



Department
for Work &
Pensions

Personal Independence Payment user-centred design

Summary of testing

April 2013

Research Report No 837

A report of research carried out by IFF Research Ltd on behalf of the Department for Work and Pensions

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Summary

This report details the findings of a series of ‘user-centred design’ research projects conducted by IFF Research for the Department for Work and Pensions (DWP), to inform the design of the claim process for a new benefit called ‘Personal Independence Payment’. This new benefit is to replace Disability Living Allowance (DLA) from 2013, for people aged 16–64 years.

The research projects were conducted between 2011 and 2013, through a combination of focus groups, and one-to-one in-depth interviews. Views were sought from users and potential users of the claim process for the new benefit: current DLA recipients and non-DLA recipients with a physical/mental disability or impairment; people without any disability or impairment; and formal representatives of DLA recipients.

Each project concentrated on understanding views in relation to a specific aspect of the Personal Independence Payment claim process or its products (forms, letters, leaflets etc.). Findings, therefore, relate to:

- a leaflet introducing new claimants to Personal Independence Payment; and letters inviting current DLA claimants to make a claim for Personal Independence Payment;
- a short telephone call used to make a claim for Personal Independence Payment, which involves the claimant answering some initial eligibility questions (e.g. age, and nationality);
- a form, to allow the claimant to give more detail about their personal circumstances (and an accompanying covering letter and information booklet); and
- letters notifying individuals of the decision on their claim; and attempts to make a follow-up ‘explanation call’ by phone, to those not awarded Personal Independence Payment, or awarded a lesser amount than they currently receive on DLA.

The research programme helped to inform a number of positive outcomes in the design of the claim process for Personal Independence Payment – for instance, leaflets and letters communicating their intended messages; the form being user-friendly and helping individuals to express their circumstances and support needs; and decision letters and explanations of scoring, helping individuals to understand how the decision on their claim had been reached. It also pointed towards further potential improvements – including clarifying the stages of applying for Personal Independence Payment and the timescales involved; and more clearly setting out the purpose and intended advantages of Personal Independence Payment.

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Becky Duncan, Research Executive, completed the IFF team responsible for delivering this study.

Executive summary

The Department for Work and Pensions (DWP) is introducing a new benefit called ‘Personal Independence Payment’, to replace Disability Living Allowance (DLA) from 2013, for people aged 16–64 years. Alongside a broader programme of consultation to influence the design of the new benefit, IFF Research was commissioned to carry out a programme of user-centred design (UCD) research.

This research programme involved a series of individual projects, conducted between 2011 and 2013, each of which concentrated on understanding users’/potential users’ views in relation to a specific aspect of the Personal Independence Payment claim process or its products (forms, letters, leaflets etc.).

Views were sought through a combination of focus groups, and one-to-one in-depth interviews conducted either face-to-face or by telephone. Research participants were drawn from a pool of 1,000 people recruited to join a research panel. The panel consisted of:

- current recipients of DLA with a physical/mental disability or impairment;
- non-DLA recipients with a physical/mental disability or impairment;
- people without any disability or impairment; and
- formal representatives of DLA recipients.

The remainder of this report describes the key overall themes that emerged from these various research exercises.

Pre-claim communications

Individuals were shown a leaflet introducing new claimants to Personal Independence Payment; and letters inviting current DLA claimants to make a claim for Personal Independence Payment (including follow-up letters advising of the consequences of not making a claim). These were perceived to be clearly worded, appropriate in length and tone, and compared favourably with previous experiences of letters relating to benefits claims. Based on feedback in earlier testing, the ‘call to action’ in the letter inviting DLA claimants to make a claim had been strengthened, and the tone of the final version was felt to be appropriate.

During the final round of testing, further improvements were identified, including: reassuring those with mental, cognitive or learning conditions that their needs would be covered by the claims process; clarifying the different steps and associated timescales involved in the application process; and including a clearer explanation of the purpose and intended advantages of Personal Independence Payment.

Starting the claim

To make a claim for Personal Independence Payment, individuals are required, wherever possible, to make a short telephone call to DWP. This involves answering some initial eligibility questions (e.g. age, and nationality). A paper version of these questions will be made available to those who are unable to use the telephone. It was clear from the invitation letter that there was a need to make a phone call; and the questions covered by the call were felt to be non-controversial and easy to comprehend.

However, a claim process of two stages was not logical for individuals and the amount of information requested within this call was greater than anticipated: this led some to assume that this phone call was the whole claim process. There was a need, therefore, to explain more clearly the purpose of the initial call and why so many questions are asked. The need to provide bank details at this stage was controversial and more credible reassurances were needed.

Giving more details about personal circumstances in the form

Individuals will then be sent a form, to allow them to give more detail about their personal circumstances. This will be accompanied by a covering letter and an information booklet to support individuals in filling in the form.

The form, letter and information booklet were seen as a highlight of the claim process: they were perceived to be relatively short, very clearly worded, easy to use, written in a friendly and supportive tone of voice, and – critically – enabled individuals to express their day-to-day support needs. In these respects, they were felt to be a considerable improvement on experiences of DLA, and implicitly communicated the intended advantages of the new benefit.

The form's combination of 'open text' boxes and 'tick box' questions was perceived to work well, by providing a structure and an easy means of conveying information (through ticking boxes); and an opportunity to give further detail and record information that did not exactly fit the questions asked (by writing detailed responses in the 'open text' boxes). The answer options used for many of the 'tick box' questions (i.e. 'Yes', 'No' and 'Sometimes'), combined with the 'open text' boxes, was perceived to allow individuals with variable conditions to express their situation fully.

Examples given of aids, appliances and types of help gave individuals an understanding of the types of information wanted by DWP and prompted them to record issues that they might otherwise have 'taken for granted'. Individuals with sensory impairments emphasised the importance of these in assisting translators to accurately translate the content of the form. The definition of 'help' was revised following feedback on an early draft, to mention 'supervision, prompting, encouraging or reminding': this reassured individuals with mental, cognitive or learning conditions that the claims process covers their needs.

Decision notification letters and post-decision contact

After returning the form (and, in many instances, taking part in a face-to-face consultation with a health professional), individuals will be notified of the decision on their claim by a letter. For those not awarded Personal Independence Payment, or awarded a lesser amount than they currently receive on DLA, attempts will be made (by the DWP Case Manager who made the decision) to phone them, so that they can ask questions and discuss the decision (this is known as the ‘explanation call’).

Individuals felt that, taken together, the letters and the explanation call displayed transparency, by giving a clear explanation of how the decision had been reached; were helpful and supportive, in giving an opportunity for discussion (by phone) and listing other benefits the individual may be eligible for (in the letter); and communicated personal ownership of the decision by a specific Case Manager.

