

Really Useful Day: GOV.UK and User Journeys

Blockers & Solutions

From group conversation – the top blockers and solutions:-

Blockers	Solutions
<p>Resistance and reluctance to change from content producers</p>	<ul style="list-style-type: none"> • Present them with evidence. More awareness, more networking. • Senior management ownership. • Piloting a new approach with one service and getting interest from other services.
<p>Not enough time. Web sits behind a lot of jobs – it's not in your in-tray, there's no phone ringing needing to be picked up. When do you allocate time to do it?</p>	<ul style="list-style-type: none"> • Senior level prioritisation – allocating people and time to make sure it's getting done • Update review reminder – have you updated your web pages. • Can't magic time out of thin air. But if all content people got together every 3 months to share best practice and tips, support each other. • Focus support on people who are looking at the most important bits. • Email people – your content hasn't been updated for a year. Therefore, if it's not updated in 2 weeks, we'll delete the content. • Dedicated staff
<p>Gatekeepers don't have confidence to say no to service heads. Styles are very different. Info goes up that's unneeded.</p>	<ul style="list-style-type: none"> • Management buy-in. • Corporate standards. • If you're close to a service and know the policy, you're not able to put yourself in the shoes of the user. Peer review – ask someone who knows nothing about the service to sense check your work.
<p>Capability and skills – a wide number of people can edit the website but they're not trained or confident.</p>	<ul style="list-style-type: none"> • Web editors get together in a support group – confer and share ideas, not so isolated.

Socitm – the goal shouldn't be to get stars	
Centralised vs devolved	<ul style="list-style-type: none"> • Liverpool, North Yorkshire. Prefer centralised. People don't get paid to produce content and don't want to, but are forced. Result = terrible content. • Leeds gave it to 300 editors – very long pages, terrible content and about to centralise. Bringing down to 2 people publishing to site. Each service has a digital champion. • Liverpool work really closely with customer services.

Write ups of the 5 tables' work:

Blockers	Solutions
<ul style="list-style-type: none"> • Management/employee/buy –in • Resources • Tradition/fear of job loss/change • Scared of technology • 3rd party apps – no control • Translating jargon to plain English • Communication between service + web units • Website not sufficiently promoted – it's an add-on • Demographics – rural, elderly 	<ul style="list-style-type: none"> • Dedicated staff • Web 1st thinking • Training staff regularly on web content • Testing – user journeys/ peer reviews • More on-line forms + transactions • Management promotion / buy-in • Council website induction for new staff • Training for public/public access

Blockers	Solutions
<ul style="list-style-type: none"> • IT systems/software not being joined up • Time allocation • Skills • Differences of opinions/ resistance to change 	<ul style="list-style-type: none"> • Prioritise at a senior level – get them to allocate people and time • Clear corporate statement on the purpose of the website • Identify skills and roles required to improve • Agile “project management” • Update/review reminders

Blockers	Solutions
<ul style="list-style-type: none"> • Capacity – not enough people • Capability/skills – having to muddle along, added to the day job • No overall ownership of website • Others in council not being user focused and demanding the publishing of wordy/ policy info • Managers not interested, need to be nagged re content + sign off. Often have never worked at or used their own content 	<ul style="list-style-type: none"> • Get together for everyone responsible for online content – share problems + solutions in the council – get more consistent • Make the case for investment in online (will result in savings) • Needs a clear strategy/ be a strategic priority • Raise the profile • Pilot new approach to content with a willing service to prove benefits • (Lunch time) walk throughs of current services online and look for things to improve (i.e. make teams use their own services!)

Blockers	Solutions
<ul style="list-style-type: none"> • Data protection (info – sharing) 	<ul style="list-style-type: none"> • Single sign in with T + C
<ul style="list-style-type: none"> • Resistance/reluctance to change 	<ul style="list-style-type: none"> • Evidence • Awareness events & networking
<ul style="list-style-type: none"> • Retention of control • Diversion/priorities 	<ul style="list-style-type: none"> • Move control + look at publishing model • Management support
<ul style="list-style-type: none"> • Finance/resources 	<ul style="list-style-type: none"> • Evidence the benefits
<ul style="list-style-type: none"> • Automation/fear (job loss) 	<ul style="list-style-type: none"> • Talking away the drudgery + allowing to do quality
<ul style="list-style-type: none"> • Belief / luddites (our residents are too old for online) • Not understanding mobile technology 	<ul style="list-style-type: none"> • Engage staff in developing website • Kiosks at offices/libraries

Blockers	Solutions
<ul style="list-style-type: none"> • Senior management lack of buy-in / understanding • Lack of resources, despite talk of needing to do more • Training, technical gaps • Lack of functionality (technology) • Lack of clear goals • Content management resource intensive • Organisational constraints – web = comms + ICT • Traditional members' understanding of technology/solutions • Control over third party systems – purchase, functionality • User testing – time, experience 	<ul style="list-style-type: none"> • Knowledge, training, briefing sessions – SMT. • Demonstrate savings & customer satisfaction • Short-term investment for long-term savings • Up skilling of technical teams, improve flexibility (place skills where they're needed) • Define commit to design principles. Succinctly define spec/ requirements and review regularly • Need a strong, clear direction • Get rid of extraneous content