



Birmingham
City Council



BIRMINGHAM
CHILDREN'S TRUST

BCC Children's Placement Portal Design Process & Wireframes

Focus: Placement Officer

**Methods
Analytics_**



Contents:

- 1. User Journeys**
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User Journey Highlights

General & Homepage

In developing a user journey we aim to achieve a clear understanding of the steps that a user may take on the system coloured through details of their experience. This is an ongoing and iterative process.

The method focuses on their **goals, behaviours, pain points, emotions, suggestions** and **process channels**. Based on our initial discovery research and design thinking thus far, below is our understanding of **some** of the observations on the general system and homepage:

Systems users would benefit from intuitive functionality - users comment on the lack of features such as the ability to select more than one filter, and having to trawl through countless dropdowns.

In order to complete a placement transaction, users have to do many of the tasks OUTSIDE of the portal - e.g., chasing providers by phone when they fail to respond to portal issued referrals - and which are not automatically documented in the system audit trail.

The General Messages doesn't add value with contacts mostly done outside the portal via email or phone. Users regard it as preferable to accomplish as many tasks and transactions as possible within the system but this is not always feasible or practical.

Users are clear that it would be of significant benefit if Providers were able to 'advertise' new and upcoming placement vacancies (categorised by type), affording placement officers the opportunity to take immediate action.

There's a notably absence of any adherence to W3C guidelines on accessibility. With the system as it stands a user with an impairment (e.g., visual impairment) would find it difficult if not impossible to use.

Placement officers and QA officers spend much time chasing Providers for up to date information prior to contract placement - it would be preferable if Providers received automatic requests for them to update their information as and when necessary.

Placement Portal Wireframes

Portal homepage & vacancy notifications extended

The wireframes provide a lo-fidelity visualisation of a new approach for the Placement Portal's Homepage.

Building on the research, a new system will be designed to solve user pain points, enhance user experience and realise a more accessible system. The benefit of wireframing at this stage is to present quick ideas on how a system could look/function - with a fast turnaround for potential features.

These wireframes represent the first foundation from which to build functioning prototypes for testing.

Homepage:

The homepage is given a simple layout with three containers: **'Vacancy Notifications'**, **'My Referrals'** and **'Team Referrals'**. Drawing on research data, users want to immediately see notifications of available placement vacancies posted by providers including details of placement type and timescales. The 'Vacancy Notification' section would display this to the user so that they may make an informed judgement and take immediate action as needed.

Also on the Homepage, 'My Referrals' and 'Team Referrals', giving users the ability to filter listing and its details by using a new 'Add filter' button. At present , users are frustrated by not being able to filter referrals- suggested filters can include vacancy type, date range, and status.

Vacancy Notifications:

With Vacancy Notifications users can see and overview of available vacancies / provider. They can choose to refine their notifications view through the use of filters. If the user wants to contact the provider immediately to action the opportunity they can do so using the 'Contact Provider' button. This would navigate users to a new page where create and send a message direct.



Welcome back to the portal, [insert name here].

New Referral

☐ Vacancy Notifications

Add filter +

☐ My Referrals

Add filter +

☐ Team Referrals

Add filter +

☐ Vacancy Notifications

Sort by: last added

Vacancy type: Residential

Add filter +

Contact Provider
Contact Provider
Contact Provider
Contact Provider

Placement Portal Wireframes cont.

Filtering

Advanced Filtering:

The task of creating and sending a new referral is a complex one involving many choices about many different elements. References to 'long dropdown lists' occur frequently in the research data, often associated with exasperation that many of these contain terms that they simply never use.

This is an early concept of a way to solve these issues in one function - advanced filtering.

Users would be able to filter between categories, for example 'Placement Type'. They could apply filters based on the measures they want and actively apply them to the area they want to filter with. As these filters would be dynamic, users can easily apply or remove them where they see fit.

Users can also search for filters via a search bar if they know what particular filter they want to apply, and remove them all if they want to start with a fresh filter search.

A further option, which could work compatibly with the earlier mentioned concepts, would be to drive high level filtering via the user's login.

Further research is needed to determine the optimal design strategy for providing each user category with the most efficient experience.

Filter categories

Filter categories

Filter categories

Search filters...

Filters:

Clear all

Filter category: filter type

Filter category: filter type

Filter category: filter type

Filter category: filter type

Filter category: filter type

Filter category: filter type

Submit

Design System Requirements

Birmingham City Council's branding guidelines

We would need to look at design systems / guidance / restrictions when developing a new system.

If we are designing a service for the council, we would need to follow the branding guidelines specified by Birmingham City Council. This helps keep the system 'on brand' - which portrays both trust and consistency with the products associated with it. There is an example of the branding provided on the right. This would need work to become more accessible.

BCC have provided us with some branding resources that we should implement into the system wherever possible.

It is important that we start to factor these assets into our design thinking as we progress our development.

We would also need to ensure the product follows [GDS standards](#), as this offers best practices and keeps the product in check with usability and accessibility guidelines.

BCC Corporate
design guide

Colour

Colour breakdown for four-colour print (CMYK), screen (RGB) and web (P) applications.

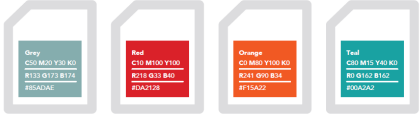
Priority colours



Neutral colours



Secondary colours



BCC Corporate
design guide

Typeface

Our official font family is Avenir. 'Birmingham' is typeset in Avenir Black. 'City Council' is typeset in Avenir Book.

If this font is not available on your pc, please use Arial and Arial Bold as an alternative.

All professionally designed material, from leaflets and posters to social media graphics, will use Avenir.

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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Avenir