The decision notification letters succeeded in communicating their intended messages. A section explaining the decision in detail (called ‘Decision Maker’s Reasoning’) was felt to have potential to ‘prove’ that the DWP had properly understood the individual’s situation and to help individuals decide which, if any, aspects of the decision they might wish to challenge.

Early drafts of the letters did not explain enough about the structure of Personal Independence Payment. An explanation of what was meant by the different rates and components was added in later drafts and was perceived to be effective.

The letters successfully communicated to individuals that they could ask the DWP to reconsider its decision, and that they could only take their case to an independent appeal after asking DWP to reconsider first. For many, the process of DWP reconsidering the decision fulfilled what they currently think of as ‘an appeal’ and was perceived as less intimidating than going to Her Majesty’s (HM) Courts and Tribunals Service.

For the explanation phone call (to those who have not been awarded Personal Independence Payment or who had been awarded a lesser payment amount compared with DLA) to be as effective as possible, there was a perceived need for clarity about the intended purpose of the call – in particular, the extent to which the Case Manager should request additional evidence/information or suggest to claimants that they may wish to ask DWP to reconsider the decision.

Information about the scoring system

In earlier rounds of testing, the decision notification letter was the first time any reference to scores was made, which was felt not to be sufficiently transparent. As a result, later drafts of the various products (letters, leaflets, etc.) included information about the scoring system used within Personal Independence Payment claims, using a ‘seeded’ approach, whereby scores are explained in increasing detail as the application process progresses.

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All of the scoring information was felt to be clearly explained. Its inclusion in the leaflet, introducing new claimants to Personal Independence Payment and letters inviting current DLA claimants to make a claim was felt to be appropriate, as it helped prepare individuals for understanding how the decision on their claim had been reached. The inclusion of more detailed explanations in later drafts of the information booklet and the covering letter accompanying the form was also felt to be appropriate (as the form is the point at which the claimant starts to submit the information on their support needs that will ultimately be scored).

Individuals ideally wanted to know the total number of points that it is possible to score for each day-to-day activity used within the Personal Independence Payment process, as a means of putting the scores they had been given into context; and deciding whether or not to dispute scores (as seeing the total possible score for an activity would give an indication of whether 'their' score was relatively low or high).

Conclusions

The programme of UCD research helped to inform a number of positive outcomes in the design of the Personal Independence Payment claim process and its associated products (leaflets, letters, forms etc.):

- Pre-claim communications were perceived to be clearly-worded.
- Explanations of scoring were felt to be clear, in an appropriate level of detail and contributed to transparency in helping individuals understand how the decision on a claim had been reached.
- The form and information booklet were felt to be relatively short, clearly worded and easy to use; with a number of specific features that assisted individuals to recognise and express their situation and support needs (i.e. the combination of 'open text' boxes and 'tick box' questions; the option to answer 'Yes', 'No' or 'Sometimes' to many of the questions; the examples of aids and appliances; and the definition of 'help').
- The decision notification letters were felt to be clearly worded and gave detailed explanations of how the decision on a claim had been reached, in such a way as to 'prove' that the DWP had fully understood the individual's circumstances, whilst also helping the claimant to decide which, if any, aspects of the decision they might wish to contest.

The testing also highlighted that there was also the potential to make further improvements around utilising communications to clarify the different elements of the end-to-end process; highlight the purpose and intended advantages of Personal Independence Payment; and add further context to the scoring system. These are currently being addressed by the Programme and are highlighted in the body of the report.

1 Introduction

1.1 Background

The Department for Work and Pensions (DWP) is introducing a new benefit called ‘Personal Independence Payment’, to replace Disability Living Allowance (DLA) from 2013, for people aged 16–64 years. The DWP has undertaken a programme of consultation to influence the design of the new benefit.

Alongside this, IFF Research was commissioned to establish a panel of 1,000 people to participate in a programme of user-centred design (UCD) research. This research seeks to help DWP design a benefit application process that is simple to administer; easy to understand; fair; and supports people who face the greatest challenges to remaining independent and leading full and active lives.

1.2 The user-centred design approach

UCD is a project approach that puts the intended users of a process or product at the centre of its design and development. By talking directly to the intended user at key points in the design of the Personal Independence Payment benefit application process, the design can be refined to make it as efficient and satisfactory as possible from the intended user’s perspective. This means that the Department can then ensure that the process and its associated products (e.g. forms, and communications such as leaflets and letters) do not inadvertently encourage the sorts of behaviours that will make the administration of the benefit problematic.

In this instance, the UCD was an iterative process: during the research programme, some of the potential improvements that were identified were taken back to the relevant teams within DWP¹ to build into the claim process and its products (forms, letters, leaflets etc.). Further testing was then conducted to check whether the refinements made were effective. This means that, in this report, we sometimes describe issues with elements of the benefit process or its products that were then addressed, before further testing was carried out.

¹ Referred to as ‘the Personal Independence Payment Programme’.

1.3 Individual research studies to test processes and materials used at each stage of the application process

The programme of research involved a series of individual projects, conducted between 2011 and 2013, each of which concentrated on understanding users'/potential users' views in relation to a specific aspect of the claim process or its products. For the user/potential user, the experience of becoming aware of, and applying for, Personal Independence Payment will be as follows:

- Existing DLA claimants of working age² and those who were under 65 years of age on 8 April 2013, will, over a four-year period, be invited by letter to claim Personal Independence Payment. This will include a 'warm-up' letter for claimants with indefinite/lifetime current awards. For these and all other claimants, a letter inviting them to claim, including the consequences of not making a claim, will be issued. Two reminders, the first written, the second by outbound telephone call, will follow. After these reminders, letters advising of DLA suspension and subsequent termination will be issued if no claim to Personal Independence Payment is made.
- Individuals will start their claim by answering some initial questions over the phone or, in some instances, by filling in a form.
- Once an individual's claim for Personal Independence Payment has been started and basic eligibility conditions checked, the next step for the majority of claimants is that DWP will send a form for the claimant to fill in. The form is intended to allow individuals to give more detail about their personal circumstances, including their condition(s) and how these affect the support they need in everyday life.
- In most instances, this will be followed by a face-to-face consultation with a health professional.
- The health professional's report, along with all other evidence, will then be given to a DWP Case Manager to consider and make a decision on the claim.
- Individuals will then be notified of the decision on their claim by a letter. This letter will set out how the decision was reached through both an explanation in words and also by showing scores³.
- For those who have not been awarded Personal Independence Payment, or for those currently on DLA that have been awarded a lesser Personal Independence Payment amount, attempts will be made by the DWP Case Manager to contact them by phone, to give them an opportunity to ask questions and discuss the decision.
- If the claimant disagrees with the decision reached, they can highlight any additional information or evidence, and ask the DWP to reconsider the decision.

² Including those approaching 16 (unless awarded under the Special Rules for the Terminally Ill).

³ It should be noted that scores will be included in the notification letter from October. This is as a result of changes made due to insights from this programme of UCD research.

