



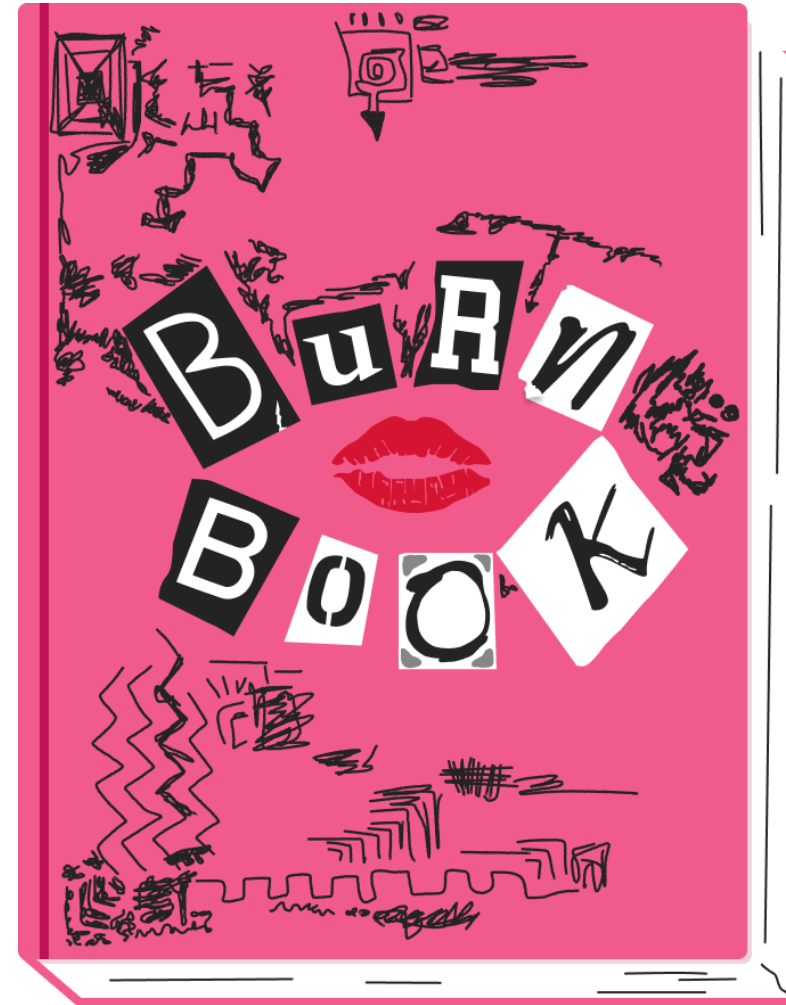
Seeing what they see:

User research insights from the field
...(and what we keep getting wrong)

Maddi Collings

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THE GOVERNMENT CX



1

Choice overload

Stop trying to make choice overload happen...it's not going to happen.

“I don’t care what branch handles it...I just want to know who can help me.”

“I just want to know what I’m supposed to click.”

“I don’t know what service I need, I just know I have X problem.”



