**Really Useful Day**

**Model User Journey**

**Apply for an allotment**

**LGSL / IL = 510/0**

Really Useful Days are **free, practical training days for local authorities**, aimed at helping councils improve their digital services.

They involve a mixture of workshops, inspiring talks (often from other councils who talk about their experiences) and the chance for councils to network with each other

They are run regularly across the UK (see a list of future events at [www.localdirect.gov.uk/events/calendar/](http://www.localdirect.gov.uk/events/calendar/)) on different themes, including “Social Media for councils” and “Improving user journeys”.

At the “Improving user journeys” event, local authorities work together in groups, looking at different user journeys. They critique 3 examples of the journey and come up with their own ‘model’ version.

**This is a collection of all the praise, criticism and model journeys**

**groups have come up with for the user journey: “Apply for an allotment”.**

**Council pages looked at =**

Norwich, Richmond, Salford

**Apply for an allotment**

This model journey was worked on in **London on 2 March 2012**

**The Good – what local authority sites should be trying to include**

* Manage expectations – have the number of allotments available in the first paragraph
* Categorise allotments like Salford Council (eg good for keeping bees)
* Have separate task-based pages, not one long page

**The Bad – the pitfalls local authority sites should try to avoid**

* No criteria
* Doesn’t tell you what your responsibilities are
* Too many PDFs
* No maps
* Word documents but no online forms

**A mock up of a good customer journey:**

**There is currently a 5 year waiting list**

Find out about other options

Allotments

Update details

Renew

your

allotment

About

allotments

Apply for an allotment

Replacement keys

Thank you. We will contact you every year to let you know where you are on the waiting list. Find out about other options.

Submit

Your details

Hover map

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