



PROPERTY ALERT

**Design Rationale, Content
Strategy & UI Redesign
Created for HM Land
Registry**

By Megha Roy



Task 1

Rewrite the following text to make it as easy as possible for members of the public to understand:

If you dishonestly enter information or make a statement that you know is, or might be, untrue or misleading, and intend by doing so to make a gain for yourself or another person, or to cause loss or the risk of loss to another person, you may commit the offence of fraud under section 1 of the Fraud Act 2006, the maximum penalty for which is 10 years' imprisonment or an unlimited fine, or both.



When you tell us about your design, you should mention the assumptions you've made and any questions you have.

NEXT PAGE



Identifying Issues

If you dishonestly enter information or make a statement that you know is, or might be, untrue or misleading, and intend by doing so to make a gain for yourself or another person, or to cause loss or the risk of loss to another person, you may commit the offence of fraud under section 1 of the Fraud Act 2006, the maximum penalty for which is 10 years' imprisonment or an unlimited fine, or both.

1. Too complex and formal

- Uses **legal language** like “*dishonestly enter information*”, “*make a gain*”, “*intend by doing so*”, which isn’t how most people speak.
- GOV.UK recommends using **plain English** that’s easy to understand the first time someone reads it.

2. Long, complicated sentence

- It’s all **one sentence**, which makes it harder to read, especially for users with low literacy or cognitive load.
- GOV.UK content should be **clear and scannable** – short sentences, bullet points where possible.

3. Buries the key message

- The main point (that fraud is a serious crime with heavy penalties) isn’t **front-loaded**.
- On GOV.UK, you should say the most important thing **first**, so users know immediately why it matters.

4. Not user-focused

- Written from a **legal perspective**, not from the **user’s point of view**.
- GOV.UK content is designed around what the **user needs to do**, not what the law says in full detail.

Content Redesigning

Fraud is a crime

You could be committing fraud if you:

- give false or misleading information
- do this to benefit yourself or someone else
- or to cause someone else a loss or risk of loss

Fraud is a criminal offence under the [Fraud Act 2006](#).

If you're found guilty, you could:

- go to prison for up to 10 years
- get an unlimited fine
- or both

[Get help](#) if you are not sure what you will need to report.

This version reflects GOV.UK content design principles like:

- Use the active voice
- Start with the most important information
- Avoid legal jargon where possible
- Write for everyone, not just experts

Improved Content

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1. Plain English

I removed legal jargon like "dishonestly enter information" and replaced it with direct, everyday words.
I also restructured the sentence to improve clarity and flow.

2. Structured for scanning

Following GOV.UK standards:

- Key points are grouped into short paragraphs and bulleted lists.
- Consequences are presented clearly under a new heading.

3. Tone of voice

- The tone is serious and direct, as the topic is legal risk.
- It avoids being overly formal or threatening — this helps ensure users aren't intimidated, just informed.

4. Legal reference is included, but secondary

The [Fraud Act 2006](#) is mentioned once, near the end, in line with GOV.UK guidance — keeping the legal detail available but not front-loaded.

Coding & Layout

Fraud is a crime

You could be committing fraud if you:

- give false or misleading information
- do this to benefit yourself or someone else
- or to cause someone else a loss or risk of loss

Fraud is a criminal offence under the [Fraud Act 2006](#).

If you're found guilty, you could:

- go to prison for up to 10 years
- get an unlimited fine
- or both

[Get help](#) if you are not sure what you will need to report.

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <title>Fraud Warning</title>
  <link rel="stylesheet" href="https://assets.publishing.service.gov.uk/government-frontend/govuk-frontend.min.css">
</head>
<body class="govuk-template__body">
  <main class="govuk-main-wrapper" id="main-content" role="main">
    <div class="govuk-width-container">

      <h1 class="govuk-heading-l">Fraud is a crime</h1>

      <p class="govuk-body">You could be committing fraud if you:</p>

      <ul class="govuk-list govuk-list--bullet">
        <li>give false or misleading information</li>
        <li>do this to benefit yourself or someone else</li>
        <li>or to cause someone else a loss or risk of loss</li>
      </ul>

      <p class="govuk-body">Fraud is a criminal offence under the <a href="https://www.legislation.gov.uk/ukpga/2006/35/section/1" class="govuk-link" target="_blank">Fraud Act 2006</a>.</p>

      <p class="govuk-body">If you're found guilty, you could:</p>

      <ul class="govuk-list govuk-list--bullet">
        <li>go to prison for up to 10 years</li>
        <li>get an unlimited fine</li>
        <li>or both</li>
      </ul>

