Who enjoys filling out an application for a driving licence?

Robert Hempsall Caroline Jarrett

Technical Communication UK 2011

Our motivation



Hanna Fritzell

has decided not to stay in the UK for another ten years - the thought of having to renew a driving licence again is too unbearable.



🔜 Like - Comment - September 5 at 2:06pm via mobile - 🌣

Having a licence with no bad news on it was more trouble than it was worth

Helping my neighbour renew her licence at age 70 took 5 people and 5 calls to DVLA

Our motivation

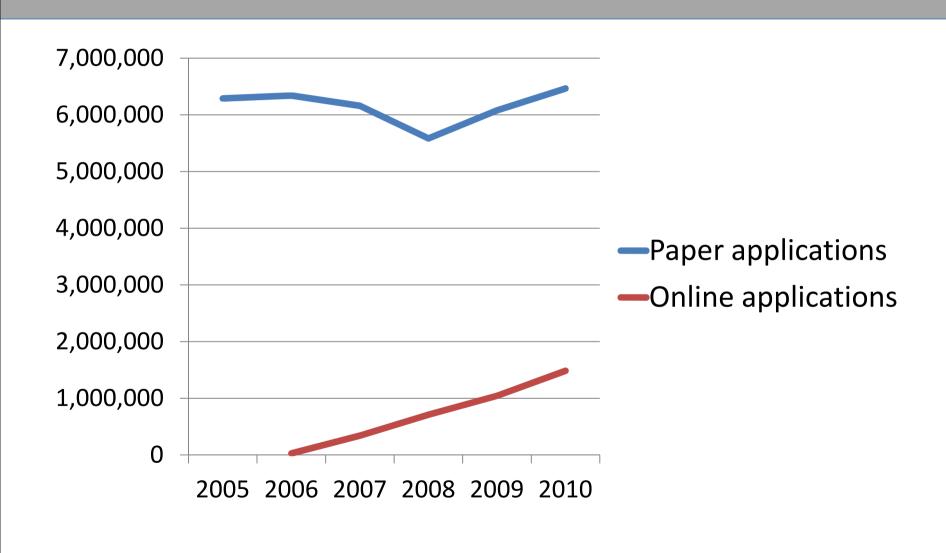
Our motivation

