

Torchbox



Digital for good.

Council Chat Bot Kickoff

19th February 2018

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Project Introduction

30 mins



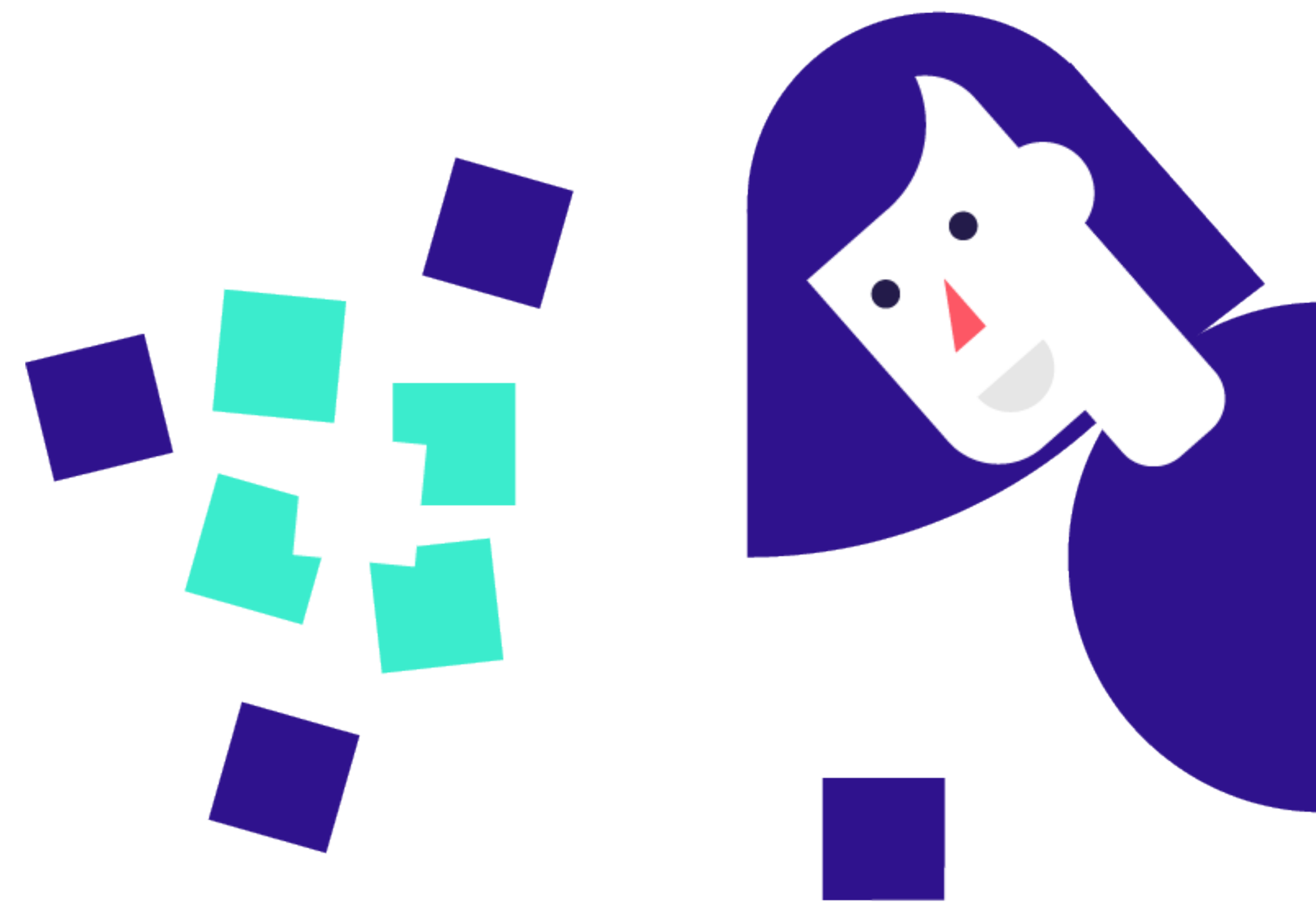
Strategy & Objectives

60 mins

Research Aims

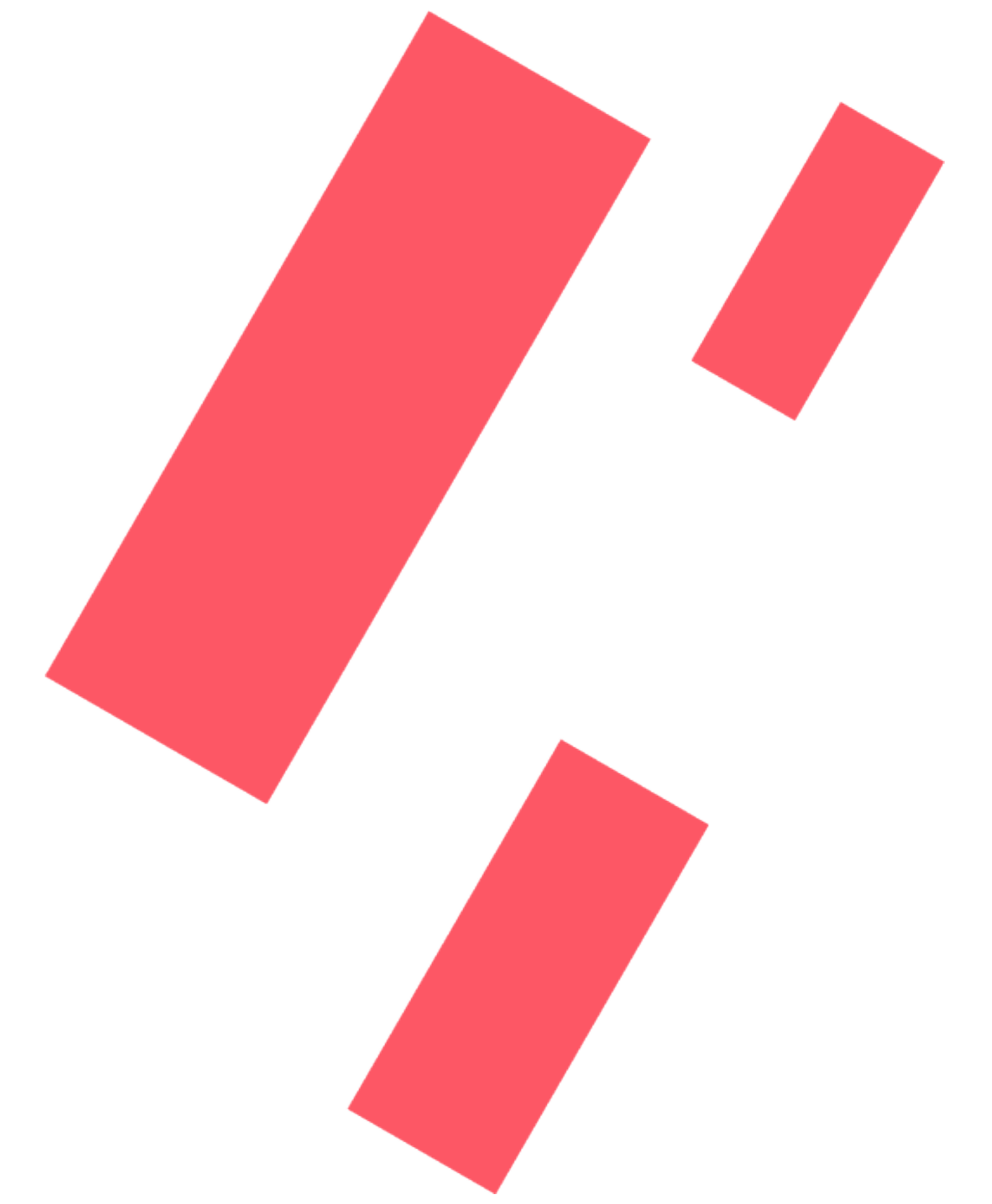
30 mins

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Research aims

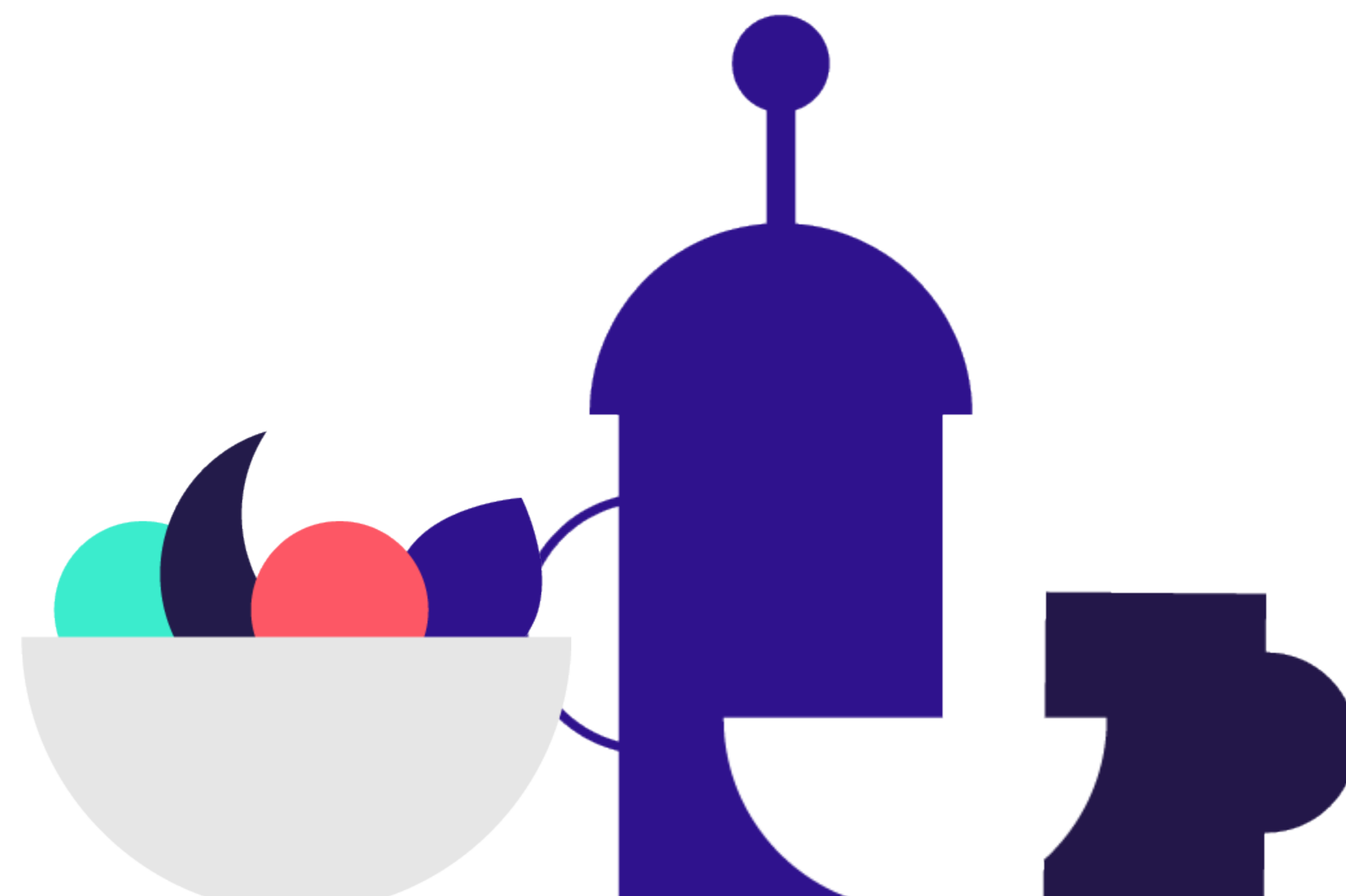
- To understand the user experience of customer support in each research area (motivations, triggers, frequency, success and pain points)
- Mental models and terminology used during communication, search and navigation
- User experience of, and attitude towards, digital channels and technology (ex: social, channels, chatbots)



Lunch break

12:30 - 13:30

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Councils & Research Areas

90 mins

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Why are we doing this?

