

## Unintended behaviour

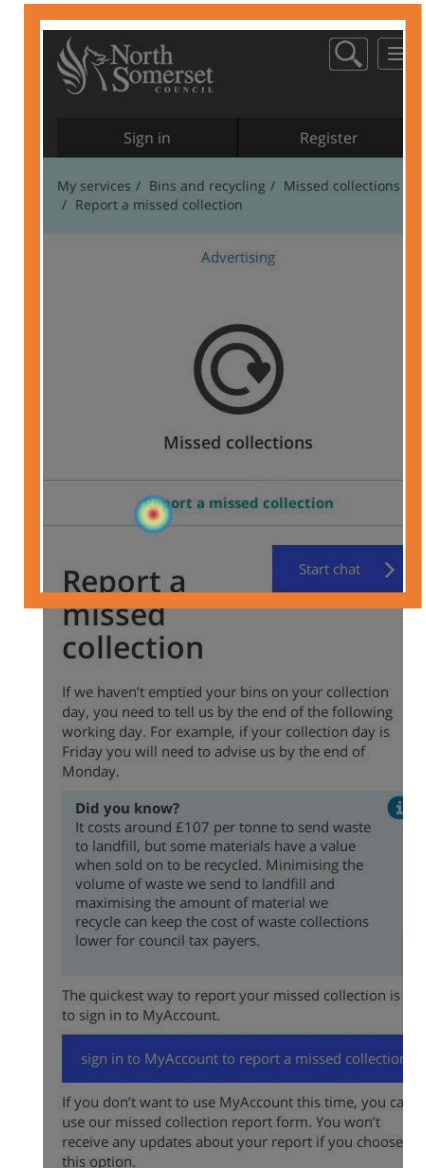
### ***Desktop (6 impressions)***

All six impressions hit the report button on a desktop.

### ***Mobile (4 impressions)***

However on mobile because of the size of the header and page title being "Report a missed collection" user click on the page title expecting this to take them to a form.

