Department
for Environment
Food & Rural Affairs

Iteration 3 changes

FMFP team

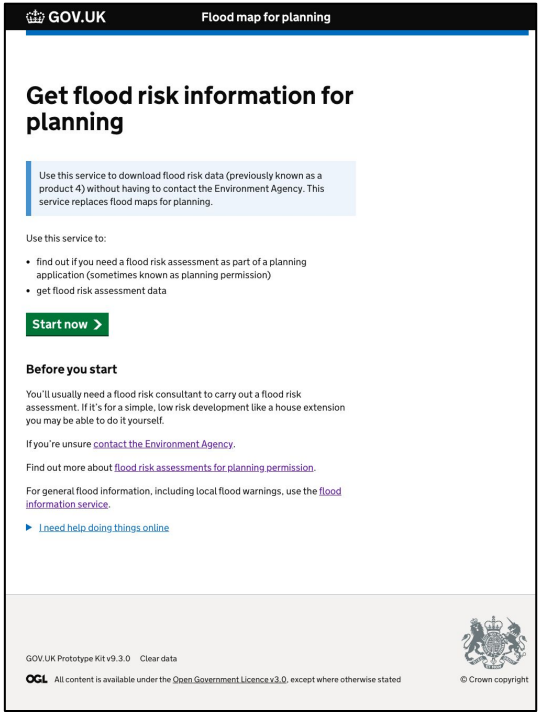
Environment Agency

Purpose

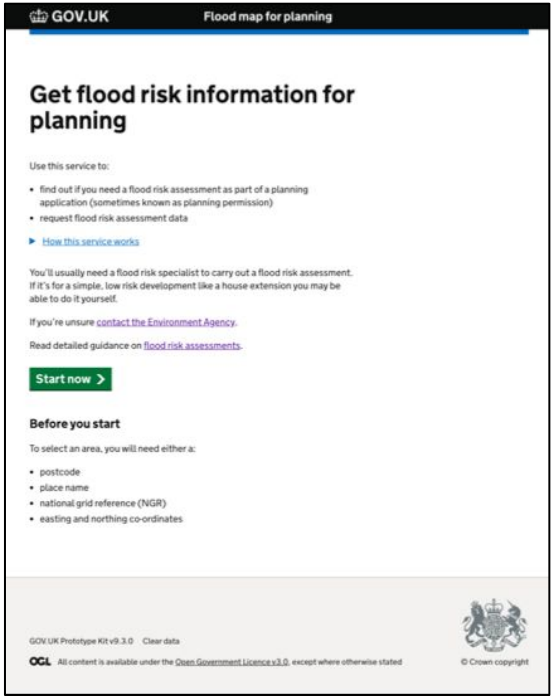
This document records the changes we made in iteration three. This includes changes to content and interaction. It records the decisions we made and the reasons why we made them. It will also record other things we considered but didn’t include and our hypotheses for testing.

