

Designing digital products in co-production with users

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Turn2us is a national charity offering information and practical help to people facing financial insecurity

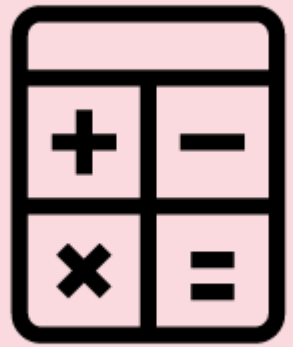
Our vision

Everyone in the UK has financial security so they can thrive.

Our purpose

We offer support to those of us facing financial shocks and together we challenge the systems and perceptions that cause financial insecurity.

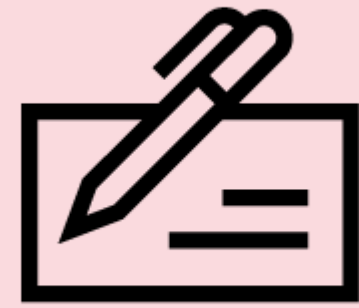
We're a digital first organisation:



Benefits Calculator

Enables users to find out what benefits, both means and non-means tested, they are entitled to.

2.5 million calculations



Grants Search

A tool to enable users to identify charitable grants they can apply for based on their situation.

950k searches



PIP Helper

A tool to help users going through the long process of applying for Personal Independence Payment (PIP).

Launched in 2024



Website

Provides information based on the users situation, along with guides for the benefit system.

5.8 million users

The co-production ladder

What is co-production?

Co-production is working in partnership people with lived expertise to design and deliver services that affect them.

Why do we co-produce?

We co-produce our work, so that we learn from one another, and so that we can combine the power of Turn2us with the collective power of people with lived experience.

Our co-production framework:

We developed our co-production framework with our co-production partners

Co-production

Co-design

Engagement

Consultation

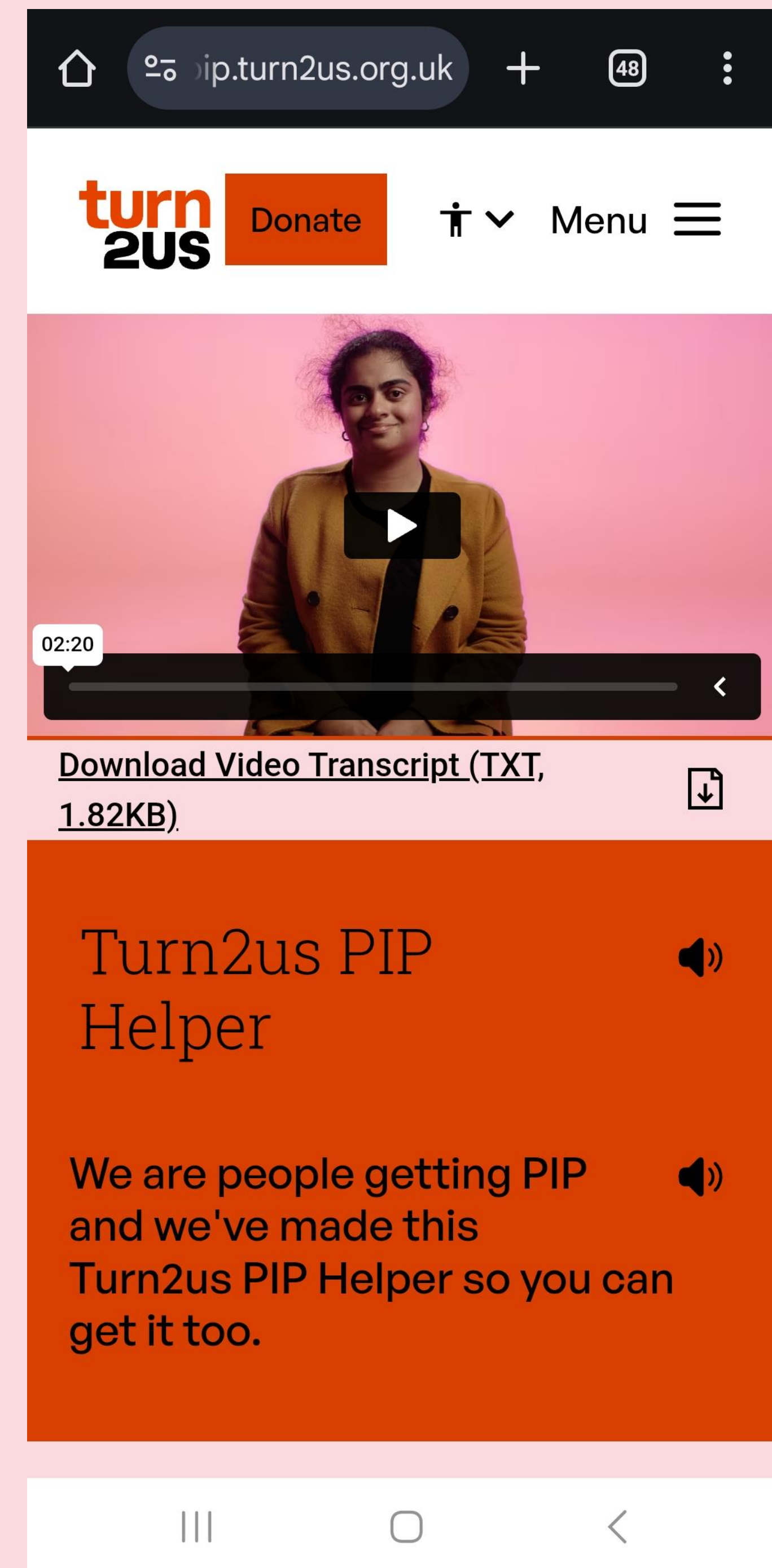
Levels of co-production

Which type of involvement?	What is it?	How do we share decision making
CO-PRODUCTION Is done with co-production partners	A project with a shared vision and goal Everyone's input has the same value	Decision making is shared equally throughout
CO-DESIGN Is done with co-production partners	A project with a shared vision and goal. Implementation and delivery rests with Turn2us, but staff are guided by co-production partners	Decision making is shared equally during design but not conception or delivery
ENGAGEMENT Is done for co-production partners	While designing your project you bring in co-production partners regularly to get their input You choose whether co-production partners influences your decisions	Some decision making opportunities are shared, but the ultimate choice is made by staff
CONSULTATION Is done for co-production partners	You decide on the project and goal before involvement from co-production partners You invite co-production partners to fill in surveys or attend meetings to give feedback	Decision making is not shared

Co-production

PIP (Personal Independence Payment) Helper tool

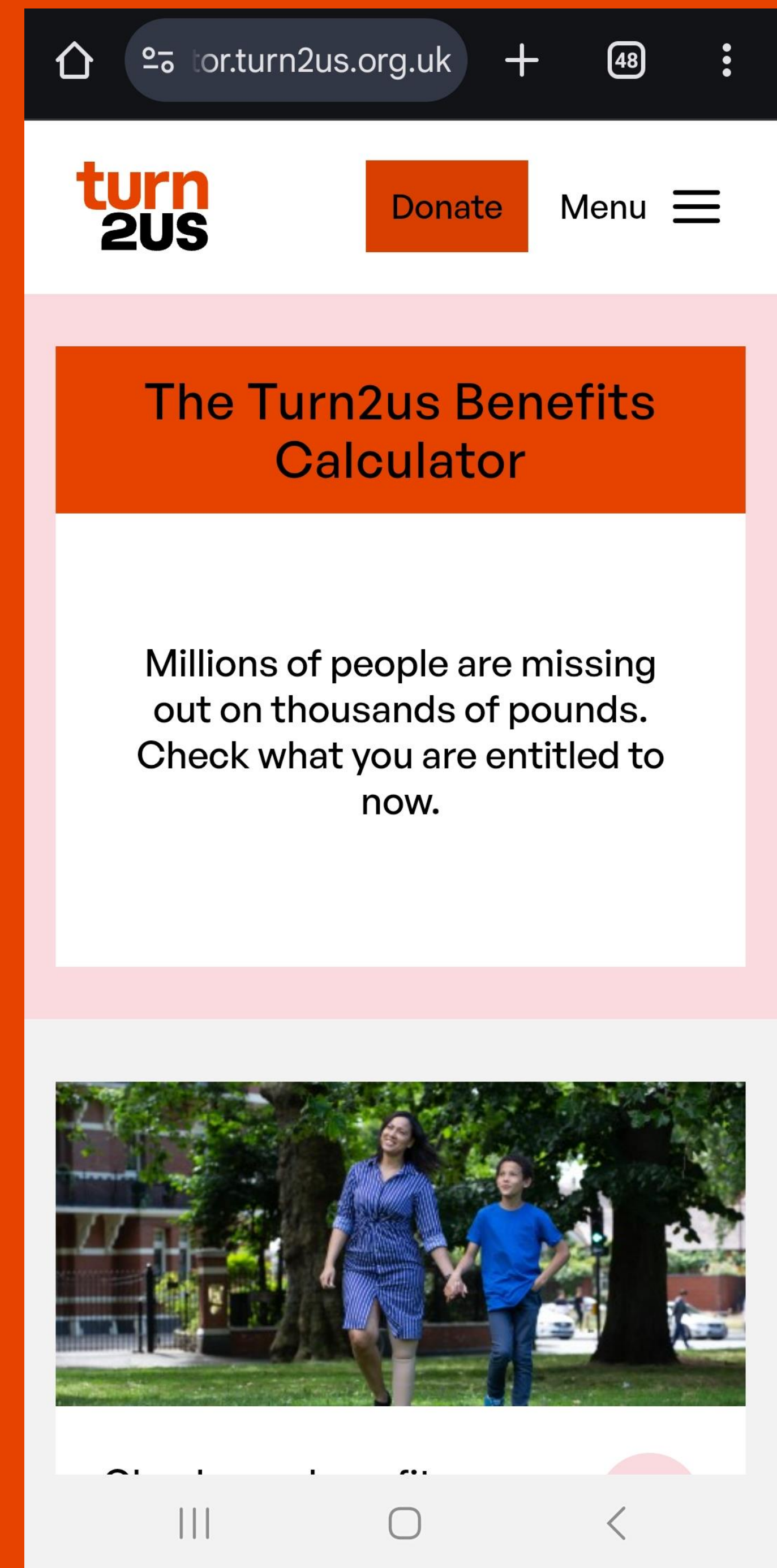
- Identify the need
- Recruitment of co-production group
- Joint working sessions
- Full co-production