    </div>
  </main>
</body>
</html>
```


Assumptions I made

- This content appears in a digital service, near the point where users submit information.
- The audience is the general public — not legal or professional users.
- The goal is to discourage dishonesty, not punish mistakes — tone reflects that.

? Questions I'd ask HM Land Registry

1. Where exactly will this content be placed — before submission or at the start of a process?
2. Should we add a link to the Fraud Act or support services for users who are unsure what to provide?
3. Do we need a version tailored for intermediaries, like solicitors or agents?

Task 2

The Property Alert service helps people protect their property from fraud by sending email alerts every time there is significant activity on their property (such as a mortgage taken out against it).

Imagine you're the content designer redesigning the 'Property Alert service' screen to meet current accessibility and GOV.UK design standards.

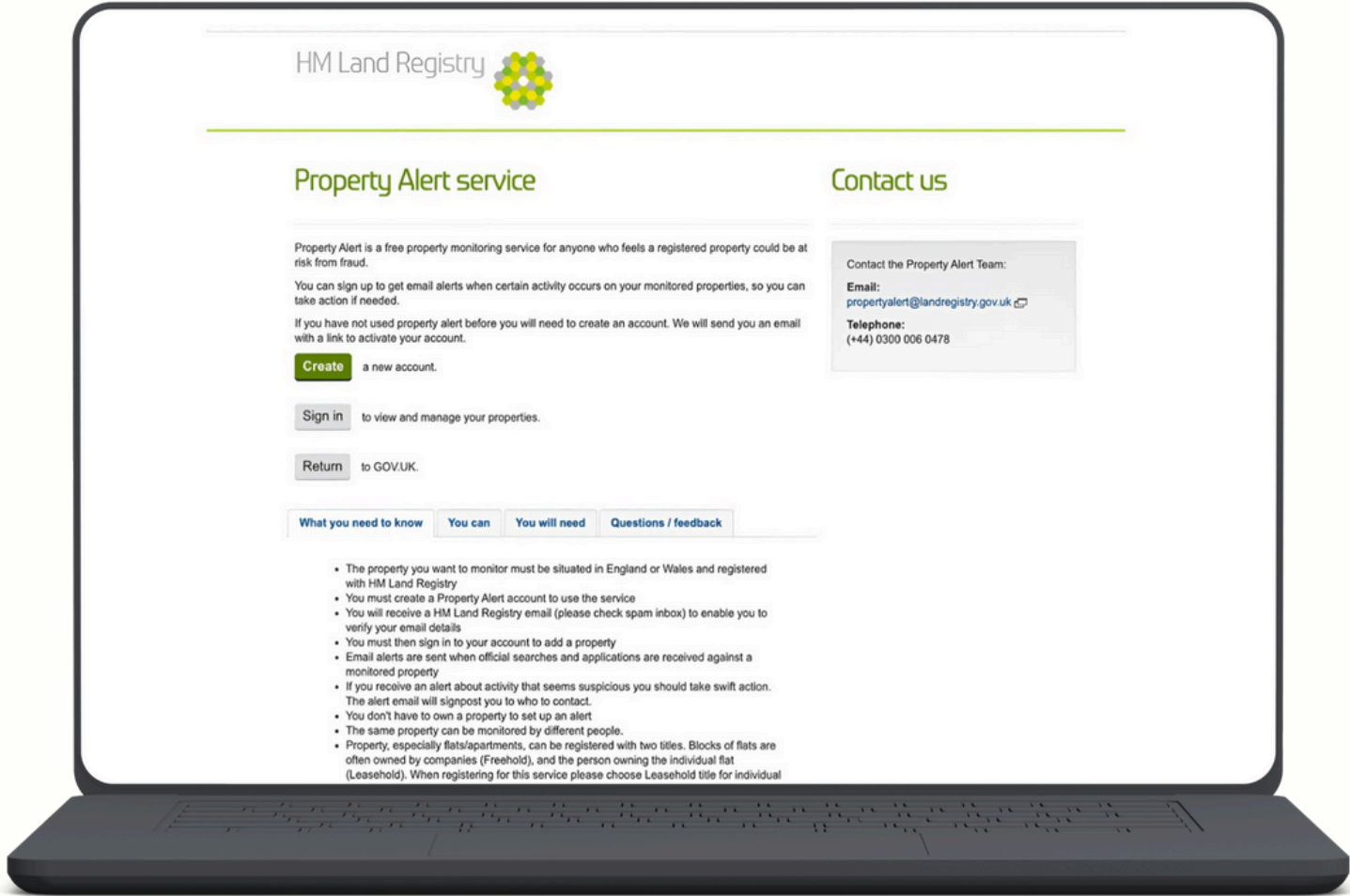
Link to 'Property Alert service' screen: <https://propertyalert.landregistry.gov.uk/>

When you tell us about your design, you should mention the assumptions you've made and any questions you have.

Some useful links:

- **GOV.UK Design System**
- **GOV.UK Style Guide**
- **About content design**
- **Blog post: 9 content tips to help you build a better digital service**

Identifying Issues



Previous design

Content Design Issues

Issue	Details
Dense text blocks	The intro paragraph is a bit long and can be broken up for scannability. Users shouldn't have to read multiple lines before understanding what the service does.
