

What can gambling support providers do to increase service uptake?

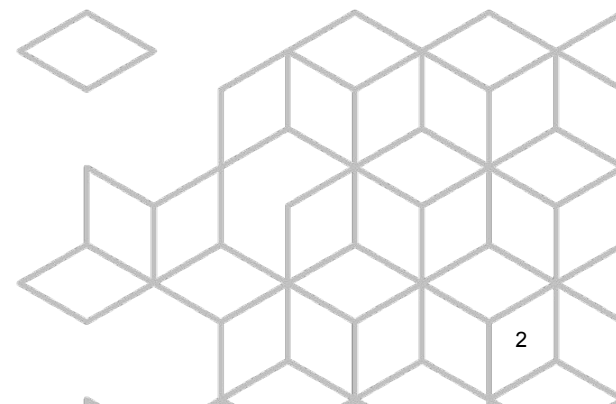
Findings from a behavioural audit of the online user journey of
TalkBanStop - May 2023





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Executive summary.

[The Behavioural Insights Team's \(BIT\)](#) Gambling Policy and Research Unit (GPRU) is collaborating with the [TalkBanStop partnership \(TBS\)](#) to **develop recommendations for how support service providers can optimise online user journeys** to remove barriers to uptake of their services.

Our recommendations are based on a behavioural audit of the online user journeys of the TBS organisations (GamCare, Gamban, GAMSTOP). Informed by behavioural science frameworks, during **the behavioural audit we analysed TBS' key mobile web pages to identify barriers users face when trying to access services.**

The audit was guided by the idea that **support service providers' websites need to be simple to use and easy to understand.** We make suggestions for how TBS can implement these recommendations while considering the impact and feasibility of each solution.

Recommendations for support services providers



Provide direction: Signpost so users can quickly identify the options most relevant to them.



Remove friction: Put the most important information first and make registration processes easy to navigate.



Reinforce collaboration with a single identity: Incorporate visible links to partnerships and their service offer.



Describe services in concrete terms: Make sure hompages outline how services work and help.



Integrate the user's language: Ensure the way gambling harm is referred to resonates with users.



Visualise service benefits: Link previous service user verbatims to specific services.

1. Background



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TEAM





We conducted a behavioural audit of TalkBanStop's (TBS) online user journey to identify ways support service providers can boost uptake.

This study aimed to demonstrate how gambling support and treatment service providers can use behavioural methods to improve their online user journeys. The goal was to develop recommendations that would encourage more people to engage with support services to reduce their experience of harm. To do this, BIT collaborated with TalkBanStop (TBS) and used them as a case study to identify ways to increase uptake of services within TBS' portfolio.

In May 2023, BIT published an [evidence scan](#) of barriers and enablers to uptake of gambling support and treatment services. We found that: 1) self-help can be a popular form of support for those who are exploring support and treatment for the first time; 2) barriers are primarily related to relevance, awareness, understanding, and accessibility of support and treatment services, as well as shame and stigma; 3) both self help and more formal forms of support popular among first-time users only provide limited impact on reducing harms.

The findings from the evidence scan were used to inform the areas we assessed in subsequent primary research. This report presents the results of a behavioural audit of the barriers that users may face in the journey to learning about and signing up to one or multiple TBS services.

**TALK
BAN
STOP.**

[TBS](#) is a partnership that combines practical tools with support to help people to stop gambling and kick-start their recovery journey. The partnership is made up of three organisations:



provides information, advice, support and treatment for anyone affected by gambling harms. They operate the National Gambling Helpline.



Gamban

offers software to users for blocking gambling sites/apps.

GAM STOP

is a self-exclusion service for UK residents.

By working in partnership, TBS aims to encourage more people to use a combination of all services offered.



Support service sites should be easy to use and understand so people can find what they need. The audit assessed where this may not be the case.

The way we behave online is [influenced by the design and features of the websites and platforms we use](#). Online environments often require us to process a lot of information quickly. Potential users often first learn about a service by visiting a support service provider's website.

A behavioral audit assesses whether website features such as structure, design, and content help visitors use the website as intended by the creator. This report presents a behavioral audit of the TBS partnership websites. In our [evidence scan](#) we found accessibility and understanding of support services to be major barriers to uptake. Therefore, **the audit assessed the website's features against their ability to make the websites simple to use and easy to understand.**



Simple to use

Users need to easily find information on each service and effortlessly navigate the website to register.



Easy to understand

Users need to understand what each service does and how it can help, to decide what service(s) is relevant to them.

2. Methodology



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The audit's focus was informed by a map of the TBS online user journey, a pre-specified set of questions and the findings of our evidence scan.



An online user journey map depicts the navigation process and the various actions and decisions a user may take when visiting a website. To get an overview of how users visiting a TBS website find services relevant to them, **we mapped out the online user journey across the partnership** (see [Annex A](#) for TBS user journey map). The map helped us understand the degree of connectivity between the websites and which pages to prioritise for the audit.



We defined the guiding questions for our behavioural audit prior to reviewing the websites of each TBS organisation. Below are the three most important questions we asked (see [Annex B](#) for further detail).

1. How does each organisation describe their services and the associated benefits?
2. How much scrolling (or how many clicks) does it take to navigate from the homepage to the service offer?
3. How do the organisations signpost to TBS and direct users to relevant services across the partnership?






Our audit of the TBS webpages builds on the findings of our evidence scan. The [evidence scan](#) sets out barriers and enablers to accessing gambling support services, and explores ways behavioural insights can be used to improve uptake of these.



We focused our audit on the TBS mobile web pages with the most user traffic.

We centred our analysis on each TBS organisations' homepage and the most relevant second page users visit on their websites. The decision to prioritise these stemmed from Google Analytics website traffic data which highlighted the importance of these for the user journey across the TBS partnership.

The Google Analytics data also indicated that the majority of users access TBS websites from a mobile device. **We chose to focus our behavioural audit on the mobile user experience only**, meaning our findings do not necessarily extend to other devices.

Organisation	Mobile pages included in the behavioural audit
	Homepage and registration page.
 Gamban	Homepage and registration page (The second most visited page after the homepage was the 'Account' page. Since these clicks are likely coming from already registered users, we focussed our analysis on the registration page as second most relevant page).
 GamCare <small>Gambling Support Starts Here</small>	Homepage and TBS partnership page.



Our behavioural audit involved three steps: Identifying barriers, developing recommendations, and showing how these can be applied to TBS.



We identified barriers in the TBS user journey

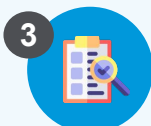
Informed by the findings of our [evidence scan](#) and a shortlist of behavioural insights (biases, heuristics) relevant to online choice architecture design, we analysed behavioural barriers in the TBS user journey. We focused our review across three key aspects of the websites:

- **Layout:** the organisation of information on a web page e.g. the ordering of calls to action.
- **Design:** the presentation of information on a web page e.g. the use of affordance cues to prompt interaction with a call to action.
- **Content:** the image and text included on a web page e.g. how a service was explained.



