

Digital update

Report to CCO panel 29 January 2019



Programme plan – progress since new team formed

- Design improvements
 - Template
 - New approach to website layout agreed by Leader and CE
 - Gained feedback from customers on existing and new
 - Set new template live
 - My Account
 - MyAccount menu layout agreed by Leader and CE
 - Working on new format for MyAccount guidance pages
 - Mapped process for MyAccount password re-set and lock outs, and developed new wording and feedback form
 - Mobile Friendly
 - Agreed how to improve mobile usability
- Customer feedback
 - Customer survey on website
 - Extend deployment of Govmetrics
- Digital strategy
 - Planning for changes in accessibility legislation Sep 20
 - Scoping out microsites

Gained user feedback from customers for current site and new template

Methodology

- Collected feedback from NSC residents in the library

Summary

- Users found the current site to be unclear with too many options making it hard for users to find what they are looking for
- Feedback from new template has been positive with many respondents citing the new design to be simpler and self explanatory



User feedback on current NSC website

"There's a lot of choices"

"Its hard to find what I'm looking for"

"Adverts are distracting"

"Its not very clear"

"There are few options you can chose, it's confusing"

"It isn't specific"

"The advertising looks messy"

"I don't understand what half of it means"

"It's complicated to look at"

"It's simple and informative to an extent"

"It isn't self-explanatory"

"The boxes on the side are hard to read"

"The boxes are hard to see"

"It needs bigger boxes"

"It think its clear enough"

"I find it very confusing"

"There is not much to look at"

"It sends you all over the shop"

"I like how simple it is"

"It's hard to see, it needs pictures"

"It doesn't entice me to use it"

User feedback of proposed changes to NSC website

"It's more logical and defined"

"It's straight forward abc steps"

"It cant get simpler than this"

"The options don't overlap"

"It looks easy to use"

"It's a lot clearer"

"It looks user friendly, older people would find it easier to use"

"It's for everyone"

"every option is well explained"

"It's doesn't look too crowded"

"I think I would find it easy to use"

"There is explanations that make it easier to use"

"It's simple but very informative and effective"

"There is less confusing options but more information"

