




Strategic Design

NSW Gov: Change of surname after marriage

Role: Lead Researcher and Service Designer

Planned and executed all research initiatives. Including surveys, ethnographic research and interviews, collecting artefacts and running multiple workshops across government departments to find solutions for the "Tell us Once" initiative of MP Victor Dominello.

-  Worked with multiple government departments to understand their policies and requirements for change of identity
-  Streamlined a process that customers gave up on after a year, to one 6 minute process and one in-person check at Service NSW
-  120% increase in correct application path



Challenges

What problem are we trying to solve
How might customers...tell us this once?



Challenge 1

Numerous government departments needed to be involved.

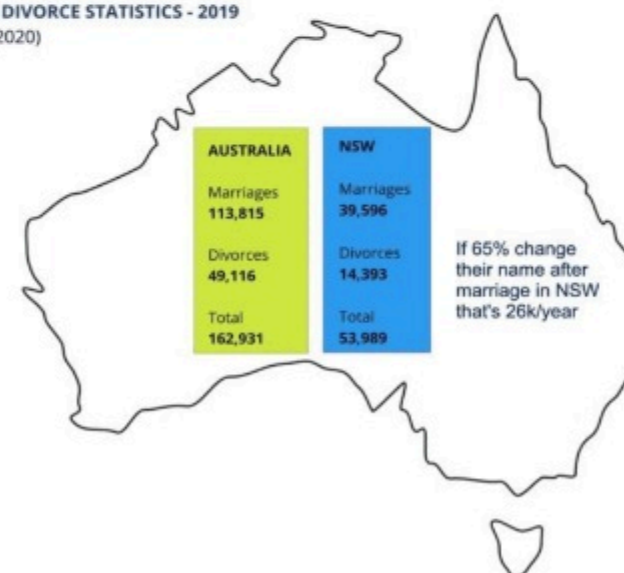
Each with their own security and privacy concerns.

We needed to include related industry bodies, including Super, banking and other utilities.

Who does this affect?
More than 26,000/year in NSW



MARRIAGE & DIVORCE STATISTICS - 2019
Source: ABS (2020)



Challenge 2

Impact over 26K NSW Customers.

Onus was on the customer to tell each government department.

Service NSW had 6 months worth of refunds it was struggling to manage due to incorrect applications.

If 26k change their marriage name in NSW each year, that's \$15.6m/year in customer's time

Assumes 6 identity docs take 4 hours each: 4 x 6 = 24hrs
And a citizen's time is worth \$25/hour: 24 x 25 = \$600
\$600 x 26k = \$15.6m

Where we started
Initial Discovery Insights



Information

There is no single source of truth (system) that stores people's names after marriage in Australia

Information on changing a name after marriage is duplicated across state and federal websites

Private sector are making money selling information on how to change a name after marriage

Process

There is confusion between change of name after marriage and changing names at other times of life

Most change of name after marriage processes require an in-person visit to verify identity documents

Each organisation has their own process and rules for changing a name after marriage

Documentation

A marriage certificate issued by BDM is the key document for change of name after marriage

All marriage certificates issued in Australia can be verified through the Document Verification Service (DVS)

Civil celebrants supply documents (online or paper) to BDM's to register the marriage after it occurs as per the Marriage Act (Cwlth)



