

Nick Phillipps



Digital Product / UX Designer

A Little About Me

I've spent the last 8 years trying to make the internet a better place. First in SEO (counter intuitive, I know), as a freelance full service 'web designer' and now as a UX designer (where I really can make a difference).

I value authenticity and openness.

I hate using big words for the sake of it.

My best work is the result of collaboration.

Selected Work

Admiral Insurance - Customer Portal →

Eurotunnel Le Shuttle - Booking Engine Optimisation →

Smoke Free Lewisham - Digital Quit tool →

Thanet District Council - UX Research & Recommendation Report →

Solving Self Service

Admiral Insurance

My Role: UX Designer

The Team: Myself + Visual Designer

My Input: Wireframing; IA (information architecture) and workshop facilitation

Project Scope: Produce component based wireframes for new ‘Self Service Customer Area’

The image displays two mobile devices. The larger device is a tablet showing the Admiral insurance self-service portal. The screen shows a policy overview for a 'MultiCover' policy with policy ref: P5. It includes sections for 'Policy overview' (start date 12 April 2018, renewal date 12 April 2019), 'Your combined Car and Home insurance', and a list of covered vehicles: 'VAUXHALL CORSA' (VU, Comprehensive), 'FORD FIESTA' (HG, Comprehensive), and '1' (CT, Contents). To the right of the main content are navigation icons for 'Documents', 'Make a change', 'Claims', and 'Payments'. The smaller device is a smartphone showing a detailed view of a vehicle record for 'VAUXHALL CORSA'. The screen includes a 'Policy Overview' section with the same dates, and a 'Vehicle' section with details: Registration VU, Model VAUXHALL CORSA, Level of Cover Comprehensive, Modifications No Modifications, Drive other cars (Yes), and Policyholder only Nicholas Phillips. At the bottom, there are sections for 'Cover upgrades' and 'Motor Legal Protection'.

The Brief

This was my first project at my current agency, I travelled to Cardiff for the initial kickoff meeting a week before my official start date, so it was certainly a hit-the-ground-running scenario.

Admiral's current customer area was nothing more than a document viewer, where any changes to an insurance policy required a full quote form to be submitted, even if it was just an email address change. Not a great experience for an already laborious task. The other side of this was Admiral were taking a lot of calls to make minor amendments to policies or to supply information that should be easily accessible via the website.



Map The Problem

We started by auditing everything that an insurance customer could need to know about or do in relation to their insurance policy.

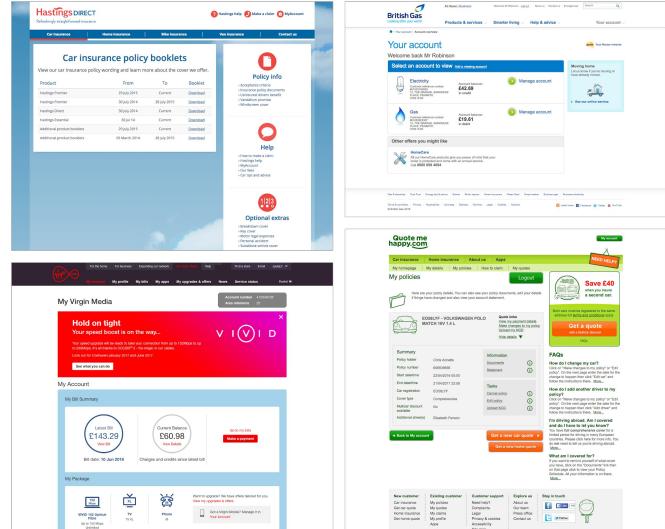
Our final list ended up as:

- Review individual policy documents
- Amend policy details
- Notifications
- Document upload
- Amend contact/personal details
- Make new quotes
- Review saved quotes
- Make a claim
- Track ongoing claims
- Limit access to relevant areas (eg. the main driver may not be the policy holder)

Competitor Research

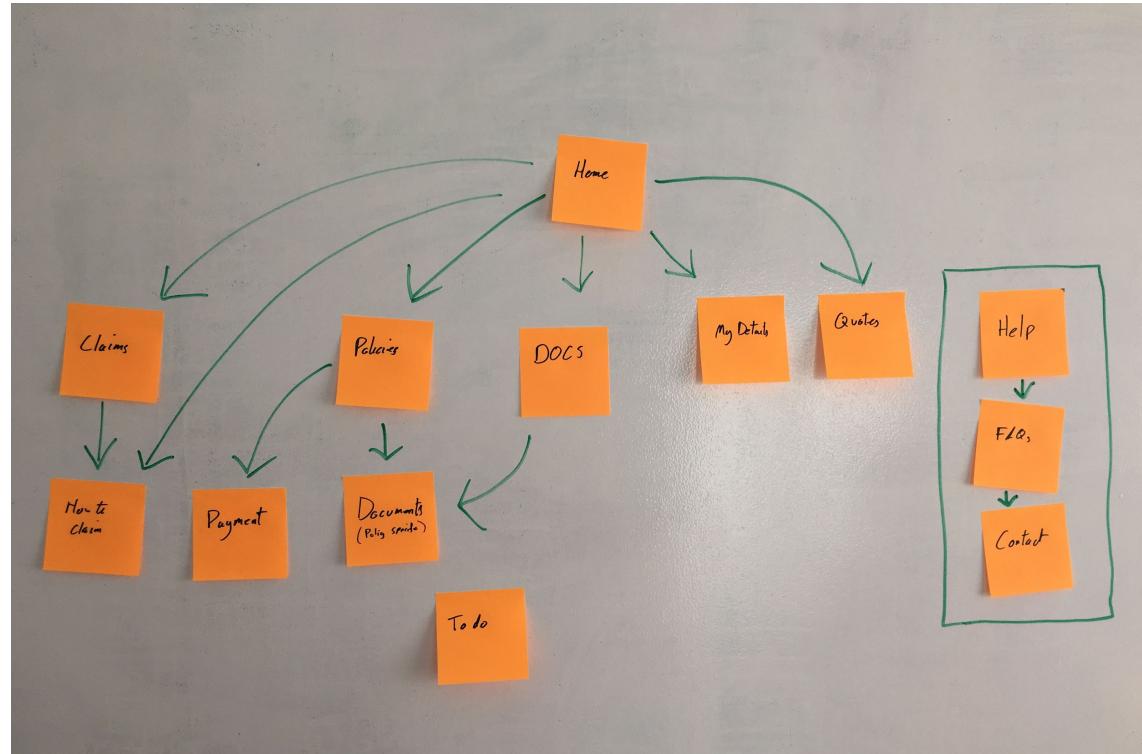
Our next step was to review how others have solved these same problems, however due to the nature of this project, competitor research was somewhat tricky. In order to gain access to the competitors customer areas we needed to be... customers.

Thankfully, amongst ours and the Admiral team we were able to gain screenshots from several other services that had similar functionality within their customer areas.



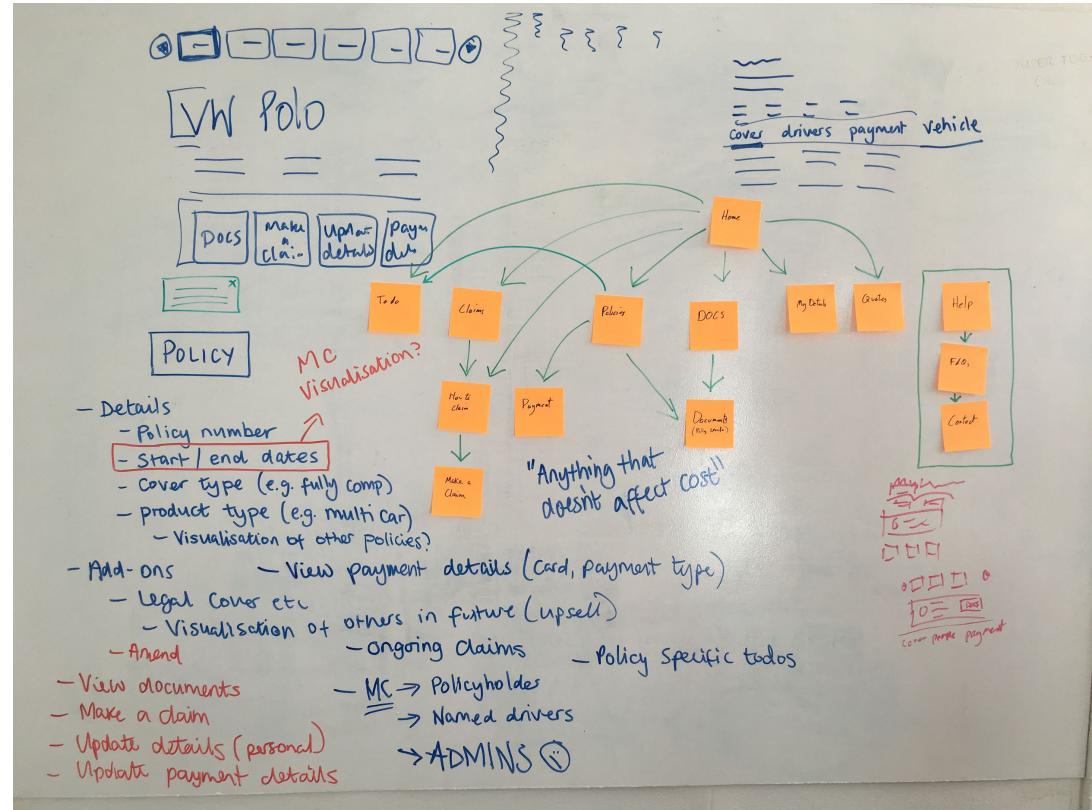
IA

Using this research, combined with our problem map, I began to put together a loose IA map.