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This report presents the key findings of a series of these projects, conducted between December 2011 and February 2013, which were designed to test the following materials and processes involved in the claim process:

Table 1.1 Materials and processes tested

Project date	Materials tested
December 2011	Testing of advance communications, processes to invite current DLA claimants to claim Personal Independence Payment, and processes to handle unsuccessful Personal Independence Payment claims.
January 2012	First testing of initial telephone call to start a Personal Independence Payment claim.
March 2012	First testing of invitation to claim letters, second testing of initial telephone call to start claim, and first testing of the evidence gather form (i.e. in which individuals can give more detail about their condition(s) and how these affect the support that they need in everyday life).
May 2012	Second testing of the evidence gather form, and first testing of the claim decision notification letters.
July–August 2012	Third testing of the evidence gather form.
August 2012	Testing of information on Personal Independence Payment in the letter informing DLA claimants of how much they will be paid in DLA in the coming year.
September–October 2012	Testing of DWP Case Manager approaches to drafting decision notification letters and making follow-up calls.
September 2012	Testing of on-paper version of initial telephone call to start the claim.
December 2012	Testing of how digital channels can best support a Personal Independence Payment claim.
January–February 2013	Testing of a simulation of the entire claims process.

Participants were drawn from the pool of people recruited to join the panel. The panel consisted of:

- current recipients of DLA with a physical/mental disability or impairment;
- non-DLA recipients with a physical/mental disability or impairment;
- people without any disability or impairment; and
- formal representatives of DLA recipients⁴.

⁴ DWP provided a sample from its current database of claimants to IFF for the recruitment of individuals to the panel. The sample of current claimants and formal representatives was organised into different persona groups in order to ensure coverage of a wide range of current claimants according to current award level of mobility, care needs and recency of decision. Details of these personae are given in the Appendices to this report.

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The research was conducted through a combination of focus groups, and one-to-one in-depth interviews conducted either face-to-face or by telephone, dependent on the nature of the materials to be tested and the preferences of the individual participant. For each of the research projects covered in this report, the details of the research approach used, and how many participants from each persona group were involved, are outlined in the Appendices.

The remainder of this report describes the key overall themes that emerged from these various research exercises.

2 Pre-claim communications

New claimants will be able to make a claim to Personal Independence Payment from June 2013 (with the exception of those living in the North West pilot area that will make their claims from April). New claimants will be able to find out about Personal Independence Payment from a variety of sources including a Department for Work and Pensions (DWP) leaflet that introduces the new benefit, its eligibility criteria and how to claim.

Disability Living Allowance (DLA) claimants will, through a rolling programme from October 2013, be invited to claim for Personal Independence Payment. They will be notified by a series of letters from DWP.

Over the course of the research study, feedback was sought on:

- the leaflet introducing Personal Independence Payment; and
- letters inviting current DLA claimants to make a claim for Personal Independence Payment (including a series of follow-up letters advising of the consequences of not making a claim).

2.1 Overall feedback

In general, the leaflet and letters were considered to be appropriate in length and tone. They were perceived to be clearly worded and individuals were often pleasantly surprised at their clarity in comparison to previous experience of letters relating to benefits claims.

'I think they all follow suit and go in the right order. I have understood it from the beginning to the end really ... The whole thing is giving you more information than it ever has done – the whole set-up.'

Persona 7, individual with mental, cognitive or learning condition

The leaflet and letters also listed the day-to-day activities (e.g. preparing food; eating and drinking; managing treatments; washing and bathing) which form the basis on which a claim to Personal Independence Payment is considered: this was perceived to make the concept of the benefit more tangible, and served as 'early notice' of the types of questions that would be asked during the application.

As a result of earlier testing, later drafts of the leaflet and letters included information about the scoring system used within Personal Independence Payment claims. In general, the information given about the scores was felt to be clear and appropriate in its level of detail. It was perceived to be transparent (by making the reader aware of how claims would be assessed) and helped to prepare them for understanding how the decision on their claim had been reached.

'I'm surprised that they actually told you the scores ... I think that you should get all the information required. You shouldn't keep anything back.'

Persona 9, individual with no difficulty getting around, but with support needs.

Box 1

During the final round of testing of these materials a number of potential improvements were identified:

- There was a need to reassure those with mental, cognitive or learning conditions that their needs would be covered by the claims process.
- Individuals did not always grasp the different steps and associated timescales involved in the application process, and there was a need to clarify this (e.g. by including a 'flow' diagram showing these stages and typical timescales).
- There was a need to give added clarity and prominence to messages about current DLA claimants continuing to receive their DLA payments whilst their Personal Independence Payment application was being assessed.
- There was a need to make clearer the point that individuals should only submit evidence **that they already hold**, in support of their claim.

2.1.1 The leaflet intended to introduce the general public to Personal Independence Payment

This leaflet is intended to introduce the general public to Personal Independence Payment (including its eligibility criteria and how to claim). It was felt to be clearly written and in plain English. It also succeeded in conveying the intended key messages, including that:

- a new benefit is being introduced for people who need support with disabilities;
- the application process will look at an individual's ability to carry out a range of day-to-day activities; and
- the claims process will be points-based and will, for most people, involve a face-to-face consultation with a health professional.

There was, however, perceived to be potential to improve the leaflet by including at the beginning a clearer explanation of the purpose and intended advantages of Personal Independence Payment, including making it more explicit whether it is means tested; and how its introduction will affect those currently receiving DLA.

2.1.2 The letter giving current DLA claimants advance information about the introduction of Personal Independence Payment

Box 2

Each year, benefit recipients receive a letter informing them of the increase in their benefit rates for the coming year. This year, the DLA letter included a message about the introduction of Personal Independence Payment.

Initial testing of this message led to improvements being made. The revised wording was perceived to be written in plain English and in an appropriate tone, and successfully communicated the intended message that the benefit changes would apply to them, but no immediate action was needed.

2.1.3 The letters inviting current DLA claimants to make a claim for Personal Independence Payment

The initial letter inviting current DLA claimants to make a claim for Personal Independence Payment was thought to clearly communicate the intended key messages including that:

- Personal Independence Payment is a new benefit;
- DLA is ending;
- the person receiving the letter needs to apply for Personal Independence Payment, even if DLA has been awarded to them on an 'indefinite'/'lifetime' basis.

The wording of the final version of this letter had been strengthened, based on feedback in earlier testing that the 'call to action' could be overlooked. Participants felt that the tone of the final version was stronger than that of the other communications materials.

On balance, however, this was felt to be appropriate to a letter that is urging the recipient to take action.

Alongside the letter, an additional 'narrative' section was tested. This is intended to act as a separate communication, but will follow on from the end of the letter. This narrative section contained additional general information about Personal Independence Payment, including how to start a claim, what the claims process would involve and where to go for more information and guidance. It also included some basic information about the use of scoring in assessing a Personal Independence Payment claim. The addition of this narrative section was perceived to make the structure of the letter feel slightly odd.

