**Really Useful Day**

**Model User Journey**

**Apply for a job at your council**

**LGSL / IL = 337/0**

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: “Apply for a job at your council”.**

**Council pages looked at =**

Craven, Fylde, Islington, Lancashire, Liverpool, Newcastle, Nuneaton and Bedworth, Reading, Stockport, Worcestershire

**Apply for a job at your council**

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

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

* Simple search with the option of advanced search
* Tells you how many jobs are available
* Tells you all jobs that are closing in next 2 days
* List of jobs with options to view more or to sort
* Related information and useful websites
* Option to search other local authorities’ jobs
* RSS feed

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

* Irrelevant links
* Unfriendly and unhelpful messages
* Too many clicks to get to list of jobs
* No jobs listed on landing page – if there are none, the website should say so
* No simple search – only advanced
* Decorative images

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

**Jobs at xxxx-shire council**

Go

Search

Advanced search

Jobs closing soon

Jobs available

**22**

|  |  |  |
| --- | --- | --- |
| Closing date | Job title | Salary |
| ------------ | ------------ | ---------- |
| ------------ | ------------ | ---------- |
| ------------ | ------------ | ---------- |
| ------------ | ------------ | ----------  Conditional - if more than 10  View all |
| ------------ | ------------ | ---------- |
| ------------ | ------------ | ---------- |
| ------------ | ------------ | ---------- |
| ------------ | ------------ | ---------- |
| ------------ | ------------ | ----------  **Related info**   * Working for us * Apprenticeships * Living and working here |
| ------------ | ------------ | ---------- |

<10 of 22 Next 10> View all

**Apply for a job at your council**

This model journey was worked on in **Bristol on 25 July 2012**

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

* Smart search
* Big search box
* Broadcast jobs
* Dynamic filtering
* Signposting

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

* Pointless landing pages
* Static forms
* Long pages
* Gov speak (jargon)
* Over complication

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

**Related links**

Training

Careers

Other jobs

Voluntary work

**Jobs at xxxx-shire council**

Smart, predictive / associative search

Search for e.g. apprenticeships

Search

Show more search options

Screen expands to reveal options

e.g. Temp / perm, evening work, sliding scale for salaries, location, etc

Freeze pane

|  |  |  |
| --- | --- | --- |
| Latest jobs | Date posted / closing | Delete from list |
| ------------ | ------------ | This list changes as you refine your search  X |
| ------------ | ------------ | X |
| ------------ | ------------ | X |
| More… | | |
| Email me  Create an alert like this: | | |

**Notes**

* Cookies remember your settings
* ‘Register’ appears only if you want to apply

**Apply for a job at your council**

This model journey was worked on in **Leeds on 28 September 2012**

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

* Closing date
* Area and postcodes
* Short description of the job
* ‘Sharing’ option
* Salary
* Repeats what we searched for

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

* Too many search options
* All jobs not visible
* Too much “About Us”
* Unclear linking
* Change of style

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

* List all jobs straightaway
* Search + filter
* Tags
* Links to neighbouring authorities
* Display other authority jobs
* Short job description
* Links to job centre /RSS Feed.

**Apply for a job at your council**

This model journey was worked on in **Crewe on 26 October 2012**

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

**Worcestershire**

* Nice design of page – good space and big headings / menu

**Nuneaton & Bedworth**

* When it sends you off to the job vacancies, it tells you where you are going – descriptive.

**Stockport**

* Comprehensive
* Lists current job straightaway.
* Has an RSS feed.

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

**Worcestershire**

* Unnecessary text on the landing page – get rid of it.

**Nuneaton & Bedworth**

* There are three links to job pages – not sure which to choose. Do they go to the same place?
* Would like to see the latest jobs or those from this week.
* Could possibly link to jobs that aren’t only in the council.
* On the landing page there are no jobs listed, no job summaries or any indication that there are jobs.
* Links out to different site with different look and feel – should have the same ‘skin’ branding.

**Stockport**

* When you follow the link, you’re taken to a different website that looks different. Possible issue with trust and confusion.
* Ideally, it would be good to bring jobs in house – however, it costs much less to use “your council jobs”.

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

**Current/ Latest jobs**

**Categories**

**My job**

**Apply**

**Closing soon**

* Housed in the same framework
* Seamless approach
* Say upfront how many jobs there are
* Associated info together – e.g. apprenticeships, employment support, job centre plus
* SEO

**A ‘perfect world’ customer journey (if we could do anything…)**

Number of jobs: 10

View all jobs

Teaching

**Apply for a job at your council**

**If we could really do whatever we wanted…**

Customer puts in their skills and we tell them what jobs there are available to suit those skills.