IA cont.

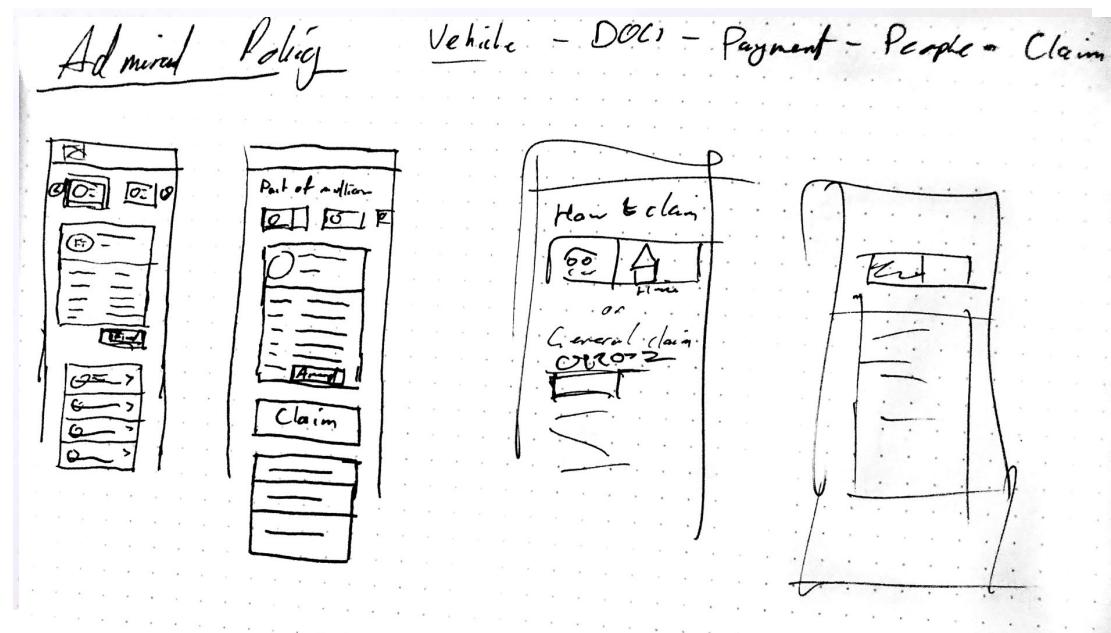
From here we started to work on what the user would see when they first logged in, the dashboard, and then outwards across the full IA whilst filling in the details.



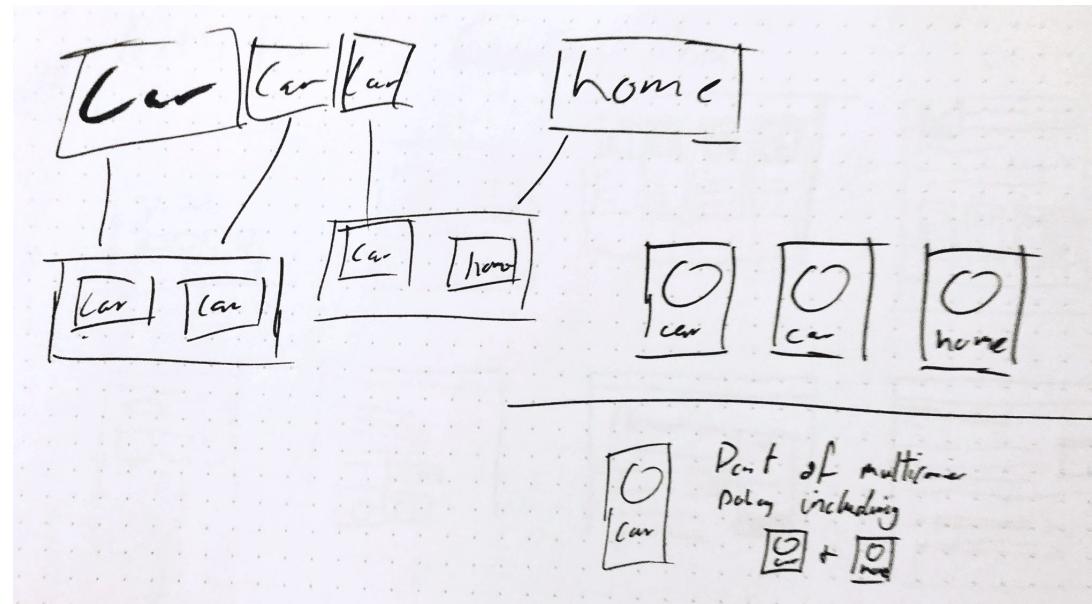
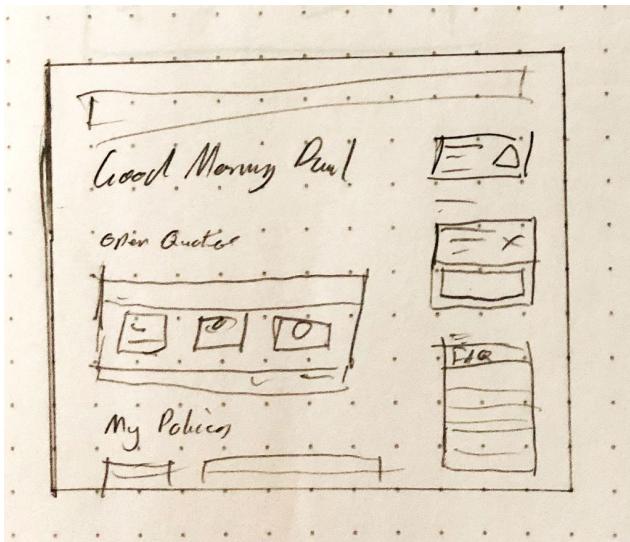
Wireframe

Building on the IA, we listed out every element that each page could require and ranked them based on priority.

Using this priority ordering, I then started to sketch a set of low fidelity wireframes to iron out all of the creases, before transferring them to Sketch and straight into a Marvel prototype.



Wireframe cont.

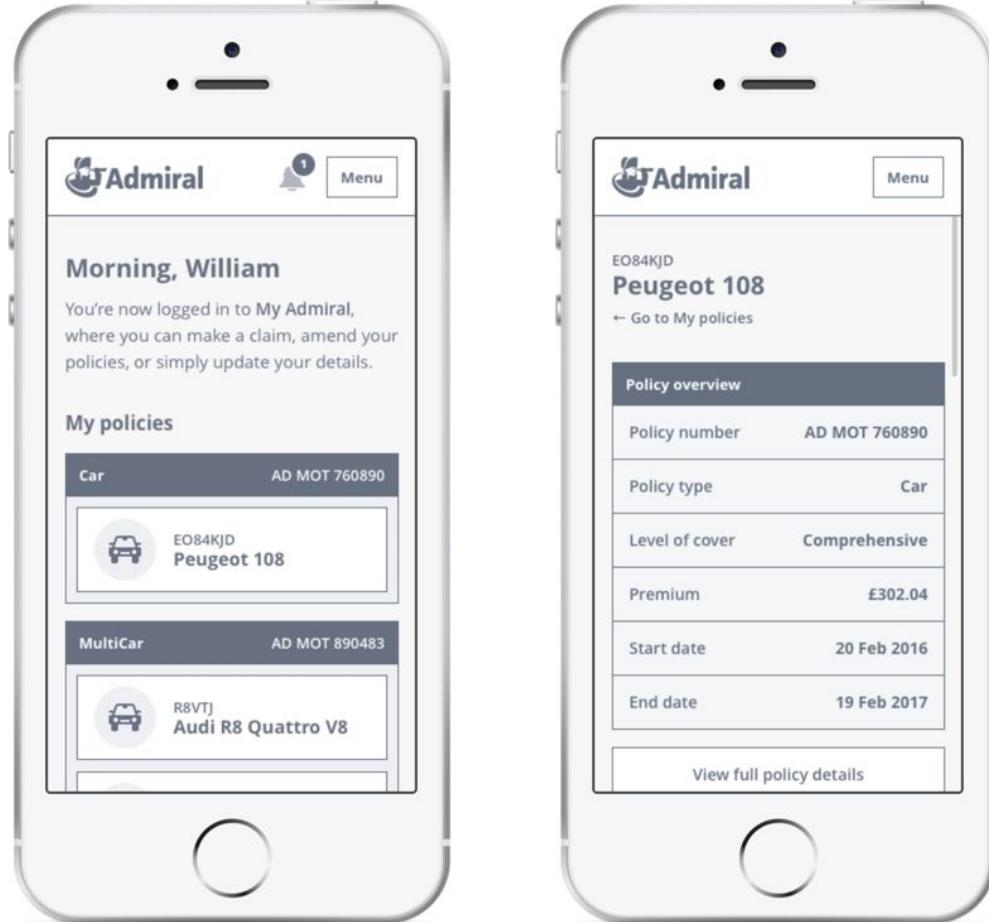




Prototype & Iterate

Using this prototype we were able to iteratively test and refine the concept.

Over the course of this process we found many hiccups and ‘ahh’ moments. The fidelity of the wireframes gradually increased as information was uncovered, added and tweaked.





Prototype & Iterate cont.

The final wireframes were component based allowing for maximum versatility and consistency, they were packaged with the prototypes and handed over to a development team who produced a REACT component library based on our specifications for the Admiral development team to implement.