Passive language	Phrases like "You can sign up..." or "If you have not used..." feel passive. Consider more direct, action-oriented text (e.g. "Sign up to receive alerts when...").
No strong heading structure	There's no visible H1 or subheadings to guide the eye. A proper heading hierarchy would help users understand sections at a glance.
Lack of summary or "at a glance" benefit	It jumps into explaining what it is, without immediately stating the <i>user benefit</i> —e.g., "Protect your property from fraud with free alerts."
Unclear icon use	The tab-style navigation (e.g., "What you need to know", "You can", etc.) looks like tabs but doesn't behave as interactive tabs. May confuse users.

UI & Visual Design Issues

Issue	Details
Visual hierarchy is weak	The page lacks a clear visual structure. For example, the "Create", "Sign in", and "Return" buttons are similar in size and spacing, making them compete for attention rather than guide the user.
Button styling inconsistency	The "Create" button is green (primary CTA), while "Sign in" and "Return" are grey—but it's unclear why. Are they all equally important actions? The visual cue is ambiguous.
Whitespace imbalance	There's a lot of white space around the main call-to-action area, but very tight spacing within bullet lists and between headings. This impacts readability.
Low contrast in body text	The body text seems slightly light against the white background, which could challenge readability for users with visual impairments. Needs checking against WCAG standards.

Content Formation



Property Alert

Protect your property from fraud

Property Alert is a free HM Land Registry service that helps you detect potential property fraud early. You'll get an email if there's activity on properties you choose to monitor.

How it works

