

Report a pothole

(Looked at Richmond, Oxfordshire, Leicester websites)

The Good – what LA sites should be trying to include

Richmond

- Well laid out
- Icons
- Form clear & uncluttered
- No map to pinpoint location

Oxfordshire

- Clear, concise, interesting stats – maybe include map on first page

The Bad – the pitfalls LA sites should try to avoid

Richmond

Pg 1

- Links embedded in text
- Doesn't use customers' language

Pg 2

- Unnecessary page – merge to page 1?

Pg 3

- Inconsistent design.

Pg 4

- Could be one page form.
- Email receipt? Not clear

Oxfordshire

- Pg 2 - Double map on page 2 & 3 – roll into one map?
- Pg 3 – Long page – too much info
- Pg 4 – Extra step – superfluous?

Leicester

- Says “contact customer services” with link – but only gives phone number & email – no form!!

A mock up of an ideal customer journey

- If from GOV.UK, get post code passed through to form on local gov page
- If can't get postcode passed on by GOV.UK:-
 - Clear navigation from home page
 - Report via postcode or use a map – on page 1
 - Clear simple instructions on how to proceed – maybe login (with prefilled fields)
 - What customer will need and how long it will take
 - If on a mobile, option to use location finder
- After selection:
 - Details of the problem
 - Name and email for tracking (optional)
 - Confirmation message on screen with ID / Call number
 - Email confirmation (if email address provided)

Apply for a job at your council

(Looked at Hartlepool, Liverpool, Stockport websites)

The ‘dos’ – what LA sites should be trying to include

Hartlepool

- Google took us straight to “jobs and careers”
- Just links to scan (easy to read)

Liverpool

- Link to general vacancies
- Clear and concise
- How to apply page – options and online

Stockport

- Tells you you are going to another website
- Jobs are shown straight away

The ‘don’ts’ – the pitfalls LA sites should try to avoid

Hartlepool

- No obvious links to job vacancies
- No links underlined
- Working for Hartlepool – no link to current jobs

Liverpool

- No notification of moving to another site and branding change
- Vacancy search should be first – second should be how to apply

Stockport

- No filter
- Not enough headline information
- Can’t be scanned quickly

A mock up of an ideal customer journey

- A search takes you to jobs search page (or if only a handful of jobs, takes you straight to those jobs)
- If searching, fields need to be clear and simple and use keywords. One button only for search (no trying to decide which button to choose!). This takes you to...
- A scannable list of jobs with link to further info
 - Job title – clear and concise
 - Contract – permanent / temp etc
 - Salary
 - Closing date
 - Full or part time
 - Location depending on council district/county
- Click for more job information
- Then a click to apply

Pay your council tax (Looked at Forest of Dean, Hull city)

The Good – what LA sites should be trying to include

Forest of Dean

- Short (2 page) journey
- List of links ordered by frequency of enquiry (we think)
- Call for action – Apply for it, pay for it etc.
- Good, clear, intrinsic layout

Hull city

- Landed on an in

Mendip district

- Clear, concise advice

The Bad – the pitfalls LA sites should try to avoid

Forest of Dean

- Relocate info/reassurance on security of data
- Help tips depend on pop-up working in browser

