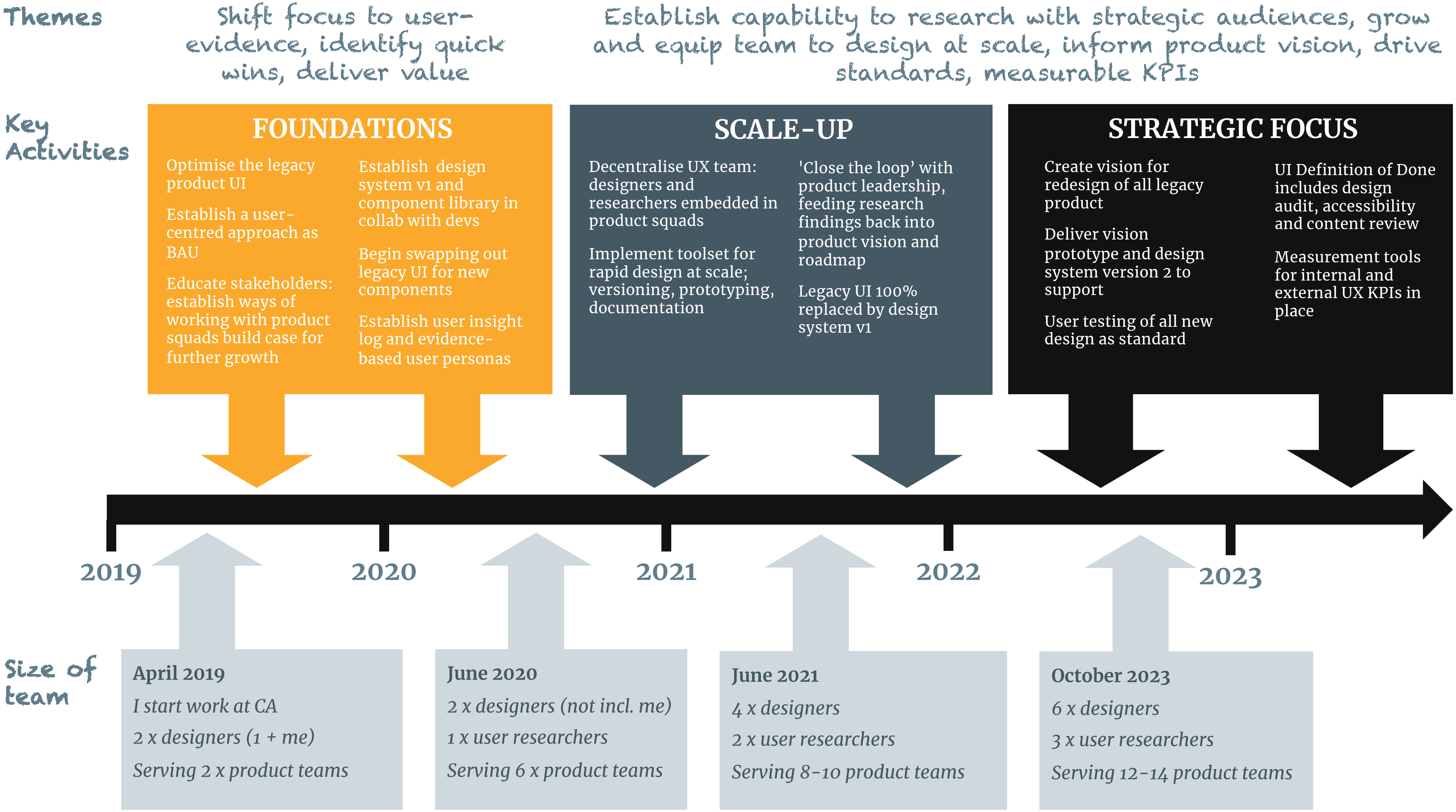
By early 2023, we’d changed that picture (several times over):

- All legacy UI was replaced using React components, driven by the design tokens in our single design system, increasing design control over the user experience and massively increasing developer velocity.
- We’d launched the first slice of a new, unified app reframing the old apps within an end-to-end casework flow, solving wider business problems for customers and enabling sales to the enterprise market.
- All design now subject to multiple iterations of user testing.
- Analytics required to track user task-completion rates and recreate user issues.
- 94% conformity with Web Content Accessibility Guidelines AA standard.
- CA is regularly singled out in customer feedback and industry reviews for being ‘user-friendly’ and ‘intuitive’.

The achievements on the frontend were possible due to the rigorous internal standards my team established for user experience

- Both versions of the design system were fully documented including not just pixel-level information on components, but usage guidelines, accessibility notes, keyboard operations and design tokens used.
- I successfully argued for the company to adopt certain checkpoints as non-negotiable elements of the 'definition of done':
  - Usability – all designs to have undergone a minimum level of testing with real end-users pre-build.
  - Accessibility – compliance of all UI code with WCAG level AA.
  - Design system – all new components had to correspond 100% with their design system versions.
- As we had no content writers within the Product team, I took this on and created a controlled vocabulary, guidelines and training for written content in the UI and user documentation.

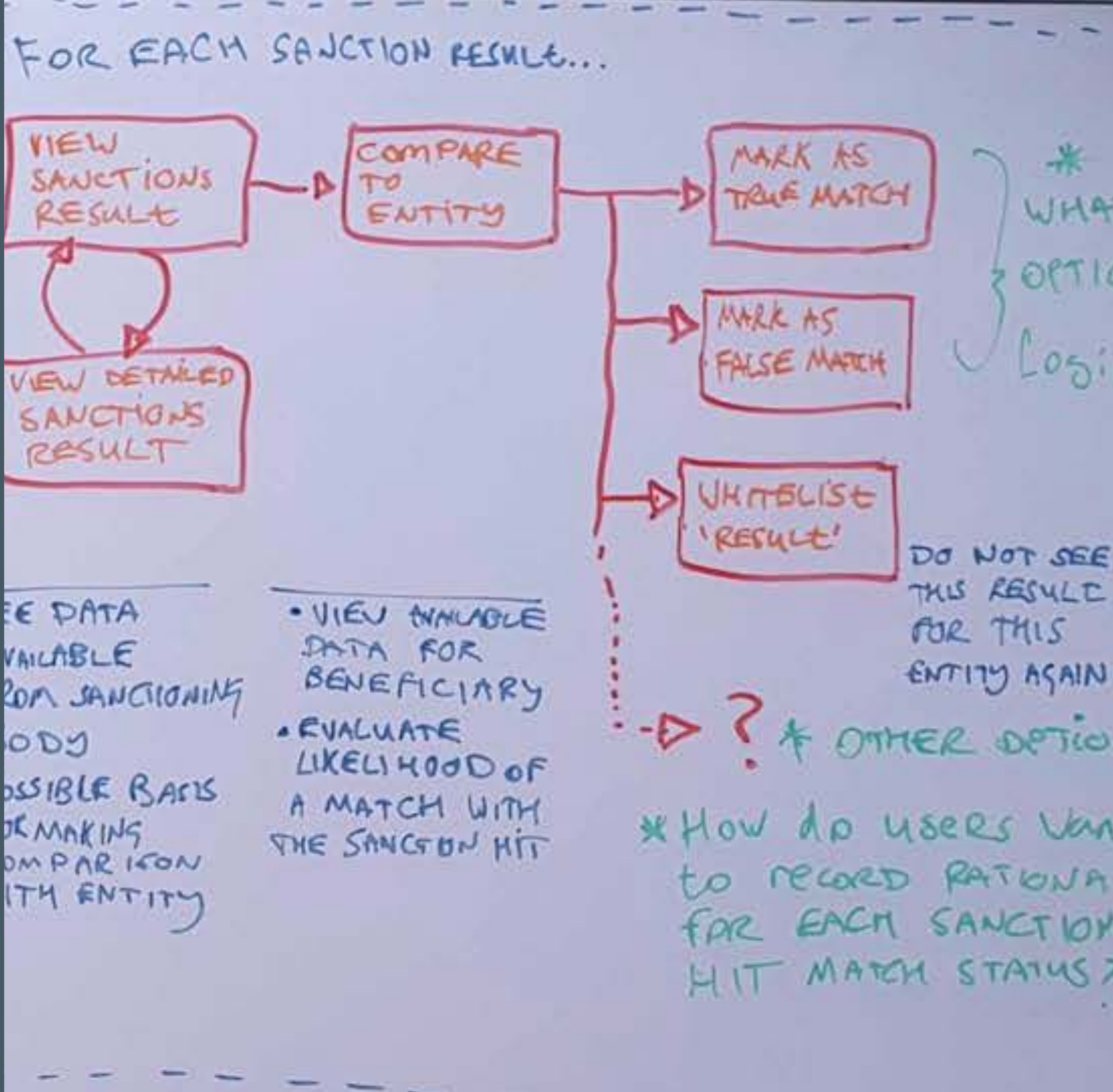


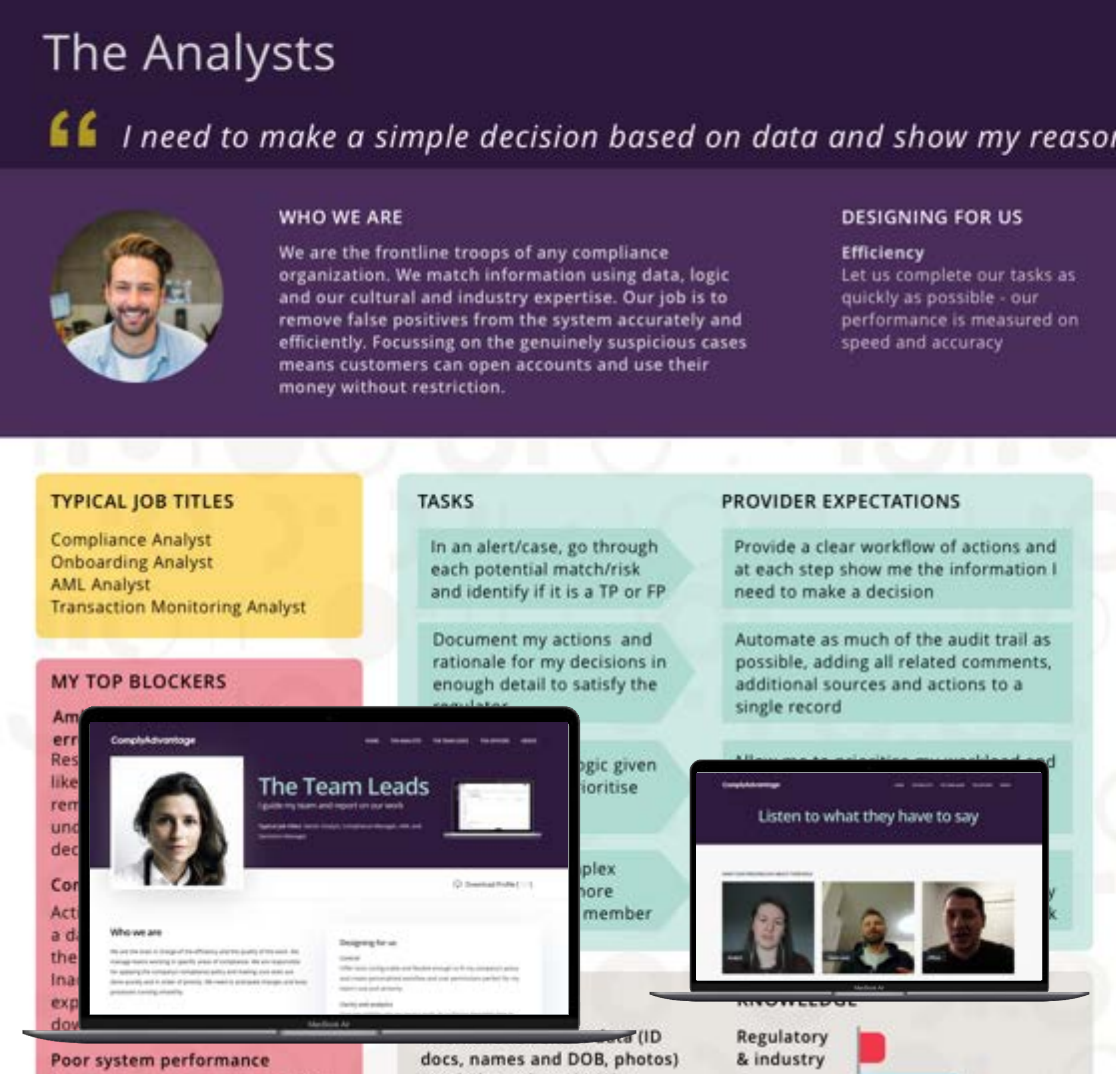


Themes
Shift focus to user-evidence, identify quick wins, deliver value
Establish capability to research with strategic audiences, grow and equip team to design at scale, inform product vision, drive standards, measurable KPIs
Key Activities
FOUNDATIONS
Optimise the legacy product UI
Establish a user-centred approach as BAU
Educate stakeholders: establish ways of working with product squads build case for further growth
Establish design system v1 and component library in collab with devs
Begin swapping out legacy UI for new components
Establish user insight log and evidence-based user personas
SCALE-UP
Decentralise UX team: designers and researchers embedded in product squads
Implement toolset for rapid design at scale; versioning, prototyping, documentation
'Close the loop' with product leadership, feeding research findings back into product vision and roadmap
Legacy UI 100% replaced by design system v1
STRATEGIC FOCUS
Create vision for redesign of all legacy product
Deliver vision prototype and design system version 2 to support
User testing of all new design as standard
UI Definition of Done includes design audit, accessibility and content review
Measurement tools for internal and external UX KPIs in place
2019
2020
2021
2022
2023
Size of team
April 2019
I start work at CA
2 x designers (1 + me)
Serving 2 x product teams
June 2020
2 x designers (not incl. me)
1 x user researchers
Serving 6 x product teams
June 2021
4 x designers
2 x user researchers
Serving 8-10 product teams
October 2023
6 x designers
3 x user researchers
Serving 12-14 product teams

In developing the UX practice at ComplyAdvantage, **I consistently applied these four overarching principles:**

1. Place evidence about users at the heart of decision making
2. Align the business to a clear vision for the user experience
3. Create a culture of delivery
4. Always make the team the top priority

