

Conviction - matrix of knowledge

Evidenced (what we know)

Users are confused or need help with issues relating to Criminal Justice

Not clear how Conviction works?

Not clear what Conviction do?

Not clear who is behind Conviction?

Brand/logo is giving the wrong message

The service is not compliant with accessibility standards

No way to capture if users cannot find what they are looking for?

Conviction staff only work part-time

Low traffic/click through rate from Google search results

Users can email, call or fill out a self-referral form or use live chat to get assistance

Assumed (we think we know)

People are referred by word of mouth/by phone

Main competitors are Unlock.org, Reform Trust and Howard League

Victims of crime or people wrongfully prosecuted may be frustrated with how they have been treated

The term "Service Users" is a term that will confuse other authorities and people accessing help from Conviction

Users of the this service may have learning difficulties or mental health issues

Users are not sure of our history or how we started?

Unknowns (We don't know)

What people think about our service/website?

If authorities and public bodies are aware of Conviction services?

What are user's pain points?

What is missing from the service being provided?

How we compare against our competitors?

What user's like about our service?

Need to know (Need to find out)

How we can improve our services/website?

What funding is available for charities especially criminal justice based?

How we can provide services for all types of users including learning difficulties?

How to stand out from our competitors?

Potential partners to help provide services?

Potential partners to help with shared initiatives?

CONVICTION