MISC

- Logged out
Promo page
- Refer a friend

PAYMENTS

- Global summary page
- Highlight renewal month / cost
- Capture intent for changing payment method
- Combine 2 different policies

A detailed wireframe of a web-based vehicle insurance application form. The form includes sections for personal information (Name, Address, Phone), vehicle details (Make, Model, Year, VIN, Mileage, Insurance Status), and policy options (Coverage Type, Deductible). There are also fields for a driver's license number, Social Security number, and a section for a driver's license photo. At the bottom, there is a 'Complete claim' button and a note indicating the form is on page 3 of 3.

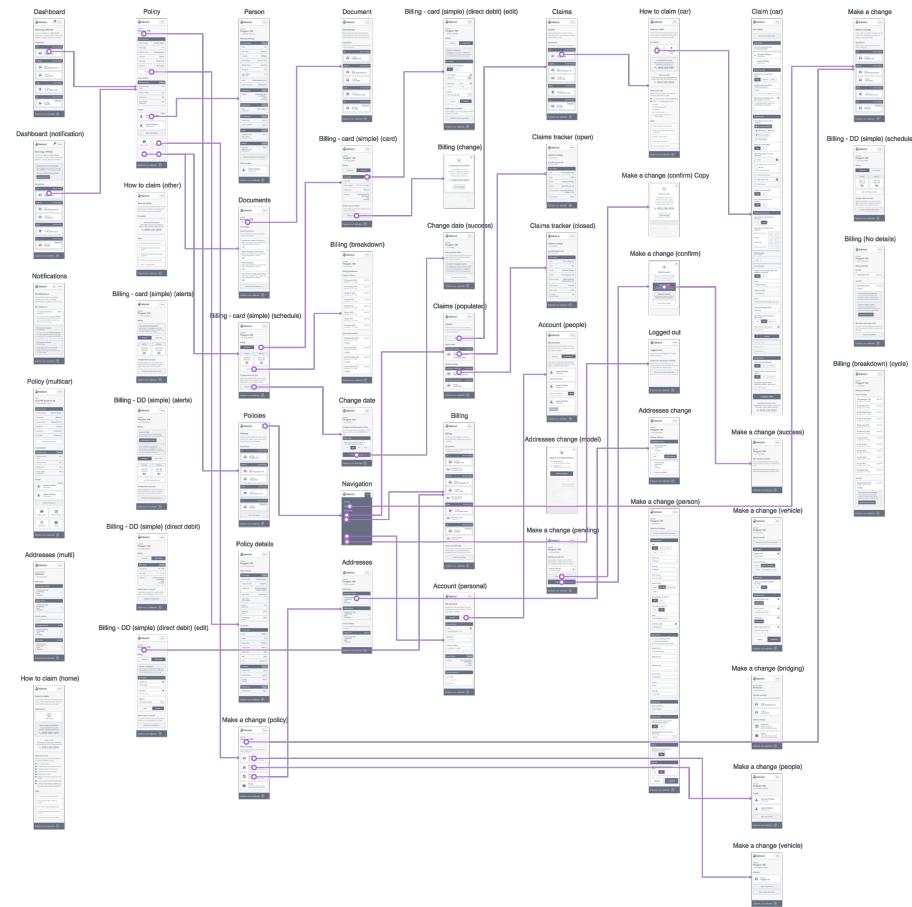


User Testing

Our final testing was completed on an in-depth marvel prototype, through moderated and remote user testing.

The prototype that was used for testing can be found at:

<http://nickphillipps.co.uk/admiral-proto/>





User Testing cont.

Morning, William

You're now logged in to My Admiral, where you can make a claim, amend your policies, or simply update your details.

Upload proof of no claims bonus
Without proof, your new car policy (AD MOT 760890) will soon become invalid.

[What is a no claims bonus document?](#)

[Upload document](#)

My policies

Car	AD MOT 760890
	EO84KJD Peugeot 108

[Explore our website](#)

My policies

Car	AD MOT 760890
	EO84KJD Peugeot 108

MultiCar	AD MOT 890483
	R8VTJ Audi R8 Quattro V8

Home	AD ATP 423457
	CT12QG 14 St. John's Lane

Car	AD MOT 846392
	EO47FJM Fiat 500

[Explore our website](#)

[Menu](#)

EO84KJD
Peugeot 108

[← Go to My policies](#)

Billing

Payment failed
Your last payment couldn't be taken. Please update your Direct Debit details.

[Change payment details](#)

Your premium is going down
You're about to save £86! Your policy will automatically renew in 13 days, and you don't need to do a thing.

[Schedule](#) [Direct Debit](#)

LAST BILL **NEXT BILL**

[View full billing schedule](#)

Change when you pay
We'll take payment for this policy on the 26th of each month. However, if there's a better date for you, amend it online.

[Change monthly payment date](#)

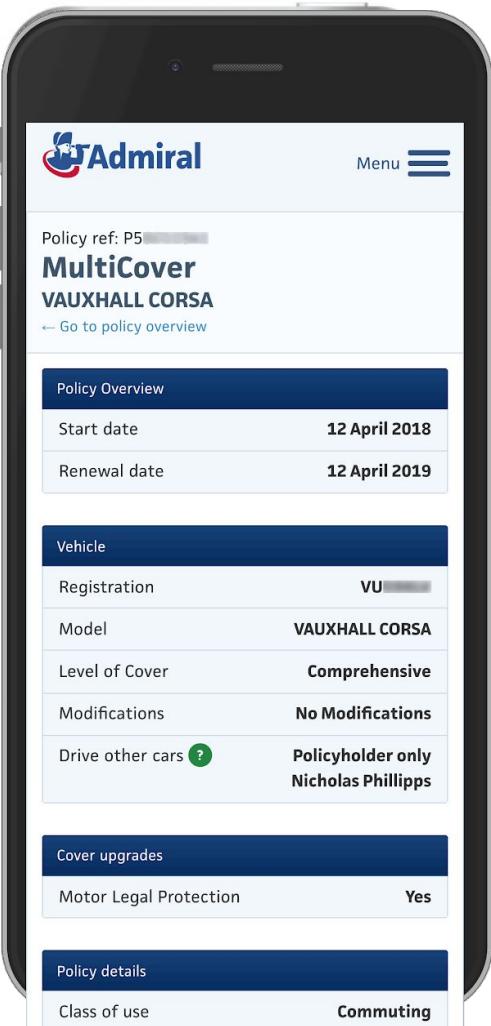
Explore our website



Live Designs

The implementation of the above work is currently still being rolled out.

However, some sections are now live and in use.



Class of use	Commuting
Insured address	CT [redacted]
Total mileage	6000
Years of No Claims Bonus	6
Bonus protection	No
Voluntary excess	£350
Compulsory excess	View details

Drivers

Click on a driver to view their details

Stephanie Phillipps Administrator Named Driver Expired - 13/04/2018	
Stephanie Phillipps Administrator Named Driver	
Nicholas Phillipps Policyholder	
Documents	Make a change
Make a claim	Payments



Live Designs cont.

The screen shows the "Payments - Overview" section. At the top, it displays "Policy ref: P5 [REDACTED]" and the "Admiral" logo. A "Menu" icon is in the top right corner. Below this, the title "Payments - Overview" is centered. Underneath, there's a "Payment method" section stating "You pay for this policy monthly by Direct Debit." It shows a placeholder card with the number "XXXX 9 [REDACTED]". A "Manage payment method" button is below this. The "Payment schedule" section follows, with a "Next payment" summary: £66.33 due on 12 Sep 2018 via Direct Debit. A "View full payment schedule" button is at the bottom of this section. Finally, a "Change when you pay" section asks for payment by the 12th of each month, with an option to change it.

The screen shows the "Your policies" section. At the top, it displays "Hi Nicholas" and "Welcome to Admiral MyAccount." A "Menu" icon is in the top right corner. Below this, the title "Your policies" is centered, followed by the instruction "Select a policy below to view its details." A "MultiCover" policy is listed with Policy ref: P59211541. It includes three items: a car (FORD FIESTA), a car (VAUXHALL CORSA), and a house (1 [REDACTED]). Each item has a small icon and a partially redacted vehicle/house registration number. At the bottom, there's a link "Looking to retrieve a quote?"

A Better Fare Finder

Eurotunnel



My Role: UX Designer

The Team: Flying solo

My Input: Review and optimise the current 'Fare Finder'; produce new UI and mockups to be included within pitch and present within the pitch

Project Scope: Produce a quick example of form optimisation to include as part of a pitch

Fare Finder

Going Out
22 | November 17 | Calais to Folkestone

Coming Back
- | Just One Way | Folkestone to Calais

Vehicle type/height
Campervan | Roof box/Bikes
Please select | Trailer or Caravan
Trailer | Country of Residence
United Kingdom

Search and book



Fare Finder

Journey Out | Return | remove
22/11/2017 | 29/11/2017 | Folkestone > Calais | swap

Vehicle type | Vehicle Height
Car | Under 1.8m | Over 1.8m | Car

Bikes or Roof Box?
No | Yes | Bike

Trailer or Caravan
No | Trailer | Caravan | Van

Country of Residence
United Kingdom

Search and book

The Brief

As part of a pitch, I looked at how I could improve upon the Eurotunnel's booking engine, as ultimately this is the first obstacle any customer is going to come across when looking to cross the channel with Eurotunnel.

At the time, the current engine was quite cumbersome to work through. Every single element on the form had to be interacted with in virtually all scenarios.

My aim was to make this form as quick and simple as possible to use, by reducing the amount of interaction required for the majority of users through the use of more intelligent defaults.





Educated Assumptions

As this was just for a pitch there was no research phase, I had to make my designs based on a set of assumptions.

These assumptions were based on my (somewhat old) experience over 4 years of using the Eurotunnel service daily, whilst I worked for the UK Border Force in Calais.

