**Really Useful Day**

**Model User Journey**

**Apply to hold a street party**

**LGSL / IL = 1580/0**

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 to hold a street party”.**

**Council pages looked at =**

Islington, Richmond, Salford, Somerset

**Apply to hold a street party**

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

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

* “Do I **need** a licence?” option
* Distinction between two different types of parties – small and fundraising; larger and charging
* Information to help you fill out the form (eg how to find out about travel plans, bus company contacts)
* Who to notify
* Map with: road closures; bus routes / contacts; local groups and contacts; other applications
* Call-back service?
* Deadlines for applications for events (eg Diamond Jubilee)
* Good related links: the Street Party site, local ‘what’s on’ sites
* What are people looking for when they search ‘street party’? To attend one? To find out if someone in their area has started organising one? To organise one themselves?

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

* Out-of-date information (eg Royal Wedding)
* Spin and waffle! Diamond Jubilee info buried in prose
* Too many application options
* Links not working or obvious what they are
* It’s a complicated process to apply (eg consult w residents, organise road closures), meaning not everyone can just fill in an application form. Sites should make this clear up front.
* Any detailed info not needed to apply should be in form / guidance afterwards.
* Pages linked to on LA sites are all very different – some are road closure pages, some press releases. They should be more consistent.

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

**Diamond Jubilee deadline!**

Decision tree - what sort of party?

Find a street party

- attendees and numbers?

Map

- profit / charity

- alcohol

To do list, generated by decision tree, that lists relevant tasks:

Other contacts:

* bus companies
* road closures
* other help
* the Street Party site
* council departments

Application forms (preferably online)

Licences, insurance

Other help:

* checklists
* templates

Ideally, map with pin location and entry date:

* Any planned roadworks for that time period
* Other street parties being applied for / planned
* Bus journeys that use that road to help with consultation

**Apply to hold a street party**

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

**Critique of journey on Salford website**

* Too long / complicated
* FAQ in the way of the task
* Link to task is at the bottom of the page
* Not written in a logical order
* Confusion over correct ‘contact’
* Can you complete the task online?
* No topical references – updated July 12

**Critique of journey on Islington website**

* First link / top of page / visibility
* Complex detail is hidden
* Print / send – can’t do it online
* Like the checklist
* Main link to complete task is not obvious
* Possible confusion over ‘Do it online’
* Colour makes key information stand out

**Critique of journey on Richmond website**

* Page is much shorter although unnecessary intro text
* Image – why? Taking up valuable space
* Link is clearer
* Very long FAQs
* Do you complete the form or download the guide?
* Informed applications – can anyone apply?
* Link ‘apply online’ takes you to another page – another link to find the form
* Form: some terms were confusing – e.g. ‘most’ – useful to have a link to a street party as an example
* Missed the ‘Do it online.

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

**Detail**

* Tabs
* Supporting documents
* Key facts
* Related links (int / ext)

1. Starting page
   * Key criteria
   * Statement of intent
   * Social media / FB link (topical content)
2. Apply to hold a street party
   * Button (save function)
3. Multi-stage form (breaking down)
   * Search engine optimised
   * Ordered logically
4. Response (within timescales)
   * Change / cancel
   * Email – link to useful information
   * Contact details (at bottom), easier to contact us online
   * SMS and reference number (customer friendly)