



Dominika Wonda

Scenario

Dominika’s husband has recently passed away and she is currently out of work looking after her new born baby. Her landlord has informed her if she cannot pay next months rent she will be evicted.

Expectations

- Find contact details quickly
- Talk to someone
- Feel heard

Painpoints

- Frustration they may face if the process is slow and not simple
- Lack of accessibility

Decide

- Through the search, “Housing advice Bristol” she comes across housing matters as the second option.

“This site looks easy and welcoming”

“I need help quickly!”

Contact Us

- Enters the page and notices the page isn’t overly crowded and icons help with knowing options.
- Looking for contact details, Dominika scrolls to the bottom of the page.
- Unable to find a phone number or email she scrolls to the top.

“I thought the details would be at the bottom”

Housing Symbol

- Facing a house problem she clicks on the house icon
- Scrolls down a little and finds contact details as well as email and postcode

“Picking the house made sense”

“Found the details, time to get advice”

Next Step

- Gives the number a call but is unable to get through
- She sends an email but feels like it doesn’t convey things well enough due to the language barrier
- Does not notice the link in the text for an alternative number

“Who else can I contact?”