



Department
for Environment
Food & Rural Affairs

Iteration 3 changes

FMFP team

Purpose

This document records the changes we made in iteration three. This includes changes to content and interaction. It records the decisions we made and the reasons why we made them. It will also record other things we considered but didn't include and our hypotheses for testing.

This prototype was developed between **15/01/2020 and 26/02/2020** by:


Robin Parker - Interaction Designer

Caroline Vickers - Senior Content Designer

Penny Kirby - User Researcher

Rob Humphries - Product Owner

Start page

 **GOV.UK**

Flood map for planning

Get flood risk information for planning

Use this service to download flood risk data (previously known as a product 4) without having to contact the Environment Agency. This service replaces flood maps for planning.

Use this service to:

- find out if you need a flood risk assessment as part of a planning application (sometimes known as planning permission)
- get flood risk assessment data

[Start now >](#)

Before you start

You'll usually need a flood risk consultant to carry out a flood risk assessment. If it's for a simple, low risk development like a house extension you may be able to do it yourself.


If you're unsure [contact the Environment Agency](#).

Find out more about [flood risk assessments for planning permission](#).

For general flood information, including local flood warnings, use the [flood information service](#).


▶ [I need help doing things online](#)

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Prototype

 **GOV.UK**

Flood map for planning

Get flood risk information for planning

Use this service to:

- find out if you need a flood risk assessment as part of a planning application (sometimes known as planning permission)
- request flood risk assessment data

▶ [How this service works](#)

You'll usually need a flood risk specialist to carry out a flood risk assessment. If it's for a simple, low risk development like a house extension you may be able to do it yourself.

If you're unsure [contact the Environment Agency](#).

Read detailed guidance on [flood risk assessments](#).


[Start now >](#)

Before you start

To select an area, you will need either a:

- postcode
- place name
- national grid reference (NGR)
- easting and northing co-ordinates

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Previous prototype

Start page

	Change	Reason	Expectation
1	Added content to highlight that users don't need to contact the Environment Agency, and that the service has changed.	Experienced users are stopping at the results page map and not getting to the end of the service to request a product 4. There is a risk they will still contact the EA, instead of using the service.	Users will understand the benefits of the service, and use it to request a product 4.
2	'How this service works' details component removed.	This information is provided on the new results help page instead. This isn't the right point in the journey for this information.	Removing this information won't hinder users, at this point in the journey. Users will benefit from getting this information later on.
3	Content that was previously under 'use this service to' has been moved under green button.	Tried and tested GDS pattern. We want to make the start page as simple as possible for users.	Users will read text under start button only if they feel they need more information at this point.

 **Flood map for planning**

Get flood risk information for planning

1

Use this service to download flood risk data (previously known as a product 4) without having to contact the Environment Agency. This service replaces flood maps for planning.

Use this service to:

- find out if you need a flood risk assessment as part of a planning application (sometimes known as planning permission)
- get flood risk assessment data

2

Start now >

Before you start

You'll usually need a flood risk consultant to carry out a flood risk assessment. If it's for a simple, low risk development like a house extension you may be able to do it yourself.

If you're unsure [contact the Environment Agency](#).


Find out more about [flood risk assessments for planning permission](#).

For general flood information, including local flood warnings, use the [flood information service](#).

[▶ I need help doing things online](#)

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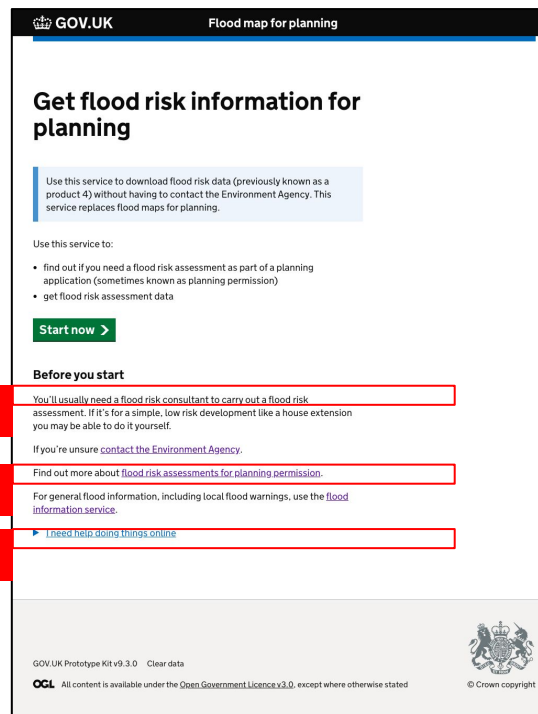
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Prototype

Start page continued


	Change	Reason	Expectation
4	Information about how to select an area has been removed.	To be consistent with other services (such as LTFRI) which don't do this. Users enter their area details on the next page, so having this information here feels unnecessary.	This will not prevent users from being able to use the service.
5	Link to flood information service added.	Some users looking for general flood info end up on this service instead. Also, the current service displays this link.	Users looking for general flood information will use the link to navigate to the right place.
6	'I need help doing things online' details component added.	Users with accessibility needs may need an alternative way of getting flood risk data.	Users with accessibility needs will interact with this part of the start page.



