











Experience map

Waste & Recycling: NE Derbyshire District Council

	Trigger Need	Online Search	Search Council Website	Contact Council	Task Resolution
User Needs	<p>I want to get information / resolve an issue</p> <p>So I can dispose of my waste properly</p>	<p>I want to find information from my local council</p> <p>So I can contact them / resolve my issue</p>	<p>I want to find specific information / request a service</p> <p>So I can resolve my issue and get back to normal</p>	<p>I want to call the council</p> <p>So I can resolve my issue</p>	<p>I want to be able to rely on council services</p> <p>So I can avoid inconvenient alternative solutions</p>
Actions + Tasks	<ul style="list-style-type: none"> Move to a new house - need to set up the basics Realise there is an issue with current bin set up 	<ul style="list-style-type: none"> Search on Google Find the right Council to contact / seek further information 	<ul style="list-style-type: none"> Search for information Try to complete a task / self serve Search for a contact number 	<ul style="list-style-type: none"> Call Council - call centre and direct department numbers Provide simple information as requested by Council 	<ul style="list-style-type: none"> Wait for solution or resolution (service request) Find short / long term alternative solutions if told 'no'
Channels + Devices	 <p>AT HOME IN PERSON</p>	 <p>MOBILE SEARCH ENGINE</p>	 <p>MOBILE COUNCIL WEBSITE</p>	 <p>MOBILE COUNCIL WEBSITE</p>	 <p>AT HOME IN PERSON</p>
Emotional	<p>"I was expecting information from the council"</p> <p>"My bin has gone missing!"</p> 	<p>"I always get confused, I need to check the council logo to make sure its the right one"</p> 	<p>"I had to go back to Google to search for a specific page on that website"</p> 	<p>"It was quickly answered and quickly resolved - I felt reassured"</p> 	<p>"I don't want to come across as someone who complains..."</p> <p>"I cant keep going like this forever! I will have to call again"</p> 
Pain Points	<ul style="list-style-type: none"> New to this area - I don't know what to do / who to contact Something unexpected has happened - I have to find a solution 	<ul style="list-style-type: none"> Unsure which is the correct council to reach out to 	<ul style="list-style-type: none"> IA and content not useful Poor internal search and taxonomy - back to Google Don't have mobile friendly site 	<ul style="list-style-type: none"> Confusion over prices Being transferred in order to make payment over the phone 	<ul style="list-style-type: none"> Adopting inconvenient alternative solutions as Council can't provide service No confirmations or alerts - bins just show up!
Compelling forces	<ul style="list-style-type: none"> Habit: what did I do before / how did I previously solve this? Anxiety: I need something fixed and I don't know how / how long it will take 	<ul style="list-style-type: none"> Habit: Google search engine is first port of call 'Googling' Habit: Mobile search - quick and convenient 	<ul style="list-style-type: none"> Anxiety: only option / not meeting expectations online Habit: self help is first port of call - but will call if stuck 	<ul style="list-style-type: none"> Pull / Habit: Calling will resolve my issue quicker Push: couldn't do it online, so must resolve my issue now 	<ul style="list-style-type: none"> Anxiety: feeling stuck Anxiety: no tracking (new bins) Push: still has to dispose of waste (office / tip)