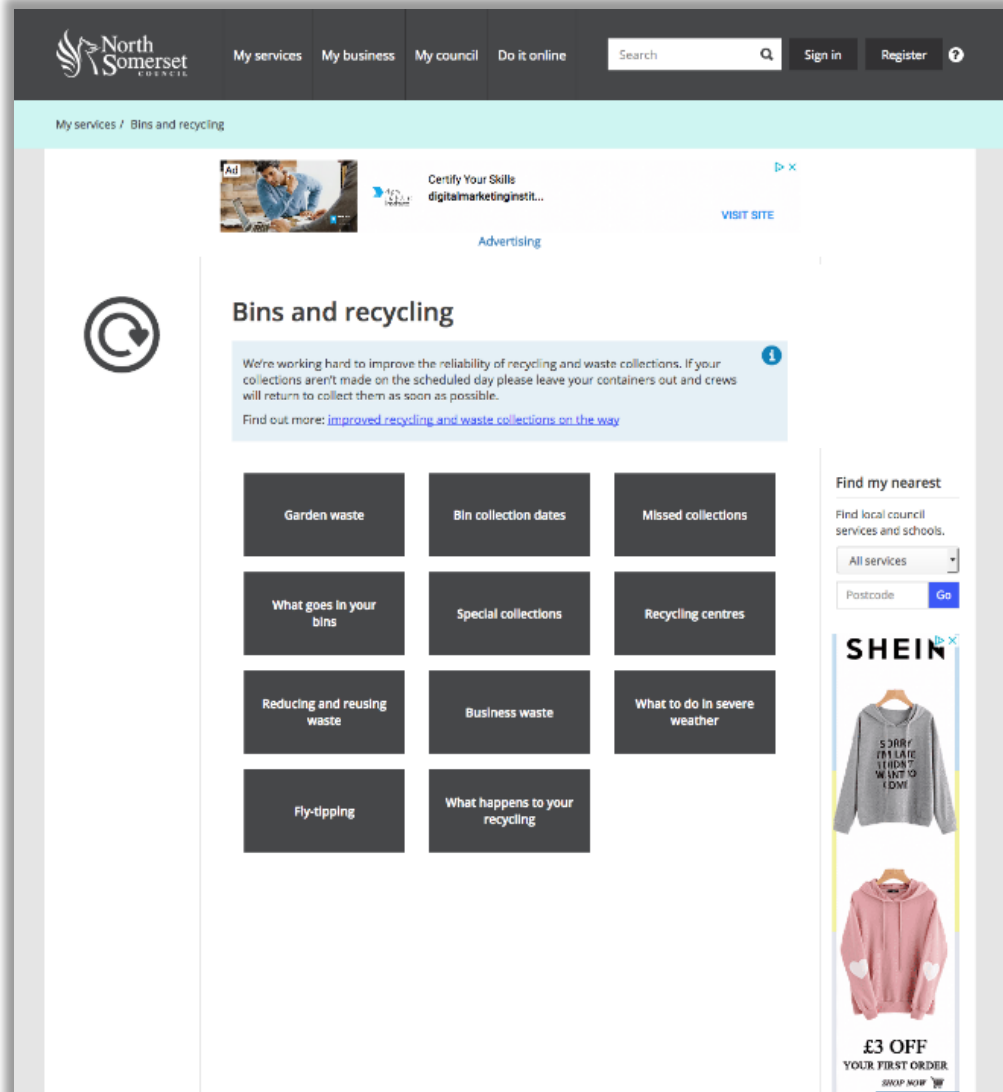
"The suggestion box is very helpful"

"It's self explanatory"