Challenge 3

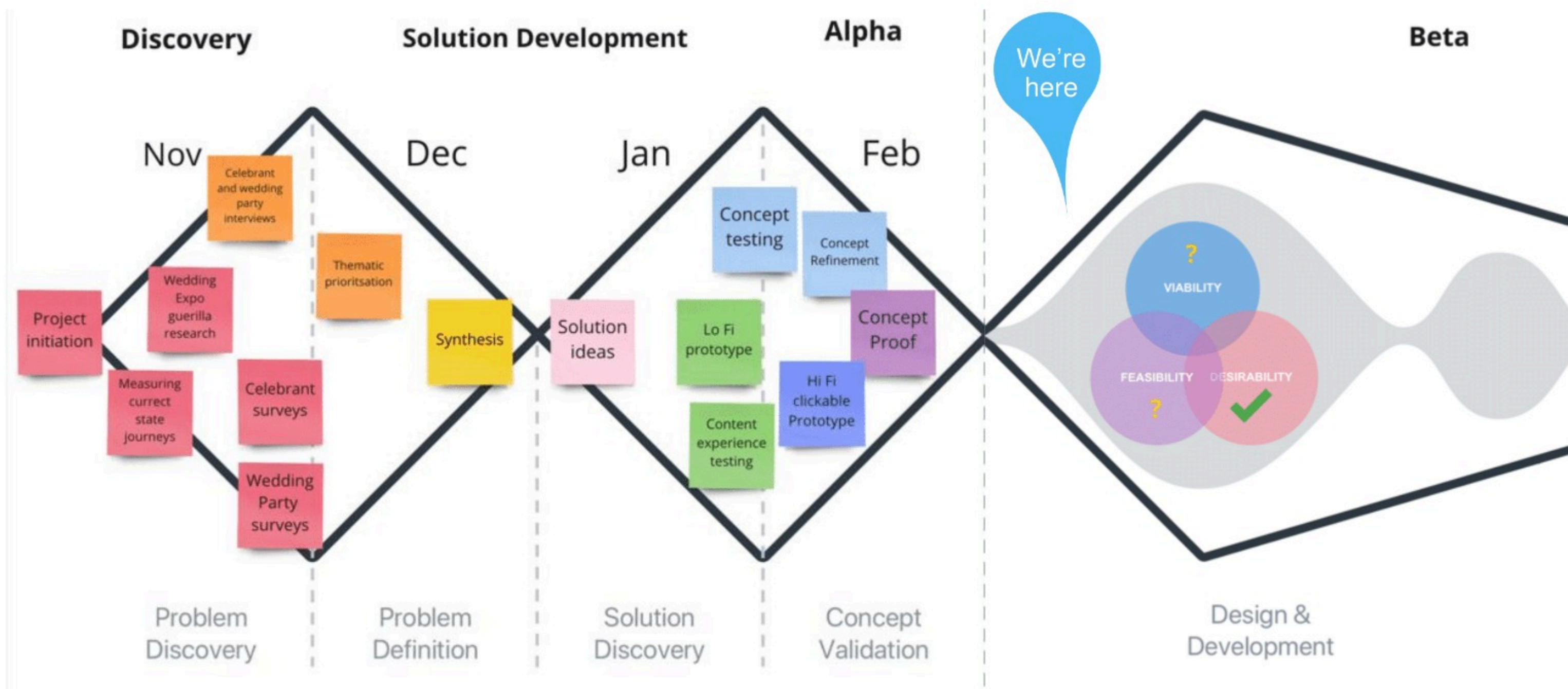
The process was unclear to customers, time consuming and there was no single source of truth where customers could get reliable information.

Each organisation had it's own processes.

No two processes were the same.

Design Process

Our journey so far
From Discovery to Alpha Prototype



Followed the Double Diamond

Moved through discovery to ideation and concept test.

Project Activities

1. Briefing from Directors of Customer Service.
2. Guerrilla Research at Wedding Expo
3. Interviews with SMEs from Birth Deaths and Marriages
4. Celebrant Survey
5. Wedding Party Survey
6. Baseline testing of existing state application process.
7. Contextual Inquires with Wedding Parties
8. Interviews with Wedding Celebrants
9. Interviews with Heads of government organisations and SMEs
10. Workshops to increase engagement and assist with ideation and product development
11. Alpha prototype testing

Research Activities

Mixed method research

Discovery/Alpha Research activities

Activity 1 Guerrilla research
Nov 2020 Sydney Wedding Expo

Activity 2 Interviews (contextual inquiries)
Nov/Dec 2020
Wedding parties
Celebrants

