

# Iteration 1 changes

FMFP team



#### Purpose

This document records the initial changes we made in iteration one. 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 **24/10/2019** and **7/11/2019** by:

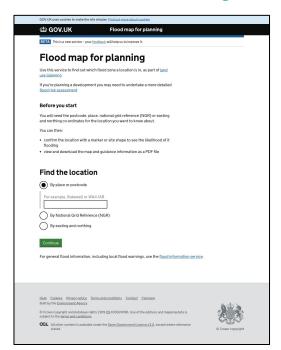
Cathy Dutton - Head of Interaction Design

Greg Knight - Senior Content Designer

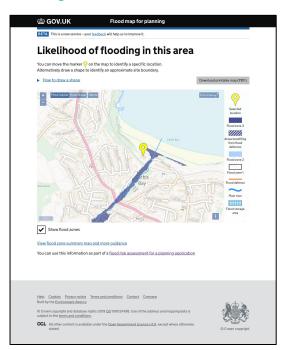
Penny Kirby - User Researcher

Rob Humphries - Product Owner

## The current journey



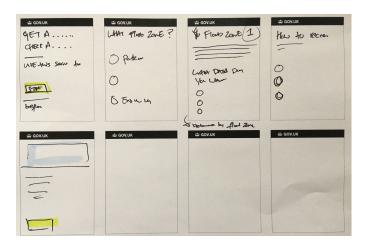
- Relies on the user clicking the links to understand context
- No direct link to what a zone is

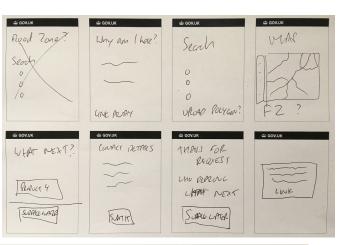


- No link to LTFRI
- Not clear where you are in relation to gov.uk

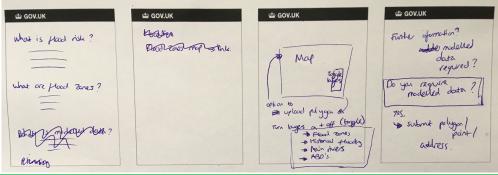


#### Ideas

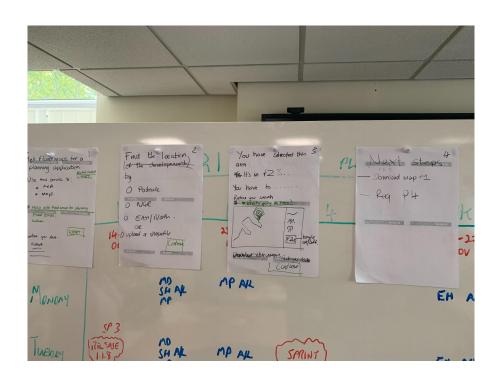








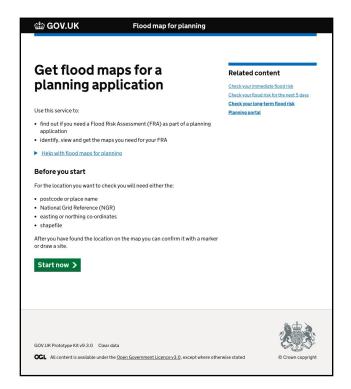
### Ideas

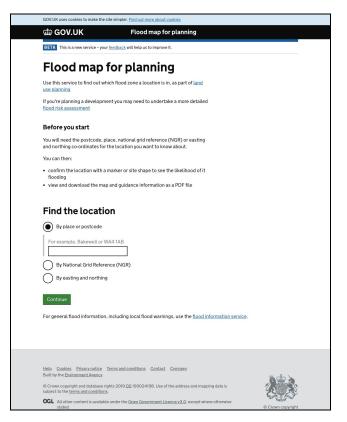


## To be journey



## Start page

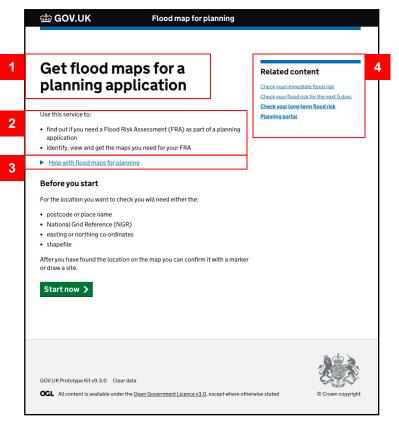




Prototype

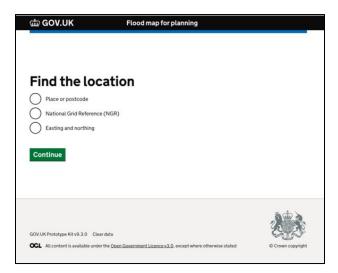
Live service

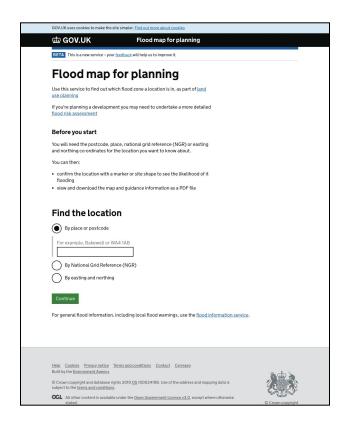
	Change	Reason	Expectation
1	Change page title	To describe the service	Improved understanding of the service
2	Added text explaining what the service does	Allow new users to learn about the service	New users are clear what they can do on the service
3	Added help with flood maps link	Allow new users to learn about the service	Inexperienced users will click on the link and read the expanded information
4	Added related content links	Improve links to guidance and other services like LTFRI	Users will understand there are different services