The assumptions were:

1. The majority of users will be booking a return trip.
2. Most users will book an outward trip that travels away from their current location (Europeans outward journey is towards the UK and vice versa).
3. Most bookings will be for a standard sized car.
4. The majority will not have a bike rack or roof box.
5. The majority will not have a trailer.
6. Most users would be booking from their country of residence.



Simple By Default

Based on **assumption 1**, I have defaulted the journey to a return trip, with only one click to set to a single journey (*bottom right image*). This means that for most users there will be less interaction on this element.

Assumption 2 means that we can default the travelling direction, with a single click to swap if needed. Once again, less interaction is needed for most.

I swapped the two input date selectors to calendar date pickers, making it easier to navigate with less interaction needed to select dates.

Current

Fare Finder

Going Out

22 |↑| November 17 |↑|

Calais to Folkestone |↑|

Coming Back

- |↑| Just One Way |↑|

Folkestone to Calais

Proposed

Fare Finder

Journey Out Return remove

22/11/2017 29/11/2017

Folkestone > Calais swap

Tidying Up The Vehicle Selection

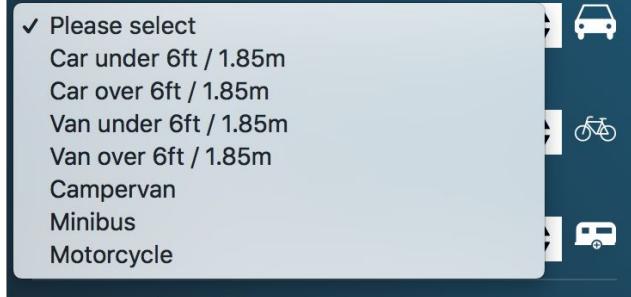
The current engine gives 7 potential vehicle options and mixes in vehicle type with size. This is so that Eurotunnel can allocate enough space to accommodate all vehicles. Taller vehicles need to go on the single story carriage with a higher ceiling, whilst shorter vehicles can go on the double decker carriage.

By splitting the vehicle height from the vehicle type, the two questions become a lot clearer and I am able to default them to car and under 1.8m due to **assumption 3**.

Current

Vehicle type/height

- ✓ Please select
- Car under 6ft / 1.85m
- Car over 6ft / 1.85m
- Van under 6ft / 1.85m
- Van over 6ft / 1.85m
- Campervan
- Minibus
- Motorcycle



Proposed

Vehicle type	Vehicle Height
Car	<input checked="" type="radio"/> Under 1.8m <input type="radio"/> Over 1.8m 

Options displayed

- Car
- Van
- Campervan
- Minibus
- Motorcycle



Tidying Up The Vehicle Selection cont.

— — —

If a van or a car is selected, the height options remains in place. If the ‘Over 1.8m’ option is then chosen, the question of whether the car has a bike rack or roof box becomes irrelevant and subsequently removed - a car over 1.8m won’t fit in the double decker carriage.

If a campervan or motorbike is chosen, the question of height is unnecessary as a campervan will always be over 1.8m and a motorbike under 1.8m - therefore the height question is removed.

Roof box question dropped for over 1.8m

Vehicle type	Vehicle Height
Car	Under 1.8m Over 1.8m
Trailer or Caravan	No Trailer Caravan

Height question dropped for campers and bikes.

Vehicle type
Campervan
Trailer or Caravan
No Trailer Caravan



19 Interactions Down To 5

Whilst theoretical, if a user was to book conforming to all of the above assumptions, inputting the details for a return trip planned for this month through the current 'Fare Finder' would take 19 clicks, yet with the newly optimised form it would take only 5.

Whilst a reduction in clicks isn't necessarily a positive, on the original form each click required an 'active decision' by the user. The new form replaces these 'active decisions' with confirmations, making the process a lot less intensive.

Motorbikes are not asked the trailer/caravan question.

Fare Finder

Journey Out	Return	remove
22/11/2017	29/11/2017	
Folkestone > Calais		swap
Vehicle type		
Motorbike		
Country of Residence		
United Kingdom		
Search and book		

A Quicker Quit

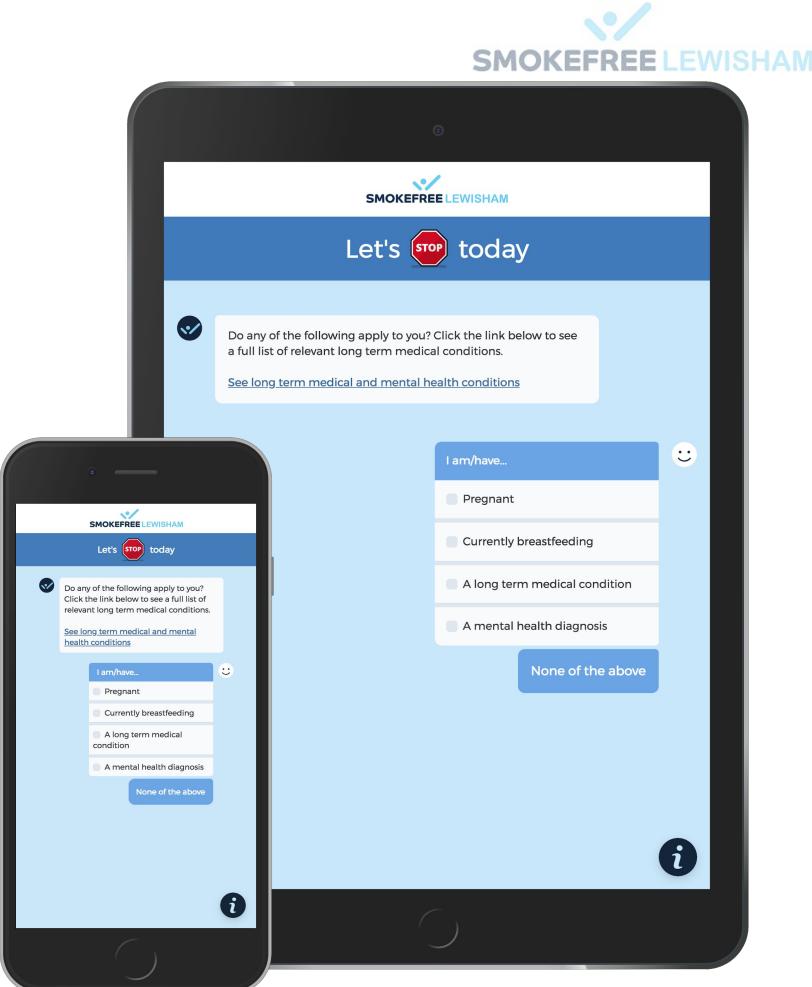
Smokefree Lewisham

My Role: UX Designer

The Team: Myself, researcher & lead developer

My Input: Concept design; IA design; user journey mapping and UI design

Project Scope: Produce a digital service to help the Lewisham Smokefree team aid more people in their journey to quit smoking



The Brief

Our brief from the Lewisham SmokeFree team was to redesign their website and to produce a tool that would allow them to reach and help more people who are looking to quit smoking.

My role in the project was to take the research from our in-house researcher and the expert knowledge of the Smokefree team, and to produce a concept and wireframes for this ‘Digital Quit Tool’.

Workshopping

My first step was to run a workshop with the Smokefree team. During this workshop we dug deep into their knowledge of what information they would normally need when helping someone to quit smoking through their specialist face-to-face service.

From this we produced the following list of the requirements for the Digital Quit tool:

- Only serve people who live or work in Lewisham (the Lewisham team only covers this area).
- Ascertain each users nicotine dependence level using the ‘Fagerstrom Test’.
- Using this dependency level, compare against a range of criteria to provide the best possible service (not necessarily the quit tool).
- Allow users to select their prescription (based on dependency level).
- Provide tips and continuing support throughout the quitting process.
- Check in with the users to find out how they are getting on with quitting.

The Concept

After much discussion, we decided that in order to deliver tips, support and feedback requests in the most unintrusive and clear way, that the standard email option wasn't going to cut it because:

- For most people email = noise.
- We didn't want to bombard users with huge paragraphs of text.
- We wanted the experience to be frictionless.

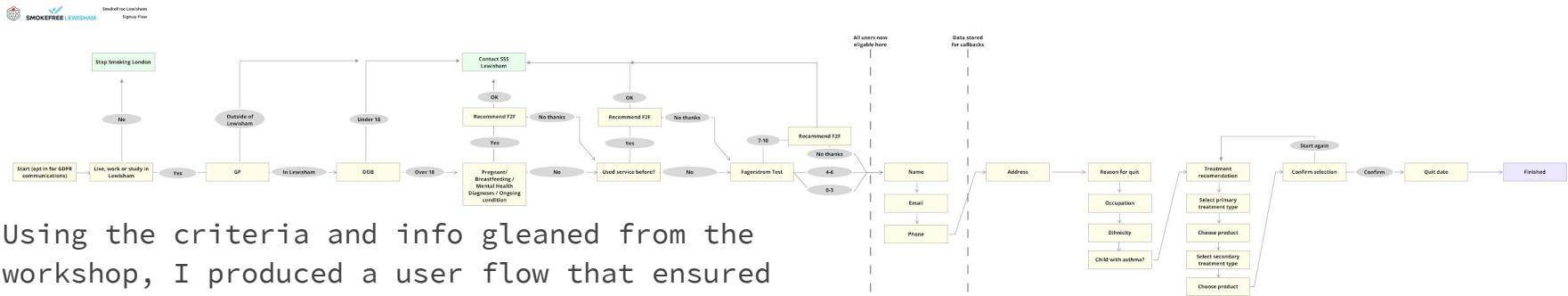
So, we decided that an sms system would be the most convenient.