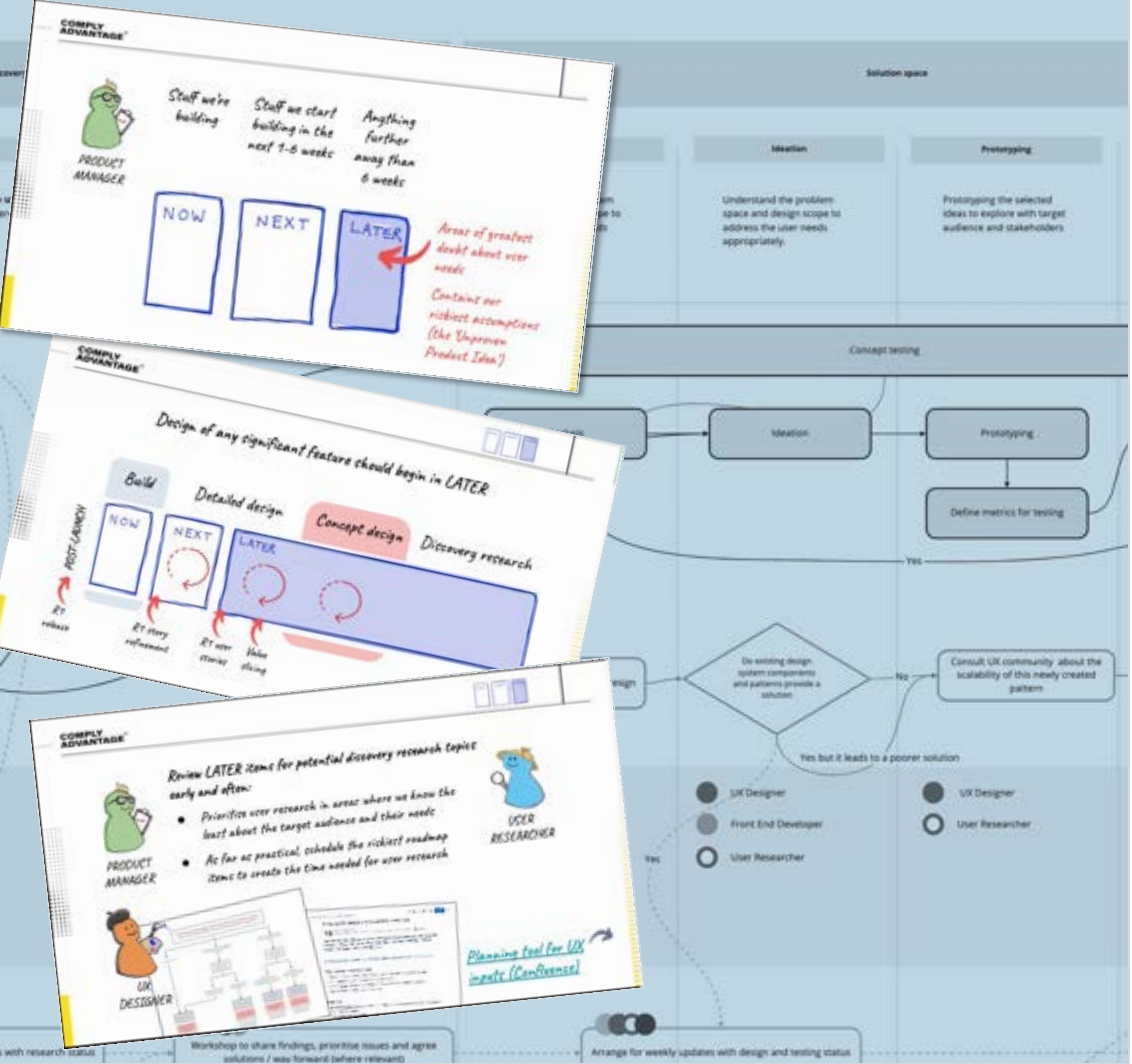




1) Place evidence about users at the heart of decision-making

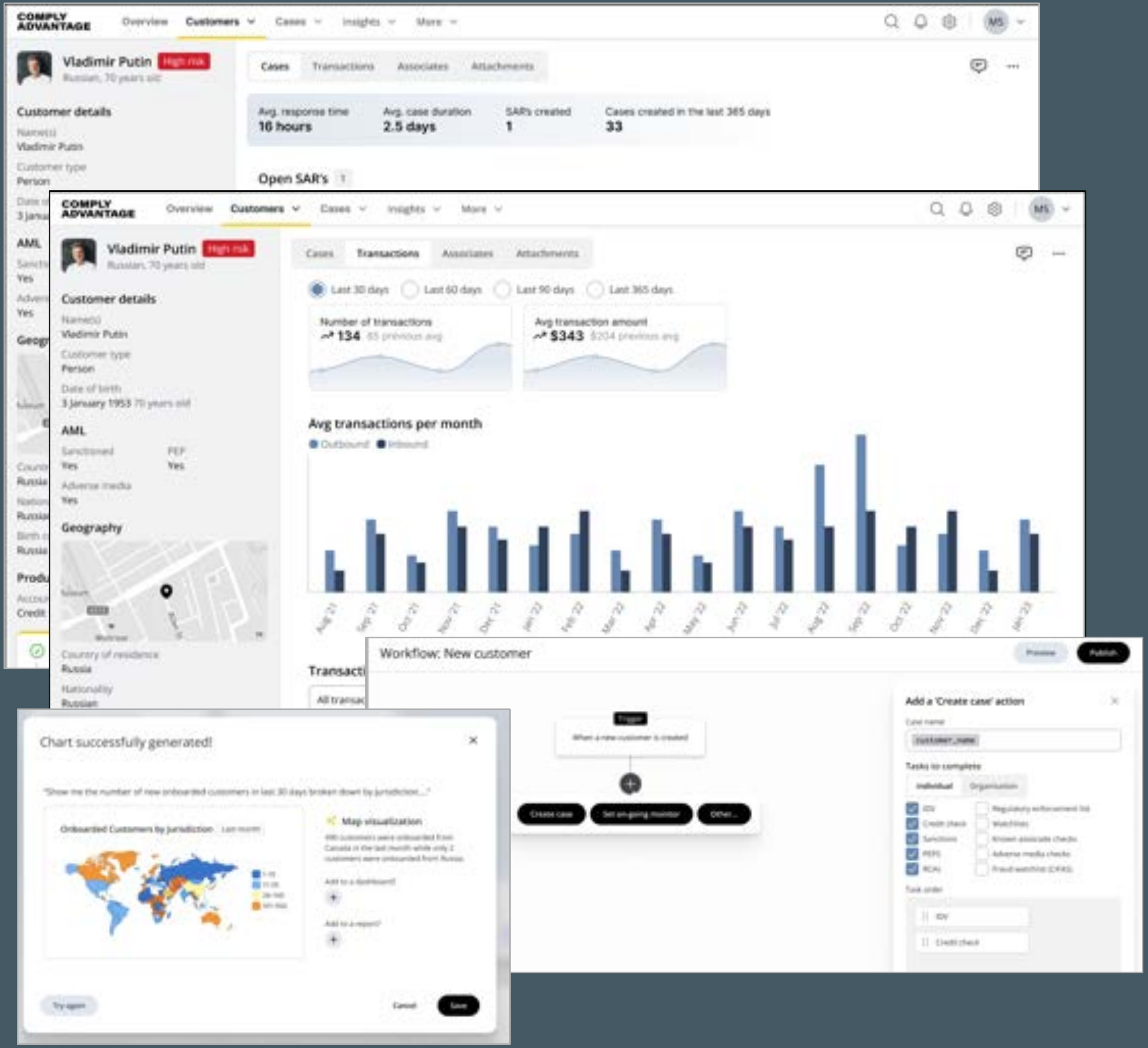
I introduced the following measuresto shift product conversations towards evidenced user needs:

- Created a dedicated user researcher role – allowing us to hire specialists
- Established a tagged, searchable repository of all user insight collected
- In collaboration with account managers, I built a panel of signed-up end-users from customer orgs, allowing research to occur in a timely fashion and lowering the logistical overhead.
- Acquired a specialist B2B panel provider so we could recruit strategic target audiences (i.e. not just our existing customer base).
- Held fortnightly updates open to everyone in the company, where researchers would share their latest findings, play clips and tell stories about users
- Created user personas and shared them company-wide via a dedicated website. The materials became a part of onboarding training for all new CA staff.



1) Place evidence about users at the heart of decision-making

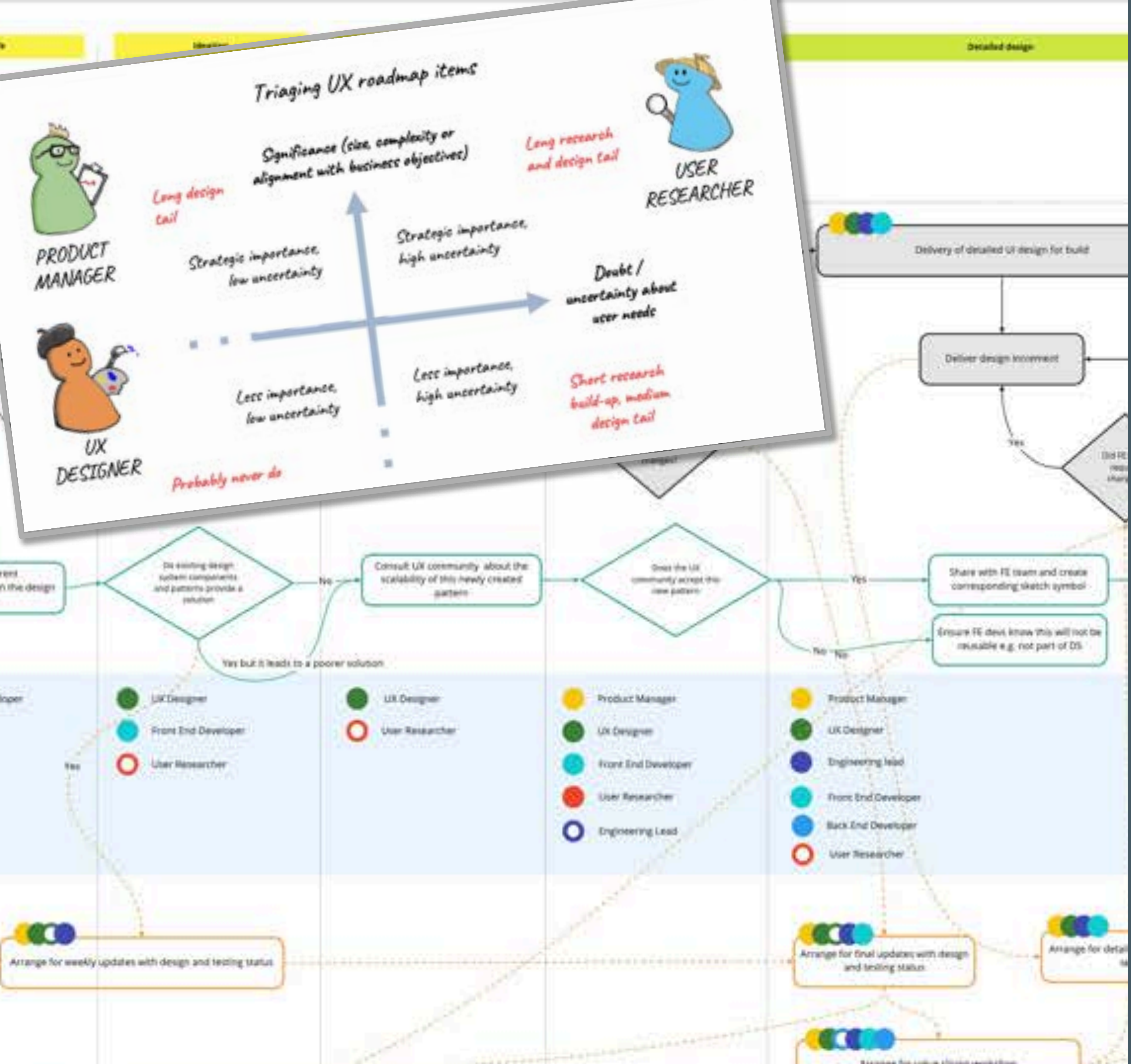
- I worked continuously with Product leadership and product managers to align the necessary steps of the design process with the requirements of teams and their roadmaps
- I dedicated a certain proportion of my time —and my team's— to continuous communication about *how*, *when* and *why* we performed user-centred design at CA.
- We produced materials in the form of documentation, presentations, planning tools and aids. I spoke regularly to PMs and devs to ensure this message was constantly reiterated. Eventually we built a training session into the onboarding for new product managers.
- It was time well-spent. Early discovery research on high priority roadmap items increased exponentially, while the incidence of features released without validation from users dropped to almost zero.



2) Align the business to a clear vision for the user experience

As the body of user insight from discovery and design testing grew, the UX team began to build a clearer vision about what the future might —or should— look like.

- At regular intervals, we produced 'vision prototypes' which took a step back from our legacy UI and workflow, and provided a holistic rethink of the solution.
- These were deliberately pitched as stretch challenges for the business — based on contemporary design best practices and the canvassed views of industry subject matter experts – but ignoring current tech stack and roadmap.
- They were intended to be inspirational *and* provocative – aligning stakeholders around attractive ideas, and allowing leadership to consider issues such as investment needed to realise these in their plans.
- The driving force behind the unification of our legacy apps was the proof of concept we developed (*left*) demonstrating that customers wanted a customisable end-to-end casework flow rather than point solutions.

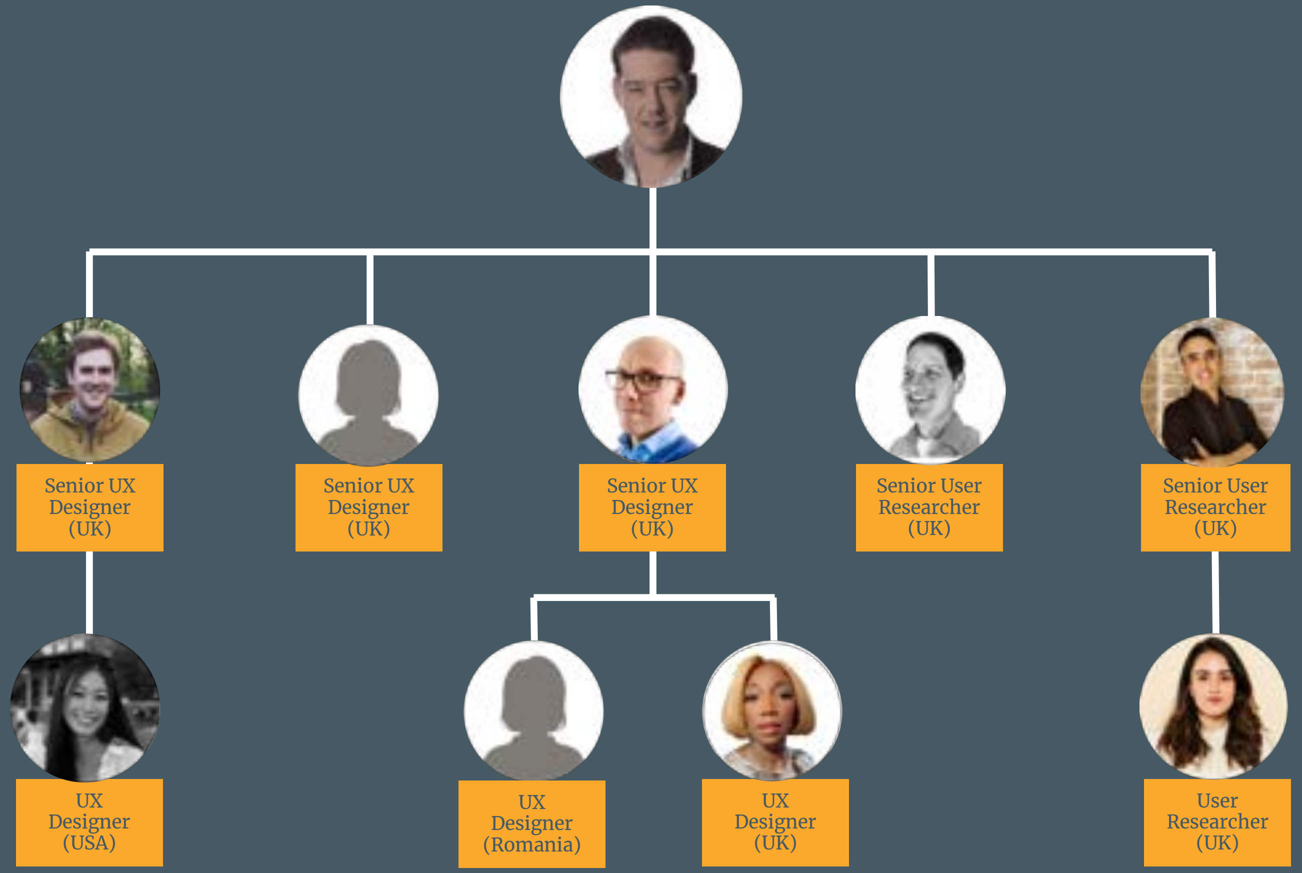


3) Create a culture of delivery

While I encouraged designers and researchers to push for best-in-class designs, I also recognised that product teams often need pragmatic solutions to problems.

- I introduced ‘culture of delivery’ to describe the idea that a good-enough solution that creates the necessary customer value *today* is usually far better than the gold-standard idea that takes six months to deliver.
- UCD process, documentation and training reinforced the message that delivery is a continuous team-sport involving Product, Design and Engineering.
- Our way of working became to seek ‘win/win/win’ solutions that delivered immediate value for users, unblocked product teams *and* opened the doors to further design evolution further down the line.
- For example: User researchers moved away from creating slide decks of research findings (that were rarely read!) Instead, we began facilitating user insights workshops with product teams where the output at the end of a session was a series of decisions about the priority and action agreed for each finding.

4) Make the team the top priority



I intended that UX should be a *community of practice* that supported individuals in being the 'voice of UX' within their product squads.

The group defined its own standards and ways of working: designers had to present their latest work to a weekly peer review session. Researchers had a similar session, changes to the design system were proposed and discussed in another.