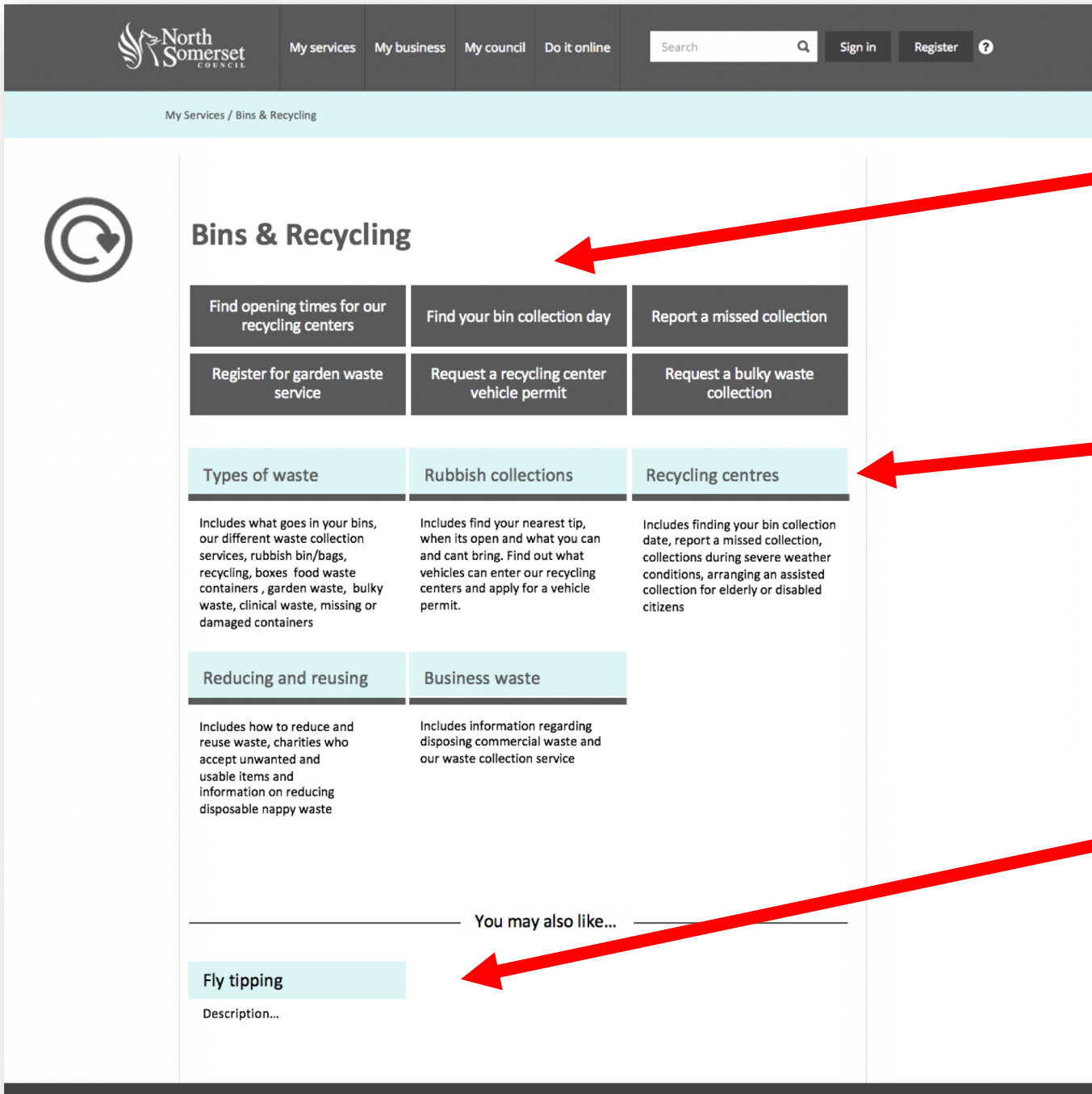
## Visible area



The screenshot shows a mobile application interface with a dark background. A white vertical list of seven dark grey buttons is centered on the screen. The buttons contain the following text from top to bottom: "Bin collection dates", "Missed collections", "What goes in your bins", "Special collections", "Recycling centres", "Reducing and reusing waste", and "Business waste". At the top right of the app, there are icons for a star, a share arrow, a trash bin, and a red circle with a white plus sign. At the bottom of the screen, a video player control bar is visible, showing a play button, a refresh icon, "1x" speed, "Skip Pauses", a progress bar at "0:35 / 2:57", the current page URL "CURRENT PAGE: https://www.n-somerset.gov.uk/my-services/waste/", and an "Autoplay" button.

The sidebar contains two tabs: "Session Info" (selected) and "Notes & Actions". Under "Session Info", the following details are listed: user ID "45ff5e87", location "United Kingdom", page number "# 38", time "4 hours ago", device "Phone (360 x 560)", browser "Chrome Mobile 69.0.3497", and OS "Android 8.0.0". Below this is a summary "44 actions & 0 notes". There are two input fields: "Add tag to this recording..." and "Tag this recording...". At the bottom, there is a "Help with recordings" section with a question mark icon, containing three links: "How can I tag recordings automatically?", "Why am I seeing asterisk (\*) symbols instead of actual keystroke data in input fields?", and "Troubleshooting".

Our recordings are showing that where landing pages have too many options that users scan up and down multiple times struggling to find the service they are looking for.



## New Design Principles

### ***Calls to action***

Each page can have up to six buttons that provide quick access to popular user tasks

### ***Topics***

Content is organised by topic, again limited to six tiles. Each tile has a clear title and short description that introduces the area and gives clarity as to what can be found in that sub-section

### ***Related Content (You may also like)***

Any content that is outside of this section is put below the rest of the content rather than to the right or merged as buttons in the landing page navigation. Mixing up sections adds to user confusion.



## Rubbish collections

[Find your bin collection day](#)[Report a missed collection](#)[Request an assisted collection](#)[Bin collection dates](#)[Missed collections](#)[Severe weather](#)

Find out your bin collection dates for your rubbish and recycling. Annual calendar download.

Report a missed collection and request a new collection

Find out what to do with your bins and containers during severe weather conditions

Includes

[Assisted collections](#)

Information on how we can help older and disabled people who struggle to put their bins out for collection

### Sub Pages

#### **Consistency**

Until the user reaches and editorial page, all sub pages would have the same approach as main landing pages.

#### **Contextual buttons**

The three call to action buttons on this page are now related to the service in question

- Find your bin collection day
- Report a missed collection
- Request an assisted collection

They are also chosen based on search volume.



## Recycling centres

[Request a van permit](#)[Portishead recycling centre](#)

Opening times, location

[Blackwell recycling centre](#)

Check if your vehicle requires a permit to enter our sites and request a permit

[Weston-super-mare recycling centre](#)

Find out what you can and can't bring to our recycling centres.

[Recycling centre vehicle permits](#)

Check if your vehicle requires a permit to enter our sites and request a permit

[What you can take to our recycling centres](#)

Find out what you can and can't bring to our recycling centres.

## Improved SEO

### *Short descriptions*

By having tile descriptions on the page it helps give Google some context when crawling this page. A big current issue is that users are sent to the wrong pages because the landing pages have no value as far as Google is concerned. Tile descriptions provide this.

### *Recycling Centres*

A lot of the searches around recycling centres are very specific "**Portishead recycling centre**". By creating individual pages for each centre it will actual increase usability as what appears on google search result listings will have better relation to search terms.

[Need help?](#)

## Waste and recycling

<b>Missed collection</b> Report a missed bin collection	<b>Exchange, replace or remove waste receptacles</b> Request to exchange, replace or remove a bin	<b>Order a new waste bin</b> Request for a new bin
<b>Request assisted collection</b> If you're unable to move you bins due to an illness or disability	<b>New garden waste service</b> Request for a garden waste collection	<b>Check status of waste enquiry</b> View any previous reuquests or reports
<b>Collection calendar</b> Find out your collection dates	<b>Waste complaints</b>	<b>Waste enquiries</b>
<b>View report</b>		

## MyAccount

### *Tile descriptions*

In MyAccount are also looking at changing the design and to provide a description for each option to help provide on page help for users.