Prototype

Location

No change

 **Flood map for planning**

[◀ Back](#)

Find the location

☐ Place or postcode


☐ National Grid Reference (NGR)

☐ Easting and northing

Continue

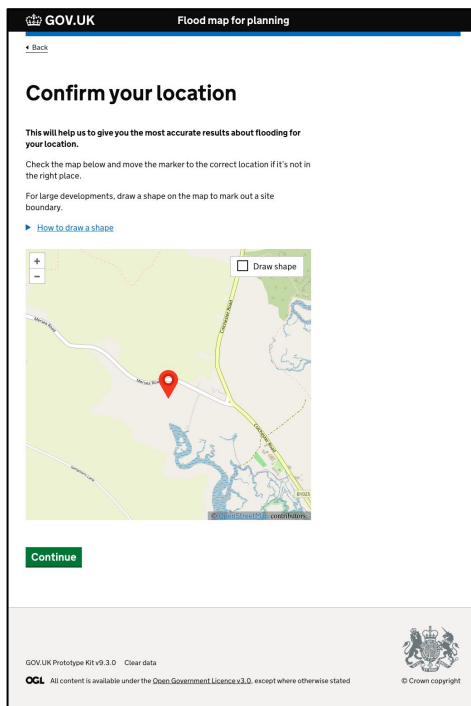
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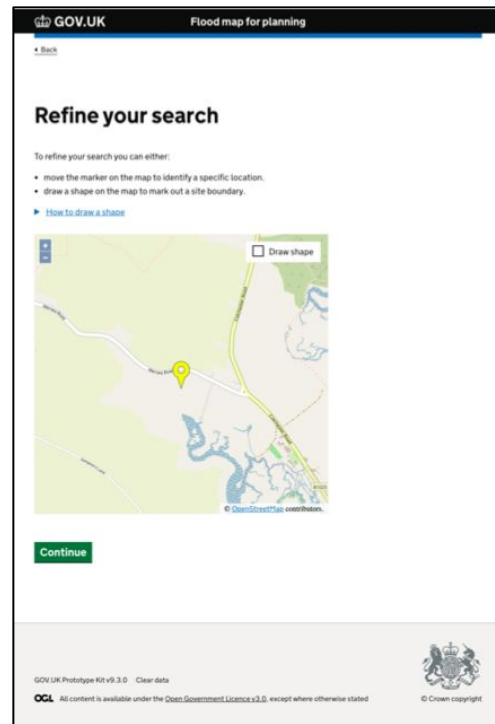

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Prototype

Refine search



Prototype



Prev Prototype

Refine search

	Change	Reason	Expectation
1	Title changed to 'confirm your location'.	Users didn't understand the purpose of the page during testing. To address this, we've made the title more instructive.	Users will understand that we want them to check and confirm their location before moving on.
2	Replaced bullet points with text explaining more clearly why we need users to confirm their location, and how they should do it.	This is to encourage users to engage with the map and make sure the marker shows their location accurately. In the most recent testing, experienced users didn't understand what we wanted them to do on this page.	Users will check the map and move the marker or draw a shape if they need to.
3	Marker changed from yellow to red.	To make it more obvious, and consistent with other digital map tools.	Users will move the marker.

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Flood map for planning

[Back](#)

1

Confirm your location

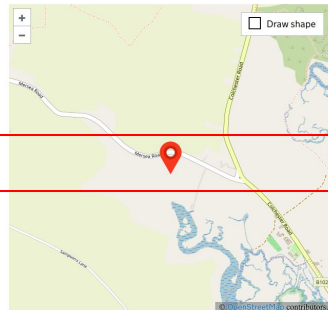
2

This will help us to give you the most accurate results about flooding for your location.