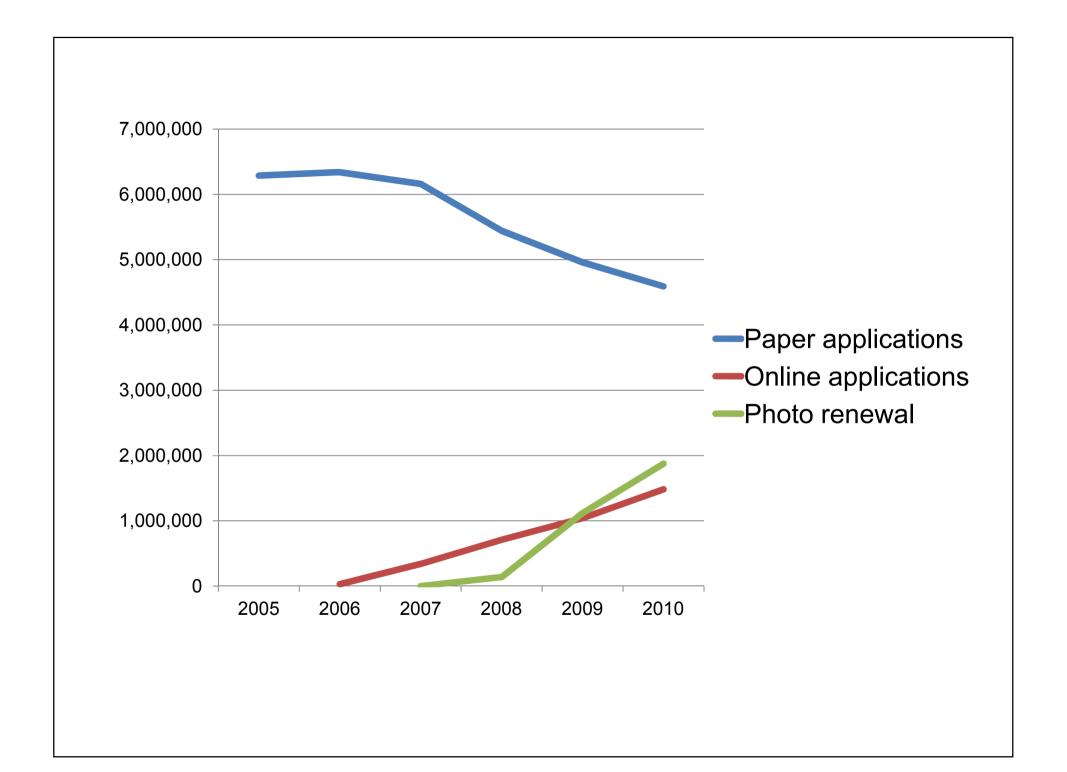
37_{NDAs}

day

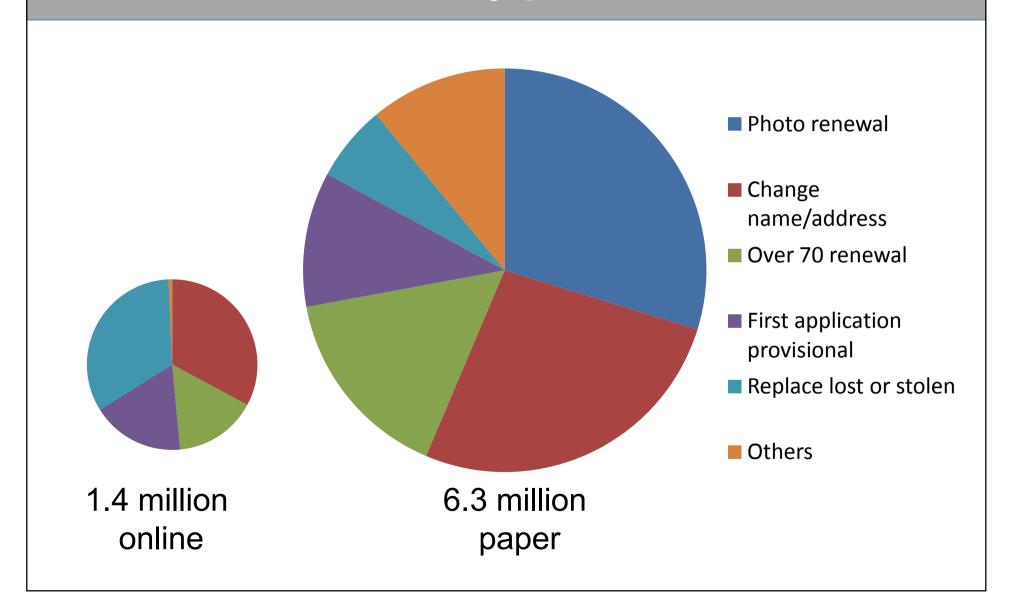
8 million

Online applications are increasing



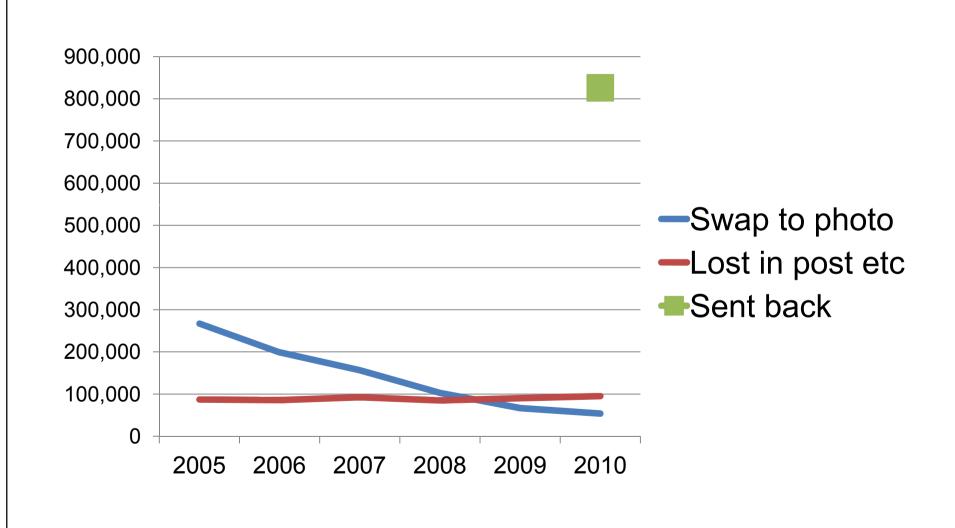


Maybe 5 million paper applications could be online or by phone



10%

Out of 8 million applications





Your turn now

- Scenario
 - You've lost your driving licence
 - Collected form from Post Office
 - Immediately ignored the notes
- Please note:
 - Top thing you liked
 - Top thing you'd want to change

Robert liked: legibility

3 Your eyesight

Please see note A over the page.

