**WISER: A framework for improving government forms**

**WHO**
Understand your clients and the process.

**INTRODUCTION**
Focus on page 1. Offer clear instructions, highlight key info.

**STRUCTURE**
Structure the form simply and guide people through it.

**EXPRESSION**
Write for clients, not government. Use plain English.

**REPEAT**
Test and iterate.

### STEPS

- **W**
  - 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

- **I**
  - 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

- **S**
  - 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
    - Prefilling
    - Active choice
    - Sequencing
    - Mobile responsiveness
    - Positive error messages

- **E**
  - 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

- **R**
  - Implement the new form in a way that reduces friction
  - Measure success of re-design
    - Completion rates
    - Data quality
    - Policy outcomes
    - Focus groups and feedback

### BI CONCEPTS

- **Humans vs econs**
  - Friction costs

- **Cognitive overload**
  - Salience
  - Friction costs

- **Choice architecture**
  - Salience
  - Friction costs

- **Cognitive overload**
  - Friction costs

- **Choice architecture**
  - Friction costs

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