Activity 3 Survey to celebrants
Dec 2020

Activity 4 Survey to wedding parties
Jan 2021

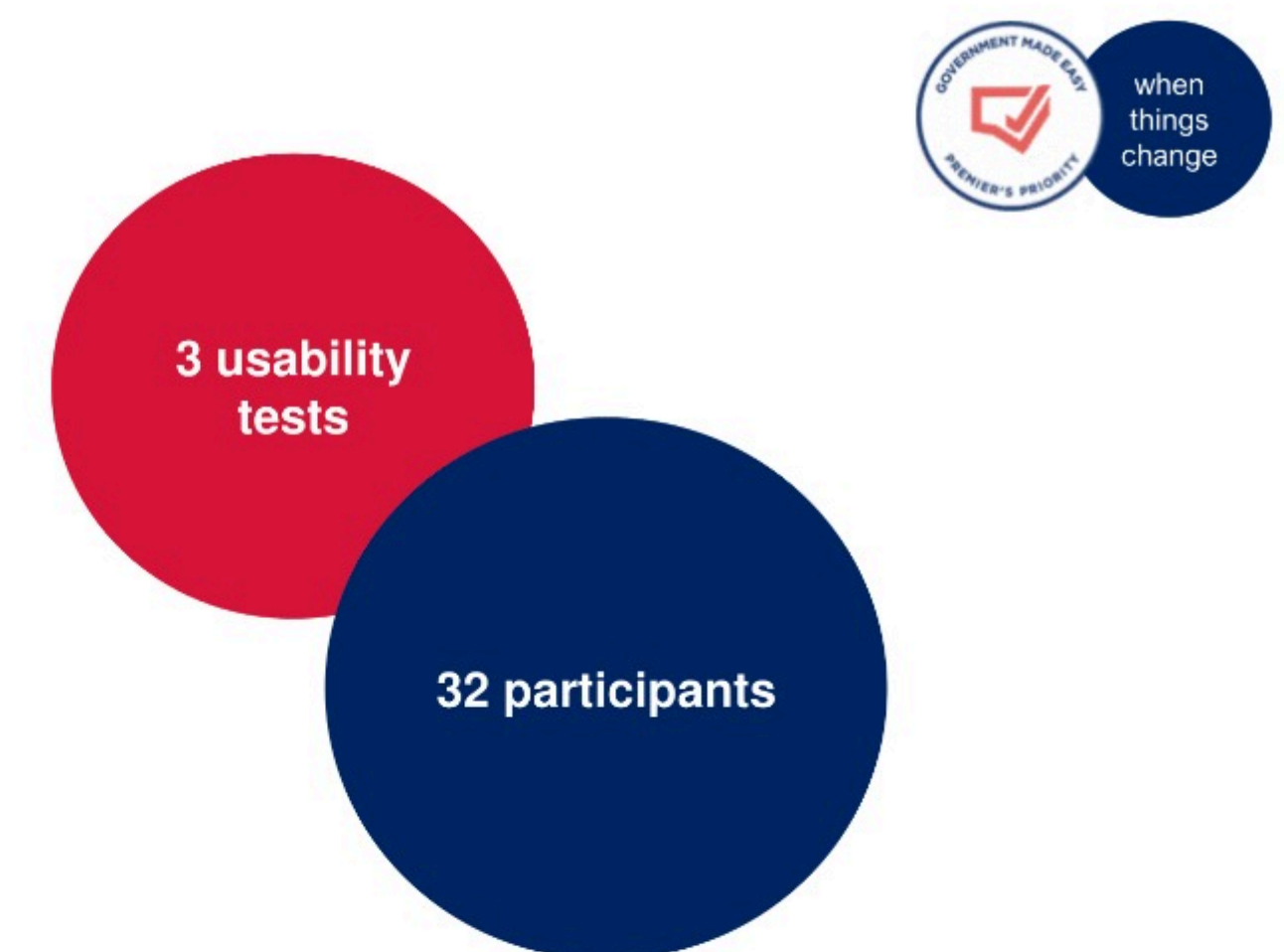


Discovery/Alpha Research activities

Activity 5 Content experience baselining
Jan 2021 20/20 could not find change of name
content on nsw.gov.au or service.nsw.gov.au

Activity 6 Content prototype testing
Jan 2021 6/6 could find our content when
information journey was improved on both sites


Activity 7 Alpha prototype testing
Feb 2021 5/5 found our prototype to be
useful and valuable



Contextual Inquires

Activity 1
Research Interviews
 November 2020
 Research type #qualitative #interviews
 Participants #wedding parties #celebrants

Discovery



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Discussion Guide Rd1 Wedding Parties

Government Made Easy
 Zon Rosen
 Researcher & Service Designer
 November 2020






What we did Discovery Interviews

12 x 2-hour interviews to establish a broad base of knowledge around wedding information and change of name expectations and experiences.

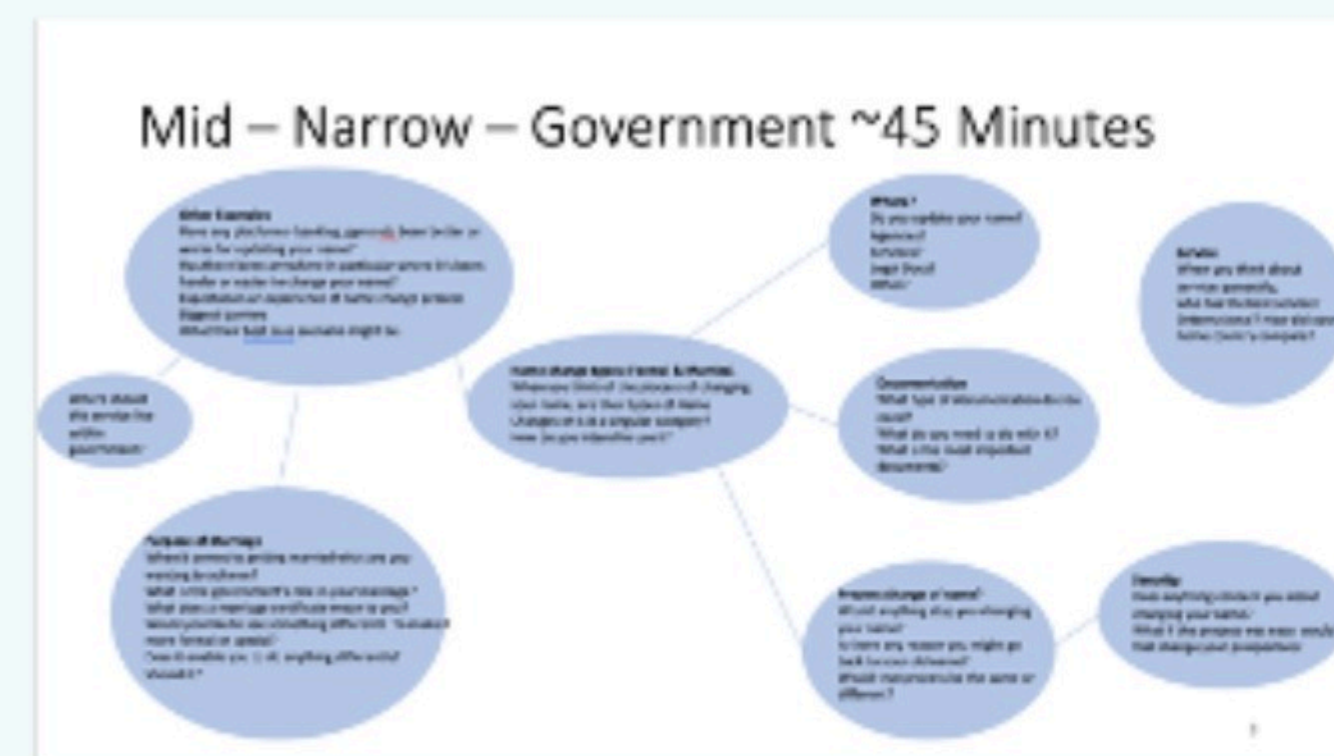
These interviews were recorded, transcribed and coded by theme to understand customer needs.

