











## Experience map –The Process

Research Theme: Hertsmere Borough Council

	Trigger Need	Preparation of Objection	Submit Objection to a Planning Application	Being Kept Informed	Future Developments
User Needs	<p>I want to find information</p> <p>So I can object to a planning application</p>	<p>I want clear guidance on how to submit an objection</p> <p>So I can submit a valid objection that will challenge the planned development in my area</p>	<p>I want to submit objection easily</p> <p>So I can get on with other things.</p>	<p>I want to be kept informed of progress</p> <p>So I can be assured there will not be an adverse impact on my neighbourhood or local environment and can react to changes</p>	<p>I want to know of future developments which may affect my area</p> <p>So I can consider and object if necessary.</p>
Actions + Tasks	<ul style="list-style-type: none"> <li>Received notification letter of a planning application in my area.</li> <li>Concerned that the green belt may be developed</li> <li>Consult with neighbours and community groups</li> <li>Research council website</li> <li>Call Council</li> </ul>	<ul style="list-style-type: none"> <li>Seek advice on submitting an objection</li> <li>Use council website and community/environmental portals</li> <li>Meet with neighbours and community groups</li> <li>Phone, email council, visit council offices</li> <li>Preparation objection letter</li> </ul>	<ul style="list-style-type: none"> <li>Submit objection on council website</li> <li>Submit objection by email or by letter</li> <li>Check it has been received</li> </ul>	<ul style="list-style-type: none"> <li>Check council website.</li> <li>Phone/email case officer to see if any updates</li> <li>Register for weekly planning list</li> </ul>	<ul style="list-style-type: none"> <li>Register for auto notification of developments in my area</li> <li>Register to receive weekly planning lists</li> </ul>
Channels + Devices					
Emotional	<p>"I am not sure how to object and would like some guidance"</p> <p>"I am concerned for my neighbourhood and local environment"</p> <p>"There is a lack of affordable housing in my area"</p> 	<p>"Objecting to a planning application can be emotive"</p> <p>"A knowledge of the process or to be guided through it would be useful"</p> 	<p>"Relief I have submitted my objection"</p> <p>"Will my objection be considered"</p> 	<p>"Why does the process take so long"</p> <p>"I am a resident will my objection be heard over that of a developer"</p> 	<p>"I care about my area and local environment"</p> <p>"I do not want the Town over developed with high priced flats"</p> <p>"I understand the need for affordable homes"</p> 
Pain Points	<ul style="list-style-type: none"> <li>Not being able to find comment guidance/form.</li> <li>This should be a simple process if only I was pointed in the right direction to start</li> </ul>	<ul style="list-style-type: none"> <li>Getting started is difficult</li> <li>I am happy to object online but need guidance</li> </ul>	<ul style="list-style-type: none"> <li>Acknowledgement that it has been received and objection will be considered</li> <li>"Have the council received my objection and will it make a difference"</li> </ul>	<ul style="list-style-type: none"> <li>The process seems to take an age.</li> <li>Will development impact on property prices</li> </ul>	<ul style="list-style-type: none"> <li>The process seems to favour developers</li> </ul>
Compelling forces	<ul style="list-style-type: none"> <li>Consultation period is limited</li> </ul>	<ul style="list-style-type: none"> <li>Habit: I am used to using search engines</li> <li>Habit: If I cannot find information online I will phone council</li> </ul>	<ul style="list-style-type: none"> <li>Habit: Temptation to call council to confirm email or letter has arrived</li> </ul>	<ul style="list-style-type: none"> <li>Anxiety am I being heard</li> <li>Anxiety will greenbelt be developed</li> </ul>	<ul style="list-style-type: none"> <li>I want my opinion heard</li> </ul>