

Conor Moody / Kevin Jump
Liverpool Direct Limited
Liverpool City Council

> Background

About us

- Liverpool Direct is
 - A Joint Venture
 - A Limited Company
 - The council's web team
- Based on our research
 - Liverpool is Liverpool
 - Your results may differ

Make things **easier for most
customers**

= save money

How?

It's easy to say this stuff
but....

1. Look

Inside and out

200 pages

of our **4000 page site** accounted for

8

5

of traffic

%

Policies, plans, strategies, SLA docs

4,500

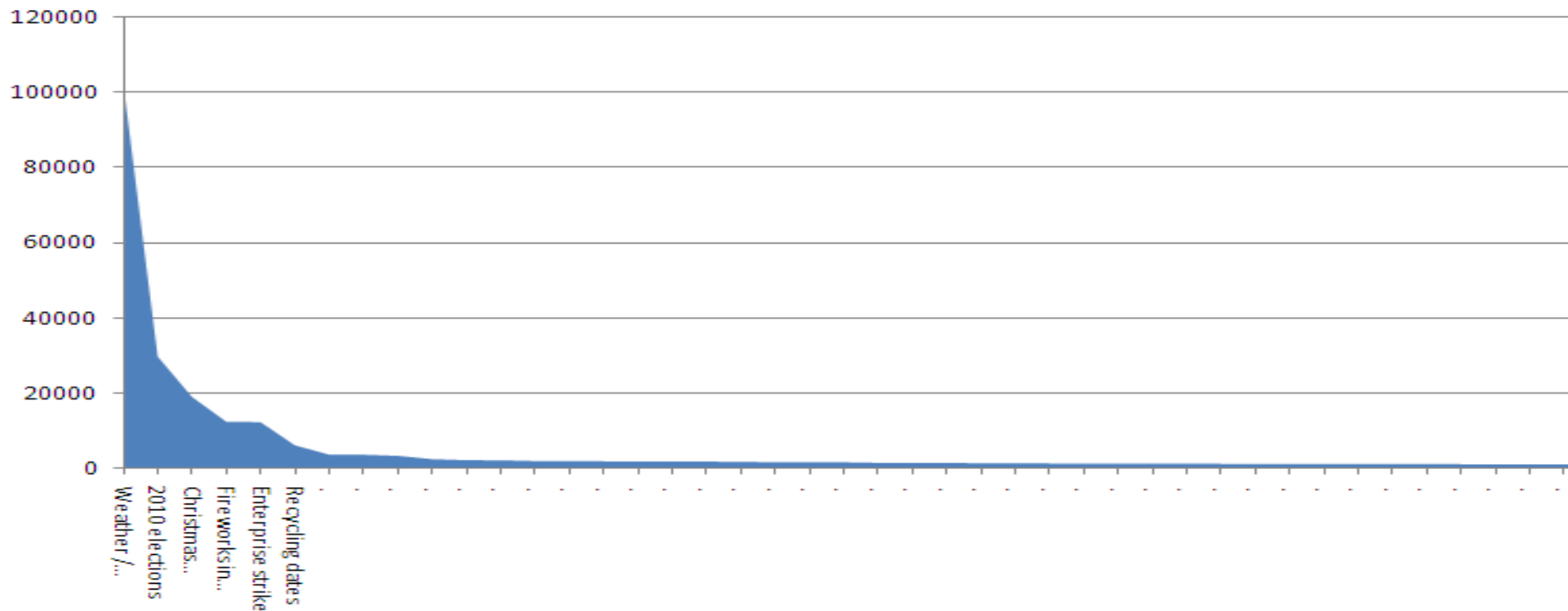
0 in top 20 tasks / top 300 downloaded docs

Just a **comms** tool ?

