




Journey Steps	Homepage	Search and Menu	Resources for professionals	Referral	Contact	Training
 						
<b>Context</b>	<ul style="list-style-type: none"> <li>Website homepage</li> <li>Contact information</li> <li>Search function</li> <li>Quick exit</li> <li>Links to main content</li> <li>Links to resources for professionals</li> </ul>	Homepage search function, top right hamburger navigation and main menu	<ul style="list-style-type: none"> <li>Professional's landing page</li> <li>Referral</li> <li>MARAC</li> <li>General resources</li> <li>Training</li> </ul>	Referral page	Contact us	Training information
<b>Goals</b>	Find Professional section Make a referral Check process information Reassure client Access training	Search for specific information and documents	Find details on the service and referral process Access referral documents Access training	Find out how to make a referral Complete a referral Confirm with the client what will happen next Receive confirmation	Find contact information for support	Find live training opportunities to update / update knowledge Access online modules
<b>Behaviours</b>	Some users will search for documents directly Most users will scroll and navigate to the Professional section		Users will use search to try to find content  Users do not scroll to the footer	Most users see the referral CTA and use this to access the form  Some users scroll and look within the menu for the referral form		Users scroll content. Some users use page jumps to explore
<b>Mental Model</b>	Some professionals expect a tabbed menu at the top of the homepage with a button for professionals  Users expect this area to be for professionals working directly in DA (so go elsewhere to find information for employers)  Internal users navigate straight from hamburger menu	Users expect high priority items to be towards the top of the menu such as making referrals and information on children or accommodation  Users find it hard to recognise pages that are in professional section vs returned for those affected by DA when retention in the search.  Some users find Hierarchy of information in the menu does not align with their need - they are looking for the referral information rather than go to "make a referral" which is at the bottom.	Users (non DA prof) expect some content to be in the main section  Users (DA prof) expect some content to be in professional section (which is not).  No information on supporting children and YP (Support for parents and carers page has a whole section that is about referring children or YP, DA/DA assessments etc which is aimed at professionals.)  Users can't find the general information and flow diagrams on the service and what they can support with  Users can not find information for professionals on accommodation or how to refer  Users can not find information that relates to perpetrators who are YP  Some users would like to see events and advertise for example for donations or find volunteering info  Users find information for employers very formal (see quote below)	Users expect step by step instructions  Users expect an online form. If an online form, users expect to be able to save and return to document  User expect confirmation and a copy of the submission  Users expect the red box to have more important information such as you must have consent to make a referral  No online form  It is not clear what you need to make a referral (e.g. what information, or the person with you and their consent)  Some users are not sure if their email is secure - what if its not?  It is not clear what the main referral form is for - is this for everything? Accommodation, young people, perpetrators?  It is not clear what age the referral is for - 18+? what about under 18?  Some users overlook the referral CTA in the intro, but go straight to the page in the menu  Some users expected alternative information (such as having consent to make a referral) to be in the red box	Some users expect main contact not for them despite being listed.  Some professional users still don't feel they want to use the service contact information as they don't want to block the line for someone in need.	Some users expect to be able to book onto training online or access online modules  Some users unsure of how to access some of the training opportunities  Some users wouldn't know expert to see this earlier
<b>Pain Points</b>	Professionals working closely with the service find it too corporate (Language and feel)  Users not familiar with the service are not aware to look for training  News, Blog and events is confusing to users - not up to date "news" and "blogs" are Articles.  Users expect information about covering your tracks					
<b>Positives</b>	All users quickly scroll and find the professional section  Exit button understood by professionals but would like more description  Other professionals are positive about the site and experience	Most users navigate to content easily Some users search and bring back correct results  Users find what they are looking for in two clicks	Some users find the process straight forward (When they assume form is for referring for anything/anyone)  Users find it easy to navigate to additional documents	Most users select the Referral CTA  Most users find the referral in 2 clicks	Users are pleased to easily find contact information including email for referral which is clear.	Users are able to easily navigate to training opportunities  Users are pleased to see list of training opportunities
<b>Customer</b>	"On the other site it had advice straight off on how to hide your tracks - I can't find it. It should be on the front"	"Could we change the colour so I can see it is for professionals"	"The info about the Abuse act sounds like a finger wagging - could be softened, thanks for coming to look rather than a telling off"	"I might benefit from a simple "We can help with... list"  "I don't look at this and get a real understanding about the service we offer"	"If chat is not running for a while should this say coming soon?"	