

























Experience map - Council Tax & Benefits - Billing & Enquiries

Revenue & Benefits: Redditch & Bromsgrove

	Push: Event	Search	Contact	Resolve	Confirm
User Needs	<p>I want to adapt to recent changes in my life</p> <p>So I can make ends meet and make things better</p>	<p>I want to search for advice and contact details</p> <p>So I can get in touch with someone who can help me</p>	<p>I want to contact the Council</p> <p>So I can ask for help / enquire about service / complain about a mistake</p>	<p>I want to contact the Council</p> <p>So I can follow due process to complete my task</p>	<p>I want to receive confirmation of task completion</p> <p>So I can have peace of mind</p>
Actions + Tasks	<ul style="list-style-type: none"> Seek social advice Read council letter React to letters immediately 	<ul style="list-style-type: none"> Google specific service (eg: single occupancy council tax) Google council contact 	<ul style="list-style-type: none"> Call / email Council Enquire / request a service Complain / resolve issue 	<ul style="list-style-type: none"> Contact council with relevant information / evidence Set up payments were relevant Keep logs / receipts 	<ul style="list-style-type: none"> Confirmation by email / post Call Council and Partners to check issue has been resolved - nothing outstanding
Channels + Devices	 <p>IN PERSON LETTER CALL</p>	 <p>LAPTOP MOBILE GOOGLE WEBSITE</p>	 <p>LAPTOP MOBILE EMAIL CALL CENTRE</p>	 <p>MOBILE LAPTOP FORMS CALL CENTRE EMAIL IN PERSON</p>	 <p>LAPTOP MOBILE LETTER EMAIL COUNCIL & PARTNERS</p>
Emotional	<p>"Every year they don't carry over my credit!"</p> <p>"I'm on the wrong tax band - again!"</p> 	<p>"I wanted to know what my rights were before getting in touch"</p> 	<p>"I need to chase it up to avoid other mistakes"</p> <p>"I need help. What do I have to do?"</p> 	<p>"The forms are just too complicated! Its like they don't want us to understand it"</p> 	<p>"Receipts give me peace of mind. I need to have reassurance, it covers everybody's back"</p> 
Pain Points	<ul style="list-style-type: none"> Panic - I have to do something about this Frustration with mistakes Confusing bills - potential to get taken advantage of 	<ul style="list-style-type: none"> Don't understand what services are available New to this - don't know where to start 	<ul style="list-style-type: none"> Having to mediate between council and partners (HA) Having to call to correct a mistake - unnecessary stress Unable to find a direct number 	<ul style="list-style-type: none"> Forms are difficult and complex - have to trust that council is giving correct information 	<ul style="list-style-type: none"> Having to mediate between council and partners (HA) Waiting to get formal confirmation of resolution
Compelling forces	<ul style="list-style-type: none"> Push: sudden changes in personal circumstances Push: letter from Council Anxiety: fear of implications 	<ul style="list-style-type: none"> Habit: Googling for information Anxiety: fear of issue being unresolved Pull: appeal of getting help 	<ul style="list-style-type: none"> Anxiety: fear of issue being unresolved Push / pull: only one place to turn to 	<ul style="list-style-type: none"> Anxiety: don't trust council to get it right Push: have to trust council and move forward 	<ul style="list-style-type: none"> Anxiety: fear of future mistakes and extra effort required to resolve issue Anxiety: need for formal communications

Experience map - Applying or Switching Council Housing

Research Theme: **Council**

	Push: Event	Contact	Coordinate	Resolve	Unresolved
User Needs	<p>I want to adapt to recent changes in my life</p> <p>So I can make ends meet and make things better</p>	<p>I want to contact the Council</p> <p>So I can arrange / change my housing benefits</p>	<p>I want to contact the Council</p> <p>So I can follow due process to complete my task</p>	<p>I want to contact the Council</p> <p>So I can ensure my issue / request is being resolved</p>	<p>I want to contact the Council</p> <p>So I can ensure my issue / request will be resolved</p>
Actions + Tasks	<ul style="list-style-type: none"> Seek social advice Search for information online 	<ul style="list-style-type: none"> Call the council to understand and kick start process 	<ul style="list-style-type: none"> Contacting council and housing association - joining waiting lists Providing documentation and in person home assessments 	<ul style="list-style-type: none"> Contacting council and housing association - trying to finalise process 	<ul style="list-style-type: none"> Continue to contact council and housing association - trying to resolve and finalise process
Channels + Devices	 IN PERSON  LAPTOP  WEBSITE	 MOBILE  CALL CENTRE	 MOBILE  LAPTOP  FORMS  CALL CENTRE  EMAIL  IN PERSON	 MOBILE  CALL CENTRE	 MOBILE  LAPTOP  FORMS  CALL CENTRE  EMAIL  IN PERSON
Emotional	<p>"I wasn't impressed. This was all new to me. I needed to find information so I could know what to do"</p> 	<p>"Nobody would put me on a list cause I lived in Spain! I couldn't get back home."</p> 	<p>"I was number 16 - it could take forever. Couldn't wait anymore."</p> 	<p>"After a year of waiting I was told I needed an £800 deposit - I had no clue! I was really angry"</p> 	<p>"I got a bit arsy so I let it go for a bit. Trying to find alternative solutions now."</p> 
Pain Points	<ul style="list-style-type: none"> New to system and information Complex information is hard to find and digest Need for reassurance and hand holding 	<ul style="list-style-type: none"> Unable to reach team in the afternoon Unable to get help needed Not knowing how long until problems will be resolved 	<ul style="list-style-type: none"> Confusion over housing waiting list categories Not knowing how long the wait will be > impacts on life and financial decisions 	<ul style="list-style-type: none"> Anger over critical information not communicated > and negative impact on life Council not able to help or advise on alternatives 	<ul style="list-style-type: none"> Frustration at unresolved issue Frustration at lack of hand holding and alternative support
Compelling forces	<ul style="list-style-type: none"> Anxiety: stress due to contextual hardship Anxiety: fear of not getting the help they need from only source of help available 	<ul style="list-style-type: none"> Anxiety: stress due to contextual hardship Anxiety: not being able to self help & not knowing when problems will be resolved 	<ul style="list-style-type: none"> Anxiety: not knowing when problems will be resolved Push: having to react quickly at the drop of a hat 	<ul style="list-style-type: none"> Anxiety: not knowing when problems will be resolved Anxiety: fear of not getting the help they need from only source of help available 	<ul style="list-style-type: none"> Anxiety: stress due to contextual hardship Anxiety: not being able to self help & not knowing when problems will be resolved