

Report it





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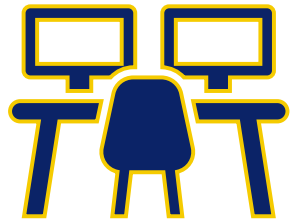
- What were we trying to find out?
- What approaches did we use?
- 10 key findings
- What happens next?
 - Developing solutions
 - How you can stay involved?



What were we trying to find out?

1. Awareness of Report It
2. Experiences of Report It
3. Pain points in current Report It service
4. What users (residents, businesses and staff) need from a reporting service
5. What a good reporting service looks like
6. What improvements can we make to the service in the short, medium and longer term

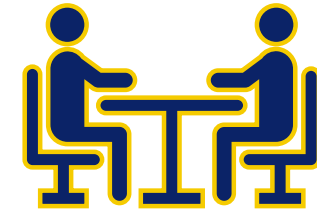
What approaches did we use?



Desk research



Surveys of residents, businesses, WCC staff and councillors (410 replies received).



71 interviews were conducted with residents, BIDs and staff



Observed sessions
(8 conducted)



Workshops (43 attended).

1 - Low awareness of how and what, can and should be reported to the council



"We need the ability to let our residents know how to do it (Report it)" - Resident living in an apartment block



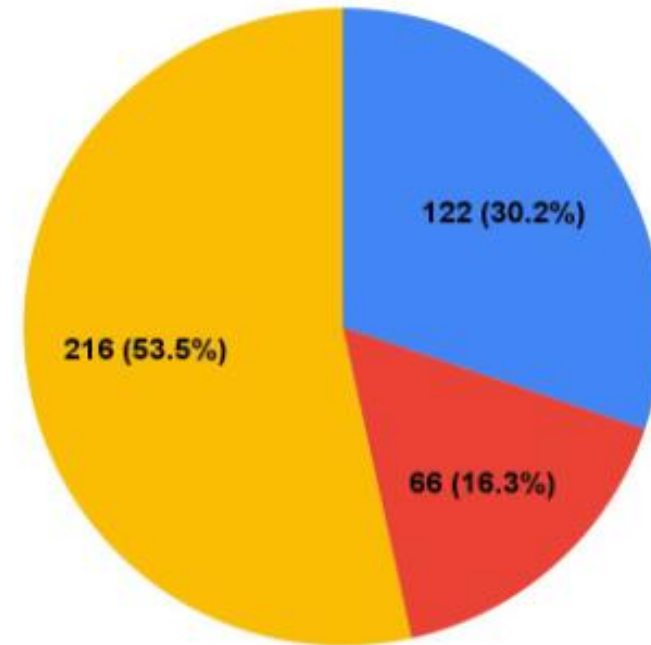
2 - Mixed experiences of using Report it

*“Do you ever report noise?” -
Researcher*

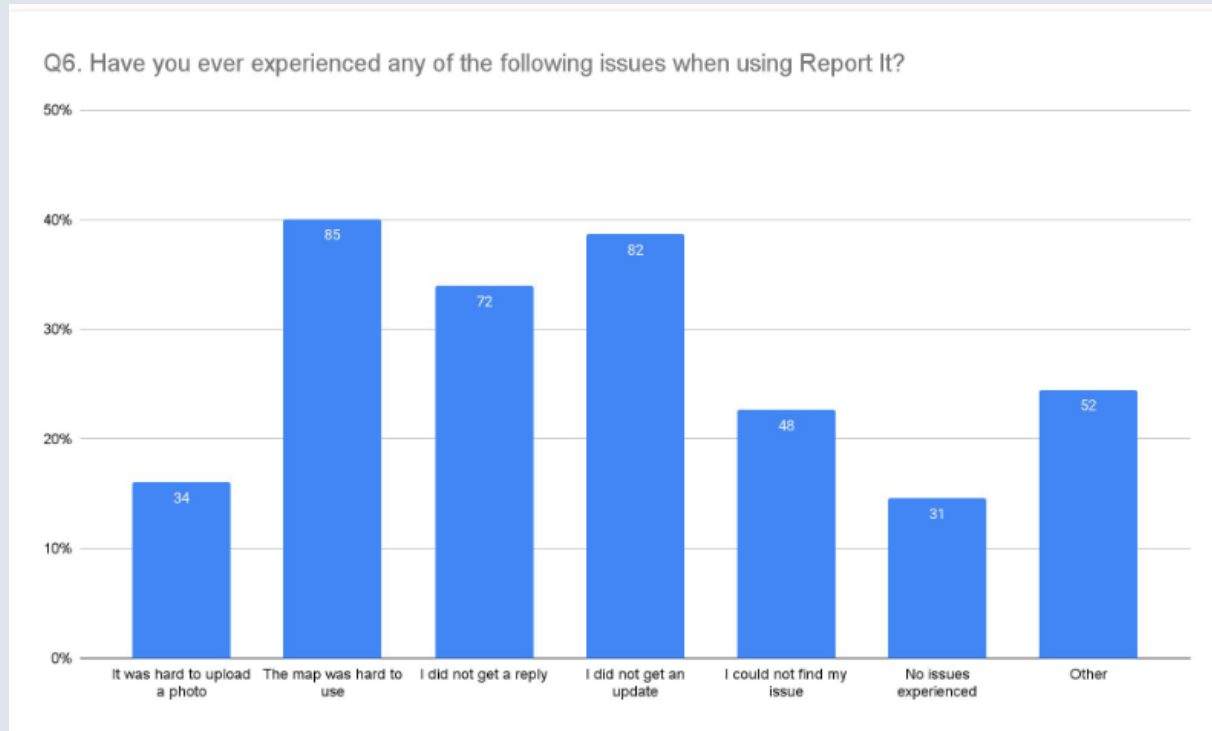
*“No. That’s is just a waste of time.”
– Resident*

