

# Website and self-service

## Digital first



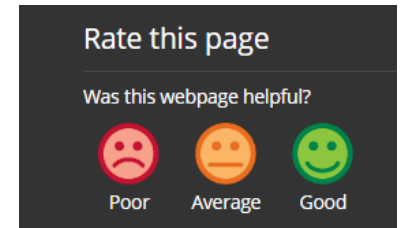
# New digital team

Established in September 2018 to:

- improve online customer experience
- tackle accessibility compliance legislation

Main issues to address:

- Low Govmetrics scores for NSC website demonstrating poor customer satisfaction
- Compliance issues raised by
  - 50+ microsites associated with NSC
  - PDF accessibility



# NSC website: www.n-somerset.gov.uk



My services

My business

My council

Do it online



Sign in

Register



Bins and recycling



Look at or make comments on a planning application



Council Tax



Jobs, careers and training



Sign in to or register for MyAccount



Parking, travel and roads



Leisure, libraries and open spaces



Benefits and support



Housing



Health and social care



Birth, marriages and deaths





# 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"

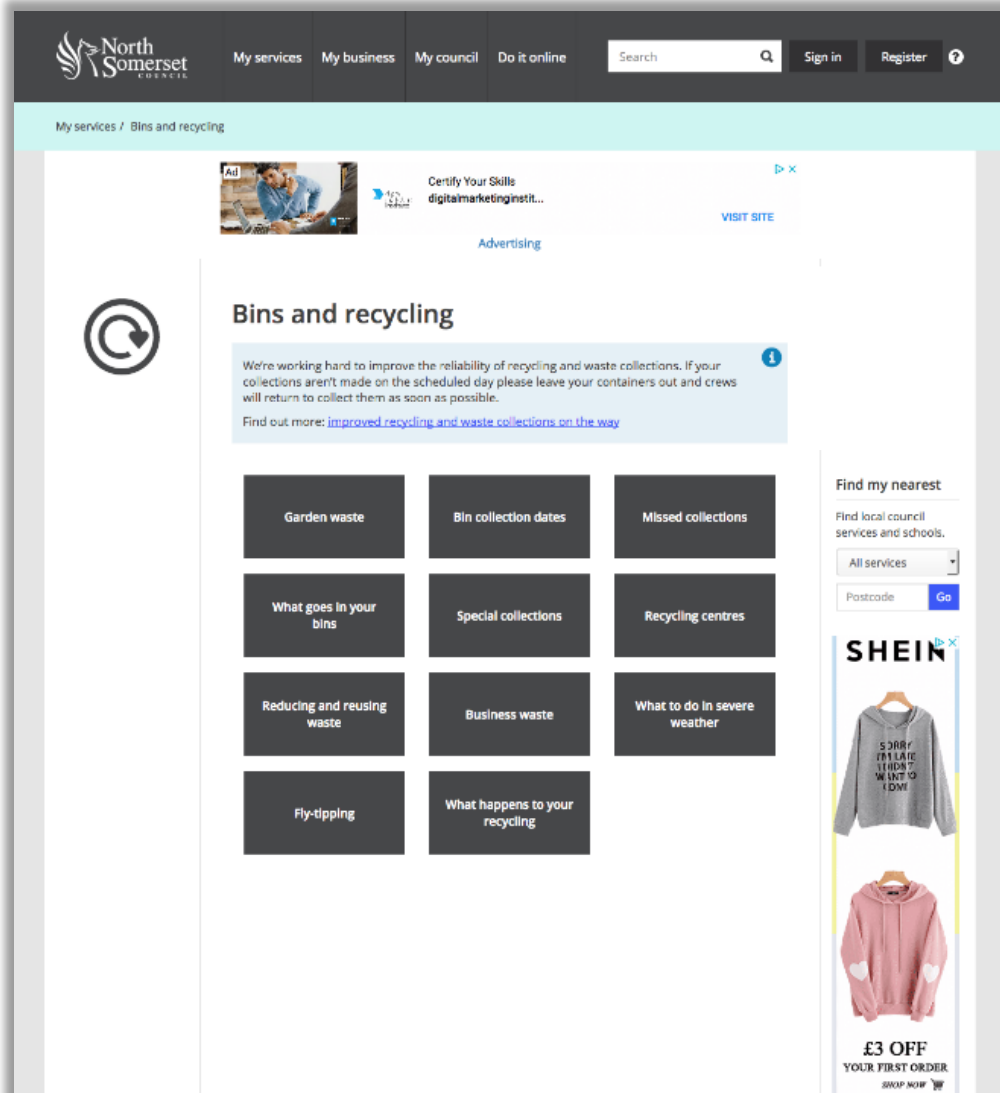
## How have we taken this feedback onboard