Can you read a car number plate (with glasses or corrective lenses if necessary) from 20.5 metres?

Do you need to wear glasses or corrective lenses when driving?

Caroline liked: medical list

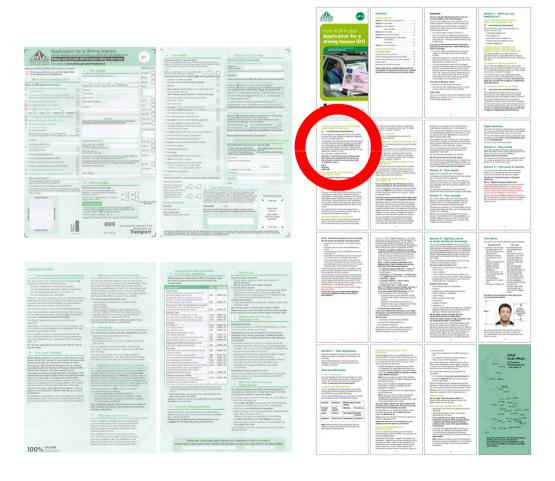
1 Diabetes controlled by insulin (no need to tell us if controlled by tablets) 2 Epilepsy 3 Any condition affecting both eyes, or the remaining eye if you only have one eye Not including colour blindness or short or long sight 4 Stroke, with any symptoms lasting longer than one month or TIAs 5 Fits or blackouts 6 Any type of brain surgery, severe head injury