Co-design

Benefits Calculator

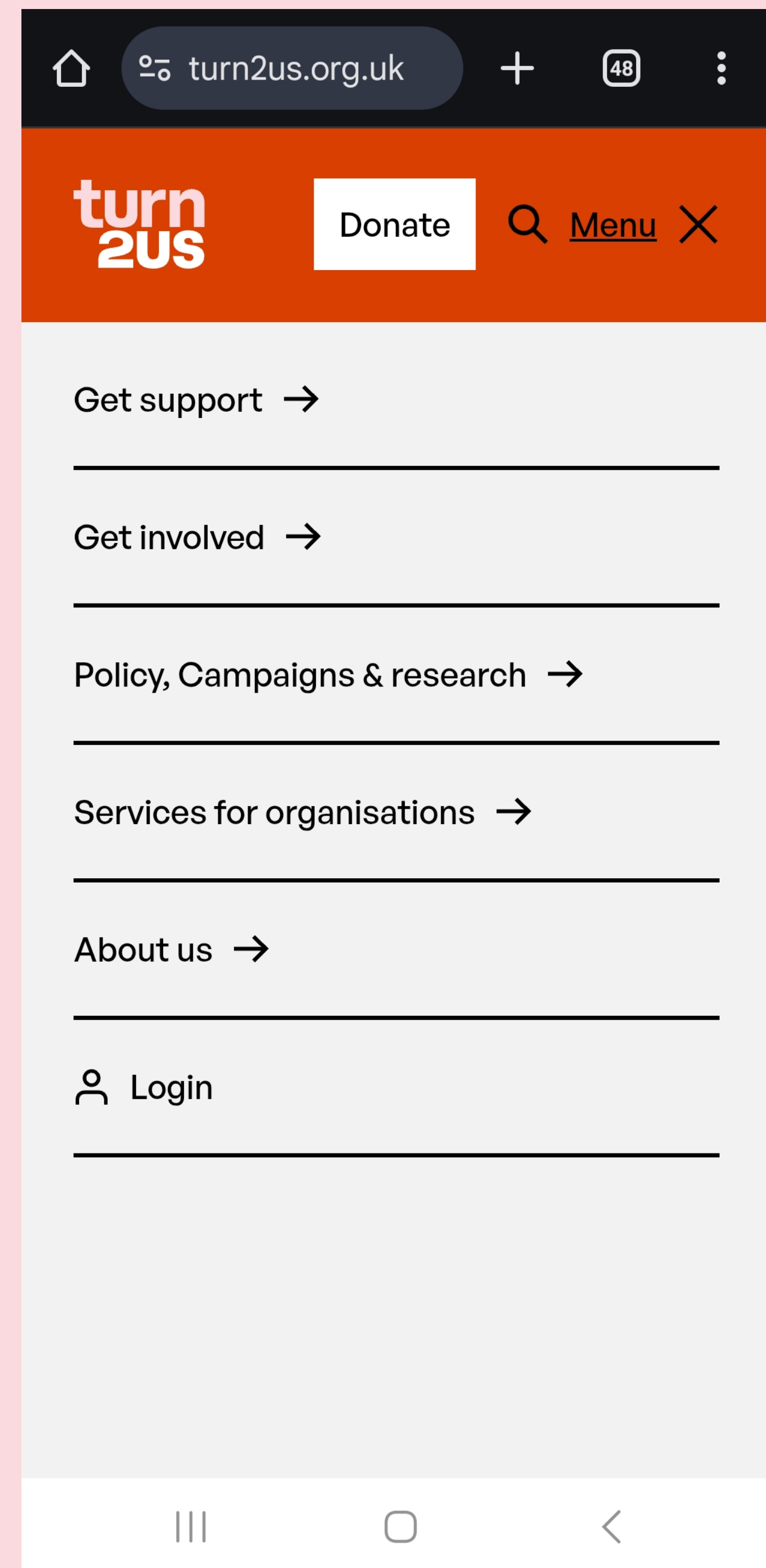
- Redevelopment of an existing tool
- Recruit co-production
- Joint working sessions
- Co-design with implementation by Turn2us staff