Photographic evidence was collected in order to compliment the data and compare notes that various participants took.

We observed collected information, documentation and tools participants used over the course of planning their wedding to going through the steps of changing their name.



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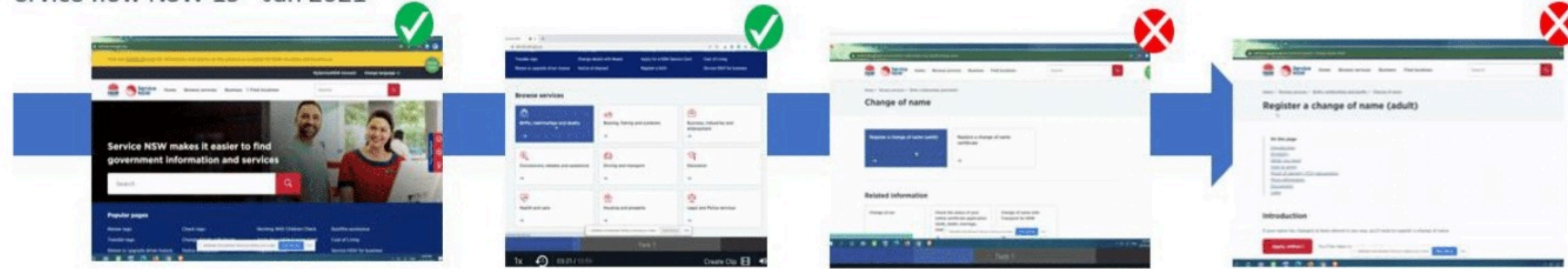


Baseline test

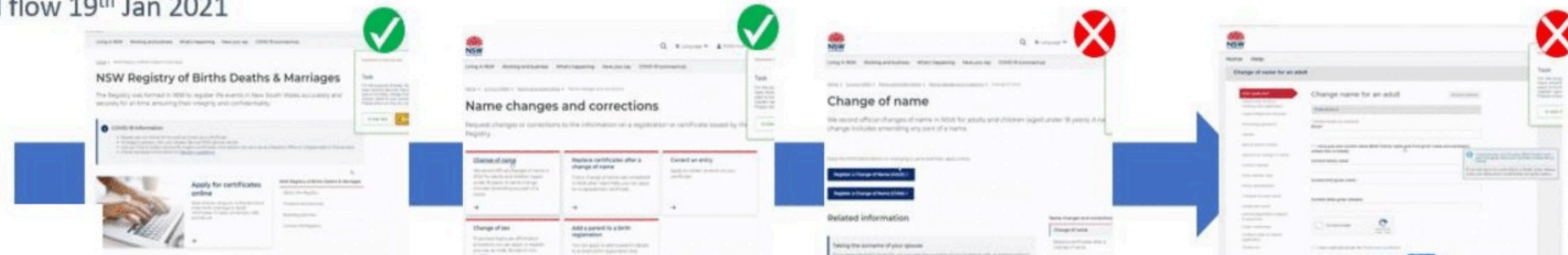
Baseline: 20/20 participants were not able to find content on changing your name after marriage

Most found the change of name application and thought they were in the right place.