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



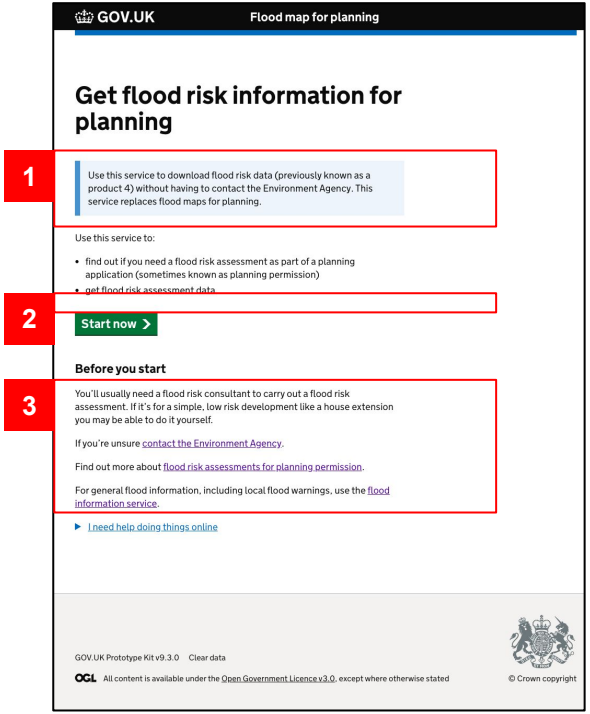
Prototype



Previous prototype

Start page

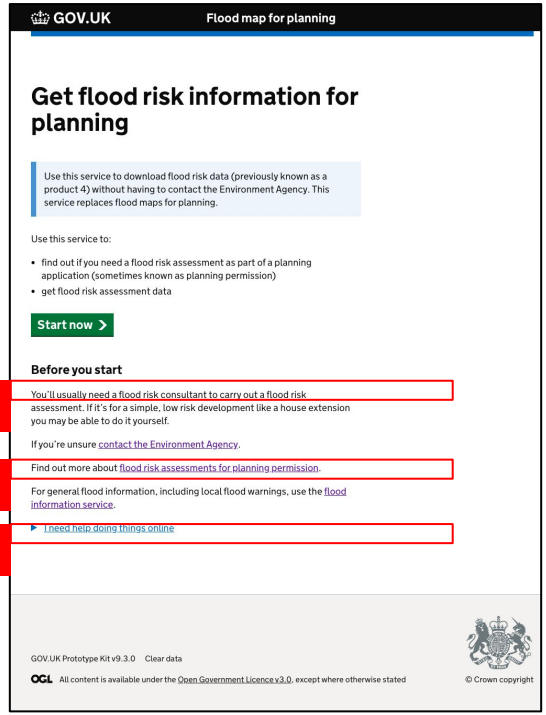
	Change	Reason	Expectation
1	Added content to highlight that users don't need to contact the Environment Agency, and that the service has changed.	Experienced users are stopping at the results page map and not getting to the end of the service to request a product 4. There is a risk they will still contact 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.



Prototype

Start page continued

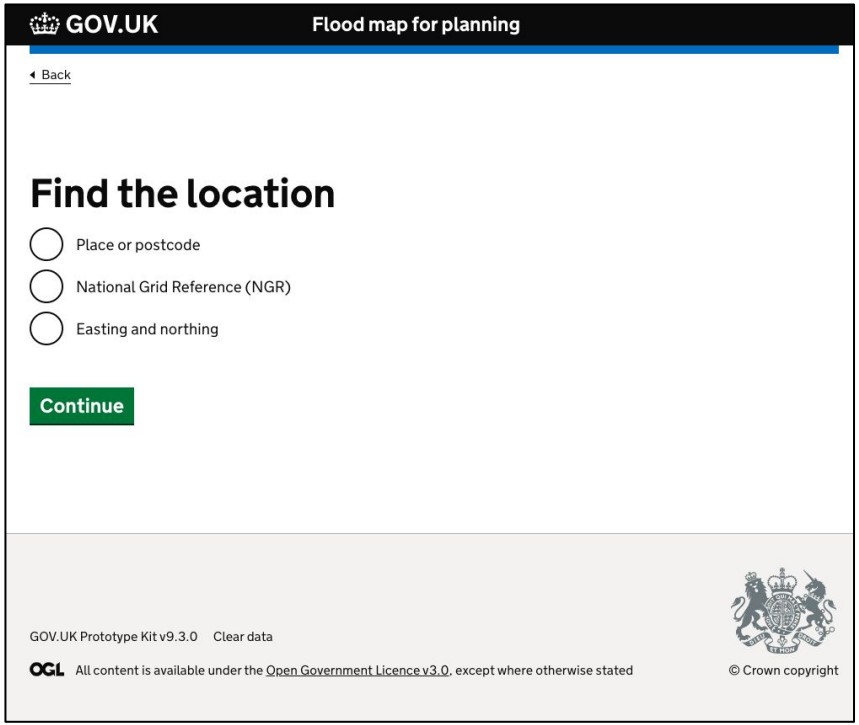
	Change	Reason	Expectation
4	Information about how to select an area has been removed.	To be consistent with other services (such as LTFRI) which don't do this. Users enter their area details on the next page, so having this information here feels unnecessary.	This will not prevent users from being able 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

