


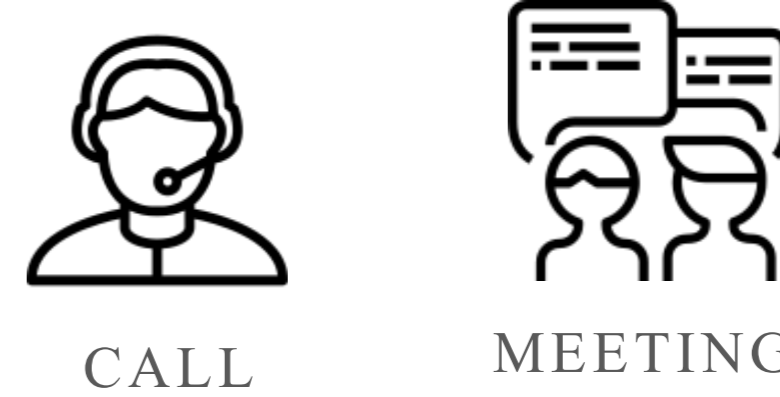














	Set-up & weekly process	Change in circumstances	Service disruption	Health & Wellbeing	Service Success
User Needs	<p>I want to put my process in place easily and quickly</p> <p>So I can keep my home organised and think about other things</p>	<p>I want to easily make changes to my service</p> <p>So I can adapt to a change in need</p>	<p>I want to know how the situation will be resolved as soon as possible</p> <p>So I can minimise the time spent on dealing with the issue</p>	<p>I want to see the council take pride in the environment</p> <p>So I can enjoy where I live</p>	<p>I want to be able to follow simple procedures</p> <p>So I can not think about this chore for longer than necessary</p>
Actions + Tasks	<ul style="list-style-type: none"> › Visit website for collection details › Check what recycling can be collected. 	<ul style="list-style-type: none"> › Visit website for process › Complete online form › Phone council 	<ul style="list-style-type: none"> › Visit website for information and contact / process details › Phone council › Visit in person to housing agent 	<ul style="list-style-type: none"> › Phone council › Enlist others to help campaign for better standards. 	<ul style="list-style-type: none"> › Follow the procedure › Not think about it until next week
Channels + Devices	 <p>PHONE WEBSITE LAPTOP</p>	 <p>PHONE WEBSITE LAPTOP</p>	 <p>PHONE WEBSITE LAPTOP MEETING SOCIAL MEDIA</p>	 <p>CALL MEETING</p>	
Emotional	<p>“If I don’t know I will check with my neighbours “</p> <p>“Easy”</p> 	<p>“Complete satisfactory”</p> <p>“Fairly straight forward”</p> <p>“Form ok – outcome not what I wanted”</p> 	<p>“Waste of time ringing up. Keeps happening”</p> <p>“Would like council to catch up with technology being used elsewhere, e.g. prescriptions</p> 	<p>“Try not to complain as nothing happens”</p> <p>“Get upset – noone bothers except me”</p> 	
Pain Points	<ul style="list-style-type: none"> › Cannot find the right information 	<ul style="list-style-type: none"> › Getting the wrong information led the wrong action. 	<ul style="list-style-type: none"> › Not being told in advance › Not resolving issue within a reasonable timeframe › Having to call back when issue not resolved yet 	<ul style="list-style-type: none"> › Neighbours not taking pride in their environment › Council not litter picking 	
Compelling forces	<ul style="list-style-type: none"> › Just moved in 	<ul style="list-style-type: none"> › Building works › Garden works 	<ul style="list-style-type: none"> › Missed collection › Communal waste system not working 	<ul style="list-style-type: none"> › Rubbish accumulating on street › Fly – tipped waste › Mess left after collection 	<ul style="list-style-type: none"> › Essential service › Will only contact if something goes wrong

	House Owner	Communal Living	Retired	Working
User Needs	<p>I want to be able to spend as little time as possible on this</p> <p>So I can do other things around the house.</p>	<p>I want to be considered as part of the overall system.</p> <p>So I can recycle easily</p>	<p>I want to see good processes in place</p> <p>So I can stop doing unnecessary work and enjoy a clean environment</p>	<p>I want to be able to access information at all time</p> <p>So I can take action when I remember</p>
Actions + Tasks	<ul style="list-style-type: none"> › Check website › Fill in online form › Wait for delivery 	<ul style="list-style-type: none"> › Check website › Fill in online form › Appeal a decision 	<ul style="list-style-type: none"> › Reported the issue by phone or in person › They gave me a litter pick and some gloves › Nice people, but no resolution 	<ul style="list-style-type: none"> › Check website
Channels + Devices	 <p>LAPTOP WEBSITE EMAIL CALL</p>	 <p>LAPTOP WEBSITE EMAIL CALL MEETING</p>	 <p>LAPTOP WEBSITE EMAIL CALL MEETING</p>	 <p>LAPTOP WEBSITE EMAIL CALL</p>
Emotional	<p>“ Will check with neighbours “</p> <p>“Straight forward”</p> 	<p>“Neighbours don’t care “</p> <p>“Could have been a more instant response.”</p> 	<p>“Every time I walk to the bus I have to litter pick “</p> <p>“I used to tidy up everyone else , but I can’t now”</p> 	<p>“I always remember just as I am going to bed “</p> 
Pain Points	<ul style="list-style-type: none"> › Wrong information meant the wrong action taken › Waiting 	<ul style="list-style-type: none"> › Not outcome that I wanted › Neighbours do not care 	<ul style="list-style-type: none"> › No system put in place › Very little support, although people are nice. 	<ul style="list-style-type: none"> › Not being able to self serve at a time suitable to me.
Compelling forces	<ul style="list-style-type: none"> › Area they are living in – will collaborate with neighbours 	<ul style="list-style-type: none"> › Relying on neighbours/strangers to respect the process › One service does not fit all lifestyles 	<ul style="list-style-type: none"> › Area they are living in - not ‘community’ minded 	<ul style="list-style-type: none"> › Lack of time