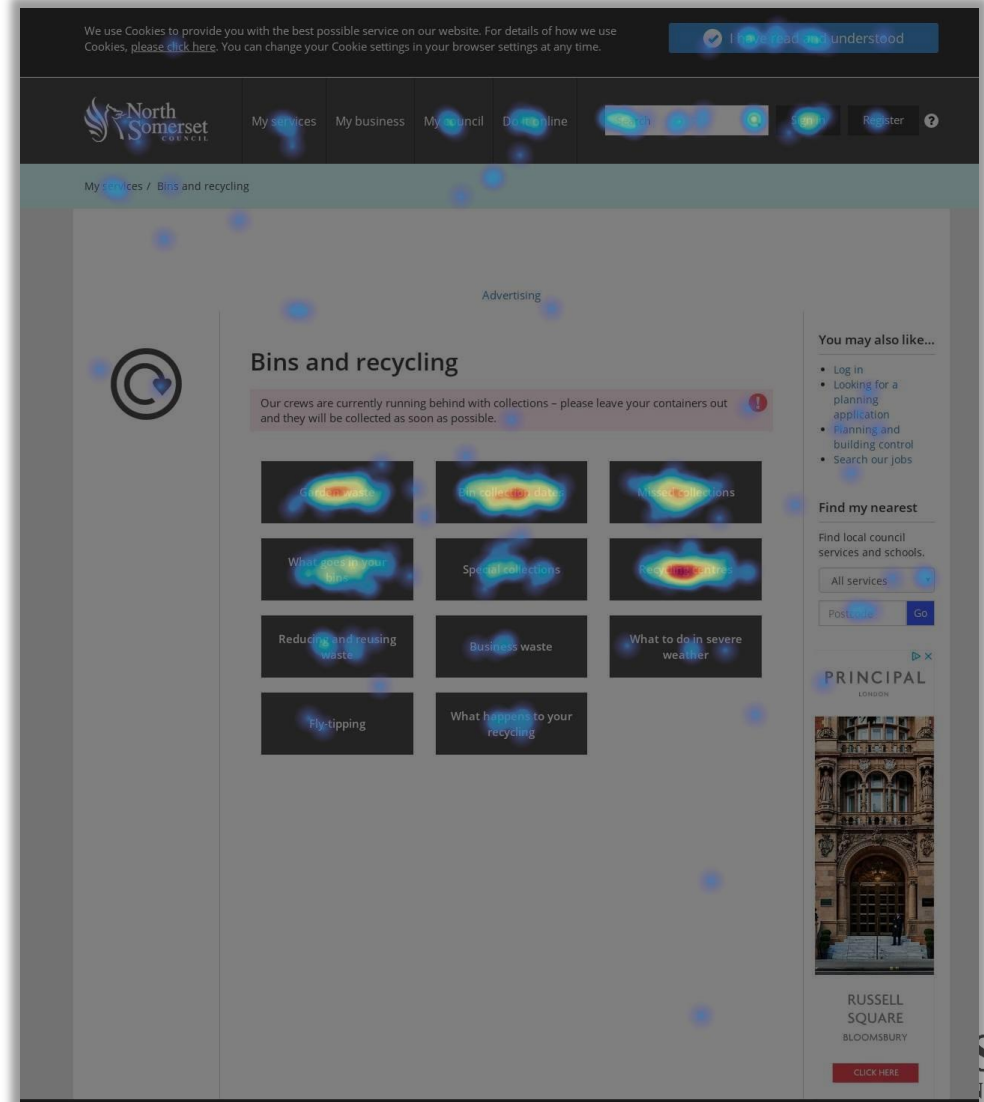
"Straight away I can see what I am looking for "

