

User personas and
categorised user needs

User Personas

- Mrs Smith
- Female- 40 years+, lives with partner and kids
- Moved home January 2019
- Considers self as savvy with Internet/website/ technological minded
- First time buyers, semidetached house
- Works full time 9-5
- Likes to do things online rather than call phone or go to the council
- Rail enthusiast, likes to cook, spend time online.
- Like a website that is visual



User Quotes

“Processing time for council tax have always been extremely long for new property”

“I would prefer not to be sat on the queue waiting for a telephone”

“I wasn’t sure what information I will need to provide or will be asked when I rang using the telephone that really frustrated me”

“frustrating I couldn’t do it myself online, I had to find day time, office hours to ring- It’s really difficult for me to make phone calls during office hours”

“You just keep repeating yourself, you repeat the same information to different people, different services, different places, it can seem very lengthy”

“I just want everything to be in one place and having to do it once, change of address, electoral process, council tax

“ council tax, services I needed wasn’t in place, wasn’t moved to the new property before I moved- I was chasing them after I moved in, that was painful”

- Male – 70 yrs. old, retired pensioner
- Lives with his wife
- Disabled & Dyslexic
- Mobility issues uses electric wheel chair to get around
- Lived in Sunderland for five years
- Moved Home: January, 2019



User Quotes

“Repetitiveness of the process was frustrating”

“Get all the information I need first time”

“Ideally an online channel to move tax would be ideal”

“I don’t have to call, I don’t have to go to customer service in the council- I do online banking and that is how it evolves”

“Change of voting information, council tax, blue badge, should be sorted in one process”

“Ideally to be notified, I don’t want to incur on tax- I am law abiding citizen”

“One place, one time, one person”

“Although the contact centre people were very polite and helpful, it did take a couple of attempts and phone calls before the account was correctly set up, the account wasn’t set up correctly the first time”



- Male- 60 years+ and lives alone by himself.
- Moved Home- January 2019
- Lives in privately rented property owned by private landlord
- On housing benefit
- On disability living allowance
- His landlord helped him to sort out his move and his housing benefits with the council

User Quotes

“I like things sorted out early, very quickly, made clear to me, what I needed to do, I wasn’t going to be hanging about”

“ notify me, keep me up to date, what the council needs from me”

“the library services, bin services, parking permit, I have to tell them I separately that I have moved home”

“Have all information I need that is relevant to my inquirer – council tax

“I wasted time, repeatedly, notifying ever council service that I have moved home”

“I moved home and I started chasing them to move my account to my new home”

- Female- Middle age, live with daughter and partner
- On housing benefit and gets council tax support
- Moved Home: Mid-January, 2019
- Prefers to do things online
- Don't like phoning people up
- Worried about forgetting /remembering a thing if she uses a phone to pass message
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User Quotes

"Make it easy to get the information to council when you need to move"

"Would be nice to have all the council service talk to each other, I have to tell the library separately that I have moved"

"The form online was a bit tedious, you keep repeating the same information, it can seem very lengthy"

"I couldn't give the information the field was asking for on the council form online"

"Can I get all I need to move home, first time, when I contact the council"


"Would be more easier if I had notice of what I had to do before the move-i didn't have any idea"

"You don't get a letter when you first moved into a property, so you don't have proof of address for the council "

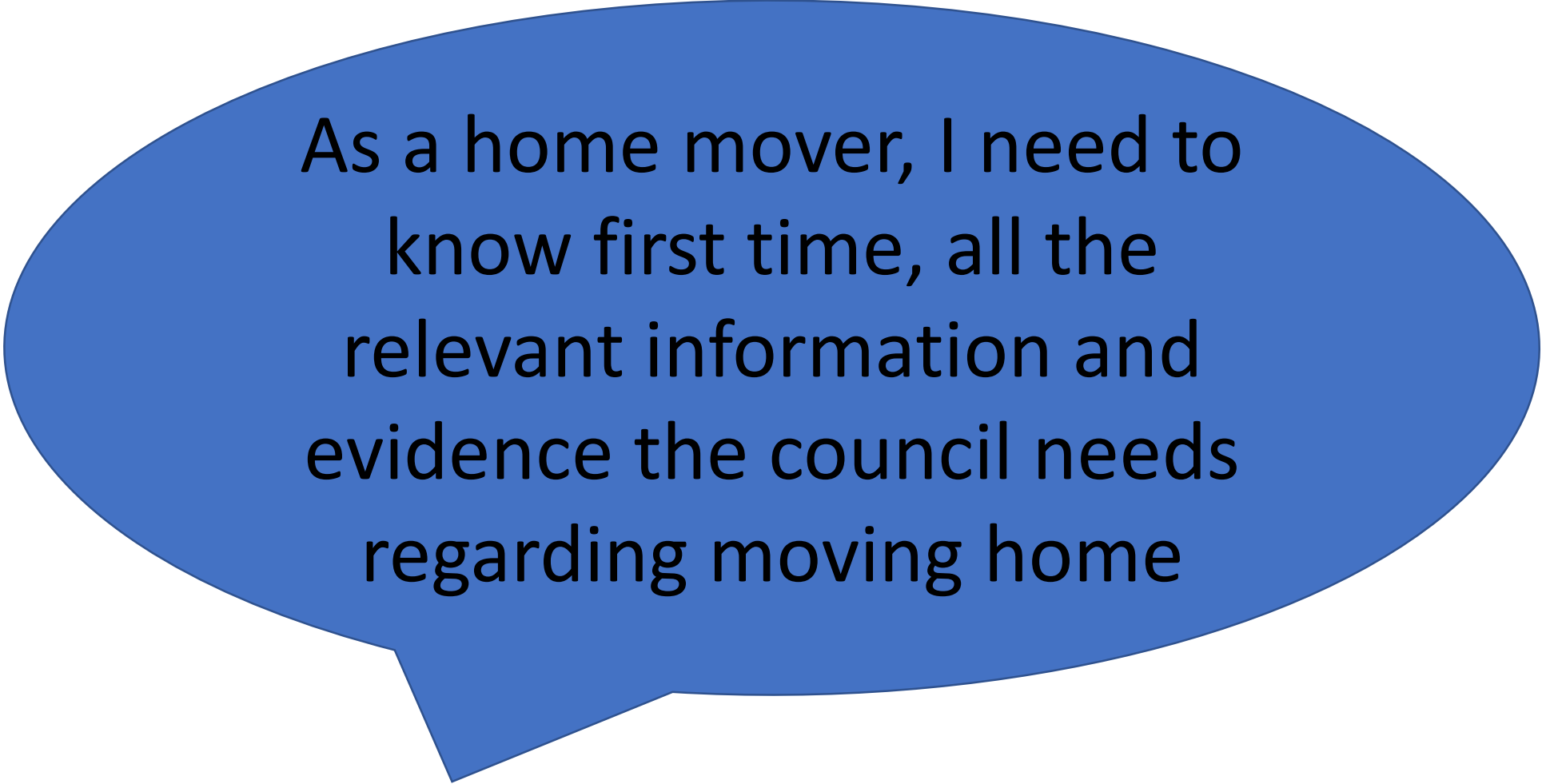
"you just to wait on hope that the form has been submitted and that you will eventually get a bill"

Categorised user needs


Users didn't know they had to
inform the council, who they
needed to inform or how and
when to do this.



As a home mover, I need
one place to find out how I
inform the council so that
my records are updated



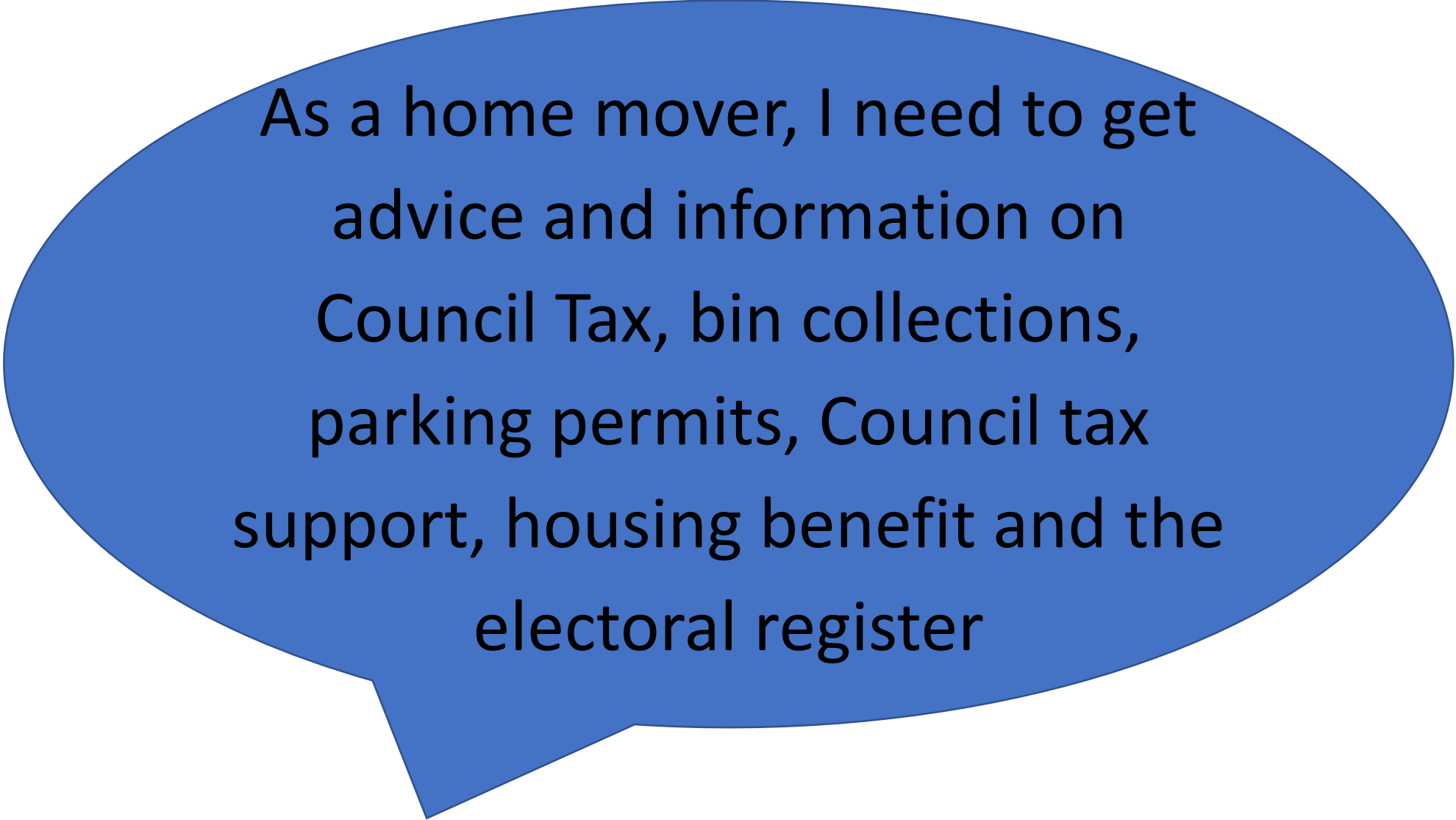
As a home mover, I need to
know first time, all the
relevant information and
evidence the council needs
regarding moving home