Conducting our research and enabling councils to conduct their own research.

Foundations

18/02/2019	25/02/2019	04/03/2019
Kick off	Prep	Training

Research

11/03/2019	18/03/2019	25/03/2019	01/04/2019
Research Area 1	Research Area 2	Research Area 3	Research Area 4

Synthesis

08/04/2019	15/04/2019
Reporting	Final Report

Final sharing session:

18th April



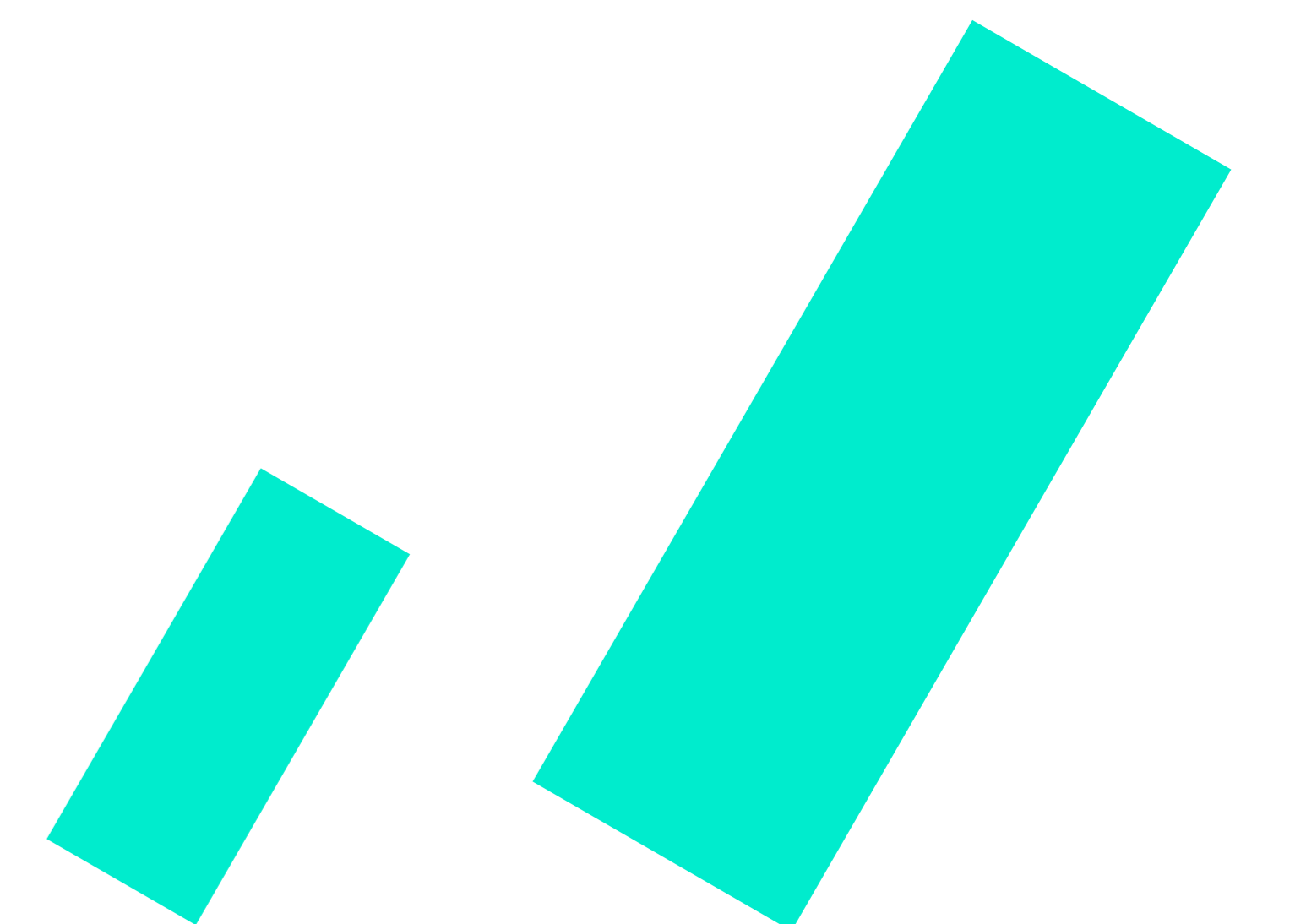
Training

- ▶ All council representatives invited to take part
- ▶ One day User Research training
- ▶ Across one or two days (as required) in Oxford

Must happen on week commencing 4th March

ACTIONS

- ▶ Agree dates and location(s) for training



Foundations			Research				Synthesis	
18/02/2019	25/02/2019	04/03/2019	11/03/2019	18/03/2019	25/03/2019	01/04/2019	08/04/2019	15/04/2019
Kick off	Prep	Training	Research Area 1	Research Area 2	Research Area 3	Research Area 4	Reporting	Final Report

