

## **Principles to underpin and inform the approach to web site re-design.**

1. We wish for the web site to be our customers' preferred choice of channel for transacting with us in the future. In order to do this we acknowledge the change in emphasis from 'web site' to 'customer service portal'.
2. The design will support the potential to maximise customer self-service and proactive service delivery by encouraging subscriptions to My Account.
3. The design will be fully responsive, having been designed for mobile technology first.
4. The design should allow customers to do what they are looking to do simply and quickly in order that they will be encouraged to do it again.
5. The design should support Digital Inclusion initiatives and should be sensitive to issues such as accessibility, customer security, and the cost of downloading data.
6. The Home page design will support customers' transaction needs, not the Council's 'marketing' - that will be the function of My Account (notifications) and Social Media – driving customers to specific web site content.
7. Navigation of the re-designed site will focus on the new Search tool, with alternative navigation available as a secondary method. It is envisaged that eventually the more traditional navigation will become redundant.
8. The responsive design will use tools and imagery that mobile users will be familiar with.
9. The re-design will encourage customers of all ages to engage with us.

Management Team  
November 2014