# MyPolice

**Client:** Metropolitan Police
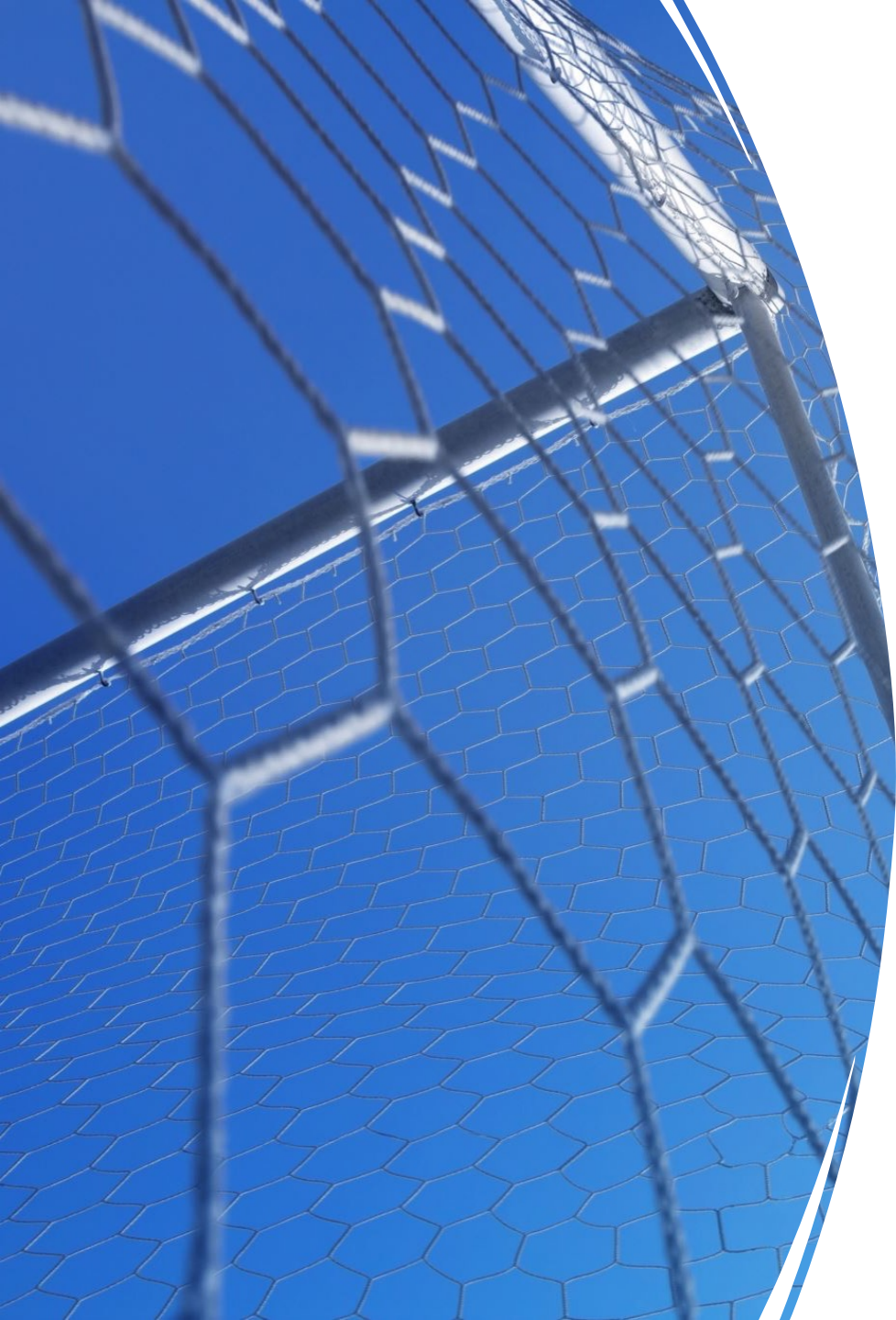**Agency**: Globant
**Role**: UX writer
**Year**: 2021

# The challenge

It takes too long for the public to contact the police and to be able to report a crime. The public also have little understanding of police services and are said to feel somewhat 'removed' from their role in reporting crime.