"It looks more inviting and clearer"

Navigation page layout



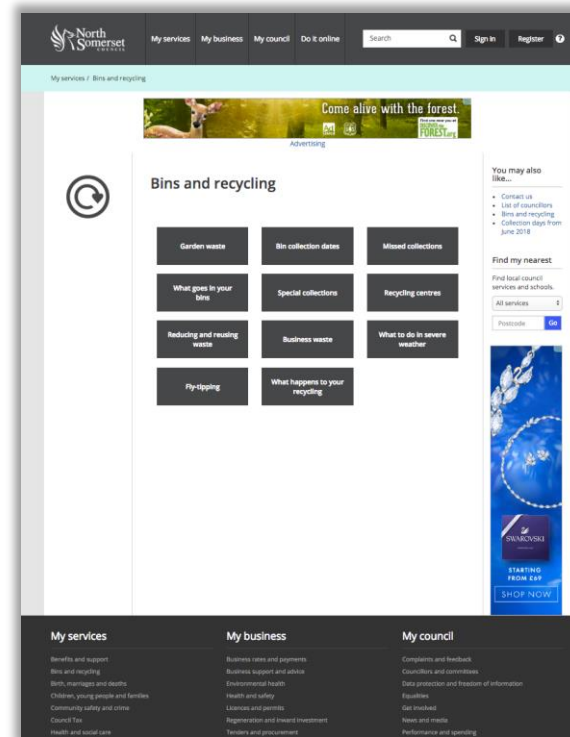
Heatmap of Waste Homepage



Set waste live

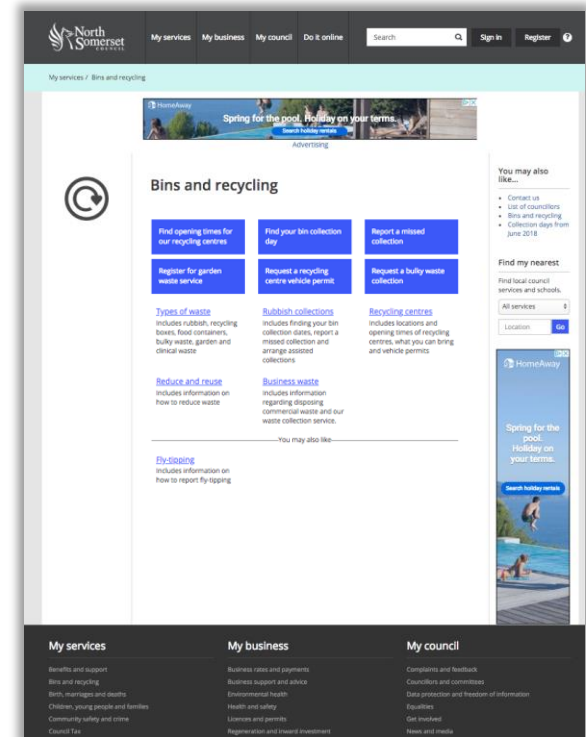
Simplified menu options and popular transactions added