Crucially, I wanted the community to be a 'safe' supportive space where people could discuss problematic situations without fear and where feedback was always constructive.

I see my task as enabling the people I manage – allowing them to define and co-own the tools and standards they use and the ways they get their work done. People who are being treated like adults rarely let you down.

At CA, most weeks, I spent more time on team and individual reports management than any other task:

- I met with everyone in the team individually for 30-60 mins each week (whether direct reports or not).
- I created a skills matrix for UX design and research allowing individuals to benchmark their skills and self-reflect when considering their progression.
- Each person set their own personal development goals and I reviewed these with them quarterly and also collected 360 feedback to share with them regularly.
- A fast-changing fintech company environment, UX consistently had the highest staff retention rate and amongst the highest employee engagement and satisfaction scores of any team in the business.

What my team say...

Jamie Lovelace
Senior UX Designer

"Rob is a great leader, he puts his full trust in you to do your best work and will unblock you to do so wherever needed."

"He introduced embedding designers within product squads. It gives you the opportunity to become deeply specialised in your particular area of the product and allows you to really focus on the problem at hand."

Nancy Ketola
UX Designer

"Rob was always a call away if I needed anything. I particularly enjoyed our 1-2-1s and his advice on how to navigate politics and constraints within my projects."

Daniel Escalante
Senior User Researcher

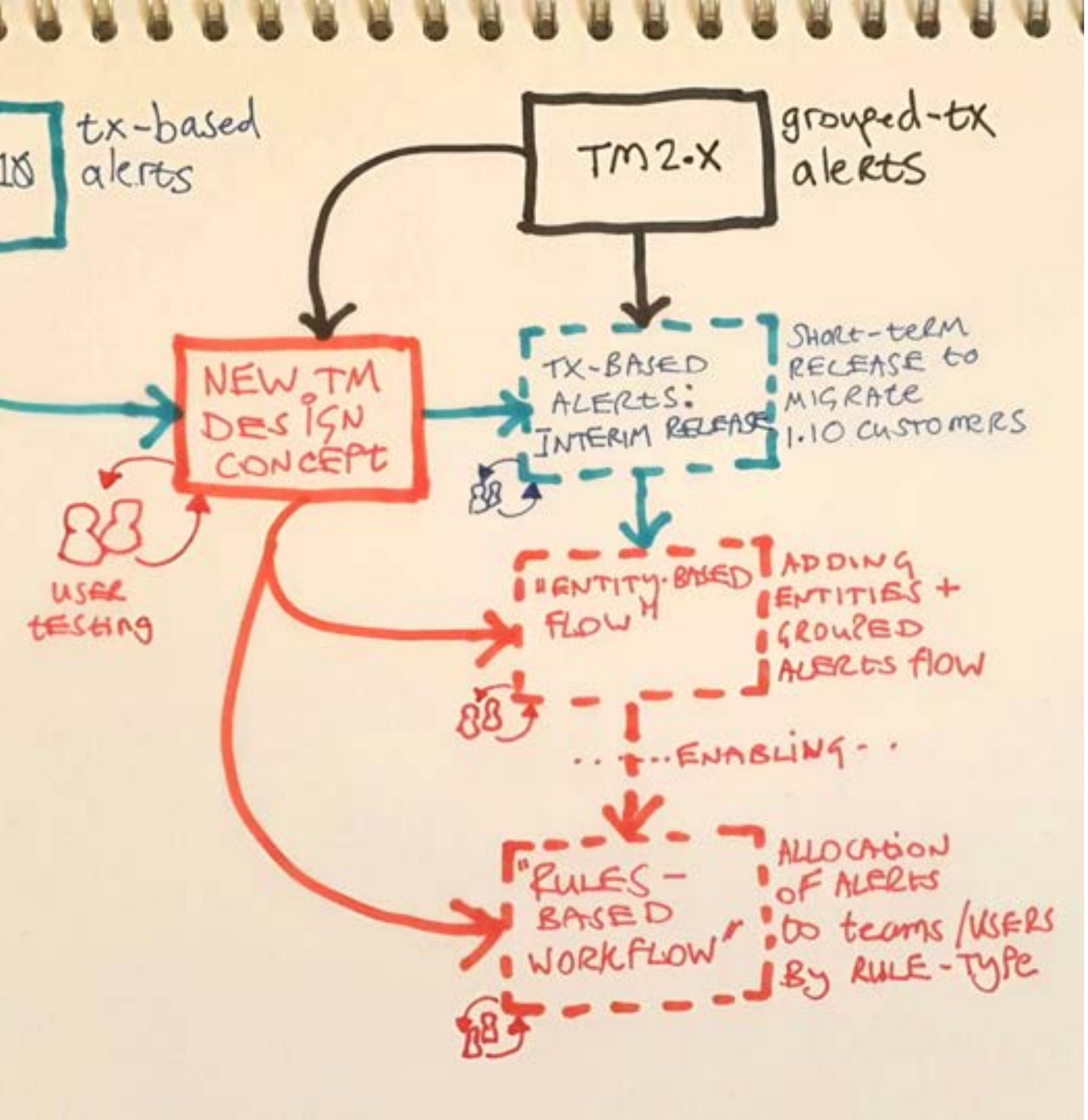
"Rob is an efficient and strategic leader who significantly enhanced the way we approached our work, resulting in a positive and lasting impact on our projects.

Process changes he implemented not only increased the efficiency of our workflows, but also elevated the overall quality of our output."

David Reis
Senior UX Designer

"Rob's tenure was marked by his exceptional leadership, creativity, and collaborative spirit, leaving a profound impact on our team and the company. He not only guided our design efforts but also served as a mentor and coach, nurturing the growth of team members, myself included."

"Under Rob's direction, our design team consistently delivered top-notch work, particularly during a critical phase where we aimed to unify our platform and enhance user experience.."



What might I have done better? Reflections

- **Moved faster.** COVID was obviously a big disruptive factor to everyone's plans in 2020-21, but it still took me 3-4 years to achieve what I might have done in two. I often introduced new initiatives in pragmatic increments where more ambitious, wholesale change would have been better. It is a difficult balance to strike.
- **Communicated more widely and more often.** No matter how regularly and how widely you think you are communicating and sharing awareness of users and UX, there is always more that can be done to shift the culture and promote a more user-centric organisation.
- **Been more assertive.** We identified many of the product improvements needed years before they happened. User insight should have driven many of the eventual changes needed internally to tech and strategy to happen sooner.
- **Hired more user researchers.** User research became such a core part of our product design culture that we never had enough people to satisfy internal demand.

Here’s how I left things towards the end of 2023...

ComplyAdvantage annual revenue	**2019**: $10.3m	**2022**: $23.6m

“ComplyAdvantage offers a user-friendly interface that streamlines the compliance process.”

Dotcom magazine , Sept 2023

“I most appreciate ComplyAdvantage for its ease of use.”

“It was great to be involved in the process of designing the 'Search Profiles' feature with the ComplyAdvantage team.”

Customer reviews, Jul 2023, capterra.com

“Extremely intuitive and easy to navigate, making it ideal for operational and 1st line of defence teams.”

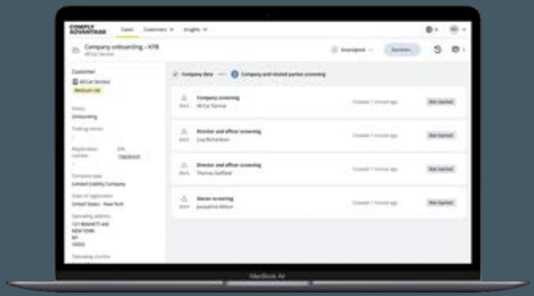
“An easy to use and bright interface that anyone in the industry or learning about the AML industry can easily grasp and understand. The snappiness of the menus and the straightforward results which will help you identify your matches quickly is an amazing feature to begin with.”

“The user interface is user-friendly and intuitive, making it easy for our team to navigate and use effectively.”

“The interface is very sleek and easy to navigate.”

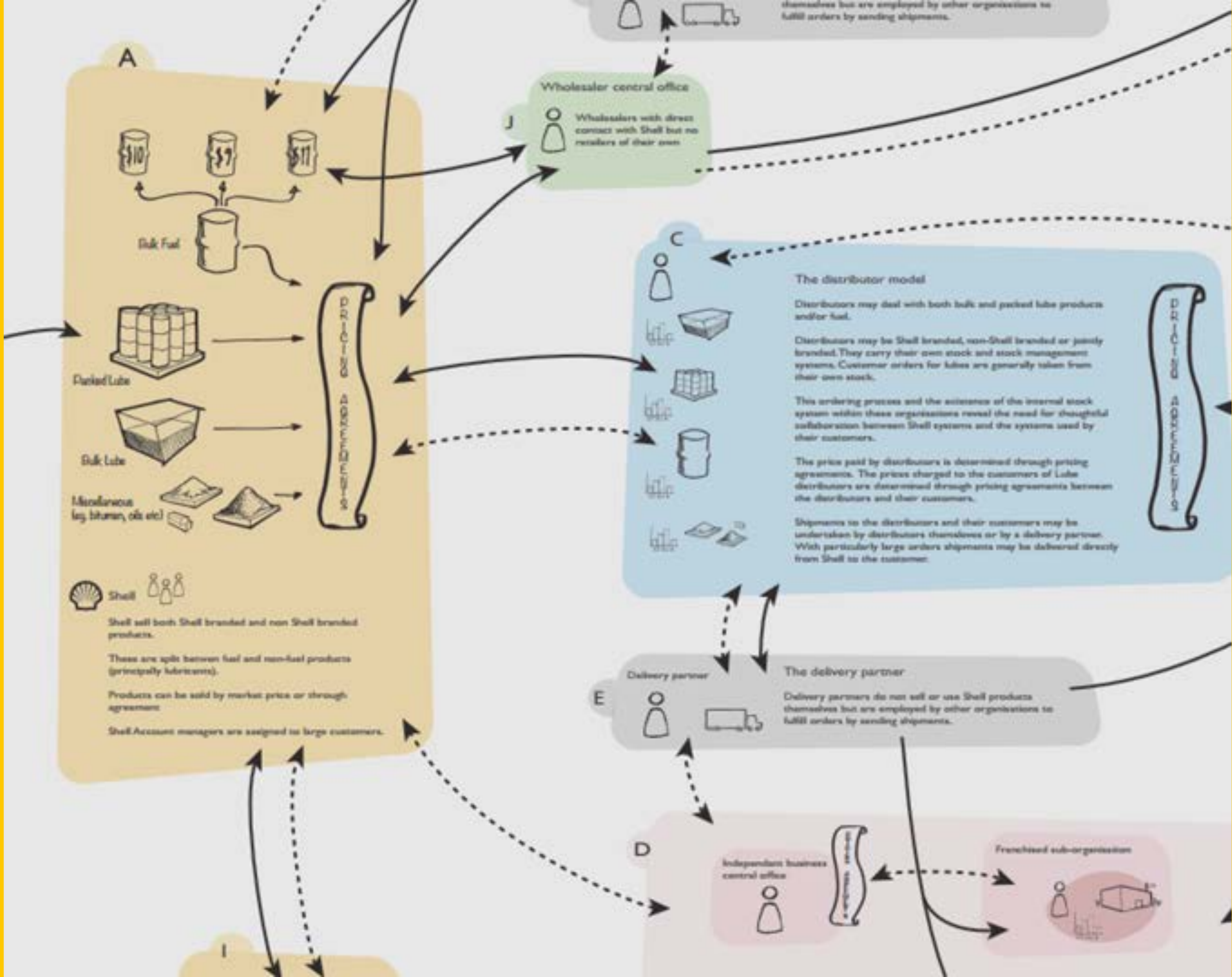
“Their user interface was well designed and intuitive.”

Verified customer reviews for the new ComplyAdvantage Mesh platform, g2.com, October 2023



Case study

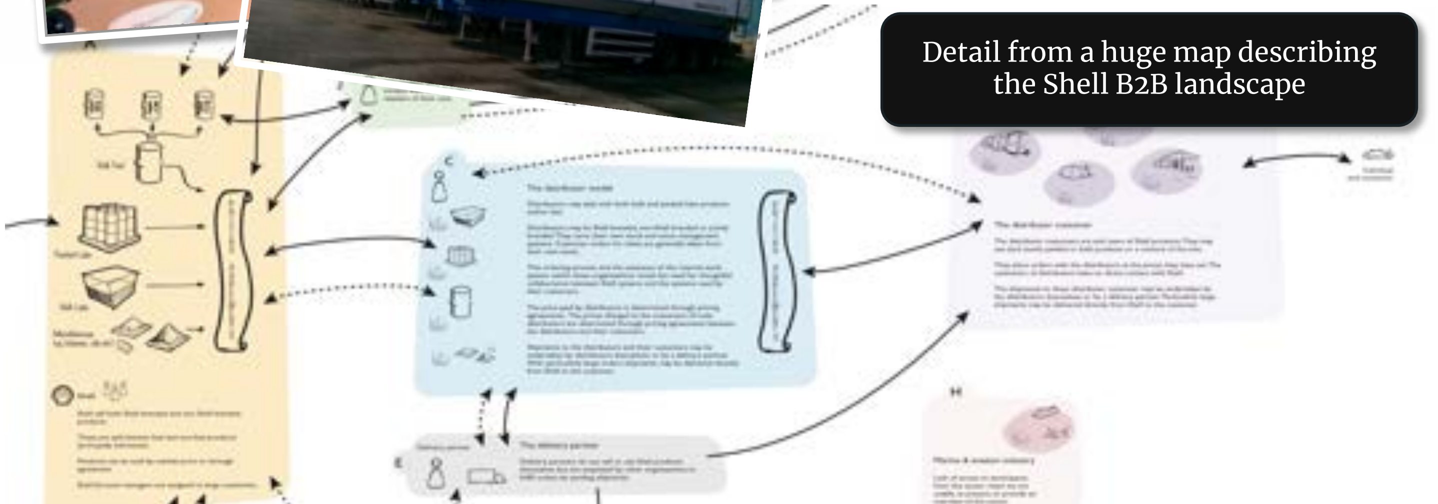
Design lead
Shell Markethub



Design principles — one output of workshops with stakeholders

Onsite research with Shell Fleet customers in the Netherlands

Storyboards of 'success stories' helping bring the vision for the customer experience to life