Robert's dislike: 693x820mm





Caroline's dislike: hiding key info



Design solution: v1

1 About you	
Your GB driver number: found on your existing licence If you dut! I know your GB driver number because your driving licence has been lost or	Change of details If any of the details above have changed since your last licence was issued please give the previous details below.
stoken, you don't need to fill in this turn. You can apply for a replacement licence by calling opportunity	
Title: Mr. Mrs. Miss Ms. Other [Nationality To apply for a GB driving licence, you must be normally resident in the UK for more than 185 days.
	Country you were born in
First names [
Date of birth [] Address	Please tell us any other EU/EEA countries you have lived in in
[House no]	the last year:
[Postcode]	
Full phone/mobile number: [What date did you come to live in the UK?
Email address: [
Oomgishe all sections of the form Return form to DVLA. Sectiones SA99 16N Pve passed my test Other the codes of categories passed here	To eachange my paper Ricence for a photocard Ricence • Completin section "5 Your photol" & section "5 Declaration" • Return from to DVLA, Seanose 5569 XXX Lost or sholes You don't need to \$11 in this form. You can apply for a replacement isonor by coaling 0000 790-6801.
Complete section '6 Declaration' Return form to DVLA, Swansea SA99 XXX	Damaged Complete section "I About you" Return form and damaged licence to DVLA, Swansea SA99 1A9
I'm applying drive a car at 16 because I'm getting Disability Living Allowance (mobility component) at the higher rate • Complete all sections of this form • Return time to DVLA, Seances 5489 18N	I want to renew my licence Because I am over 79 years old For medical reasons Complete 3 Medical Instity and eyesight 6.16 Declaration Floatin Service Meanwes 5409 XXX
want to update details on my licence My name has changed	Because it was revoked or I was disqualified If you were disqualified in the UK please give (if you know it):
Complete section "AA Proof of a name change" & "6 Declaration" Return form and current licence to DVLA, Swansea SA89 XXX	The date The d
My address has changed if you have a paper fisence Complete 1 'About you' & '6 Declaration' Return form and oursent licence to DVLA, Seansea SA69 1BN if you have a photocest losence	The name of the court Complete section '6 Declaration'
 Complete the 'Changes' section on your licence's paper counterpart (0740) and return it to DVLA, Swansea SA69 XXX 	Return form to DVLA, Swansea SA99 XXX
To renew the photo on my licence Complete '5 Your photo' & '6 Declaration' Return form,current photocard licence and its counterpart and S20 renewal fee to DYLA. Swarness, S489 XXXX	I want to exchange my non-UK licence for a British one Fye had a Northern Iwland licence you or continue to one you for them instend until to see the
It is a logal registered that photocod deving losses are update with a new photo easy ten years. The expiry date of the photo is school in section 4s of the photocod losses which you hold a reduced deving losses or are gad one fill when your last losses was bound. Your application will be otherwise but any provision to be to be open in 54 days.	Fyou world recharge your forturn industries, complete section 3, 6 and 7 Which country did you pass your test in?
To remove expired endorsements	
To add provisional motorcycle entitlement	If you passed your test in Camada in a runnal which, you must provide providing you passed in a manual which, otherwise are all losse a losses that only allows you to drive an
To add motorcycle entitlement	passed in a manual vehicle, otherwise we will stoke a format that only allows you to drive an automatic vehicle.
To remove expired 25kW motorcycle restriction	If your licence has been withdrawn, suspended or
re-remove exprise zakie monorcycle resourceon	