Old NSC bins and recycling page



11 tiles

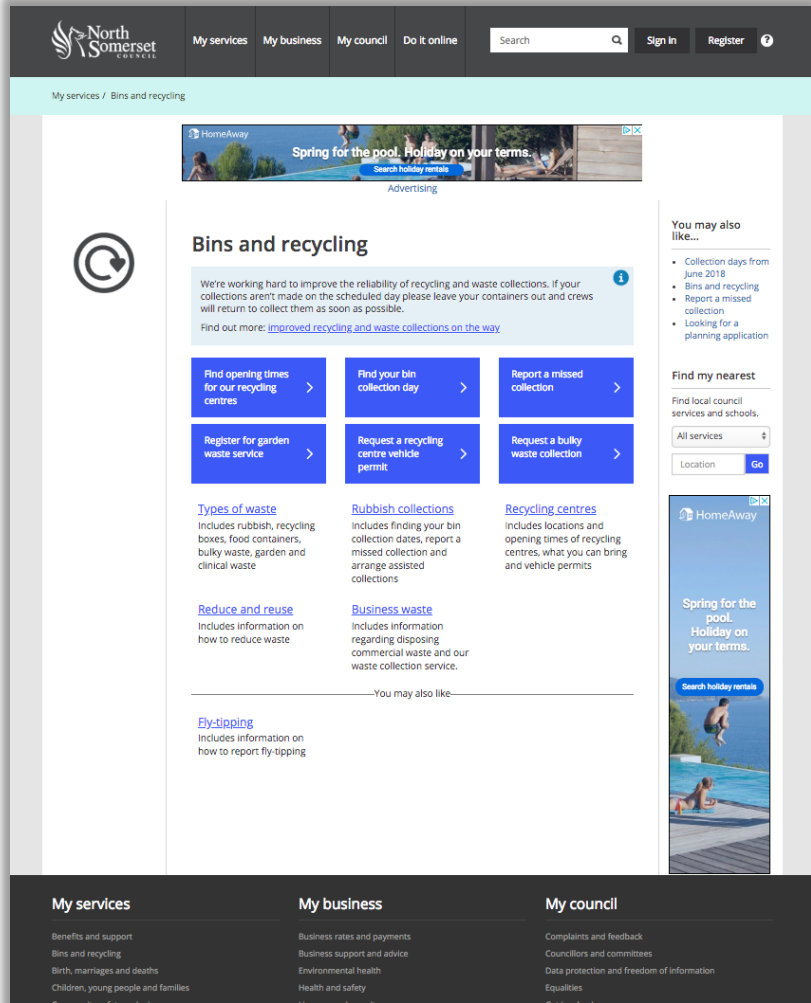
New NSC bins and recycling page



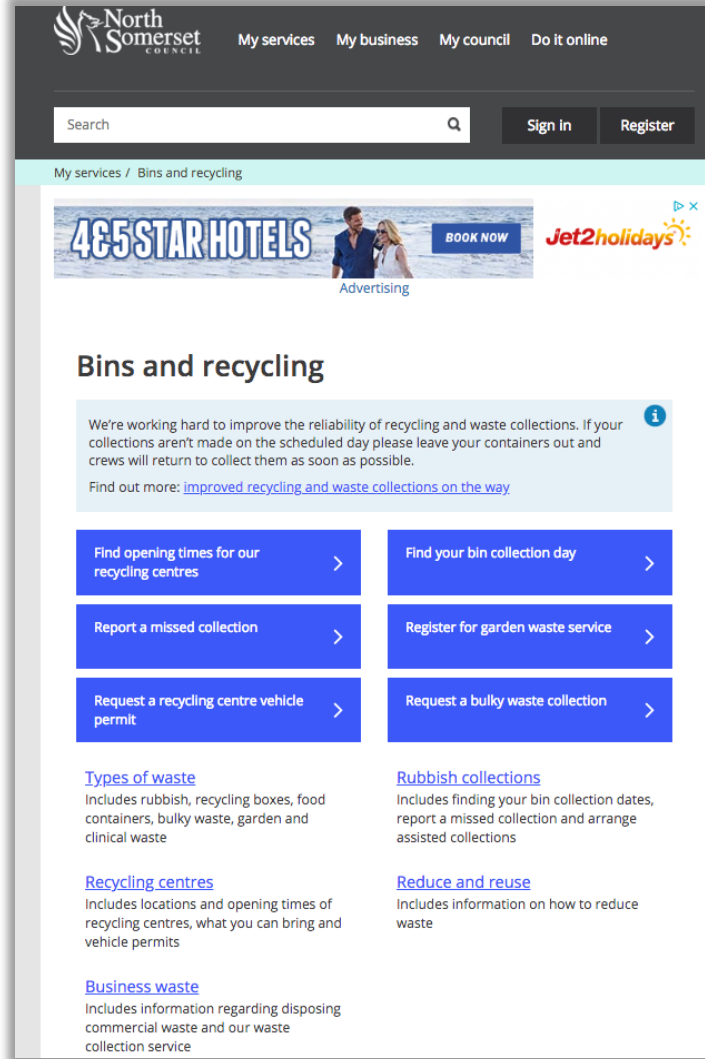
5 tiles + 6 call to action buttons

Setting new template live

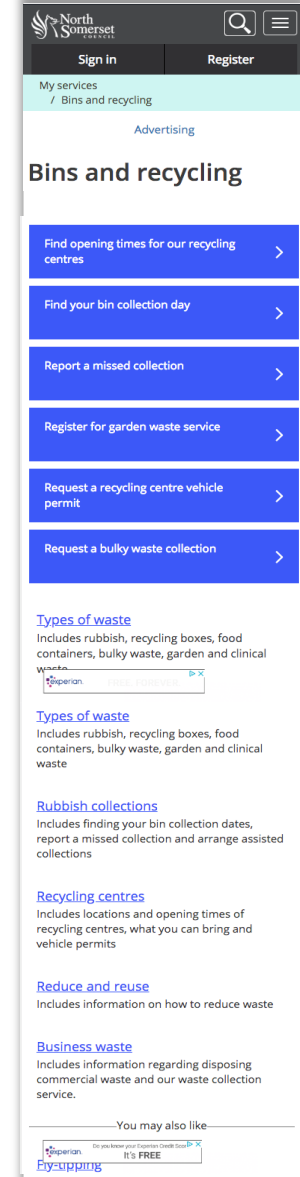
Desktop



Tablet



Mobile



Current MyAccount page

North Somerset Council

My services My business My council Do it online

Search [] Q My Account Log out

Home / My Account

Need help?