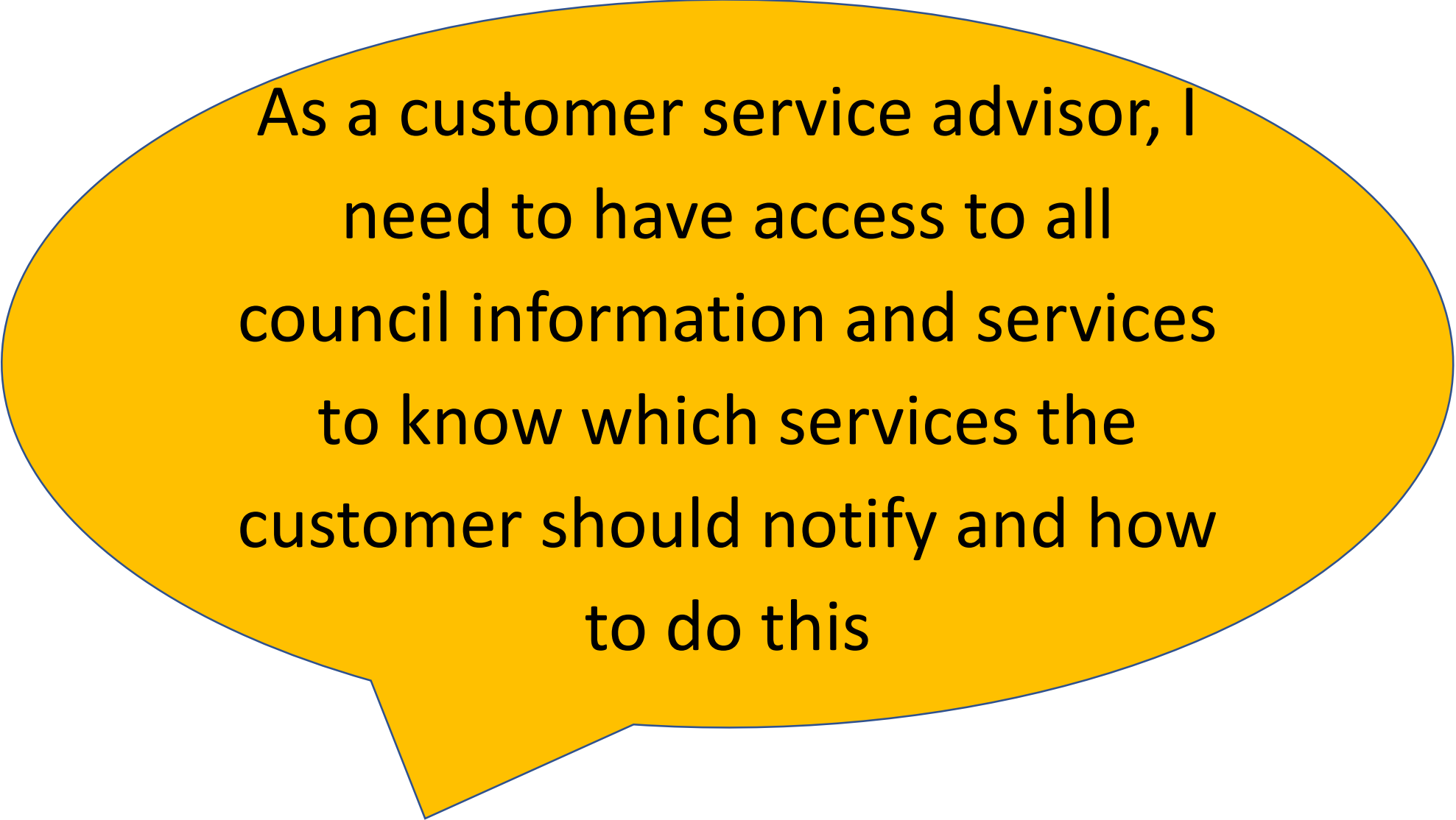
As a home mover, I need to
easily find out the tax band
for the new property



As a home mover, I need
information for first time
buyers

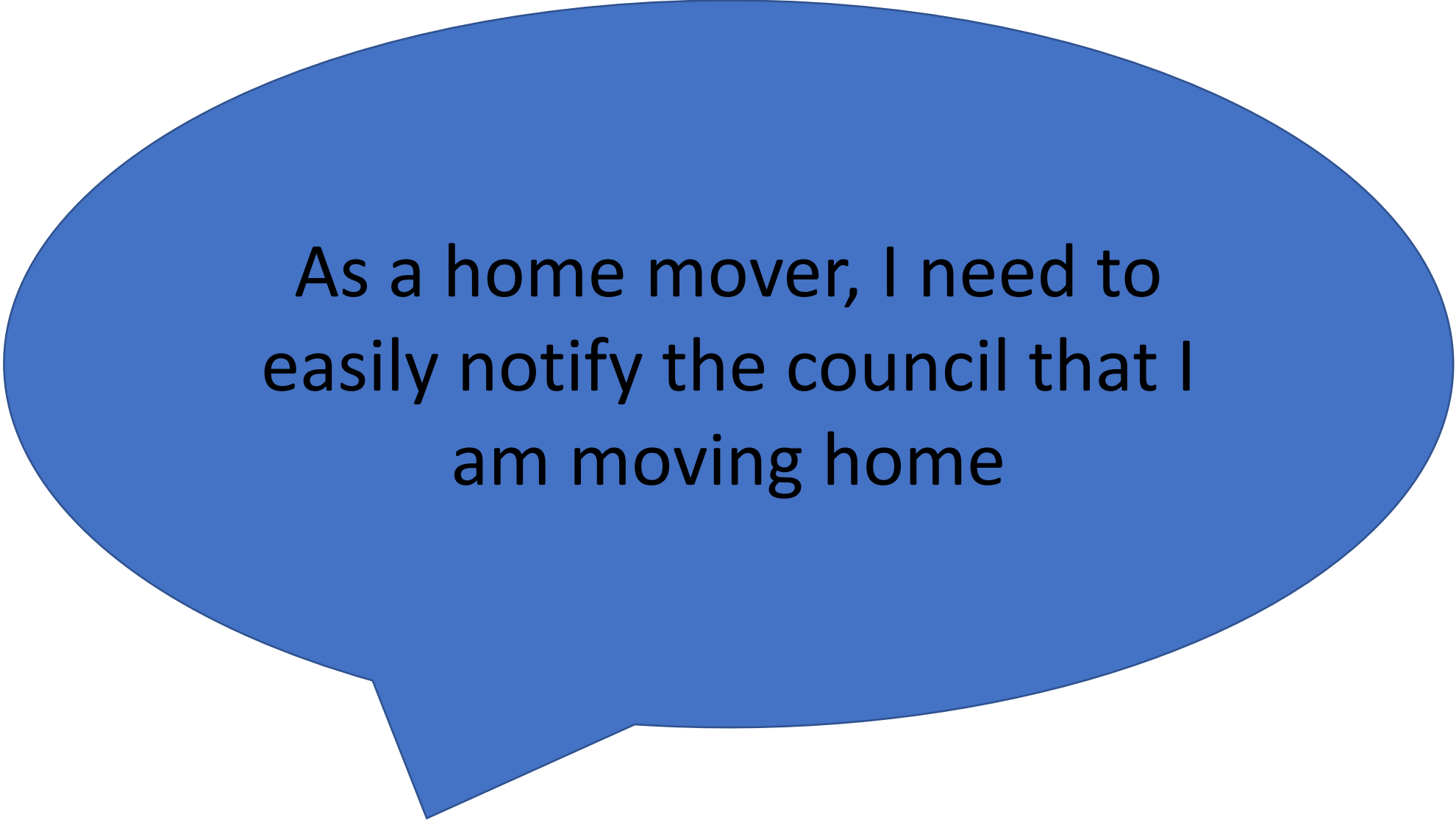


As a home mover, I need to get advice and information on Council Tax, bin collections, parking permits, Council tax support, housing benefit and the electoral register