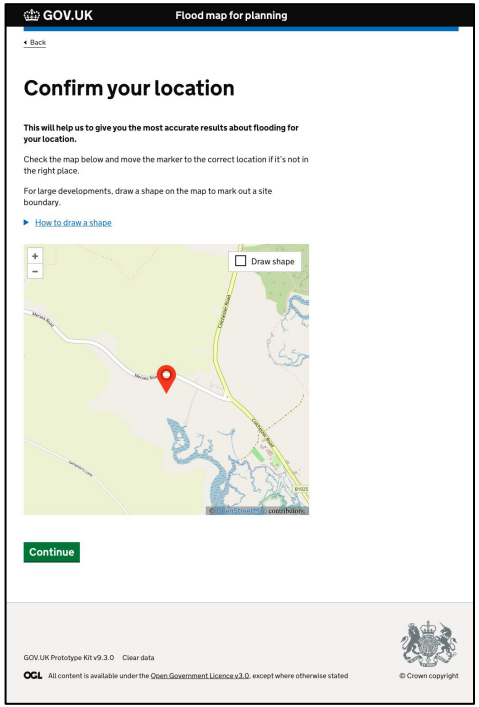
Location

No change



Prototype

Refine search



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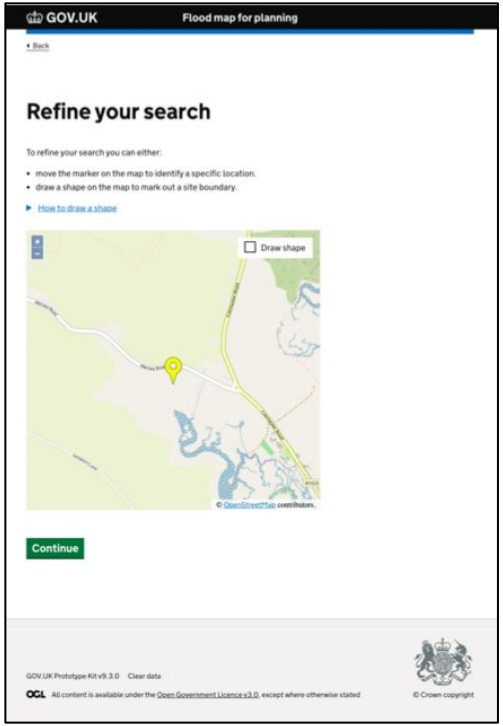
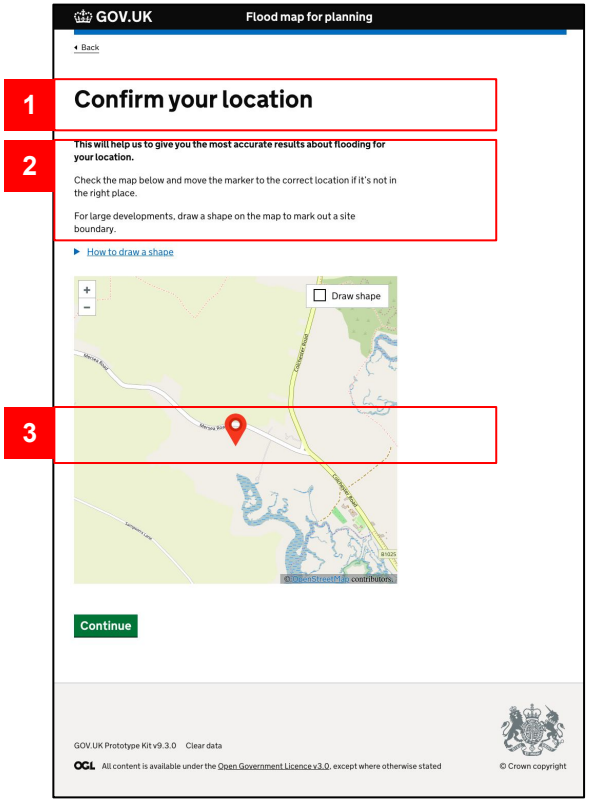