f you are applying for a lony or bus licence, you need to fill in a	be approach on.
1 About you	Observed details and details
Your GB driver number: found on your existing licence	If any of the cetails above have changed since your last
	licence was ristled please give the previous details below
If you dun't know your GB driver number because your driving license has been lost or staller, you dun't need in till in this form. Too can poply for a explanament license by salling 1900 79g,9811 (warmen by
TOO May Mrs. Miss Ms Other []	Nationality & Astrica
Surname	To apply for a Gill driving leaves, you must be normally resident in the UK by more test-days. Leave as Longer, front the grint sys
JARRETT	Country you were born in
First names [FIALCOLM ROUTE	BE ZINGREW U.K.
Date of birth 1452, wevening, 70	Please tell us any other EU/EEA countries you have lived it
Address (House no 16]	the last year:
HEATH HUAD	PORTHER
[Postcode LLI' TAR] Full-phore/mobile number: [0 7 4 4 5 642 Wal]	What date did you come to live in the UK?
Email address: [forretting was trace . Com]	30 NOVEMBER 1952
Die	
2 Reason for applying? Please tick	all the reasons that apply
 I'm applying for a first provisional (learner) licence Complete all sections of this form 	To exchange my paper licence for a photocard licence
Pur present my test of their are tray?	 Complete section '5 Your photo' & section '6 Declaration' Return form to DVLA, Swanses SA69 XXX
Free the codes of categories passed here	Lost or stolen
To the year of the same of the	You don't need to fill in this form. You can apply for a replace licence by calling 0300 790 6801. [seeFig. system Area Fig. 1]
Complete section '6 Decisration'	Damaged "O
Return form to DVLA, Swansea SA99 (DX)	 Complete section "I About you" Return form and damaged licence to DVLA, Swanses SAR
I'm applying drive a car at 16 because I'm getting	I want to renew my licence
Disability Living Allowance (mobility component) at the higher rate	Because I am over 70 years old
Complete all sections of this form Return form to DVLA, Swanses SA99 18N	For medical reasons Complete '3 Medical history and eyesight' & '6 Declaration'
I want to update details on my licence	Return form to DVLA, Swanses SA99 XXX
My name has changed	Because it was revoked or I was disqualified If you were disqualified in the UK please give (if you know it)
Complete section "AA Proof of a name change" & "6 DeclargSpri Return form and oursent licence to DVLA, Swances SA89 (COC)	* The date
☐ My address has changed	
If you have a paper licence • Complete 1 'About you' & '6 Declaration'	The name of the court
 Return form and oursett licence to DVLA, Swansea SA99 18N 	Complete section '6 Declaration'
If you have a photocard licence Complete the 'Changes' section on your licence's paper counterpart (DT40) and return it to DVLA, Swanses SARR(CO),	Return form to DVLA, Dwanses SA89 XXX
counterpart (DT40) and return it to DVLA, Swanesa SA66(000). To renew the photo-on my Scence	☐ I want to exchange my non-UK licence for a
Complete '5 Your photo' & '6 Declaration'	British one
Return form current photocard licence and its counterpart and £20 renewal fee to DVLA, Swances EA89 XXX	By you haid a Northern Instant Researcy to the continue to the year Northern India name of 1 (and year, as a desired to 16). No. 16, 46, 50, 60, 61
If it is a land maximum that shelough driving formum propriets with a new physical print. V	If you want it inchesporary flothers indeed loanse, complete section 3, 6 and 7
a medical driving ficance or are upod over 50 when your last ficance was beauti. 1007\$50 fication	Which country did you pass your test in?
all to named it you'll you plote to due to opin in Sirden. To remove expired endorsements	7
□ To add provisional motorcycle entitlement That had notorcycle entitlement	If you passed your text in Canada in a moraul which, you must provide proof but passed in a munual which, otherwise we will bour a former but only allows you'll drive
□ To add motorcycle entitlement ↑ Full	admit which specifical front PEacht season again
To remove expired 25kW motorcycle restriction A. Gult Complete section 11 About you' 5 % Declaration' Air According to the form of the fo	If your licence has been withdrawn, suspended or cancelled in any other country (e.g. because