2% of site traffic is for news

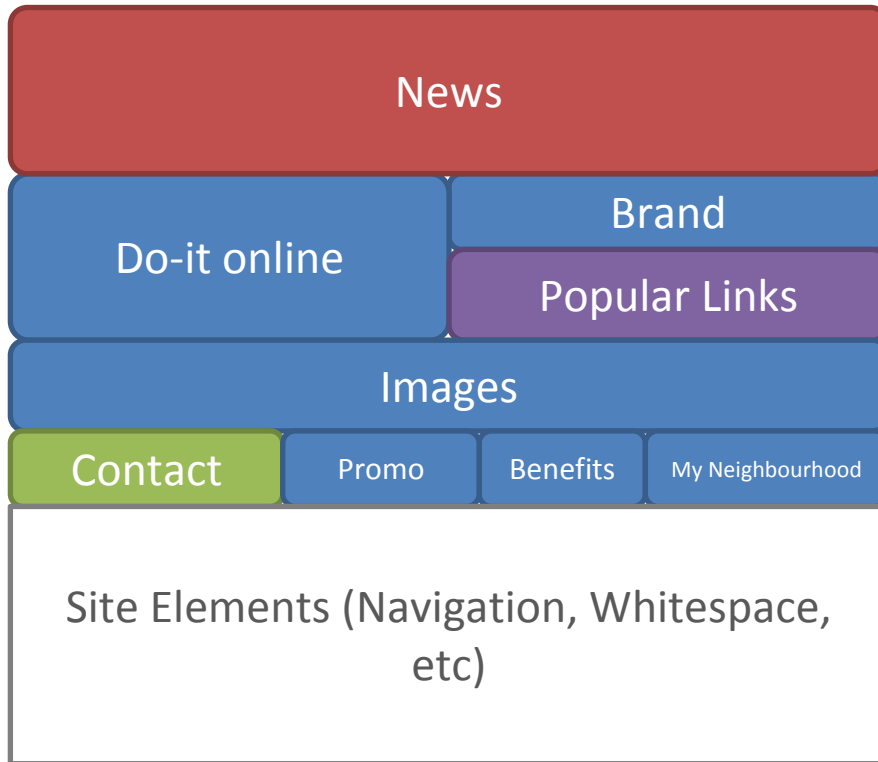
10 news items account for 64%

The top 10 where all service alerts

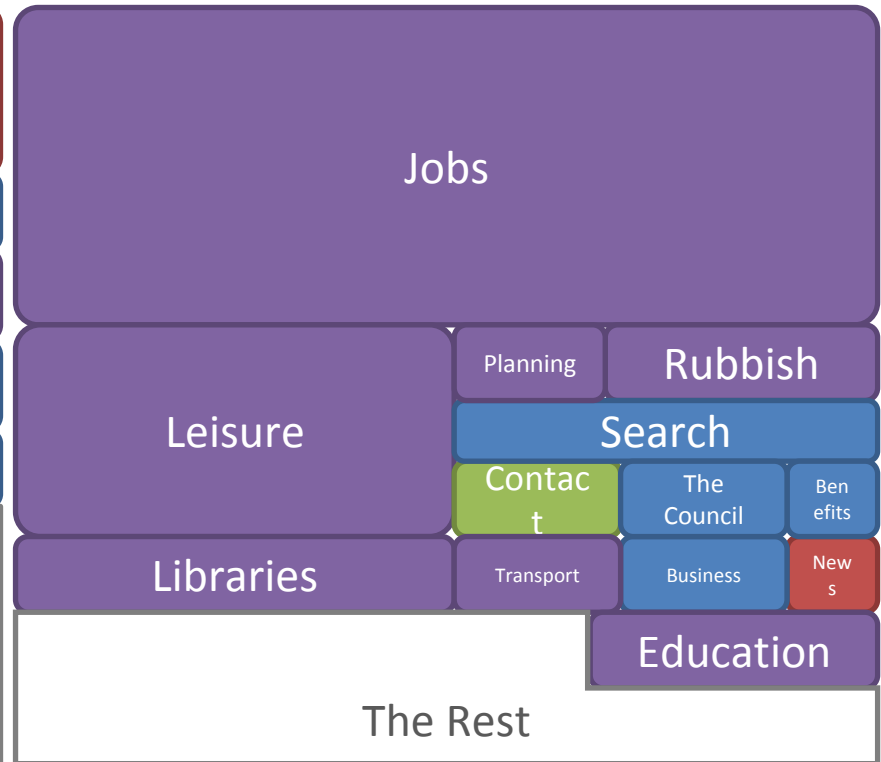


Organisation **v** customer

Homepage space allocation (%)



If pure demand was followed (%)



Get out of my way !