Q5. How satisfied are you with your experience(s) of the Report It service?

● Satisfied ● Unsatisfied ● Neither/ No Answer



3 - There are a number of factors that make reporting difficult



"Sometimes I don't seem to get reception so I wait until I'm home." - Resident

"My friends all have mobile phones and I encourage them to report things... but they still send me photos and ask me to report for them, as they find it too difficult." - Resident

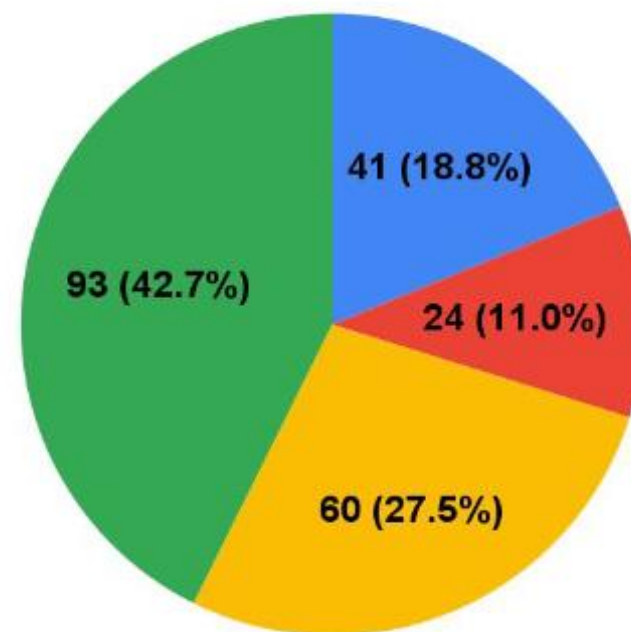


4 - Poor feedback loop

"There's been things I've reported and I just don't know what's happened." - Resident

Q3. What was the outcome?

- Did not receive a reply
- Received a reply and the problem was solved
- Received a reply but the problem was not solved
- Don't know



5 - Report it data not used strategically

“The most important thing is hearing what is being done to combat the issues.” - Survey participant



Part of a resident's estate which has become a fly tipping hotspot.

6 - Report it data not used for prevention



“You can take a photo and send that in too and hopefully get a response. But also it can hopefully help them identify priorities” - Resident