We developed six recommendations to remove barriers from support services providers' websites

Based on our findings in step 1, we derived six general recommendations for how support services providers can remove these barriers to uptake from their online user journeys. Each recommendation aims to ensure that a site is simple to use and easy to understand to improve their websites (see [page 7](#)).



We created and assessed solutions for the TBS user journey

We developed specific solutions to these barriers and recommendations that can be applied to the TBS partnership websites. Each finding and solution for TBS is linked to one of the six recommendations to illustrate what applying our general advice for support service providers could look like using TBS as case study. Together with representatives of TBS, we considered the impact (predicted efficacy to achieve objective) and feasibility (resource required to implement) of each solution.

3. Findings and recommendations



We developed six recommendations for how support services providers can remove barriers to uptake of services on their websites.



Simple to use



1. Provide direction: Organisations offering multiple services or sign-up pathways should provide prompts that help users quickly identify the options most relevant to them.



2. Remove friction: Make web pages easy to navigate. Registration processes should be easy. Make sure the most important information and call to action on each web page is above the fold.



3. Reinforce collaborations with a single identity: Incorporate visible links to partnerships between different organisations to help users access the entire service offer.



4. Describe services in concrete terms: The homepage should outline what the primary service does, (where relevant) what type of product it is, and how it helps.



5. Integrate the user's language: Test and iterate ways to refer to gambling, gambling harm and its symptoms with users to ensure it resonates.



6. Visualise service benefits: Illustrate service benefits by linking previous user verbatims to specific services. Select verbatims that focus on why they sought support and how the service helped.



Easy to understand



Support service providers should provide users with prompts that help them choose the best service for them.



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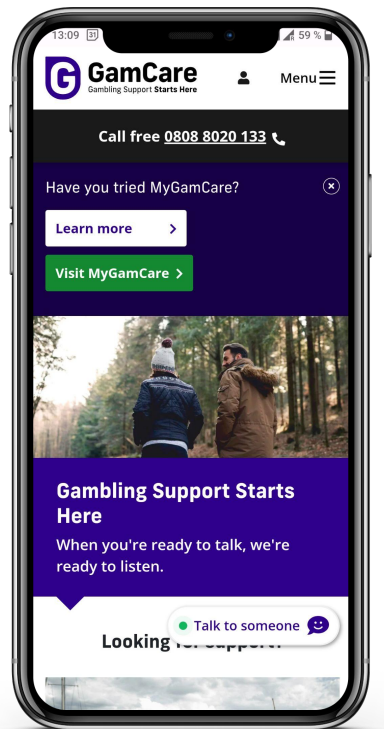
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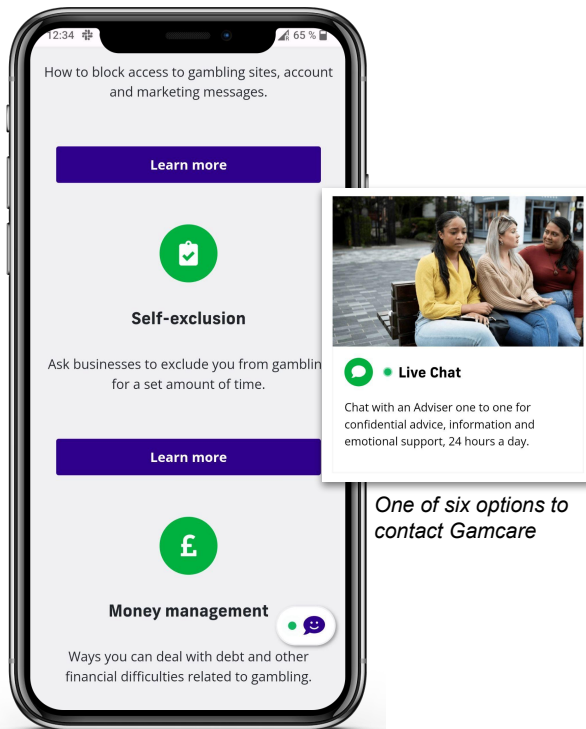
Easy to understand

We outline barriers that prevent the TBS websites from achieving the two aims.

Too many calls to action make it difficult for visitors to identify appropriate next steps.



Headline content on GamCare's homepage



Call to action to learn more about different TBS services



Homepage

Lack of guidance

Research shows that helping individuals by signposting them to appropriate services at timely moments ensures uptake. From the start, GamCare's page contains a lot of calls to action. The homepage offers six different options to get in touch but doesn't explain why one should. Users interested in other services need to do a lot of scrolling before they get to the recovery toolkit which signposts to the other TBS services.

Choice overload

Further down, the homepage signposts other TBS services in its recovery toolkit. As the homepage does not guide users through the offer, the choice can be overwhelming and make it difficult for individuals to find the best next step for their circumstances.



We make suggestions for how TBS can implement our recommendations and resolve the barriers.



To help people choose a service, we recommend testing different signposting solutions and ordering contact options based on user traffic.



Homepage



solution is ready to be implemented due to being a small change
solution should be tested for impact



Test whether a short signposting quiz visitors access before landing on the homepage can be used to give users a tailored intro to GamCares and other TBS services. Depending on a user's answers, the quiz could conclude with different links that guide users to the most appropriate next steps. Note that this idea is distinct from GamCare's existing [self-assessment tool](#) as its purpose would be to quickly signpost users from the homepage to relevant areas of the website rather than offering a detailed evaluation.



Test whether signposting to the existing self-assessment tool on the homepage increases uptake of services by helping users find what they need.



Test grouping calls to action by desired outcome category or goal, such as "reducing time spent gambling", or "reducing money spent gambling", and have explanations as to how a certain tool could contribute to that goal.



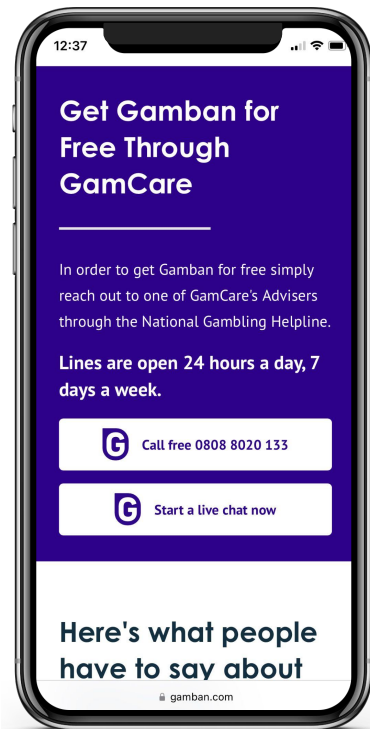
Order contact options presented first based on user traffic. Present the two most used options in an easily accessible way while hiding the other options in expandable tabs to reduce the space taken up by them.



Guidance on which Gamban registration option users should choose is sparse.



Headline content on Gamban's homepage



Call to action to contact GamCare to register for free on Gamban's TBS information page



Gamban

Homepage,
registration page

Choice paralysis

On the homepage, other than residential status, there's little signposting to reassure individuals which sign-up option they should take (free trial/paid user vs. free user). This makes the choice feel more effortful than necessary, and may reduce intent to continue. Our [evidence scan](#) showed that making clear services are free to use encourages uptake.