### Improvements to the NSC website

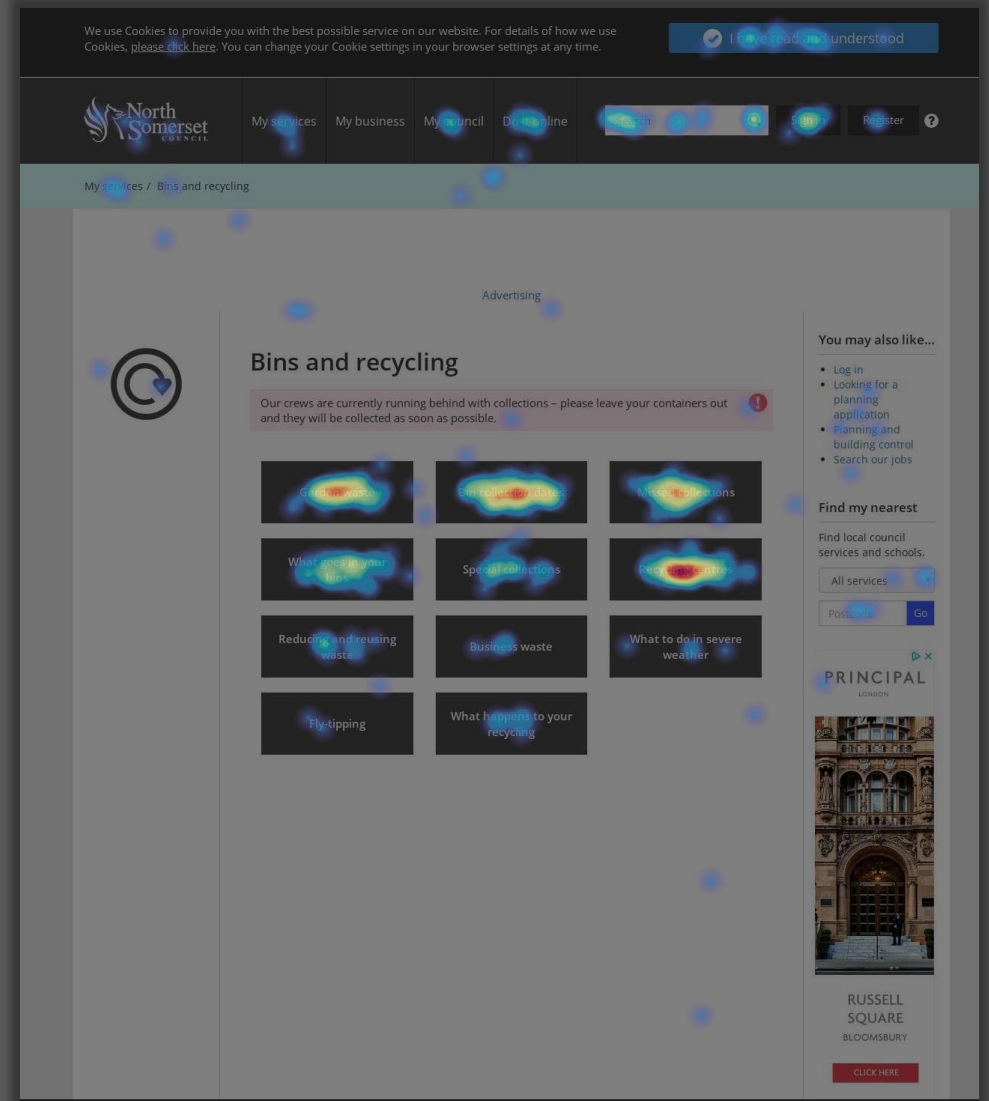
- Revising content pages; waste completed, council tax being done
- Revised navigation pages
- Improved mobile usability
- Improving MyAccount user journey
- Revising guidance pages for MyAccount
- Improving wording around password re-sets
- Working on improved search function
- Changed hosting to improve stability/reduce cost
- Looking at alternatives to current advertising
- Extensive work investigating and understanding new accessibility issue
- Started work on sign in options