1. Sign up for a free account.
2. Verify your email.
3. Add up to 10 properties to your account.
4. Get email alerts about activity like applications to change the register.
5. Take action if needed the alert email will tell you how.

Who can use this service?

- You don't have to own a property to monitor it.
- The same property can be monitored by multiple people.
- Flats often have both a leasehold and freehold title – make sure you select the leasehold to track an individual flat

Sign up for free alerts

Alternative access

Prefer not to use the online service? Call us on 0300 006



UX & Accessibility Considerations

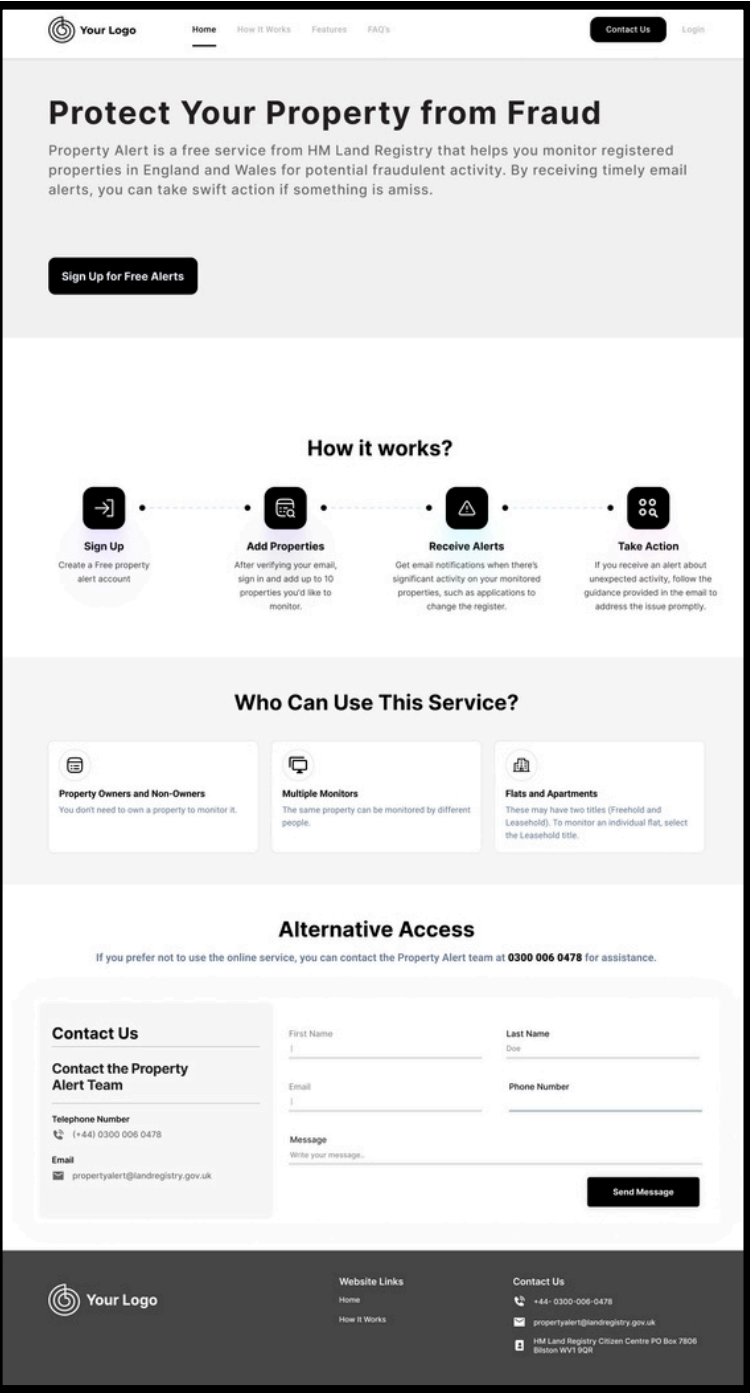
Issue	Details
Unclear priority actions	Which action is most important—Create account or Sign in? Both are treated almost equally, which could confuse first-time users.
No visual focus indicators	In the screenshot, it's not possible to verify keyboard navigation, but there's no visual cue of keyboard focus shown, which is key for accessibility.
Alternative contact info buried	The contact info is useful but placed in a light grey box with no clear emphasis. It could be missed by users needing non-digital options.
Error state not shown or described	There's no indication of how form errors (like invalid email) would be handled—crucial for first-time users.



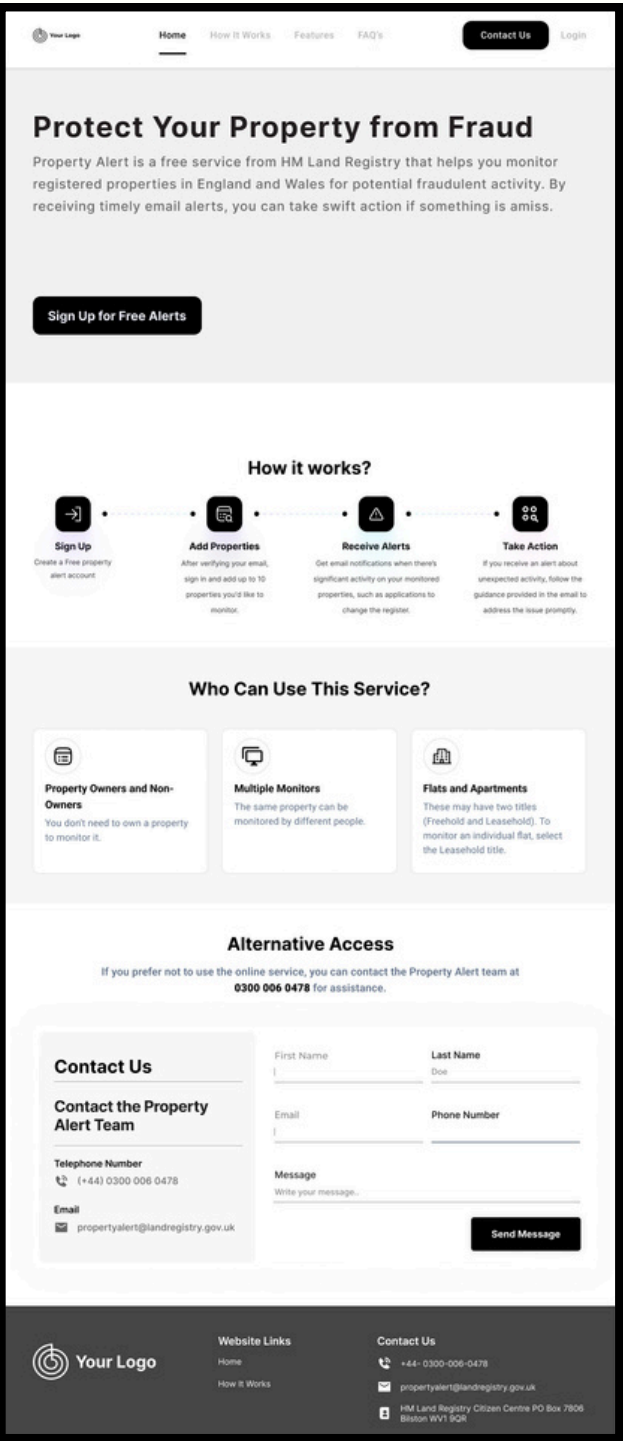
Suggestions for Improvement

- Use clear H1 ("Protect your property from fraud – Free Property Alerts") and supporting H2s for structure.
- Break intro content into a short benefit statement and a "how it works" section.
- Clarify button hierarchy (primary vs secondary vs tertiary).
- Improve spacing and font contrast for easier scanning.
