**Really Useful Day**

**Model User Journey**

**Pay your parking fine**

**LGSL / IL = 471/4**

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: “Pay your parking fine”.**

**Council pages looked at =**

Camden, Chiltern, Cornwall, Fife, Malvern Hills

**Pay your parking fine**

This model journey was worked on in **Bury St Edmunds on 9 May 2013**

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

* Straight to the right page
* Bullets and sub-headings
* Familiar payment options
* Only asks for essential information
* Range of payment options
* Useful FAQs
* Appeal option is upfront, alongside ‘pay’

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

* Takes you to the wrong entry page
* Not visual enough (wordy)
* Asks for unnecessary info
* Lets you pay the wrong amount – not linked to PCN database
* Pay button not obvious
* No link to information re PCNs (eg timeframes for reduced fees)
* Full of jargon
* Internal payment system
* No non-online options
* Repetition of selection of options
* Too much info and not broken up
* Hyperlinks, not buttons
* Lots of text

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

**Pay a parking ticket (PCN)**

Link to parking pages

You can use this page to find information about or pay parking tickets or fines (Penalty Charge Notices).

Thumbnail showing where on the ticket the ticket reference will be

Our PCNs start with PCN123…

**Pay online**

Ticket reference:

**PAY**

Vehicle registration:

**Other payment options**

Telephone

Post office

Concertina’d text

**Other payment options**

Information

Concertina’d text

**Appeal**

* Why did I get a PCN?
* Lost ticket
* Blue badge
* Dates for reduced fee
* Private companies PCN
* Other

Concertina’d text

**Pay your parking fine**

This model journey was worked on in **Exeter on 10 June 2013**

Groups looked at Malvern Hills, Chiltern, Camden websites

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

**Camden**

* Desired action at top
* Language is consistent (same terms used throughout: ‘Penalty charge notice’)
* Helpful further information

**Chiltern**

* Fairly obvious what’s what
* ‘More info’ PDF at least encapsulates lengthy info
* Fairly consistent layout
* Use of headings / sub-headings

**Malvern Hills**

* The clear image goes some way to offset the issue with wording (‘Excess charge notice’)
* Although takes you to ‘appeal’, rather than ‘pay’ your parking fine, there is a logic there

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

**Camden**

* Poor language (‘enforcement protocol’)
* Sidebar info static and not needed?
* Unclear links. What’s the target? Is it duplicated?
* Is social a good idea?
* Don’t need page 2 – general payment info – would be better to go straight to payment page
* Unclear how many steps
* Navigation to related content lost in payment process

**Chiltern**

* Takes user to wrong page from GOV.UK
* Wording: ‘penalty charge notice’, not ‘parking fine’
* Ambiguous ‘Pay by phone’ in the left-hand nav – is this about parking fines?
* Too much copy
* Passive voice
* No clear action: desired action treated as an aside in the top right-hand corner
* Language / terms vary – parking ticket, pcn, parking penalty
* ‘More info’ PDF takes user away from site

**Malvern Hills**

* Not plain writing – am I on the right page? (no mention of parking fine)
* Takes you to ‘appeal’, rather than ‘pay’ your parking fine
* No way to navigate from this point to an action, apart from as an ‘after thought’ at the bottom of the page
* Image not necessarily needed
* Accessibility issues, disruption
* Presumption that you will pay online – what about other options, like direct debit or over the phone?
* Reference to links that don’t exist yet (‘modify’)
* No progressive disclosure. Is all that info required?
* Where is the location of further info?
* First page says ‘Step 1’. Step 1 of what?

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

* Meaningful title (commonly used term vs legal term)
* Brief instructions (“you need this”)
* 2-step form –
  + Reference etc
  + Pay (extent clear)
* Other related (important) info on demand
* A smart form (decision-tree, complexity is hidden)
* Confirmation page / email to reassure people, including reference number
* Active voice

**Pay your parking fine**

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

Groups looked at Malvern Hills, Chiltern, Camden websites

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

**Camden**

* Clear link to make a payment

**Chiltern**

* Although land on wrong page, there is a clear image-link from the homepage, and then a clear image on the sub-page, highlighting the path to get to penalty charge notices

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

**Camden**

* Other information on this page is confusing (too many other links)
* Once you’ve clicked to make a payment, page 2 in the journey is not required – it should take you directly to page 5 to pay your fine.
* Page 2 is probably external supplier-driven.

**Chiltern**

* Page 3 – link to payment needs to be made clearer and included in the body text
* Page 4 – not clear how much to pay. Back-end application should show charge when PCN number is entered. Otherwise, there’s a risk of paying the wrong amount.