Uncertainty aversion

On the registration page and TBS information page, there is no reassurance of what registering via GamCare involves e.g. how long it takes to call or live chat, and how much information needs to be disclosed. The lack of certainty may dissuade users from registering via the free pathway.

If you're a UK resident,
you can claim a full
Gamban licence for
FREE through
TalkBanStop!

Get a Full Gamban Licence FREE

Prompt to register for free on
Gamban's paid user
registration page



To increase sign-ups to Gamban we recommend highlighting the free registration pathway for UK residents and revisiting the calls to action.



Gamban

**Homepage,
registration page**



solution is ready to be implemented due to being a small change
solution should be tested for impact



Redesign the registration page. List the free pathway box first, to frame this as the 'recommended' option. Create a callout box which outlines each pathway (paid/free), with a brief description of how the registration process differs for each (e.g. unique benefits, approximate time needed to complete and types of personal information needed).



Remove separate 'see pricing' call to action from the UK version of the page and make clear what users need to do to obtain the service for free (i.e. refer to either GamCare or TBS for the free pathway, not both)



To avoid discouraging users by requiring them to download an app, highlight that downloading the app can follow registration and move the app download calls to action to the end of the registration process.



Support service providers should remove friction from their websites to make registration processes frictionless.



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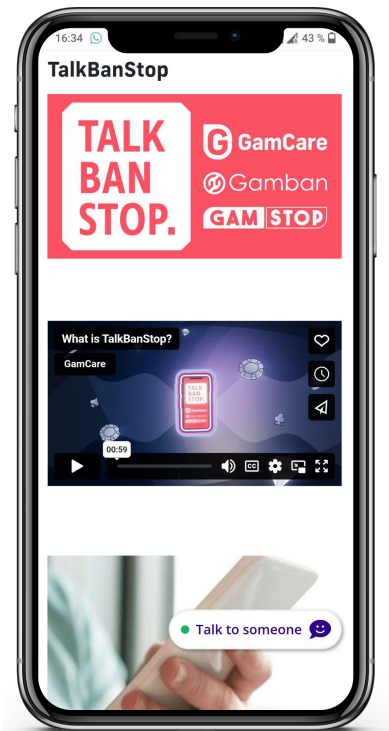


6. Visualise service benefits: Illustrate service benefits by linking previous user verbatims to specific services. Select verbatims that focus on why they sought support and how the service helped.

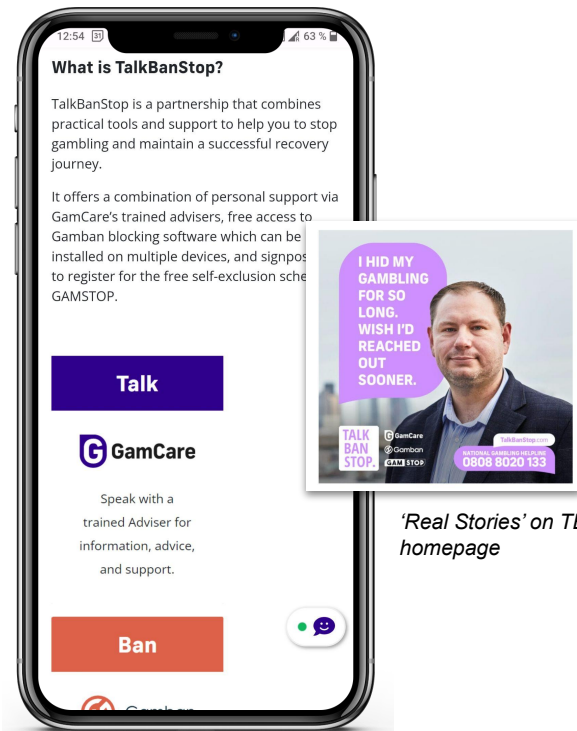




The current structure of the TBS homepage hinders comprehension of the service portfolio.



Headline content on TBS homepage



Explanation of the TBS partnership and Interactive overview of the TBS program

TALK
BAN
STOP.

GamCare
Gamban
GAM STOP

Homepage

Friction

The homepage starts with a video explaining what TBS is. A text explanation including illustration only appears further down. Videos are less accessible because users need to listen to the content and add friction because they require the user to take the time to watch them in full.

The illustration of the TBS program includes hyperlinks. Although users can access the different services by clicking on the logos, it's not made clear that the illustration is interactive. User might not notice.

Salient incentives

The TBS services, while signposted to in the illustration, are not explained in detail making it difficult for users to understand the key benefits.



To improve understanding of the TBS partnership and signposting to services we recommend explaining the offer and benefits in more detail.

**TALK
BAN
STOP.**

 GamCare

 Gamban

 GAM STOP

Homepage



solution is ready to be implemented due to being a small change
solution should be tested for impact



Review video engagement statistics. If these are low, put the text explanation of the TBS partnership and the interactive overview of the service offer on top of the homepage and de-prioritise the video content.



Include calls to action in or before the interactive overview so users know it signposts to the different services advertised.



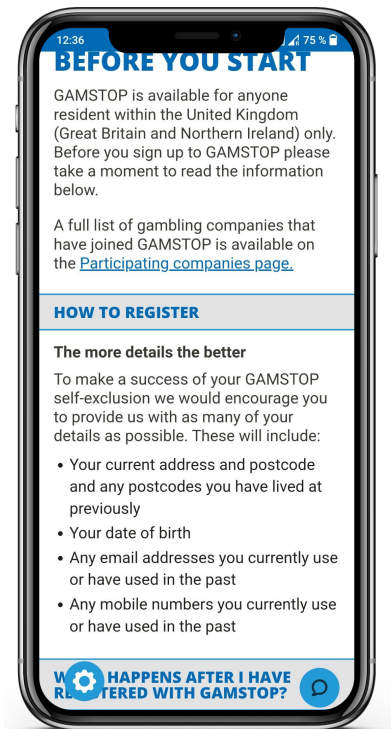
Add brief explainers of the key benefits the different services offer to users.



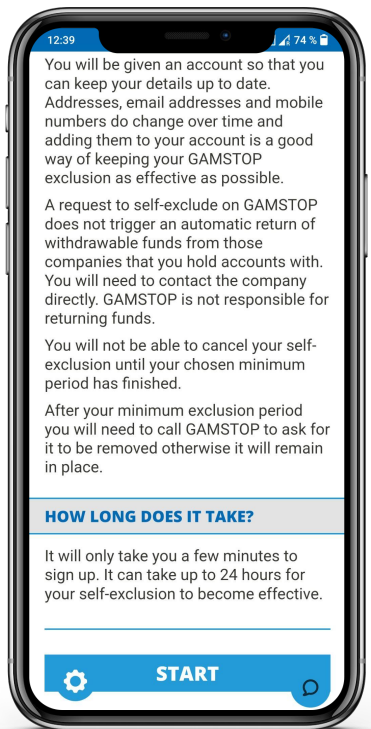
Link testimonials from 'Real Stories' to specific TBS services to highlight which particular problem they can help potential users with.