My Account

- My details**
 - + Change password
 - + Change email address
 - + Deactivate your account
- Council Tax**
 - + Register to view and manage your council tax account online (existing council tax customers)
 - + View
 - + Move into, out of or within North Somerset (new and existing council tax customers)
 - + Direct Debits
- Benefit services**
 - + Apply for Housing Benefit and Council Tax Support
 - + Register for Benefit services
 - + View your Benefit claim summary
 - + View my documents
- Report or request it**
 - + Missed Collections
 - + Exchange, replace or remove waste receptacle
 - + Order new waste receptacle
 - + Request assisted collection

Missed Collection	Exchange Replace Remove	Order new waste receptacle
Request assisted collection	New garden waste service	Check status of waste enquiry
Collection calendars	Waste complaints	Waste Enquiry
Report Pothole	Report abandoned vehicle	Report dog bin

Improved MyAccount page to come

My Account Draft

My details	Council Tax	Benefits services
Environmental reporting		

Environmental Reporting

Waste and recycling	Flytipping	Roads and pavement issues
Trees, grass cutting, hedge and vegetation maintenance	Street cleansing and hazardous items	Streetlight, traffic lights, signs and crossings
Parks and play areas	Lakes, ponds and ditches	Woodlands and public right of ways

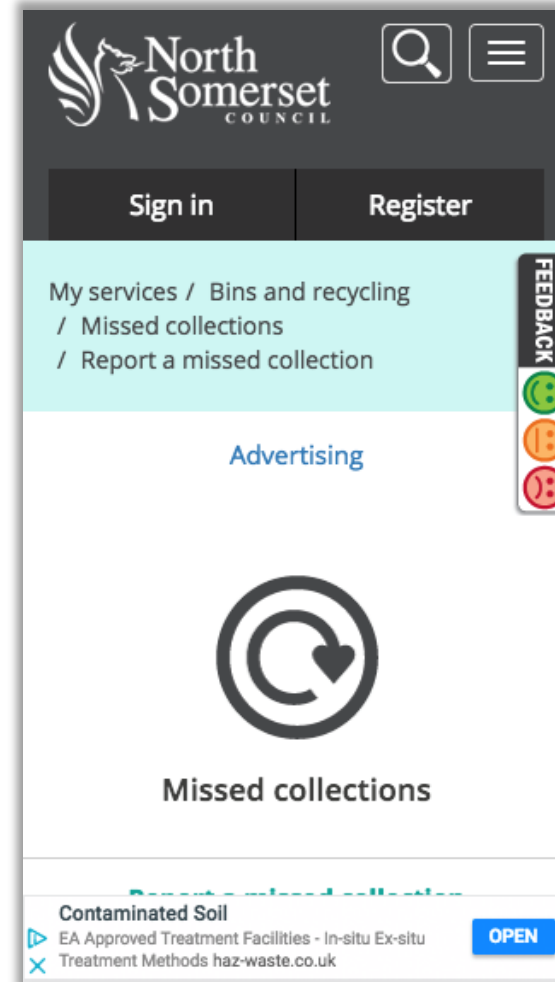
- Easier to see the options available
- Improved help pages
- Removal of transactions options

