**Really Useful Day**

**Model User Journey**

**Report an abandoned vehicle**

**LGSL / IL = 372/0**

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: “Report an abandoned vehicle”.**

**Council pages looked at =**

Gloucestershire, Islington, Liverpool

**Report an abandoned vehicle**

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

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

* Call to action: correctly placed
* Ask the user to give as much useful info as possible (but don’t mandate it), ie registration number, tax disc
* Ability to say where vehicle is, through a map or free text box
* Let users see which vehicles are currently under investigation
* Let users upload photo of car, if they prefer
* Good use of text and images
* Contact details above the fold

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

* Requiring the user to create account first
* No obvious call to action
* Out of date information
* Too many business rules up front
* Landing page too high in the navigation
* Too many mandatory form fields – it’s intimidating
* Confused page layout
* Doesn’t promote digital by default
* Too much jargon and too verbose

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

**Report an abandoned vehicle**

Allow users to pinpoint where the vehicle is

Please tell us as much as you can about the vehicle

Registration

Valid tax disc?

* Yes
* No

The vehicle is…

**Report it!**

The more you can tell us, the quicker we’ll be able to sort it