Service NSW 19th Jan 2021



DM flow 19th Jan 2021



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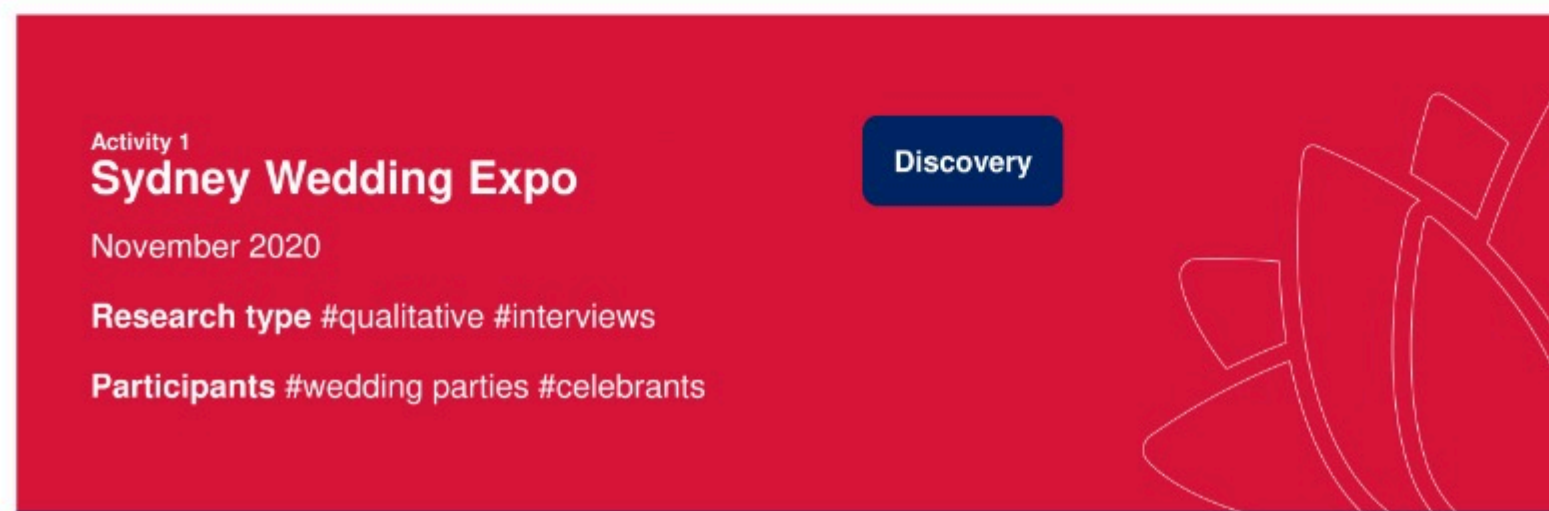
- Information hierarchy needed to be clearer.
- Options for Change of Name and Surname needed to be clearer
- Process needed to be clearer
- This first application point resulted in the backlog of refunds Service NSW was facing.

Guerrilla - What we learned

Activity 1
Sydney Wedding Expo
November 2020

Research type #qualitative #interviews
Participants #wedding parties #celebrants

Discovery



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- We wanted to understand how people researched their weddings and when they first came across Change of Name information.
- It also gave us the opportunity to speak to people surrounding the wedding industry to see what other services were offered including legal and change of surname offerings.

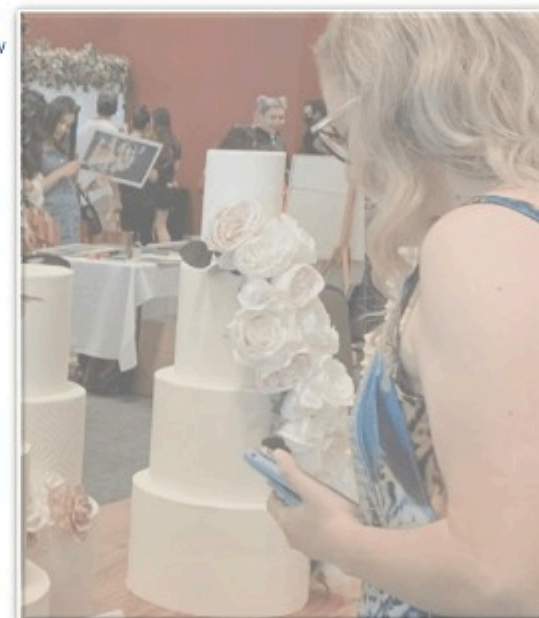
What we did Guerrilla research

Guerrilla research involves intercepting participating parties to complete quick surveys or answer some questions. You don't get to go in depth and you don't get much time to know them or collect much background information, however it helped formed the baseline knowledge for the larger interviews and surveys.

Joined BDM marketing staff at wedding expo stand.

Conducted interviews and surveys.