Design solution: v2

1 About you	
Your GB driver number: found on your existing licence	Change of details
	If any of the details opposite have changed since your last
If you don't know your GB driver number because your driving licence has been lost or stolen, you don't need to fill in this torm. You can apply	licence was issued please give the previous details below.
for a replacement licence by calling 0300 790 6801	
Title	Nationality To apply for a GB driving licence, you must be normally resident in the
Mr Mrs Miss Ms Other Full name	UK for more than 185 days
- Gir Harring	Country you were born in
Date of birth	
/ /	Please tell us any other EU/EEA countries you have lived in in
Address (including postcode)	the last year:
	If you were born outside the UK, what date did you come
	to live in the UK?
Mobile number	
Email address	
2 Peacen for applying? Places tick	all the reasons that apply
2 Reason for applying? Please tick	
I'm applying for a first provisional (learner) licence Complete all sections of this form	I want to replace my licence
Return form to DVLA, Swansea SA99 1BN	To exchange my paper licence for a photocard licence • Complete section '5 Your photo' & section '6 Declaration'
I've passed my test	 Return form to DVLA, Swansea SA99 1CD
Enter the codes of categories passed here	 Lost or staten Apply for a replacement licence by calling 0300 790 6801, or
	Complete section "1 About you"
Complete section '8 Declaration' Declaration'	Flature form to DVLA, Swansea SA99 1CD Damaged
Platum form to DVLA, Swansee SA69 18F	 Complete section "1 About you"
I'm applying drive a car at 16 because I'm getting Disability Living Allowance (mobility component)	Return form and damaged licence to DVLA, Swansea SA99 1A8
at the higher rate	I want to renew my licence
 Complete all sections of this form 	Because I am over 70 years old
Return form to DVLA, Swansea SA99 1BN	For medical reasons • Complete "3 Medical history and eyesight" & "6 Declaration"
I want to update details on my licence	 Return form to DVLA, Swansea SA99 1BU
My name has changed • Complete section '4A Proof of a name-change' & '6-Declaration'	Because it was revoked or I was disqualified If you were disqualified in the UK please give (if you know it):
 Return form and current licence to DVLA, Swansea SA99 1BF 	• The date
My address has changed If you have a paper licence	
Complete 1 'About you' & 'E Declaration' Return form and current licence to DVLA, Swansea SA99 18N	The name of the court
If you have a photocard licence	
 Complete the 'Changes' section on your licence's paper counterpart (D740) and return it to DVLA, Seansea SA99 18F 	Complete section '6 Declaration' Return form to DVLA, Swansea SA99 18U
To renew the photo on my licence	I want to exchange my non-UK licence for a
Complete '5 'four photo' & '6 Declaration' Return form,current photocard licence and its counterpart to	British one
DVLA, Swansea SA99 10F	If you hold a Northern Ireland Scence you can continue to use
Photocard driving licences must be updated with a new photo every ten years. The expiry date of the photo is shown in section	your Northern Ireland until it runs out. If you want to exchange you Northern Ireland Icence, complete section 3, 6 and 7
4b of the photocard licence unless you hold a medical driving licence or are aged over 60 when your last licence was issued.	Which country did you pass your test in?
Your application will be returned to you'll your photo is due to expire in 56 days.	
To remove expired endorsements	If you passed your test in Canada in a manual vehicle, you must provide proof that you passed in a manual vehicle, otherwise we will
To add provisional motorcycle entitlement	issue a licence that only allows you to drive an automatic vehicle
To add motorcycle entitlement To remove expired 25kW motorcycle restriction	If your licence has been withdrawn, suspended or
To add motorcycle entitlement To remove explored 25kW motorcycle restriction Complete section "I About you" & "6 Declaration" Return this form to DMLA, Swanson, SA89 1BU	If your licence has been withdrawn, suspended or cancelled in any other country (e.g. because of disqualification), please say which country.

3 Medical conditions and eyesight		
o medical conditions and eyesignt		
r you: are applying for a new licence		
 have developed a medical condition since your current licence 	was issued	
no longer meet the eyesight standards xxxxxxxxx		
then you need to fill in this section. Otherwise go to Section 4 \$		
current medical conditions	Your eyesight	
lave you ever had, or do you currently suffer from any of the	Can you read a car number plate (with glasses or	
ollowing conditions?	corrective lenses if necessary) from 20.5 metres?	
Diabetes controlled by insulin	□Yes □No	
Ephopsy	Do you need to wear glasses or corrective lenses	
Any condition affecting both eyes, or the remaining eye if you only	when driving?	
have one eye, not including colour blindness or short or long sight. Any condition affecting your visual field.	Yes No	
Total loss of sight in one eye	3B Previous medical conditions	
Stroke, with any symptoms lasting longer than one month or TIAs	If your	
Fits or blackouts	are applying to renew your licence for any reason	
Any type of brain surgery, severe head injury invoking in-patient treatment, or brain surgery.	have already told us about your medical conditions	
An implanted cardiac pacemaker	then you need to fill in this section. Otherwise go to Section 49	
An implanted cardiac defibritator (ICD)		
Repeated attacks of sudden disabling giddiness	What condition have you told us about before?	
Any other chronic neurological condition including Multiple Sclerosis.		
Motor Neurone and Huntington's disease A serious problem with memory or perieds of confusion	Has it got worse since you told us about it?	
Persistent alcohol misuse or dependency	Yes No	
Persistent drug misuse or dependency	Have you had any special controls fitted to your	
Serious psychiatric illness or mental ill health	vehicle since your last licence was issued?	
Parkinson's disease	Yes No	
Steep aproce syndrome Narcolepsy	If you have declared a medical condition we may ask you to fill in	
Any pensisting limb problem which needs driving to be restricted to	a medical questionnaire which will be sent to you when we receive your application.	
certain types of vehicle or those with adapted controls		
certain types of vehicle or those eth adapted controls. Severe learning disability 4 Your proof of identity Eyou are:		
4 Your proof of identity	raight to '48 Proof of a name change'	
Severe learning disability 4 Your proof of identity If you are: - applying for a new licence, you need to fill in this whole section - changing your name on your photocard driving licence ## go st Otherwise go to Section 5 ##		
Severe learning disability 4 Your proof of identity If you are: - applying for a new licence, you need to fill in this whole section - changing your name on your photocard driving licence # go st Othersee go to Section 5 # f you have a digital UK passport	If you do not have a digital UK passport	
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Your turn on v2