# The goal

The Metropolitan Police want to speed up crime reporting and resolution, while increasing transparency, speed and community engagement.
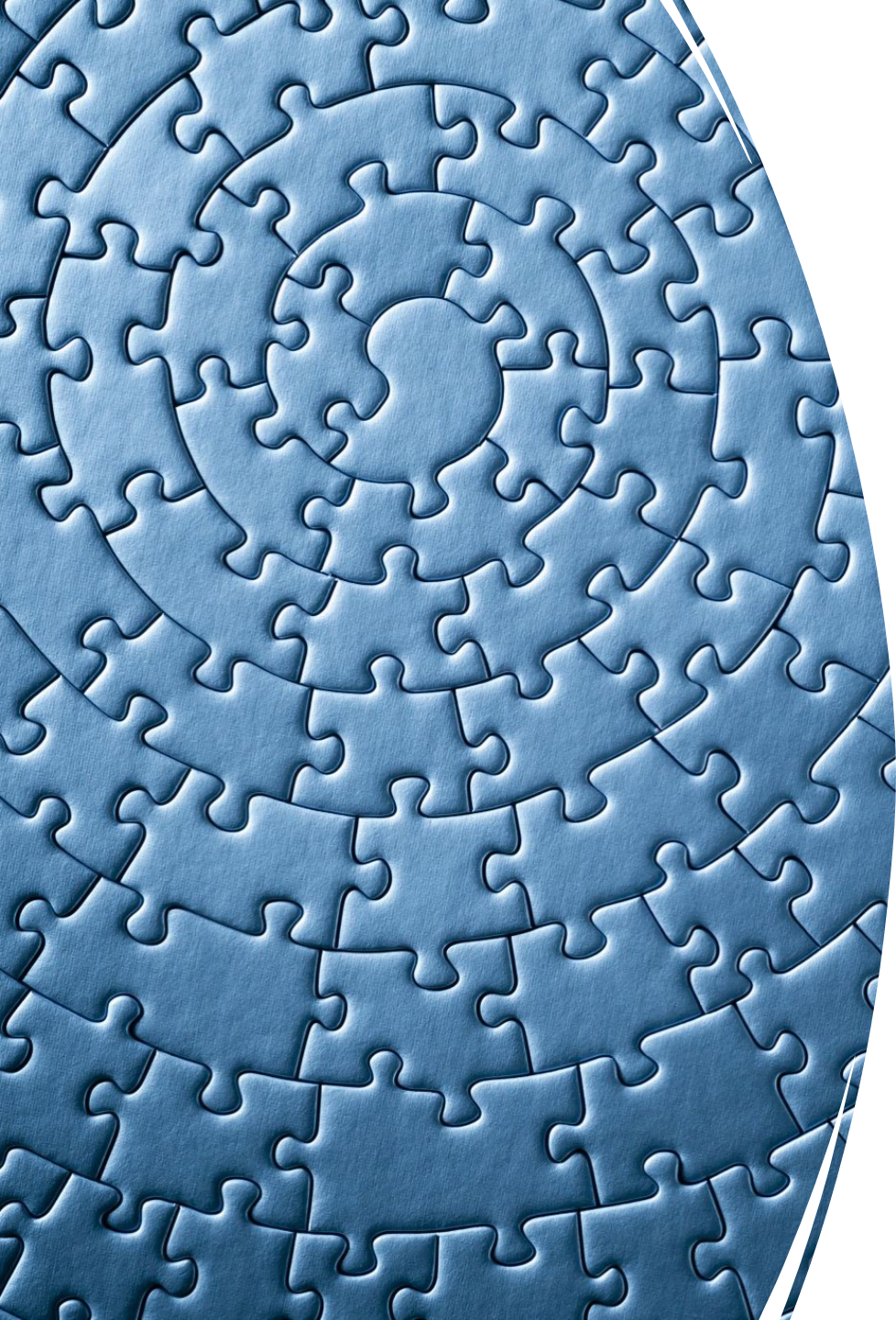
# The solution

Globant partners with the Metropolitan Police to transform public online access to police services.

