



Wild & Orderly

Example review note – public guidance hub

Based on a public [Citizens Advice guidance hub](#). Illustrative only.

Context and scope

This note looks at the Benefits overview hub and its immediate category groupings, focusing on how people are supported to recognise where to start, how content is sequenced on screen and how the page works for readers who arrive with a real and often urgent problem.

The review focuses on structure, hierarchy and reader pathways rather than the accuracy of individual guidance pages.

Working assumptions and constraints

This review assumes the content is owned and maintained by more than one team and needs to remain consistent with established tone, legal positioning and organisational responsibilities. It also assumes that development capacity is limited and that improvements need to be made within the existing site structure, and introduced incrementally rather than through a large redesign.

In practice, this kind of review is intended to be discussed with the content team, to understand existing constraints and agree what is realistic to address first.

What is working well

The hub brings together a very wide and valuable body of guidance in one place and clearly signals that this is a starting point for benefits-related support.

Its breadth of coverage reflects the real complexity of the benefits system and the variety of situations people face.

The language used in headings and summaries is largely plain and recognisable, which helps readers match their own situations to the content on offer.

The page is technically scannable and performs reasonably well for quick browsing on screen.

Where readers are likely to struggle

For someone arriving with a change in their life rather than a named benefit in mind, the page offers very little help with where to begin. The primary structure reflects benefit types and formal categories rather than lived situations. Headings such as illness, disability and caring are presented as distinct routes, even though for many people these are part of the same change in circumstances. This makes it hard to judge which section is most relevant and increases the likelihood that readers will need to open several categories in parallel to work out where they fit.

From a reader's point of view, it is also difficult to tell what matters most or what might be time-critical. All categories and links carry similar visual and structural weight, and there is little to help people recognise which situations may involve reporting duties, deadlines or a higher risk of financial loss. When someone is already under pressure, the combination of a flat hierarchy and a large number of choices makes it harder to narrow down a manageable next step.

The hub also struggles to reflect the way real situations overlap and extend beyond benefits alone. Many people are dealing with more than one change at once, such as illness alongside a change in work, or caring responsibilities alongside housing problems. The current structure encourages readers to think in single-topic terms, and gives only limited support for moving sideways into related advice areas when a benefits issue is closely tied to debt, housing or employment.

Structural and sequencing recommendations

Make it easier to recognise where to start

It would be helpful to add a short orientation at the top of the hub that explains what the page is for and how it is intended to be used. In particular, it could make clear that people do not need to know the name of a benefit in advance and that the purpose of the page is to help them decide what to look at next.

Alongside this, introducing a small number of problem-led entry routes, such as becoming ill or disabled, losing work or income, starting to care for someone or experiencing a recent change in circumstances, would give readers a more natural way into the content when they are thinking in terms of life events rather than systems.

Make overlaps and complexity visible

A small, impactful change would be to acknowledge where categories commonly intersect. Short prompts between closely related sections, and light grouping cues that reflect shared situations such as health and caring, would reduce the need for readers to second-guess whether they have chosen the right route.

A simple way to support people whose circumstances do not fit neatly into one category would be to introduce a visible pathway. A link for those dealing with more than one change could lead to guidance on getting personalised advice or support, signalling that complex situations are expected and supported.

Help people prioritise

Brief descriptive cues in summaries could indicate where content is likely to involve reporting changes, application deadlines or time-limited eligibility. This would help readers identify what needs attention first, without introducing heavy visual warnings or altering the overall tone of the page.

Make sideways journeys clearer

Where benefits issues commonly connect to other parts of the site, particularly debt, housing and work, clearer signposting at hub level would support more realistic journeys through the wider advice pathways. This would reduce reliance on readers discovering these connections only once they are already deep inside a single topic area.

Accessibility and inclusive use

The main accessibility challenge on this hub is cognitive rather than technical.

The volume of options presented at once and the flat hierarchy increase the effort required to decide where to go next. For readers who are unwell, anxious or under financial pressure, this can significantly reduce their ability to continue.

Clearer orientation, problem-led entry points and better signalling of priority would improve access for people with reduced concentration, fatigue or anxiety, and would also support screen-reader users who depend heavily on heading structure to navigate.

What this would enable

These changes would make it easier for people to recognise a safe and relevant starting point, reduce the need to explore multiple categories in parallel and support readers to move forward with greater confidence.

They would also make the hub easier to maintain as new benefits, rules and life situations are added, by providing a clearer organising structure that reflects how people actually experience benefits problems rather than how the system itself is organised.