**Really Useful Day**

**Model User Journey**

**Business rates - account enquiry**

**LGSL / IL = 56/0**

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: “Business rates - account enquiry”.**

**Council pages looked at =**

Camden, Southend on Sea, Tameside

**Business rates - account enquiry**

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

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

* Explained what business rates are
* Ability to view account online

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

* Not clear where you are on some pages – no page headings
* Content too general, not about specific task
* Nothing about opening an account
* No specific contact details
* Unnecessary pages with no content – make journey longer than has to be

**Issues**

* “Business rates – account enquiry” is a very generic task – is it to set up a new account or view an existing one?

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

**Business rates**

Pay business rates

Register for business rates

Related info

Contact

Business rates online account