














	Search for information on Council webpages	Search on internet for information	Speak to Customer Services on phone	Report or request service
User Needs	<p>I want to find information</p> <p>So I can report a problem or request a service online</p> <p>I want to find information</p> <p>So I can help myself resolve the issue</p>	<p>I want to find information online that I couldn't find on the website</p> <p>So I can report a problem, request a service online or help myself resolve the issue</p>	<p>I want to speak to someone</p> <p>So I can get the information I need or report the issue</p>	<p>I want to report that my bin wasn't emptied or request a new bin</p> <p>So I can have my waste collected as soon as possible</p>
Actions + Tasks	<p>› Browse Council webpages to find information or relevant contact number</p> <p>› Search tool on webpages to find information</p>	<p>› Search engine to find phone number</p> <p>or</p> <p>› Search engine to find specific information</p>	<p>› Call Customer Services at Council</p> <p>› Ask for further information</p> <p>› Report/request</p> <p>› Pay for a service</p>	<p>› Report/request</p> <p>› Pay for a service</p> <p>› (online or by phone)</p>
Channels + Devices	<p>›  Council website to search for more/better information (on phone)</p>	<p>›   Search Engine to find Council contact number (on phone)</p>	<p>›   Customer services (on phone) to place order or get advice</p>	<p>›   Use Council website to report issue/make request (on mobile device)</p> <p>›   Customer services (on phone) to place order</p>
Emotional	<p>"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it wasn't easy, and I wasn't confident that it was accurate or up to date due other information on the website being out of date"</p> <p>"Couldn't find what I needed online; lots of information but nothing useful to me"</p> <p>"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"</p> <p></p>	<p>"It's 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"</p> <p>"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"</p> <p>"Why aren't new bins free for new houses? Surely it's part of my Council Tax payments"</p> <p></p>	<p>"Customer services or whoever I spoke to were excellent"</p> <p>"Lady on the phone was really helpful and knowledgeable"</p> <p></p>	<p>"Delivery was faster than expected"</p> <p>"Customer services or whoever I spoke to were excellent"</p> <p></p>
Pain Points	<p>› Website not being mobile friendly.</p> <p>› Discrepancies between different LAs</p> <p>› Not having the facility to do certain things online or on weekends</p> <p>› Not being able to easily find what I wanted on the website</p>	<p>› Having to use a search engine because the website isn't easy to navigate</p> <p>› Assumption that people new to the area know all relevant information or where to find it</p>	<p>› Not being able to do this online or out of work hours</p> <p>› Having to wait until Monday to even report it.</p>	<p>› Having to pay when it's a new home</p>