Experience map

	Recycling at home	Ordering a new bin	Ordering a replacement bin/repair	Reporting a missed waste collection	Finding out about recycling centres opening times etc.
User Needs	**I want to find** information **So I can** sort my waste at home correctly and recycle better	**I want to** order bins to my new home **So I can** have my waste collected	**I want to** order a new bin or have my damaged one repaired **So I can** have my waste collected	**I want to** report that my bin wasn't emptied **So I can** arrange for my waste to be collected as soon as possible	**I want to** find out where my nearest recycling centre is and what the opening times are And **I want to** see what the rules are on what can be taken to recycling centres **So I can** take large items to be recycled or disposed of as soon as I can
Actions + Tasks	› Search engine to find information › Search facility on Council webpage › Call Customer Services at Council or › Browse Council webpages to find information	› Search engine to find phone number › Call Customer Services at Council or › Browse Council webpages to find information › Report and pay online	› Browse Council webpages to find information › Call Customer Services at Council	› Check website for collection days › Browse Council webpages to see if I can report online or do webchat › Wait until Monday › Call Customer Services at Council	› Check Council webpages › Search engine to get further information
Channels + Devices	› 🔍📱 Search Engine to find relevant Council webpage (on phone) › 📱 Council website to search for more/better information (on phone) › 📞🎧 Customer services (on phone) to ask for hard copy information	› 🔍📱 Search Engine to find Council contact number (on phone) › 💻📱 Council website to search for the facility to order online (on phone) › 📞🎧 Customer services (on phone) to place order	› 💻 Council website to search for information (on desktop) › 📞🎧 Customer services (on phone) to place order	› 🔍📱 Search Engine to find Council contact number (on phone) › 💻📱 Council website to search for more/better information (on phone) › 📞🎧 Customer services (on phone) to report and arrange collection	› 💻📱 Council website to search for information (on phone) › 🔍📱 Search Engine to find further information (on phone) › 💻📱 Derbyshire County Council website to search for more/better information (on phone)
Emotional	"I eventually found what I wanted but it wasn't easy, and I wasn't confident that it was accurate or up to date due other information on the website being out of date" "Lady on the phone was really helpful and knowledgeable" "Why are there such differences between authorities'? It would be great if everyone had the same bin colours or maybe label the bins. It's confusing" 😑	"Its surprising that more information isn't given with the Council Tax bill. I'd expect a 'new resident' pack to be given, even if it's by email" "Service from Customer services and the people delivering the bin was great; we didn't have to wait long and the person on the phone was helpful" "Why aren't new bins free for new houses? Surely it's part of my Council Tax payments" 😑	"Couldn't find what I needed online; lots of information but nothing useful to me" "Delivery was faster than expected" "Customer services or whoever I spoke to were excellent" 😑	"In the past it has been really useful when social media informed me that collections were delayed etc. because of snow" "When my bin did get emptied I spoke to some bin men who were really friendly and helpful in advising me about a separate matter. It was nice that they took the time to help me" 🙂	"I'm just a customer, not a local Council expert, how am I supposed to know who provides which services? I pay my bill for Bolsover, I expect them to provide the information." "Why is information like when my bin emptying day on the front page of the website (which most people won't need regularly) but not information that I actually need?" 😑
Pain Points	› Website not being mobile friendly. › Not having a hard copy of what can be recycled, to keep at home for easy reference › Discrepancies between different L.As	› Not having the facility to do this online or on weekends › Having to pay when it's a new home › Assumption that people new to the area know all relevant information or where to find it	› Not being able to do this online or out of work hours › Not being able to easily find what I wanted on the website	› Webchat wasn't available out of hours › Having to wait until Monday to even report it.	› Not having enough information about related authorities