




WISER: A framework for improving government forms



	 W	 I	 S	 E	 R
	WHO	INTRODUCTION	STRUCTURE	EXPRESSION	REPEAT
	Understand your clients and the process.	Focus on page 1. Offer clear instructions, highlight key info.	Structure the form simply and guide people through it.	Write for clients, not government. Use plain English.	Test and iterate.
STEPS	<ul style="list-style-type: none"> ✓ Map the overall process: identify each step your clients need to undertake ✓ Gather data on the form and clients: eg: completion rates, demographics ✓ Conduct focus groups and user testing ✓ Complete a form audit from your client's perspective ✓ Identify where, when and how clients receive and lodge the form ✓ Identify key friction points in the process and the form 	<ul style="list-style-type: none"> ✓ Write a title that makes sense to clients ✓ Clarify eligibility and purpose ✓ Highlight why people should complete the form ✓ Tell them what they need on-hand to complete the form ✓ Use boxes and bold sparingly to highlight key information ✓ Remove technical information, or consider appendices ✓ Put key information first ✓ Advise how to submit ✓ Use checklists to signal actions ✓ Personalise if possible 	<ul style="list-style-type: none"> ✓ Order sections logically ✓ Make it visually attractive ✓ Use formatting cues to signal alternatives ✓ Group into common themes ✓ Remove duplication ✓ Consider defaults ✓ Use navigation prompts ✓ Ask 'Is this necessary?' ✓ Move legal notes to end ✓ Consider online best practice <ul style="list-style-type: none"> • Prefilling • Active choice • Sequencing • Mobile responsiveness • Positive error messages 	<ul style="list-style-type: none"> ✓ Write in plain English ✓ Remove jargon and legal jargon ✓ Keep sentences short ✓ Keep tone direct, calm & understated ✓ Consider framing ✓ Aim for year 7-8 reading level ✓ Use active voice, not passive ✓ Use 'you' and 'we' ✓ Ask single-issue questions ✓ Make statistics tangible ✓ Read it out loud to ensure it's clear 	<ul style="list-style-type: none"> ✓ Implement the new form in a way that reduces friction ✓ Measure success of re-design <ul style="list-style-type: none"> • Completion rates • Data quality • Policy outcomes • Focus groups and feedback
BI CONCEPTS	<p><i>Humans vs econs</i></p> <p><i>Friction costs</i></p>	<p><i>Cognitive overload</i></p> <p><i>Salience</i></p> <p><i>Friction costs</i></p>	<p><i>Choice architecture</i></p> <p><i>Salience</i></p> <p><i>Friction costs</i></p>	<p><i>Cognitive overload</i></p> <p><i>Friction costs</i></p>	<p><i>Choice architecture</i></p> <p><i>Friction costs</i></p>