# Navigation page layout



# Heatmap of waste homepage



# Old navigation page layout

The screenshot shows the old navigation page layout for North Somerset Council. At the top, there is a dark navigation bar with the council's logo and links for 'My services', 'My business', 'My council', and 'Do it online'. A search bar and 'Sign in'/'Register' buttons are also present. Below this, a light blue banner reads 'My services / Bins and recycling'. The main content area features a large circular icon with a recycling symbol and the heading 'Bins and recycling'. A notice box states: 'We're working hard to improve the reliability of recycling and waste collections. If your collections aren't made on the scheduled day please leave your containers out and crews will return to collect them as soon as possible. Find out more: [improved recycling and waste collections on the way](#)'. A grid of 12 dark grey buttons provides navigation to various services: Garden waste, Bin collection dates, Missed collections, What goes in your bins, Special collections, Recycling centres, Reducing and reusing waste, Business waste, What to do in severe weather, Fly-tipping, and What happens to your recycling. On the right, a 'Find my nearest' section includes a dropdown for 'All services', a 'Postcode' field, and a 'Go' button. Below this is a SHEIN advertisement for a hoodie with the text 'SORRY I'M LATE I HATE WHAT I DO!' and a '£3 OFF YOUR FIRST ORDER' offer.

# New page layout

The screenshot shows the new page layout for 'Bins and recycling'. It features a large circular icon with a recycling symbol and a 'Start chat' button in the top right corner. The main heading is 'Bins and recycling'. Below this, there are six blue buttons arranged in a 2x3 grid, each with a right-pointing arrow: 'find your collection dates and download your calendar', 'find opening times for our recycling centres', 'sign into MyAccount to report a missed collection', 'sign into MyAccount to order a new bin', 'request a recycling centre vehicle permit', and 'register for our garden waste service'. Below the buttons, there are three columns of text, each starting with a blue underlined heading: 'Types of waste' (Find out what to put in your recycling, food waste, rubbish and garden waste, and how to order a new bin), 'Rubbish collections' (Search for your next collection dates, report a missed collection and arrange assisted or bulky waste collections), and 'Recycling centres' (Includes locations and opening times of recycling centres, what you can bring and vehicle permits). Below these, there are two more columns of text, each starting with a blue underlined heading: 'Reduce and reuse' (includes information about reducing your household waste and reuse at our...) and 'Business waste' (Includes information about disposing of commercial waste and our business...).



# 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"

# MyAccount

Self-service portal for many reports or requests, e.g.

- Council tax
- Benefits
- Missed collection
- Unlit street light
- Fly-tipping
- Pot hole
- Street cleansing

# My Account

 <p><a href="#">My details</a></p> <p>Name: <input type="text"/></p> <p>Email: <input type="text"/></p>	<ul style="list-style-type: none"><li>+ Open applications</li><li>+ Change password</li><li>+ Change email address</li><li>+ Deactivate your account</li></ul>
 <p><a href="#">Council Tax</a></p> <p>Reference: <input type="text"/></p> <p>Address: <input type="text"/></p> <p>Period: <input type="text"/></p>	<ul style="list-style-type: none"><li>+ Register to view and manage your council tax account online (existing council tax customers)</li><li>+ View</li><li>+ Move into, out of or within North Somerset (new and existing council tax customers)</li><li>+ Direct Debits</li></ul>
 <p><a href="#">Benefit services</a></p>	<ul style="list-style-type: none"><li>+ Open applications</li><li>+ Apply for Housing Benefit and Council Tax Support</li><li>+ Register for Benefit services</li><li>+ View your Benefit claim summary</li></ul>
 <p><a href="#">Report or request it</a></p>	<ul style="list-style-type: none"><li>+ Missed Collection</li><li>+ Exchange Replace Remove</li><li>+ Order new waste receptacle</li><li>+ Request assisted collection</li></ul>



# Old MyAccount menu

Missed Collection

Exchange Replace Remove

Order new waste receptacle

Request assisted collection

New waste container

Check status of waste enquiry

Collection calendars

Waste complaints

Waste Enquiry

Report Pothole

Report abandoned vehicle

Report dog bin



# Current MyAccount menu

Bins and recycling

Street and traffic lights

Road and pavement issues

Fly-tipping

Pothole

Street cleaning and litter

Parks and play areas

Waste complaints

Lakes, ponds and ditches

Trees, grass cutting and hedges

Abandoned vehicle

Woodlands and public right of ways

# Current MyAccount menu

## Bins and recycling

### Missed Collection

If your collection is missed, tell us by the end of the next working day

### Exchange Replace Remove

Request to exchange a bin for another size, replace a missing or damaged bin or remove an unwanted bin

### Order a new bin

Request a new bin

### Request assisted collection

If you are unable to put your bins out for collection, and there is no-one who can do it for you, we may be able to help

