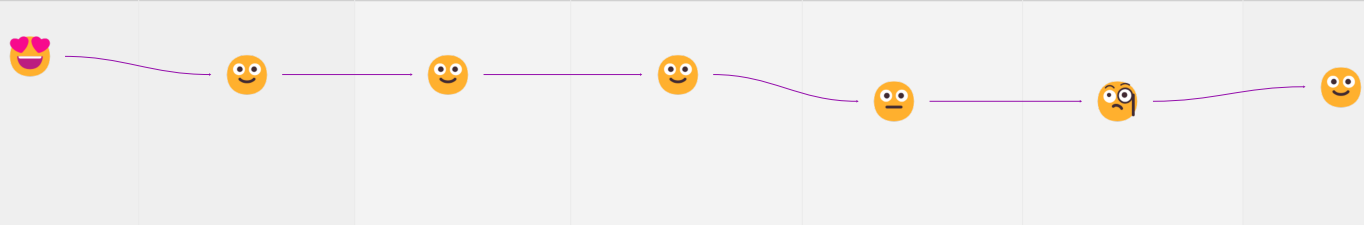
Journey Steps	Homepage	I need help now	Search and Menu	Am I being Abused?	Individualised Navigation	Steps you can take	Directory
👍 👎							
Context	Website homepage • Contact information • Search function • Quick exit • Links to main content • Links to resources for professionals	I need help now section • Contact information • What will happen if I get in touch	Homepage search function, top right hamburger navigation and main menu	Am I being abused section Individualised sections for different user groups • Information on unhealthy relationships • Information on Types of abuse	Sections within 'Am I being Abused?' Individualised pages for men, women, LGBTQA+, Neurodiversity, young people and older people.	Steps you can take Section • Legal information • Information for children • Support and recovery	Information on other related local and national support services
Goals	Find information on a specific topic Get immediate contact information Feel reassured Find information that will help me	Get immediate contact information Understand who the service are and what they can help with Find out what will happen if I get in touch	Find page that relates to information needed Search for an alternative page	Find information to help confirm potentially abusive relationship Find reassurance and validation Find information on what to do next	Find reassurance that I am not alone Find validating of what I am experiencing Find information specific to my needs	Find further information to support me and my children Find information on steps I can take to help myself	Find information specific to individual circumstances e.g. - cultural, legal, community
Behaviours	Users scrolled down the homepage but expected the most important information and contact numbers to be most prominent		Most users will navigate to content Users who use search overlook more appropriate or additional content	Users expect to be taken through the process - rather than just providing numbers, expect to be directed - 'call us and talk it through....'	Some users want to select external links without checking what they should do first. Some users will look in multiple sections first		Users generally scroll the directory
Mental Model	Users expect the intro to explain DA in layman's terms External users expect to scroll	Users expected that the information would lead them through the site. Users would expect that they need to check again later that day to access the chat function	Users expect search to bring back specific results	Users expect to be led on to the next step	Users expect to be led on to the next step Users expect a section for Children Users expect an area for Disability	Users expect information on children to be high priority items	Users do not use the term 'Directory' Users expect 'Local & National support to be linked in specific places such as individualised journeys
Pain Points	Users find the language too formal and expect a warmer and supportive intro (problem is site wide). Hand image perceived by one user as potentially negative in context of 'Am I being abused' Users expect information on the homepage about hiding your visit to the site. Most users do not understand exit function and use other method to exit. Two users overlooked it completely. Users expect an out-of-hours contact option Users are disappointed to see a not available notice on the chat.	Users can't find a quick list of what the service can help with. Users can not tell from 'How we can help you' what specifically this is e.g. Accommodation, Advocacy etc Can not find information on preparing a safety plan (located in Steps you can take) Users find title of modern slavery section title in 'What happens if I get in touch' confusing. Users find the language too formal 'you can' - would like warmer encouragement to contact the service Support for parents and carers information is aimed at professionals (section that is about referring children or YP, DASH assessments etc)	Users miss search results when there is only one result Blog articles and directory entries are not returned in search Search did not take users to specific areas such as LGBTQA+ Recognising the signs of abuse is written to person being abused so not helpful to friends/colleagues looking from the outside. Employers look here for support but employer page is not linked. One user wanted to find information on volunteering	Users need direction on 'what do I do now' once they have read about types of abuse and unhealthy relationships. Expect to be told next step - you need to phone.. Not linked to Steps you can take or I need help now Users struggle to find information on children. When information is found, it is not clear what to do. Users can not find information on child to parent abuse (there is some on types of abuse page) Users look for validation and contextual examples in the text (data and survivor stories)	User expect children to be on those affected list Users expect a section for those with a disability Users can not find links to alternative organisations that can provide specific additional support (Directory) Not linked to Steps you can take or I need help now Some users overlook the individualised sections and never open these Users find content is too similar when looking in multiple sections e.g. Men and LGBTQA+	Users find limited information on Recovery programmes Users find limited legal information - no information on legal rights or signposting to organisations that can help. No link to recourse page for those not entitled to legal aid (legal aid page)	Users looking for other additional services overlook 'directory' Users can not find local and national support as they expect this to be linked from the individualised sections Users that scroll find the list of organisations overwhelming Some users miss the ability to filter the directory Users using the filter select local first which removes most relevant organisations bringing back no or irrelevant result
Positives	No negative feelings to images, aesthetic etc Users generally very positive about the feel of the site and homepage Users immediately found the contact details Users liked the imagery Users felt they had a good sense of who the service are from homepage	Users are pleased and reassured to find information on what happens if I get in touch Users feel the service is for them Users navigate quickly and easily	Most users are able to find the information they need (when available) in 2 or 3 clicks Some users are happy to find the ability to search Content of the menu and titles of sections work for users The search would often return the most relevant result	User find the information they expect to find Users find the types of information comprehensive but easy to digest chunks	Some users are pleased to see themselves reflected in the individualised categories Users feel the service is for them	Users find this easy to navigate User find the available content useful	Users are pleased with the ability to find additional sources of information and potential support for additional needs.
Customer	"Felt like it was quite odd and wasn't sure what it was for" (Exit button) "I don't feel like it is come here, let me put my arms around you"	"It doesn't feel chatty, it feels instructive. It needs a bit of a softening up of the language"	"Would be useful if the articles would appear in my search" "Quite a nice website, flows easy"	"I'm looking for -if these things are happening to you, you need to get in touch and a phone number, or a friend you can speak to"	"I was disappointed there was nothing about disability. Great that you have all these people but it feels like you have forgotten people with a disability, and most vulnerable" "It would be useful to have the number for example for LGBTQ+ helpline"	"there should be information on both the victim and abusers legal rights as I would worry about that. They would have rights in the same way that I would have rights"	"There is quite a lot of stuff here!"