





















## Experience map - Process of managing my own planning application

Research Theme: **Council**

	Initial Contact	Ongoing contact and development	Submit Application	Council Response	Potential Appeal
User Needs	<p>I want to understand the application process</p> <p>So I can request the correct documentation and plan my time and actions accordingly</p>	<p>I want to get detailed advice regarding my application</p> <p>So I can reduce the risk of mistakes and failure</p>	<p>I want to submit my application</p> <p>So I can get legal approval from the council</p>	<p>I want to hear if I have been successful with my application</p> <p>So I can start work as soon as possible</p>	<p>I want to appeal my rejected application</p> <p>So I can get approval to start work that matters to me</p>
Actions + Tasks	<ul style="list-style-type: none"> <li>› Go on Council website</li> <li>› Phone or email generic contact</li> <li>› Email with further details</li> </ul>	<ul style="list-style-type: none"> <li>› Research online (Google / Council website / others)</li> <li>› Phone / email support</li> <li>› In person meetings</li> </ul>	<ul style="list-style-type: none"> <li>› Prepare documents and attachments</li> <li>› Submit application online</li> <li>› Pay for application</li> </ul>	<ul style="list-style-type: none"> <li>› Check emails</li> <li>› Check post</li> <li>› Call the council</li> </ul>	<ul style="list-style-type: none"> <li>› Speak to the council</li> <li>› Check government website and do further research</li> <li>› Amend plan / appeal</li> </ul>
Channels + Devices	 <p>LAPTOP MOBILE LAPTOP WEBSITE CALL CENTRE EMAIL</p>	 <p>LAPTOP LAPTOP IN PERSON WEBSITE EMAIL 20 MIN</p>	 <p>LAPTOP WEBSITE</p>	 <p>MOBILE CALL CENTRE</p>	 <p>LAPTOP WEBSITE</p>
Emotional	<p>"There are so many ways to get in touch with the council - it is confusing... its difficult to know what I can and cant ask"</p> 	<p>"After calling and emailing I was asked to come in person - if only I had known that from the beginning"</p> 	<p>"I will have to call if I can't find what I need online"</p> 	<p>"The council might or might not call, its unsettling. If I call them I can find out sooner."</p> 	<p>"I really don't want this to drag on! It is stressful and time consuming"</p> 
Pain Points	<ul style="list-style-type: none"> <li>› City or County Council website?</li> <li>› Phoned council but was just told to email the details</li> </ul>	<ul style="list-style-type: none"> <li>› Confusion: pre / full application</li> <li>› Cant send documents ahead of meeting - only 20 mins</li> <li>› So much subjective information</li> </ul>	<ul style="list-style-type: none"> <li>› Couldn't pay for application online- had to call customer services</li> <li>› What happens next?</li> </ul>	<ul style="list-style-type: none"> <li>› Want better ways to check status update</li> <li>› Have to keep calling when they think there is news</li> <li>› Post is too slow</li> </ul>	<ul style="list-style-type: none"> <li>› Additional work, time, money and stress</li> <li>› Potential engagement with people who disagree with application</li> </ul>
Compelling forces	<ul style="list-style-type: none"> <li>› Resident or architect contacting council?</li> <li>› Anxious to make process as easy and painless as possible</li> </ul>	<ul style="list-style-type: none"> <li>› Time flexibility - ongoing research and contact (especially face to face)</li> <li>› Anxiety - reduce errors &amp; risk</li> </ul>	<ul style="list-style-type: none"> <li>› Habit of preparing documents using other software for content checks</li> <li>› Anxiety - has it been received?</li> </ul>	<ul style="list-style-type: none"> <li>› Anxiety - has it been successful</li> <li>› Anxiety - clock is ticking</li> <li>› Habit - calling is quicker</li> </ul>	<ul style="list-style-type: none"> <li>› Anxiety - get it right this time</li> <li>› Push to get things finalised quickly</li> </ul>

## Experience map - Process of checking and / or challenging someone else's planning application

Research Theme: **Council**

	Awareness	Initial search	Detailed research	Submit comments	Ongoing communication
User Needs	<p>I want to know whats happening in my community</p> <p>So I can challenge applications, protect my community</p>	<p>I want to seek details about a local planning application</p> <p>So I can understand how it can / does affect me</p>	<p>I want to seek details about policies and local plans</p> <p>So I can make a strong legal case to challenge the application</p>	<p>I want to submit my comments to the council</p> <p>So I can have them taken into legal consideration</p>	<p>I want to be kept informed</p> <p>So I can know the outcome of the application and be aware of future applications in my area</p>
Actions + Tasks	<ul style="list-style-type: none"> <li>Keep an eye on local news</li> <li>Read council newsletter (if signed up)</li> <li>Check details 'yellow notice'</li> </ul>	<ul style="list-style-type: none"> <li>Google search: specific application code</li> <li>Council website search</li> <li>Generic email / phone</li> </ul>	<ul style="list-style-type: none"> <li>Research council website or <a href="http://planningportal.co.uk">planningportal.co.uk</a></li> <li>Contact experts for advice</li> <li>Meet community / experts</li> </ul>	<ul style="list-style-type: none"> <li>Write out comments on Word</li> <li>Copy and paste into Council website or <a href="http://planningportal.co.uk">planningportal.co.uk</a></li> <li>Submit comments</li> </ul>	<ul style="list-style-type: none"> <li>Phone and email council for updates</li> <li>Sign up for newsletter</li> </ul>
Channels + Devices					
Emotional	<p>"You worry about running out of time to challenge the application"</p> 	<p>"A generic email or phone number is frustrating - I just want to talk to someone who knows what they are talking about"</p> 	<p>"Theres no way around it - If you don't read the local guidance, you wont have a leg to stand on - it is a legal challenge"</p> 	<p>"What happens next? Will I be kept in the loop?"</p> 	<p>"I wouldn't need to phone if someone actually answered my emails"</p> 
Pain Points	<ul style="list-style-type: none"> <li>Council doesn't have to tell you</li> <li>You have to find it - but sometimes its not clear how to</li> <li>Surprise element - disagree with something</li> </ul>	<ul style="list-style-type: none"> <li>City vs County Council?</li> <li>Cant find what I am looking for, feeling stuck</li> <li>Phoned but told to email more detailed information</li> </ul>	<ul style="list-style-type: none"> <li>Complex and subjective information and jargon</li> <li>FAQ's are too generic</li> <li>Told to come in person after sending an email</li> </ul>	<ul style="list-style-type: none"> <li>Unsure how comments will be used / how the process works</li> <li>Unsure about next steps</li> <li>Unsure on how to set expectations</li> </ul>	<ul style="list-style-type: none"> <li>Not getting enough reassurance</li> <li>Waiting too long to find out whats happening</li> <li>Having to call for updates</li> </ul>
Compelling forces	<ul style="list-style-type: none"> <li>Anxiety - don't know how to challenge, how long do you have and will you succeed?</li> <li>Push - something is happening that I don't agree with</li> </ul>	<ul style="list-style-type: none"> <li>Anxiety - need reassurance that I am doing the right thing</li> <li>Push - deadline means I have to act fast</li> </ul>	<ul style="list-style-type: none"> <li>Anxiety - fear that I am not understanding or doing the right thing</li> <li>Push - following advice and instructions</li> </ul>	<ul style="list-style-type: none"> <li>Push - following process set by the council</li> <li>Anxiety - fear that nothing will come of efforts</li> </ul>	<ul style="list-style-type: none"> <li>Anxiety - no information, fear of not being in control</li> <li>Habit - calling means I can talk to someone and get answers</li> </ul>