GAMSTOP's registration page includes too much information.



Headline content on
GAMSTOP's registration page



Bottom of GAMSTOP's registration
page with call to action to start
registration process

GAM STOP

Registration page

Friction

GAMSTOP's registration page includes a lot of text users have to read or scroll through before they are able to start the registration process. Although the text is relevant to interested users, the lack of early signposting to the start of the registration process risks disengaging them.

Cognitive load

Content on the registration page is presented in dense paragraphs. Presenting information in such a way can make it difficult for users to digest the information. Users could potentially overlook details of the registration process important to them.



To remove friction, we recommend reducing the amount of information presented upfront and prioritising key calls to action.

GAM STOP

Registration page



solution is ready to be implemented due to being a small change
solution should be tested for impact



Reorder the registration page so that a 'register today' call to action button is listed first.



Reduce the amount of text-based contents on the register web page.



Simplify the presentation of information by breaking it up in smaller, expandable content tabs.



Support service providers should incorporate visible links to organisations they are collaborating with.



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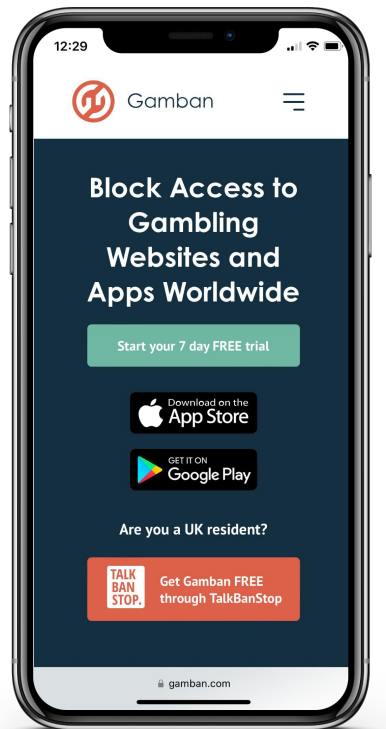


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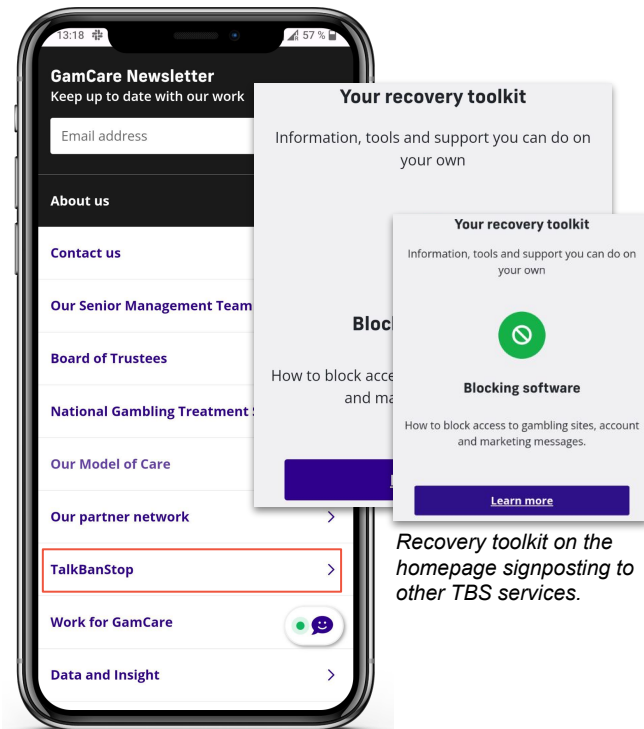




References to the TBS partnership are inconsistent and lack visibility and explanation.



Reference to TalkBanStop on Gamban's homepage



TalkBanStop link at the bottom of the homepage



GAM STOP



Homepage

Lack of salience & ambiguity

Our [evidence scan](#) concluded that providers need to point users more to other support options. At present, the TBS partnership lacks visibility across all partner websites; such practice fails to support the aims of the partnership.

Gamban's homepage signposts to TBS and other partnership services, but these references lack concrete detail on what TBS is. On GAMSTOP's website TBS is not introduced until 2 clicks away from the homepage. GamCare's homepage links to other TBS services in the recovery toolkit, but the only explicit signposting to TBS is at the bottom of the page in a section including links to different pages. Most users are unlikely to become aware of TBS through the three homepages.



To improve signposting to TBS we recommend increasing TBS references and branding and testing a TBS explainer on homepages.



Homepage



solution is ready to be implemented due to being a small change
solution should be tested for impact



At the top of each partner's homepage, trial including a banner with the TBS logo and a brief explainer. Test different versions of this explainer to see which increases comprehension and engagement e.g. "*Gamban/GAMSTOP/GamCare is one of many services of the TalkBanStop partnership that are here to help you*".



On GAMSTOP's homepage, under the further support section, 1) Include the TBS logo again, 2) Change the subheader so that it references other support options being available, 3) Change the call to action button so it says e.g. "*learn more about further support*".



On GamCare's homepage, include TBS branding in the recovery toolkit, where logos of Gamban and GAMSTOP can be placed on the tools "Blocking software" and "Self-exclusion", respectively.



Support service providers should state clearly what their services do and how users can benefit from them.

Simple to use



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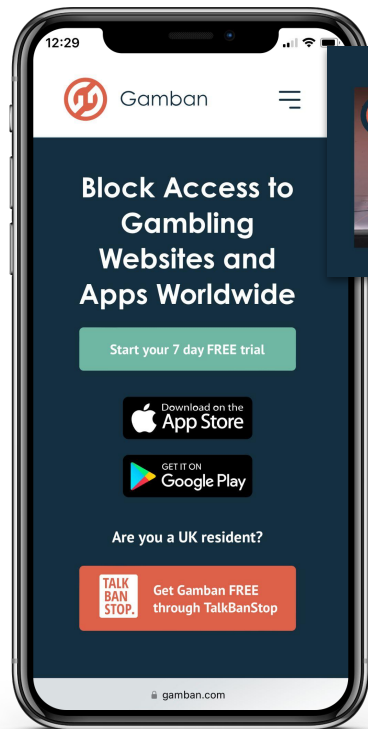


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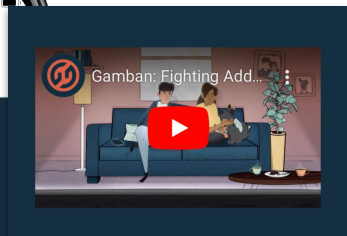
Easy to understand



It's not entirely clear what type of products Gamban and GAMSTOP offer and how they differ.