'Is that two letters or one letter? That's two letters, that. Must be.'

Personae 3, 4, 5 and 6, formal representatives and individuals with predominantly physical conditions.

In other respects, however, it was well received: individuals found it reassuring and felt that it helped to balance the authoritative 'call to action' tone of the first half of the letter.

2.1.4 Reminder letters for current DLA claimants

Individuals were shown a description of the process that would be used to encourage current DLA claimants to make a claim for Personal Independence Payment:

- The claimant gets a written reminder to claim Personal Independence Payment, followed by a reminder telephone call. These outline the consequences of not making a claim to Personal Independence Payment.
- If no claim is subsequently made, then they receive a letter telling them that their DLA has been suspended and that their DLA will be terminated if no Personal Independence Payment claim is made.

Individuals felt that this process was fair and involved reasonable timescales.

Box 3

However, individuals felt that the distinction between each letter in the series wasn't sufficiently clear. There was felt to be potential to make clear the difference between one letter and another through the letter headings.

2.2 How the DWP is addressing the remaining issues

- Box 1** The leaflet will also contain the message: 'Only send in copies of things you already have or can easily get hold of. Don't ask for other information which might slow down your claim, or that you might be charged for (for example, a letter from your GP). If we need something like this, we'll ask for it ourselves'.
- Box 2** The leaflet is currently being updated incorporating the insight.
- Box 3** All Personal Independence Payment notifications now have a Personal Independence Payment number and letter title.

3 Starting the claim

To make a claim for Personal Independence Payment, individuals are required, wherever possible, to make a short telephone call to the Department. This involves answering some initial basic questions to ensure they are eligible for Personal Independence Payment (e.g. age, nationality, whether in a hospital or care home). For people who are unable to use the telephone, a paper version of these questions will be made available.

On reading the letter inviting individuals to make a claim, the requirement to make a phone call was readily understood; and the questions covered by the phone call were generally thought to be non-controversial and relatively easy to understand.

A claim process in two stages was originally not logical from the claimant perspective, however; and the amount of information requested in the phone call was felt to be greater than expected. This led some to assume that this phone call was the whole claim process. Individuals felt that there needed to be a clearer explanation of why so many questions were being asked at this stage – particularly when there is a form still to follow. There was also a general expectation that the Department for Work and Pensions (DWP) might already hold some of an individual's basic personal details from previous benefits claims.

Box 4

Despite this, individuals' feedback suggested that the telephone call would deal with these initial eligibility questions efficiently; and that the division of questions between this phone call and the follow-up form worked well: by dealing with the eligibility questions over the phone, the follow-up form is relatively short and exclusively focused on the individual's situation and support needs.

'I mean it seems quite all pretty straightforward, it's just kind of basic information that you'll be aware of, and that's it.'

'It's a case of just getting straight onto the computer system and they're happy [that] 'right, okay, you are who you say you are'. Again, efficiency I understand. Okay, cool.'

Personae 7 and 8, individuals with mental, cognitive or learning conditions.

'I think it followed on pretty easily...'

'Yes, the questions were easy on the phone and ... sort of prepared you for ... what the form was going to ask, virtually.'

Personae 4, 5 and 6, individuals with predominantly physical conditions.

The one element of the phone call that proved controversial was the request to provide bank details. Many instinctively felt that submitting these on a paper form would feel more private and secure, and some claimed that they would refuse to give this information during the phone call. It was explained that bank details were needed at this point in order to avoid delays in making payments, if Personal Independence Payment was awarded. This explanation was not felt to be credible: many felt that the follow-up form would still be sufficiently early to avoid payment delays.

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'I mean why do they need your bank details straightaway if they are not going to process your claim? ... They are not going to make that decision until they've got that form.'

'So ... the bank details should be on the form, like it is on every other form: post office account, bank account. It should be on the form.'

Personae 3, 4, 5 and 6, formal representatives and individuals with predominantly physical conditions.

In earlier tests of the telephony script, some assumed that they would give details of their condition within the phone call, and a few expected that this would be their only opportunity to do so. In response to this feedback, text was added to explain that the next stage of the claim would involve DWP sending a form through the post 'so you can tell us how your condition affects you'.

Box 5

Some Personal Independence Payment claimants may not return the follow-up form due to their disability/condition making them particularly vulnerable. The call, therefore, includes some questions in order to try and identify these potentially vulnerable individuals so that they do not 'fall out' of the process (if they fail to complete any of its stages). One such question asks whether the individual finds completing forms difficult due to a mental health or behavioural condition, learning difficulty, developmental disorder or memory problems. Initial testing of this question revealed that it was important to always read out in full a list of examples of specific conditions, as some individuals – particularly those with learning or cognitive conditions – were able to identify with the specific examples (e.g. 'depression, anxiety, post-traumatic stress disorder'), but not the broad condition type that these examples relate to (e.g. 'mental-health conditions'). In response, the telephone call script was changed to expand the list of examples and to ensure that they were always read out.

As the phone call is the start of an individual's claim, it is sometimes referred to as 'the claim'. However, for most claimants, the process of filling in the follow-up form (i.e. in which individuals can explain how their disability affects their support needs) felt like the point at which they made their application. There is, therefore, a need to explain carefully the role of this stage of the process, and to avoid referring to it as 'the claim'.

3.1 How the DWP is addressing the remaining issues

Box 4 Capturing bank details at point of claim is standard and generic. It is more secure and efficient to gather bank details via telephony channel than via paper channel.

Box 5 The 'stages' of the process are being worked into early communications so that people understand the different elements they will need to go through.

4 Giving more details about personal circumstances in the form

Once an individual's claim for Personal Independence Payment has been started⁵, and basic eligibility checked, the next step is that the Department for Work and pensions (DWP) will send a form to fill in. The form is intended to allow individuals to give more detail about their personal circumstances, including their condition(s) and how these affect the support that they need in everyday life.

Over the course of testing, feedback was sought on:

- the form;
- an information booklet included with the form, to support individuals in filling it in; and
- the covering letter accompanying the above products.

4.1 Overall feedback

In general, this stage of the application was seen as the most positive experience within the claim process, with individuals feeling that the materials were very clearly worded and easy to use; and written in an appropriately friendly and supportive tone. In these respects, the materials were thought to be a considerable improvement on the equivalent materials experienced as part of making a DLA claim.

The day-to-day activities (e.g. preparing food; eating and drinking; managing treatments; washing and bathing⁶) that are considered within this stage of the Personal Independence Payment application were felt to be easy to understand, and well-defined within both the form and the information booklet.

Using these day-to-day activities as headings within both the form and the information booklet was also perceived to make the form easy to navigate and to make it possible to quickly grasp what many of the sections were about.