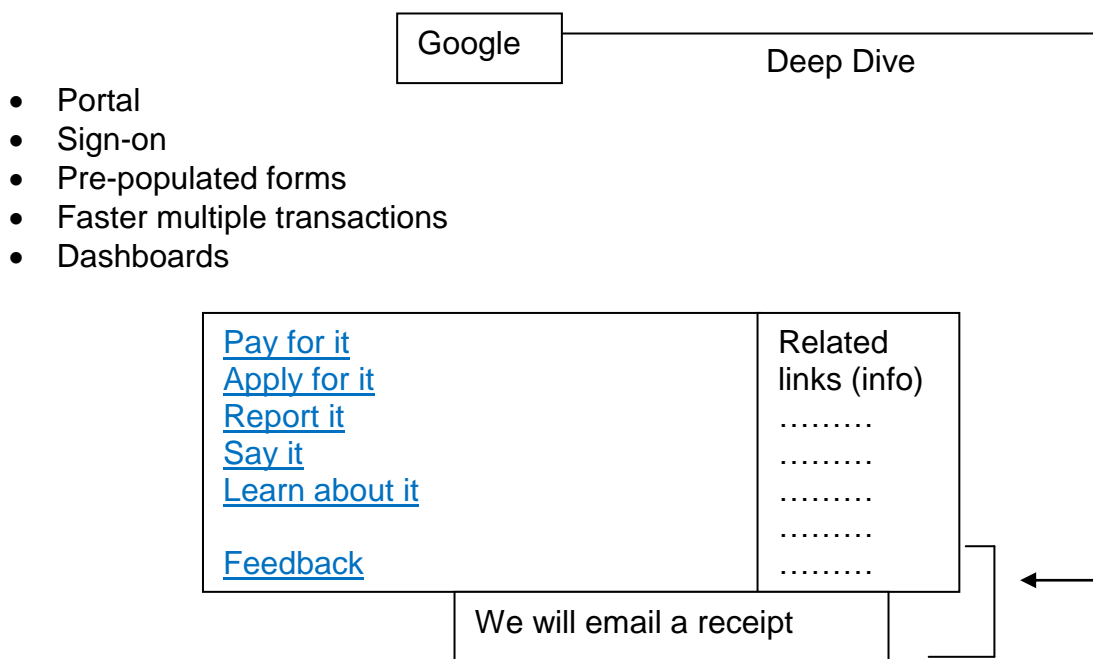
Hull city

- Landed on an inappropriate page given our Google search
- Navigation is in wrong place on page (right hand side)
- Key “next” links are buried far down in informational text
- Deep drill down, 4 or more pages, before get to correct page
- Same questions asked twice
- Lacks simple date checking to ensure payments are made to the correct account
- No “What will happen next” eg. Emailed acknowledgement, advice

Mendip district

- No mechanism to set up direct debits online
- Funnel logic followed by expansive logic
- Same questions asked more than once

A mock up of an ideal customer journey



Complain about your council

(Looked at Gosport, Mole Valley and Islington)

The ‘dos’ – what LA sites should be trying to include

Gosport

- Right page but too much pre-ambble
- Summary of eligible complaints at top of form – could make this a dropdown?
- Form is all on one page so you can see it all

Mole Valley

- Not so much to fill in

Islington

- Landed on the start page of the complaints form
- Mandatory fields are marked
- Option to review before you send (but means an extra page)
- Next steps are at the end (could link to that)

The ‘don’ts’ – the pitfalls LA sites should try to avoid

Gosport

- The title uses “call” when you’re online
- Link is to compliments form, not complaints! (and not accessible)
- Link to “complaints procedure” is buried
- Too much text on the page, lots about process
- Not clear which fields are mandatory or word limits

Mole Valley

- Landed on PDF of complaints policy!
- Page 7 is a form to print out + send (although it’s freepost...)
- Assumes you know “which service”