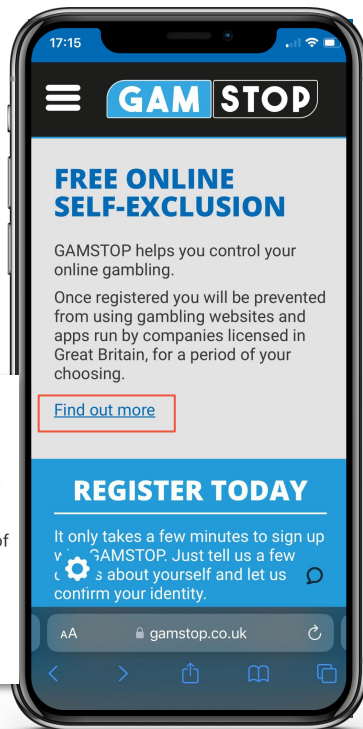
Headline content on Gamban's homepage



Video explainer on Gamban's homepage



GAMSTOP's about page



Headline content on GAMSTOP's homepage



Homepage

Uncertainty aversion

Existing product descriptions have a degree of ambiguity, meaning users may feel less inclined to register for a product they don't fully understand. The headline on Gamban's homepage clearly outlines what Gamban does, but doesn't specify what type of product Gamban is (i.e. an app) to provide an indication of how the product works.

GAMSTOP users may not understand what 'self-exclusion' means, until they read the main body (i.e. access prevention). Like Gamban, GAMSTOP also does not specify what type of product it is or how it works (even on the about page after clicking "find out more"). Finally, while intuitive, the GAMSTOP homepage does not explicitly outline the ways blocking can help, potentially reducing product appeal.



To help users identify the service most relevant for them, we recommend testing different ways of explaining services and their benefits.



Gamban

GAM STOP

Homepage



solution is ready to be implemented due to being a small change
solution should be tested for impact



For GAMSTOP, conduct an online RCT to test different ways to explain the product and its benefits in layman terms (e.g. self-exclusion, blocking register). Measure which version boosts understanding and intent to sign-up and use these findings to rewrite the homepage. For Gamban, test how best to integrate the product type into the headline “e.g. *Block access to Gambling websites and apps worldwide, with a single app*”.



Add a section on the ways GAMSTOP can help on the homepage, with a testimonial that emphasises these benefits.



Reorder the contents on Gamban’s homepage so users are more quickly introduced to how Gamban helps e.g. Mention copy like the below after the first call to action button, before the video explainer “*If willpower slips, Gamban doesn’t. If you or someone you care about has a gambling problem, you can rely on Gamban to be there.*”



Support service providers should describe gambling harms using language that resonates with users.



Simple to use



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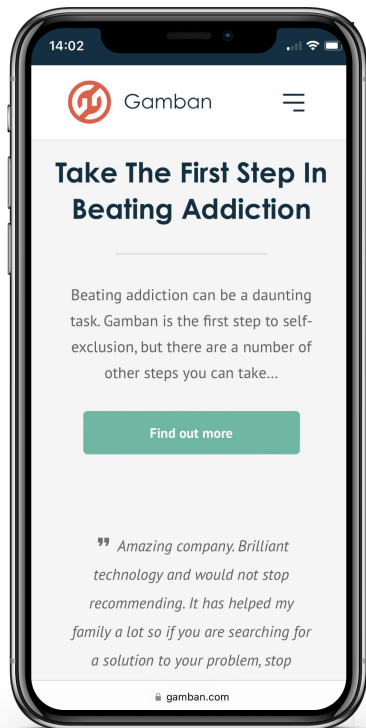
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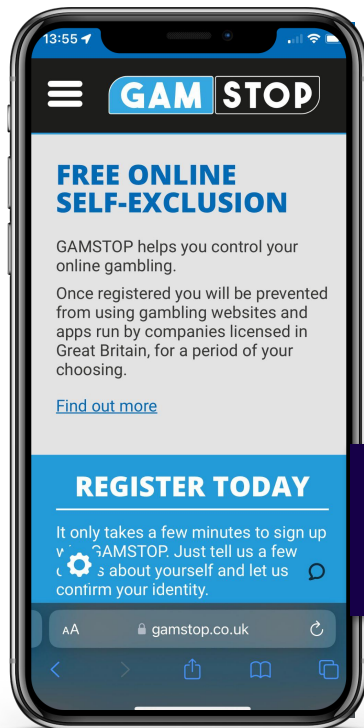
Easy to understand



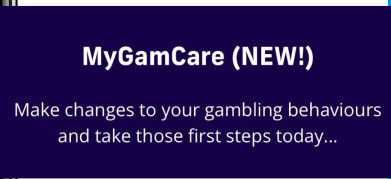
Language used to describe gambling problems may not resonate with users.



Reference to 'addiction' on Gamban's homepage



Reference to 'control your online gambling' on GAMSTOP's homepage



Reference to 'gambling behaviours' on GamCare's homepage



Homepage

Social identity

Reviewing the [evidence](#) we found that integrating the language used to describe gambling symptoms and harm makes information easier to access.

Currently all three TBS partners use different language that risks not resonating with users. Gamban uses statements such as “gambling problem” and “gambling addiction”, GAMSTOP refers to “control”, and GamCare states “make changes to your gambling behaviours”. Typical users may not identify as being a ‘gambler’, or label their experience as having a ‘problem’ or ‘addiction’. This means they may fail to see the services as relevant to them, or for only those experiencing the highest level of harm.



To increase sign-ups, we recommend testing which language describing problem gambling resonates most with users and using this consistently.



Homepage



solution is ready to be implemented due to being a small change
solution should be tested for impact



Test different ways to describe problem gambling and harms with typical TBS users and non-users. Conduct qualitative research such as interviews to inform the design of the different options to be tested. Measure which resonates best, and investigate whether this influences intent to complete a call to action. Adjust references on the all websites to align with the findings.



Ensure language describing problem gambling, harms, and associated symptoms is consistent across TBS partnership webpages.



Support service providers should showcase how previous users have been helped by their services.



Simple to use



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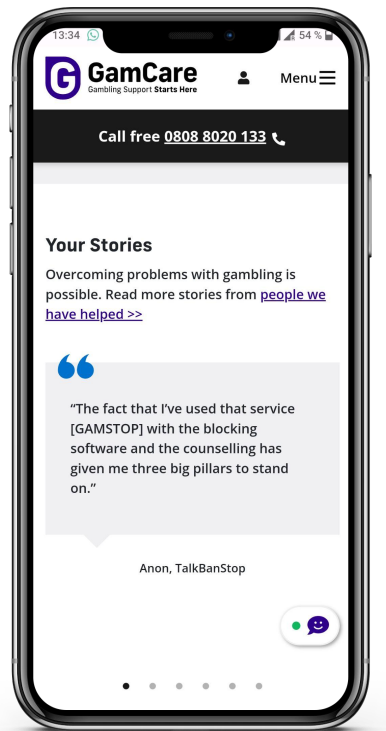
6. Visualise service benefits: Illustrate service benefits by linking previous user verbatims to specific services. Select verbatims that focus on why they sought support and how the service helped.