We developed a system that allowed the Smokefree team to tailor the sms messages based on:

- The number of days since the quit journey began (we knew that for instance day 3 was always a tough point).
- The time of day (am or pm), as well as the day of the week (Friday night at the pub could be a struggle for some).

The messages would either offer short tips within them; link off to an article within the main website or ask for feedback on how the quit journey was going for the user.

Sign-up Flow



Using the criteria and info gleaned from the workshop, I produced a user flow that ensured that each of the various criteria would be checked as early as possible.

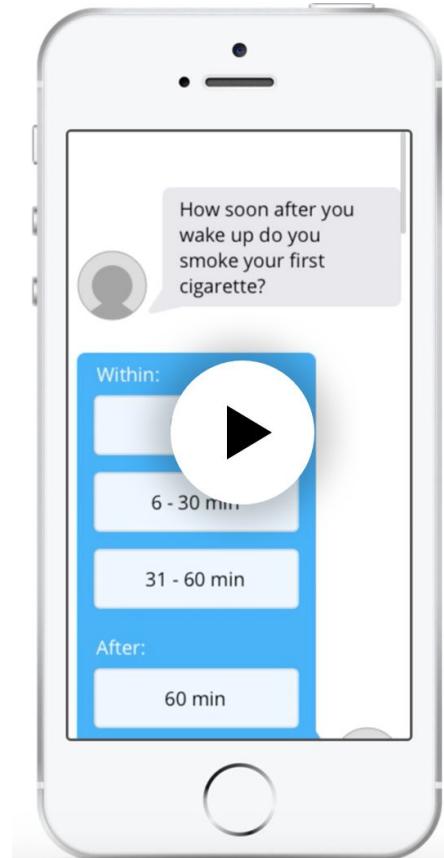
By starting with the most clear cut questions, I was able to check eligibility quickly. Users could then be handed off to a different service at the earliest point possible if they were ineligible.

For instance, the first question is whether the user lives or works in Lewisham, if they answer no, they are directed to the national Smokefree website. Only once the user is deemed eligible are they then asked the dependency or personal detail questions.

UI Design

Because of all the potential forks within the user journey, I knew the UI had to be a staged process rather than a standard form. As most of the questions were either yes/no or multiple choice answers, I felt that a semi-conversational UI would be best.

This allowed the user to focus on one question at a time reducing cognitive load and allowing for a quick and snappy process, which takes just a few minutes to complete.



Video of concept prototype, available at:
<https://youtu.be/NnCzsAUlowQ>

UI Design cont.

SMOKEFREE LEWISHAM

Let's today

What is your date of birth?

I was born on... (smiley face)

DD	Month	YYYY
----	-------	------

Continue

SMOKEFREE LEWISHAM

Long Term Conditions:

Coronary Heart Disease
 Stroke and Transient Ischaemic Attack
 Hypertension
 Heart Failure
 Atrial Fibrillation
 Chronic Obstructive Pulmonary Disease
 Asthma
 Dementia
 Diabetes

Pregnant or breastfeeding

 A mental health diagnosis

 A long term condition
(smiley face)

Continue

SMOKEFREE LEWISHAM

Let's today

Are you pregnant/breastfeeding, have a mental health diagnosis or suffering from any long term conditions?

[See relevant conditions](#)

I am/have... (smiley face)

Pregnant or breastfeeding
 A mental health diagnosis
 A long term condition

Continue

SMOKEFREE LEWISHAM

Let's today

Which medication combination would best suit you?





Gum & Nasal Spray
 If you smoke to relax or for stress relief this combination would suit you.

[More information](#)

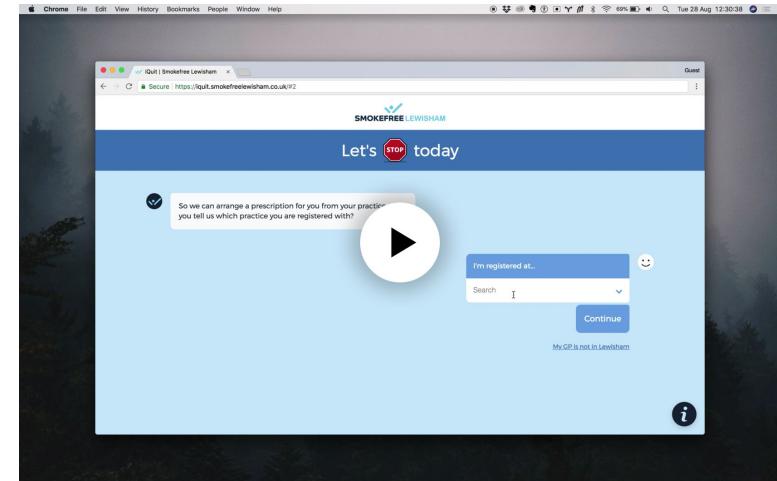
Select

Results

Feedback on the quit tool has been very positive, allowing the Smokefree Lewisham team to reach far more people than they would normally be able to. Users of the tool have had a much higher quit rate than initially expected.

This signup process has condensed a service which would normally involve travel to a clinic for a 30 minute consultation, into one that can be accessed by anyone with an internet connection and completed in under 10 minutes.

Whilst this service isn't the best option for everyone, it is able to take this into account and refer to other services when necessary.



Video of live signup process, available at:
<https://youtu.be/smtSRG7jKbk>

Counsel for a Council

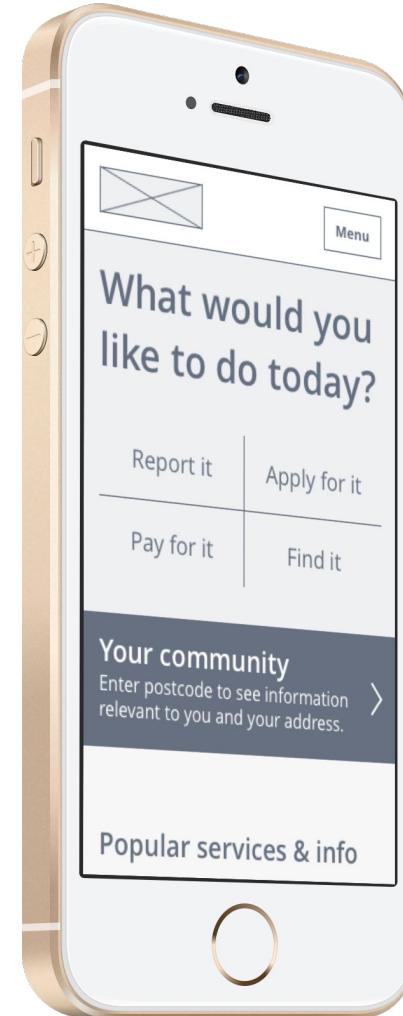
Thanet District Council

My Role: UX Designer

The Team: Myself + researcher

My Input: Analytic analysis; user surveys; stakeholder workshops; user interviews; IA design and wireframing

Project Scope: Produce a set of recommendations, wireframes and IA based on a program of in-depth research



The Brief

Thanet District Council were in need of a major overhaul of their website, as they knew it wasn't serving their constituents as well as it could. The site had become bloated and convoluted with a duplicate content problem and an IA that didn't make sense to their users.

We were tasked with researching the problem in order to make recommendations on IA and layout.



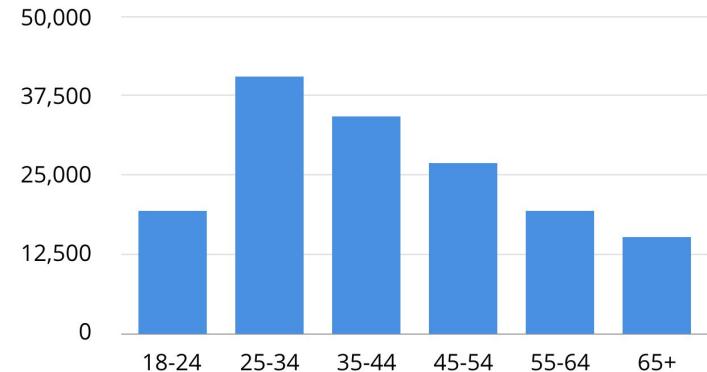
The Needs Of The Many

Thanet has a population of over 141,000, which includes a huge range of people from all walks of life, across all ages and with a limitless number of needs.

To get a wrangle on where things might be going wrong, I started looking at the current sites analytics.

Initial insights showed us that the demographics of people using the site were as expected, wide and varying.

Age distribution of Thanet DC Website users

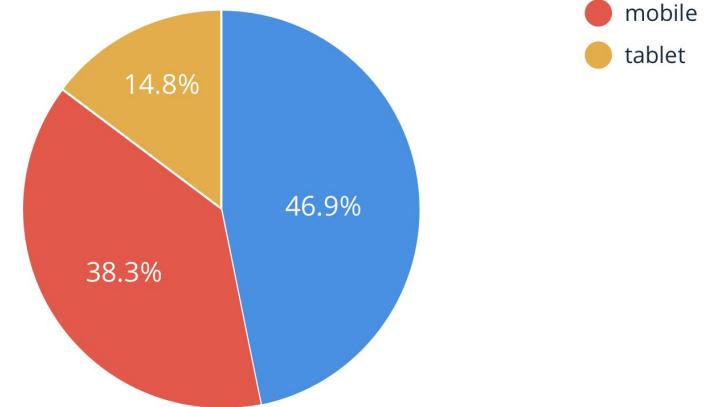


The Needs Of The Many cont.