- Convert the bullet points under tabs into accordion or collapsible sections for cleaner presentation.
- Make contact options more prominent, especially for non-digital users.

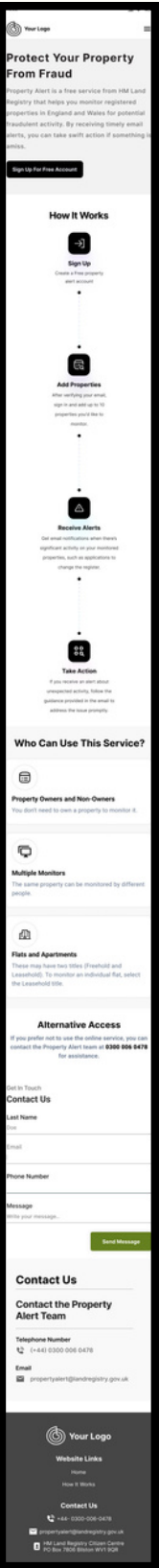
Low Fidelity Prototype



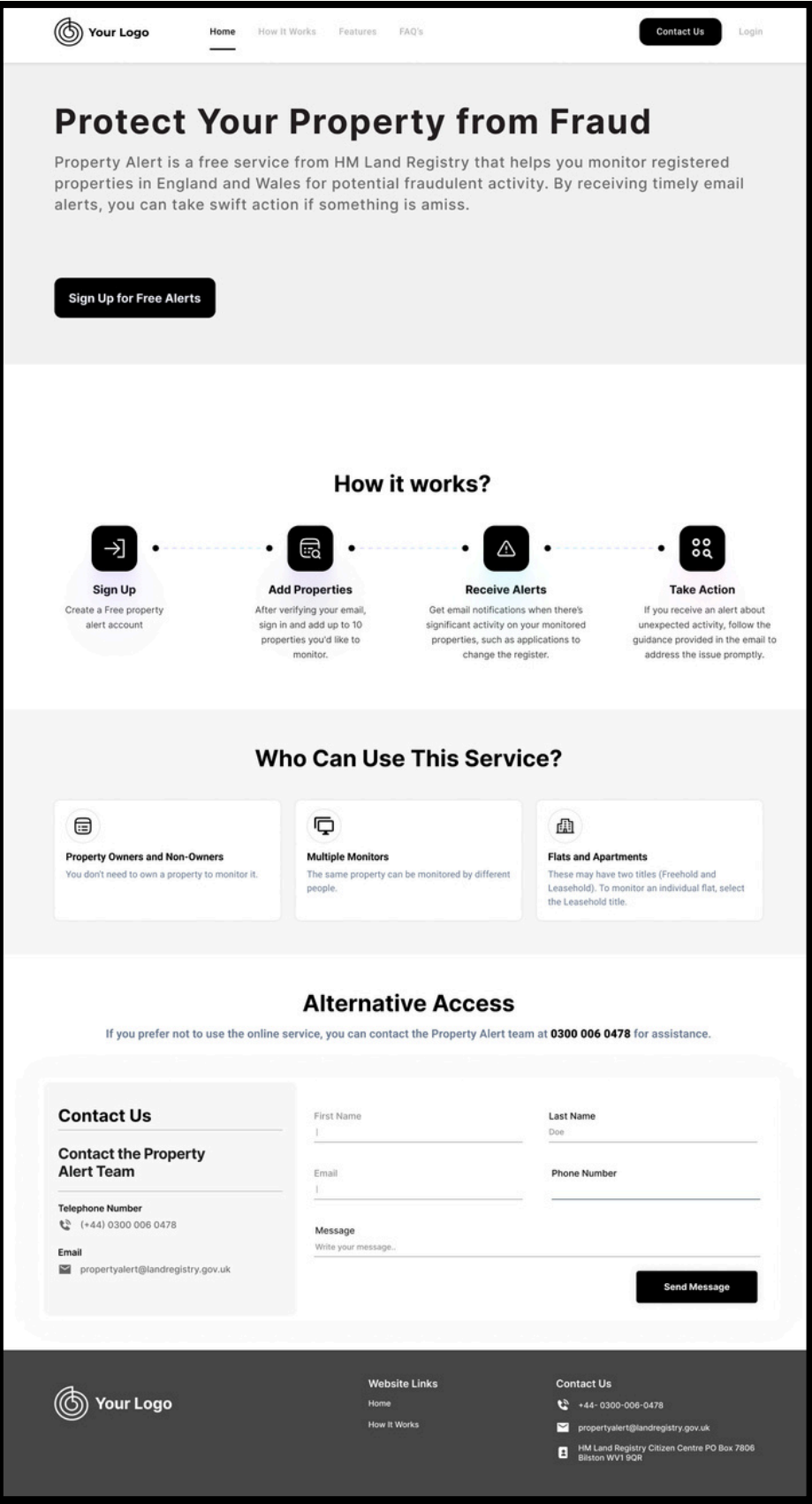
Desktop



Tablet



Mobile



UX Principles

UX Principle	Description	Examples
1. User-Centred Design	Designed with the general public in mind, including those unfamiliar with property processes.	- Clear steps and eligibility info - Phone number provided for non-digital users
2. Clarity over Complexity	Prioritized simple, familiar language and logical grouping of information.	- Used “title” instead of “legal entitlement” - Grouped steps separately from eligibility
3. Consistency	Maintained uniform visual and interaction patterns across the service.	- GOV.UK styles and components - Consistent formatting for headings, bullets, buttons
4. Feedback and Guidance	Informs users of progress and what to expect during the process.	- Alerts with clear next steps - Notices like "multiple monitors allowed"
5. Scannability	Structured content to be quickly understood and navigated.	- Numbered/bulleted lists - Logical flow from awareness → action

 Your Logo

[Home](#) [How It Works](#) [Features](#) [FAQ's](#) [Contact Us](#) [Login](#)

Protect Your Property from Fraud

Property Alert is a free service from HM Land Registry that helps you monitor registered properties in England and Wales for potential fraudulent activity. By receiving timely email alerts, you can take swift action if something is amiss.

Sign Up for Free Alerts

How it works?



Sign Up
Create a Free property alert account



Add Properties