The examples given of aids, appliances and types of help were perceived to be helpful, both in indicating the types of information that the DWP is looking for; and in prompting individuals to record issues that they might otherwise have 'taken for granted'. In response to positive feedback about them, the list of examples was expanded in later drafts of the form.

'Some of the examples that you would normally think are normal to you are actually a part of your disability. I found [them] in here and was like "oh yeah!", so I made a note of them and put them in.'

Persona 9, individual with no difficulty getting around, but with support needs.

⁵ By answering some initial questions by phone or, in some instances, by filling in a form, as discussed in Chapter 3.

⁶ Please see the Appendices to this report for a full list of these day-to-day activities.

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In an early draft of the form and information booklet, the examples of what was meant by 'having difficulty or needing help' led many individuals with mental, cognitive or learning conditions to fear that their support needs might not be covered by the claim process. An explanation that 'help' includes supervision, prompting, encouraging or reminding, as well as physical assistance, was added to reassure individuals that these types of conditions and support needs are covered by Personal Independence Payment.

'I think we felt ... that the last form was not really relevant to people with mental health problems ... whereas the questions here prompted you: this is when you can mention your mental health, it's just not all a big fuzz, you can say about mental health issues.'

Personae 7 and 8, individuals with mental, cognitive or learning conditions.

The idea of keeping a diary was well-received by some individuals with variable conditions, as they felt that – if kept over a sufficient period of time before filling in the form – it might remind them to mention factors that are not consistently a problem.

Overall, the clarity and user-friendliness of these materials, and the day-to-day activities being covered, were felt to implicitly communicate the purpose and intended advantages of Personal Independence Payment (e.g. enabling individuals to express their day-to-day support needs via a more user-friendly and supportive process). Many felt that the preceding stages of the application process had not clearly communicated this: the form, information booklet and covering letter were, therefore, the point at which many individuals became more positive about the process of applying for Personal Independence Payment.

Initially, no mention was made at this stage of the application process of scores being used in assessing a claim to Personal Independence Payment (instead, the decision notification letter was the first time any reference to scores was made). In response to feedback that this was not sufficiently open and transparent, a 'seeded' approach – whereby scores are explained in increasing amounts of detail as the application process progresses – was tested.

This involved relatively detailed explanations of the scoring being added to later drafts of both the information booklet and the accompanying covering letter. Participants felt that these explanations were clearly worded, and that this stage of the claim process was an appropriate point at which to add this level of detail on the scoring (as this is the stage at which the claimant starts to submit the information on their support needs that will ultimately be scored).

4.2 The form

The form itself was thought to be a considerable improvement on the Disability Living Allowance (DLA) form, because it was felt to be relatively short; it did not require estimates of numbers of hours per week spent doing specific activities (which individuals had found very challenging, when completing the DLA form); and it was perceived to avoid repetition (whereas, within the DLA form, perceived repetition of the same/similar questions had led many to fear that the DWP was trying to 'trick' the individual into giving inconsistent answers).

'I think [this] will be a lot easier to understand and won't take so much time to fill in.'

'... Because we all understand it, and even if it takes you a bit of time to do it, the questions are easy to understand.'

Personal Independence Payment user-centred design – Summary of testing

‘And straightforward, they’re not kind of questions that are going all around the houses and you don’t know what they actually want in the end.’

Personae 7 and 8, individuals with mental, cognitive or learning conditions.

The form allows individuals to give contact details for three professionals who can advise DWP on their circumstances. Individuals liked having the ability to give details of more than one professional, and to choose what types of professional to include; as this reflected the fact that, in practice, individuals were often dealing with several professionals, and it allowed them to include a mix of professionals who could confirm details of their condition (e.g. a consultant) alongside those who can give evidence of their support needs (e.g. an occupational therapist).

The form combines ‘open text’ boxes (i.e. in which the individual can write whatever they wish in response to a question) with ‘tick box’ questions. This combination was perceived to work well, as the ‘tick box’ questions were felt to provide structure, and a means of communicating some information easily; whilst the ‘open text’ boxes allowed individuals to give additional detail and to express their situation, even if it did not exactly match the questions asked.

In early drafts of the form, it was not always clear to individuals what type of information was wanted in these ‘open text’ boxes. As a result of this feedback, each box was given a title that made it clear which day-to-day activity (e.g. preparing food; eating and drinking; managing treatments; washing and bathing) each box related to; and the page layout of the form was altered to make sure that the ‘open text’ boxes were always on the same double-page spread as the ‘tick box’ questions on the same subject. Following these changes, this was no longer a problem.

Many of the ‘tick box’ questions have the answer options ‘Yes’, ‘No’ and ‘Sometimes’. Those with variable conditions tended to think that the ‘Sometimes’ option, combined with the open text ‘additional information’ boxes, helped them to express their situation fully.

‘[“Sometimes”] gives you a bit of leeway, because we’re not 24-7 sick ... sometimes I can sit down and, you know, it will be alright, [but] in a couple of hours’ time, I could be in a right mess and in pain ... So that’s like, ‘Sometimes’, because it’s like irregular, isn’t it? It’s not saying you don’t have them’.

Personae 4, 5 and 6, individuals with predominantly physical conditions.

Box 6

The form includes a question, near the beginning, that asks individuals to list their conditions and roughly when they started. In early drafts of the form, this question was followed by a large ‘open box’, which individuals tended to use to make a personal statement, i.e. describing their situation as a whole. This gave individuals the impression that their specific circumstances would be heard and taken into account. Changes to the format of this question by the final draft made it clearer that individuals need only write the names of conditions and approximate dates: this clarified the precise purpose of this question, but somewhat weakened the perception among individuals that the form allowed them to describe their overall situation holistically.

4.3 The information booklet

The information booklet was thought to be a very helpful aid in completing the form, due to it giving clear definitions of the day-to-day activities which are used as criteria to assess claims to Personal Independence Payment; helpful examples of aids and appliances and a clear explanation of what is meant by ‘help’.

Box 7

The information booklet also successfully conveyed the message that individuals should send back ‘evidence’ to DWP, but only evidence you already have. Individuals suggested that this explanation could be repeated at other points in the application process, to make it clearer that new evidence should not be sought.

4.4 The covering letter that accompanies the form and information booklet

The covering letter was thought to be concise and clearly communicated the key messages, i.e. that the enclosed form needs to be completed and returned by the specified date (perceived to be the main message); plus instructions regarding: what to do if you experience difficulties in filling in the form, how to send the form back, and sending in evidence. It also succeeded in making individuals aware that the application process would involve a face-to-face consultation with a health professional.

It was suggested, however, that the first line of the letter (starting ‘Thank you for your claim...’) should be modified, as it could give the impression that the claim is complete and no further action is needed.