2

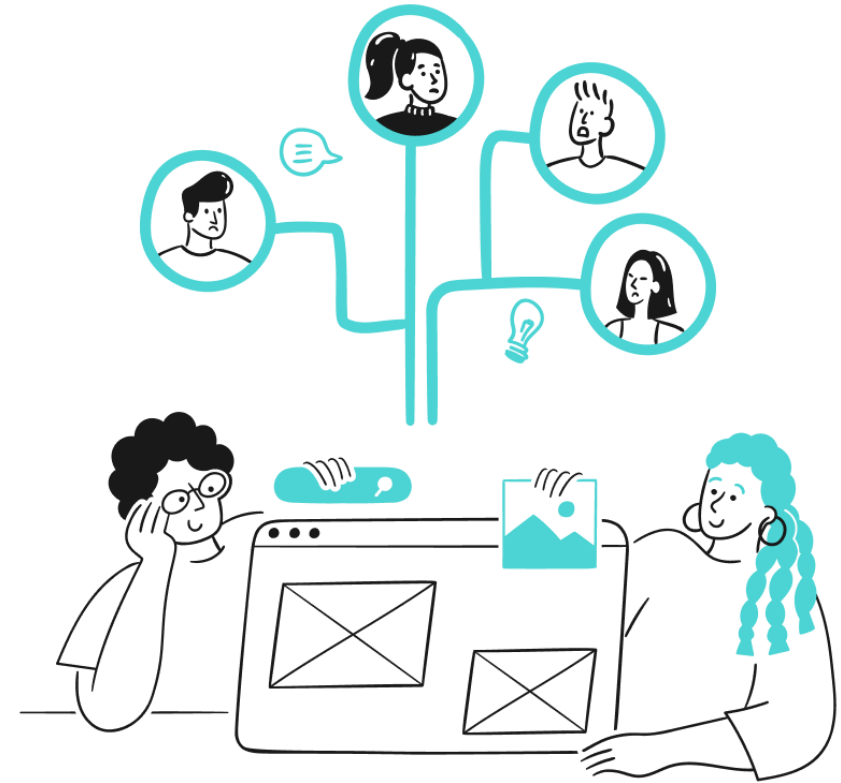
Not meeting people where they're at

You know what's not fetch? Treating complexity as an edge case. For government services, complexity **is** the case.

“I didn’t even know this service existed.”

“I use it once a year and have to re-learn everything.”

“I’ve used it for years, but every update makes it harder.”



3

Friction and break points

Login is so clunky it makes the fax machine look modern.

“I forgot my password again, now I need to verify myself like I’m applying for ASIO.”

“By the time I get in, I forget what I came here for.”

“I’ve already set up myID why can’t I access this government service?”



4

Accessibility as compliance before usability

Your accessibility is technically WCAG compliant... but practically useless.

“I can’t get past the dropdown menu.”

“The form won’t let me tab through.”

“This mandatory question isn’t applicable to me.”



5

The trust tipping point

That personalisation wasn't sweet – it was creepy.

“Don't you already have this info?”

“Why am I uploading the same document I gave you last year?”

“Wait... how did you know I have a child?”



6

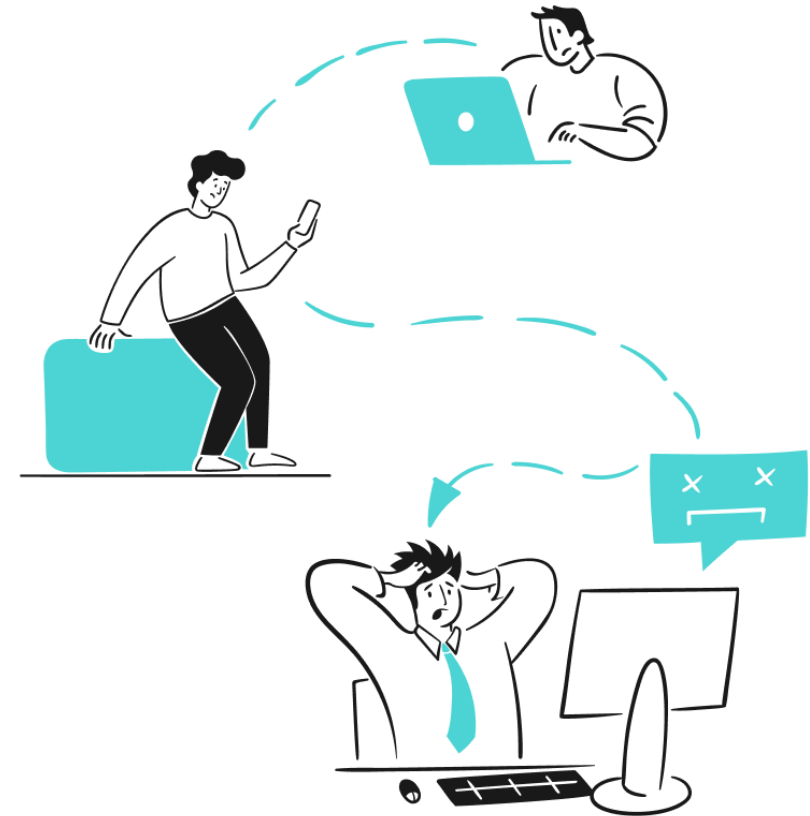
Channel of no choice

Why are you making me channel-hop like its 2007?

“Why do I have to leave your website?”

“Your chatbot didn’t help me.”

“If I can do my tax return on my phone, I should be able to complete this form without opening my laptop.”



Assume nothing. Ask everything.
Build what people actually need – then keep checking you got it right.

“You can’t

sit with us



...unless you

test with us.”

jude

Thank you,
Drupal South.



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