**Really Useful Day**

**Model User Journey**

**Local services disrupted by severe weather**

**LGSL / IL = 1307/8**

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: “Local services disrupted by severe weather”.**

**Council pages looked at =**

Bristol, Gloucestershire, Richmond

**Local services disrupted by severe weather**

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

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

* Bookmarking to increase repeat visits
* Use a dashboard for main landing page to cover all services
* Page is always available, but only activated on home page when required
* Media and web team work with services to ensure info is up to minute and accurate (time stamp)
* Social media – use of hashtags, iframes or embedded RSS feeds for those without smart phones. Get services to use smartphones – eg gritter team can take photos of themselves gritting and post to twitter – keeps info up to date.
* Customers shouldn’t have to know who’s responsible – they just need to know how it will be dealt with
* Prioritisation: Have most important first. Focus on specifics first and then related items after. Keep page length down by ‘folding away’ info. Have areas affected above the fold
* Use a traffic light to show status – but use symbols / icons instead of colour (colourblindness)
* Suggest related tasks, like Amazon – you’re interested in this, so you might also be interested in this

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

* Either a very long page of info or no info at all
* Things not ordered in priority
* Decorative images that don’t add anything

**Other observations / issues**

* Different priorities based on type of council (county: schools, district: bins) – need reciprocal links
* Google search term is likely to be “Is Xxxxx School closed?” (specific need)
* Should customer be sent directly to school website? Council isn’t the owner of school info – schools are. However, council owns gritting info.

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

Google

Specific search term (eg is the council gritting in my area?)

GOV UK

Specific information

LA website

Etc

Services affected by snow

Meals on wheels

Bins

Gritting