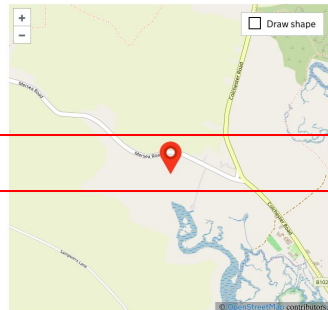
Check the map below and move the marker to the correct location if it's not in the right place.

For large developments, draw a shape on the map to mark out a site boundary.

[How to draw a shape](#)



3




Continue

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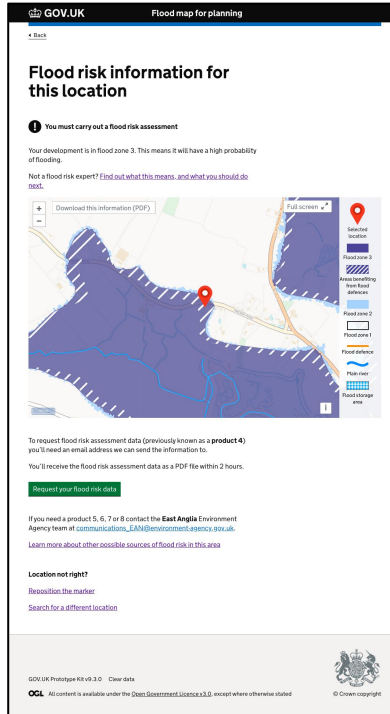
OGL

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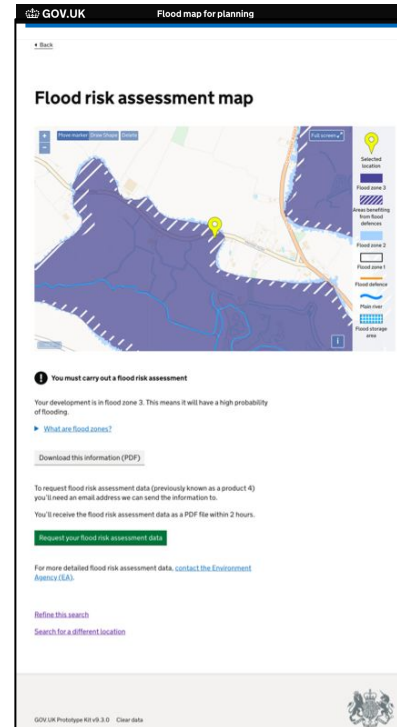


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Map page



Prototype



Prev Prototype

Map page

	Change	Reason	Expectation
1	Title changed to 'flood risk information for this location'.	Users seemed to think this was the end of the service. We've decided to amend the title so it no longer implies that this page is giving users their end product - a map.	Users will continue to next page in journey.
2	Added in a link to a results help page for inexperienced users.	Inexperienced users are overwhelmed by the complexity of the information and need more explanation.	Inexperienced users will click this link.
3	Download this information button moved on to map.	Having the button under the map means there are 2 buttons - this is confusing.	Users will use button to download info if they need to.

The screenshot shows the 'Flood map for planning' page on the GOV.UK website. Three red boxes with numbers 1, 2, and 3 highlight specific elements:

- 1** Points to the title 'Flood risk information for this location'.
- 2** Points to a link: 'Not a flood risk expert? Find out what this means, and what you should do next.'
- 3** Points to the 'Download this information (PDF)' button located below the map.

The page content includes a 'Back' link, a warning about flood risk assessment, a map of a coastal area with flood zones (Flood zone 3, Flood zone 2, Flood zone 1) and flood defence areas, and a section for requesting flood risk assessment data. At the bottom, there is a footer with the GOV.UK logo, version information (v9.3.0), and copyright information.

Map page continued

	Change	Reason	Expectation
4	Marker changed from yellow to red.	To make it more obvious, and consistent with other digital map tools.	Users will move the marker.
5	Added info about how to get other products, with region-specific contact details.	Experienced users may still need to get products other than a 4.	Users will know who to contact for products 5, 6, 7, or 8.
6	Changed 'refine your search' link.	To make it clear to users what the two links at the bottom of the page do.	Users will interact with these links if the location shown isn't right.

GOV.UK

Flood map for planning

[Back](#)

Flood risk information for this location

! You must carry out a flood risk assessment

Your development is in flood zone 3. This means it will have a high probability of flooding.

Not a flood risk expert? [Find out what this means](#), and [what you should do next](#).

Download this information (PDF)

Full screen

Selected location

Flood zone 3

Areas being built from flood defence

Flood zone 2

Flood zone 1

Flood defence

Watercourse

Flood storage area

To request flood risk assessment data (previously known as a **product 4**) you'll need an email address we can send the information to.