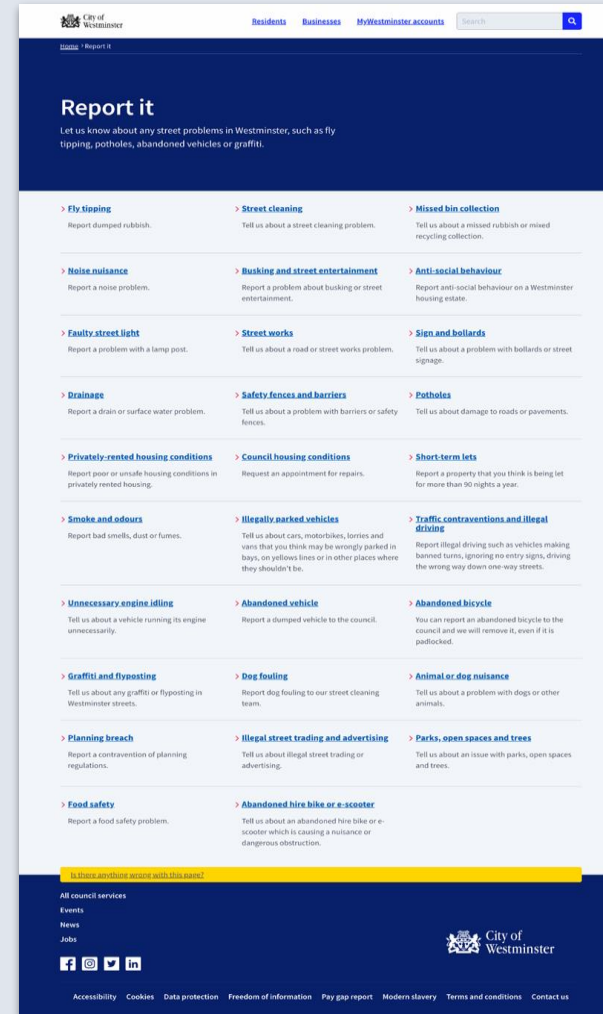
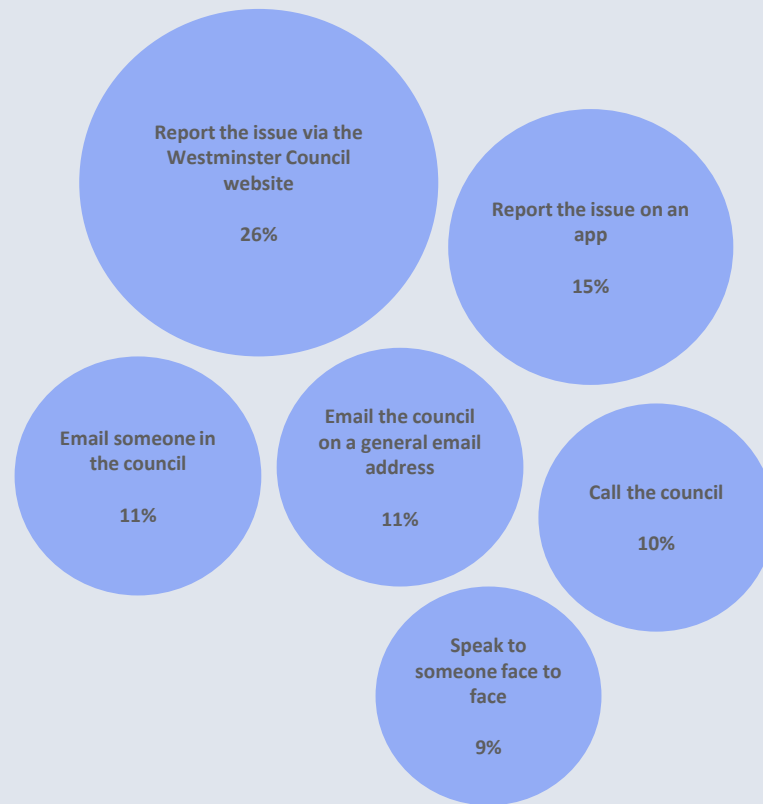
7 - Different systems and services make it difficult to provide a consistent service



“Veolia (provide waste services for the council) uses a system called Echo and we don’t know if Veolia has cleaned the area reported because their system doesn’t integrate into ours.” - Waste services



8 - Multiple ways of reporting issues desired



* Percentages taken from the external survey question: 'In the future, if you experienced an issue on the streets of Westminster and wanted to let the council know about it, what would you prefer to do?'

9 - Some of the issues reported are outside the remit of the council



"[The subway] is with TfL but they've got a contract with the council to maintain it. I've got the patience to get my head round it but most others [don't]. All they know is it gets flooded every time it rains." - Resident



10 - The current service results in some inaccurate reporting of issues

“We need to know the exact type of asset (e.g. lamppost/bollard) as we have different contractors that deal with these” - Highways



How could we address these issues?



Communication issues
e.g. awareness/feedback



- ✓ Status bar
- ✓ Feedback loop



Experience of using Report it issues
e.g. consistency of experience,
improving usability



- ✓ Picture reporting
- ✓ Single sign on
- ✓ Map improvements



Strategic issues e.g.
prevention, targeting hot spots



- ✓ Group up-voting

Key



User researcher



Service designer



UX designer



Business analyst



QA Tester



Developer

EXPLORE THE PROBLEM

DECIDE WHAT TO FIX

TEST POTENTIAL SOLUTIONS

REFINE SOLUTION

START

SOLUTION DELIVERED

- WHAT ARE YOUR USERS TRYING TO DO?
- WHY?
- WHAT'S HARD CURRENTLY?

- WHAT'S THE MOST HIGH IMPACT PROBLEM FOR USERS?

- DOES THIS FIX THE PROBLEM?

- DO ALL USERS UNDERSTAND THIS & CAN THEY USE THEM



What happens next? - Develop & agree roadmap

- **Agree** the areas to focus on
- **Work out** what specifically needs to be done and allocate staff and money to pay for it
- **Prioritise** what we can/should do
 - now,
 - next,
 - later
- **Prepare** a timeline for the activities
- **Communicate project progress** regularly and clearly

The Team



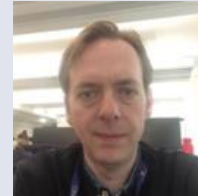
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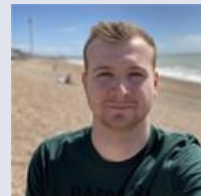
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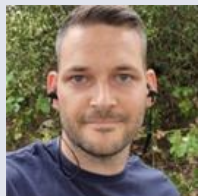
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