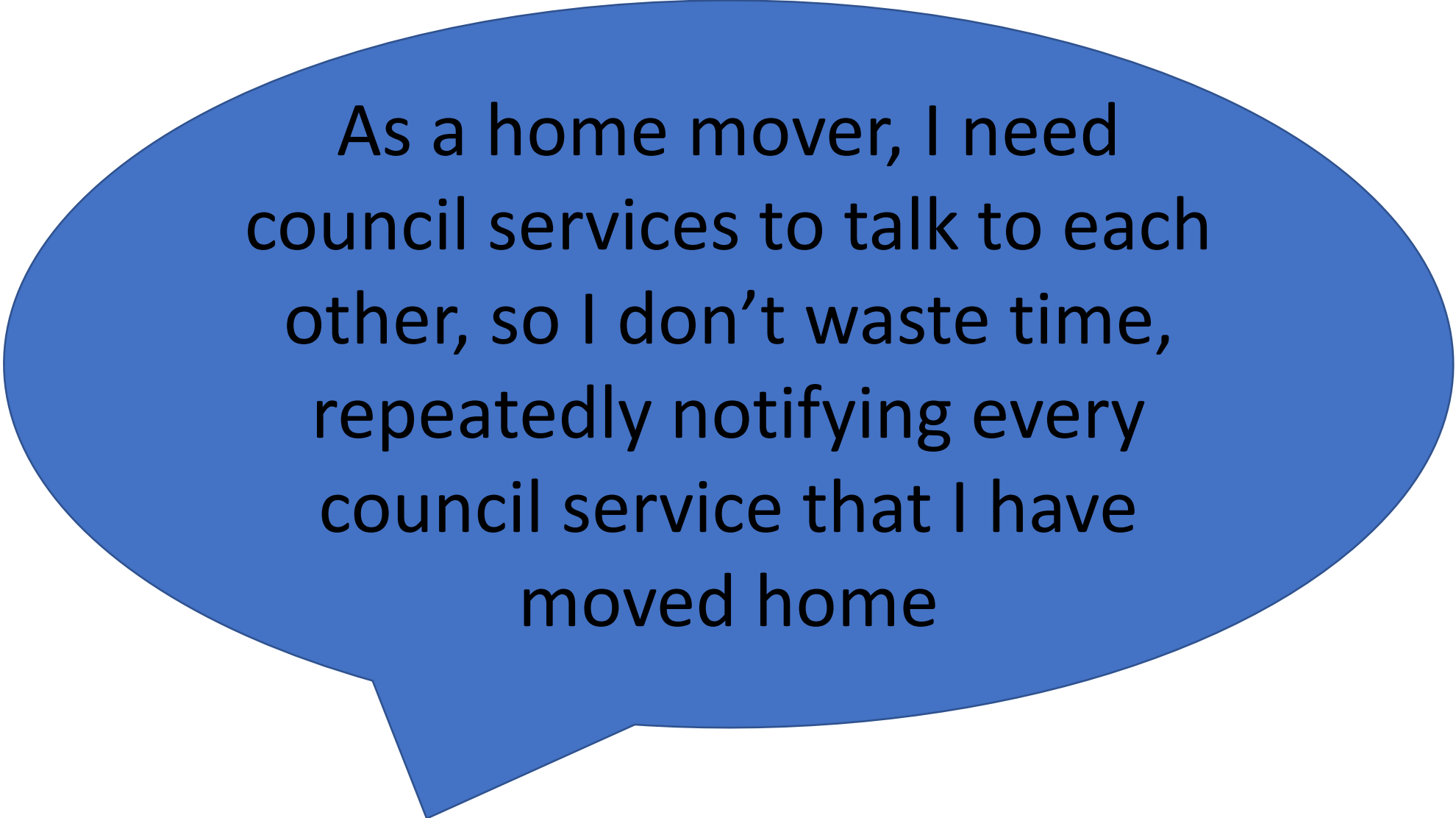


As a customer service advisor, I
need to have access to all
council information and services
to know which services the
customer should notify and how
to do this


Repetitive, difficult, time
consuming process



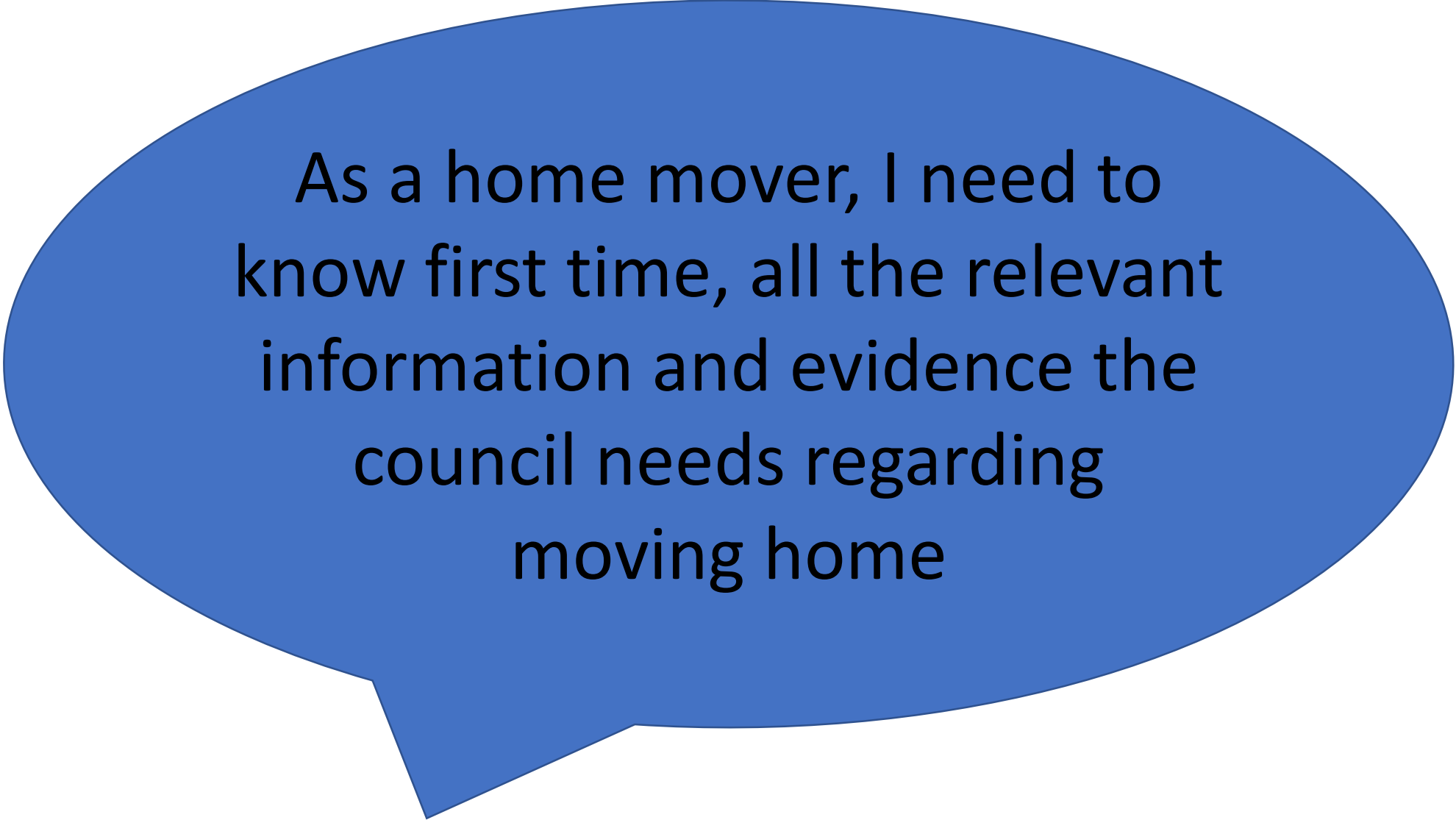
As a home mover, I need to
easily notify the council that I
am moving home



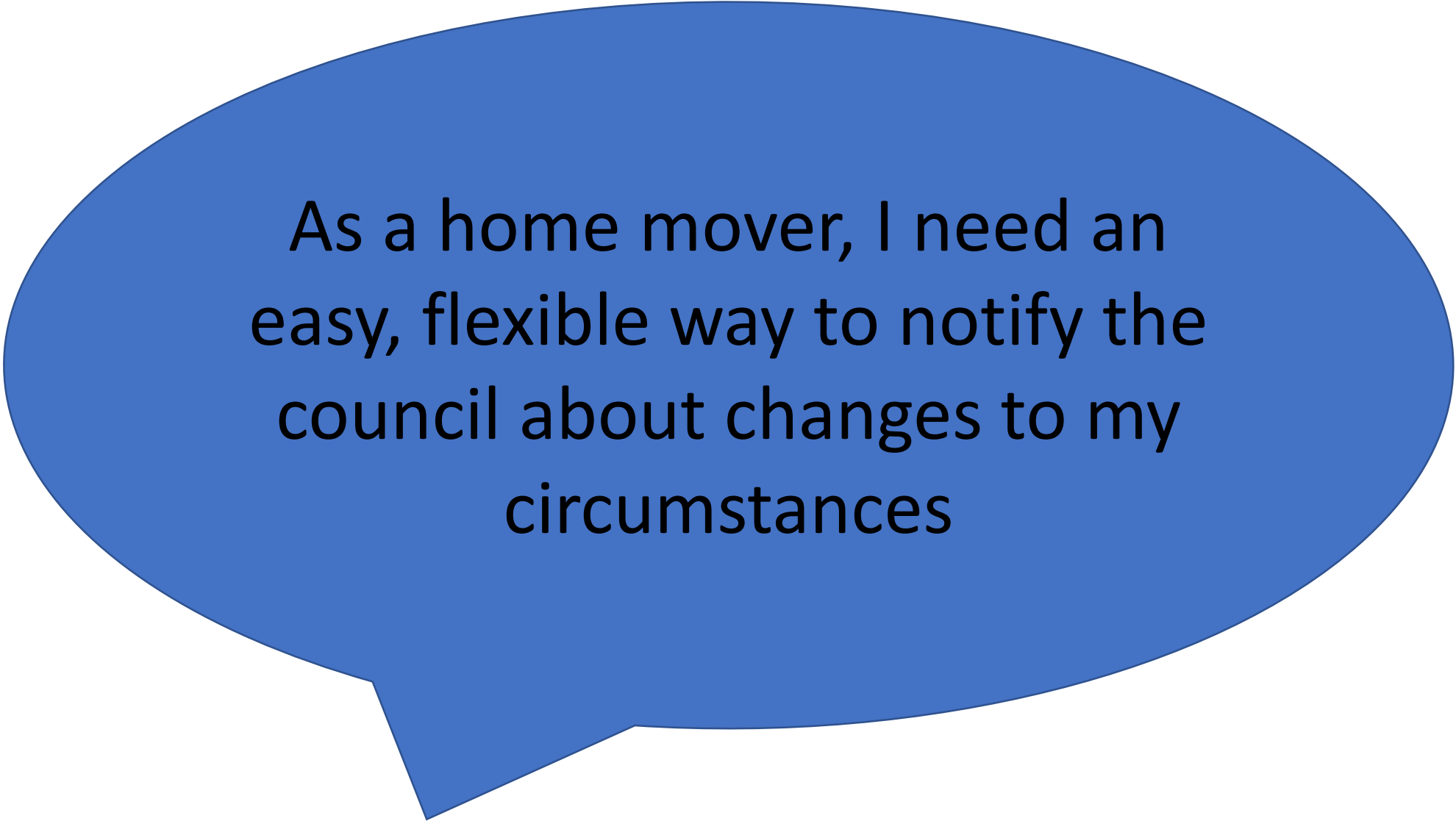
As a home mover, I need council services to talk to each other, so I don't waste time, repeatedly notifying every council service that I have moved home