You'll receive the flood risk assessment data as a PDF file within 2 hours.

Request your flood risk data

If you need a product 5, 6, 7 or 8 contact the **East Anglia Environment Agency** team at communications_EA@environment-agency.gov.uk.

[Learn more about other possible sources of flood risk in this area](#)

Location not right?

[Reposition the marker](#)

[Search for a different location](#)

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Help page

	Change	Reason	Expectation
	NEW PAGE Added - Help page	To provide additional information to inexperienced users who do not understand the map results	Users will understand the map results

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Flood map for planning

[Back](#)

Your results explained

Because your development is in flood zone 3, it has a high probability of flooding. This means you'll need to do a flood risk assessment as part of your planning application.

[See these results on a map](#)

Next steps

You should:

1. speak to your local authority to find out more about their planning requirements - your local authority is **Colchester Borough Council**
2. work with a flood risk consultant to get a flood risk assessment

Flood zones explained

Flood zones determine how likely it is that a location will flood. All locations in flood zones 2 and 3 need a flood risk assessment. Some locations in flood zone 1 need a flood risk assessment.

Flood zone	Probability of flooding	Assessment needed?
1	Low	Some
2	Medium	Yes
3	High	Yes

Find out more about [which developments need a flood risk assessment in flood zone 1](#).

Getting a flood risk assessment

You can use this service to download flood risk data that can be used as part of a flood risk assessment. However, some developments are more complex than others, and this data isn't always enough to get planning permission.

We recommend that you work with a flood risk consultant to get your flood risk assessment.

[Request your flood risk data](#)

Get help

For more advice around flood risk assessments and planning permission you could:

- contact your local authority, **Colchester Borough Council**
- read [guidance on planning permission](#)
- contact the [Environment Agency](#)

More flood information


[Check the long term flood risk for this area](#), for information about the possible causes of flooding.

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Contact

 **Flood map for planning**

[← Back](#)

Request your flood risk assessment data


We'll email you a link to a PDF file of your flood risk assessment data. This was previously known as a product 4.

Full name


Email address

Continue

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 **Flood map for planning**

[← Back](#)

Contact details


Full name

Email address

We will email the link to the PDF of the maps

Continue

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Prototype

Prev Prototype

Contact

	Change	Reason	Expectation
1	Title changed to 'request your flood risk assessment data'.	To make clearer for users what they're requesting.	Users will understand what they are going to get from the service.
2	Text moved to sit under title.	To make clearer for users what they're requesting.	Users will understand what they are going to get from the service.

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Flood map for planning

[Back](#)

1

Request your flood risk assessment data

2

We'll email you a link to a PDF file of your flood risk assessment data. This was previously known as a product 4.


Full name

Email address


Continue

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Application complete

 Flood map for planning

Application complete

Your reference number
HDJ2123F

We have sent a confirmation email to {EMAILADDRESS}

What happens next

We're processing your request.

You will receive an email with a link to your flood risk assessment data (previously known as a product 4) within 2 hours.

If you need a product 5, 6, 7 or 8 contact the **East Anglia** Environment Agency team at communications_EAN@environment-agency.gov.uk.

Help and advice


For more advice around flood risk assessments and planning permission you could contact:

- your local authority, **Colchester Borough Council**
- the [Environment Agency](#)

[Go back to your flood information](#)


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Prototype

 Flood map for planning

Application complete

Your reference number
HDJ2123F

We have sent a confirmation email to {EMAILADDRESS}


What happens next

Your request is now being processed and you will receive an email with a link to your flood risk assessment within 2 hours.

[What did you think of this service?](#) (takes 30 seconds)

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


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Application complete

	Change	Reason	Expectation
1	Edited text under 'what happens next'.	To make it clear to users what they can expect.	Users will understand, at this point, what they requested.
2	Added in info about where to get help.	Users wanted to know who they could contact for help or other products.	Users will be able to identify where they should go for help or other products.
3	Added in a link that takes users back to map page.	Users expressed a desire to look back at their results.	If they need to, users may use this link to go back to the map page.

 **Flood map for planning**

Application complete

Your reference number
HDJ2123F

We have sent a confirmation email to [EMAIL ADDRESS]

1

What happens next

We're processing your request.

You will receive an email with a link to your flood risk assessment data (previously known as a product 4) within 2 hours.

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2

Help and advice

For more advice around flood risk assessments and planning permission you could contact:


- your local authority, **Colchester Borough Council**
- the [Environment Agency](#)

3

[Go back to your flood information](#)

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