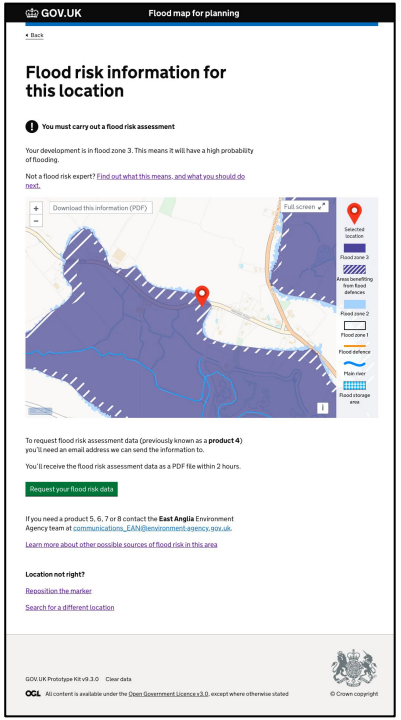
Prev Prototype

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.



Map page



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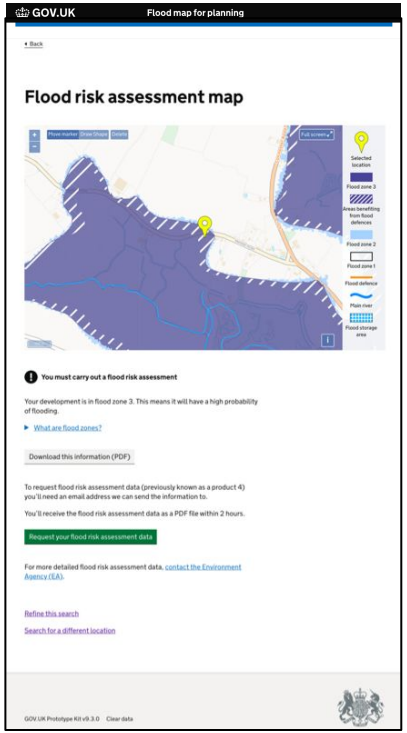

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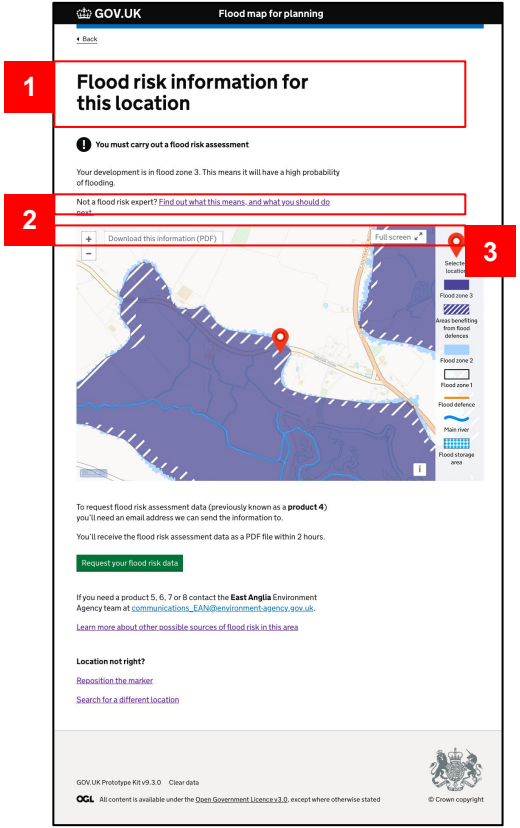
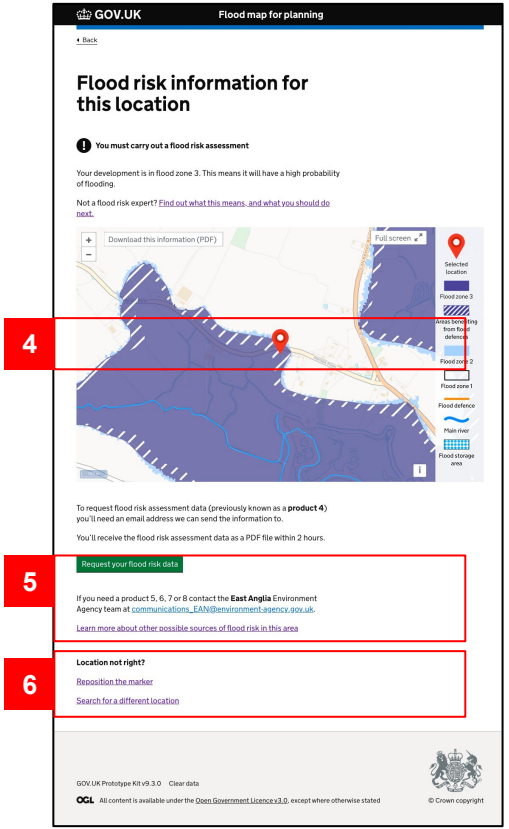
Map page