Discovery



What we learned Stall owners and celebrants

Inspire

Stalls were varying from on day services such as gelato stands, wedding singers, string quartets, fireworks providers, high end car hire, dresses and celebrants. Targeting high end, traditional, modern or budget weddings.

From this perspective it follows that it is a sales day for owners.

Celebrant insight - to be further examined:

- Change of name requirement is culturally relevant. Chinese women don't change their name.
- Indian families often wish to get married the next day, are unaware of 30-day waiting period.

Celebrant specific: information requests in order of questions

- Pricing
- Availability
- Willingness to travel
- Celebrants have different approaches to raising the question of name change.



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What we learned Attendees (brides, grooms, etc)

Groups: Female dominated

Groups were primarily led by a Bride to Be with a gathering of her close friends (4-6) and often her mother. Other smaller groups included Bride and mother or Bride and occasionally Groom. They are greeted at the door with a welcome tote "I'm Getting Married" that holds commercial information from the vendors.

Early trends

- Some brides mentioned they were attached to their last name due to public profile attachment (they owned a business in their maiden name, had published papers in their name or were last of that name).
- Other brides liked keeping to tradition and viewed the name change as romantic
- They wanted a family name that had stronger positive associations for them.



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Surveys - What we learned

Wedding Celebrants

What we did Celebrant survey

Purpose

- The purpose of this research is to understand how wedding celebrants engage their clients, how useful the government services are to them and how well they are able to support couples in the Change of Name process.

Administrator of Google Analytics: Survey and User Demographics used

- Survey conducted on 14 celebrants
- A range of experience were represented
- Additional research techniques undertaken as required

Hypotheses

- Celebrants have positive views about every aspect of the change of name after marriage
- There will be a range of views about the need for celebrants to be able to support couples in the change of name process
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NSW GOVERNMENT

What we learned Celebrant survey

Public and Government involvement

- 80% of celebrants believe the government could do more to support couples who are coming to attend their name change
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Celebrants on Couples

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NSW GOVERNMENT

What we learned Couples ask Celebrants

Couples have a range of questions about the change of name process

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What we learned

Celebrants match couples' concerns and needs for:

- A localized Change of Name service
- The need for services and process changes from a single jurisdiction
- This is because information from different sources is not well integrated
- Couples have a range of questions about the change of name process
- Couples have a range of questions about the change of name process

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Wedding Parties

What we did: Couples survey

Survey created in Microsoft Forms
Survey sent out through the Centre for Data Analytics

- 1611 respondents
- Average completion time 1:32 minutes
- Average participant age 35-45 years old
- Partners were generally male
- Respondents were generally in a heterosexual marriage
- Majority were not

NSW GOVERNMENT

What we learned: Couples survey

Intention

- 80% of respondents are planning to get married
- 80% of respondents are planning to get married
- 80% of respondents are planning to get married

Seeking information

- 80% of respondents are planning to get married
- 80% of respondents are planning to get married
- 80% of respondents are planning to get married

Additional opportunities for assisting in name changing

- 80% of respondents are planning to get married
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NSW GOVERNMENT