After verifying your email, sign in and add up to 10 properties you'd like to monitor.



Receive Alerts
Get email notifications when there's significant activity on your monitored properties, such as applications to change the register.



Take Action
If you receive an alert about unexpected activity, follow the guidance provided in the email to address the issue promptly.

Who Can Use This Service?



Property Owners and Non-Owners
You don't need to own a property to monitor it.



Multiple Monitors
The same property can be monitored by different people.



Flats and Apartments
These may have two titles (Freehold and Leasehold). To monitor an individual flat, select the Leasehold title.

Alternative Access

If you prefer not to use the online service, you can contact the Property Alert team at **0300 006 0478** for assistance.

Contact Us

Contact the Property Alert Team

Telephone Number
 (+44) 0300 006 0478

Email
 propertyalert@landregistry.gov.uk

First Name
|

Email
|

Message
Write your message.

Last Name
Doe

Phone Number

Send Message

 Your Logo

Website Links

[Home](#)
[How It Works](#)

Contact Us

 +44- 0300-006-0478

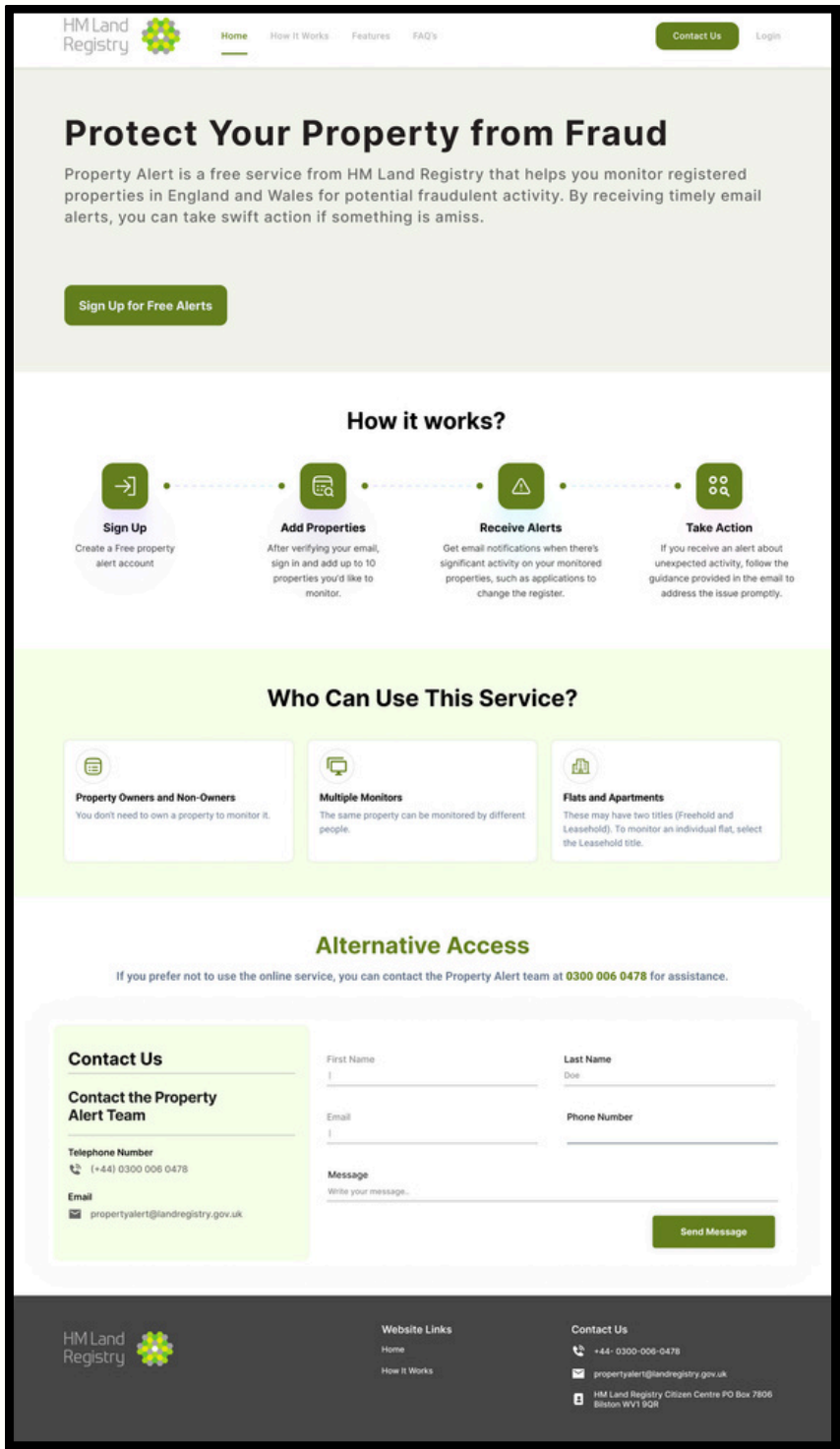
 propertyalert@landregistry.gov.uk

 HM Land Registry Citizen Centre PO Box 7806
Bristol WP1 9QR

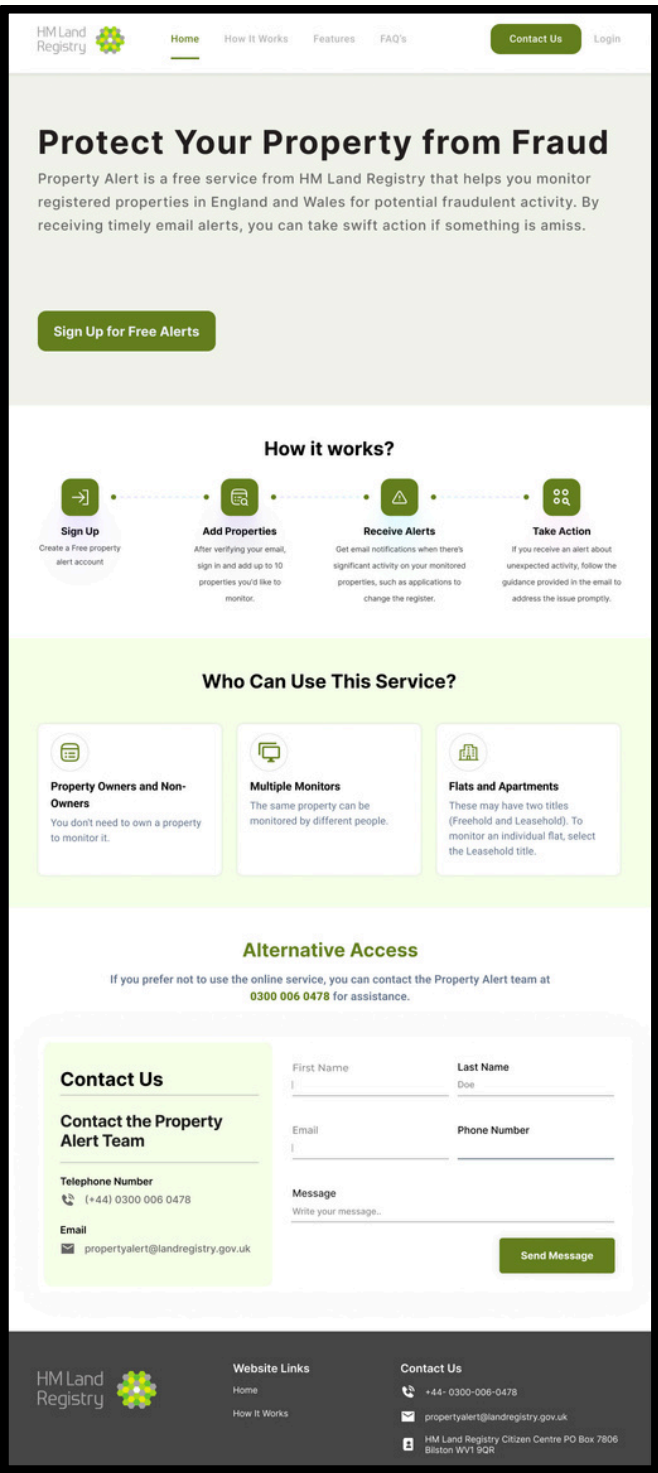
Principle	How It Was Applied
Start with user needs	First sentence answers: "What is Property Alert?"
Use plain English	Removed legal jargon, simplified sentences
Be concise	Steps and eligibility explained using short, scannable text
Use active voice	e.g. "Get alerts", "Sign up" instead of passive phrasing
Make it easy to scan	Bullet lists, white space, consistent headings
Do the hard work to make it simple	Flattened complexity of legal and property terms