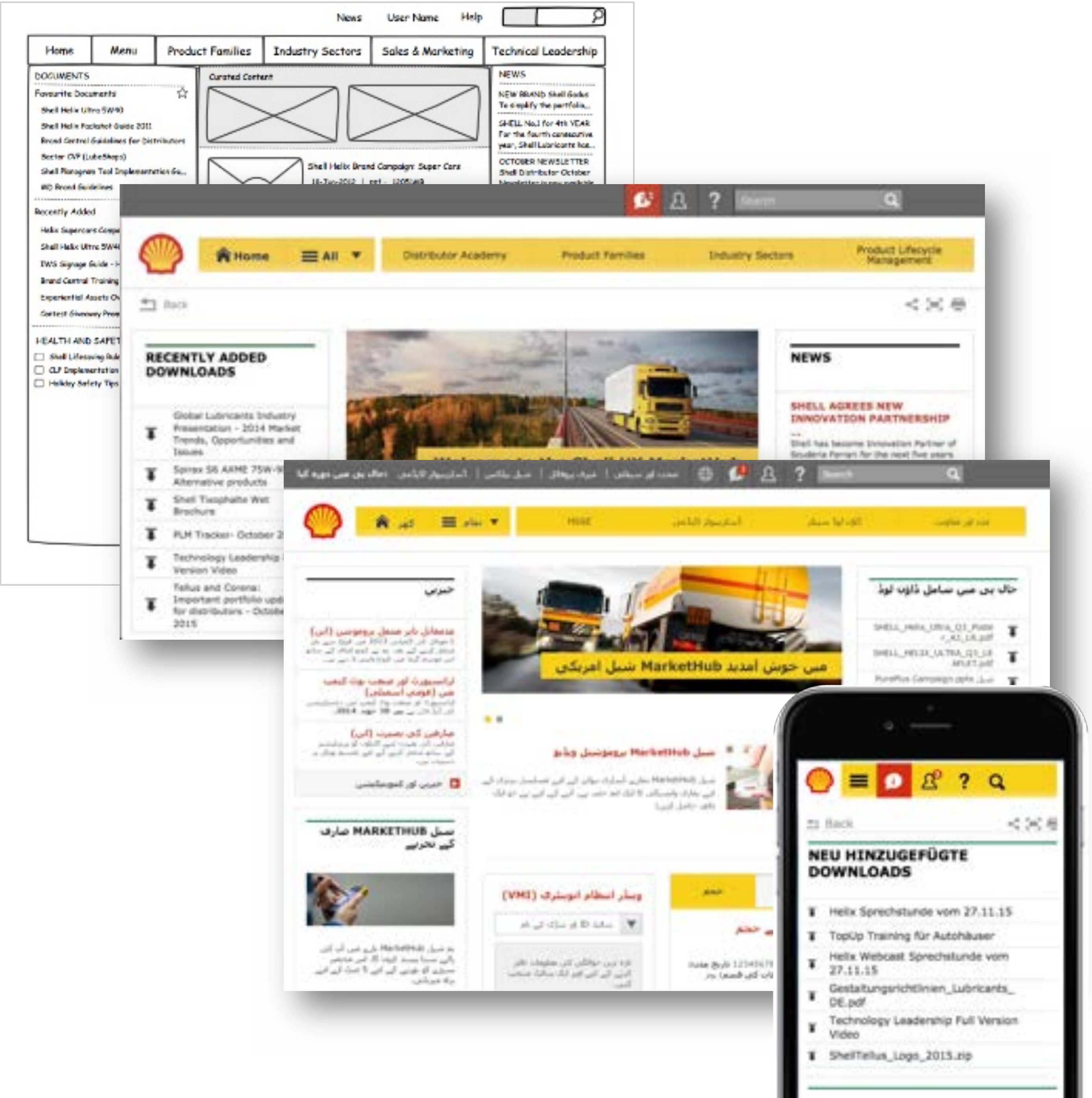
Detail from a huge map describing the Shell B2B landscape

Strategy & planning

- As Principal Consultant at Foolproof, I was responsible for the planning and delivery of all projects for Shell, the agency's largest client.
- I led the work to forge a user experience vision and strategy for a $15m ecommerce, logistics and resources platform for Shell's B2B channel customers and partners globally
- Shell sought to unify a number of disparate B2B sites which were expensive, outdated and offered a poor and fragmented customer experience
- Challenges in the early stages included achieving a common vision and buy-in from a number of distinct and often very independent business areas within Shell
- In collaboration with senior stakeholders at global VP level within Shell, we identified a set of key customer experience principles for the new platform which we storyboarded to bring the vision to life
- Exploratory customer research with target audiences led to detailed user journey mapping, persona creation and the design of key concepts

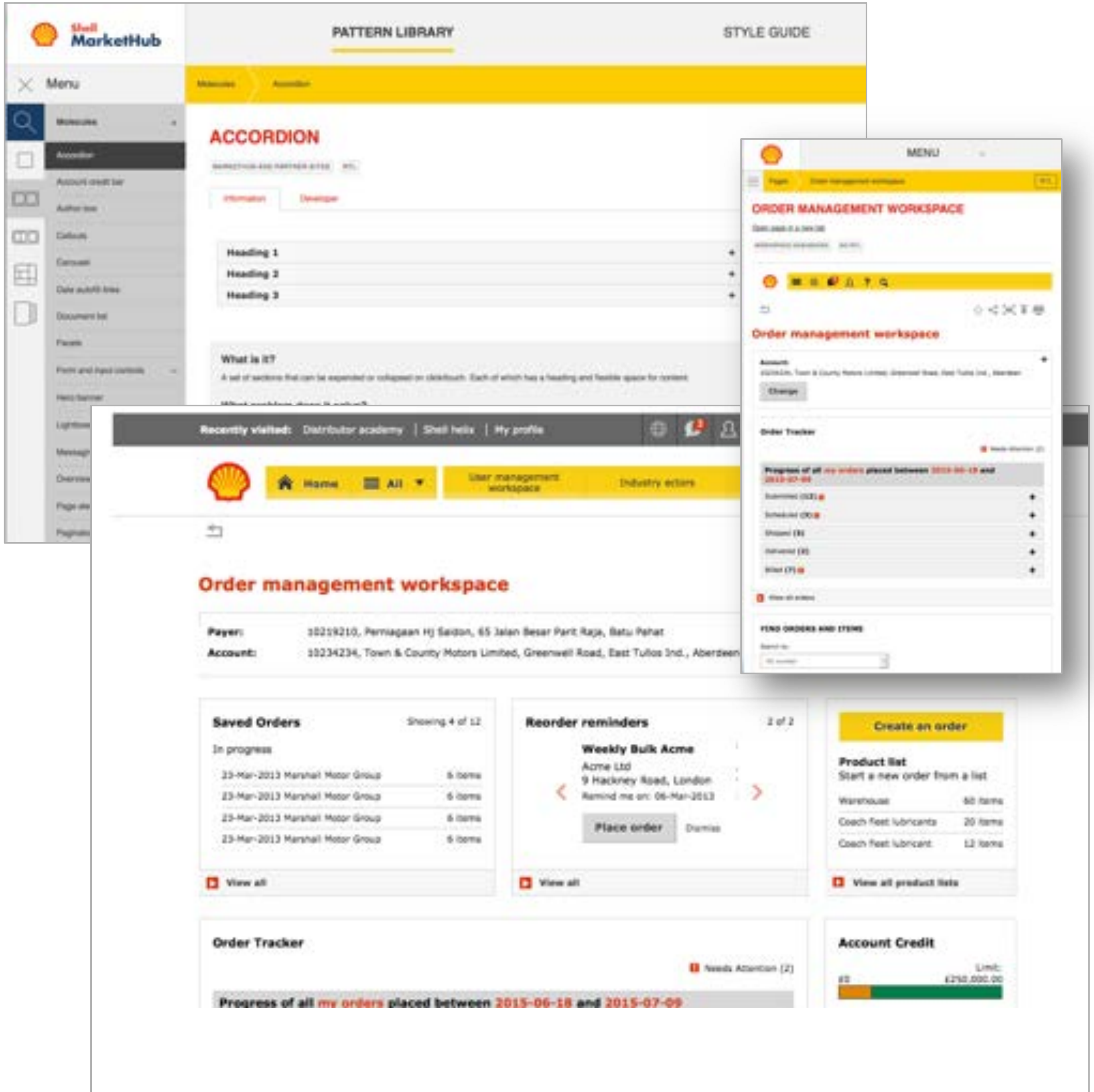
Business requirements

- The new platform needed to deliver a best-in-class user experience to a varied set of customers around the world
- With a team of researchers, I created a set of persona 'classes' to capture the diverse user requirements.
- We documented detailed customer journeys showing customer organisations' workflows: including interactions between different users during tasks, user's information and support needs at each step - including touch points with Shell through various channels
- We highlighted user, business and system success criteria at each stage
- I created scorecards for task success criteria. Technology platform vendors were scored on how well their product met these UX challenges as part of Shell's procurement process



User-centred design

- I led a team of designers and researchers following a sprint-based user-centred design process
- Each sprint included iterative testing with users and refinement of the design
- To meet the demand for rapid access to users, I worked with Shell's business marketing team to create a global panel of 170 Shell B2B customers across multiple markets and business areas who could be contacted for testing
- Design evolved swiftly from early wireframes and the majority done in rapid, hi-fidelity prototyping
- I ensured the test plan achieved comprehensive coverage of desktop, mobile and tablet experiences as MarketHub was a fully responsive site
- We also tested local variants of the site with users in different countries to assess the design with longer average word-length than English (e.g. German), left-to-right (e.g. Arabic) and character sets (e.g. Arabic, Chinese, Russian)



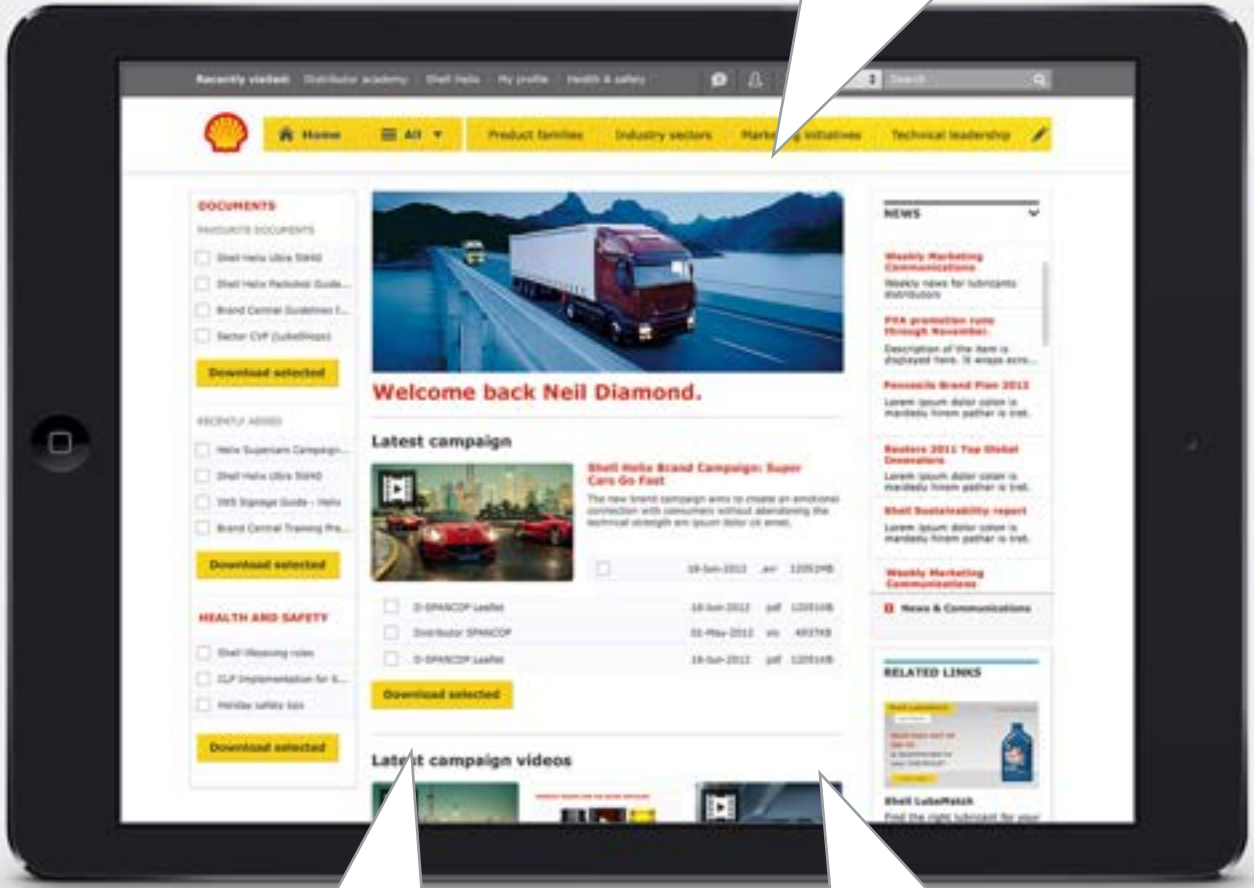
Detailed design

- I led the delivery of all UX design specifications and assets for build as a fully-functioning design system.
- Shell and their technology partners were not used to creating fully responsive sites, so we took it upon ourselves to deliver fully working HTML and CSS assets.
- Design patterns, visual style and UI components were delivered as a responsive HTML/CSS design system app using the atomic design framework.
- I acted as the custodian of design standards on the programme - defining updates for future releases and evaluating all frontend build against the screen designs and design system.

Project outcomes

- MarketHub release 1 went live in November 2015 to 6,232 Shell distributors globally
- The distributor **customer satisfaction score increased to 7.5** (out of 10) in the first quarter after launch from an average of 6.3 for the previous 12 months – and remained consistently high in subsequent quarters
- Q1 performance alone represented **$4m in operational savings** due to improved online marketing and communications and reduction in customer calls
- Post go-live user research supported the internal view of MarketHub with overwhelmingly positive feedback from users

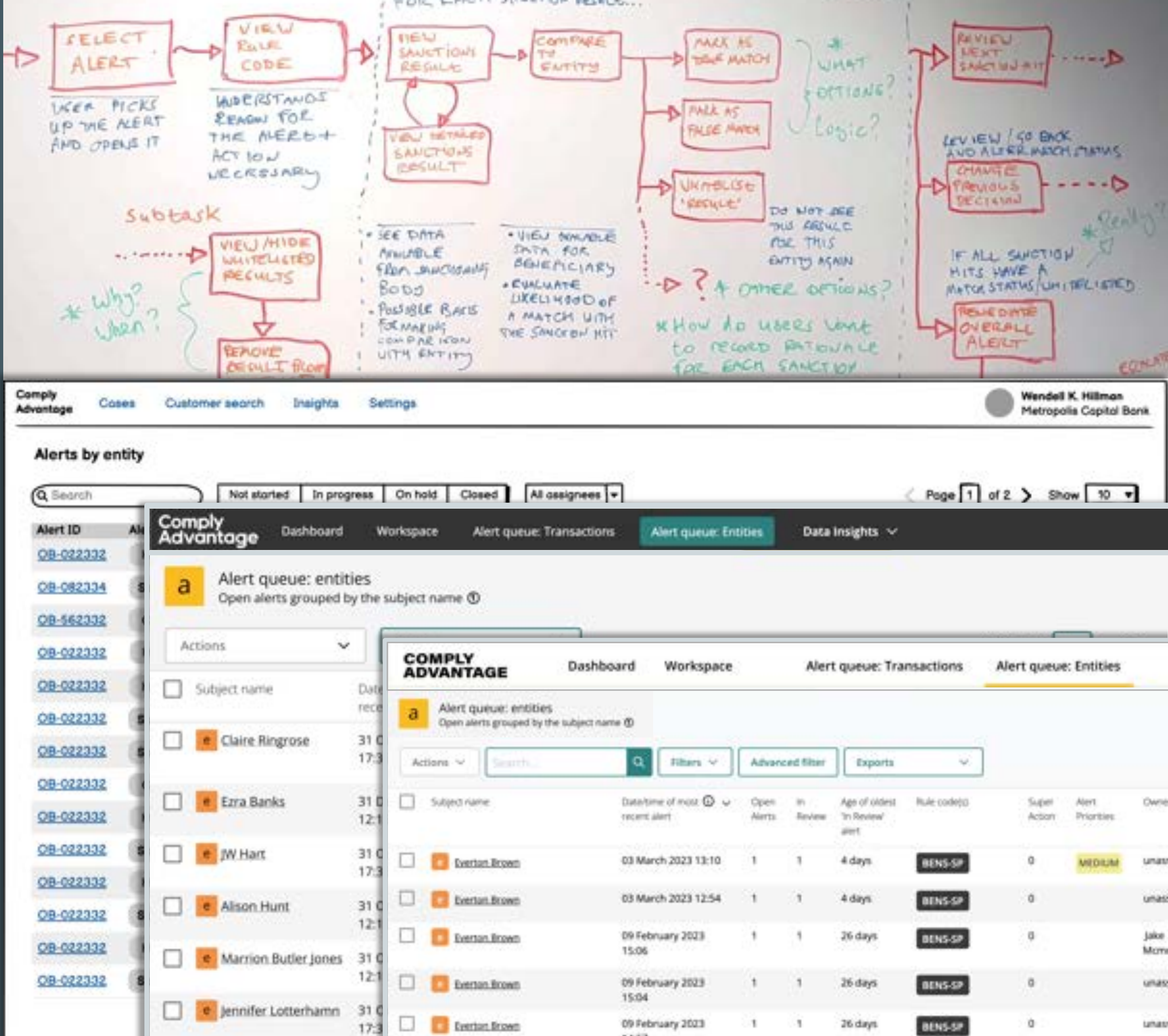
“My fear in using the latest technology disappeared seeing how easy it is to use MarketHub.”



“It’s a game changer with its ease of use.”

