**Really Useful Day**

**Model User Journey**

**School term and holiday dates**

**LGSL / IL = 36/8**

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: “School term and holiday dates”.**

**Council pages looked at =**

Gloucestershire, North Yorkshire, Powys, Salford, Staffordshire, Worcestershire

**School term and holiday dates**

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

**To consider**

* Page title needs to reflect what people are searching – term dates or holidays dates? (use stats to determine).
* Use calendar instead of text? Perhaps a PDF calendar? Although this isn’t accessible. Have a print option.
* Make it display well on mobile.
* A table makes it easier to see exact holiday dates.
* Take a chronological approach.

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

**School term dates**

**2012 / 13**

**2013 / 14**

Summer

Spring

Autumn

- dates - - dates - - dates -

Dates include day of the week

- dates - - dates - - dates -

- dates - - dates - - dates -

- dates - - dates - - dates -

- dates - - dates - - dates -

Calendar

**School term and holiday dates**

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

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

**Worcestershire**

* Written for parents

**N. Yorks**

* You go straight to the correct page
* The priority info is at the top
* Use of tables to present info

**Powys**

* You go straight to the relevant page

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

**Worcestershire**

* You don’t land on the correct page
* Long title
* Add a link to child care
* Images – does this add value?

**N. Yorks**

* A lot of information + navigation
* Need to bring next half–term /holiday to the top of the page
* Would be better put into steps.
* Would be good to have related links to other school closures.

**Powys**

* Too much intro text
* Documents downloads instead of being on the webpage
* Irrelevant links to document library
* Don’t need to know number of schools days
* Irrelevant info for the audience
* Very formally written
* Should be clear enough to follow – but the link for alternative info suggests people struggle to download the info in the first place

**A ‘PERFECT WORLD’ customer journey (if we could do anything…)**

**Page 1**

Predictive list + select

**School Holidays**

School Name

GO

**Page 2**

**School name**

**Related info**

Other useful info for parents e.g. child care

Download or print your personalised copy.

**Your next holiday is…**

Academic year

2012/13 2013/14

|  |  |  |
| --- | --- | --- |
| **Holiday** | **Starts** | **Ends** |
| Inset day | ------------ | ------------ |
| Autumn half term | ------------ | ------------ |
| ------------ | ------------ | ------------ |

**Note:** If data exists (ie a school portal/database), this could be pushed to the website.

===================================

**A model, but realistic, customer journey (because we live in the real world…)**

**Your next holiday is …. \***

**School Holidays**

\* Most schools follow these dates. However if your school is……[specify exceptions], then contact your school direct [links to Schools Directory].

**2012/13 \***

|  |  |  |
| --- | --- | --- |
| **Holiday terms** | **Starts** | **Ends** |
| ------------ | ------------ | ------------ |
| ------------ | ------------ | ------------ |

**2013/14 \***

|  |  |  |
| --- | --- | --- |
| **Holiday** | **Starts** | **Ends** |
| ------------  ------------  ------------ | ------------  ------------  ------------ | ------------  ------------  ------------ |

**Related info**

Other useful info for parents e.g. child care

Download or print your personalised copy.

**NB:** Not all schools have the same term-dates.