As a home mover, I need to be
able to provide the
information the council needs
quickly and easily



As a home mover, I need to
know first time, all the relevant
information and evidence the
council needs regarding
moving home




As a home mover, I need an easy, flexible way to notify the council about changes to my circumstances




As a home mover, I need to
quickly notify the council



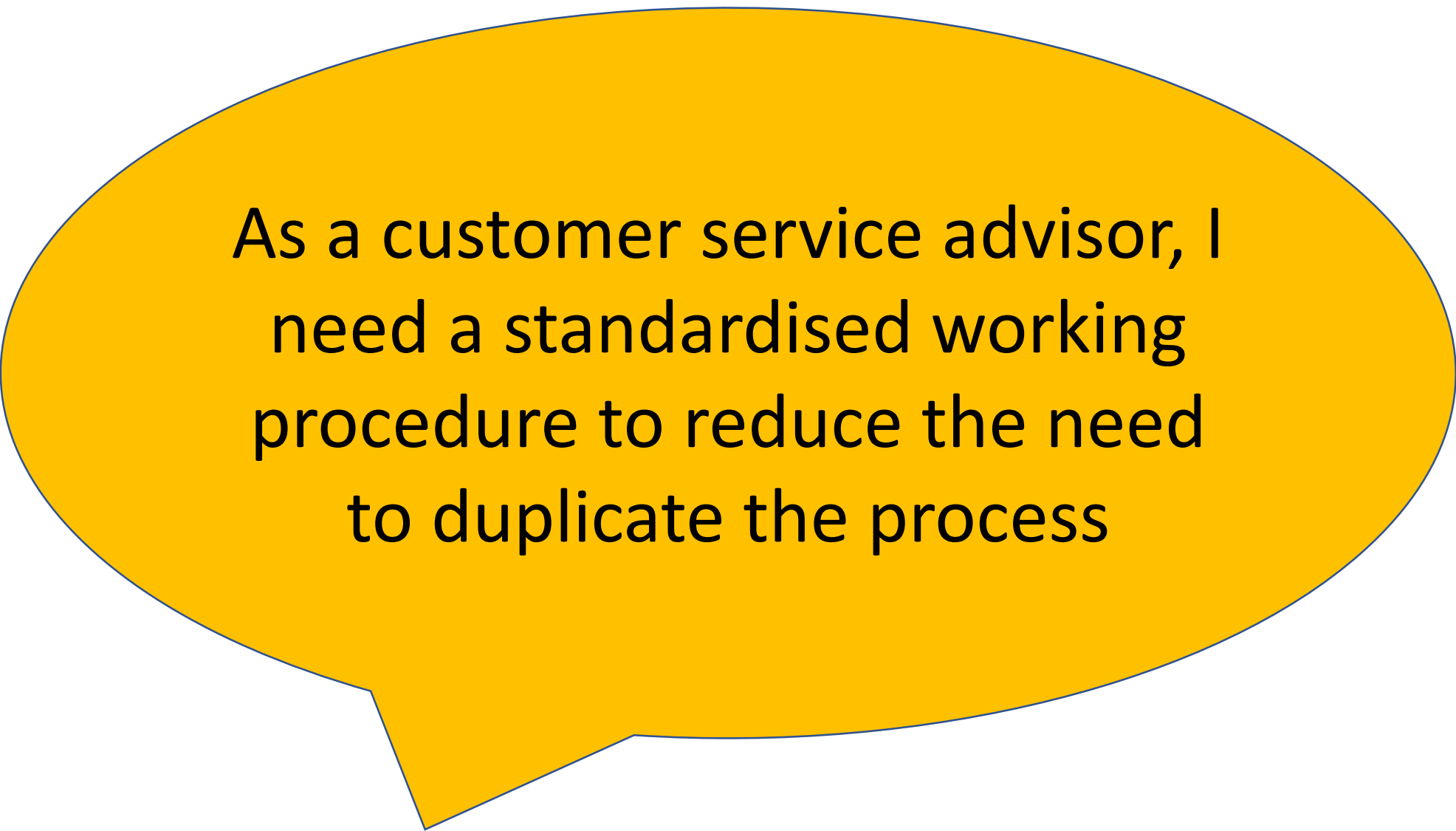
As a home mover, I need one
place to change my address for
all council services



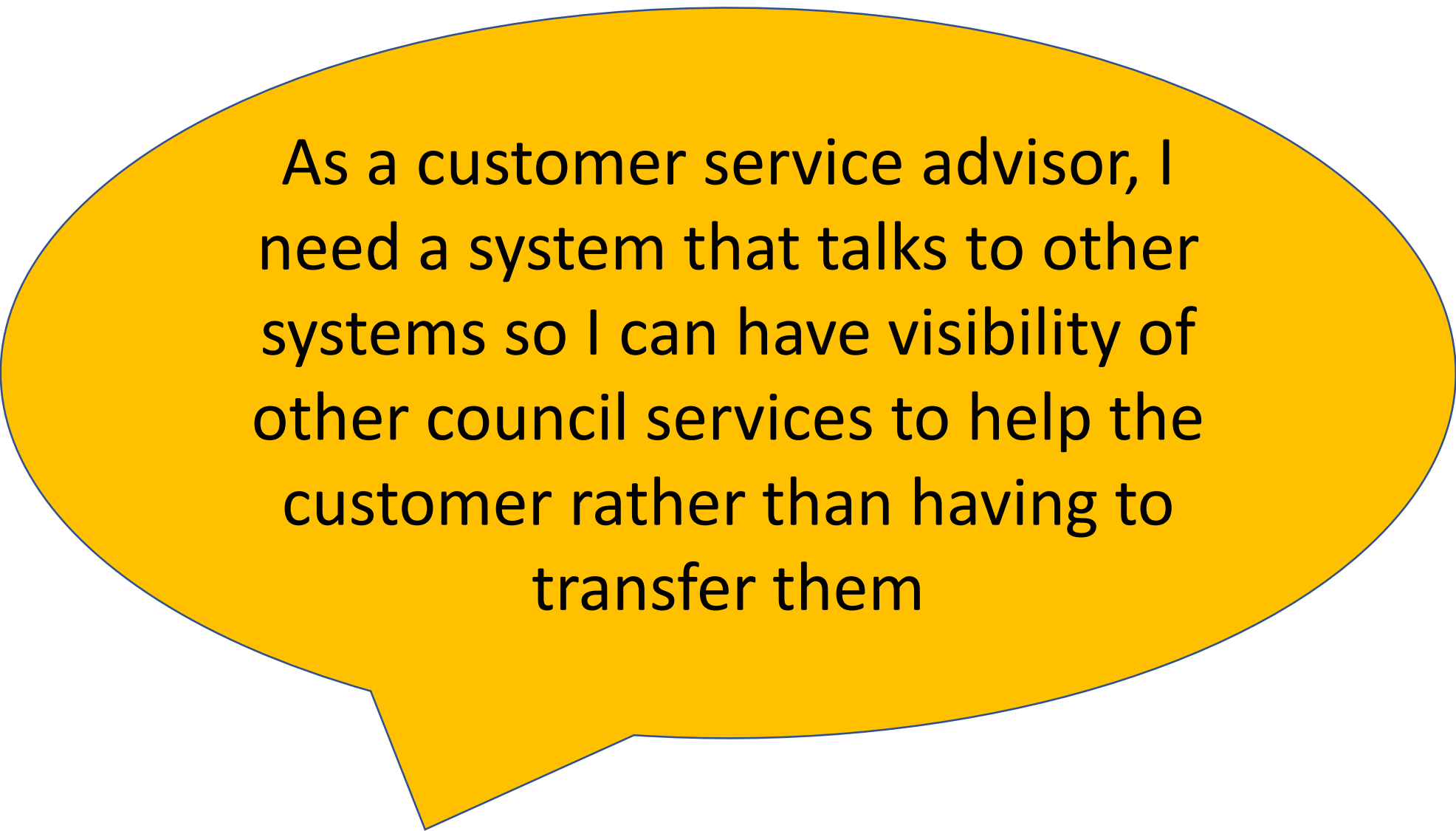
As a customer service advisor, I
need to be able to help a
customer first time