4.5 How the DWP is addressing the remaining issues

Box 6 Claimants used the free text box to make a general statement about their condition or disability and why they required PIP. Often this box was used to provide information not related to the PIP assessment criteria and we were concerned this would give claimants the false expectation this information would be taken into account. To avoid misleading claimants, we removed this free text box. However, after each of the questions on the activities we include a large free text box to allow claimants to explain their circumstances.

Box 7 The generic leaflet now also states: ‘Only send in copies of things you already have or can easily get hold of. Don’t ask for other information which might slow down your claim, or that you might be charged for (for example, a letter from your GP). If we need something like this, we’ll ask for it ourselves’.

5 Decision notification letters and post-decision contact

After individuals have returned the form (and, in many instances, participated in a face-to-face consultation with a health professional), they will be notified of the decision on their claim by a letter. This letter will set out how the decision was reached⁷.

For those who have not been awarded Personal Independence Payment, or for those currently on Disability Living Allowance (DLA) that have been awarded a lesser Personal Independence Payment amount, attempts will be made by the Department for Work and Pensions (DWP) Case Manager to contact them by phone, to give them an opportunity to ask questions and discuss the decision (known as the ‘explanation call’).

If the claimant disagrees with the decision reached, they can highlight any additional information or evidence, and ask the DWP to reconsider the decision.

Over the course of the research study, feedback was sought on:

- the letters informing the individual of the decision;
- individuals’ preferences for the timing and content of a phone call to discuss the decision; and
- the process of asking DWP to reconsider its decision on a claim.

5.1 Overall feedback

In general, the letters and explanation call were perceived to display transparency, through giving a clear explanation of the how the decision on the individual’s claim had been reached, and by proactively giving those who have not been awarded Personal Independence Payment the chance to ask questions, in the explanation call.

They were also felt to be helpful and supportive, through giving an opportunity for discussion (again, in the explanation call) and by listing other benefits that the individual may be eligible for (in the letter).

They also communicated personal ownership of the decision on an individual’s case by a specific DWP Case Manager: in the letter, this is conveyed through the phrases ‘I’ve considered’ and ‘I’ve decided’ and the sign-off by a named Case Manager. This is reinforced by this same Case Manager conducting the explanation call to unsuccessful claimants. This was welcomed, as it makes the decision-making process more tangible and makes it clear that the decision can be discussed with the specific person at DWP who made it. As a few individuals initially thought the letter signatory might be a very senior manager (or even fictional), there was an opportunity to strengthen this message – for example, by adding a paragraph at the start of the decision letters, introducing the DWP Case Manager and their role.

⁷ It should be noted that scores will be included in the notification letter from a later date. This is as a result of changes made due to insights from this programme of user-centred design research.

'Maybe it's because it's, you know, decision-maker's reasoning, you immediately think of a person making the decision, so therefore it feels more personal.'

Personae 3, 4, 5 and 6, formal representatives and individuals with predominantly physical conditions.

5.2 The decision notification letters

The letters informing the claimant of the decision on their claim were felt to convey, in plain English, the key intended message – i.e. whether or not the individual had been awarded Personal Independence Payment. When considering example letters in which Personal Independence Payment had been awarded, the decision letter was also perceived to make it clear what level of payment the individual is to receive; and for how long.

'It's just clear and well laid-out and logical.'

Personae 3, 4, 5 and 6, formal representatives and individuals with predominantly physical conditions.

The letters were perceived to be relatively long, but appropriately so – as the information included was all felt to be relevant and important. Having the decision set out in writing was thought to be helpful, in allowing the recipient to digest the decision and in giving them something they could show to others. The end of the notification has a separate 'Statement of Entitlement' that can be detached and used to take to a local authority as proof of benefit to claim other relevant benefits, e.g. Blue Badge. In addition, a separate 'Certificate of Entitlement' is included for claimants in receipt of the enhanced rate of the mobility component of Personal Independence Payment, for them to obtain the 'Road Tax Exemption'.

Letters giving a negative decision were perceived to display an appropriate degree of empathy by recognising that the individual has a disability or health condition and by acknowledging that they were giving unwelcome news.

The inclusion of an explanation of how the decision was reached (called 'Decision Maker's Reasoning') was strongly welcomed. It was thought to have the potential to explain clearly and in detail how the decision had been made, in a manner that could prove that the DWP had considered the information and evidence submitted and that it had understood the individual's situation.

'It [the Decision Maker's Reasoning] seems like it's personalised to you.'

'As if someone has actually interviewed you and this is what they wrote down.'

'It just softens the blow.'

Persona 9, individuals with no difficulty getting around, but with support needs.

Personal Independence Payment user-centred design – Summary of testing

Box 8

For it to fulfil this potential, individuals⁸ felt that the ‘Decision Maker’s Reasoning’ needed to be tailored to the individual claimant’s situation and needed to make explicit reference to where each key piece of information and evidence used to make the decision had come from. They also felt that this explanation should explain why the claimant’s support needs are or are not sufficient for them to qualify for the benefit, and that it should avoid using jargon and medical language.

The letters tested also explained the decision in terms of how the claimant had scored against the criteria used to award Personal Independence Payment. In earlier rounds of testing, however, the decision notification letter was the first time any reference to scores was made. Many participants felt that to reference scores at this late stage of the process was not sufficiently open and transparent. As a result, a ‘seeded’ approach – whereby scores are explained in increasing amounts of detail as the application process progresses⁹ – was tested and was felt to be more appropriate. It accustomed individuals to the idea of scores being used; and the increased level of detail given at later stages of the process was perceived to be helpful in understanding the decision and deciding which, if any, aspects of the decision they might wish to challenge.

Box 9

Individuals ideally wanted to know the total number of points that it is possible to score for each day-to-day activity used within the Personal Independence Payment process. They felt that this would help put the scores they had been given into context; and would help them to decide whether or not to dispute the score they had been awarded in relation to a specific activity (as seeing the total possible score for an activity would give them an indication of whether ‘their’ score was relatively low or high).

‘[The inclusion of scores] does illustrate, point-by-point, exactly why you’re not ... entitled to the Personal Independence Payment ... The only negative is it doesn’t actually tell you what the points system is. Is it zero to three or is there a higher level than three?’

Claimant aged 16–24 years.

Early drafts of these letters did not explain enough about the structure of Personal Independence Payment (in terms of what was meant by the different rates and components). This explanation was added in later drafts and was perceived to be effective.

⁸ In this instance, DLA claimants working alongside current DWP DLA decision-makers, to give feedback on a range of example letter wordings.

⁹ Scores are explained in increasing detail through the leaflet to introduce the benefit to the public; the supporting information in the invitation-to-claim letters; the information booklet and accompanying letter; and then in the decision notification letter.