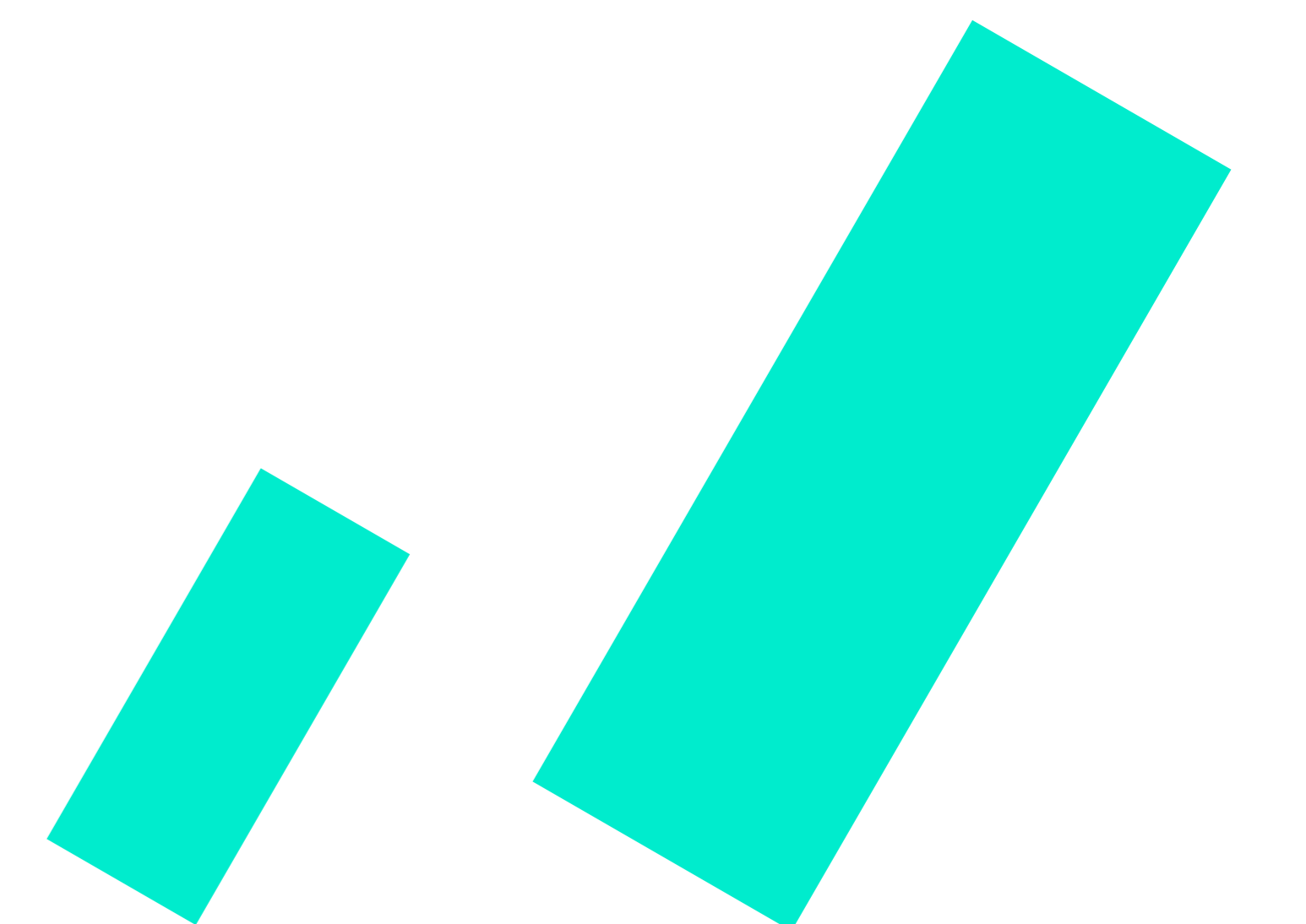
4th	5th	6th	7th	8th

Research areas

- ▶ Stakeholder research will be conducted across all councils
- ▶ Torchbox will focus user research efforts on **one** location per research area
- ▶ Other councils can supplement by doing own user interviews - must follow methods as instructed during training consistent outputs

ACTIONS

- ▶ Agree councils / locations where Torchbox will conduct user research



Foundations			Research				Synthesis	
18/02/2019	25/02/2019	04/03/2019	11/03/2019	18/03/2019	25/03/2019	01/04/2019	08/04/2019	15/04/2019
Kick off	Prep	Training	Research Area 1	Research Area 2	Research Area 3	Research Area 4	Reporting	Final Report

11th - 15th	18th - 22nd	25th - 29th	1st - 5th
Planning	Waste & Recycling	Rev & Ben	Highways

1

2

3

4

5

Monday

Tuesday

Wednesday

Thursday

Friday

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Interviews & Analysis

Interviews & Analysis

Analysis & Synthesis

Reporting & Demo

Council

Interviews & Analysis

Interviews & Analysis

Analysis

Analysis & Synthesis

Demo

Research Area + Councils

Planning

- ▶ Oxford
- ▶ Hertsmere
- ▶ Cheltenham

Waste & Recycling

- ▶ Rotherham
- ▶ Doncaster
- ▶ Bolsover / North East Derbyshire

Revenues & Benefits

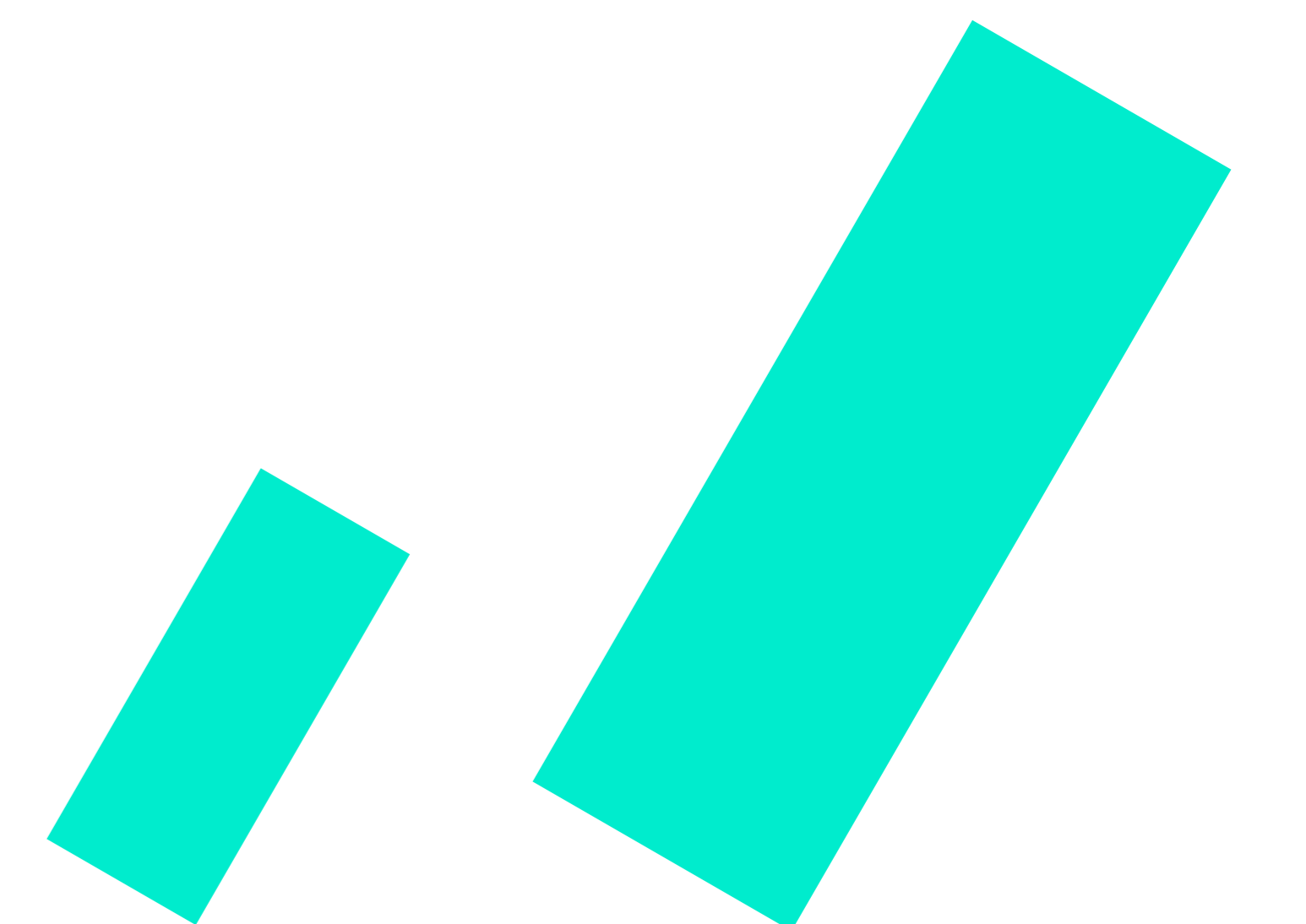
- ▶ Redditch & Bromsgrove
- ▶ Preston
- ▶ Adur & Worthing