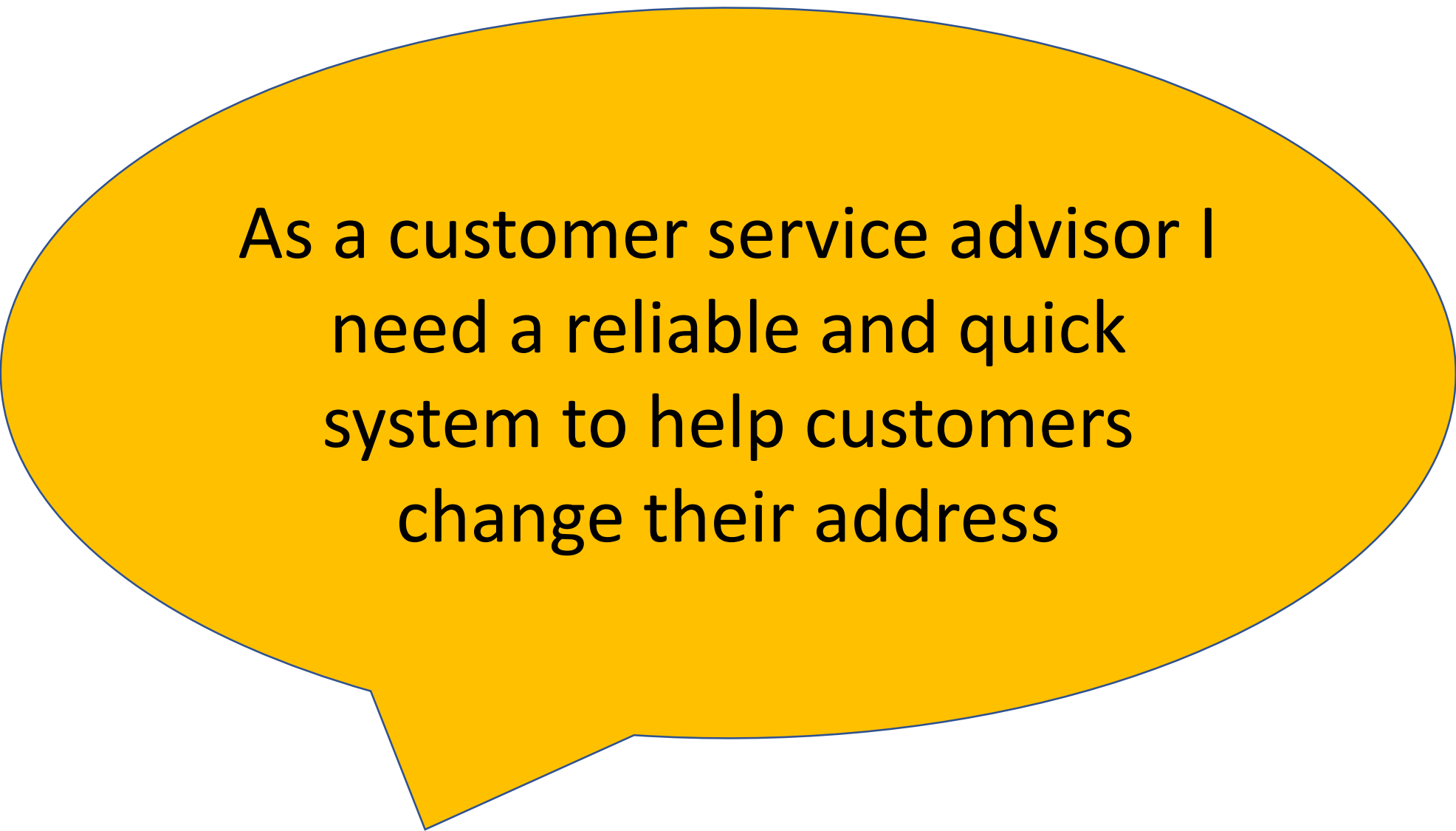
As a customer service advisor, I
need a joined-up approach to
team working so I can work
effectively and efficiently



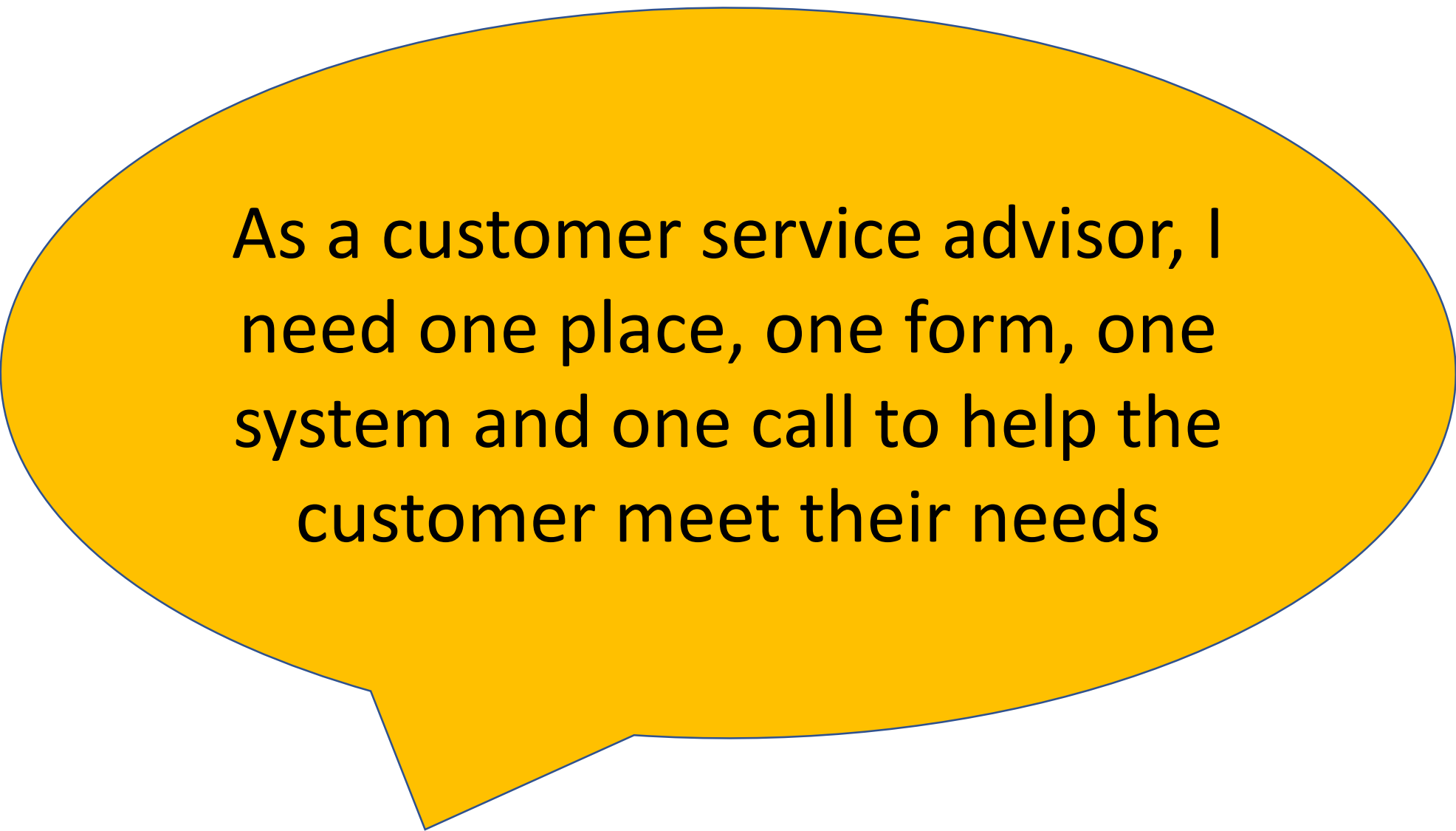
As a customer service advisor, I
need a standardised working
procedure to reduce the need
to duplicate the process



As a customer service advisor, I need a system that talks to other systems so I can have visibility of other council services to help the customer rather than having to transfer them

