**Really Useful Day**

**Model User Journey**

**Find out where registered disabled drivers can park**

**LGSL / IL = 274/8**

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: “Find out where registered disabled drivers can park”.**

**Council pages looked at =**

Liverpool, Reading, Salford

**Find out where registered disabled**

**drivers can park**

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

**To consider**

* Some sites use the term ‘blue badge’ for disabled parking – need to optimise for both
* Will private / council owned car parks both be displayed?
* Need to avoid optimising the wrong page
* Data will need to be kept up to date
* Make data open for 3rd party developers
* The quality of some links from GOV.UK to council websites isn’t as good as it could be – less than 30% of users get to a good page
* Will personal and public bays be displayed?

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

GOV.UK

LA website

Search engine

**Landing page**

Map – pinch and zoom

Text:

Blue badge constraints

**Bigger map**

* Google like
* Link to streetview?
* Link to parkapedia?
* Info box when you click on bays:
* opening hours
* cost
* number of bays
* location (postcode)