Desktop usage was relatively high and after a little digging, I uncovered that actually the majority of the pageviews for desktops were more focused around business topics.

However, the majority of mobile/tablet page views focused more on general public topics.

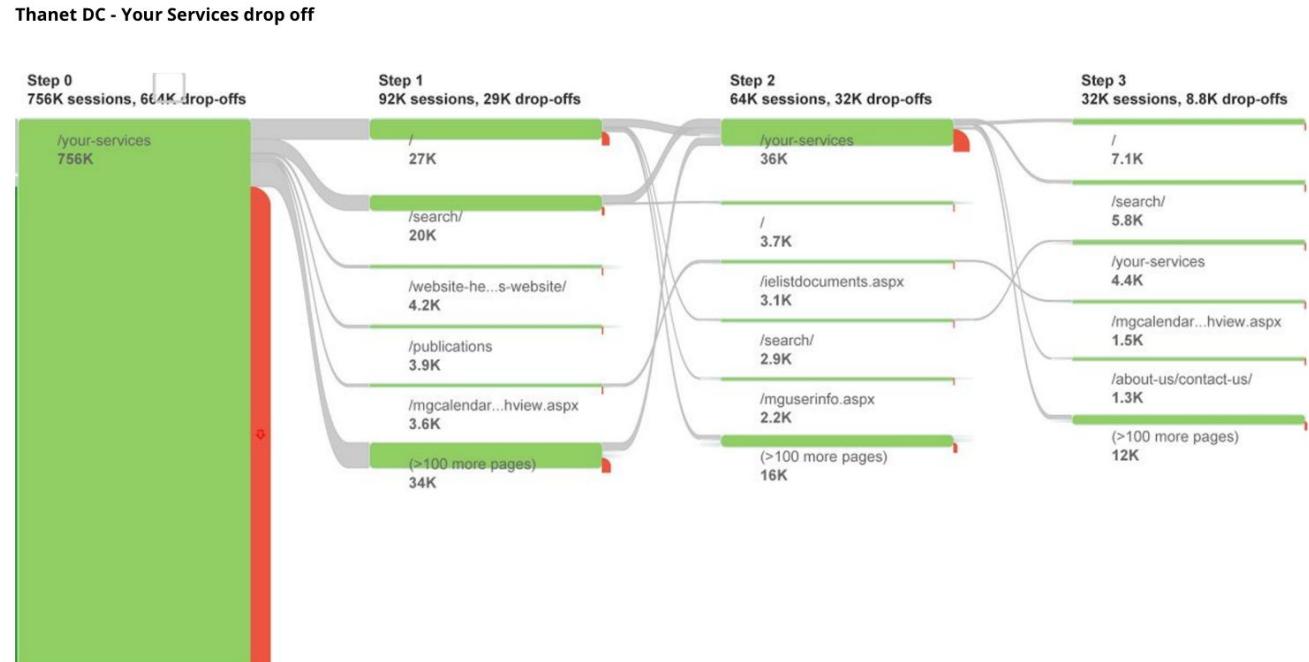
Device usage of Thanet DC Website users



Your Services - Not Serving Anyone

The websites main method of navigation, the “Your Services” page wasn’t working.

The most popular option was to give up on the site, coming in second was to return to the homepage and last resort was the site search (this didn’t go well either).



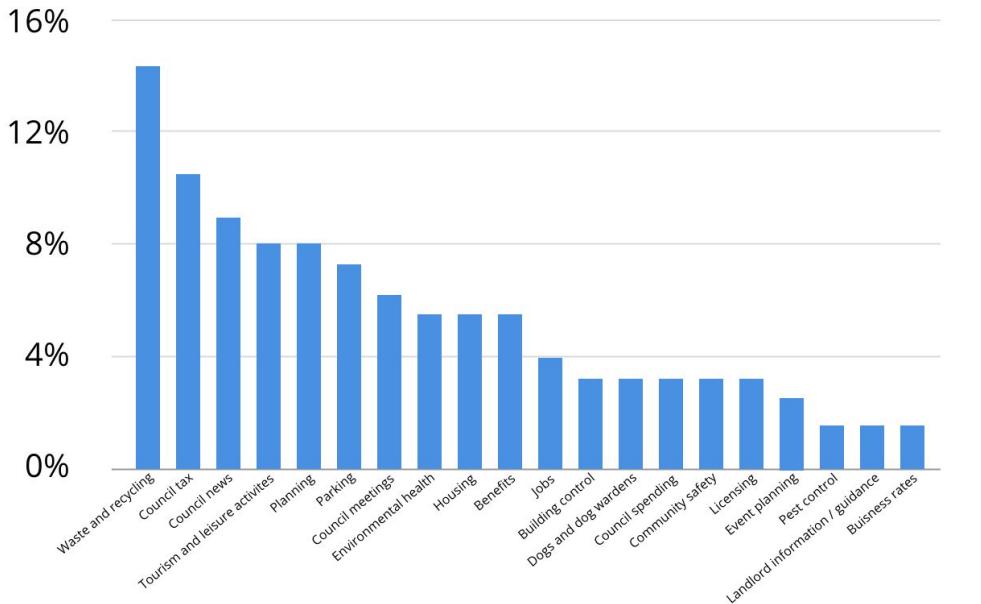
Digging Deeper

Using this analysis, myself and the UX researcher produced three surveys.

One aimed at local business owners, the second at the general public and the third at the council staff.

These surveys were emailed out as well as placed on the Thanet DC website.

Top uses for the council site, via the public survey



Turns out people mainly care about their bins & Council Tax

Stakeholder Workshops

Results for the staff survey came back quickly, so whilst the constituent surveys were still collecting data, my colleague and I co-facilitated four workshops, over two days with the council staff.

These workshops contained staff from across all departments at all levels.

“ A lot of people don't even bother with the website, as it is difficult to find what you want. They just phone the main TDC number. ”

Stakeholder Workshops cont.

During these workshops we uncovered a couple of running themes:

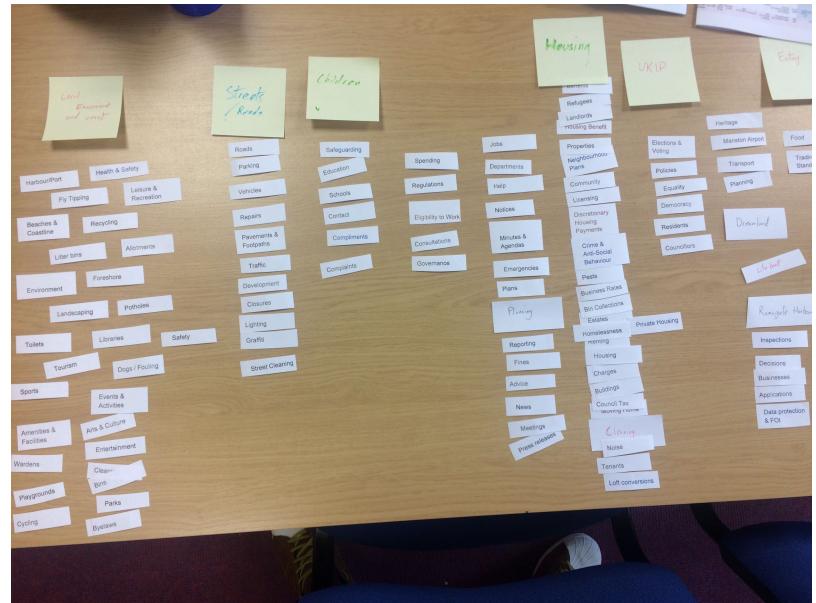
- The staff didn't feel empowered to take control of their section of the website, which led to outdated content being left live through fear of repercussions if deleted.
- The council departments didn't seem to fit the expected structure of the constituents, resulting in the wrong department being contacted.

In order to address these issues with old, confusing content and departmental overlap, we pitched the idea of a web editors group. This group would hold regular meetings consisting of representatives of each department, who (with proper training) were empowered to maintain their section of the website and collaborate across departments to ensure a consistent message with no duplication of content.

User Interviews

Once the public survey results had been collated and analysed, we invited twelve of the respondents for face-to-face interviews. I interviewed six constituents whilst my colleague interviewed the other six.

As part of these interviews, we conducted a card sorting exercise to help us understand how the constituents thought each of the council services would be related. This confirmed our suspicion that the users ideas of the council departments and services did not fit with the reality of the council structure.



Personas

From the interviews and surveys conducted, we produced six personas.

Each persona had their own key tasks which we used to refer back to as we made our recommendations.

Beryl, business owner



Beryl is 48 years old and a long term resident of Thanet. She knows the area like the back of her hand.

Beryl owns a large and successful restaurant in the Ramsgate marina area. The business has nearly 20 employees and has been running for over 10 years, benefitting from the regeneration of this area.

Beryl has regular contact with Thanet District Council and uses the website a few times a month. She's a busy person so tends to find information via the quickest route possible, whether online or searching for phone numbers online if the information isn't easily on hand. Beryl describes her internet ability as 'average'. She mainly accesses the Thanet Council site on a desktop computer.

Beryl uses the TDC site both from both a business owner's and resident's point of view. She finds that she regularly completes the same tasks. She would be interested in logging in to speed up these frequent tasks but would need to have reassurance that her data is safe.

Beryl is keen that the TDC portrays the positive elements of Thanet to attract visitors seen as well as making her regular tasks easy to complete.

Key tasks

1. Pay business rates and council tax online.
2. Report maintenance issues near her restaurant that impact on the cleanliness and appeal of the area. Recently she reported some dumped rubbish from another nearby business.
3. Check food regulations and business licensing updates.
4. Keep abreast of local events - good (festivals) and bad (road closures) - that might impact customer numbers in the restaurant.
5. Keep abreast of changes to regulations/licensing.
6. Pay a parking fine.