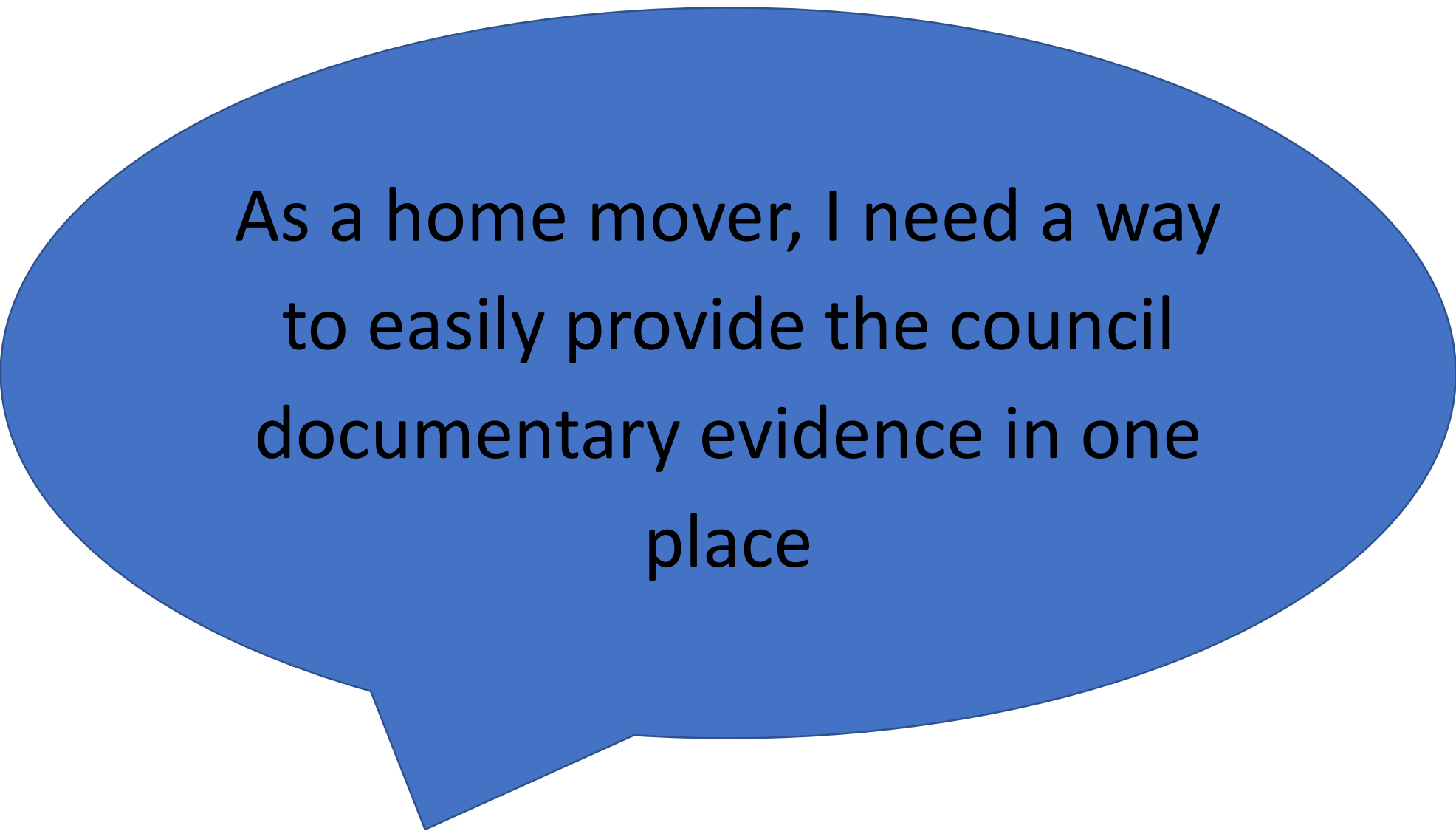


As a customer service advisor I
need a reliable and quick
system to help customers
change their address

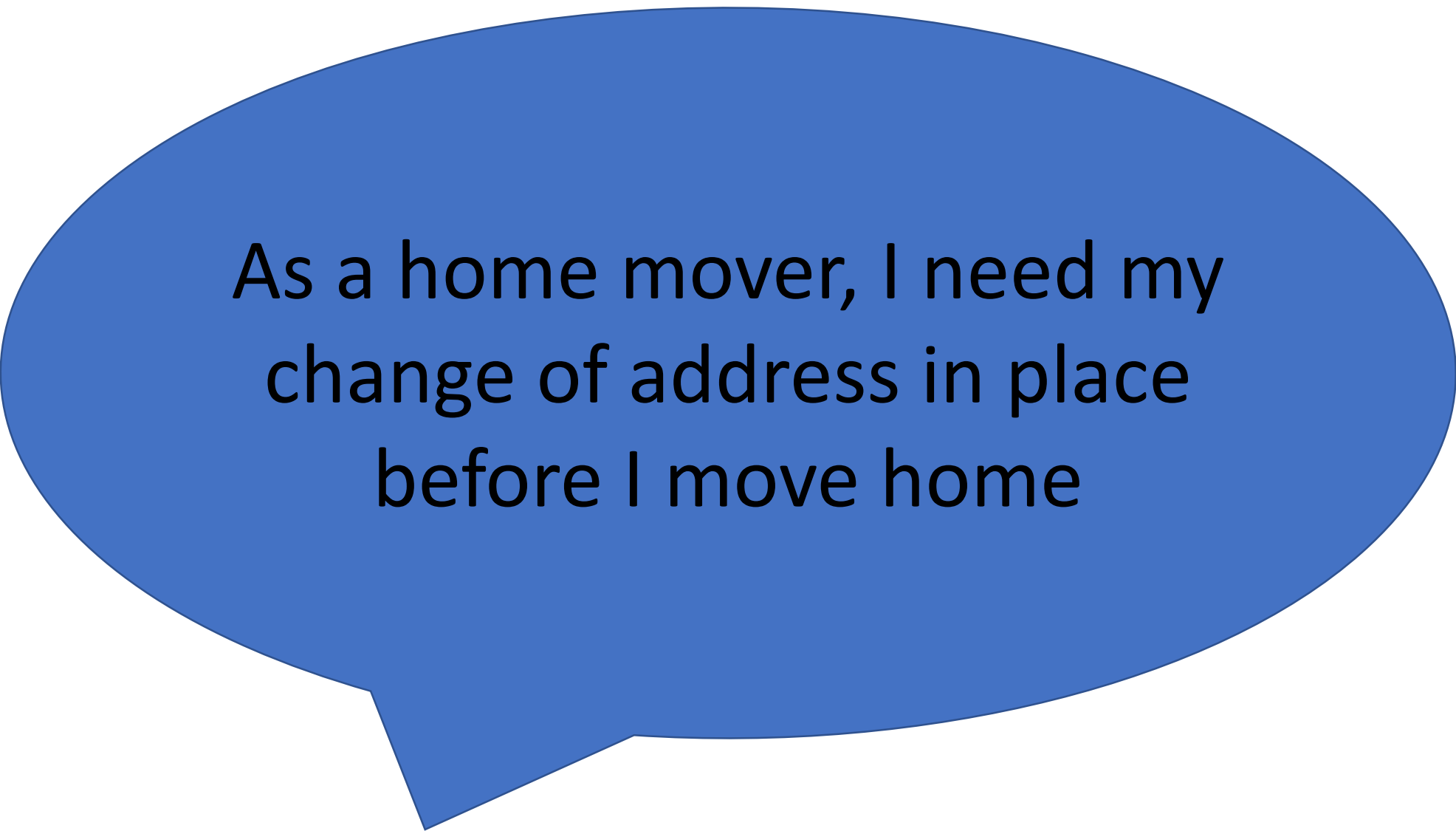


As a customer service advisor, I
need one place, one form, one
system and one call to help the
customer meet their needs


Residents are not able to provide
or receive information when and
how they want to



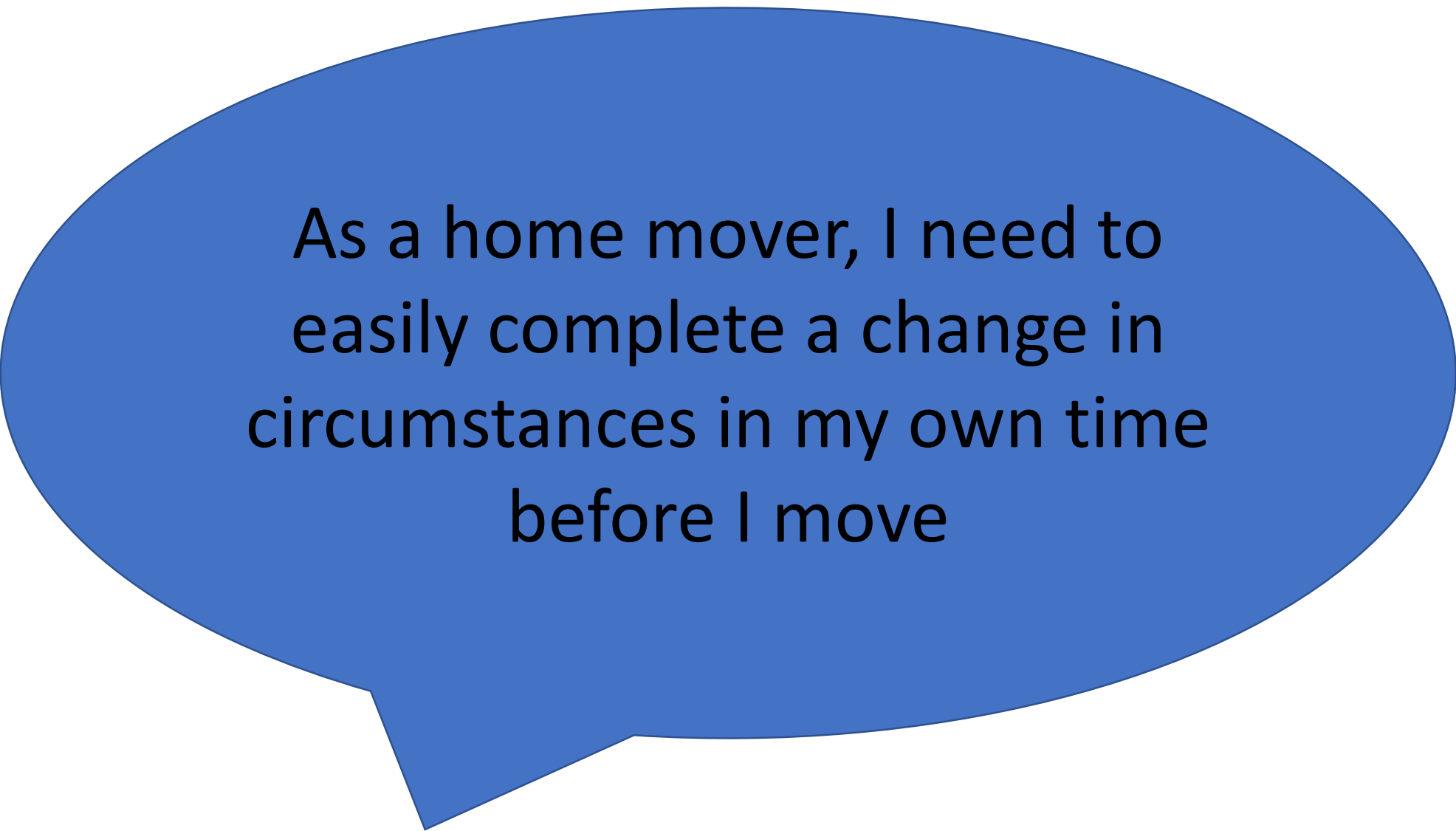
As a home mover, I need a way
to easily provide the council
documentary evidence in one
place