### Sign up for garden waste service

We only collect garden waste from properties that are signed up to the service

### Check status of waste enquiry

Enter your reference number to check the status of your waste enquiry

### Collection dates

Find your collection calendar to see when your recycling and rubbish will be collected

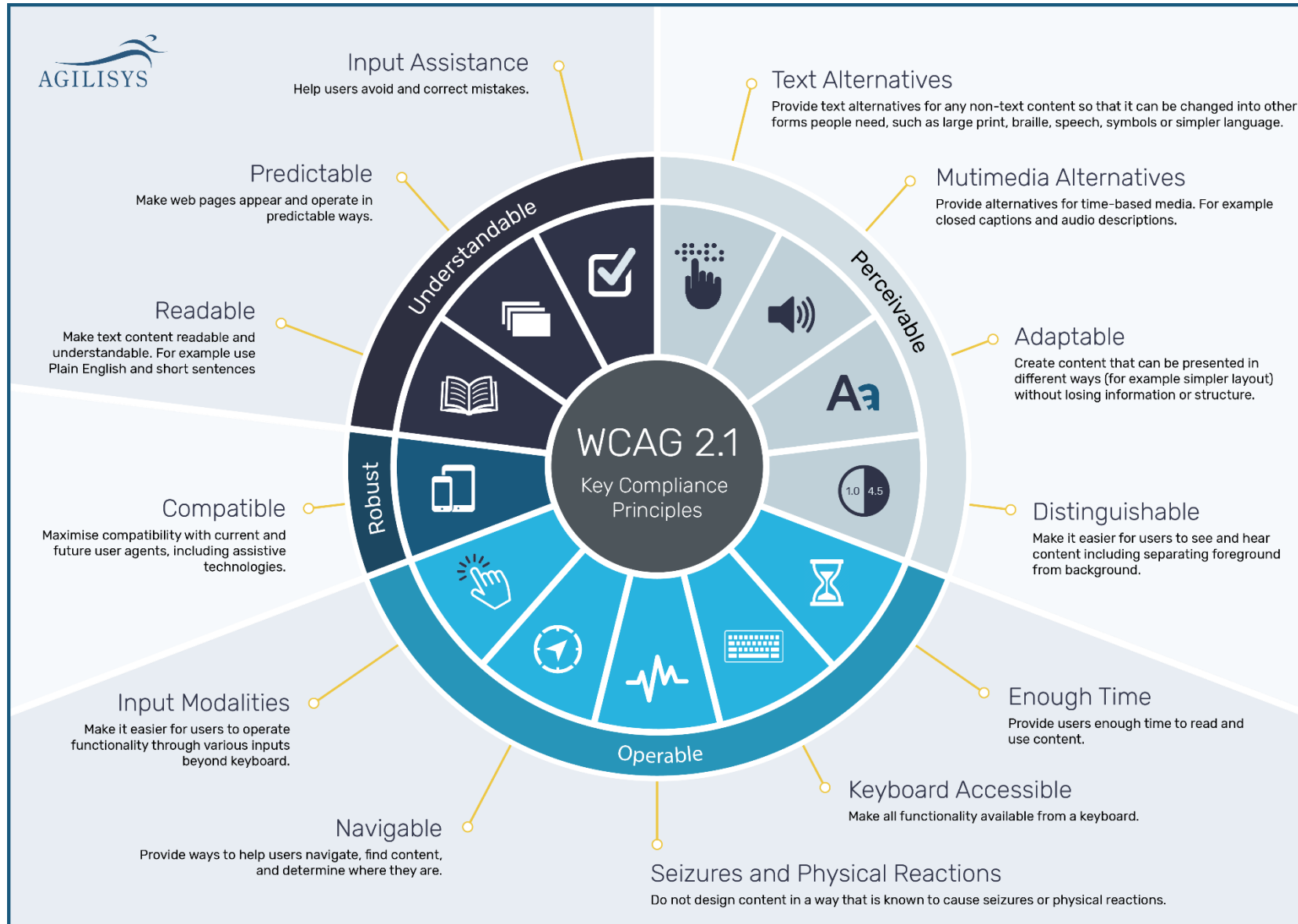
### Waste enquiries

Send an enquiry to our waste service

### Waste complaints

Send a complaint to our waste service

# Website accessibility WCAG 2.1



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- Implement new search facility
- Implement new content management system
- Create team to migrate content quickly
- Migrate microsites to NSC website
- Migrate content into NSC website
- Start making PDFs compliant from Sep 19
- Fix online word forms to make compliant
- Liaise with suppliers to confirm compliance or not, and demonstrate intent towards compliance via audit trail