Its proposed solution is a policing portal proof of concept to allow the public to report non-emergency crimes and incidents online.
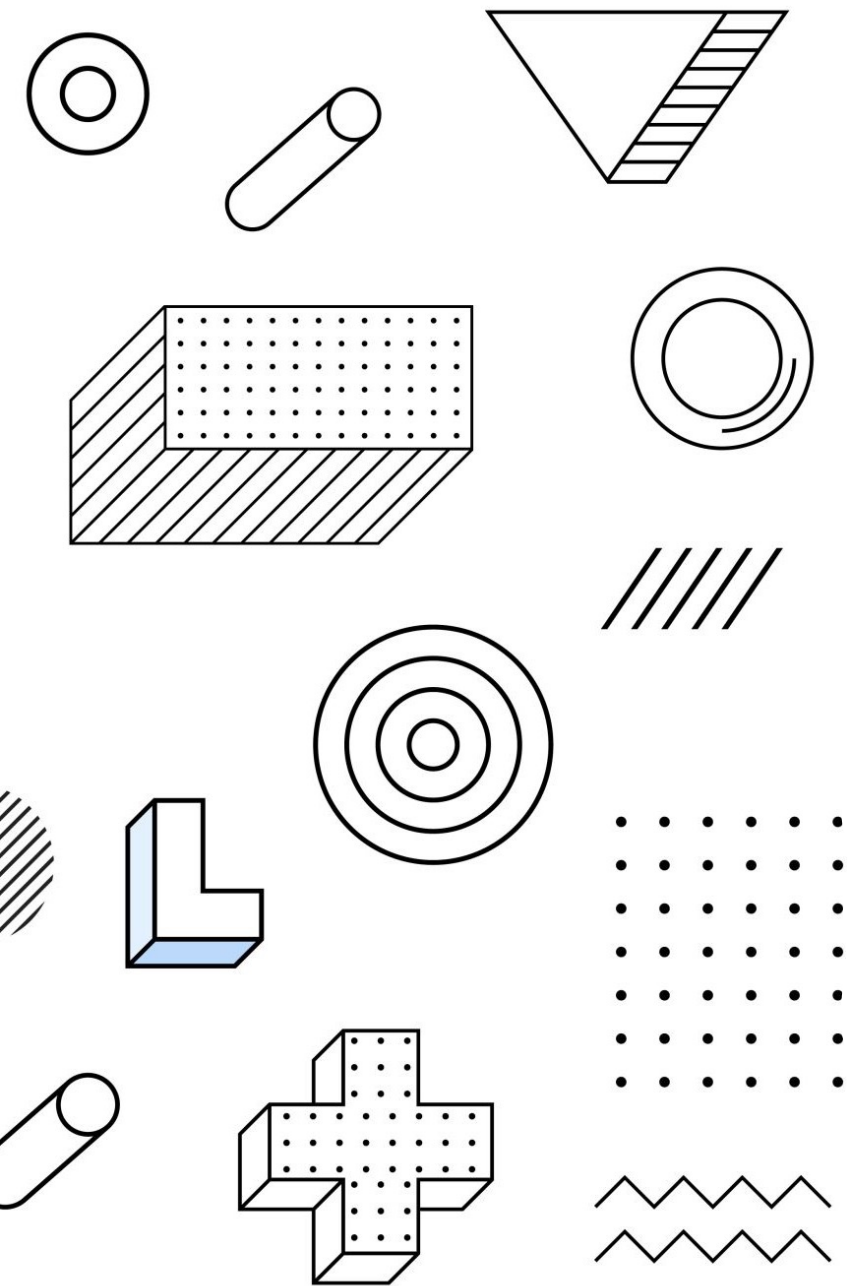
# The team

I partnered with the product designer, product manager and head of UX and our first deliverable was to design a journey that would test the public's willingness to connect with their local police.

# My role

- Audited content on www.police.co.uk and made recommendations for content re-use.

- Created the value proposition of the MyPolice Account and crafted messaging to encourage the user to connect with the police and track a crime report.

- Wrote text in Figma, and prepared the prototype with the product designer.