“It’s so easy to navigate and find things; I was able to register in no time.”

COMPLY ADVANTAGE



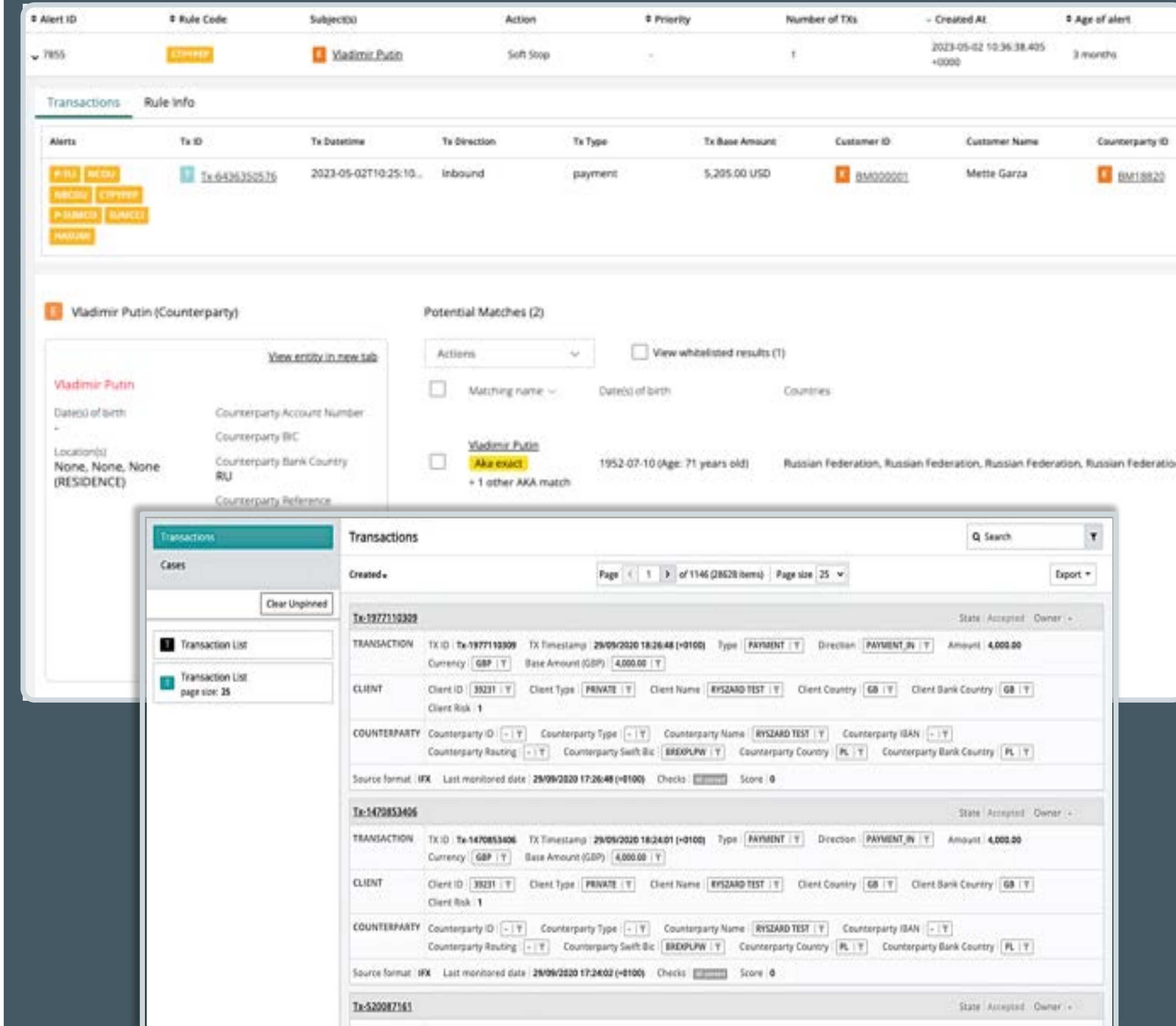
Case study:

User-centred design

Transaction Monitoring

In 2020,users of ComplyAdvantage's Transaction Monitoring (TM) app were unhappy with the solution and several clients were threatening to churn.

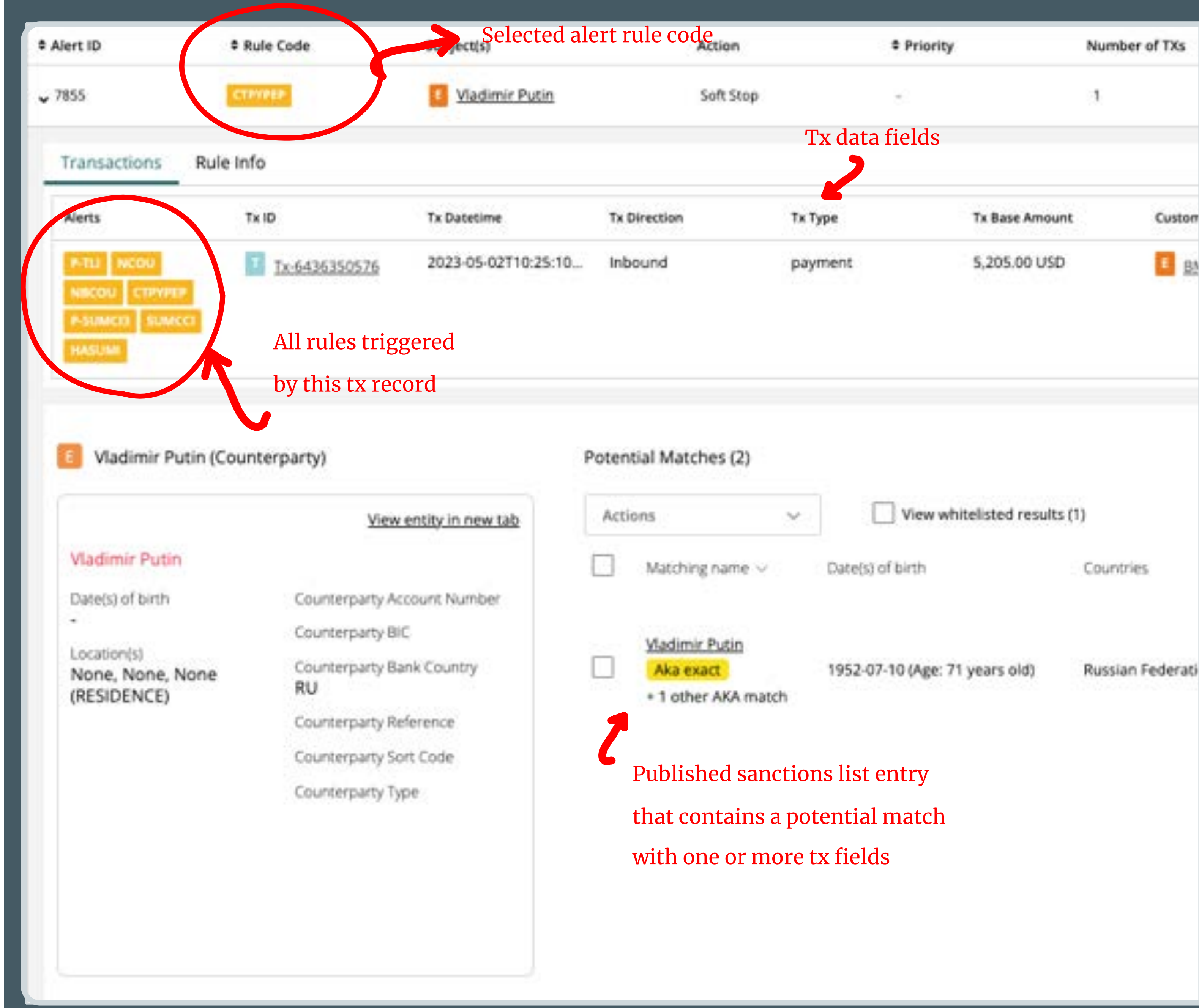
- Transaction monitoring is a regulatory requirement of financial service providers.
- Every transaction by a bank customer must be tested against a set of risk criteria or rules *e.g. where transaction value => (1.5 * average transaction value)*
- Client organisations upload transactions nightly to the TM platform for processing.
- Any transaction that triggers one or more rules becomes the basis of an alert which must then be investigated by a human analyst.
- The analyst decides whether the alert can be safely dismissed or escalated for further investigation.
- Analysts are measured on efficiency, but they must do a comprehensive job, leaving a full justification of each decision on every alert.



I initially created a problem statement, by collating client feedback from customer support and sales teams with previous user research findings:

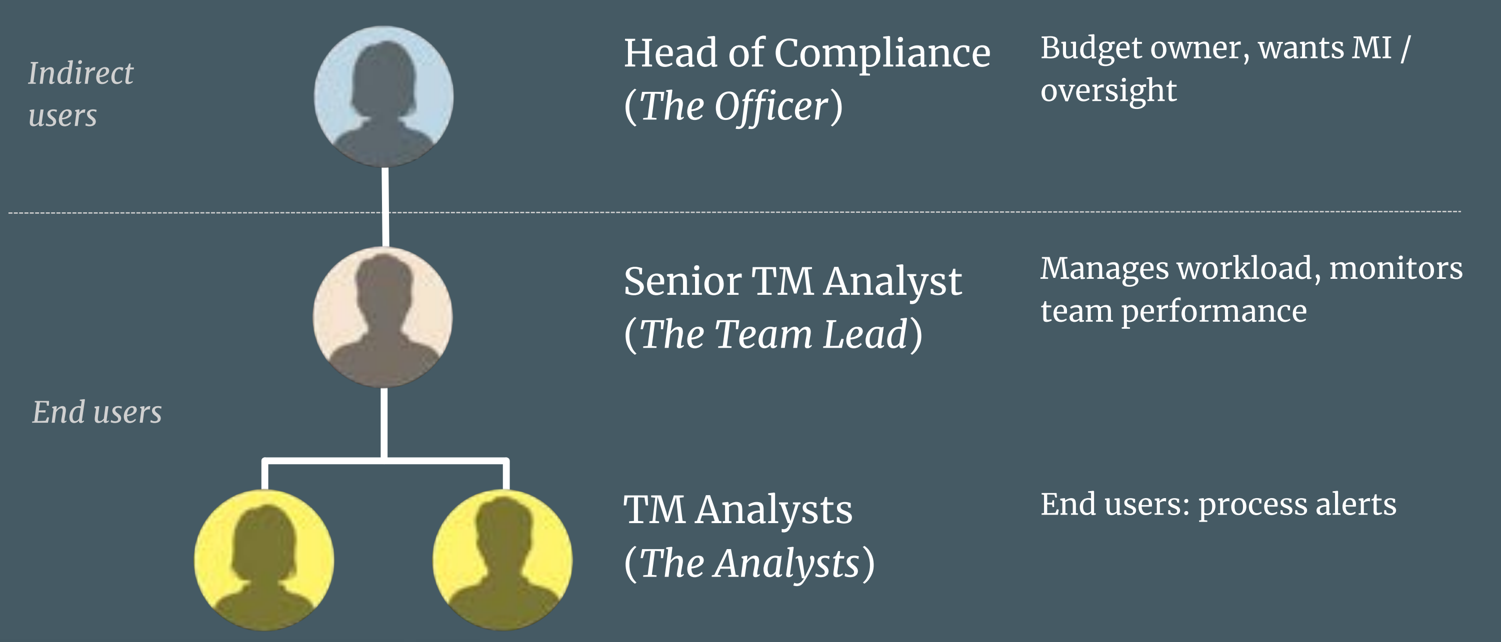
1. The UI was a system-view of transaction monitoring: it reflected what the system *did* — not what the user wanted to *achieve.*
2. The UI was open-ended, allowing users to work in almost any way and not enforcing any type of workflow.
3. There was no clear task focus to screens or sense of what actions were required of the user.
4. Many users were exporting alerts to other apps rather than using the TM platform to complete tasks as a workaround.
5. TM looked dated and had poor usability. Hard-coded HTML updates added over time had left the UI riddled with inconsistencies and accessibility issues.

This consolidated view persuaded leadership a more in-depth investigation of the TM app and user needs was required.



Discovery research

- Working with the product team, I scheduled and performed 1-1 remote interviews with clients from the at-risk group.
- For balance I also conducted interviews with a range of other TM clients of different size and sectors. I also recruited a handful of users of competitor products.
- Interviews were open-ended, with the broad objectives of learning how transaction screening was done in each organisation, shortcomings and strengths of the current tool, and any learnings from competitor or analogous products.
- One shortcoming of CA’s existing customer insight was feedback mostly came from people who weren’t end-users: account managers spoke to senior staff in the client org and their views would then be passed on internally as “*users say …*”
- In a workshop with internal subject matter experts, we identified three broad types of role within client orgs and interviewed as many people from each persona category as possible to gain a holistic view of our clients’ needs.



Discovery research

Our findings challenged a number of preconceptions and threw new light on what users wanted from the TM platform:

- ***Officers*** wanted an end-to-end case work tool, not a point solution for triaging alerts
- ***Team Leads*** preferred that one analyst be assigned all alerts relating to one customer rather than assign them in a taxi-rank manner as they were generated.
- ***Analysts*** spent far longer looking at the context of alerts and the customer's historical behaviour than we'd previously thought. Speed was secondary to doing the job properly.
- ***Analysts*** spent a lot of time filtering and exporting transaction data to spreadsheets in order to create useful heuristics like the customer's average transaction value or number of transactions per month

Above all, participants stressed that **the purpose of transaction monitoring was to understand the risk posed by individuals** — *not* to process alerts on a transaction-by-transaction basis as our app did.

Compliance Officer

I want my department to identify the risk that individual customers pose to the business through a case working approach — with the focus on people, not transactions

Team Lead

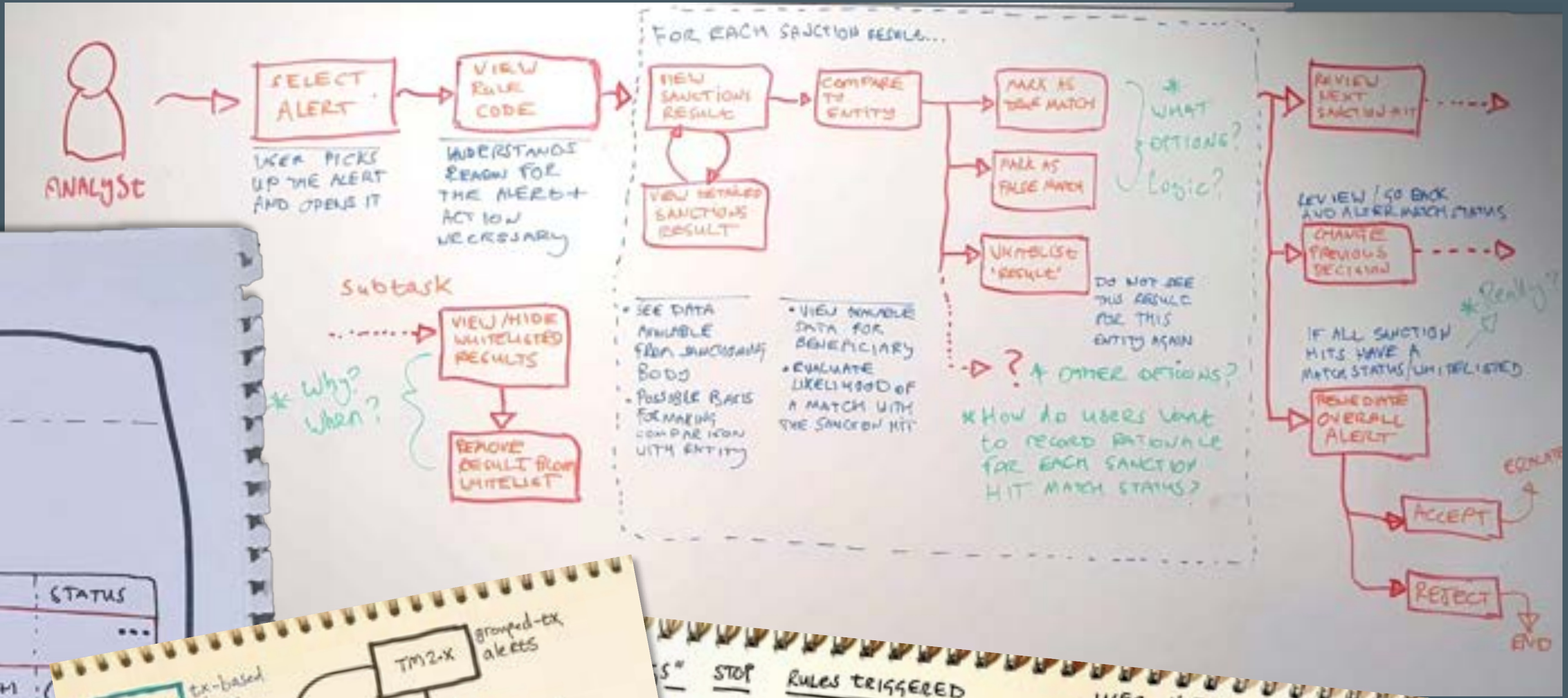
I want to spend less time assigning individual alerts to analysts so I can concentrate on monitoring and improving team performance