5.3 The phone call to discuss the decision

The concept of being able to discuss a negative decision with the DWP Case Manager that had made the decision over the phone, following receipt of the letter, was welcomed, as it was thought to provide an opportunity to ask questions, discuss possible next steps and to find out about alternative sources of support.

Box 10

Individuals¹⁰ felt that there needed to be clarity about the intended purpose of the explanation phone call to those who have not been awarded Personal Independence Payment or who had been awarded a lesser payment amount compared with DLA – particularly regarding the extent to which the Case Manager should proactively request additional evidence or information or suggest to dissatisfied claimants that they may wish to ask DWP to reconsider the decision.

There was a perceived need for the Case Manager to explain clearly what the purpose of Personal Independence Payment is, and why some people can have a disability or condition, but not qualify for it. Individuals also felt that these calls could be made as effective as possible, by the Case Manager taking time before making the call to plan the introduction and conclusion to the call; and by their having a well-written 'Decision Maker's Reasoning' section in the letter sent to the claimant, which could be used as a starting point for explaining the decision over the phone.

5.4 The process of asking DWP to reconsider its decision

After reading the decision notification letters, individuals tended to understand that they could ask DWP to reconsider its decision, and that they could only take their case to an independent appeal after asking DWP to reconsider the decision.

For many, the process of asking the DWP to reconsider its decision fulfilled what they currently think of as 'an appeal', and some (including many individuals with mental health conditions) perceived this as a less intimidating way of having the decision revisited, compared with going to Her Majesty's (HM) Courts and Tribunals Service.

'I think that's better than going straight to an appeal ... because I've already been to one and it was quite frightening, actually, and I really wasn't sure what to do.'

Persona 9, individual with no difficulty getting around, but with support needs.

¹⁰ DLA claimants working alongside current DWP DLA decision-makers, to give feedback on some recorded role-plays of follow-up calls (between real DWP decision-makers and actors playing fictional claimants).

5.5 How the DWP is addressing the remaining issues

- Box 8** The learning and development modules have been tested extensively during both Model Office Test and the Case Manager Test to ensure the learning equipped Case Managers with the necessary skills to effectively draft and explain their decision to the claimant in a clear and concise manner.
- Box 9** It was decided not to include 'highest possible scores'. Without including the maximum score for each activity and an indication of the level of support required to be awarded that score, this would be misleading.
- Box 10** Information about the explanation call is included in the disallowance notification, which also includes next steps that the claimant may wish to consider if they are unhappy with the decision.

6 Feedback from specific groups of individuals

This chapter deals with specific groups of individuals who gave distinctively different, or additional, feedback.

6.1 Transitional claimants and those aged up to 24 years

Transitional claimants are those who had recently moved onto adult Disability Living Allowance (DLA) after turning 16. Individuals aged 16 to 24 years were systematically consulted throughout the programme of research.

One of the materials tested with these individuals was a letter that current DLA claimants would receive as they approached their 16th birthday. In an early draft of this letter, the first paragraph was addressed to the parent or guardian of the claimant, but the rest of the letter was addressed to the claimant themselves. This was found to be confusing.

These individuals had sometimes not had any previous experience of applying for a disability benefit, as previous applications had been made by a parent or guardian. This meant that they were assessing the Personal Independence Payment materials and processes against what they had heard second-hand about applying for DLA, or against more general expectations of customer service and application processes (whereas older individuals tended to use experiences of DLA as their point of reference).

In other respects, however, the feedback from those aged 16 to 24 years tended to be consistent with findings in general (and so is included in Chapters 2 to 5 of this report).

6.2 Individuals with sensory impairments

Individuals with sensory impairments emphasised the importance of the examples given of aids, appliances and types of help, in the form and accompanying information booklet, as these help translators to accurately translate the content of the form.

Box 11

They thought there was potential to add further examples of types of aids to the form (e.g. liquid level indicators, assistance with reading best-before dates or ingredients labels on food) to reassure them that Personal Independence Payment is relevant to their support needs.

Box 12

It was suggested that the form and information booklet be made available in a variety of formats, e.g. British Sign Language (BSL), audio description and electronically (to allow individuals to make their own adjustments to the font size).

Individuals with visual impairments also suggested that, whenever any important information about the claim is sent out by post, DWP should make a follow-up phone call to alert the recipient to this.

6.3 How the DWP is addressing the remaining issues

Box 11 Throughout the form, examples to the types of aids and appliances that are relevant to that activity are given as suggested by early insight.

Box 12 There will be a generic 'quick guides' to Personal Independence Payment online in alternative formats. All forms and leaflets will be available in Braille, large print and audio CD, including the 'PIP2 How your disability affects you' form.

7 Conclusions

Over the course of this iterative user-centred design (UCD) programme of work, the materials and processes involved in a Personal Independence Payment claim were tested, refined and retested. By using this process, a number of key positive outcomes were reached:

- The pre-claim communications used to make individuals aware of Personal Independence Payment, and to invite current Disability Living Allowance (DLA) claimants to make a claim, were perceived to be clearly worded.
- The explanations of the scoring system used to assess Personal Independence Payment applications were felt to be clear and assisted individuals in understanding how the decision on a claim had been reached.
- The form (in which individuals can explain how their disability affects their day-to-day support needs) and accompanying information booklet were felt to be relatively short, very clearly worded and easy to use, and were perceived to be a considerable improvement on forms used to apply for DLA.
- The form and information booklet's use of examples of aids, appliances and types of help enabled individuals to grasp what the Department for Work and Pensions (DWP) is looking for, and to remember to record issues that they might otherwise have taken for granted. By the end of the research process, these examples had been revised to reassure individuals with mental, learning and cognitive conditions that Personal Independence Payment is relevant to them.
- The combination of 'open text' boxes, and 'tick box' questions with the option to answer 'Yes', 'No' or 'Sometimes', were felt to help individuals – including those with variable conditions – to fully express their situation and support needs.
- The decision notification letters were felt to give a clear explanation of how the decision on an individual's claim had been reached. This was thought to have potential to prove that the DWP had properly understood the individual's situation, as well as helping individuals to decide which, if any, aspects of the decision they might wish to challenge.
- The letters, and explanation phone call to unsuccessful claimants, were felt to be supportive and to convey that an individual DWP Case Manager is taking responsibility for an individual's case.

Box 13

By the end of the UCD programme of testing, however, participants had identified several additional changes which they felt would help them to understand the end-to-end process and the way decisions were reached including:

- Across all of the materials used in the application process, there was felt to be a need to clarify the different stages of applying for Personal Independence Payment and the approximate timescales involved.
- There was a perceived opportunity to explain in the pre-claim communications the purpose and intended advantages of Personal Independence Payment (currently this only becomes apparent through experiencing the process itself – and, in particular, the form and information booklet).
- There was a need to explain more clearly the purpose of the initial phone call to start the claim (including avoiding calling it ‘the claim’, and explaining why so many questions are asked at this point); and to reassure individuals regarding the need to provide bank details during this call.
- Individuals ideally wanted to know the total number of points that it is possible to score for each day-to-day activity that is assessed when applying for Personal Independence Payment, in order to put into context the scores that they personally had been given (i.e. as an indication of whether ‘their’ score was relatively low or high) and to assess the extent to which they should consider an appeal.