	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.



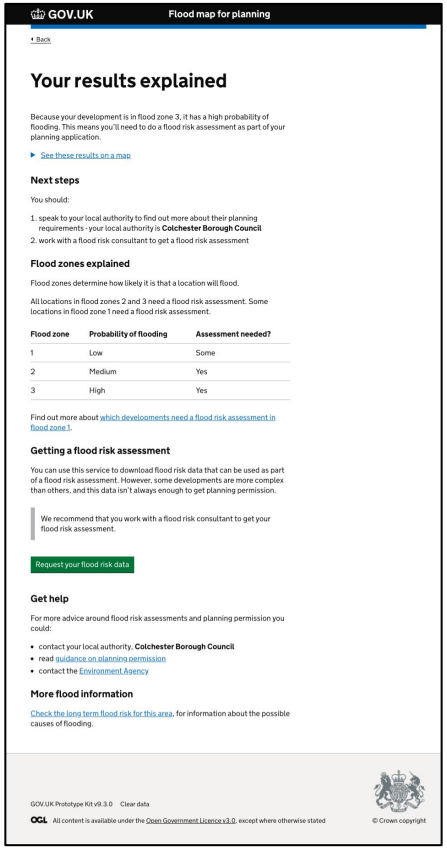
Map page continued

	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.



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



GOV.UK 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.

GOV.UK Prototype Kit v9.3.0 Clear data

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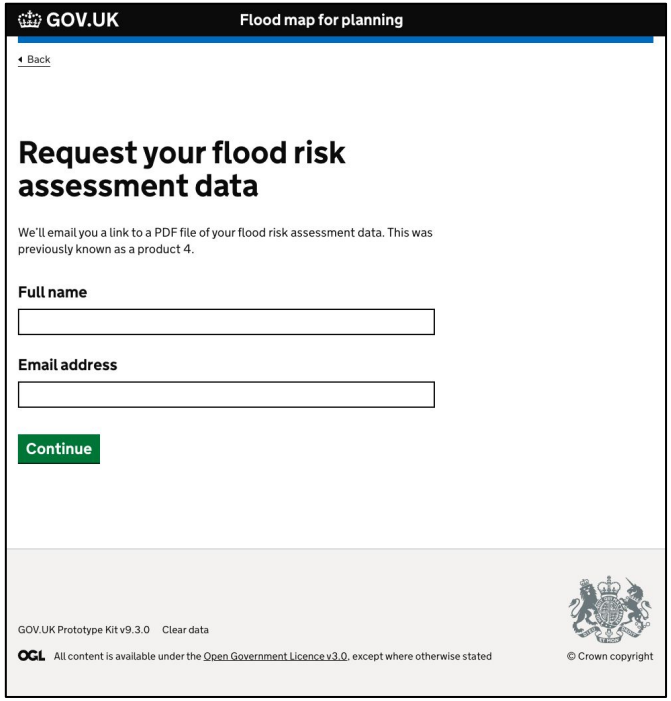
Contact



