



Cabinet Office

UK eIDAS - User Research

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User Research

Start with needs*

*user needs not government needs

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Digital by Default Service Standard



We are here

We plan to

Research eID usage across the EU

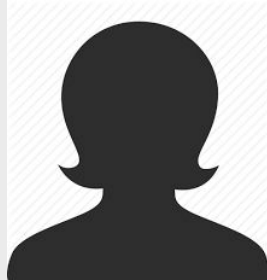
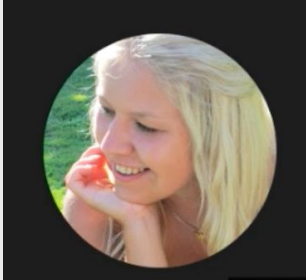
Identify user personas

Interview users to understand their needs

Build a prototype user journey

Test and iterate the service design

So far: 5 interviews, prototype, research, and personas



'I didn't have anything come to my name, no tv licensing, no bills, I was nobody in a way.'

- *Hanna, P1*

'I'm not sure if [my Swedish ID] is valid in this country'

- *Lissa, P2*

Personas

Student

Short-term migrant

Long-term migrant

EU citizen in EU

UK citizen in living in EU

iDAS ALPHA

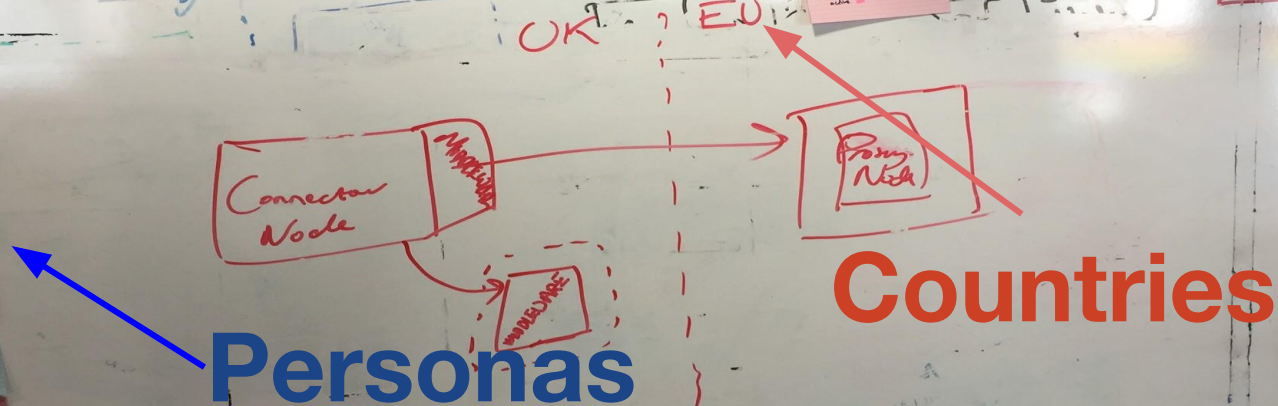
SOME DBLX
RESBACH
CIMO
YASIN

WIKI-DISCOVERY
5 user
interviews

PROTOTYPE
JOVANDY
MICHAEL

- GERMANY
40 m (top)
40 m - stable
12 m - mobile
- FRANCE
40 m - stable
12 m - mobile
- ITALY
40 m - stable
12 m - mobile
- SPAIN
40 m - stable
12 m - mobile
- POLAND
40 m - stable
12 m - mobile
- NETHERLANDS
40 m - stable
12 m - mobile
- GREECE
40 m - stable
12 m - mobile
- CZECH REP
40 m - stable
12 m - mobile
- PORTUGAL
40 m - stable
12 m - mobile
- SWEDEN
40 m - stable
12 m - mobile
- AUSTRIA
40 m - stable
12 m - mobile
- DENMARK
40 m - stable
12 m - mobile
- NORWAY
40 m - stable
12 m - mobile
- ESTONIA
40 m - stable
12 m - mobile

- STUDENT
- SHORT-TERM
MIGRANT
NEW & ON
2-3 yr
- LONG-TEAM
IMMIGRANT
2-3 yr
- IV EU
(but not a citizen
in a country)
- UK CITIZEN/
LIVES IN
EU
- I WANT TO
OPEN A
BANK
ACCOUNT
- I NEED TO
FIND A PLACE
TO LIVE
- I NEED TO
ACCESS HEALTH
CARE
- I WANT TO
OPEN
A BUSINESS



USER
INTERVIEW

USA
INTERVIEW
(S)

DIY
analysis
return

USER
EXPERIENCE

- WHEN CAN USE
Y EU aid
- CHOOSE THE
COUNTRY aid
I have
- KNOW WHAT
TO EXPECT
- CREATE an
aid if I
don't already
have one
- IF IT DOESN'T
WORK AS TOLD
WHAT I CAN
DO TO FIX IT
- ENTER my
existing
aid
credentials
- COMPLETE my
FILE WITH
minimum
steps
- ENTER INFORMATION
ABOUT ME SO
I can be matched

ROMANIA
40 m - stable
12 m - mobile

KERSTI

Long-term
migrant



- ESTONIAN
- LIVED IN UK SINCE 2013
- WORKS IN VETERINARY SALES
- PARTNER IS ALSO ESTONIAN

I
WAS
NOBODY

There is (at least) one real user need

Not being able to verify who they are as they don't have a proof of address adds to the hassle of moving to the UK

Next Steps

Participate in user research subgroup

Speak to other MS doing research

Speak to other MS about their eID systems

Questions



Cabinet Office

Thanks!