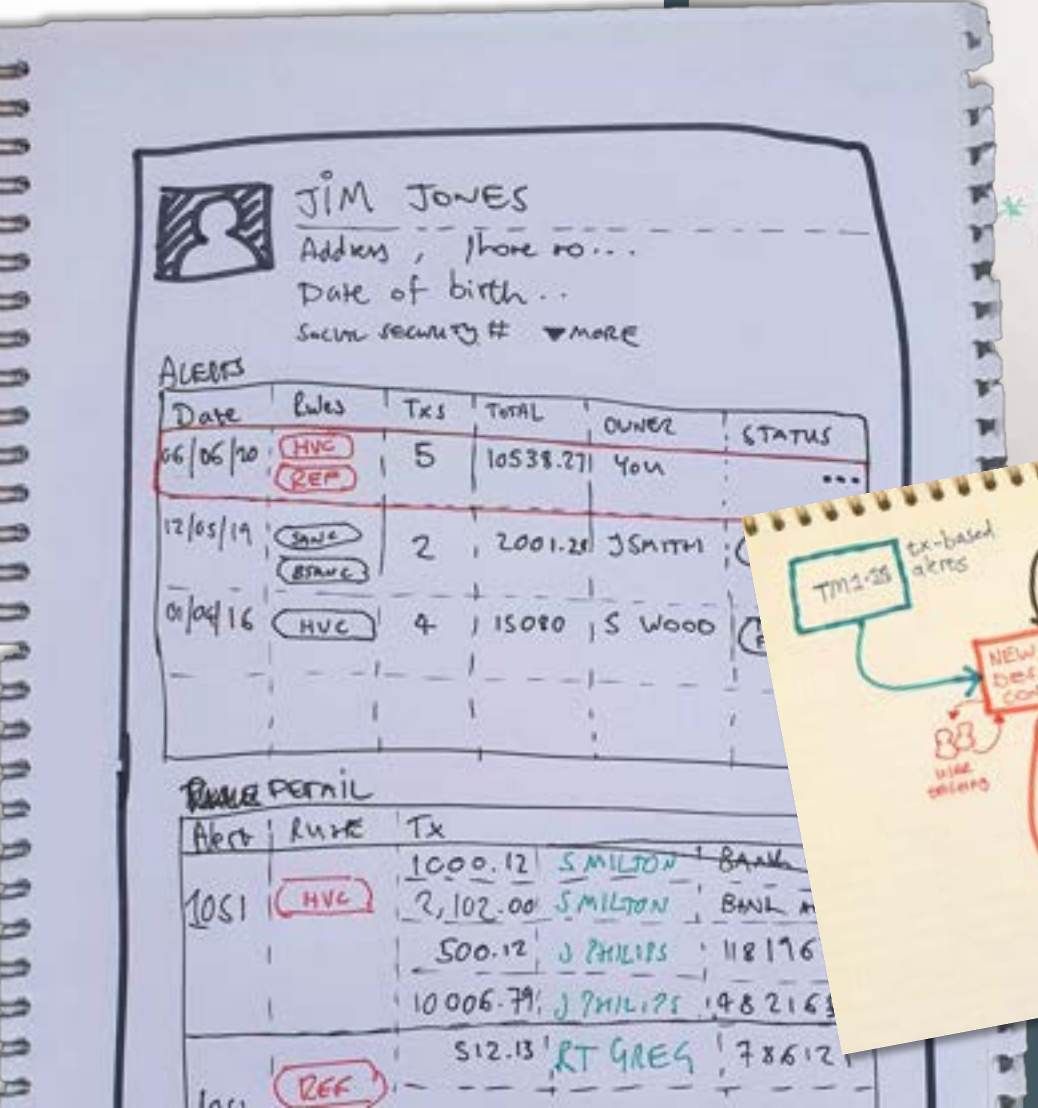
Analyst

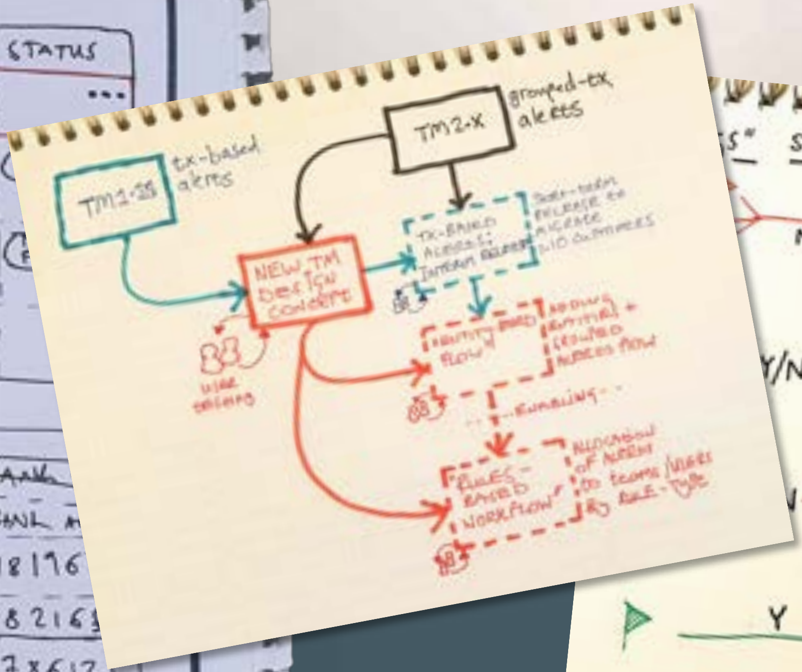
- I want to see all current and past alerts associated with a customer and who's working on them
- Case notes for previous alerts should aggregate in the customer history so we have that audit trail in a single place
- I shouldn't need do do all the work of exporting data to Excel just to see customer transaction data and calculate benchmarks like 'average 30 day spend'

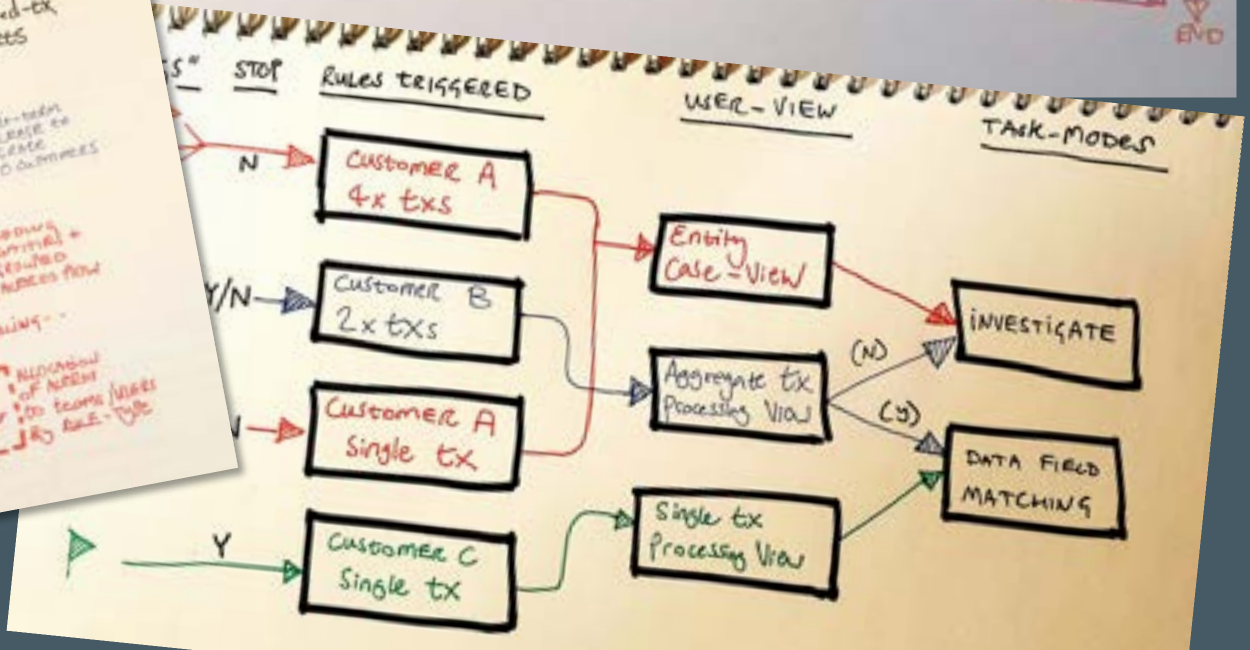
Concept design & testing

I set about modelling an improved flow with the bank's customer as the central task focus, rather than the transcation record.









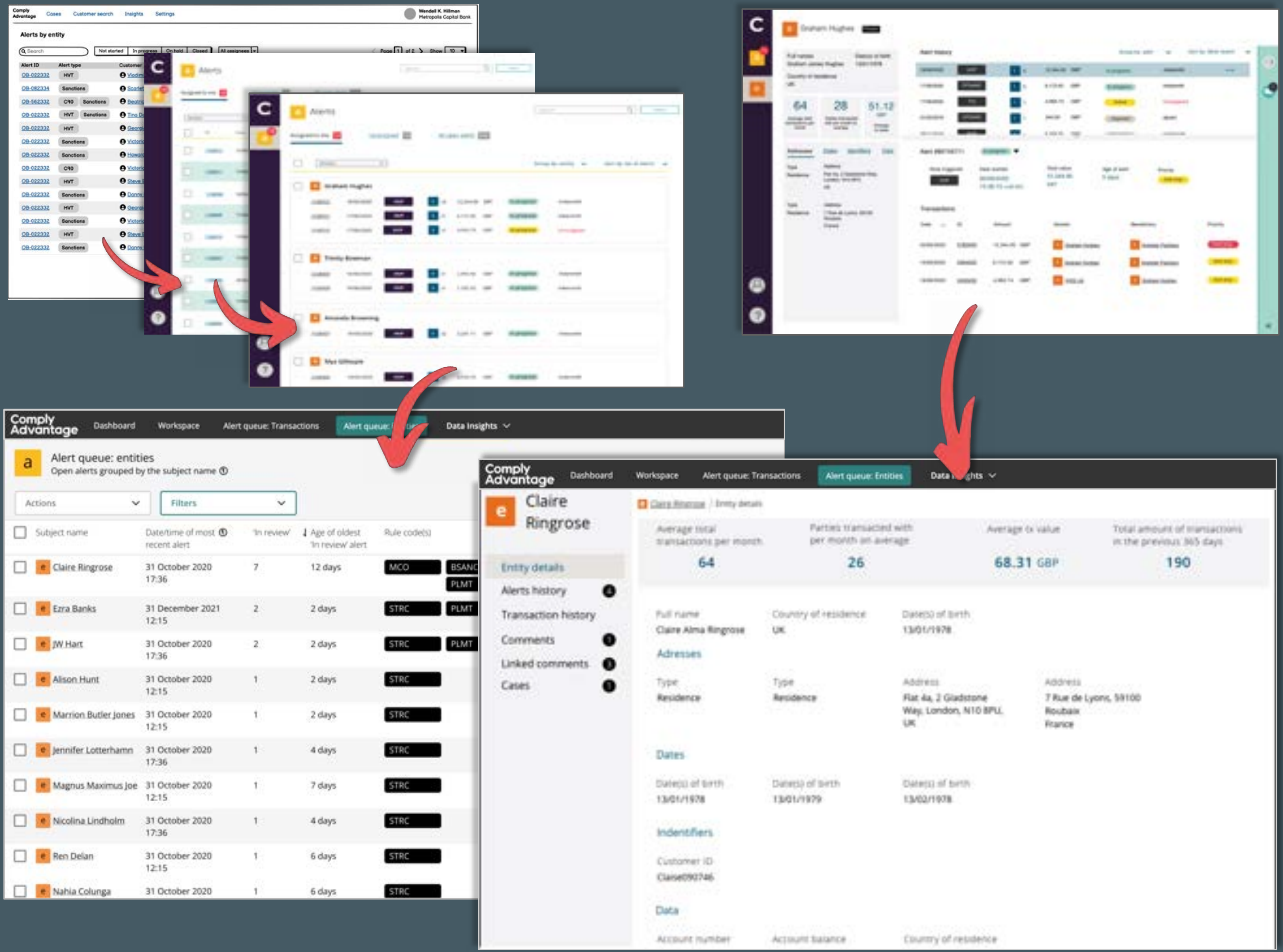
Concept design & testing

I went through several lightweight early designs, exploring different methods of presentation, gradually moving from low to high fidelity.

I created prototypes and shared these with users in 1-1 testing and made rapid iterations between sessions.

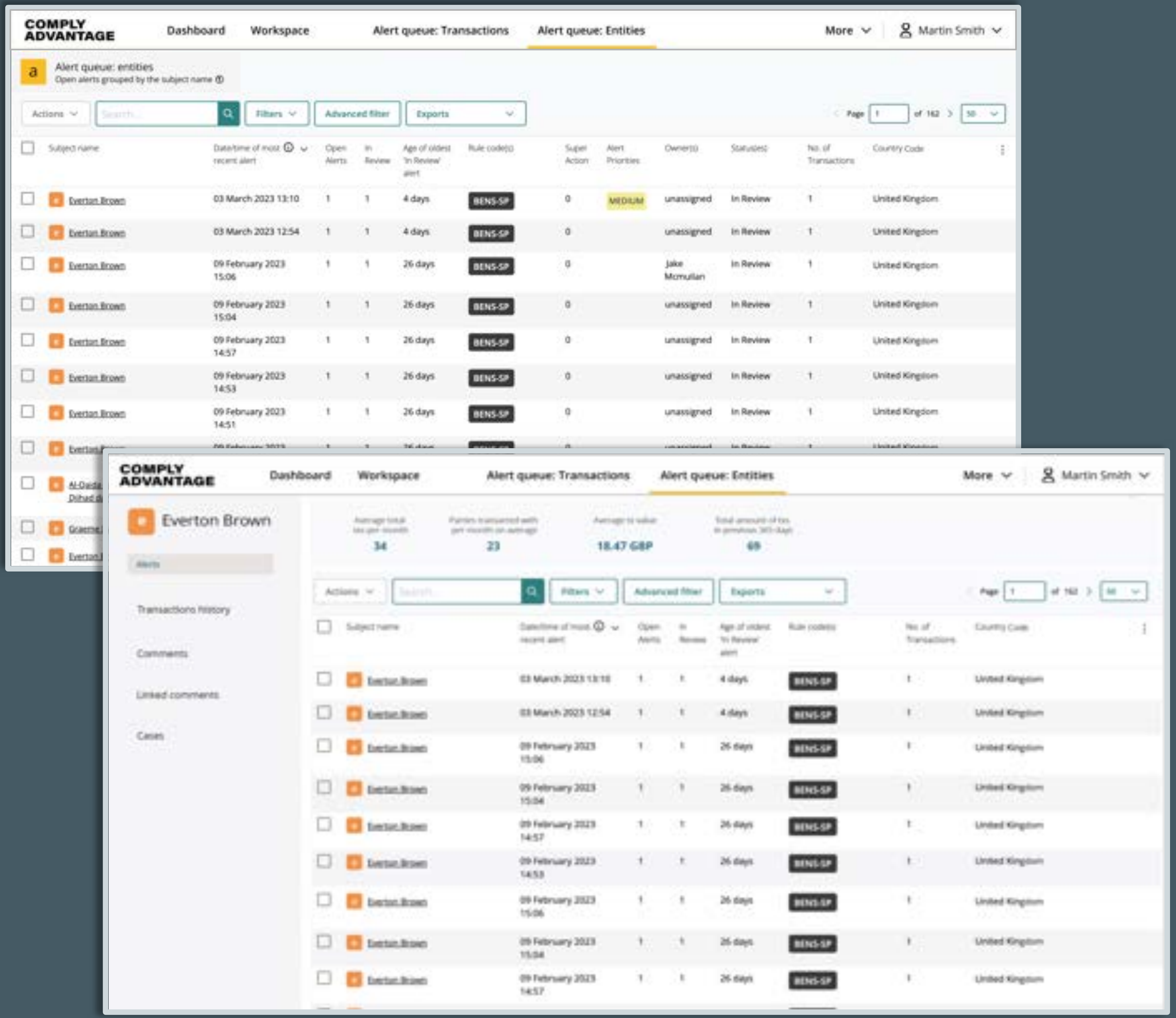
The key principle remained reframing the task flow around the customer as the main object.

