**User Needs**

The study found that the majority of participants who had been affected by Domestic Abuse did not access a service resolution via online methods. However a high volume of participants had undertaken online research for confirmation that they were experiencing abuse and to seek help and advice both short and longer term.

Users need:

1. Demographic specific journeys that validate experience, feel relevant, enabling users to see themselves reflected in the user group with appropriate signposting for additional needs.
2. Additional information on types of abuse to support users to recognise their own experiences in a broader range of contexts. With ‘is this domestic abuse?/ Unhealthy relationships’ the main entry point for support.
3. For emergency help, visible contact tools and online safety features that are clear with visible working hrs, who/what/why and encouragement.
4. User stories that reflect a broad demographic of users and quantities reflect statistics (i.e. not overly focused on women in a traditional domestic setting).
5. To access self-help materials that can be used as a signposting to the wider services needed as part of the customers journey
6. A clear and visual customer journey through the service and levels of support available. Including an explanation of the role of an IDVA.
7. A user journey through the site that reflects the customer journey
8. Materials and signposting to local resources for ongoing emotional and psychological support– For example, advice for those dealing with long term trauma.
9. Ongoing practical guidance – for example, shared childcare with perpetrator, dealing with challenging behaviours of a child witness of abuse.
10. For support network (friends and family) - How to recognise signs for earlier intervention and how to talk to the person affected about your concerns
11. A common voice with explanations that can apply in a range of contexts and demographics.
12. Positive imagery or preferably not people within main body of the site
13. To feel local and community focused.
14. Equality and diversity is clear and everyone is represented, but not tokenistic, and is reflected in referral forms etc
15. Easy access to components which may be used across different groups
16. The ability to search for specific topics or materials
17. Design and tone of voice that is supportive, professional, clear, easily accessible, hopeful, safe and promotes wellbeing.
18. Events information for physical drop-in opportunities
19. Content that is written with consideration of mental load and accessibility
20. An entry point for perpetrator information than is not triggering for other users

**Additional –**

1. Language features for translation.
2. Options for online interactive peer/professional support
3. Professionals log in to access up to date information on upcoming events and programme schedules such as Freedom Programme.

**Professionals**

The study found that accessibility is challenging for busy, less confident or occasional referring professionals, who also needed more digestible illustrated process guides. Professionals also need processes that avoid duplication and can be completed efficiently, as well as receiving feedback for reassurance and safeguarding.

Professional users need:

1. A clear professional landing area with key contact information, support available to professionals and quick access to referral.
2. An online referral process that will reduce duplication (appropriate sections going to the correct service in the back end)
3. Low volume/occasional referrers need a toolkit of support that includes clearly laid out instruction, a simplified flow diagram of the referral process, and avoids use of unnecessary service specific professional terminology.
4. Support options for less confident professionals.
5. Feedback post referral - from simple auto feedback on submission through to personalised confirmation of support.
6. A clear and simplified customer flow through the service and eligibility for support.
7. An up-to-date news section that communicates service updates and where reports can be communicated to professionals in a manageable categorised format
8. An organised content structure that ensures nothing confidential, or potentially triggering, is not immediately visible to those straying into this area.
9. Common voice and accessible language
10. Materials to support a broad range of contexts