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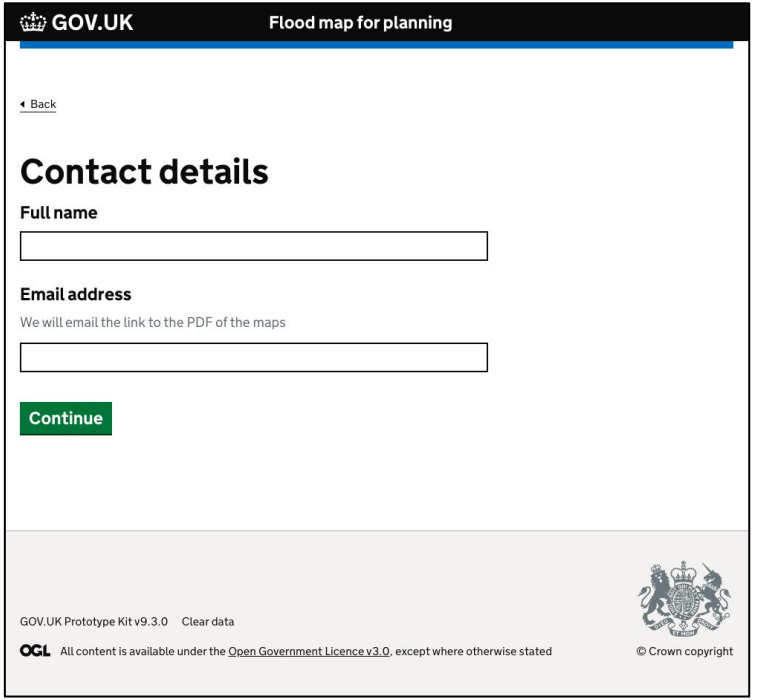
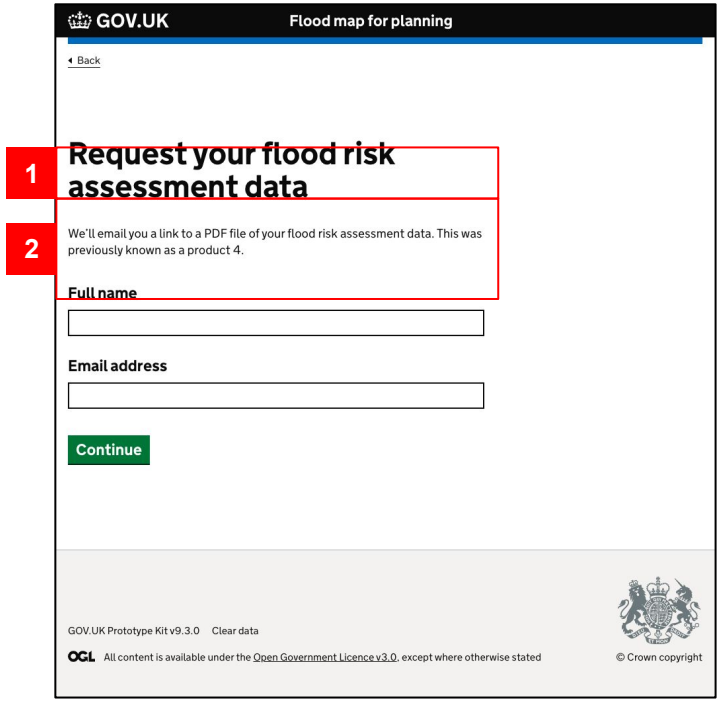


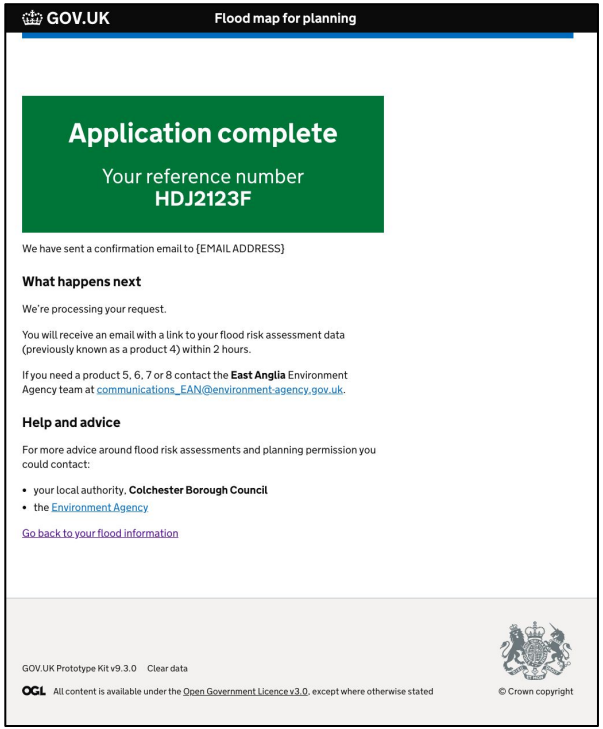
Prev Prototype

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.



