innovate identity experts

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THE PURPOSE

Private Sector Needs
User Attitudes
White Paper 1
Survey
User Testing
White Paper 2
THE SURVEY

4 Workshops
Sent 100+ Surveys
Telephone Interviews
Qualitative Approach
100+ Contacts
80 Responses
54 Full
26 Partial
Characteristics
1. Ease of Use
2. Security
3. Trust

Opportunities
1. Government
2. Better Customer Experience
3. Shared Standards

Barriers
1. Lack of Access to Data (GOV and banking)
2. Lack of Trust / Confidence
3. Cost
Moderate level of understanding
Relevant to some transactions – not all
67% Additional Attributes
Moderate level of understanding
81% Very Important
76% Very Valuable
66% Very Valuable
GOV.UK Verify brand polarized opinion
Good level of understanding
81% Very Important
76% Very Relevant
82% Very Valuable

Opportunities
1. Improved Customer Experience
2. Ensure portability
3. Reduce fraud

Challenges
1. Different market segments and requirements
2. Cross Sector Trust / Liability
3. Competition
Video: Verify is an easy identification process
Users see benefit
Organisations want to continue investigating it
Perceived opportunities and barriers are clear