7.1 How the DWP is addressing the remaining issues

- Box 13 (bullet 1 and 3)** The ‘stages’ of the process are being worked into the communications so that people understand the different elements they will need to go through.
- Box 13 (bullet 3)** Capturing bank details at point of claim is standard and generic. It is more secure and efficient to gather bank details via telephony channel than via paper channel.
- Box 13 (bullet 4)** It was decided not to include ‘highest possible scores’. Without including the maximum score for each activity and an indication of the level of support required to be awarded that score, this would be misleading. Further clarity will be given in the explanation phone call.

Appendix A

Research approaches and participants

The Department for Work and Pensions (DWP) provided a sample from its current database of claimants to IFF for the recruitment of individuals to the panel. The sample of current claimants was organised into different persona groups to ensure coverage of a wide range of current claimants according to the current award level of mobility, care needs and recency of decision. Those claimants who have an appointed formal representative were also included as a separate group, so that the views of those going through the application process on behalf of someone else could also be understood.

In addition, four further groups were recruited on a free-found basis to ensure that views were also heard from people who are not currently claiming Disability Living Allowance (DLA). These groups involved people who have an impairment and might claim Personal Independence Payment in the future and also people from the general population who do not currently have any disabilities, but may need to apply for Personal Independence Payment in the future on behalf of a friend or relative, or due to a change in life circumstances themselves.

Descriptions of these persona groups are outlined here:

Table A.1 Overview of Personae

Persona	Description
1A	Possible future Personal Independence Payment claimants, non-recipients of DLA, aged 16–45 years
1B	General public (not disabled), aged 16–45 years
2A	Possible future Personal Independence Payment claimants, non-recipients of DLA, aged 46 years+
2B	General public (not disabled), aged 46 years+
3	Formal representatives (personal) of DLA claimants
4	DLA claimants with physical walking difficulty, frequent care needs, no recent decision
5	DLA claimants with physical walking difficulty, limited/no care needs, no recent decision
6	DLA claimants with physical walking difficulty, decision in last three years
7	DLA claimants that need guidance or supervision out of doors, no recent decision
8	DLA claimants that need guidance or supervision out of doors, decision in last three years
9	DLA claimants with no difficulty getting around out of doors but have care needs

For each of the research projects covered in this report, the details of the research approach used, and how many participants from each persona group were involved, are outlined in Table A.2.

Table A.2 Research approaches and numbers of participants for each of the topics covered by this report

Claimants not awarded DLA	Persona 1a/2a (eligible non-recipients of DLA)	Persona 1b/2b (non-recipients of DLA, general public)	Persona 3 (existing claimant with formal representative)	Persona 4/5/6 younger <45 (physical walking difficulty)	Persona 4/5/6 older >45 (physical walking difficulty)	Persona 7/8 (needs guidance or supervision out of doors)	Persona 9 (no difficulty getting around out of doors but has care needs)	Transitional claimants and those aged up to 24-years-old	Individuals with sensory impairments
Testing of advance communications, processes to invite current DLA claimants to claim Personal Independence Payment, and processes to handle unsuccessful Personal Independence Payment claims (December 2011)	1 group (4)		1 group (7), 4 depths	1 group (6), 8 depths	1 group (5)				
First testing of initial telephone call to start claim (January 2012)	4 depths	–	–	3 depths	8 depths	1 depth	–		
Testing of invitation to claim letters, and second testing of initial telephone call to start claim (March 2012)	–	3 depths	3 depths	3 depths	3 depths	2 depths	6 depths		
Second testing of initial telephone call to start claim – as context for testing the evidence gather form (March 2012)	6 depths	6 depths	6 depths	12 depths	12 depths	6 depths	6 depths		
First testing of the evidence gather form (March 2012)	1 group (4)	1 group (4)	1 group (4)	2 groups (6,5)	2 groups (6,5)	1 group (6)	1 group (5)		
Second testing of the evidence gather form (May 2012)	2 groups (4,4)	1 group (4)	1 group (4)	1 group (5)	1 group (4)	1 group (5)	1 group (3)	5 depths	
Claim outcome notification letters testing (May 2012)	2 groups (5,5) 1 depth	1 group (4), 1 depth	1 group (4), 1 depth	1 group (4)	1 group (3), 4 depths	1 group (5), 1 depth	1 group (3), 1 depth		
Third testing of the evidence gather form (July–August 2012)		2 groups (5,4)	2 groups (6,5)	1 group (4)	2 groups (5,4)	1 group (4)	1 group (4)		

Continued

Table A.2 Continued

Claimants not awarded DLA	Persona 1a/2a (eligible non-recipients of DLA)	Persona 1b/2b (non-recipients of DLA, general public)	Persona 3 (existing claimant with formal representative)	Persona 4/5/6 younger <45 (physical walking difficulty)	Persona 4/5/6 older >45 (physical walking difficulty)	Persona 7/8 (needs guidance or supervision out of doors)	Persona 9 (no difficulty getting around out of doors but has care needs)	Transitional claimants and those aged up to 24-years-old	Individuals with sensory impairments
Testing of Personal Independence Payment information in the letter informing DLA claimants of how much they will be paid in DLA in the coming year (August 2012)			3 depths	3 depths	4 depths	3 depths	2 depths	3 depths	
Testing of DWP Case Manager approaches to drafting decision notification letters and making follow-up calls (September–October 2012)			2 workshops (8,8)						
Testing of on-paper version of initial telephone call to start claim (September 2012)				1 depth		3 depths			2 depths
Testing of how digital channels can best support a Personal Independence Payment claim (December 2012)				2 groups (5,6)		2 groups (6,7)			
Testing of simulation of the entire claims process (January–February 2013)		2 groups (5,5), 2 depths	2 groups (5,5), 2 depths			1 group (5), 1 depth	1 group (5)	1 group (3)	
Total	4	33	35	58	67	89	57	34	7

Appendix B

Day-to-day activities considered within a Personal Independence Payment application

The day-to-day activities that are considered within the Personal Independence Payment application are as follows. There are two parts to Personal Independence Payment: Daily Living; and Mobility.

The day-to-day activities used to assess claims to the Daily Living part of Personal Independence Payment are:

- preparing food;
- eating and drinking;
- managing your treatments;
- washing and bathing;
- managing your toilet needs;
- dressing and undressing;
- communicating;
- reading;
- mixing with other people; and
- making decisions about money.

The day-to-day activities used to assess claims to the Mobility part of Personal Independence Payment are:

- going out; and
- moving around.