- Tested our assumptions and observed user behaviour. Adapted copy post research.

# User insights

During the research we paid close attention to what users did and defined their outcomes as follows:

As a member of the public who has witnesses a crime or incident, I:

- Want to be kept informed, always, when I have submitted a report – even when there's nothing to know.

- Want reassurance and to be communicated to in a relevant and sensitive manner.

- Am well aware that the police are busy – no need to patronise me, or over explain procedures.

- Want the police to help me there and then. Sign post me to useful information.

# MyPolice language principles

| Don't | Do | Reasoning |
|---|---|---|
| Sorry you've been a victim of crime. The following resources can help. | If you've been affected by a crime, please don't suffer in silence. Support is available to help you cope and recover: | Those we interviewed said they did not want a label attached to their experiences. The preference of the individual should be recognised and reflected in the language we use, and so we decided to use more sensitive, supportive words when speaking to the person affected by the crime. |
| At this time we are not able to proceed any further with this case because we have not been able to match a suspect to your case. As we have no active leads, the details will remain on file. | We've carefully reviewed the information and unfortunately are unable to proceed further. If new information comes to light, please submit it and we'll review it. We'll let you know if we're able to re-open the case. | The people we spoke with wanted to feel that they were having a real conversation with the Police. An important part of that experience is about hearing words that affirm, empower and encourage action: 'If new information comes to light, please submit it and we'll review it.' |
| Select a proxy. [sounds like jargon]. We will notify them of next steps. | Leave the key with someone you trust [sounds more transparent], and we'll send them a secure message containing details of your booking. | Jargon inhibits the feeling of belonging. It was really important to avoid messaging dead-ends, making sure the user received all the relevant information. |

# Journey 01: Connect with my local police



Get to know my local police
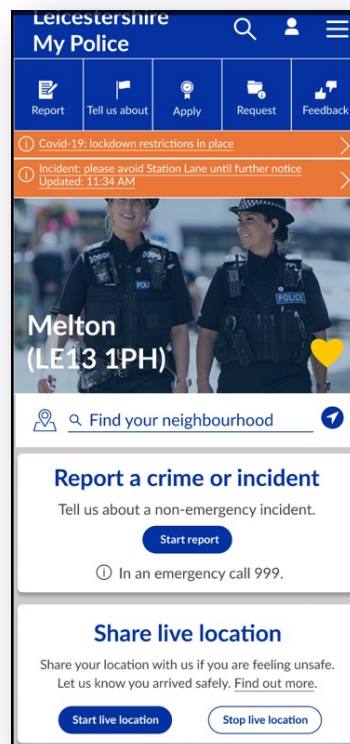
Receive alerts on major incidents
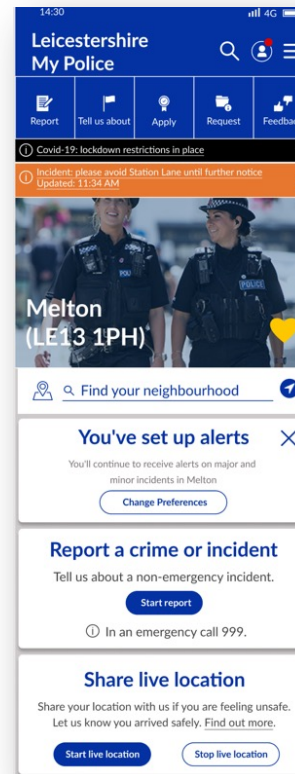
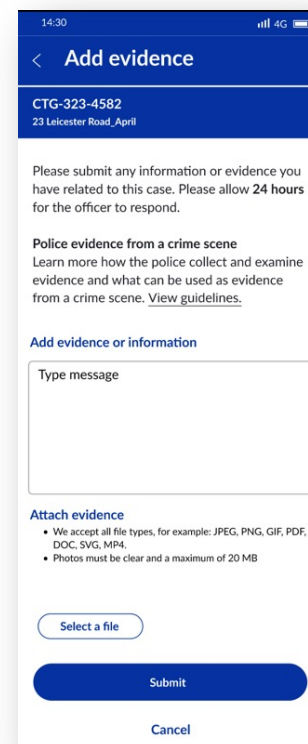Contribute to a missing person investigation in my area
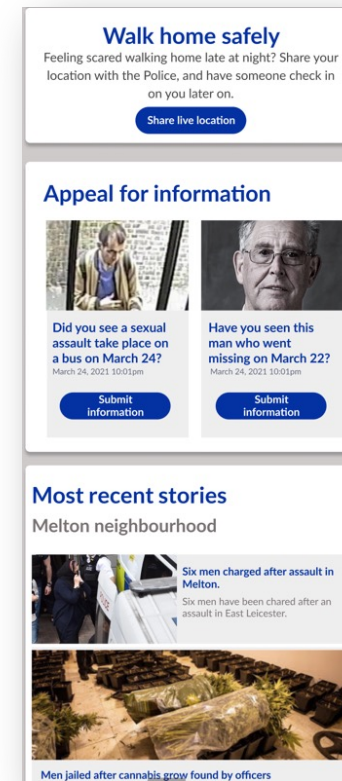
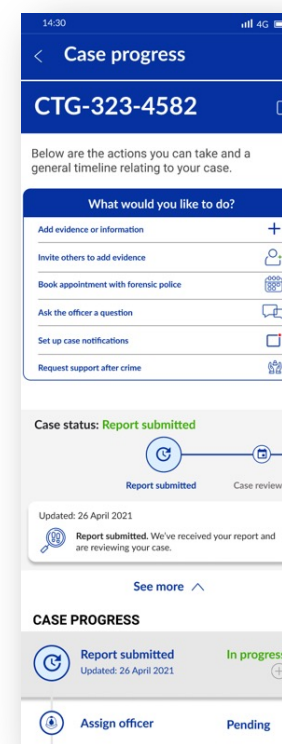# Journey 02: Report a crime or incident