#### Prototype

#### Find location

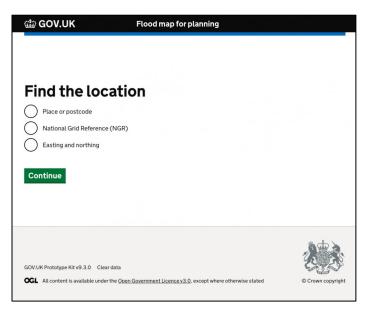




Live service

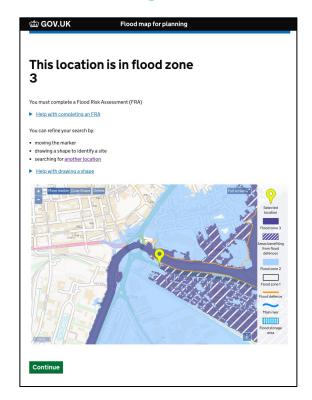
### Find location

Change	Reason	Expectation
NEW PAGE Moved location inputs to a separate page	There was too much information on the start page.	Users will enter their location to find out the flood risk

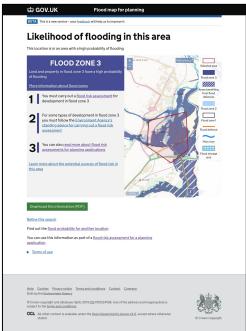


#### Prototype

## Map page



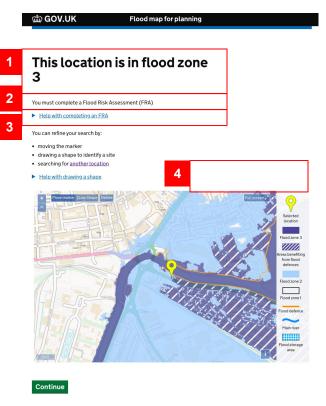




Prototype

Live service

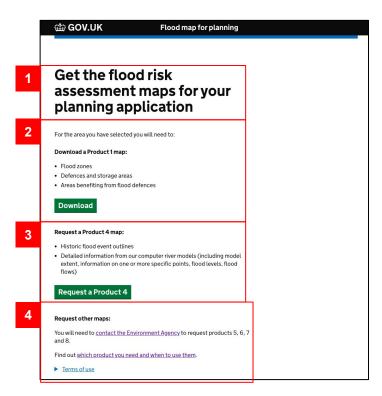
	Change	Reason	Expectation
1	Change the page title to show the flood zone of the location	It will be clear what the flood risk is	All users will understand the flood risk of the location
2	Added text about what the being in the flood zone means	So people understand what to do next	People will easily know what flood zone the site is in
3	Added help link (Push down)	So inexperienced users can learn about FRAs	People who are new to the service will read the help text
4	Removed the download map link	To combine the products on the next page	People will go to the next page to get their flood maps



#### Prototype

## Get maps

	Change	Reason	Expectation
1	NEW PAGE The title describes the action the user needs to take	To make it clear there are now 2 maps available online	Users will understand which product they need
2	Moved the button from the map page	To make all maps available on one page	Users will choose the map they need for their FRA
3	Explains what is in and how to get a product 4	New map for users to get more map data for their FRA	Users will request request maps online
4	Explains the process to get other maps	Make it clear of the other maps available and how to get them	Users needing additional maps will know how to get them



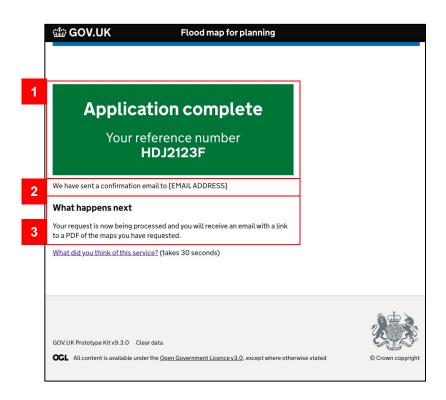
### Contact details

	Change	Reason	Expectation
1	NEW PAGE Added a contact form	Users need to enter their email address to be sent a link to the PDF once the map has generated	Users will enter their name and email address



## Application complete

	Change	Reason	Expectation
1	NEW PAGE Added application complete	Users will get a reference number of the map they have requested	The user will know they have reached the end of the process
2	Made it clear where the email will go to	To ensure the user understands what email they entered	The user will know which email they used
3	Add info about what happen next	We will send users a link in an email we need to tell people this	Users will know how to get the map



Prototype Live service