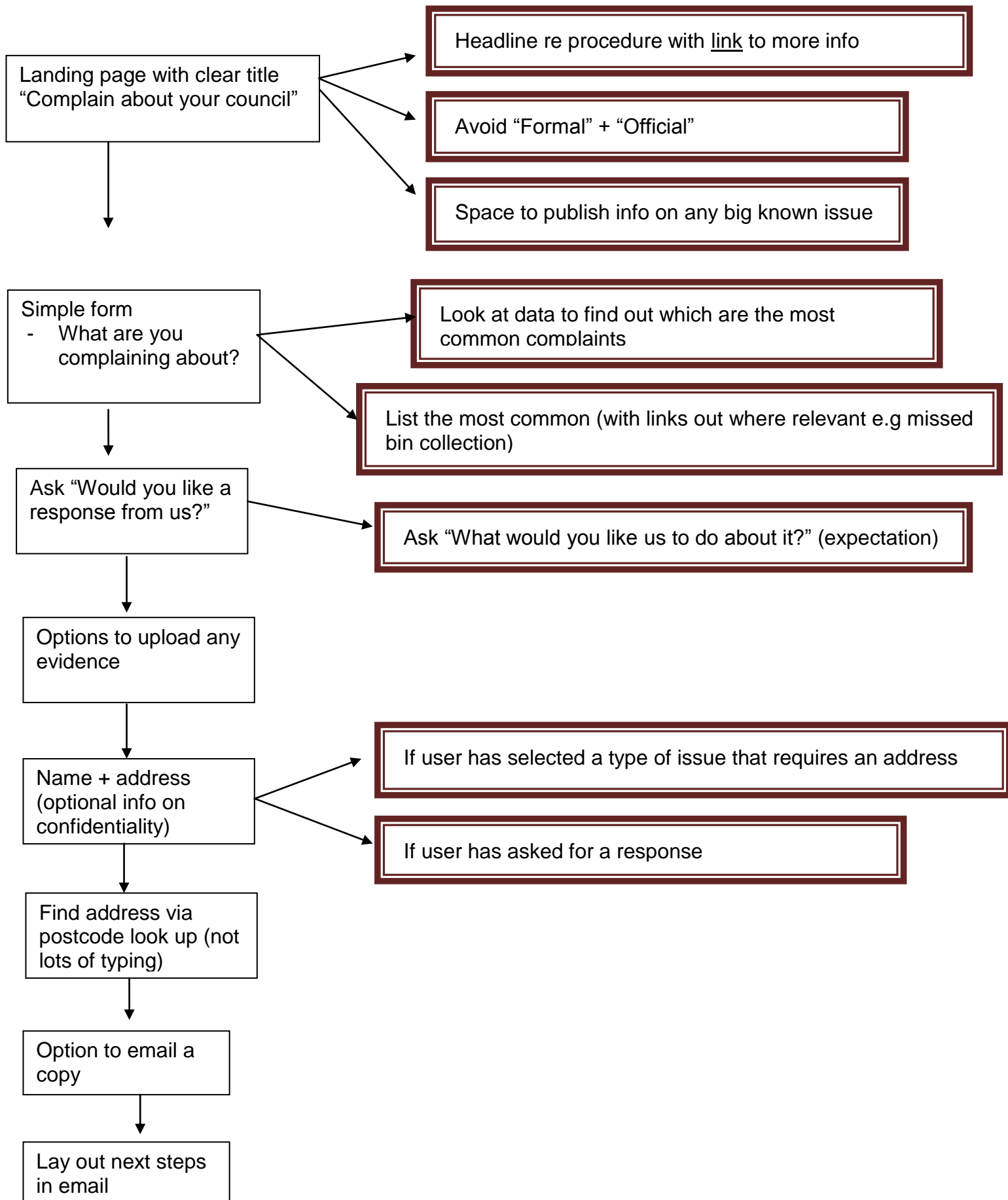
Islington

- The form isn’t just complaints – it’s compliments + comments too
- Not clear how many steps/pages
- Have to select what type of feedback
- Forced to give personal details – no reassurance re confidentiality
- Huge (optional) monitoring form
- No info up front about process

A mock up of an ideal customer journey

Journey

Notes



Pay your parking fine

(Looked at Chiltern, Camden, Malvern)

The ‘dos’ – what LA sites should be trying to include

Chiltern

- Logo is a good start

The ‘don’ts’ – the pitfalls LA sites should try to avoid

Chiltern

- Should “Penalty Notice” be the first logo? Although probably most used...
- Could be clearer how to get to pay parking penalty, with appeals against parking taking priority
- Irrelevant information (eg what a PCN is and why issued) – just want to pay.
- Should say ‘you’ll need your PCN to hand’
- On stage 4 (payment) - number box could include “CE” and why doesn’t that auto fill the “payment due” box?

Camden

- Sits in ‘Transport + streets’ – not necessarily associated with parking and paying fine
- Do we need postal address?

Malvern

- Immediately comes up with “How to appeal notice”
- Unclear about payment, asks for irrelevant info and will time you out after 15 mins

A mock up of an ideal customer journey

- Google “Council X pay parking fine”
- Takes you direct to page headed “Pay your parking fine”
 - “Your PCN number starts..”
- Shows:
 - a box to put reference number in
 - a box to put vehicle registration number in
 - a box “Start payment”
- Related pages:
 - Appeal your parking notice
 - Related legislation
 - Appeal your parking fine:
 - Box to put ref number in
 - Box to put vehicle registration number in
 - This then allows you to view images of your vehicle and decide if you still wish to appeal!