**Really Useful Day**

**Model User Journey**

**Report a missed bin collection**

**LGSL / IL = 524/0**

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: “Report a missed bin collection”.**

**Council pages looked at =**

Bradford, Chichester, Kings Lynn and West Norfolk, Poole, Stirling, West Dorset

**Report a missed bin collection**

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

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

**Report a missed bin collection (rubbish / trash / refuse)**

* No customer account you need to sign up to
* User puts in postcode and is taken immediately to the right form – don’t make user choose
* Option to report problem via phone / email
* Lead-in text:
  + concise / call to action
  + appropriate language for user (refuse, rubbish, trash)
* Remove unnecessary fields
* Submit button in correct place:
  + clear to user
  + avoid cancel
* Confirmation email
* Service delivery

**Report a missed bin collection**

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

(Groups looked at King’s Lynn and West Norfolk, Chichester and Bradford websites)

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

* Succinct form
* Radio buttons instead of content
* You arrive directly on the page you need
* Option to open text box for extra info (doesn’t distract you from task)
* Auto address fill, using postcode

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

* No phone number for help
* Incorrect / strange page labelling (“Social care”)
* Too much content before transaction
* Doesn’t take you straight to form
* Unclear terminology
* Important info and links too far down the page / not emphasised enough
* Not enough fields in form to fulfil request / give info

**Model user journey notes**

* Detailed automated response to confirm request understood
* Access to bin collection day info
* Make distinction / difference between just “reporting missed collection” and “requesting collection following missed bin”
* Put in postcode and have side bar giving info about bin collections for that address
* ipads for crews to keep info updated on their round – use tracking devices so public can locate trucks
* Tool tips beside form / within it

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

Context

Form

Postcode search

Choose address

Form to fill in with more details

* Name / contact details
* Use dropdowns to help fill form
* Useful confirmation text (user ref number and send good, detailed confirmation via email)

Explanation of process

Details of collection

* Problems with collection
* Details of next collection
* Caveats

**Report a missed bin collection**

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

(Groups looked at King’s Lynn and West Norfolk, Chichester and Bradford websites)

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

GOV.UK

E-form

**Enter postcode and house number**

This populates form

**Select which bin has been missed**

Alert user if selected colour bin that’s not due for collection that day

**User error**

Advice, including next collection date

**Service error**

Apology and resolution advice

Submit

**Report a missed bin collection**

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

(Groups looked at King’s Lynn and West Norfolk, Chichester and Bradford websites)

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

* Take user straight to form
* Form tells you that you can’t use special characters
* Form asks you preferred method of contact

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

* No background information / criteria (eg you have to do x if you want us to collect your bin)
* Expectations aren’t managed – what will happen next?
* No clear call to action on web page
* Title of form is not consistent
* Very wordy
* Lots of jargon
* Can’t easily find the form – taken to wrong page of website

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

**Landing page**

Bullet points:-

* service disruptions
* issues affecting collection
* manage expectations – only fill in this form if…

Large call to action

**Report missed bin**

**Form**

* If you’ve used form system before, log-in and it will pre-populate info
* Straight to the point
* Broken up into sections
* Progress bar
* Repeat the ‘only ifs’ (eg we can only collect your bin if you put it out on the right day)
* Mandatory fields
* Preferred method of contact
* Confirmation email – what will happen next

**Report a missed bin collection**

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

(Groups looked at King’s Lynn and West Norfolk, Chichester and Stirling websites)

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

* Clear page titles
* Straight into task
* Short (1 page) form
* Minimum information gathered (essential info only)

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

* Task not present
* What service wants to tell people – not what customer needs. Too much clutter
* Hidden links – wrong link title
* Related information before task – wrong order
* Unrelated tasks / links before related ones

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

**Report a missed bin**

* Bins needs to be out by 7am

**Related**

* Find collection day
* Order a bin
* Disruptions
* Why was my bin missed?
* Other ways to dispose
* No contamination
* Side waste
* Correct collection day

House number

Postcode

Select address

**Relevant disruptions**………………………………

**List of bins**

General Recycling Garden waste

**Pic of bin**

**Pic of bin**

**Pic of bin**

Xx/xx/xxxx Xx/xx/xxxx Xx/xx/xxxx

Missed Missed Missed

Any extra information you need to give us

Was the whole street missed?

Does this happen every week?