Early on, I explored a palette aligning the new UI to CA's then-website style (*below*), which proved problematic. With the agreement of stakeholders, requirements of brand were loosened in favour of a calmer, accessible aesthetic more appropriate for workplace software.



Detailed design & build

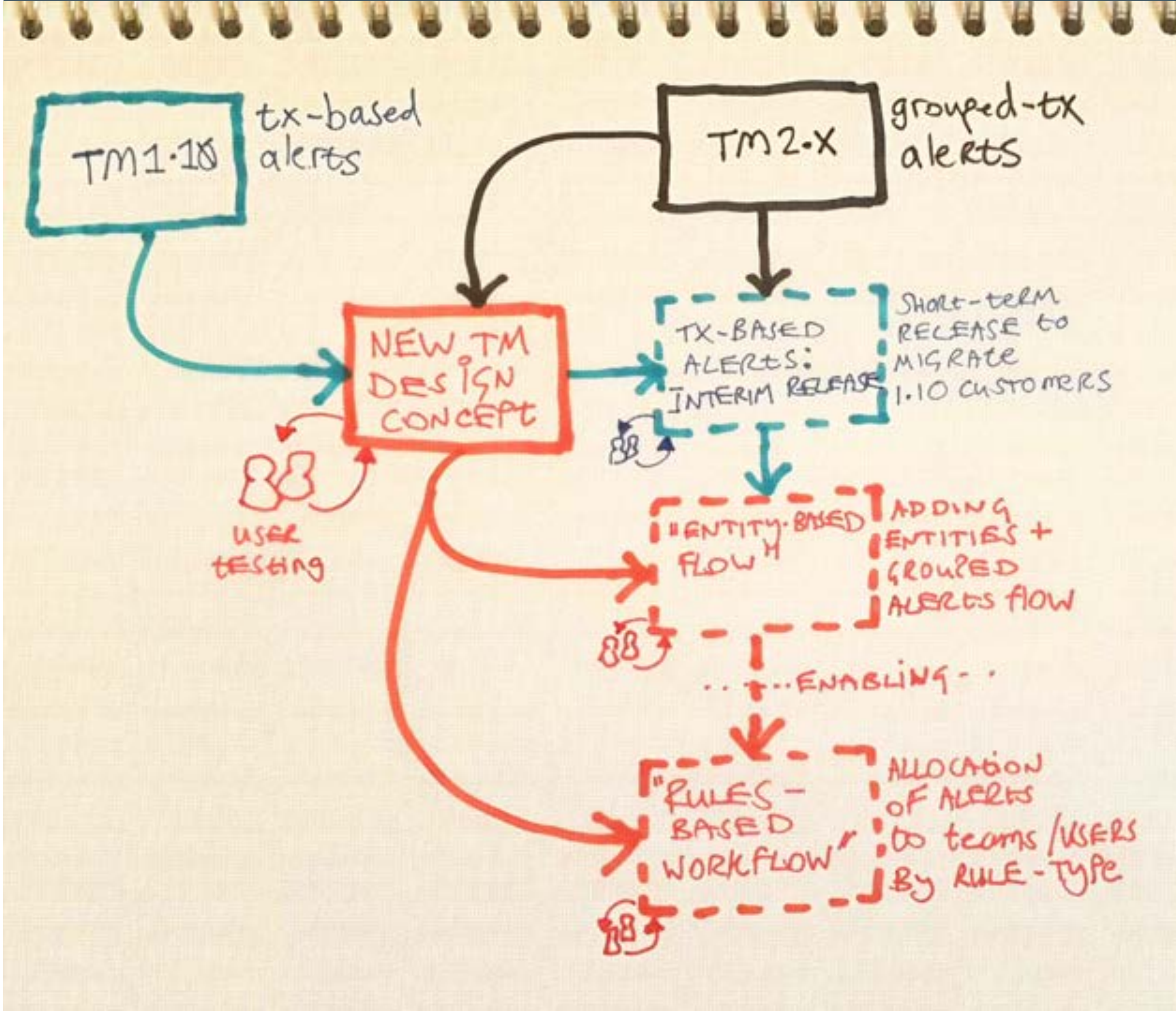
- Alongside a junior designer, I created the high-fidelity designs which were the blueprint for build.
- We continued to squeeze in usability testing sessions with clients as we worked, or even performing guerrilla sessions with our own customer support and sales teams.
- I began to work closely with the frontend and UI developers to develop CA's first React-based component library to support build.
- As we were creating a new design system from scratch, it was desirable to rely on out-of-the-box components as much as possible. I rationalised the use of components across screens to standardise interactions and keep the effort to a manageable level for developers.
- I audited all the new components for their match with designs and created a backlog to deal with the discrepancies, along with failure to meet WCAG accessibility criteria.



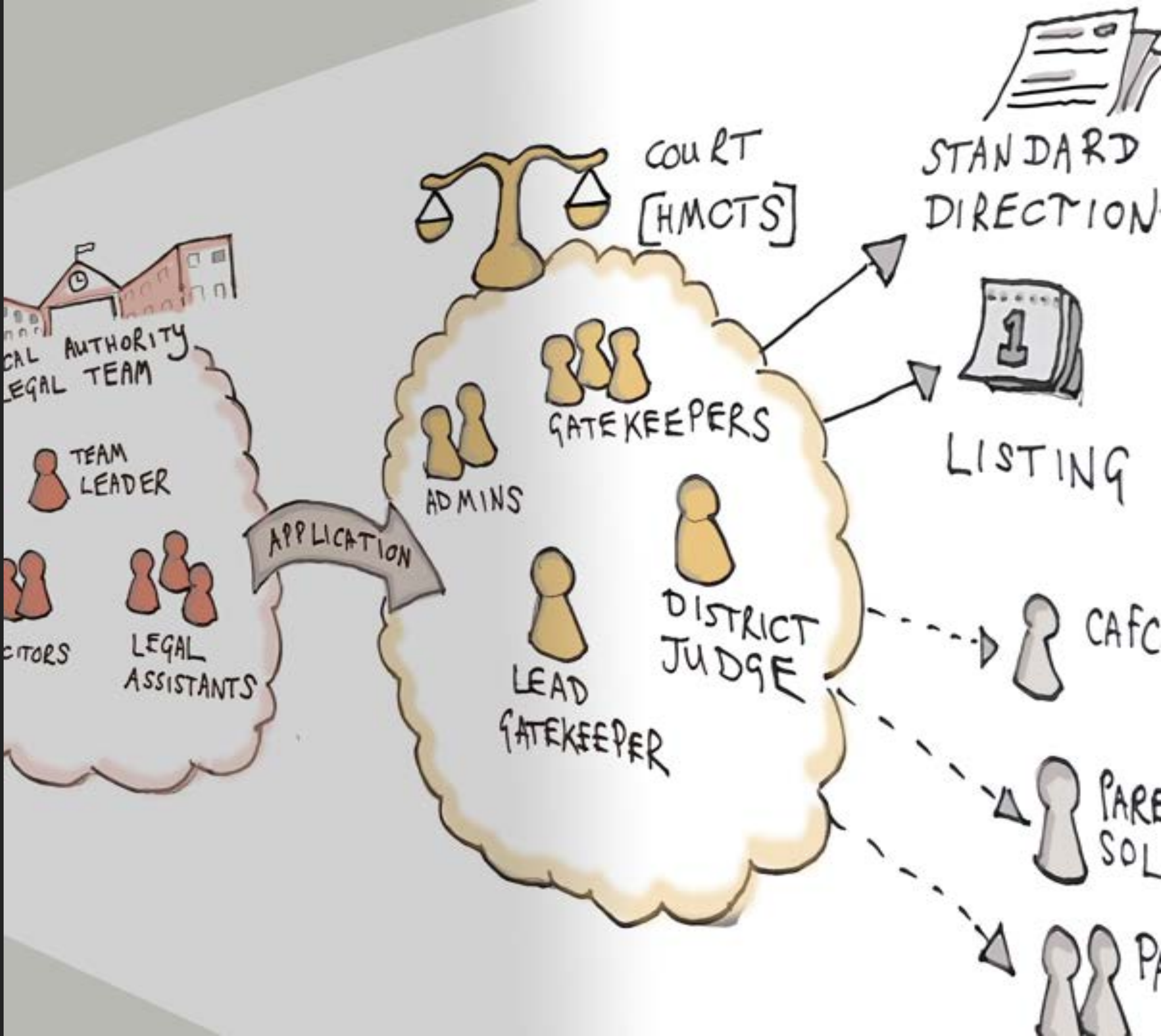
Outcomes

The new ‘customer-based flow’ was released initially only to TM clients threatening to churn.

- As a result, no at-risk clients churned – all eventually moved the new workflow and were satisfied with it. One unintended consequence was a surge of new feature requests to extend it once clients got to grips with the new flow and began to explore the possibilities.
- CA’s sales team noticed the new workflow received good feedback. They began using it in sales demos. Several new deals were made on the basis of the new functionality. New clients using the workflow soon numbered among CA’s largest accounts.
- Client satisfaction with the new workflow and increased sales convinced CA leadership to replace all our platforms with a single, case-working solution based on the same principles as the customer-based flow. This move became central to the product strategy.
- The success of the customer–based flow made it simple to get leadership buy-in when I requested the time and resources to carry out a comprehensive discovery research and concept design programme to support the single platform project.



HM Courts &
Tribunals Service

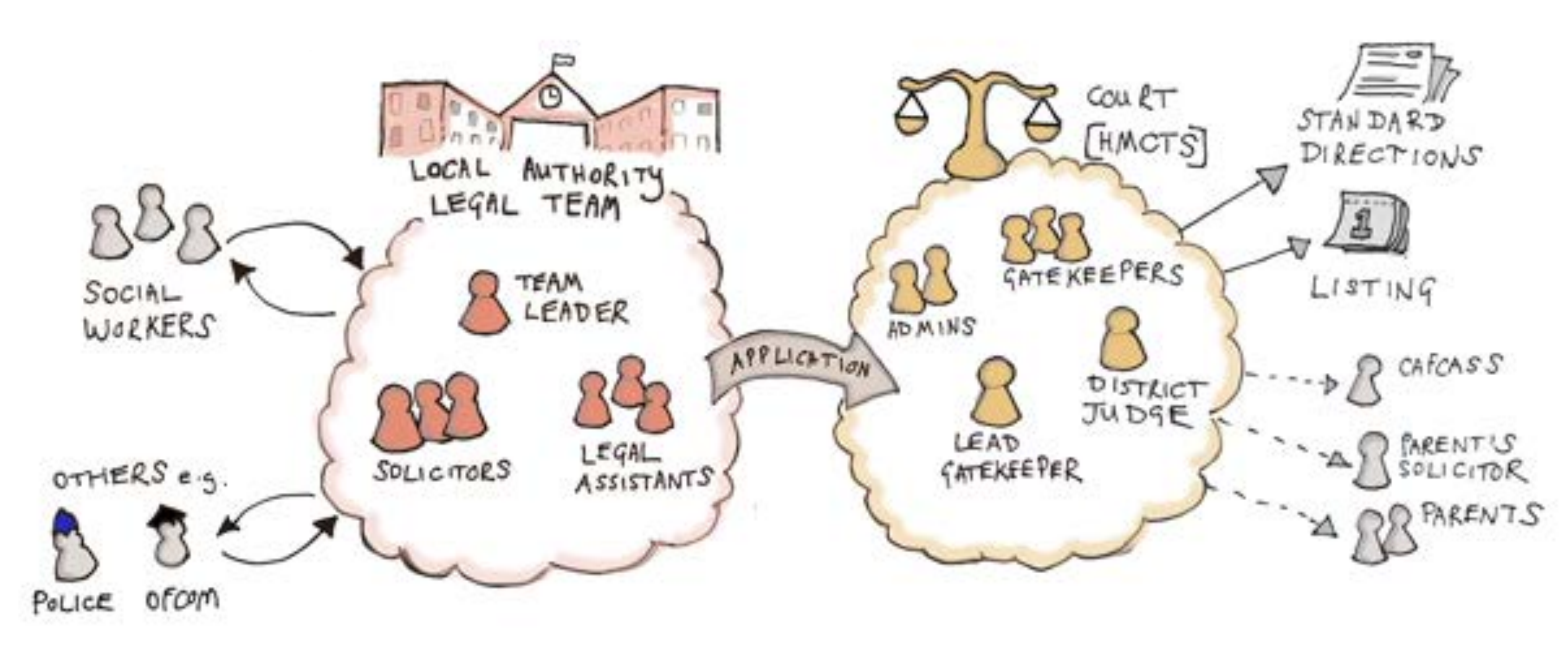


User research

Family Law

Case management service

HM Courts & Tribunals Service wanted a digital solution to improve the preparation and sharing of case documents when local authorities applied to family courts to take children into care.



Working as a member of a multi-disciplinary product team, I worked with subject matter experts in HMCTS and my team to understand the application process and who the main actors were:

- When social workers believe a child needs to be taken into custody, the local authority has to make an application to the courts and a hearing date scheduled. The need for a hearing may be urgent if the child is considered to be at immediate risk.
- Following the initial application, follow-up case documents must be completed by both local authority solicitors and court staff prior to the court dates. Both must have a complete and up-to-date copy of all documents as must the parents' solicitors.
- The application form was a complex PDF form. All case files were paper-based. Every amendment required the entire updated case file be faxed or scanned/emailed to the other parties.

UX leadership at HMCTS were concerned that previous user insight gathered by the product team lacked sufficient numbers or depth to meet the quality criteria set by the Government Design Standard.

I was set the task of reviewing existing insight and conducting further research as needed to address the deficit.

Getting access to local authority solicitors to interview was a slow, high effort task that had hampered prior research.

I collated all available local authority and family court contacts into a database and sent a mail out to all contacts inviting them to participate in the design of the new solution.