Make it accessible	See WCAG section below

✔ WCAG 2.1 Accessibility Principles Followed (AA standard)		
Principle	Description	How It Was Met
Perceivable	Users must be able to perceive content	High colour contrast, alt text for icons, readable font sizes
Operable	Users must be able to navigate	Tab-accessible buttons/links, large clickable areas
Understandable	Content must be clear and predictable	Simple language, consistent page structure
Robust	Works with screen readers & assistive tech	Semantic HTML (e.g. heading tags, ARIA roles) used properly

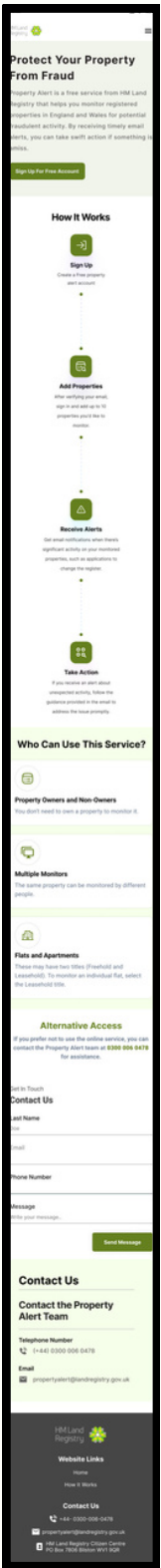
High Fidelity Prototype



Desktop



Tablet



Mobile

HM Land Registry

Home

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Sign Up for Free Alerts

How it works?

➔

Sign Up

Create a Free property alert account

📄

Add Properties

After verifying your email, sign in and add up to 10 properties you'd like to monitor.

⚠

Receive Alerts

Get email notifications when there's significant activity on your monitored properties, such as applications to change the register.

🔧

Take Action

If you receive an alert about unexpected activity, follow the guidance provided in the email to address the issue promptly.

Who Can Use This Service?

📅

Property Owners and Non-Owners

You don't need to own a property to monitor it.

🖥

Multiple Monitors

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🏠

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Contact Us

Contact the Property Alert Team

Telephone Number

+44 0300 006 0478

Email

propertyalert@landregistry.gov.uk

First Name

Last Name

Doe

Email

Phone Number

Message

Write your message...

Send Message

HM Land Registry

Website Links

Home