- Same scenario
 - You've lost your driving licence
 - Collected form from Post Office
 - Immediately ignored the notes
- Please note:
 - Top thing you like now
 - Top thing you'd want to change

Robert's proud of: navigation

eclaration' on the back page ▶
sciaration' on the back page ▶
Photo verification
I want to replace my licence To exchange my paper licence for a photocard I Complete section '5 Your photo' & section '6 Dec Return form to DVLA, Swansea SA99 1CD Lost or stolen Apply for a replacement licence by calling 0300
Lost of store

Caroline's proud of: no separate notes

 applying for a new licence, you need to fill in this whole section of the section	on straight to '4B Proof of
We can confirm your identity with the Identity and Passport Service (IPO) and signature.	If you do not have a digital UK passport
side of that page. If you agree to this you should fill in Part A of section 5.	accept photocopies. Please tick all priginal de
agree that DVLA can contact the Identity and Passport ignature	Your passport number Your passport number
this is your first photocard licence you wish to change your current photo will still need to provide a photo.	UK birth/adoption certificate plus one of the documents

Who knew "new" would be so troublesome?

4 Your proof of identity

If you are:

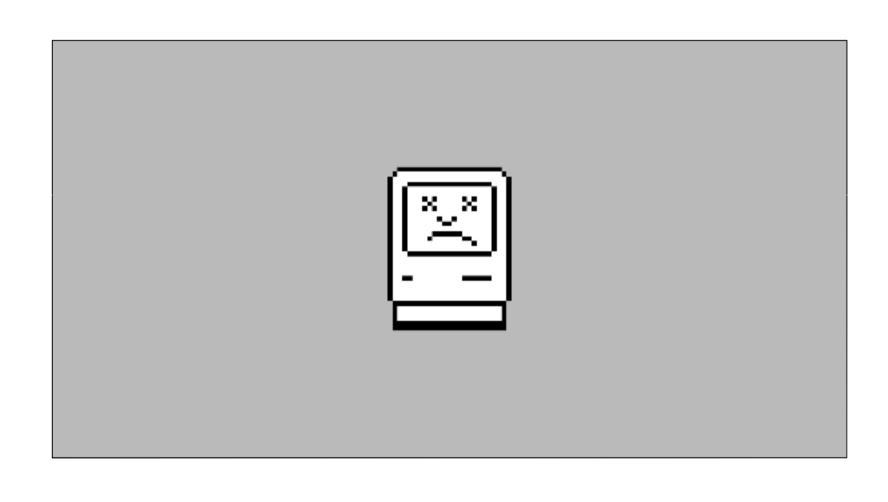
- applying for a new licence, you need to fill in this
- changing your name on your photocard driving lie Otherwise go to Section 5

you have a digital UK passport only need to give your digital passport numbe

Robert's ashamed of: organs



Caroline's ashamed of: online



What next?

- Address issues from latest testing
- Calculate potential cost savings
- Propose design changes to DVLA
- Publish!

What we did that you should do

- Gather stories
- Look at the structure of the task
- Treat notes and form as parts of the whole
- Test at each stage

What we should have remembered

- Make a list of requirements / constraints
 - Don't forget the organs!
- Establish the success criteria
 - Don't forget online!
- Check that users understand your terms

Thank you

robert@roberthempsall.co.uk
Twitter @roberthempsall

caroline.jarrett@effortmark.co.uk
Twitter @cjforms