**Really Useful Day**

**Model User Journey**

**Apply for a hackney carriage licence**

**LGSL / IL = 632/0**

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 a hackney carriage licence”.**

**Council pages looked at =**

Birmingham, Melton Mowbray, St Albans

**Apply for a hackney carriage licence**

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

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

Do you know which form you need?

Yes

No

List forms available

Are you a driver?

Are you an operator?

Do you need to register a vehicle?

Apply

* What’s needed to apply
* What it will cost
* How long it will take to get what you’ll get

Apply online

Application process via text / online at all stages

Send / collect licence

Text / email renewal reminder

(opt in/ opt out)

**Apply for a hackney carriage licence**

This model journey was worked on in **Bristol on 25 July 2012**

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

* Straight to right page from GOV.UK link
* Forms on first page
* Clearly labelled forms
* Small file sizes on forms (e.g. 30KB)
* Concise relevant content (tabs?)
* Electronic forms with assistance built in
* Setting expectations

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

* General taxi page serving both taxi drivers and taxi users
* Unclear where to go
* Unclear which / how many forms
* User state wasn’t taken into account – i.e. does the user want to apply for a new licence or renew an old one?
* Too much unnecessary information
* Terminology inconsistent
* Large file sizes (4.3MB)
* Manual forms requiring duplicate information

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

* Arrive at page with ‘apply’ and ‘renew’ options
* Include requirements
* Complete as much as possible online
* What happens next and how to check