Report a crime

Submit evidence

Follow up on a case I reported

# Journey 03: Book a visit and Get support

## Book a police visit



14:30    4G

**< Book an appointment**

**CTG-323-4582**
23 Leicester Road_April

**Book a time for the police to visit**
The police need to gather forensic evidence as **soon as possible**, so please **book an appointment as soon as you can**. Please attend the following location.

**Not going to be available?** Leave the key with someone you trust and we'll send them a secure message so they know what to expect. Name a friend.

**Location**

| 23 Leicester Road, Melton LE13 0AA |

**Date**

◉ **Proposed appointment**
We have proposed a date and time, but you may change your appointment.

| 1 May 2021 from 5 -9pm |

○ Change appointment

**Book appointment**

Cancel

## Prepare for a police visit



14:30    4G

**< Case view**

**CTG-323-4582**
23 Leicester Road_April

**Police appointment reminder**
Your police appointment is booked for **2 May 2021** at **5-9pm**. Please attend 23 Leicester Road, LE13 0AA. If you can't attend, please reschedule.

**Reschedule appointment**

**Crime scene guidelines**
Understand how to preserve evidence and secure a crime scene, before the forensic team visit.

**View guidelines**

**What would you like to do?**

Add evidence or information   +
Invite others to add evidence
Manage an appointment
Ask the officer a question
Set up case notifications
Request help after crime

**Case status: Case investigation**

Officer assigned — Case investigation — Case decision

Updated: 2 May 2021

**Appointment booked.** An appointment has been booked for the forensics team to attend.

## Request support after a crime



14:30    4G

**< Get support after crime**

**CTG-323-4582**
23 Leicester Road_April

If you've been affected by a crime and would like support, please book an appointment for someone to call you by phone or video.

Or you can complete our **online form** to ask for support and advice. Someone from your local after-crime support team will contact you within three working days.

Our service is confidential and we won't share your information without your consent.

**How do you want us to contact you?**

◉ **Call me**

○ **Video call**

**Book appointment**

Cancel

# Outcomes

- Since the launch of the policing portal, the Police has reported instant adoption when it comes to road traffic collisions, reporting **a shift of over 70% of communications to online** reporting since the launch of the platform.

- The volume of online reports already forms a significant part of the overall demand compared to the phone or paper forms. Source: Globant