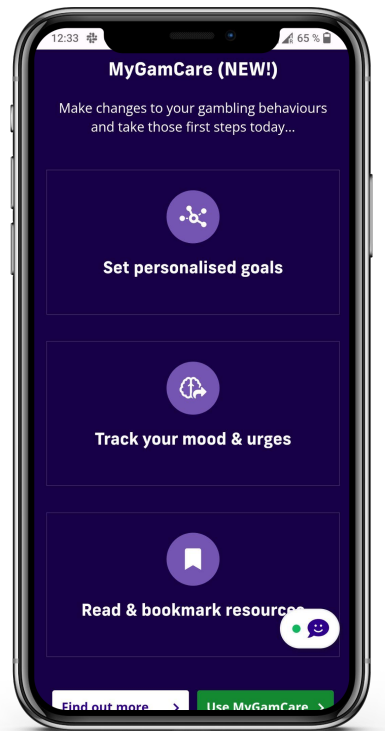
Easy to understand



The homepage is not sufficiently illustrating how GamCare's services can help users.



'Your Stories' examples on GamCare's homepage



MyGamCare promotion on GamCare's homepage



Homepage

Norms

In our [evidence scan](#) we found that tailoring messages to different groups increases the perceived relevance of support services. 'Your stories' provides individuals visiting the web page with examples of how GamCare could help them improve their situation. However, it is currently not used optimally by virtue of being located far down the homepage. It also doesn't stand out due to a lack of visual elements.

Salient incentives

The homepage promotes MyGamCare by listing its features. While this helps potential users understand what they could use the service for, it misses out highlighting how engaging with these features can benefit a user.



To increase users motivation to take-up GamCare's services, we recommend testing different approaches to emphasising their benefits.



Homepage



solution is ready to be implemented due to being a small change
solution should be tested for impact



Test including callout boxes next to the calls to action to a given service to emphasise the benefits of engaging with the service. Run an online RCT to test different ways to frame these benefits e.g. using social norm frames, gain/loss frames.


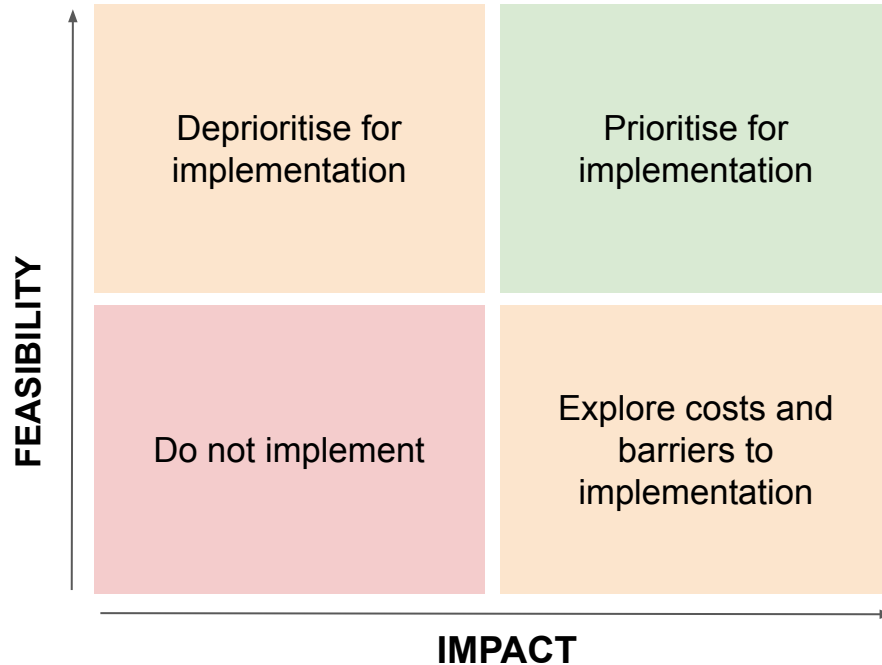


Link a relevant story to each service. To make these stories resonate with as many potential users as possible, test different ways of presenting them. The persons portrayed should vary in age gender and ethnicity. Include visuals elements (such as photos, or a substitute e.g. a graphic of a person) which aid in making “your stories” more visually salient. Move ‘Your stories’ to a prominent position of the webpage.

4. Impact and feasibility analysis



Together with TBS we assessed the impact and feasibility of the proposed changes to the web pages to identify the most promising solutions.



Together with representatives of the TBS partnership, we assessed the impact and feasibility of the TBS website changes we recommended for testing in this report.

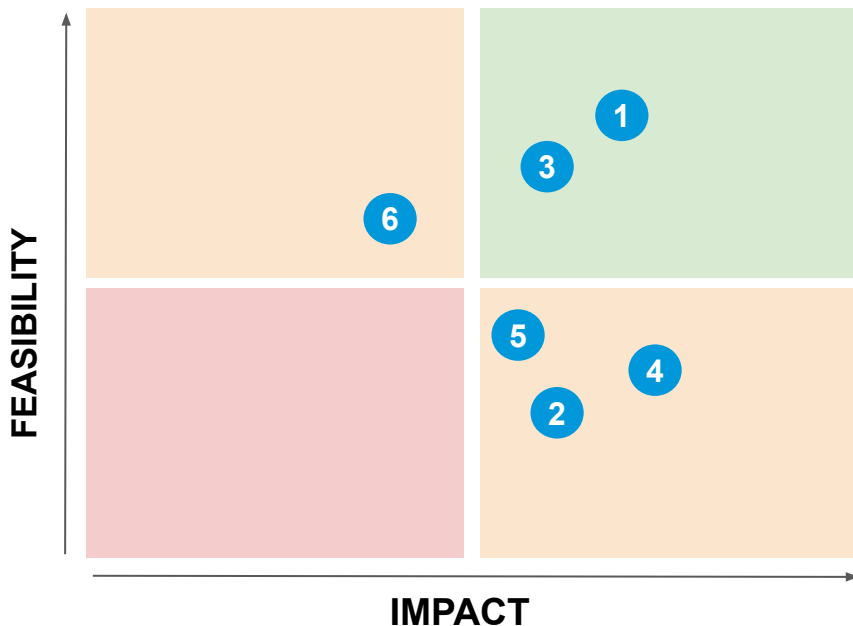
Impact: How much could the solution improve understanding and usability of a website?

Feasibility: How much resource does implementing or testing the solution on the website require?

The relative position of each solution on the impact/feasibility matrix on the next page indicates which of them should be prioritised for implementation.



We identified two trials which could be both impactful and feasible, which could be taken forward to testing by TBS.



Recommendations to test on all websites

1. Test different ways to explain products and the associated benefits (e.g. use testimonials and link them to each service).
2. Test different ways of describing problem gambling and harms.
3. Trial including a banner with the TBS logo and a brief explainer on top of the homepages.

Recommendations to test on GamCare's website

4. Test a short signposting quiz visitors access before landing on the homepage to give a tailored intro to the service offer
5. Test signposting to the existing self-assessment tool on the homepage
6. Test grouping calls to action by desired outcome category or goal

Testing different ways of **emphasising benefits** of services promises valuable insights on how they can be made more appealing to interested individuals. **Changing language** can be a complex process in the field of gambling support makes testing different versions less feasible. Similarly, **A/B testing a signposting quiz on GamCare's website** is less feasible as developing the tool requires resources.