Beryl is so busy and needs to keep ahead of what's going on. She'd be interested in relevant information coming to her rather than having to hunt for it on the website.

Fran, the friendly caller



Fran is 35 years old and has three children under seven, two of whom are at school in Westgate. She has lived in the East Kent area all her life. Fran is not at work and receives benefits and support for her family.

Fran uses the Thanet Council website fairly regularly. She uses the site on her mobile as this is her main way to access the internet generally. She is a skilled mobile user.

Fran is moving to a larger home as her children are getting older. As part of this move she is moving from council housing into privately rented accommodation. She currently received housing benefits and council tax discounts. She has recently been using the TDC website a lot to help support the move. She has very little spare time and just assumes it is quicker to speak to someone that dig around online for answers. She is also a keen user of online chat.

Key tasks

1. Work out how much money the council will provide towards her new home.
2. Tell the council her new address.
3. Apply for help with her rent deposit.
4. Report a maintenance issue in her current home.
5. Pay her council tax.

Although Fran's tasks are mostly specific to a major irregular life event, housing, benefits and council tax enquiries are very popular tasks with Thanet residents.

Personas cont.

Rana, the regular residential user



Rana is in her ear for 15 years, who work. She is now manager, in Broa old daughter at a

Rana lives just ou with her family. S website about tw

Rana tends to vis complete the sar to save her detail minimal, secure & prefer generally t to speed, accurai chores once her daughter is in bed and it's "out of hours" for

Rana accesses the site via mobile mainly, she is a skilled desktop at work and her tablet at home. It really depends on i to hand.

Key tasks:

1. Rana regularly pays her council tax online on the TDC payment page to make it quick to access. Each mont enters her account number.
2. Report a missed bin as and when required.
3. Look for events and leisure activities for the weekend
4. Check bin collections during seasonal changes.

Rana is our first persona because she represents the most pe users want to complete, again and again.

Colin, the occasional caller (residential)



Colin is 56 years Margate with I 's not a massiv and will avoid to speak to a j human appro discussion. It's really, if a web more likely to completing a t

Colin access infrequently, w particular que local library to the phone run

hand first. Each time it's a different question for TDC - and th

Key tasks

1. Recently Colin's compost food bin went missing, he n bin.
2. A few months ago, Colin's neighbours unveiled that th Colin's a bit concerned about the affect to his proprie date with the application.
3. Last winter Colin reported a pothole in his road. He w

Steve, staff member



Steve is 29 years Thanet. He works planning depart daily at work and too.

He is a skilled usu daily on a desktop if out and about.

Steve's team has and he helps to u website is crucial

Key tasks (at work)

1. Guide a resident to a planning application, particularly
2. Look up contact details and information for other dep
3. Update content on the site.
4. Signposting for customers looking for the Local Plan time elsewhere if customers were more confident to f

Steve is not a priority user! Staff fed back to us that they use means of signposting the public to content. When the websit not receive so many calls from the public wanting to find con need themselves to use the site.

Steve is the only person in his team responsible for managing an adhoc basis and would like to buddy up with others in diff

Nigel, non-resident



Nigel is 45 years old. He currently works as a radiologist in Maidstone. He doesn't live in Thanet but visits from Mid Kent every few months; his two children love to get to the coast and explore what Thanet has to offer. He particularly likes the quieter rural coastlines, which he feels are hidden gems.

Nigel accesses the TDC site on his laptop at home every few months and has sometimes also visited tourist information on his mobile whilst in Thanet. He would describe his internet ability as above average. He's pretty tech savvy and has a preference to find information and complete tasks online rather than over the phone. That said, he doesn't regularly input data into TDC site. He mostly spends time on the Visit Thanet website but looks up more practical information on the TDC site.

Key tasks

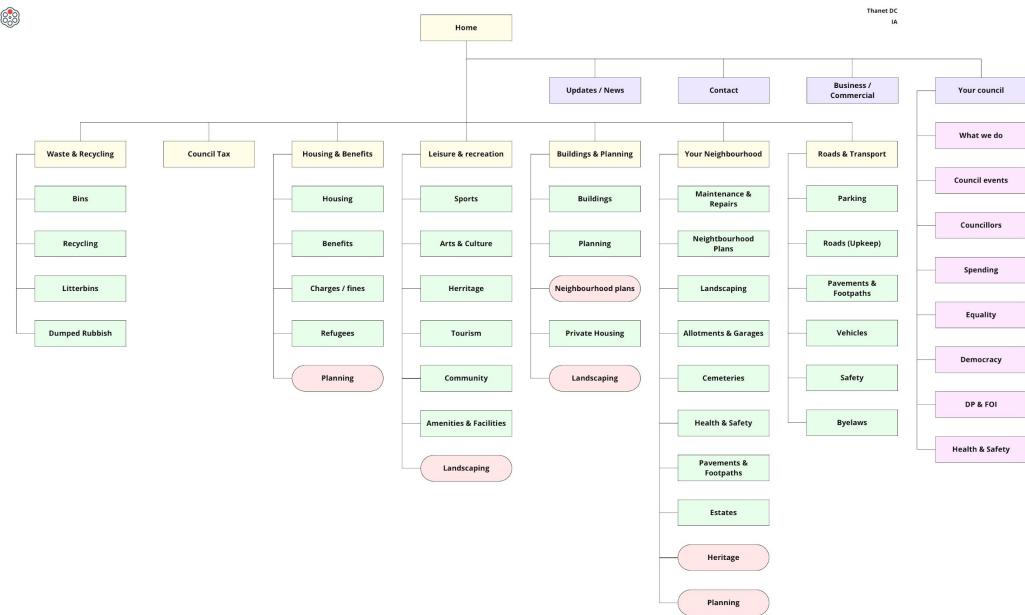
1. Explore different bays and in the summer which beaches have blue flags.
2. Find where to park for free or what car parks are good value in different areas he visits.
3. Find out any restrictions for dogs on particular beaches.
4. Jobs

Nigel doesn't necessarily represent a group of regular users who are completing some of the site's top tasks but he does nonetheless represent an important group of users, bringing tourism to the area.

Information Architecture

As evidenced by the analytics, surveys, workshops and interviews, the IA needed an overhaul.

I produced a new refined IA based on the amalgamation of the interview, card sort exercise and staff workshop data. The new IA allowed for certain topics to be accessed via different pathways depending on the users mental model of the council, however each piece of content only existed once.

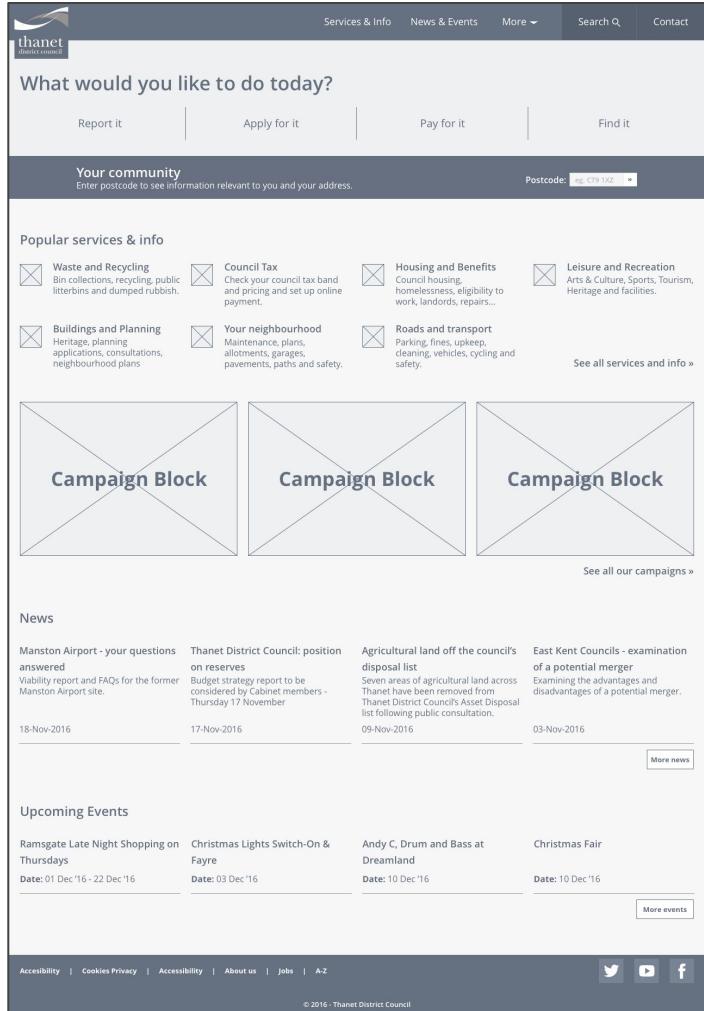


Wireframes

Time and time again in our research the main problem that users faced was a confusing navigation.

The current navigation didn't work for the users who came to the site with a specific task in mind (eg. paying council tax) or users who needed to find out some general information (eg. finding out bin collection days or planning regulations).

To address this, I made sure that navigation was at the forefront of the wireframes and split into two sections to address both types of users.