What we learned

Respondent Demographics

- 80% of respondents are planning to get married
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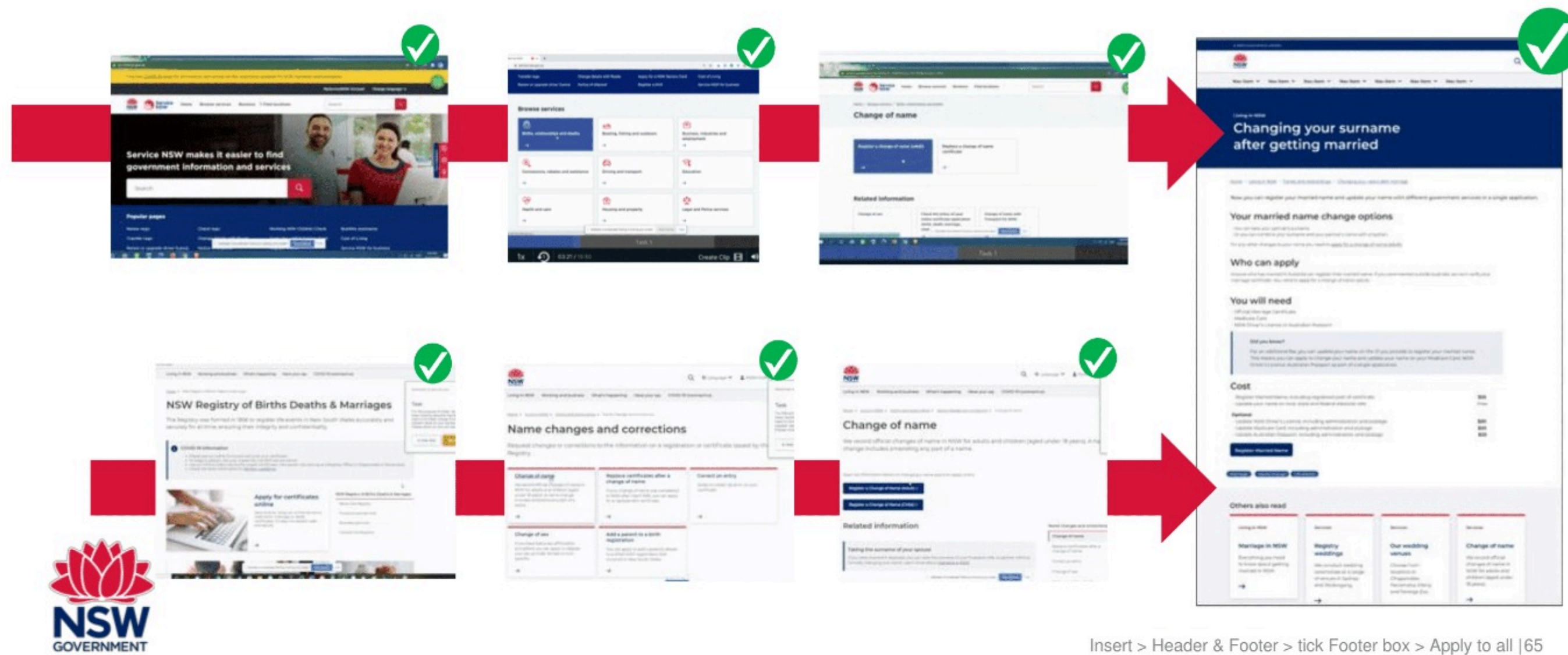
- We new Celebrants often assisted couples in the Change of Name process, we wanted to understand from them, what encouraged them to offer the service and how they interacted with the Celebrant portal.
- We wanted to test hypothesis of who was changing their surname after marriage and if they had been able to do so.

Government Departments

- Due to the nature of this work and the concerns raised regarding: fake Identity documents, Identity Theft, People Smuggling and Human Trafficking. I can share very little about the work completed with them.
- We had many discussions with Border Force, the AFP and NSW Police in particular. Each held much higher levels of distrust than the other departments.
- However, we were able to build rapport and satisfy their safety concerns in the Alpha prototype.
- We were able to create back end processes that would lift pressure from Service NSW and other government agencies to reduce duplication of work while meeting their safety and security policies.
- In fact! We even increased security!

Alpha Prototype Test

Content prototype: 6/6 participants were able to find new changing your name after marriage page



- Based on the research and the workshops with the government organisation's were were able to steam line the process, use language customers could understand, where they needed to see it.