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Annex A

Online user journey map of the TalkBanStop partnership websites

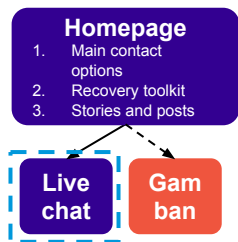




The user journey map covers the key web pages on each TBS partner website, and how they signpost to one another



Each box indicates a web page, and the colour of the box denotes which of the organisation's websites it belongs to (**GamCare**, **Gamban**, **GAMSTOP**).



Where relevant, calls to actions mentioned on each web page are listed in the order in which they were mentioned. Language and capitalisation mirrors the web pages. **The map focuses on the homepage of each partner organisation and the primary second web page signposted to** Arrows indicate the links between pages. Dotted arrows show where pages link to websites of TBS partners. **Blue dotted frames around a box signal the end point of user journey e.g. the access of a service or start of the registration process.**



The TBS logos indicate where TBS was explicitly mentioned on a web page.



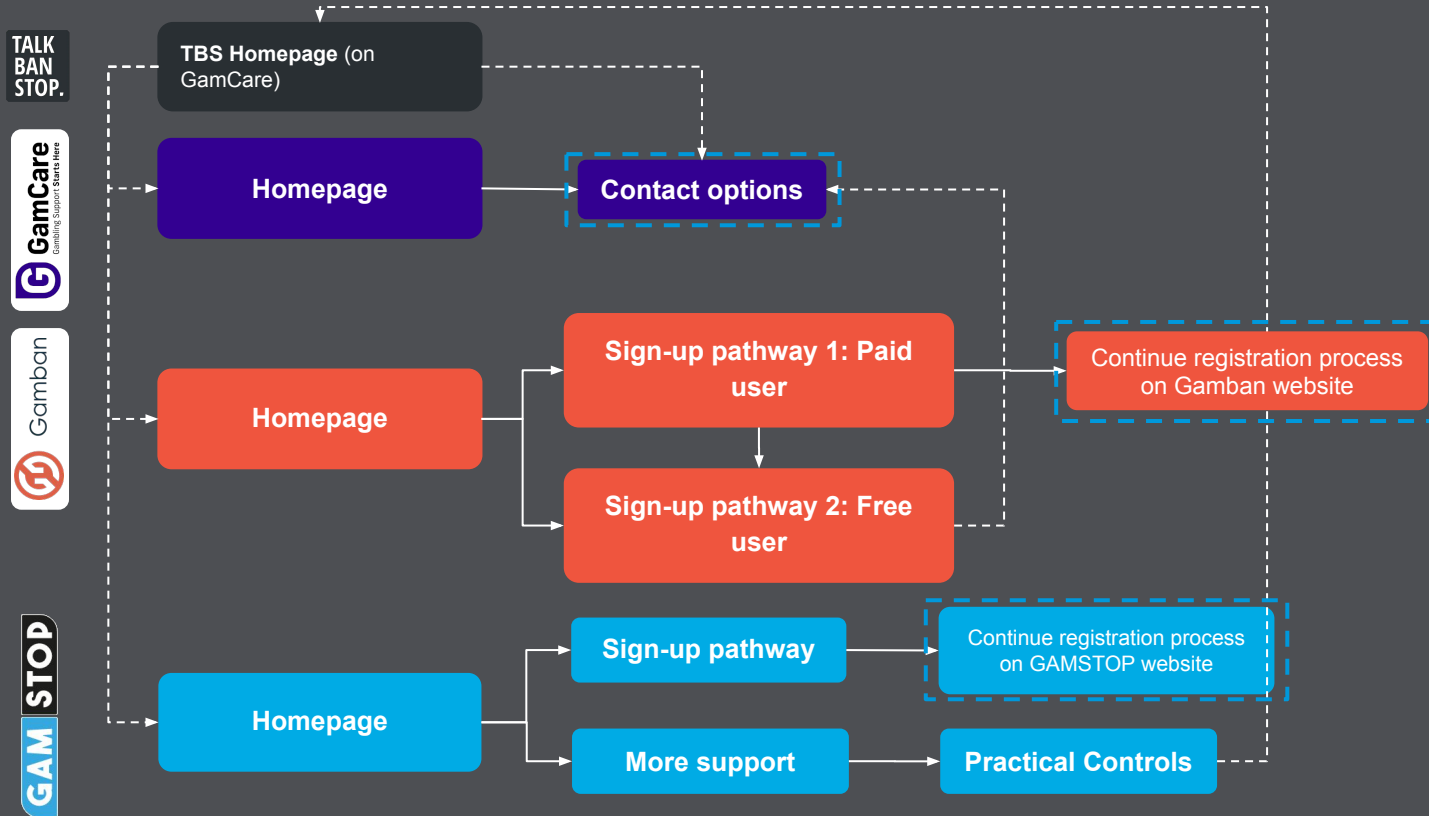
For Gamban, the map also outlines the user journey for the **two independent sign-up pathways** (either as free or paid users).



The map does not cover all the contents of each organisation's website and do not include detail on the contents included on the web page's reviewed, unless this contents was attributed to a call to action.



The user journey map shows the current degree of connectivity between the three TBS partner websites and TBS homepage.

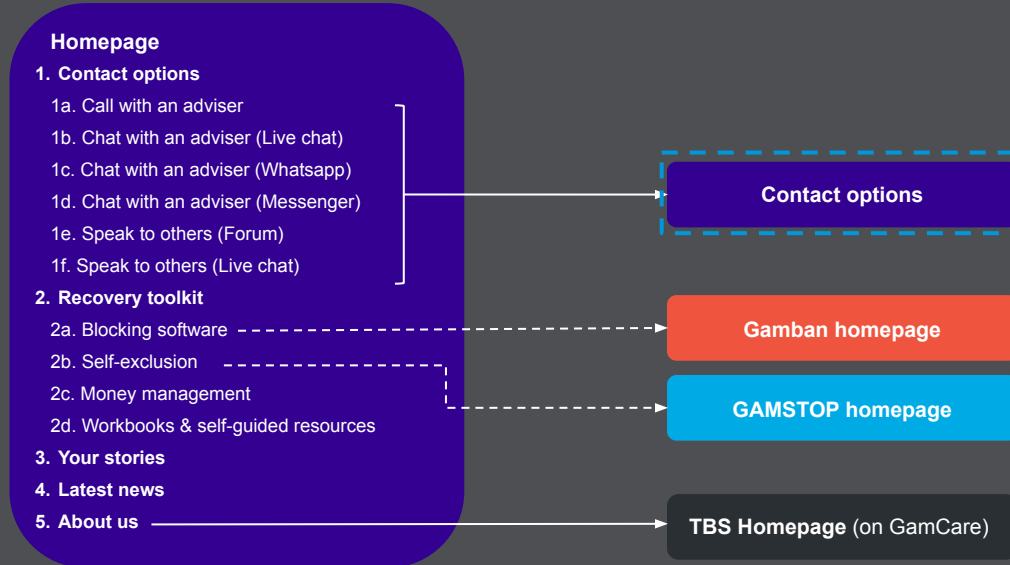




GamCare's homepage links to six different contact options and other TBS services.



provides information, advice, support and treatment for anyone affected by gambling harms. They operate the National Gambling Helpline.