Working on new format for MyAccount guidance pages

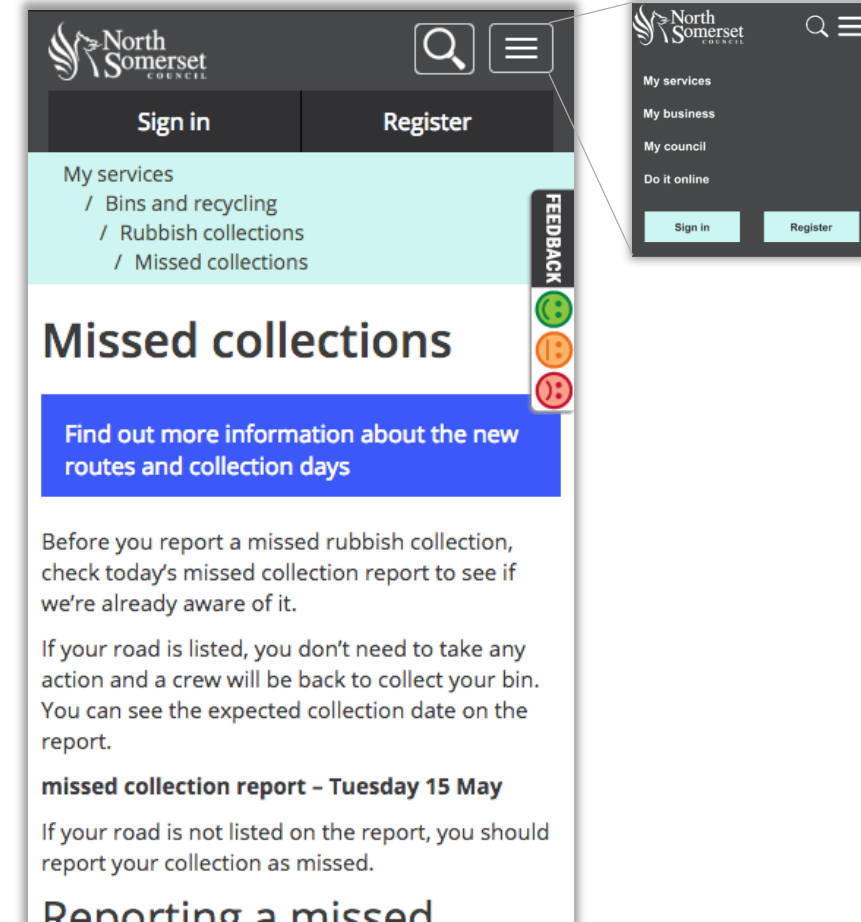
The screenshot displays the North Somerset Council website's 'Help with MyAccount' page. At the top, there is a navigation bar with the council logo, menu items for 'My services', 'My business', 'My council', and 'Do it online', a search bar, and 'Sign in' and 'Register' buttons. Below the navigation bar is a light blue banner with the text 'Support / Help with MyAccount'. A prominent advertisement for the 'POPPY APPEAL' is featured, including the text 'Your poppy supports the Armed Forces community past and present.' and a 'DONATE NOW' button. The main content area is titled 'Help with MyAccount' and contains six columns of links and brief descriptions: 'Help registering for MyAccount', 'Help signing in to MyAccount', 'Help with housing benefits on MyAccount', 'Help with Council Tax on MyAccount', 'Help with report or request it on MyAccount', and 'Contact us about MyAccount'. To the right, there is a 'You may also like...' section with a list of links, a 'Find my nearest' section with a search box for council services and schools, and a vertical banner for a 'collaboration hub' with a 'GET STARTED' button and the Slack logo. The footer of the page shows the 'My services', 'My business', and 'My council' menu items.

