**Really Useful Day**

**Model User Journey**

**Apply for an older**

**person’s bus pass**

**LGSL / IL = 273/0**

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 older person’s bus pass”.**

**Council pages looked at =**

Birmingham, Brighton and Hove, Calderdale, City of York, Darlington, Powys, Wrexham

**Apply for an older person’s bus pass**

This model journey was worked on in **Leeds on 28 September 2012**

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

**Calderdale**

* Straight into relevant information/page from GOV.UK link
* Good links and clear info

**Darlington**

* The page of eligibility criteria has structure

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

**Calderdale**

* There could be more tips on eligibility
* Most prominent is “Guide to council services”
* Doesn’t mention old people
* More links to ‘info’ rather than ‘apply’

**York**

* The page needs to focus on the doing, rather than giving info about the scheme (this should be additional)
* Have to download PDF rather than access it on the webpage.
* Should link to other back-office systems, so person doesn’t need to prove identity and eligibility – eg: council tax ref number

**Darlington**

* Could make use of smart form on the page.
* PDF document for application (print doc)
* Contact link means people are more likely to phone.
* Small text size.

**General comments**

* Not obvious enough how to apply
* Text size options not always available (and this is a page for older people)
* Not transactional online. Make use of smart form to help – e.g. input date of birth to work out eligibility. This could be linked to security checks e.g. picture verification, address verification (council tax) and age verification
* Link to “Guide on how to use bus pass once it arrives”.
* Option for other people to do it for them, or just to gather info.

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

**Page 1**

Click this icon to have the words on the page read out to you

What is your date of birth?

Are you Male/Female?

Male Female

What type of pass are you applying for?

XXXXXXXXXX Council

Elderly person’s bus pass

Disabled person’s bus pass

Next

Check eligibility and apply now for older/disabled person’s bus pass

**Page 2**



XXXXXXXXXX Council



What is your name?

What is your postcode?

Would you like us to check your ID online?

Yes No

Okay! We found you…!

Next

**Page 3**

XXXXXXXXXX Council



We’ll post your pass soon, and your reference is: …………………….

In between now and then, access your virtual pass through

this app….

**Apply for an older person’s bus pass**

This model journey was worked on in **Crewe on 26 October 2012**

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

**Powys**

* How to apply at top
* Larger font
* Well constructed and all information is there

**Wrexham**

* New cards – contact us online

 **Brighton and Hove**

* Simple title
* Simple journey
* Tells you how long process will take

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

**Powys**

* Lots of information on page
* PDF only form – should be moving to online process (although how would you verify ID?)
* Concessionary travel - what does this mean?

 -Older persons’ bus pass

 -Disabled persons’ bus pass

 -Disabled persons’ rail card

**Wrexham**

* Lots of information
* “Concessionary travel” – confusing wording
* Application form at bottom – move to top
* No way of contacting electronically
* Should move eligibility to top.

**Brighton and Hove**

* Face to face only
* Eligibility not explained
* Lots of details on page (left to right) not relevant to the task
* The page would benefit from FAQs.

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

**Apply for an older persons’ bus pass**

If you are over 60 or have certain disabilities you will be entitled to a travel pass.

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**Get Started**

 **Step 1:**

 Date of birth

 Post code **Search**

 **Step 2:**

 Personal details captured…………………….

 **Step 3:**

**Contact us**

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**Related links**

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[Option to login]

What we need from you to complete the process [this will depend if they have an account]

**Apply for an older person’s bus pass**

This model journey was worked on in **Bury St Edmunds on 9 May 2013**

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

**Calderdale**

* Clear contact info
* Not cluttered

**City of York**

* Information is useful – eg the availability section
* Application form is available
* Action links are easy to read / see

**Birmingham City**

* Application form is available
* Page 4 has useful information (peak vs off-peak times, validity, etc)

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

**Calderdale**

* No option to apply online and no application form – have to phone up
* No mention of older people – only passes for disabled people, etc.
* West Yorkshire Metro link and the A-Z link look very similar

**City of York**

* Extra download / click page, instead of going straight to form
* Not an online transaction – have to print and send
* Info on availability should be added to the form
* Info on the form about what you need to enclose could be clearer

**Birmingham City**

* Link from GOV.UK doesn’t go to correct page
* The form is a PDF, not online form
* Advertisement takes you away from the information on pages 1 and 2
* Page 4 has tasks at bottom of the page – should be at top.

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

**Apply for an older persons’ bus pass**

Eligibility information ------------------------------------------------

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**Apply online**

* Like renewing your car tax
* Elapse time for application completion

**OR**

* Download and complete form­­­­­­­­­­­­­­­­­

Form needs to have availability and elapse time for application completion