Highways

- ▶ Surrey

ACTIONS

- ▶ Agree when we will focus on which research area



Foundations			Research				Synthesis	
18/02/2019	25/02/2019	04/03/2019	11/03/2019	18/03/2019	25/03/2019	01/04/2019	08/04/2019	15/04/2019
Kick off	Prep	Training	Research Area 1	Research Area 2	Research Area 3	Research Area 4	Reporting	Final Report

11th - 15th	18th - 22nd	25th - 29th	1st - 5th
Planning	Waste & Recycling	Rev & Ben	Highways
Oxford	Redditch & Bromsgrove	Doncaster	Surrey



**What will each task
involve?**

Data privacy & consent

- ▶ All users and stakeholders should give consent for capture, storage and use of personal details for the purpose of this project
- ▶ We must ensure security of digital channels such as Google Forms
- ▶ Adopt a “no breadcrumbs” ethos

Stakeholder research

What we need from you...

- ▶ Stakeholder surveys - distribution and completion
- ▶ Stakeholder interviews - recruitment and access
- ▶ Call data & scripts
- ▶ Google Analytics access

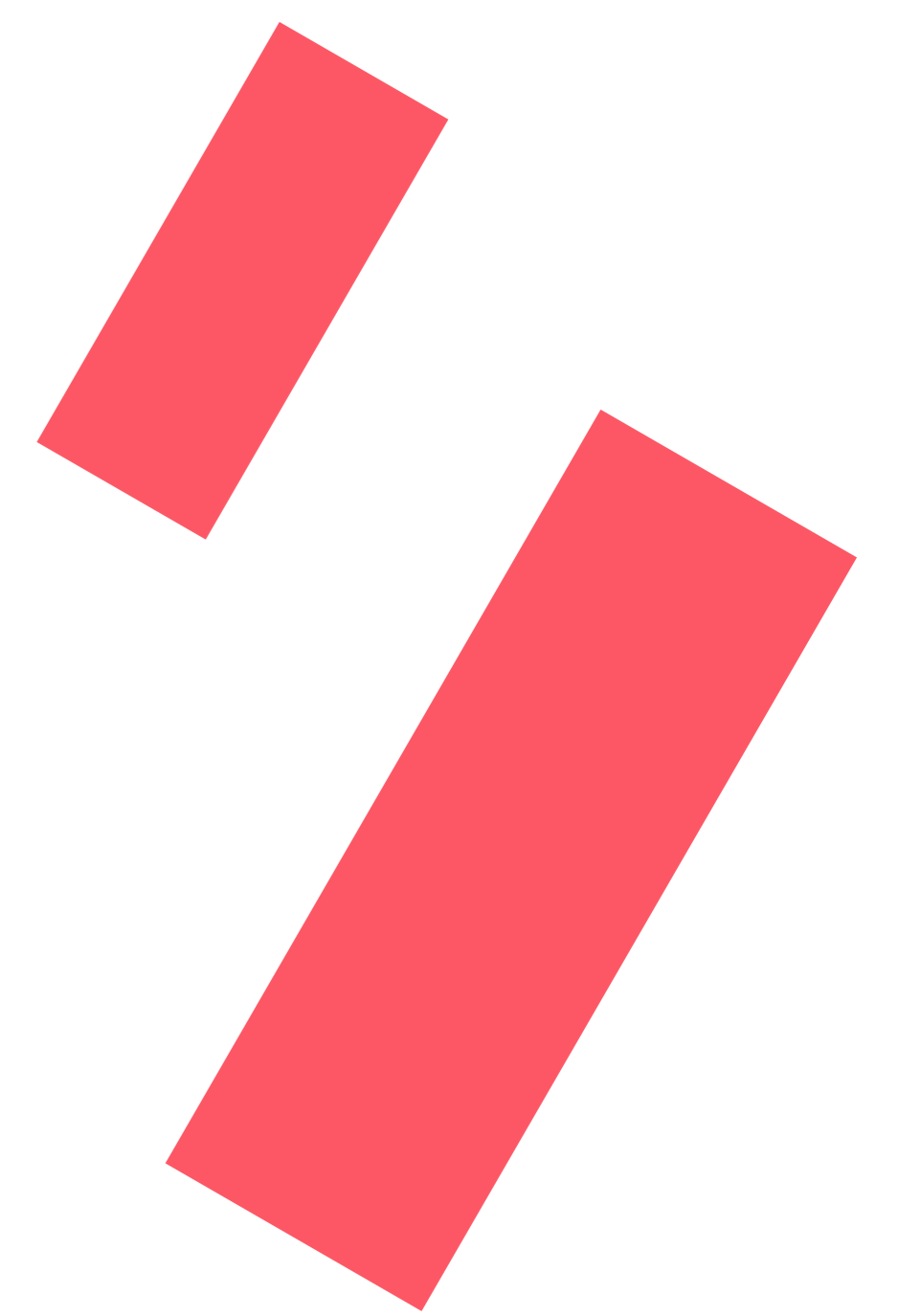
User Surveys

ACTIONS

- Agree if councils want to supplement research with this activity.

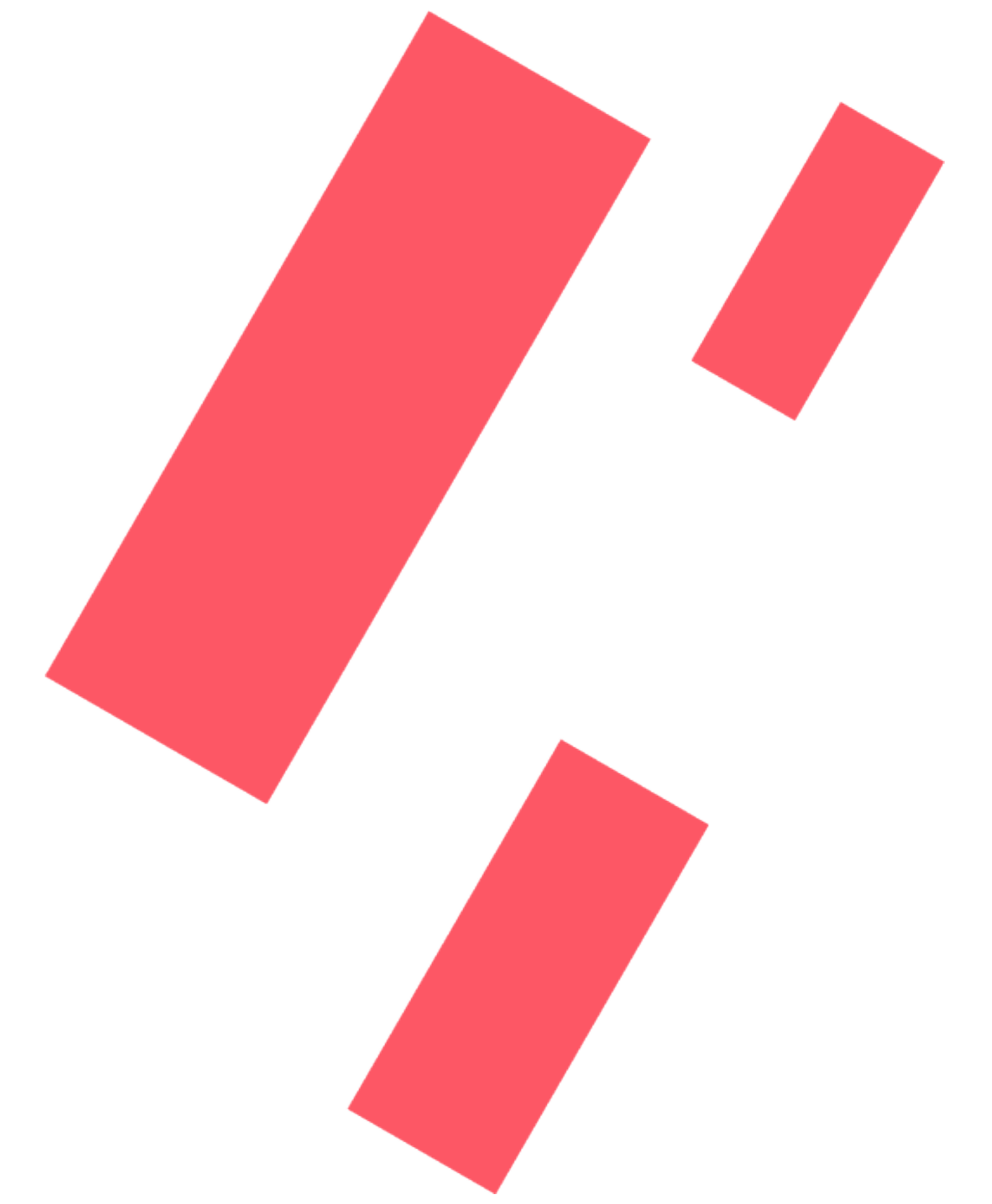
What we would need from you...

- Consistent distribution across all councils
- Consistent survey content & format
- Consistent data collection and analysis
- Completion and sharing of results within agreed deadlines.



User Surveys

- ▶ Digital distribution and data capture for ease of analysis - online channels, over the phone, in person
- ▶ Consistency
- ▶ Casting a wide net



Sample sizes (ex: Oxford)