90%

Whatever.....

Access tools: A A Text [img] [img] [img] [img]

Advanced search search

A - Z | Site map | Accessibility help | Contact us

You are here: Education and learning > Early Years and Childcare

MONDAY 4 April 2011

Home

Education and learning

Early Years and Childcare

Childcare Sufficiency Assessment 2011

Childcare regulations

Childcare workforce development

Children's centres

Choosing childcare

News and events

Funding and finance

Liverpool Childcare and Family Information Service

Sure Start

Types of childcare

Working with children

Your business

Your views

We are no longer updating this site
Please visit the new site at www.liverpool.gov.uk

Early Years and Childcare

What do we do?
The Liverpool Childcare Development Team provides advice, training and support in the following areas:

- new childcare provision that can be evidenced in the Authority's Childcare Sufficiency Agenda (CSA)
- high quality professional workforce development opportunities for childcare staff
- the sustainability of existing high quality childcare provision

How is the work done?
The work of the Liverpool Childcare Development Team is delivered across the city's five Neighbourhood Management Areas (NMAs).
Each NMA has a dedicated Area Development Worker (ADW). They ensure that information, support and guidance are available to new and existing childcare providers.
We have just produced and published our Childcare Sufficiency Assessment for 2008. The assessment measures the supply and demand for childcare within the city, and how we will provide support to the market to tackle any gaps.
You can access our Childcare Sufficiency Assessment on the [Childcare Sufficiency 2008](#) page
You can view the key statistics in our [Comparative table](#)

For more information, contact us on 0151 225 6279 or email early_years

Visit the new Early Support website www.earlysupport.org.uk where you will find lots of useful information.

This page contains Adobe PDF documents. If you have problems accessing PDFs you can:

- [Download a PDF viewer](#)
- [use a PDF conversion tool](#)
- [find out more about PDF accessibility](#)

Privacy Policy Last updated on 11/8/2010



Our cms users

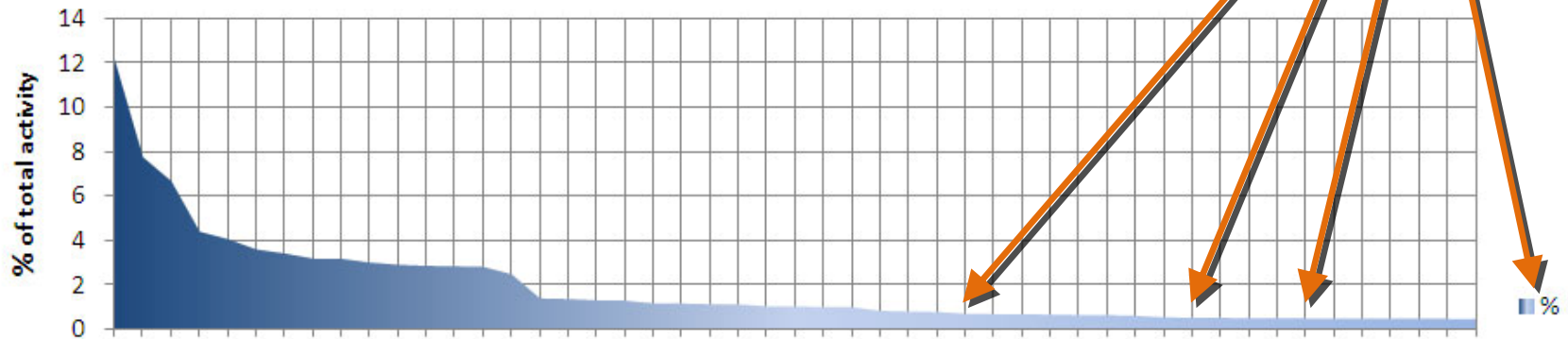
- 260 trained
- 20 performed 70% of all activity

- 160 did something
- Activity not related to Top Tasks

Customers want:



Activity by 50 most active users



Staff **are not** customers

Twice as likely to use **a-z**

96% of site searches for
“**Google**” came from staff

Liking **is not** doing

Find a library: fail

Get a tree cut down: fail

“I love it”

How much is council tax: fail

Contact the right person: fail

Analysis tools

- Top tasks
- User behaviour (stats)
- Usability research
- User testing with WUP
- Business objectives
- Focused everything on improving the customer journey.