As a home mover, I need my
change of address in place
before I move home



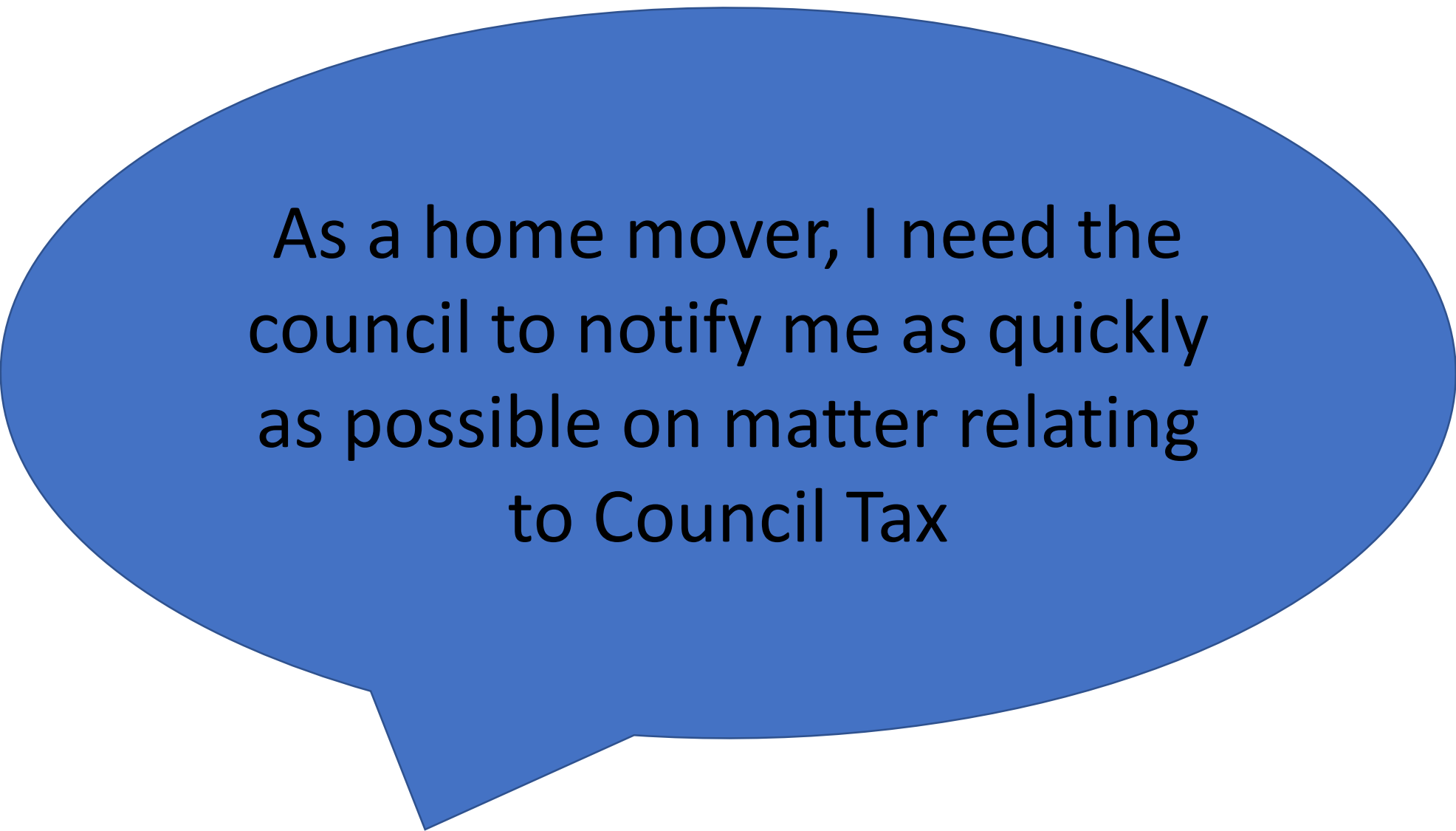
As a home mover, I need my
Council Tax bill and council
services for the new property
processed on time



As a home mover, I need to
easily complete a change in
circumstances in my own time
before I move

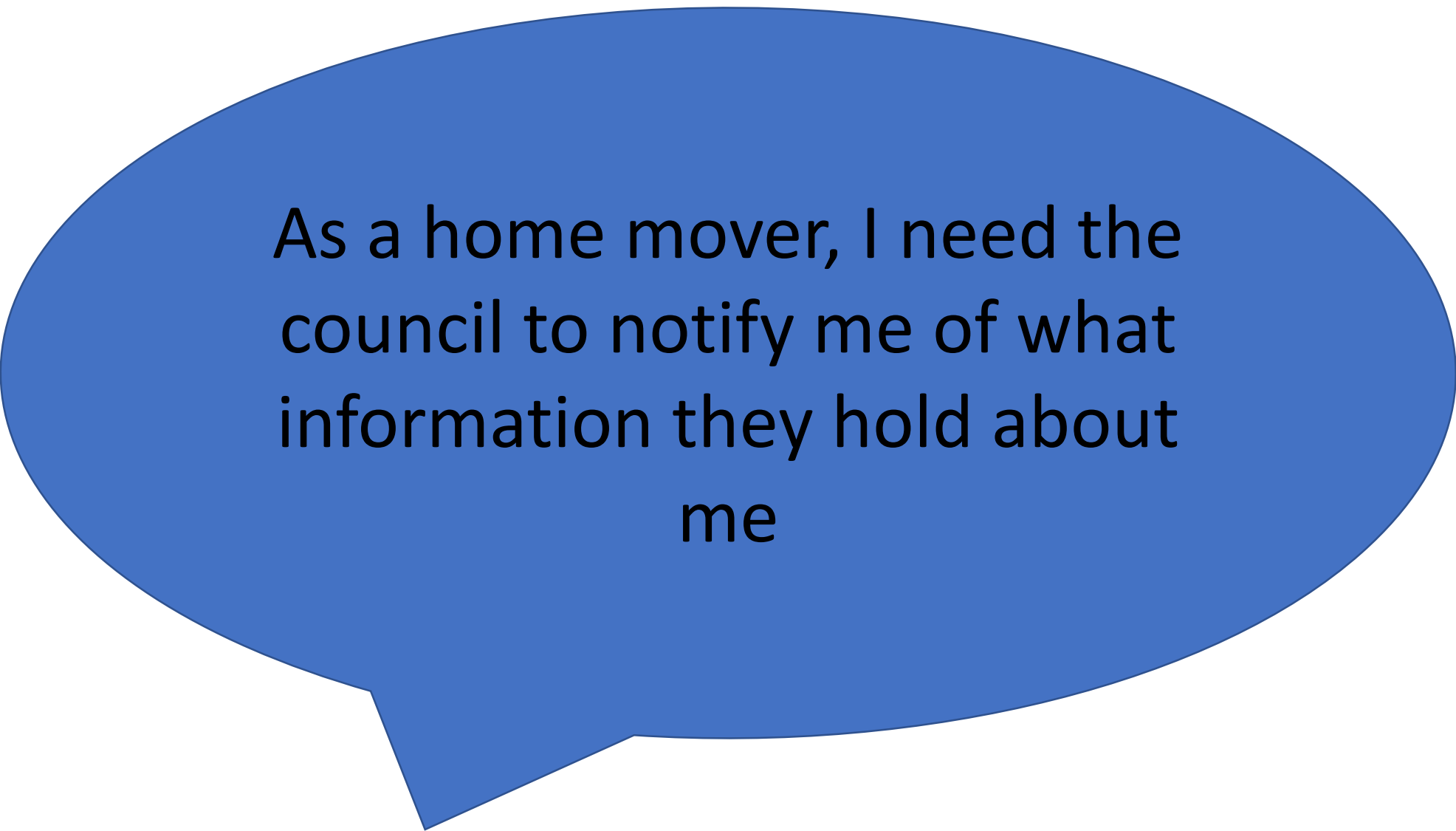


As a home mover, I need my
Council tax payments to be in
place for the new property
before I move