Population size: 154,600

Confidence level (%): 95

Margin of error (%): 5

=

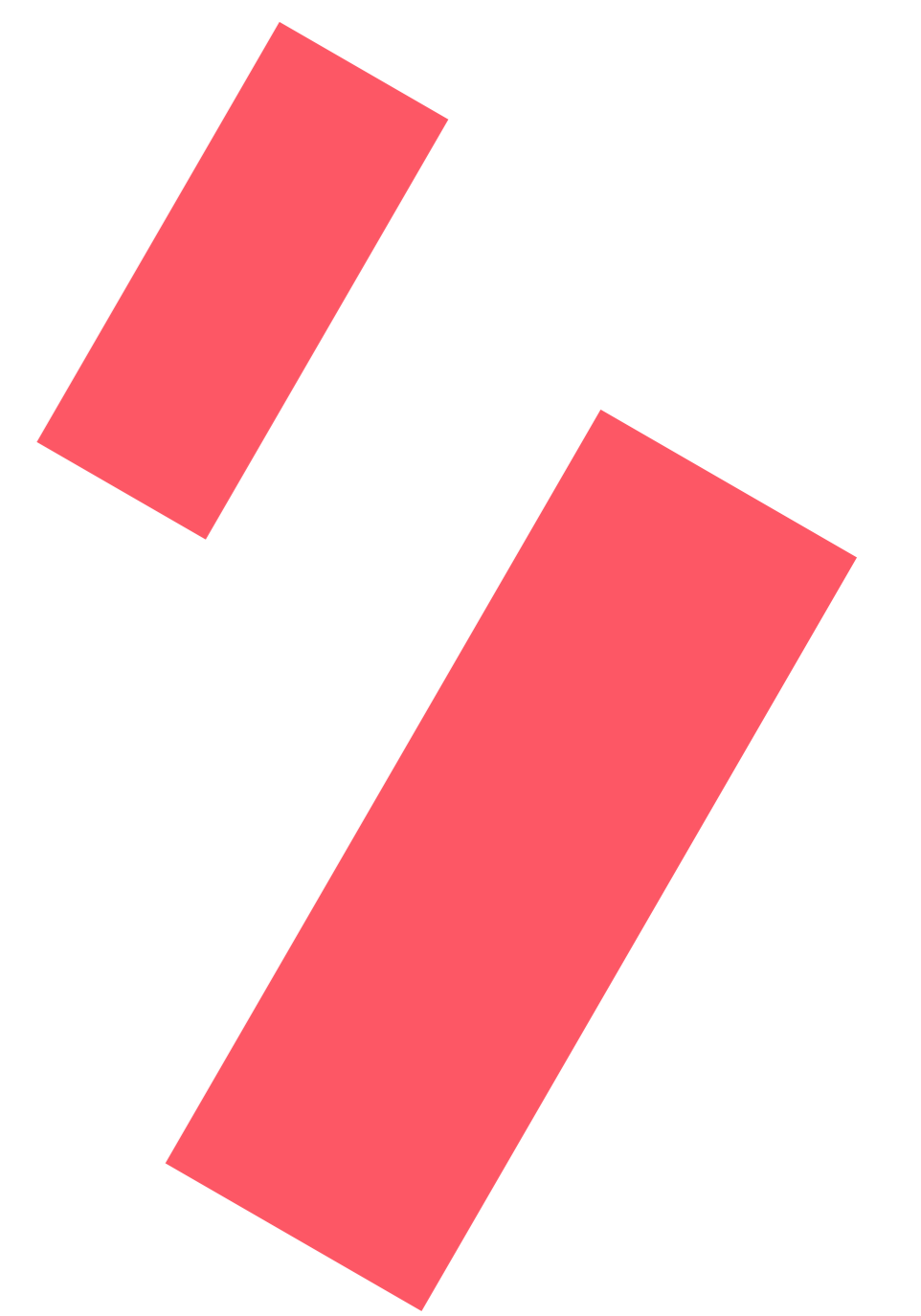
384

User interviews

- ▶ Six interviews run by Torchbox team with chosen council
- ▶ Other councils can supplement by doing own user interviews
 - must follow training methods as defined in training

What we need from you...

- ▶ User recruitment and access



User recruitment

- ▶ **Reach:** social media, phone customer service, in person
- ▶ **Intention:** user research to explore how to improve and develop local council service delivery
- ▶ **Requirements:** date, duration and place (exact time in follow up comms)
- ▶ **Incentive:** best practice £1 per one minute of their time

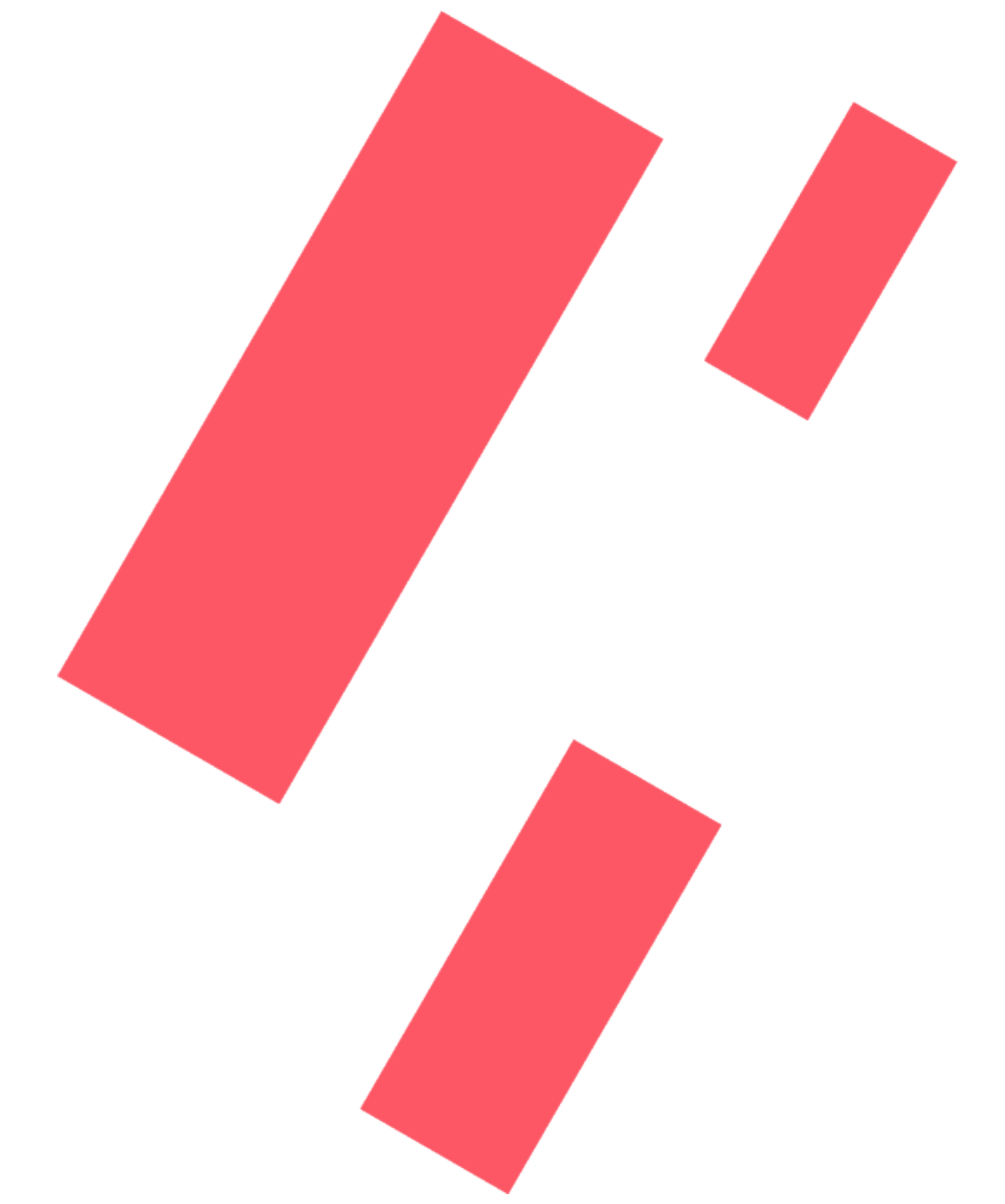
What we need...

