**Really Useful Day**

**Model User Journey**

**Get help to adapt your home**

**LGSL / IL = 178/0**

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 help to adapt your home”.**

**Council pages looked at =**

Edinburgh, Dundee, Highland Council

**Get help to adapt your home**

This model journey was worked on in **Edinburgh on 11 October 2013**

(Groups looked at Edinburgh, Dundee, Highland websites)

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

* Clear description text in Google result
* 1st listing in Google
* Google takes user straight to homepage with related options
* Comprehensive information
* Well structured copy (bullets, headings, short sentences and paragraphs)
* Clear results returned for search
* All content above the fold on some sites
* Contextual links
* Clear contact details

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

* Why does one of the headings start with ‘5.2’??
* Too much information on one long page
* Lots of content, but end result is to make a phone call – and the contacts are right at the bottom of the page
* Long list of council contacts
* Acronyms – TEC??
* Breadcrumbs indicate you’re in the place to find housing
* Key search words not in page title
* List of options with ‘go to’ – should just be a branching form
* Questionnaire doesn’t end with relevant action step
* Dense text
* Irrelevant images
* Over-complicated contact page

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

1. Google ‘Adapt my home’
2. Deep link to relevant page
3. Clear and descriptive headings (with common search terms)
4. Short and clear intro text followed by eligibility criteria
5. ‘How to adapt’ content:
   * Step by step process
   * Eligibility checker
   * If eligible, apply
   * If not, other options (signpost)