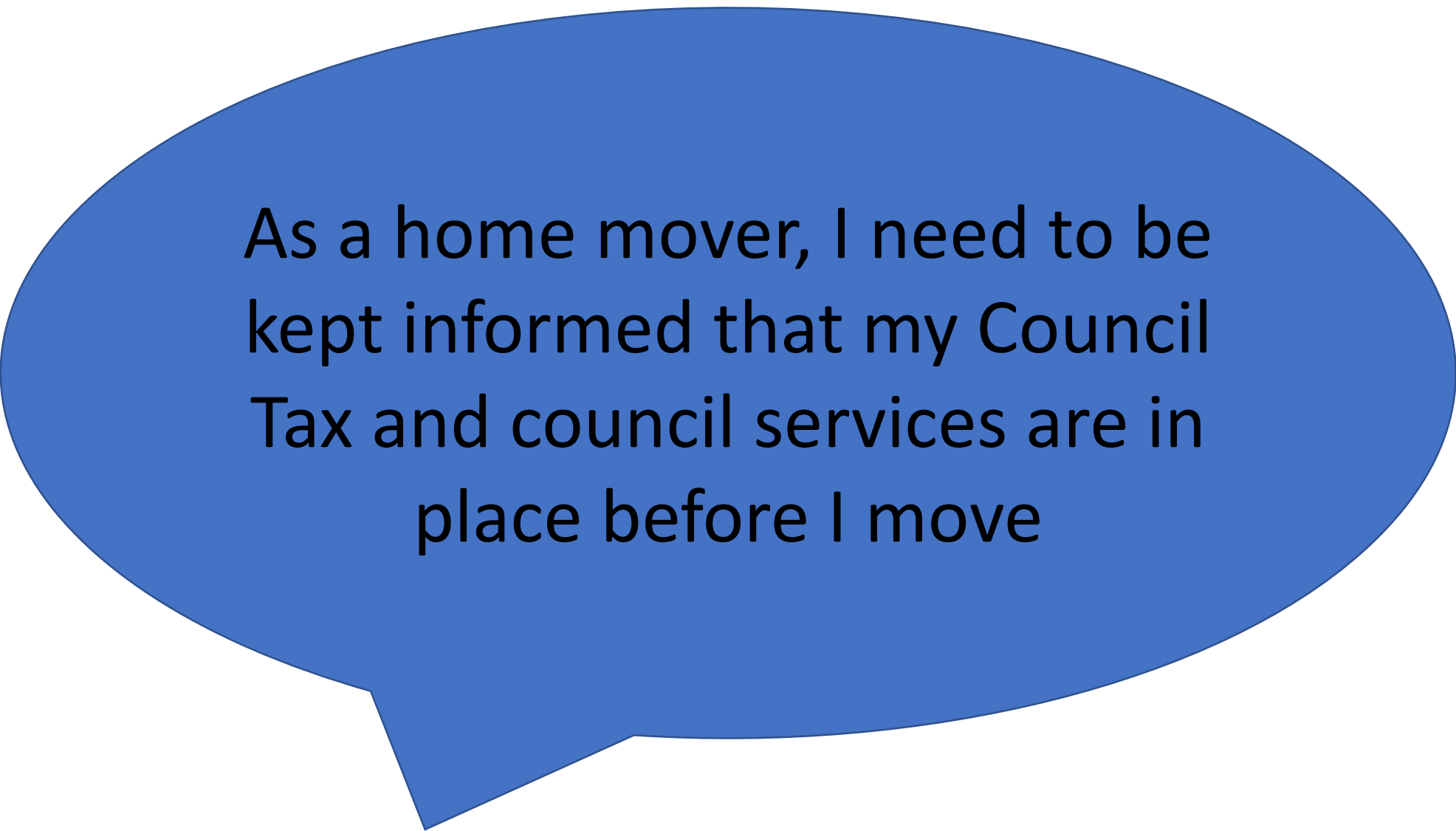


As a home mover, I need the council to notify me as quickly as possible on matter relating to Council Tax

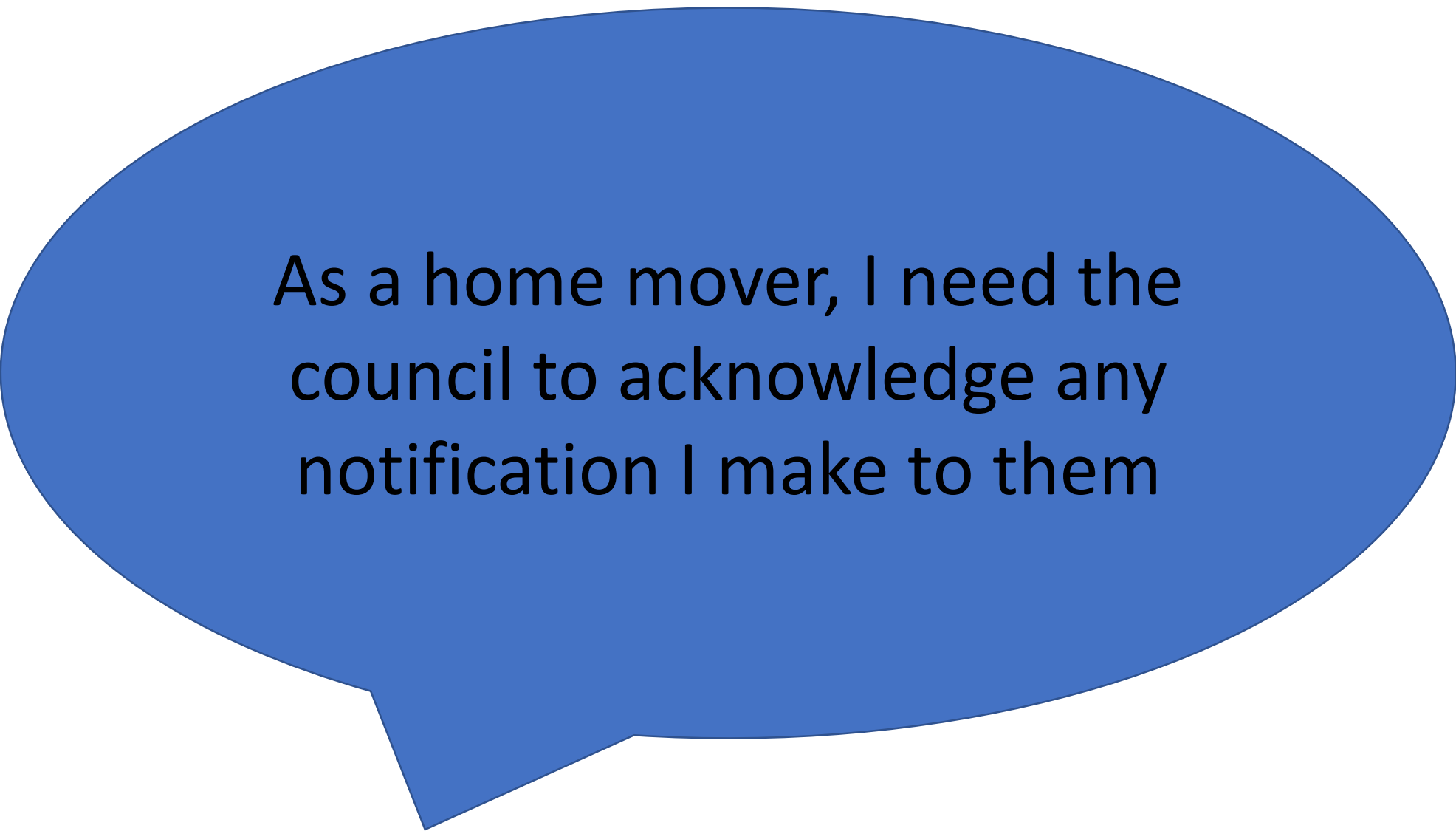
After informing the council of a change of address, new residents do not know what will happen next



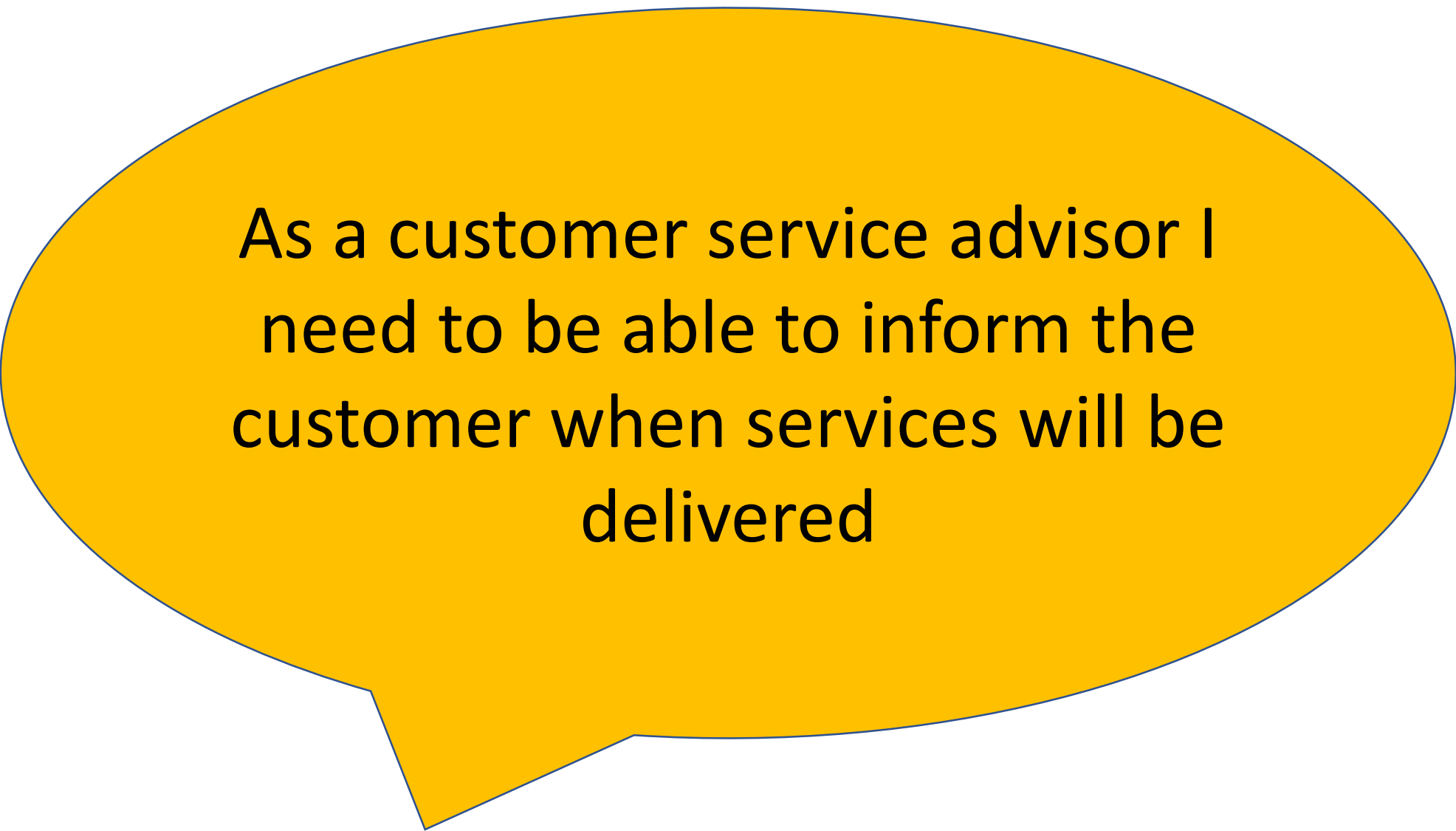
As a home mover, I need the council to notify me of what information they hold about me



As a home mover, I need to be kept informed that my Council Tax and council services are in place before I move



As a home mover, I need the council to acknowledge any notification I make to them



As a customer service advisor I
need to be able to inform the
customer when services will be
delivered