**Really Useful Day**

**Model User Journey**

**Apply for help with school clothing costs**

**LGSL / IL = 2/0**

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 help with school clothing costs”.**

**Council pages looked at =**

Cornwall, Gloucestershire, Hull

**Apply for help with school clothing costs**

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

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

* Bullet points
* Straight to the point
* Simple form to fill in (Hull)
* Continued eligibility done by checking against secure govt website (Hull)

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

* Assumed knowledge – councils assume you know that if you’re eligible for free school means, you’re also eligible for clothing grants (the two are linked). Many websites don’t explain this link properly.
* Terminology – uniform grant and clothing are used interchangeably
* Redundant images
* Inconsistent directions – eg contact team or school… but form is below
* Doesn’t sell concept in a positive manner - negative language and tone
* PDF form that you have to print off – but this costs money. Why not online?
* Inconsistency between form and website

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

**Apply for help with school clothing costs**

Positive language statement with

eligibility criteria

and payments applicable.

Eg:

Q. Which of the following applies?

Q. Do you receive school meals?

Drop down box

**Future option:**

Name:

National insurance no:

Other:

Online application

or

PDF download if signature required

Alert to eligibility for other schemes (like Amazon recommendations)