**Job detail**

Supporting information

Apprentices

Childcare

Supported employment

Other job sources

**In an ideal world**

Change content on page depending on choices made

**Teaching**

**All jobs**

**Job search**

Post code

**Jobs & Careers**

**If we could really do whatever we wanted…**

This model journey was worked on in **Nottingham on 20 September 2013**

(Groups looked at Stockport, Nuneaton and Bedworth and Worcestershire websites)

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

**Nuneaton and Bedworth**

* Good search – lots of filter options
* Email notification = good

**Worcestershire**

* Good – can register for jobs

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

**Stockport**

* Should go straight to page 2 (land on wrong page from GOV.UK link)
* Too wordy
* No salary information
* No headings
* “Pages you may like” are irrelevant
* No search

**Nuneaton and Bedworth**

* The correct page is only 3rd in results when you search Google for ‘apply job at Nuneaton Bedworth’
* Link you need is in the right-hand column – poor
* Links in text aren’t prominent
* Bookmarks too prominent – almost as prominent as text
* Branding changes on second page
* Only jobs shown are for internal applicants only = poor

**Worcestershire**

* Page 1 - far too much text
* Contact us info is too wordy
* Doesn’t take you direct to jobs listings
* Need to link to results, not search box
* Too long a journey

**Model user journey notes**

Own branding

Direct to listings

Search / filtering essential

Obvious buttons – not a link in the text

Responsive design = essential

Cut down on text

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

Search for

‘vacancies’, ‘jobs’

(More detailed search available)

Postcode search

GOV.UK

(Pull in from local sites)

Relevant listings page

Deep links to council listings

Filters – distance, etc

Apply on GOV.UK

To council sites

(Probably won’t happen!)

Title

Salary

Full / part-time

Temp / perm

Location

Employer

Closing date

Distance from postcode

Email to a friend

Job alerts

Display all

**Apply for a job at your council**

This model journey was worked on in **Newbury on 1 October 2013**

(Groups looked at Stockport, Nuneaton and Bedworth and Worcestershire websites)

**Critique of websites looked at:**

**Stockport**

* Irrelevant information
* No way to filter jobs
* Landing page – unclear it’s for jobs at that council
* Title tries to do too much
* Irrelevant links in ‘Pages you may like’ (eg highways and footpaths)

**Worcestershire**

* Landing page contains letter from the CEO
* 3 very useful boxes at top of page but colour doesn’t make them stand out so eye not taken there
* Jobs page – first sentence unfriendly. Link to WMjobs home – why not link automatically? This page is unnecessary apart from the deep links to other councils’ jobs.

**Nuneaton and Bedworth**

* First page just explains you will go elsewhere
* No contact information
* Related items are irrelevant
* No info on the number of jobs available
* Results show just 1 job (which is for internal applicants!)
* No way back to council site

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

Optimise for Google / search – put search terms at top of page

**Landing page**

Teaching

jobs (11)

Current

vacancies (27)

Social care

jobs (13)

+ email and phone

**Results**

Retain boxes

Social care

jobs (13)

Teaching

jobs (11)

Current

vacancies (27)

Job 1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Filter

Job 2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Own council template fed by job search engine

Job 3 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Job 4 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Etc \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Online application form

Submit

Print this page

Cancel

Working for the council

Save this page

**Apply for a job at your council**

This model journey was worked on in **Manchester on 20 November 2013**

(Groups looked at Stockport, Nuneaton and Liverpool websites)

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

**Nuneaton**

* Titles + sub titles
* Good font
* Lots of white space
* Has filter options
* Can sign up to emails

**Liverpool**

* Good icons
* Has deadline listed for jobs
* Easy to find
* Lots of detail on pg 4 (list of jobs)

**Stockport**

* 1 click from google
* Page is simple (where to click is obvious)
* Easy to read
* Links for jobs good + prominent – same with RSS link

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

**Nuneaton**

* 3rd party site – different branding
* Jargon/text before clicking another link (“the words being displayed are user input”)
* May miss link as it’s on right hand side
* Two separate names for links (wmjobs.co.uk and job vacancies)
* Related actions - not clear where you are going

**Liverpool**

* 3 separate sections (should be on one page)
* One option to click on is “Liverpool direct” but what is that?
* Spelling error (from instead of form)
* 1 bad icon
* Says social work in two places
* Link not obvious
* Is “how to apply” needed?
* Lot of text for “work for us“
* Filter should be on page with jobs
* No order/sort option

**Stockport**

* Page is deep in council site
* No search for job category (just a long list) - could filter by area geographically or by job
* Pictures bit useless (should have icons)
* A lot of text on pg 2 (not needed)
* Page you may like are not relevant – jobs and highways?
* Should speak in 3rd person

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

* Useful icon
* Call for action at top of page: “search for jobs”
* Google link deep to vacancy list
* Default page should be ordered by nearest expiry date but with option to search by category (job type/area), keywords and contract time
* Have an email link to add to job mailing list
* Related links (ie. how to apply) would be within the specific job page
* Have jobsite within council website rather than 3rd party site