2. Learn

We concluded...

No demand for

shiny shiny

people 'do' and leave

We must **fix the basics** in
order to **give customers**
what they want

The **content model**
is part of **the problem**

Rationalise

- Customer demand
- Task focus
- Contact methods

Segment

- Policy / strategy / performance
- Service
- Business

Change model

- Web Team own web / UX
- Business owns service (not content / IA)

Enable continuous improvement

- Better data
- Easier to find problems
- Easier to fix
- Better platform

Simpler for the user

Fewer Pages

Easier to navigate

Content makes sense

Easy to find what to do

Better experience

Simpler for us

Fewer unnecessary pages

Easier to manage

No need to devolve

Experts own

Better experience

3. Do

Putting it all into practice

The method

- We did agile
 - We got stuff working in code as quickly as possible
 - We did the important things first
 - We built on others' work (UX Research, JQuery, boilerplate, mega menus)
 - We didn't add bells and whistles until it was done
- Web drove the process
 - We presumed, did and then asked
 - Design was **UX** not **PR** led

The “usual” stuff*

- GVL
- Page Priority
- Wireframes
- HTML5 / CSS3 / jQuery
- CMS templates
- Testing (load, user, QA etc)
- Delivered on the day / zero downtime switch

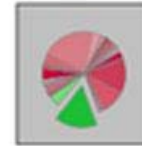
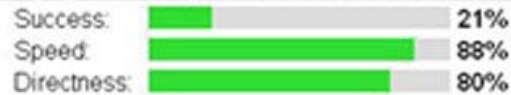
*We care - our customers don't

a new structure

- Broke down tasks
- Drafted IA
- Tested 40 tasks against old and draft
- 2000 responses

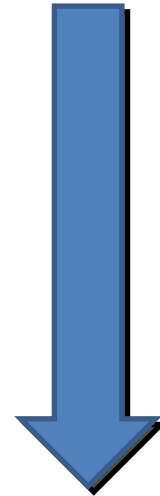
1
VERY POOR

3 Get a large item collected (e.g wardrobe)



9
VERY GOOD

3 Get a large item collected (e.g wardrobe)



Usability testing

- Before launch
- After launch
- Connected us to users (design, dev, content)
- Validated some assumptions
- Shattered some assumptions
- Evidence for business (DVDs of fail / success)
- Fun
- WUP were invaluable

> The results

So far

Resident

Business

About the Council

Enter Search Text

Leisure, parks & events

Libraries & archives

Council tax

Bins & recycling

Schools & learning

Parking, roads & travel

Planning

More ▾

Lifestyles: Leisure facilities

Lifestyles

Get fit, healthy and active at your local Lifestyles centre.

Jump to:



Join Lifestyles



Find an activity



Everything else

Libraries: Your library

Bins: Your collection dates

Report it: Faults

My Neighbourhood

News



31/03/2011

Young people corner the creative market
Liverpool's biggest '08 community arts legacy project is back – and for the first time young people will be playing a starring

Straight to...

Leisure, Parks and Events >

[Leisure facilities](#) | [Events](#) | [Parks & greenspaces](#) | [Markets](#) | [Tourists](#) | [View all...](#)

Bins & Recycling >

[Bin collection dates](#) | [Bulk item collection](#) | [What goes in bin](#) | [Rubbish tips](#) | [Report an issue](#)

Libraries and Archives >

[Find a library](#) | [Search for books](#) | [Archives & history](#) | [Kids stuff](#) | [Clubs & groups](#) | [View all...](#)

Schools and Learning >

[Find a school](#) | [Term dates](#) | [Admissions](#) | [Early years and childcare](#) | [Adult learning](#) | [View all...](#)

Council Tax >

[Pay it](#) | [Discounts & exemptions](#) | [How much?](#) | [Problems paying?](#) | [View all...](#)

Parking, Roads & Travel >

[Parking and permits](#) | [Roadworks](#) | [Public transport](#) | [Report a problem](#) | [View all...](#)

More...