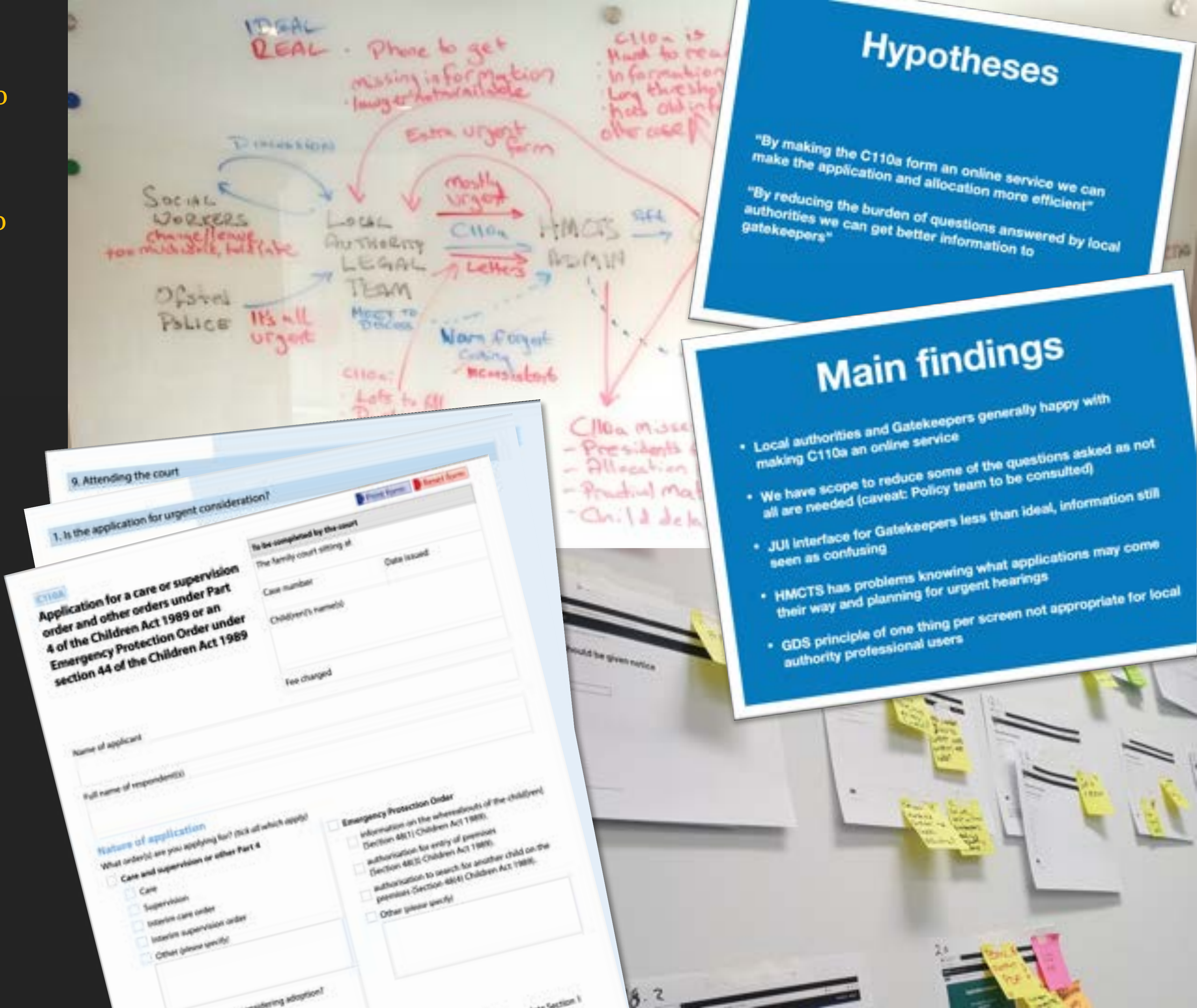
Interested respondents could click on a link and indicate their interest and whether they preferred a remote or onsite interview.

From the responses, I was able to swiftly schedule visits to local authorities and courts in Swansea, Newcastle, Gateshead and London as well as conduct a further 11 remote interviews.

Analysing the findings from interviews, I mapped the pain-points participants raised to the existing application process.

This corroborated the picture provided by previous research but added further insight to user needs of a digital service:

- Court and local authority staff welcomed the prospect of a digital alternative for sharing case documents as the current process was time-consuming, inefficient and prone to document versioning errors.
- The form’s 20 pages of questions were linear with plenty of redundancy with no logical grouping into sections that would only apply depending on answers to earlier questions. There was obvious opportunity here to not simply render the form in digital format but to redesign it in an optimised form.
- Given the urgent, short-notice nature of applications for child care orders, court staff had difficulty scheduling hearings within 24 hours as required. There was obvious scope to give them some visibility as soon as local authority solicitors began filling in the form , instead of only when it was submitted.



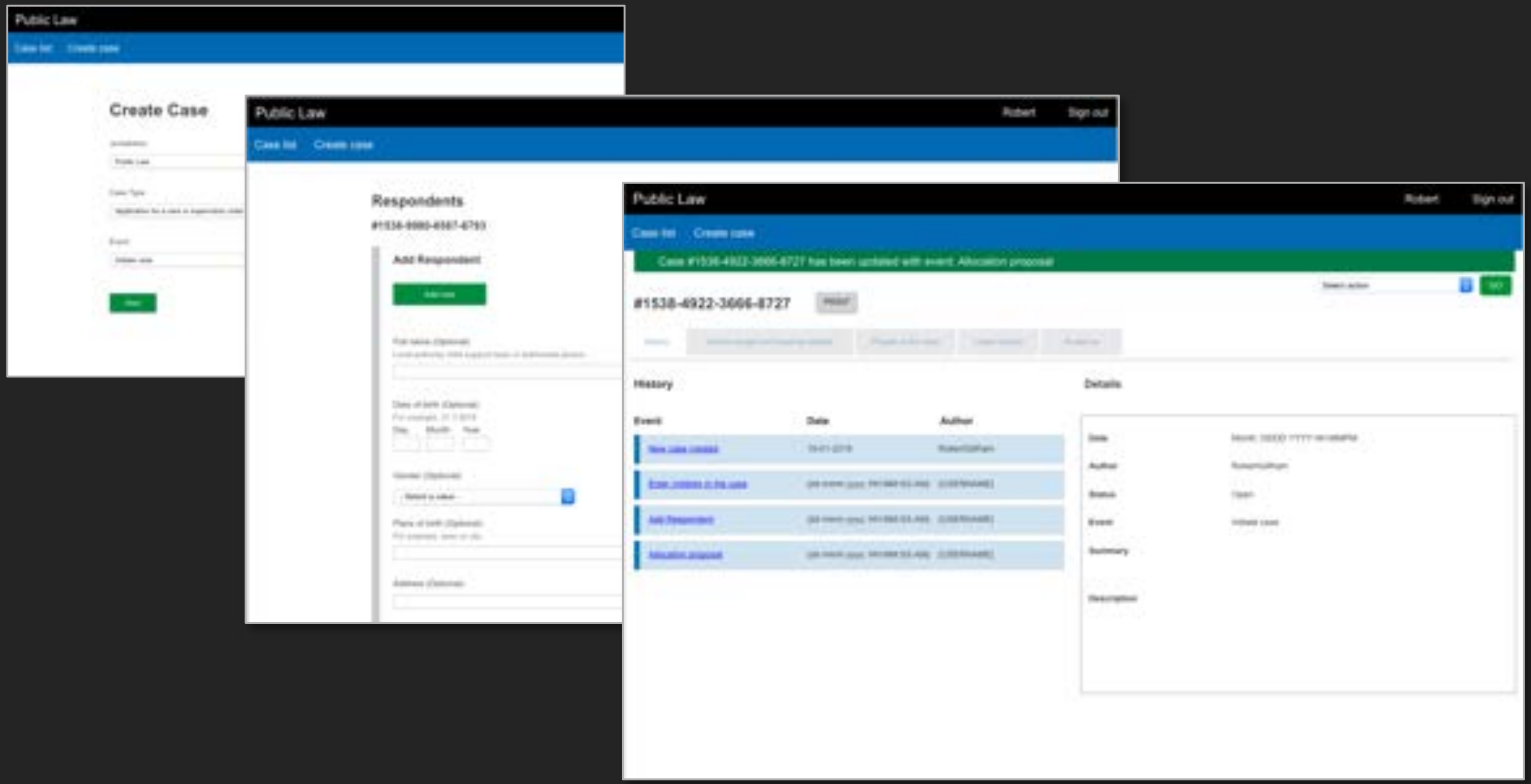
Following the research, I worked with the Interaction, Content and Service Designer on the team to reassess existing prototypes and to refine the design based on the findings of the research.

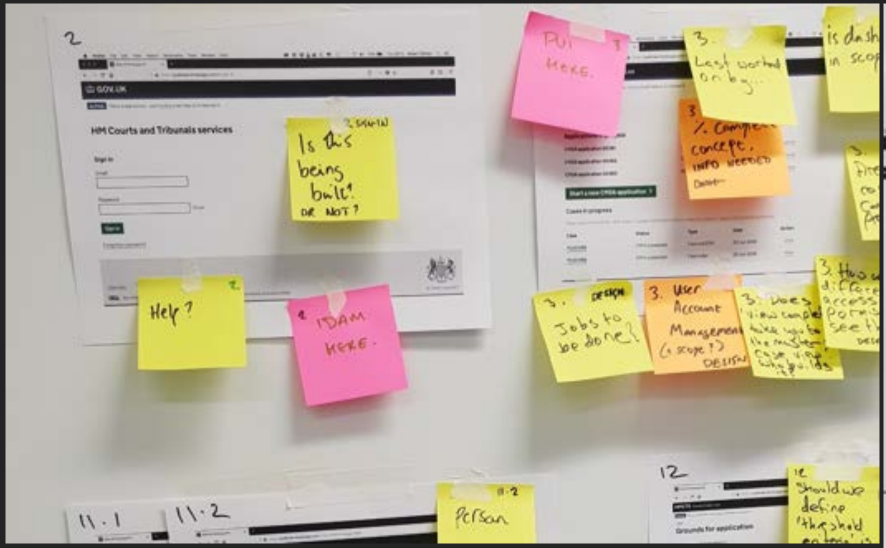
We moved the design away from a largely faithful reproduction of the PDF form with its order, wording and logic

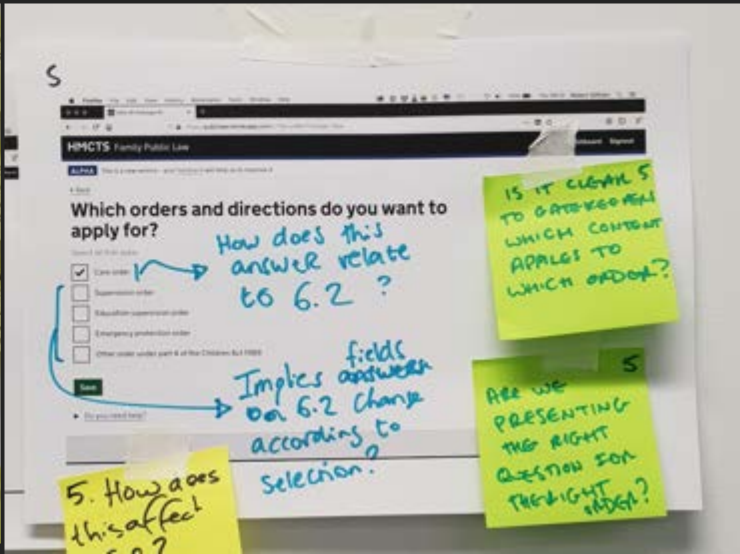
We broke the form up into its component questions and mapped the dependencies between them to create a flow that revealed or hid fields and sections depending on answers to previous questions. This massively simplified large parts of the form.

We also introduced the ‘hub and spoke’ pattern from the GDS pattern library (often used in forms for complex tasks like mortgage applications) which allowed the user to navigate between sections via a ‘hub page’.

This hub page provided an overview of the overall completion status of the form and allowed the form to be completed in a piecemeal fashion, which mirrored how information tended to become available to users in real cases.







Following the research and subsequent iteration of the design, our proposed solution went to a Government Service Standard assessment.

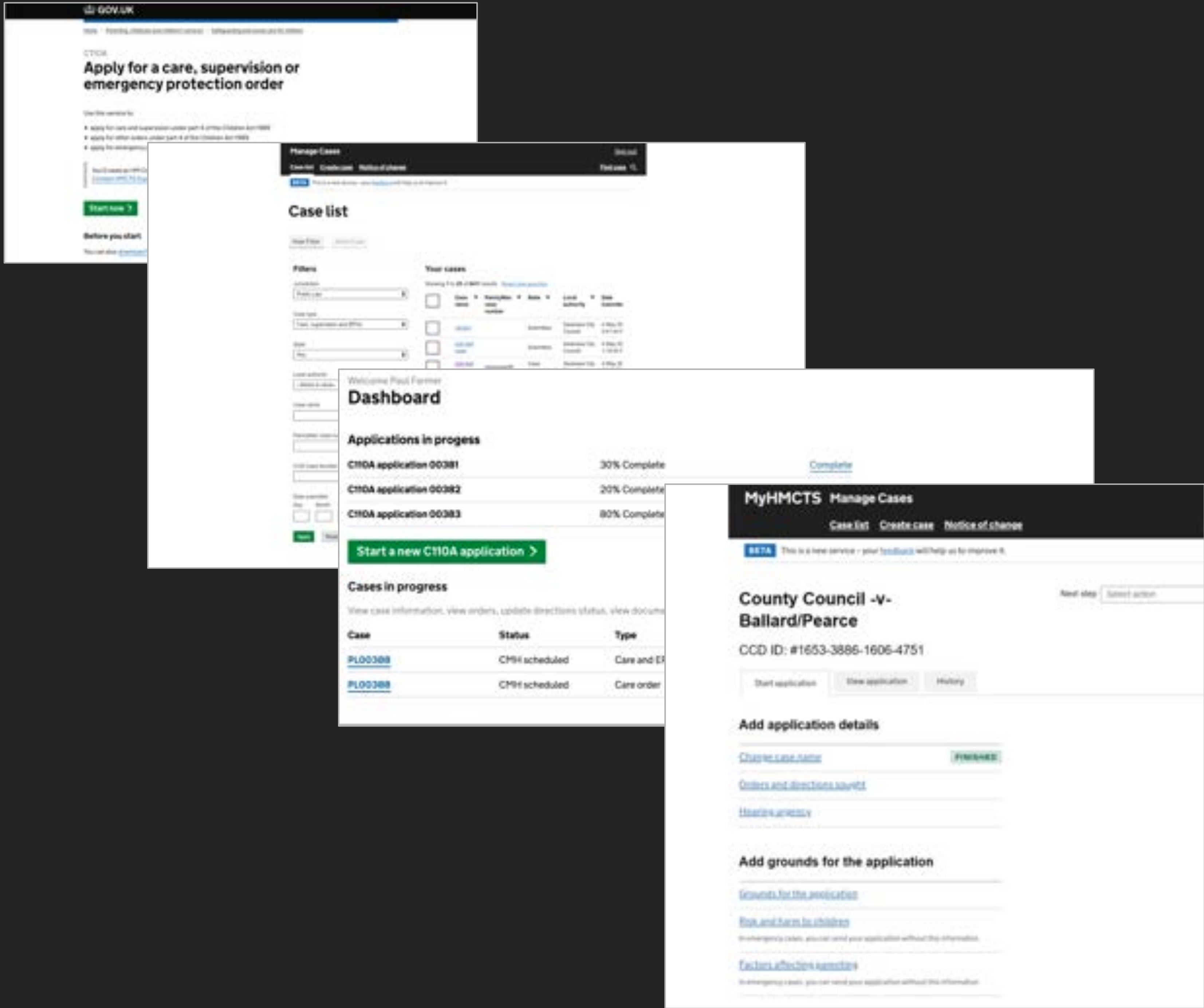
They confirmed the rigour of the research and validity of our findings. The proposed design was approved to become a live beta under the gov.uk domain.

Since 2021, the service has been in used by all 44 family judge court sites across England and Wales. 141 local authorities now use the service and report time savings.

Court staff and legal professionals are viewing files and collaborating on draft orders that are being approved faster, providing more time for parties to comply with directions.

“Court orders are [now] approved very quickly, which is very useful in terms of service on others. Using the portal has saved both time and money and allows files to be updated easily.”

— Lisa Thomas, Senior Lawyer, Swansea City Council



More user research…

- I've been doing user research in support of design for twenty years in both agency and in-house roles, across B2C and B2B applications.
- I've planned, directed and personally performed studies all over the world, including France, Germany, Italy, Netherlands, US, Russia, Japan, China and India.
- This has included discovery-style research involving observation, diary studies and open-ended interviews…
- And more design-specific research methods such as usability testing, card sorting, remote unmoderated testing and surveys to name just a few.
- I've performed research into everything from enterprise software to console games, touchscreen ticket machines, apps for mobile and tablet devices and even IVR systems.

User research into Amazon Prime Day experience

Comparative study of SMB business use of mobile across in China, India Germany & US

User testing & prototype development for Bank of Ireland's credit card application process

User testing Oystercard touchscreen interface for Transport for London

Thank you

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