Customer journey:

Renew your

parking permit



**About Maggie**

Renew your

parking permit

Maggie is married with 2 children aged 11 and 13. She is a registered childminder and looks after 3 young children, all under the age of 4, every week day.

**Maggie’s task**

Renew your

parking permit

* Maggie has just realised her parking permit runs out tomorrow.
* She wants to renew it as quickly as possible, as she needs a permit to park outside her house.
* Parking further away while looking after 3 young children would make her life very difficult

**Maggie Evans**

**How can the journey be designed to make things as easy as possible for Maggie?**

Customer journey:

Report a missed

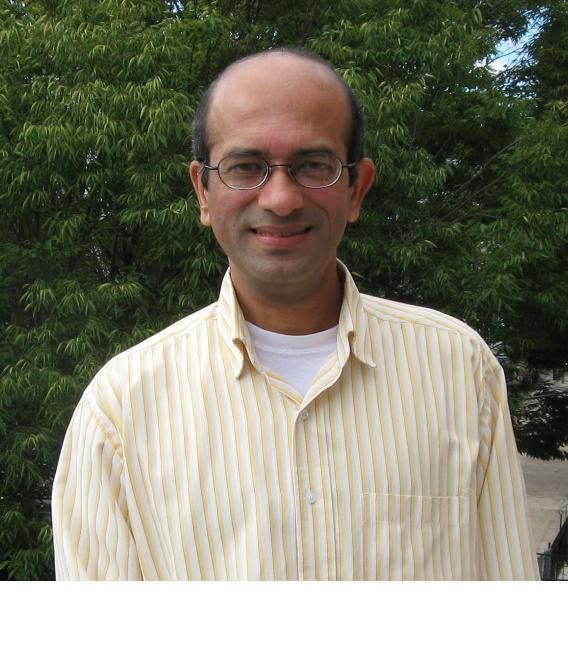
bin collection

**About Peter**

Renew your

parking permit

Peter is widowed with 2 grown up children. His mother, who is 84, lives a few miles away and he does a lot to help her as his only sister lives in Australia.



**Peter’s task**

Renew your

parking permit

* Peter wants to report the fact that his mother’s bin was not collected this morning. She says that she put it out, but Peter thinks it possible she forgot.
* He’d like to talk to someone about her options – could the bin men come and collect the bin from her front garden if she forgets again?

**Peter Green**

**How can the journey be designed to make things as easy as possible for Peter?**

Customer journey:

Pay your

council tax



**About Sarah**

Renew your

parking permit

Sarah is a divorced, full-time mother to 3 boys, all under the age of 8. She struggles financially and never seems to have enough time. A few months ago, she bought some items online and her card was used fraudulently.

**Sarah’s task**

Renew your

parking permit

**Sarah Ross**

* Sarah keeps forgetting to pay her council tax every month, so she wants to set up a regular payment. She hopes this will make it easier to budget too.
* But she’s anxious about putting her card details online in case she’s a victim of fraud again.

**How can the journey be designed to make things as easy as possible for Sarah – and reassure her about security?**

Customer journey:

Complain about

your council



**About David**

Renew your

parking permit

* David is a journalist on a local paper.
* On his street is a rundown house that has been empty for 4 years. It is owned by a man who has allowed it to become derelict.
* David has emailed the council 3 times in the last 6 months to ask what is going to be done about the house, which is an eyesore.
* He’s been told that the council are aware of the problem.

**David’s task**

Renew your

parking permit

**David Smith**

* David wants to make a complaint because he feels that nothing is being done about the house.

**How can the journey be designed to make things as easy as possible for David?**