**Malvern Hills**

* Terminology – “what is an ‘excess charge’?
* Land on the appeal page rather than the “pay it” page
* Payment form fields use confusing terminology
* External system-driven rather than being customer-focussed

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

**Our content would be:-**

Clean

Accessible

No jargon

GOV.UK

Appeal your parking fine

Pay your parking fine

Put in PCN number

Photos of evidence (showing your car parked illegally)

Appeals form

Put in registration number and PCN number

Pay

**Pay your parking fine**

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

Groups looked at Malvern Hills, Chiltern, Camden websites

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

**Camden**

* Better language on 2nd page
* Good use of card symbols
* Secure logo

**Chiltern**

* Prominent button on homepage
* 2 entry points (also ‘Pay for’ tab)
* Second page – clear use of graphics
* Good use of payment card symbols on page 4

**Malvern Hills**

* Good anticipation of appeals
* Good use of image illustrating parking notice
* Good to see symbol that payment is secure

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

**Camden**

* Language – penalty charge notices, no mention of ‘parking fine’
* ‘Enforcement protocol’ = jargon
* Related info not necessary
* Inconsistent use of language – start off with ‘penalty charge notice’, end up with ‘parking and traffic fines’
* You have to choose to pay a PCN on 2 pages – why ask twice?

**Chiltern**

* Page 3 of journey says “Our policy is…” but link to policy is missing
* Inconsistent use of links – some embedded in text, some in right hand column
* Telephone number buried in text
* Need to read all the text to find link to appeal
* Why isn’t the amount to pay pre-populated from PCN entry?
* Why need registration number?
* Too many steps

**Malvern Hills**

* Come to an appeals page first, then payment page – should be other way round
* Asks you for ‘reference’ – what is this?
* Mandatory field declaration hidden at top of page
* Why enter registration number if you’ve already given ‘reference number’?
* Why ask for address info if not needed/not mandatory?
* What does ‘add to list’ mean?
* No info on payment methods that are accepted
* Too many font styles on page
* Use of jargon – excess charge notice

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

**Parking fines**

Short, useful, plain English introduction--------------------

------------------------------------------------------------------------

------------------------------------------------------------------------

------------------------------------------------------------------------

Challenge your fine

Ways to pay

View CCTV images

**Pay online**

PCN from your ticket

Your vehicle registration

**Other ways to pay**

**Pay your parking fine**

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

Groups looked at Malvern Hills, Chiltern, Fife websites

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

**Malvern Hills**

* Brief
* Links to further (relevant) information

**Chiltern**

* Steps are clear
* Option to make telephone payments

**Fife**

* Clear page titles (parking fines)
* Clear action buttons

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

**Malvern Hills**

* Page title means nothing (‘appeal an excess charge notice’)
* Negative tone – language
* Directed to wrong page by search engine? Journey should be other way around? (Takes you to appeal page first, then pay parking fine)
* Image has different terminology (‘parking notice’, but page talks about ‘excess charge notice’)
* No mention of discounted charge
* Confusing action button – ‘add to list’
* Mandatory fields – all should be mandatory?
* No links to other methods of payment

**Chiltern**

* No links from content – poor linking. Have to search in top right hand corner
* The only link is to ‘Pay parking fine’ – assumes you want to pay, not appeal
* Inconsistent terminology – parking fine, PCN, excess charge

**Fife**

* Too much information – a lot of waffle
* Doesn’t promote online options first – postal option is first

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

**Pay a parking fine**

PCN number:

Car reg:

Pay by x/x/xx for 50% discount (£30)

**Discount**

Timescales and brief information

**Appeals**

Brief information

Link to more appeals information – what is acceptable as appeal criteria

**Pay parking fine**

Options to pay

🚘

Submit

Appeal

Pay

**Pay your parking fine**

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

Groups looked at Malvern Hills, Chiltern, Camden websites

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

**Chiltern**

* Good icons on page 1

**Camden**

* Payment button high profile
* Payments specific

**Malvern**

* Short journey

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

**Chiltern**

* One step too many (could take out page 2)
* Pay parking penalty (call to action) is too small

**Camden**

* Inconsistent language & jargon eg. enforcement protocol
* Journey steps start off specific (pay parking fine), then go general (generic payment page where you have to choose ‘parking fine’ again), then go specific for last page

**Malvern**

* Confusing language eg. “Parking fine”, then “Parking excess charge notices payment”
* Wrong page (went to appeal, not pay)

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

* Start from Google search
* Fine information page
* Pay fine form