Unintended behaviour
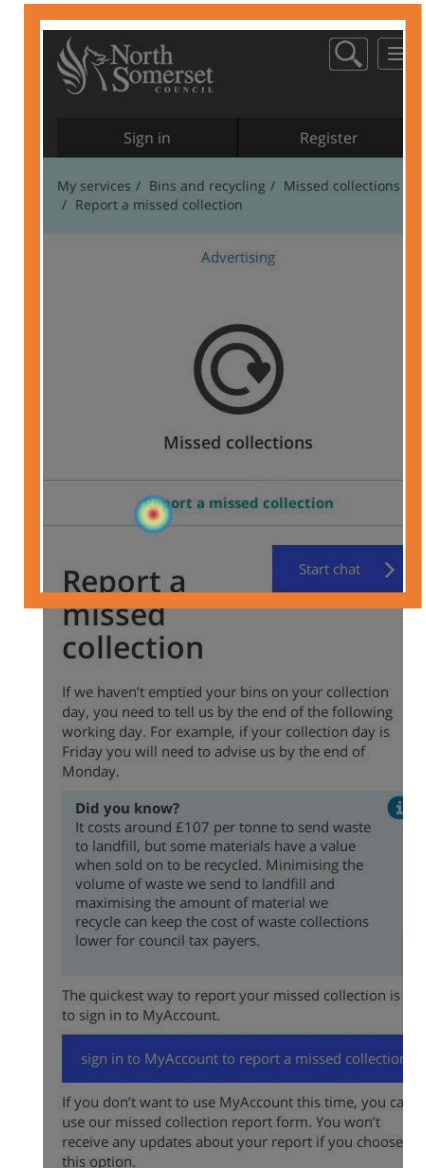
Desktop (6 impressions)
All six impressions hit the report button on a desktop.

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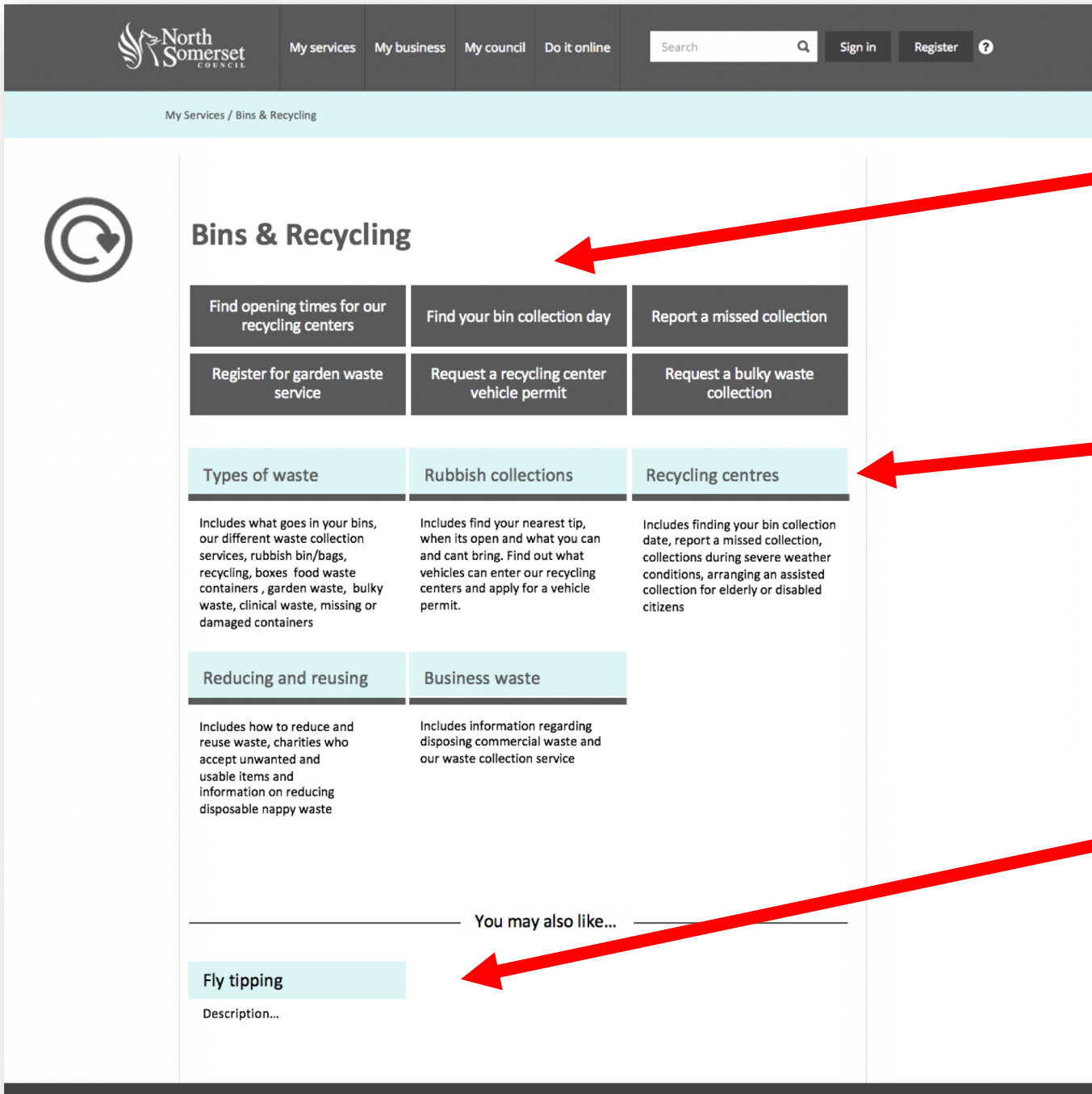
Our recordings are showing that where landing pages have too many options that users scan up and down multiple times struggling to find the service they are looking for.

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.

Screenshot content:

North Somerset Council

My services | My business | My council | Do it online | Search | Sign in | Register

My Services / Bins & Recycling

Bins & Recycling

Find opening times for our recycling centers | Find your bin collection day | Report a missed collection

Register for garden waste service | Request a recycling center vehicle permit | Request a bulky waste collection

Types of waste
Includes what goes in your bins, our different waste collection services, rubbish bin/bags, recycling, boxes food waste containers , garden waste, bulky waste, clinical waste, missing or damaged containers

Rubbish collections
Includes find your nearest tip, when its open and what you can and cant bring. Find out what vehicles can enter our recycling centers and apply for a vehicle permit.

Recycling centres
Includes finding your bin collection date, report a missed collection, collections during severe weather conditions, arranging an assisted collection for elderly or disabled citizens

Reducing and reusing
Includes how to reduce and reuse waste, charities who accept unwanted and usable items and information on reducing disposable nappy waste

Business waste
Includes information regarding disposing commercial waste and our waste collection service

You may also like...

Fly tipping
Description...

Rubbish collections

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

Bin collection dates

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

Missed collections

Report a missed collection and request a new collection

Includes

Severe weather

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

Assisted collections

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

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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.

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.

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.