Alpha Prototype Test

What we learned Recommended improvements

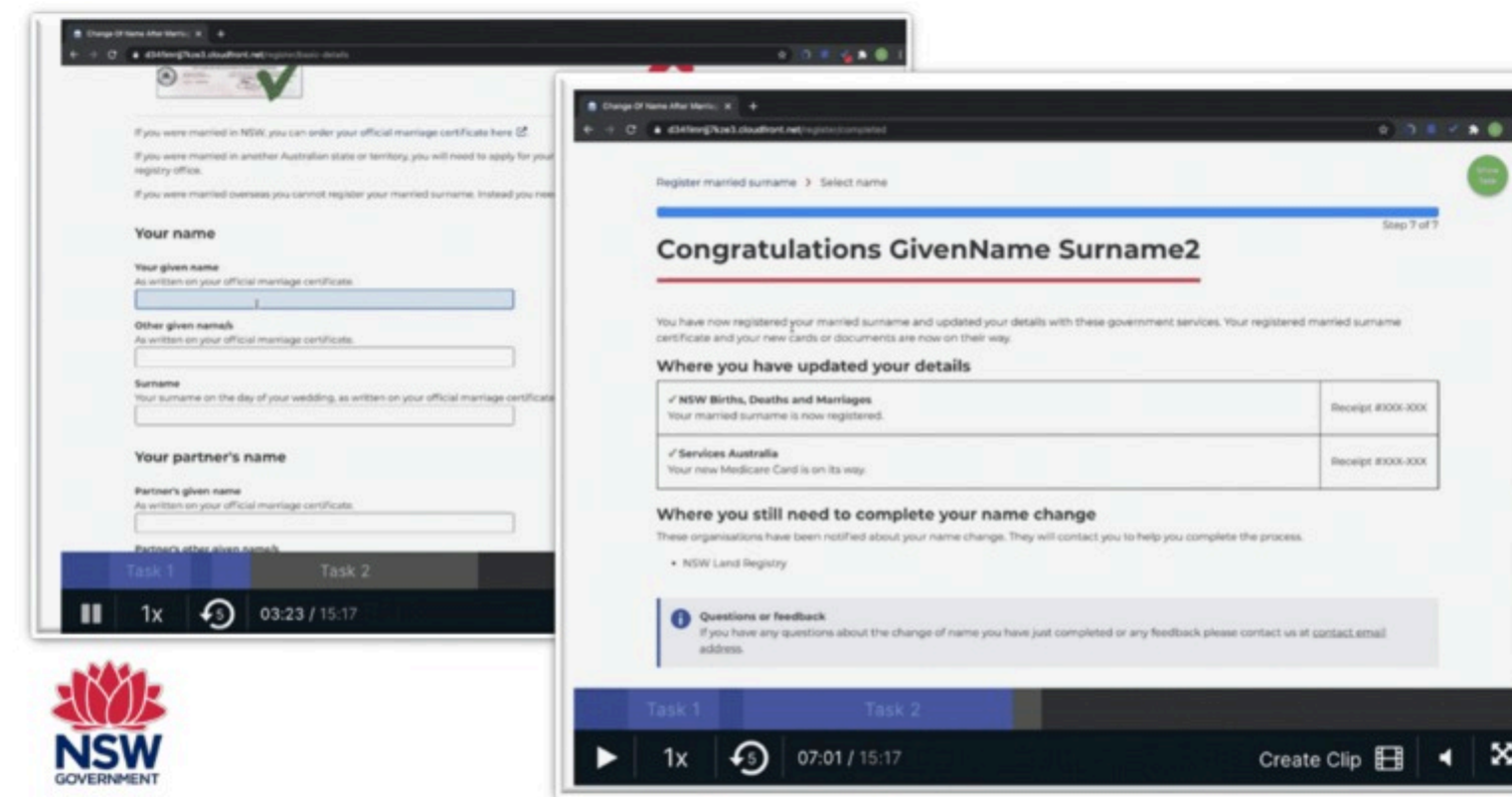
- Create a top Google search return for 'Change Name Marriage'
- Create in existing Change of Name locations a spell-out option for After Marriage, not just Adult or Child.
- Improve overall information architecture to improve findability from Service NSW and BDM
- Provide direct links to Change of Name after Marriage form from government sites
- Provide direct links for Change of Name Form from a Google search results page
- Call out at a high level that the Change of Name After Marriage is a different form to the Adult and Child forms.
- Include a top level of everything that is required, in dot point, including estimated length of time till completion



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What we learned Customers can use our prototype

Alpha



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Participants were able to complete the new process in under 6 minutes with one in person check!

What we learned 100% of participants found it useful

Alpha

What do you think about a service where you can register your married name and also notify other government services?

Respondent 3779539

its a great idea

Respondent 3780013

I think that this is incredibly convenient for the user and saves a lot of time for them. I believe that for most users this cost will be worth the hassle it will be to contact so many institutions. I really like this addition

Respondent 3780080

It is thoughtful to have these kinds of services.

Respondent 3780308

I think it is an excellent service as this links in with all the other government sectors and providing a safely verified identity process.

Respondent 3780352

This way is a convenient method and am looking forward to it coming out for people due to ease of use.

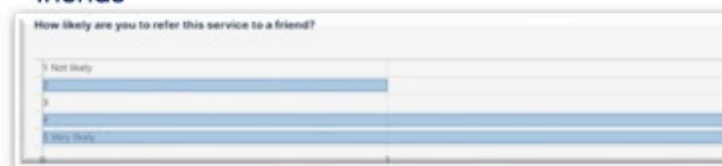


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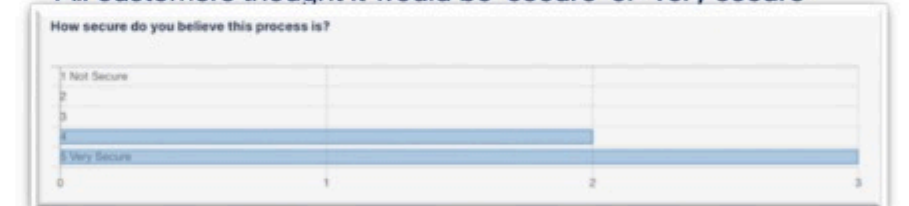
It works!

- Customers recognize the difference between the official change of name form and the register married name application. ✓
- Customers are able to update their surname to their new name. ✓
- Customers understand they can select additional services to update their details with. ✓

Most participants would recommend the service to friends



All customers thought it would be 'secure' or 'very secure'



All participants thought it offered value for money

\$35 to register name

\$35 to notify other services



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What I Learned?

**You can simplify
anything**

No matter how
daunting the task

**Customers are
clear on what
they want**

You just have to listen
and build it

**People will take
extreme risks**

We have a duty to help
keep them safe by
making things easy.

End of Change of Surname After Marriage