How It Works

Contact Us

+44- 0300-006-0478

propertyalert@landregistry.gov.uk

HM Land Registry Citizen Centre PO Box 7806
Bristol WV1 9QR

✔ Design System Components Used

Component	Usage
Typography Stack	Arial, Helvetica, or GDS Transport for consistent, legible type.
govuk-button	Used for primary calls-to-action (CTA).
govuk-heading-*	Implements structured, semantic heading levels.
govuk-inset-text	Used to display alternative contact options (e.g. phone number).
Responsive Spacing	Applied with govuk-!-margin-* classes for consistent layout across screen sizes.

Area	Met?	Notes
GOV.UK Content Style Guide	✔	All rules followed
GOV.UK Design System	✔	Full components used
Plain English	✔	Legal and technical terms simplified
Accessibility (WCAG AA)	✔	Passed colour, nav, semantics
Mobile responsive	✔	Single-column layout and touch targets
User-first thinking	✔	Based on common concerns and fraud risks



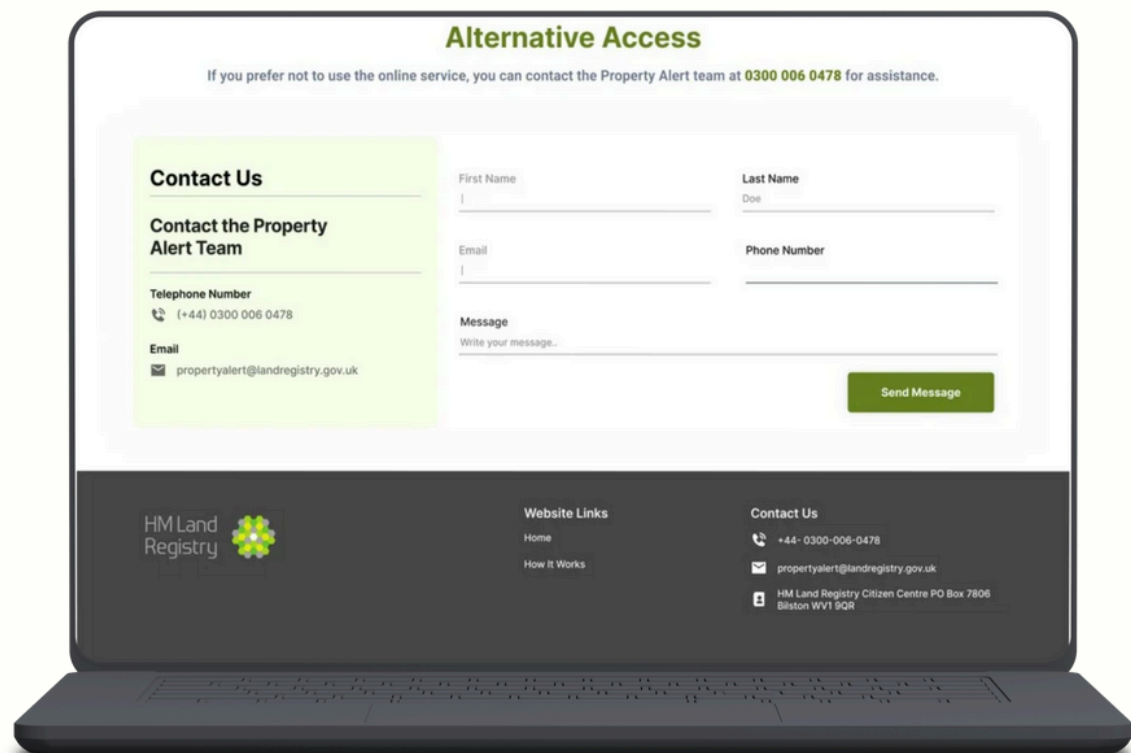
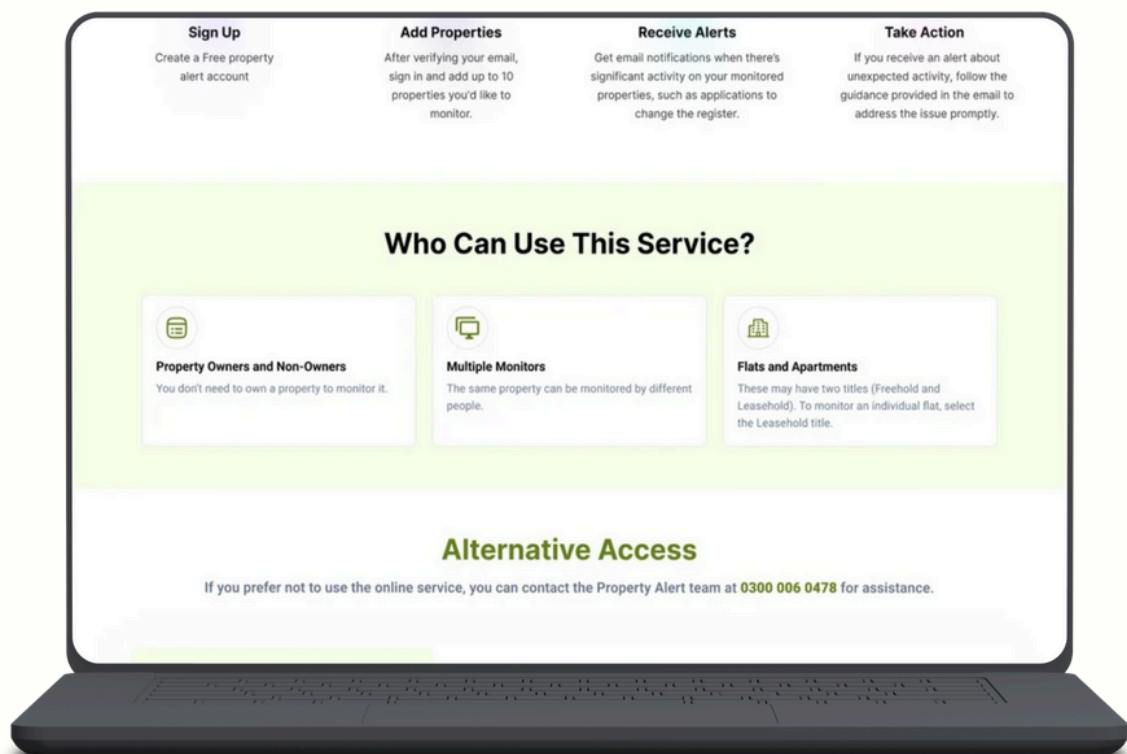
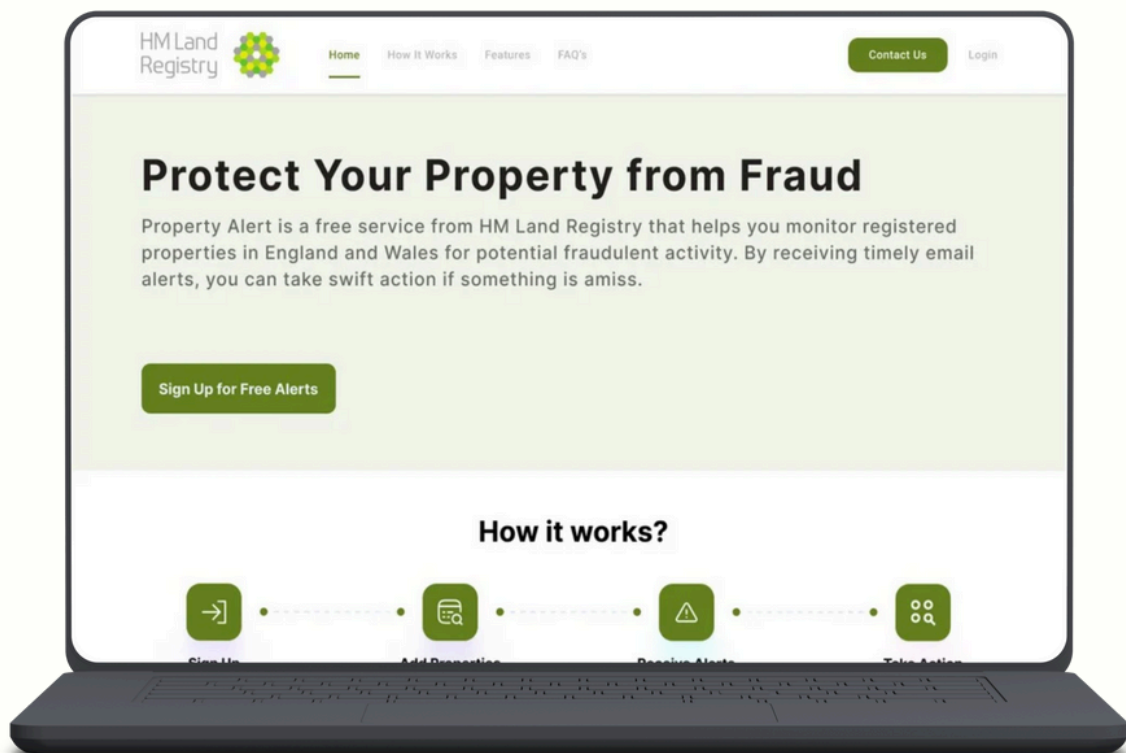
Assumptions

- Target audience includes homeowners, landlords, and concerned third parties (e.g. family, tenants).
- Users may not be digitally confident — plain English, logical structure, and mobile accessibility are essential.
- Users are likely accessing this service when worried about fraud — so the tone is **reassuring, not alarming**.

? Questions for Stakeholders

1. Should we include common fraud examples (e.g. unauthorised mortgage applications) to help users understand what to expect?
2. Is there a confirmation step we can show after users register for alerts?
3. Can we simplify the alternative access process — e.g. offer a downloadable form?

Final Layout



*Thank
you*