**Contact details**

Email

Submit

What happens next

**Report a missed bin collection**

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

(Groups looked at King’s Lynn and West Norfolk, Chichester and Bradford websites)

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

**Chichester**

* Straight to report form
* Easy to see and understand, as all information needed is on one page

**Kings Lynn**

* Only 2 pages – not too long
* Welcome heading is nice

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

**Bradford**

* 4 pages – long
* Page 4 should be page 1
* Spelling mistakes
* Too much useless information (eg benefits etc)

**Chichester**

* Have to re-enter post code
* Email is mandatory but user isn’t asked how they would like to be contacted (some might prefer phone)
* Date is over-specific

**Kings Lynn**

* Page 1 isn’t really needed
* Irrelevant questions and too many of them
* Too many policies user has to follow and cut off time barriers for requests

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

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

GOV.UK: Report a missed bin

**EDDC**

Want to ensure customer has met timeline

Describe bin types using plain English

How can I report for someone else, at a different address to mine?

**Missed bin page**

(With postcode carried across from GOV.UK)

Drop down address list – of where bin was missed

Drop down list of bin types (ability to tick all types if necessary)

Date of missed collection

First and last name, contact preferences, email / phone number

Any further info you want to provide? (text box with limited characters)

Or do you want to:

* Call someone
* Chat online now
* Ask for a callback (specify convenient time)

**SUBMIT**

**Info box**

Possible reasons for non-collection are:

* Bin not put out before 7am
* Bin lid open
* Wrong collection day
* Adverse weather

If any of the above apply, we’ll collect your refuse on the next scheduled date.

If none of the above apply, we’ll arrange a revisit.

Pointless asking if they put the bin out in time – customer will just say yes!

What does landfill refuse mean?

I’m finding it hard financially – any help?

Check SITA log for report on the property’s bin not being collected

Follow up

Action

**Report a missed bin collection**

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

(Groups looked at King’s Lynn and West Norfolk, Chichester and Bradford websites)

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

**Chichester**

* Drop down menu
* Not excessive amount of compulsory-answer questions
* Quick to fill in

**Bradford**

* Nice branding
* Ability to save page to favourites

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

**Bradford**

* Too much preamble – not relevant
* Incorrect route – led to ‘advice, benefits and council tax’ page – so then had to do a search on the site
* Search results – 5 options, too many
* Finally found form – by which point had lost trust
* Form is a ‘Contact us’ form, not ‘report a missed bin’
* Form isn’t postcode driven
* Too many mandatory fields
* Irrelevant ‘normal collection day’?
* No drop down menu for type of bin

**Kings Lynn**

* Link to form is at bottom of page
* Important info is on right hand side (ignored by lots of people)
* Jargon – eg “assisted lift”
* Too much writing
* Too many yes/no buttons (radio buttons)

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

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

**Links on left hand of page**

* Live round information
* Customer history

Was bin out from 7am?

Was it kerbside?

**Report a missed bin form**

Have chat option here

My address vs my mother’s address

Reporting for another – I don’t know her postcode

Confirmation / feedback different depending on outcome of decision tree

1. Address pre-populated

Decision tree –

* 7am?
* Kerbside?
* Lid up?
* Wrong material?
* Need assistance?
* We will call?

2. Customer recognition – auto fill-in

Possible that my mother didn’t put it out

Same concerns as above – reporting for another. Contact me?

3. Auto fill missed collection day – confirm yes or no?

4. Container type – drop down option

5. Free text box

Need to offer me assistance – help with collection

6. Submit = confirmation of form eg email reply, pop up, phone call, text

**Report a missed bin collection**

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

(Groups looked at King’s Lynn and West Norfolk, Chichester and Bradford websites)

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

**Chichester**

* Clear form
* Address look up
* No unnecessary text
* Simple

**Kings Lynn & West Norfolk**

* Good language
* Lots of clear info on first page
* Form captures lots of necessary information

**Bradford**

* Split into paragraphs
* Good search results when finally searched
* Form is simple perhaps “too simple”?

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

**Chichester**

* No info at all (eg intro text, what happens next) – maybe have link to further info?
* No related links
* No service standard info re response

**Kings Lynn & West Norfolk**

* Could have been set out clearer, ie “ step 1, step 2”
* Link to form not clear (hidden halfway down page)
* No headings to break up pages

**Bradford**

* Language (“refuse collection”) – not what people call bins in “real life”
* Action we want doesn’t feature – forced to search
* Form sits under “ contact us” rather than “waste”
* Avoidable contact within form as not all necessary info captured

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

* Clear title on landing page
* Clear action to report form
* Everyday language
* Buttons to clear links
* Post code look up
* Limited but clear pre-info to form
* Text or email customer if we have details
* Info uploaded proactively if there is a service disruption
* Clear form capturing relevant info
* Closure – tell customer what happens next