The wireframe illustrates the website's layout. At the top, there's a header with the Thanet District Council logo, a search bar, and links for Services & Info, News & Events, More, and Contact. Below the header, a main content area asks "What would you like to do today?" with four buttons: Report it, Apply for it, Pay for it, and Find it. A "Your community" section allows users to enter a postcode. To the right, there's a "Popular services & info" section with icons for Waste and Recycling, Council Tax, Housing and Benefits, Leisure and Recreation, Buildings and Planning, Your neighbourhood, Roads and transport, and a "See all services and info" link. Below this is a "Campaign Block" section with three large boxes, each containing the text "Campaign Block" and a "See all our campaigns" link. The main content area also includes a "News" section with several news items and a "Upcoming Events" section with a list of events. At the bottom, there are footer links for Accessibility, Cookies Privacy, Accessibility, About us, Jobs, and A-Z, along with social media icons for Twitter, YouTube, and Facebook.

What would you like to do today?

Report it | Apply for it | Pay for it | Find it

Your community
Enter postcode to see information relevant to you and your address.
Postcode: eg. CT9 1XZ

Popular services & info

- Waste and Recycling
Bin collections, recycling, public litterbins and dumped rubbish.
- Council Tax
Check your council tax band and pricing and set up online payment.
- Housing and Benefits
Council housing, homelessness, eligibility to work, landlords, repairs...
- Leisure and Recreation
Arts & Culture, Sports, Tourism, Heritage and facilities.
- Buildings and Planning
Heritage, planning applications, consultations, neighbourhood plans
- Your neighbourhood
Maintenance, plans, allotments, garages, pavements, paths and safety.
- Roads and transport
Parking, fines, upkeep, cleaning, vehicles, cycling and safety.

See all services and info »

Campaign Block | Campaign Block | Campaign Block

See all our campaigns »

News

Manston Airport - your questions answered Viability report and FAQs for the former Manston Airport site. 18-Nov-2016	Thanet District Council: position on reserves Budget strategy report to be considered by Cabinet members - Thursday 17 November 17-Nov-2016	Agricultural land off the council's disposal list Seven areas of agricultural land across Thanet have been removed from Thanet District Council's Asset Disposal list following public consultation. 09-Nov-2016	East Kent Councils - examination of a potential merger Examining the advantages and disadvantages of a potential merger. 03-Nov-2016
More news			

Upcoming Events

Ramsgate Late Night Shopping on Thursdays Date: 01 Dec '16 - 22 Dec '16	Christmas Lights Switch-On & Fayre Date: 03 Dec '16	Andy C, Drum and Bass at Dreamland Date: 10 Dec '16	Christmas Fair Date: 10 Dec '16
More events			

Accessibility | Cookies Privacy | Accessibility | About us | Jobs | A-Z

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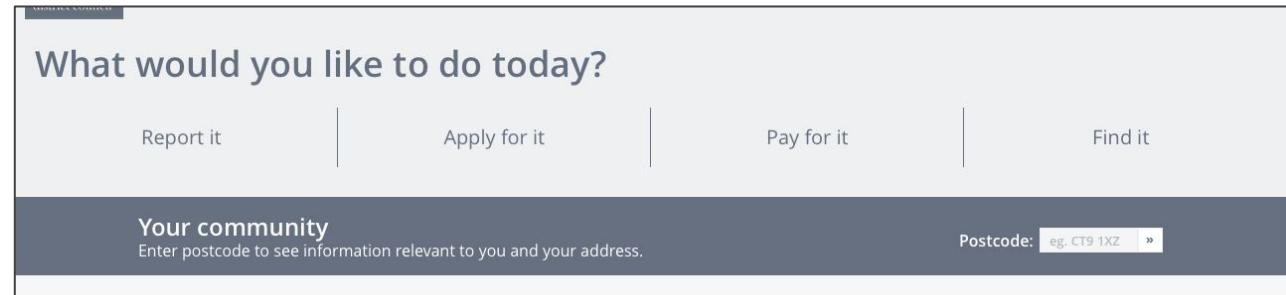


Wireframes cont.

For the task orientated users, straightforward task groupings were used for the main navigation:

- “Report it”
- “Apply for it”
- “Pay for it”
- “Find it”

These contained the most popular tasks clearly listed with easy access to the less popular tasks.

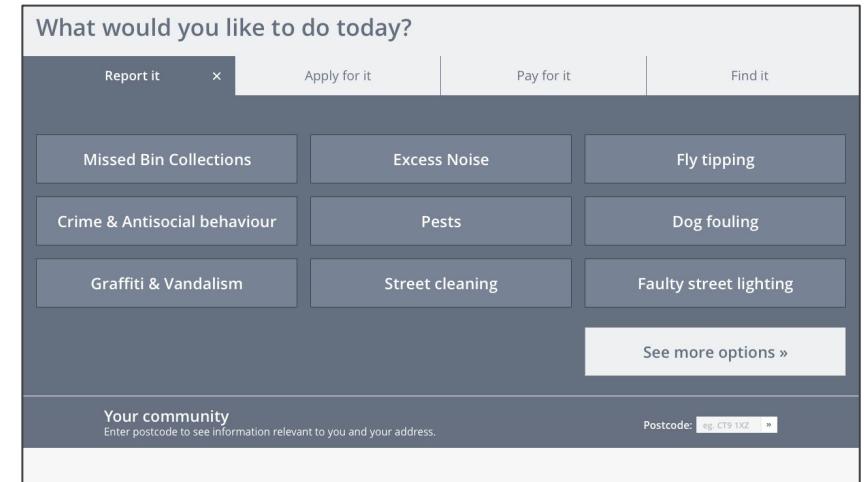


What would you like to do today?

Report it Apply for it Pay for it Find it

Your community
Enter postcode to see information relevant to you and your address.

Postcode: eg. CT9 1XZ »



What would you like to do today?

Report it Apply for it Pay for it Find it

Missed Bin Collections	Excess Noise	Fly tipping
Crime & Antisocial behaviour	Pests	Dog fouling
Graffiti & Vandalism	Street cleaning	Faulty street lighting

See more options »

Your community
Enter postcode to see information relevant to you and your address.

Postcode: eg. CT9 1XZ »

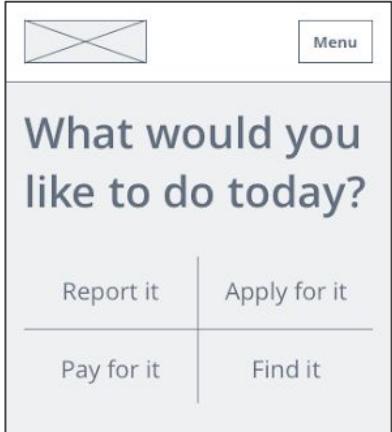
Wireframes cont.

For the users needing more general information, a section containing the most popular content was included.

These were grouped under a relevant category heading that more closely aligns with the mental model presented in the user research.

Report it	Apply for it	Pay for it	Find it
Your community Enter postcode to see information relevant to you and your address. Postcode: <input type="text" value="eg. CT9 1XZ"/> »			
Popular services & info			
<input checked="" type="checkbox"/> Waste and Recycling Bin collections, recycling, public litterbins and dumped rubbish.	<input checked="" type="checkbox"/> Council Tax Check your council tax band and pricing and set up online payment.	<input checked="" type="checkbox"/> Housing and Benefits Council housing, homelessness, eligibility to work, landlords, repairs...	<input checked="" type="checkbox"/> Leisure and Recreation Arts & Culture, Sports, Tourism, Heritage and facilities.
<input checked="" type="checkbox"/> Buildings and Planning Heritage, planning applications, consultations, neighbourhood plans	<input checked="" type="checkbox"/> Your neighbourhood Maintenance, plans, allotments, garages, pavements, paths and safety.	<input checked="" type="checkbox"/> Roads and transport Parking, fines, upkeep, cleaning, vehicles, cycling and safety.	See all services and info »

Wireframes cont.



The wireframe shows a mobile landing page with a header containing a menu icon and a 'Menu' button. Below the header is a large title 'What would you like to do today?'. Underneath the title is a 2x2 grid of buttons: 'Report it' (top-left), 'Apply for it' (top-right), 'Pay for it' (bottom-left), and 'Find it' (bottom-right). The background of the page is light grey.

Your community
Enter postcode to see information relevant to you and your address. >

Popular services & info

 Waste and Recycling
Bin collections, recycling,

-  Waste and Recycling
Bin collections, recycling, public litterbins and dumped rubbish.
-  Council Tax
Check your council tax band and pricing and set up online payment.
-  Housing and Benefits
Council housing, homelessness, eligibility to work, landlords...
-  Leisure and Recreation
Arts & Culture, Sports, Tourism, Heritage and facilities.
-  Buildings and Planning
Heritage, planning applications, consultations, neighbourhood plans
-  Your neighbourhood
Maintenance, plans, allotments, garages, pavements, paths and safety.
-  Roads and transport
Parking, fines, upkeep, cleaning, vehicles, cycling and safety.



[See all our campaigns »](#)

News

Manston Airport - your questions answered

Viability report and FAQs for the former Manston Airport site.

18-Nov-2016

[More news](#)

Upcoming Events

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[More events](#)



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[About us](#)

[Jobs](#)

[A-Z](#)

A prototype of the mobile site can be found here:

<http://nickphillipps.co.uk/thanetdc-proto>

Rounding up!

The full research report contained a full SEO audit, analytic analysis, survey data sets and insights as well as user interview recordings and findings. These were presented along with my recommendations on IA and layout (over 18 separate wireframes across mobile and desktop) by myself and my colleague to the council leadership team as well as to the full council in the council chamber.

Rounding up!

Posted by Jessica Seaward on Feb 8, 2017



Just wanted to say a big thank you for all your work. The report is very thorough and the wireframes of page types look fab.

I think I have a much clearer idea now of what our next steps should be with regard to the website and am pulling together findings from the report and writing a specification. Our biggest failing seems to be navigation and how we are naming things, content is all over the place and so difficult to find!

Thanks again!

Jess

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