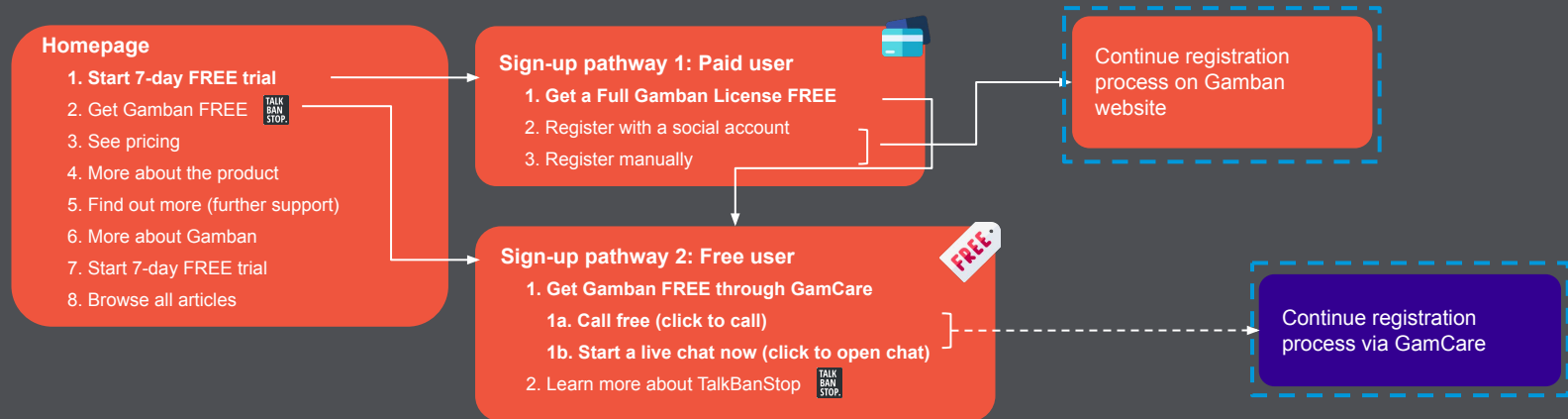


On Gamban's homepage, UK users can choose between the paid or free user pathway to sign-up for the service.



Gamban

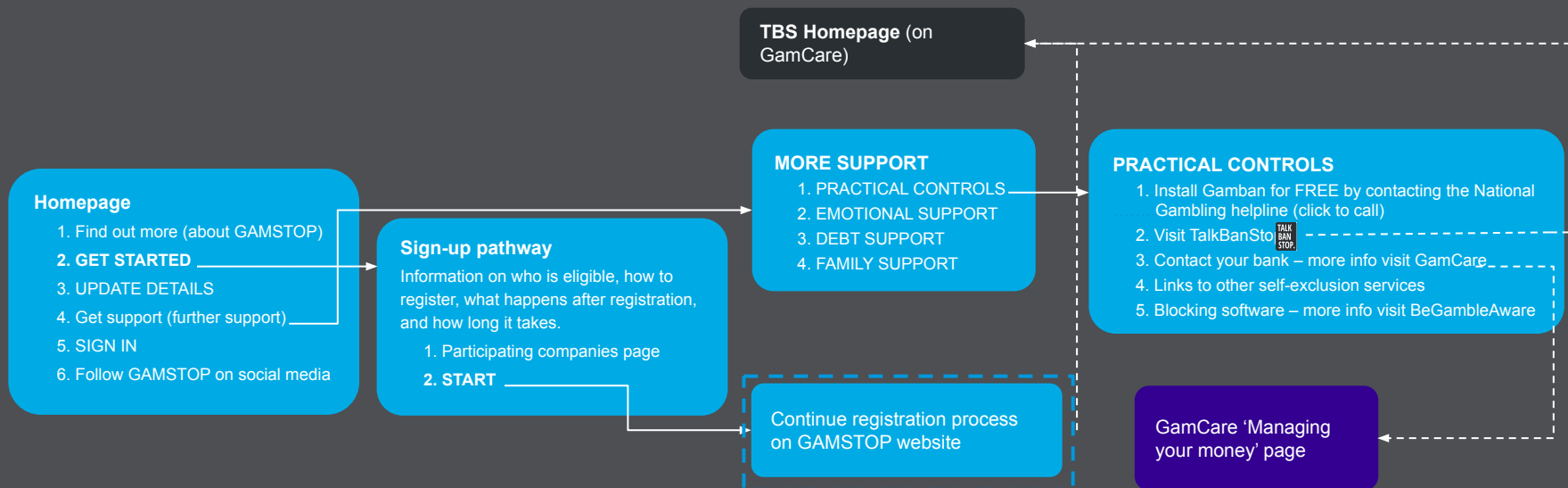
offers software to users for blocking gambling sites and applications.





GAMSTOP's homepage signposts users to the sign-up pathway of their main service and to an extended support offer.

GAM STOP offers software to users for blocking gambling sites and applications.



Annex B

Step-by-step methodology of the behavioural audit of the TalkBanStop partnership websites





Detailed methodology of the behavioural audit.

Step 1: Review the web pages

The aim of this activity was to build out the user journey of a user wanting to learn more about the gambling support available to them through the TBS partnership via their webpages. Once the journey was mapped out, we reviewed and highlighted potential areas of improvement. We reviewed each TBS organisations' homepage and the most relevant second page users visit on their websites.

Note: due to time constraints, we have excluded from this user journey review the different ways that a user may end up on the websites of the three services or the TalkBanStop page. This could be added at a later stage.

During the review, we collected data on the user journey to answer the questions below. This data was later analysed for behavioural barriers and facilitators, preventing or enabling TBS service uptake (see step 4 on the next page).

- What information is available on the landing page? How is this information framed? Is the most important information salient: where is it listed on the page; will users notice this information?
- Is the page's call to action clear? Does the information enable users to complete this call to action? How many steps and number of clicks are needed to complete this call to action?
- Once people are on a TBS web page, how easy is it to find out about other services?
- How do the various services signpost to each other? How does the web page encourage uptake of additional services that meet a 'typical user's' needs? Does the web page help people understand how other services can help them, or help them decide what service to use?



Detailed methodology of the behavioural audit.

Step 2: Data collection on TBS websites

To undertake the data collection, we translated the predefined questions into a Google Form. Multiple researchers conducted the data collection by answering this form from the perspective of a 'typical user'.

Step 3: Create the user journey map

Using the data from the Google Form, we created visual depictions of the user journey between the services' webpages.

Step 4: Audit the individual webpages

Once we completed the user journey map, we reviewed the journey and the associated data to answer key questions. These questions will be based on the following articulation of what TBS websites need to do to be effective:

- Users need to understand what each service does and how it can help, to decide what service(s) is relevant to them.
- Users need to easily find information on each service and effortlessly navigate the website to register.

Note on screenshots used: In this deck we selected screenshots that most clearly demonstrate our findings. The number of screenshots for each organisation is not representative of which organisation has more behavioural barriers in their user journey.