Engagement

Website – Redevelopment

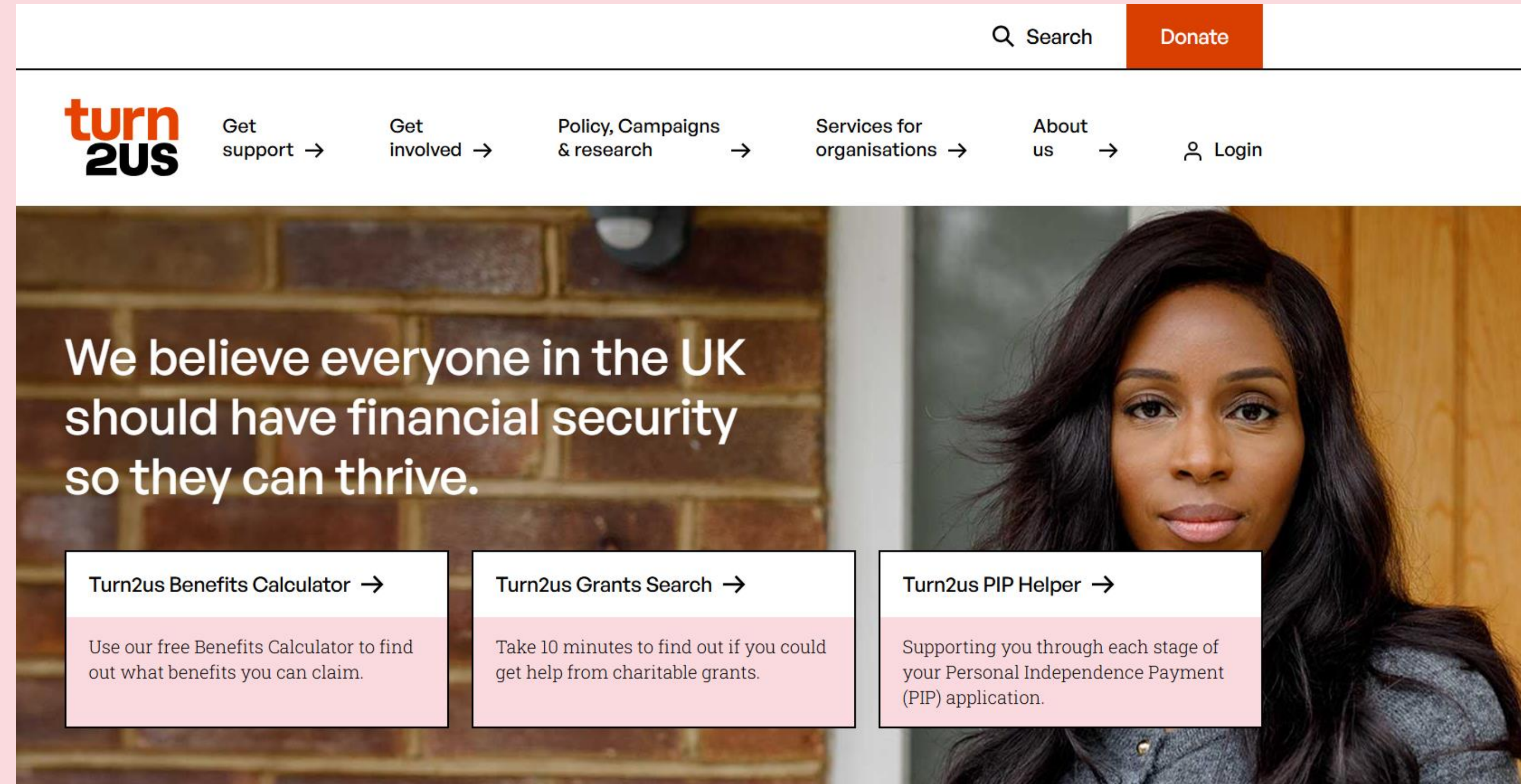
- Turn2us decided on project and goal
- Co-production groups
- Engaging co-production at various points
 - Information architecture
 - Menu structure
 - Menu and page names
 - Template design
- Techniques



Consultation

Homepage banner redesign

- Turn2us decided on project and goal
- Narrow remit
- Decision sits with Turn2us



Learnings

- Make sure you factor in co-production time into your projects
- Train your co-production partners
- Pay co-production partners
- Find out what else co-production partners can get out of the process
- Share power
- Avoid scope creep
- Share learnings

Questions?