- [Jobs and training >](#)
- [Planning >](#)
- [Benefits & grants >](#)
- [Births, marriages, deaths >](#)
- [Crime & emergencies >](#)
- [Health & social care >](#)
- [Housing >](#)
- [Pests, Pollution & Food Hygiene >](#)

a to z of services

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- [privacy policy](#)
- [sitemap](#)
- [contact](#)
- [news](#)

- help
- twitter
- feeds

Bins and recycling

From bins and bulky item collections to recycling services, find what you need from our rubbish and recycling service.

Straight to...



Find bin collection dates

Find out your next bin collection date.



Request a bulky item collection

Bulky Bob's can collect your unwanted household items.



What goes in my bins?

Find out what you should be using your purple, blue and green bins for.



Find a recycling centre or tip

You can dispose of large household items at your nearest recycling centre.



Compost bins

How to buy a compost bin and what to put in it.



Report a problem

If you need a new or replacement bin or your bin hasn't been emptied, report it.

a to z of services

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- privacy policy
- sitemap
- contact
- news

- help
- twitter
- feeds

Find a centre

Jump to:

Liverpool Aquatics Centre

Go

Top centres

Liverpool Aquatics Centre

Garston

Peter Lloyd

Other centres

Alsop

Austin Rawlinson

Cardinal Heenan

Croxteth

Ellergreen

Everton Park

Millennium

Park Road

Toxteth

Walton

Tennis Centre

Wavertree Athletics Centre

Wavertree Sports Park

Woolton Swimming Pool

Search

You have searched for dog shit

Report dog issues

Report issues with dog fouling, dead dogs, stray dogs or nuisance barking

<http://www.liverpool.gov.uk/pests-pollution-and-food-hygiene/dog-issues/>

Featured

Find a library

Search, order & renew

Local & family history

For kids

Book clubs & reading groups

Learn in libraries

View all...

Search for a book

See what we have and where it is



Audio books

Download free audio books



Join a library

It's easy to join online



Measuring contact

+ ADD WIDGET

DELETE DASHBOARD

My Dashboard

Apr 19, 2011 - May 19, 2011

Ctax - all web content visits

22,918

% of Total: 2.72% (842,055)



Ctax - visits to contact form

2,048

% of Total: 0.24% (842,055)



Ctax - emails received

130

% of Total: 100.00% (130)



Lifestyles - all web content visits

101,422

% of Total: 12.04% (842,055)



Lifestyles - visits to contact form

4,305

% of Total: 0.51% (842,055)



Lifestyles - emails received

224

% of Total: 0.02% (1,165,241)



Emails received - all issues



Emails received - Top 6 issue types

Page	Pageviews
/contact-us/mailed.aspx?contactname=web contact: other	370
/contact-us/mailed.aspx?contactname=web contact: council tax	255
/contact-us/mailed.aspx?contactname=web contact: liverpool record office	233
/contact-us/mailed.aspx?contactname=web contact: environmental services	152
/contact-us/mailed.aspx?contactname=web contact: benefits	128
/contact-us/mailed.aspx?contactname=web contact: lifestyles tennis and athletics centre	78

T



Results?

- Call reduction
 - Need a little more data first
- Online reporting up 400%
- Bin dates / Ctax lookups up 500%
- Training costs removed
- Proprietary CMS costs can be eliminated
- We can measure what matters
- Build evidence for phase 2

> tips

things we seen and noted

**A CMS will not
manage your UX**

Get evidence

Have a clear **message**

Don't chase badges

Do chase customers

Be prepared to fight

a lot

Know your **limits**

you can't do everything at once

Build agile

Let the experts get on with it

It's not about removing services

Prioritisation, segmentation,
better elsewhere, need to know

> **Thanks**

www.lidlwebservices.co.uk

@kevinjump
@conormoody