**Really Useful Day**

**Model User Journey**

**Get on the electoral register**

**LGSL / IL = 364/0**

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: “Get on the electoral register”.**

**Council pages looked at =**

Islington, Liverpool, Newcastle

**Get on the electoral register**

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

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

* Links to forms prominent
* Short introduction, optimised for search
* Offer choice – download and print or complete online
* Info on when page last updated
* Content chunked up by using white space, headings and links to bring keywords to the attention of the user.
* Simple icons
* Accurate, relevant, up-to-date and clear content

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

* Too much content
* Linking to websites that crash at times of high demand (aboutmyvote.co.uk)
* Out of date info
* Spelling and grammatical errors
* Putting links to forms at the bottom of the page
* No images
* Repetition of information on page
* Parts of the page irrelevant to the task

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

www.council.gov.uk

Search

**Register to vote**

**Voting**

Register to vote

Contact

us

Blah blah blah -----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Help

Download a form to complete

Complete registration online

**Related links**

You may also be interested in…

Postal vote

Proxy vote

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