Application complete



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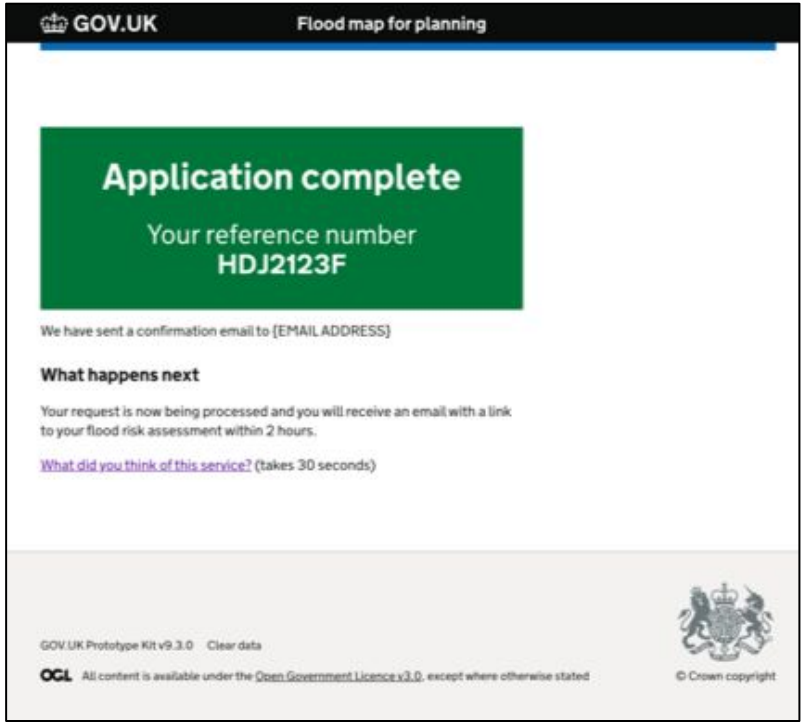

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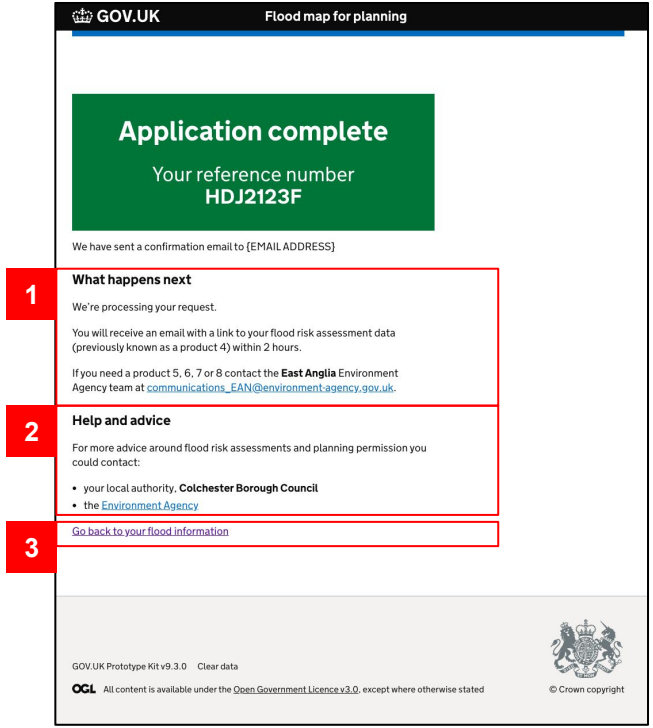
Application complete

	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.