- ▶ Communication - a primary point of contact for each council
- ▶ Consistency - formats and methods
- ▶ Timely delivery of supplementary research from councils
- ▶ During research weeks: Friday sharing sessions

Final Deliverables

15 mins

Final Deliverables



- ▶ Summary report for each research area
- ▶ Keyword Analysis
- ▶ Technology & Platform Report
- ▶ Feasibility Report
- ▶ ROI Report
- ▶ Case Study for each research area
- ▶ Final Summary Report

Research Presentation

- ▶ One final show and tell
- ▶ Agree a place or remotely

Mortems

30 mins



Pre mortem

What if the project has failed?

Let's work backward to determine what potentially led to the failure of this project.



Non mortem

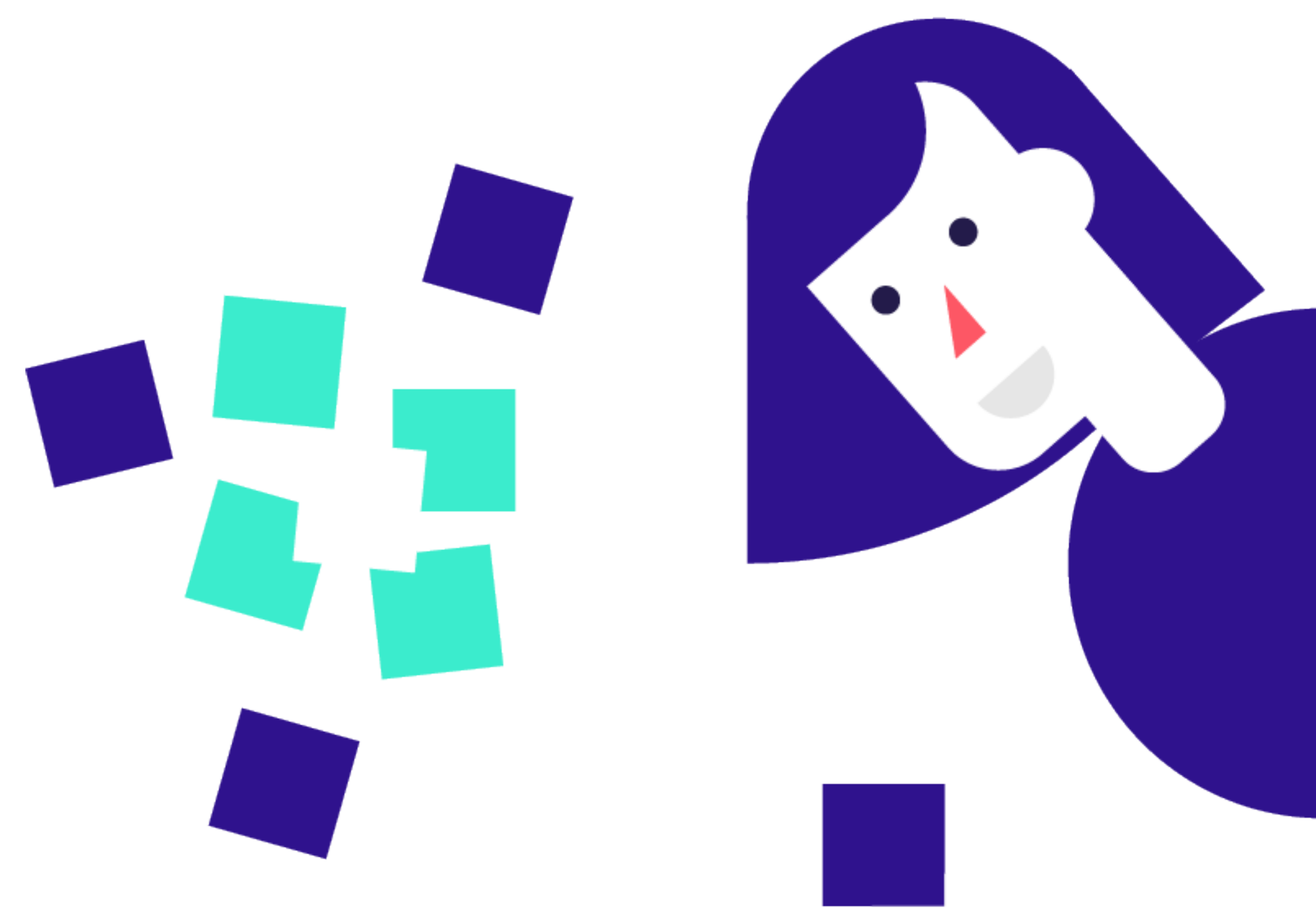
What if the project was a success?

Let's work backward to determine what potentially led to the success of this project.

Next Steps

15 mins

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