**Really Useful Day**

**Model User Journey**

**Renew your parking permit**

**LGSL / IL = 474/14**

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: “Renew your parking permit”.**

**Council pages looked at =**

Bradford, Dorset, Westminster

**Renew your parking permit**

This model journey was worked on in **East Devon in the morning of 23 October 2013**

(Groups looked at Dorset, Bradford and Westminster websites)

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

**Dorset**

* Result appeared high in search
* Explanation was concise

**Bradford**

* Direct link to form – one click
* Page is specifically ‘renewals’ – front-loaded
* PDF was clear

**Westminster**

* Top search result – and is a page specifically for renewing a permit, not applying for a new one
* Apply online – not PDF.
* Instant renewal
* Looks like personal details are stored – no need to input all details again

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

**Dorset**

* Too many different web page options
* No direct link to renewal process
* Postcode allocation on right hand side (hidden – looks like advert)
* Page 3 is irrelevant
* PDF, not online form:
  + costs more than using online form
  + it’s a universal form – not just for renewal
  + complicated and wordy

**Bradford**

* PDF
* Again, application for getting new permit, not a renewal
* Office use area – not relevant to customer
* Signature on second page, hidden – should be at bottom of first page

**Westminster**

* Need renewal letter for PIN number purposes

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

(Green boxes represent internal concerns / considerations, pink boxes represent user concerns / questions)

Search result – specific to request

Way too lengthy and wordy – process takes too long

Does it need to be so wordy?

Straight to council renewal page

Renewal of application option at top of page

Simple log in process

Application payment online

Why can’t I get a permit to park outside my house? I don’t want to use a car park up the road

Why do I need to know about areas other than Sidmouth?

Move away from ‘post’, ‘telephone’ towards online methods

Why isn’t there an ‘express’ service?

Rather than send out, let users print it themselves?

Confirmation of payment – time it will take for transaction to be complete

Can I print a temporary permit while the other one is in the post?

**Renew your parking permit**

This model journey was worked on in **East Devon in the afternoon of 23 October 2013**

(Groups looked at Dorset, Bradford and Westminster websites)

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

**Dorset**

* Result appeared high in search (first on Google search)
* Straight to parking permits page

**Bradford**

* ‘Renew’ option available – comes up on Google search

**Westminster**

* Renew permit is top of Google results
* Goes straight to ‘Renewing your permit’ (not ‘Getting a new permit’, which the others do)
* Informs you what you will need to complete
* Click on ‘Apply online for renewal’
* Also gives other options to renew (one stop shop or post)
* Renewal page asks for permit reference, PIN and vehicle reg – very straightforward
* Video tutorial available
* Option to photograph proof documents and add online – but this info is to the right of the page and hidden (right-side blindness)

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

**Dorset**

* Google search came up with application for permit – not renewal
* Doesn’t specify between renewal or new application
* Would be easier to have ‘renew’ option and then to search by surname / car reg or postcode
* PDF form – online form would be better

**Bradford**

* Takes you to PDF form – fill out and post
* Same form for renewal and new application
* Long PDF with unnecessary information
* Not enough info available before it takes you to the PDF form
* Have to provide various proofs eg of address, of ownership

**Westminster**

* Costs – additional link to left-hand side, quite hidden
* Not so straightforward if any details need to be changed.

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

(Green boxes represent internal concerns / considerations, pink boxes represent user concerns / questions)

I need my permit tomorrow

**Renewal page**

Top of page = details of what customer needs to renew online

Enter PIN (you’ll find this on your reminder letter), permit ref, vehicle registration number.

Can I reserve a space outside my house?

Timescales.

Live chat during office hours – or leave voicemail.

Can I come and collect the permit now?

Can I pay by cash at your office?

I need the permit to do my childminding job – can you help?

Confirmation of permit area and cost

Why do I have to provide you with all my details again?

Paperless permit (instant!)

Can I bring my documents up to your office to speed things up?

Confirmation message containing reference number

Pay online

Why do I need a physical permit? You have my details.

Can I renew my permit outside normal office hours?

Confirmation sent to email address

Why don’t you issue a permit to start at any date and not just 1st of the month?

**Renew your parking permit**

This model journey was worked on in **East Devon in the afternoon of 23 October 2013**

(Groups looked at Dorset, Bradford and Westminster websites)

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

**Dorset**

* Top result
* Page 3 well ordered
* Pages quite short

**Westminster**

* Top result
* Includes “Renew” in URL
* Explains process clearly
* Can renew online

**Bradford**

* Search criteria in title
* Well laid out form

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

**Dorset**

* Unclear that it’s a local gov site – called dorsetforyou.com
* No “renew” in content
* Not task based
* Page 3 redundant
* Page 4 too many links not specific to your journey
* Not online (PDFs)

**Westminster**

* Icon
* What is “One stop express”?
* Says “Renew permit” not “Renew parking permit”

**Bradford**

* Straight to PDF
* Form does not mention “Renew”
* Should be a simpler process
* Too much info on PDF
* Should be on web page, not PDF

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

**Renew parking permit** -Same as Westminster journey more-or-less

Renewal page = no 1 ranking in results

Google

**“Renew parking permit” page**

All on one page?

* With “Apply” online
* Overview of requirements
* Progress bar
* Consistent titles
* Possible customer account

eg

* Delivery time
* Who to contact
* What is needed to complete
* Form (short)