Agreed how to improve mobile usability

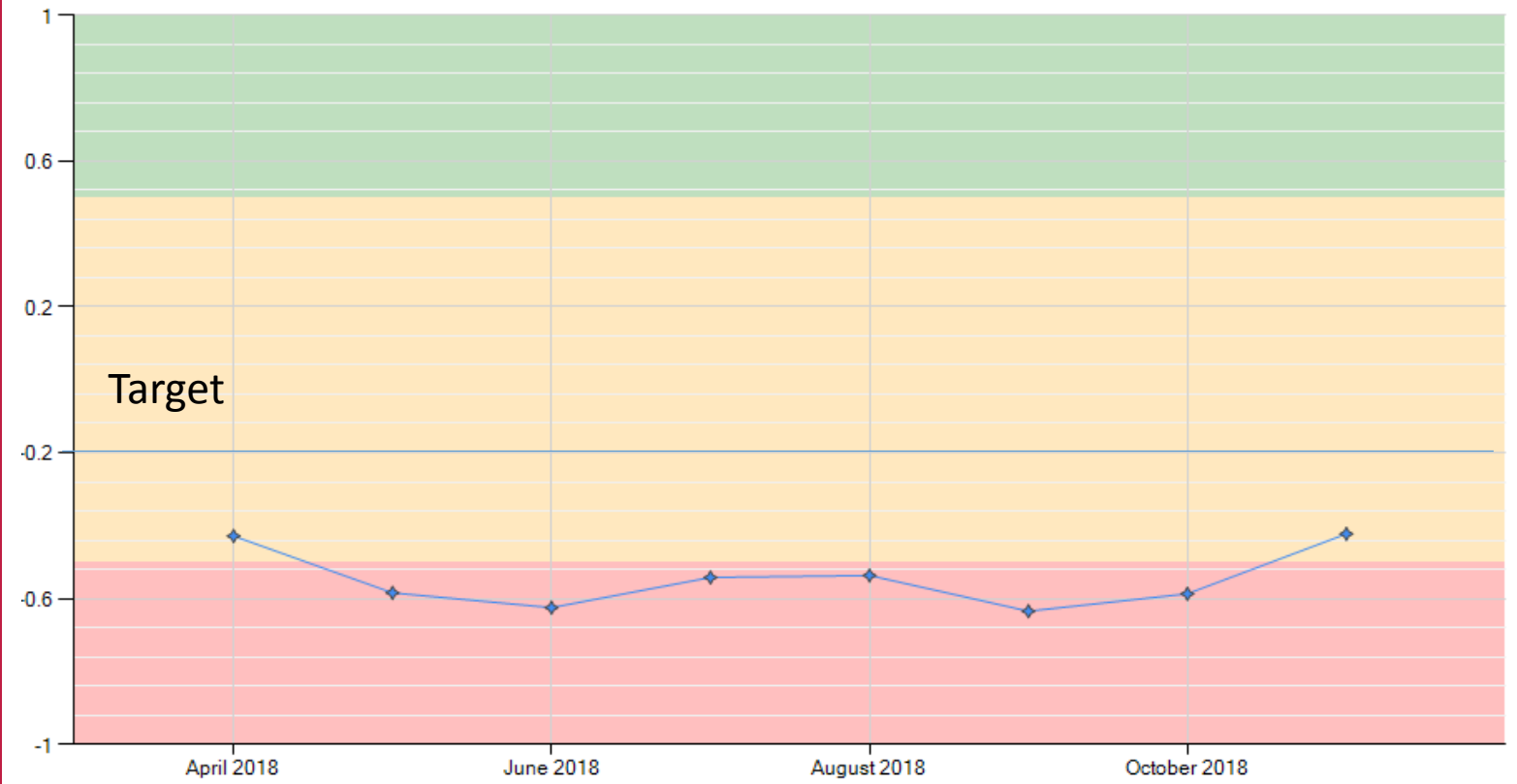
Current mobile header



Proposed mobile header



Reporting



Scoping out microsites

Observations

- 56 sites recorded to date
- 5 sites return 404 errors
- 26 sites have the NSC logo on their site
- 6 different variations of NSC logos used
- At least 14 of these sites could be onboarded onto the NSC website
- 19 sites do not have Google Analytics set up
- 13 sites are not mobile friendly
- 25 sites will not pass WCAG 2.1 regulations
- Microsites are hosted on over 12 different platforms
- 22+ departments have have microsites commissioned



Logos used on Microsites



Planning for changes in accessibility legislation Sep 20

Steps involved

1. We are auditing micro sites and creating a road to accessibility compliance for each
2. We are working through the main website content to ensure it is easy to understand and follow
3. The CMS improvements we are deploying include automated review of content design quality for usability and readability scoring to help editors keep the reading age of content as accessible as possible through simple English



How will we measure success?

- Achievement of digital KPI of -0.2
- Achievement of our sprint plans
- Nature of complaints on Govmetrics
- Results of website survey to inform customer pain points
- Customer and stakeholder feedback



Plan beyond 18/19

- Simplify role of Editor – better tools to do the job
- Content track: Building Control, Social worker recruitment, Parking, Social services, Highways, Housing, NSOD and more...
- Delivery of changes to accessibility changes by Sep 2020



Questions?