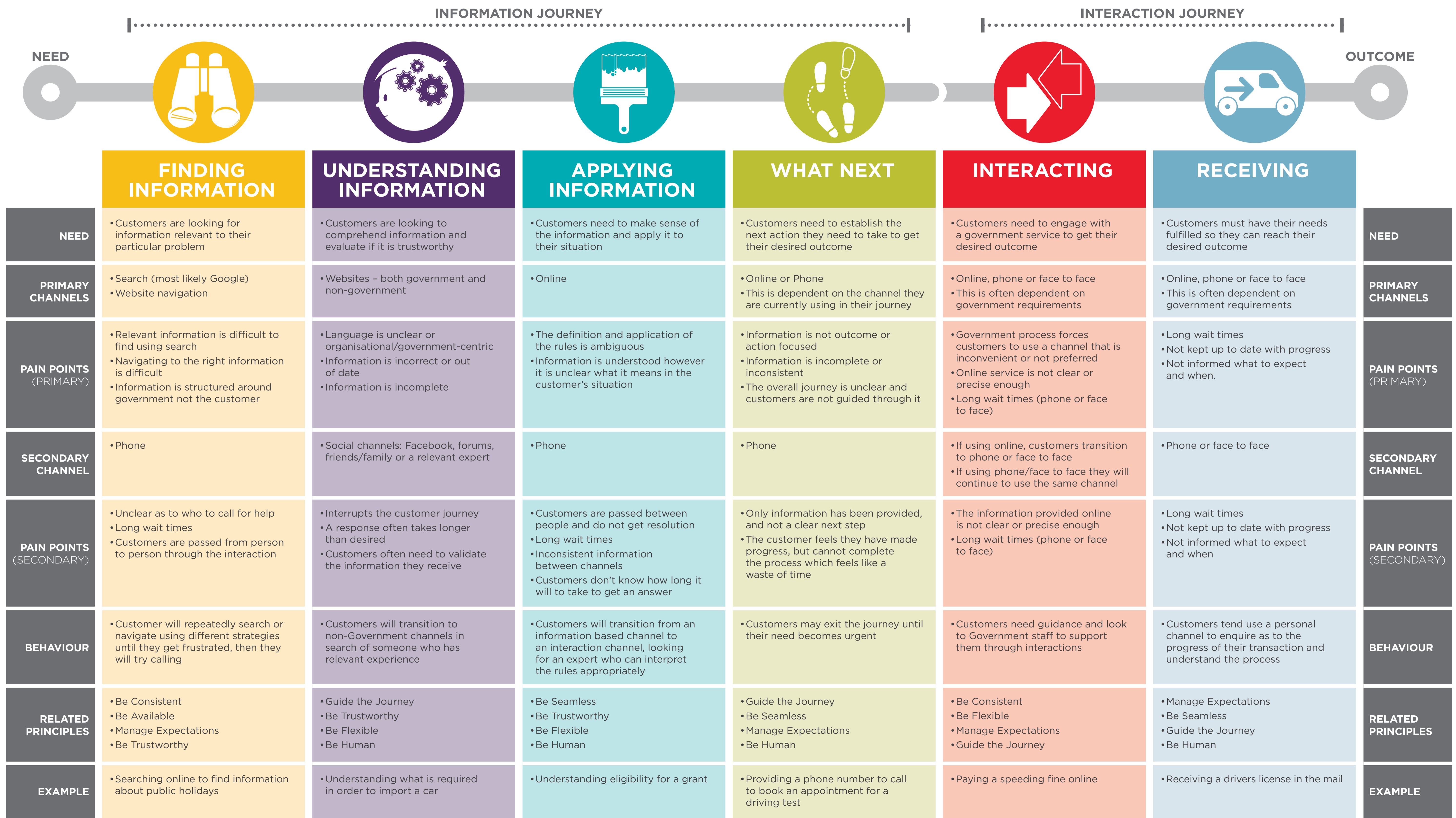


THE CUSTOMER JOURNEY AND NEED STATES

Every customer journey begins with a need and ends with an outcome. The need is the problem the customer must solve and the outcome is the end state the customer is looking for. The customer interacts with the Government between becoming aware of their need and reaching their final outcome.

There are three types of customer journey: the information journey, the interaction journey and a journey that includes both types. This is useful to understand because the needs customers have in each type of journey are different. For us to provide the best possible experience, we must understand the **needs** of customers within these journeys and **purposefully design for them**.



DESIGN PRINCIPLES

Design principles should be used to guide the design or innovation of information and services. They have been derived as a response to customer delight and pain points uncovered in the research into customer journeys and need states. The principles are relevant across all Government Departments and teams.

MANAGE EXPECTATIONS

Be clear about the process and keep customers informed so they can relax and get on with their lives.

BE AVAILABLE

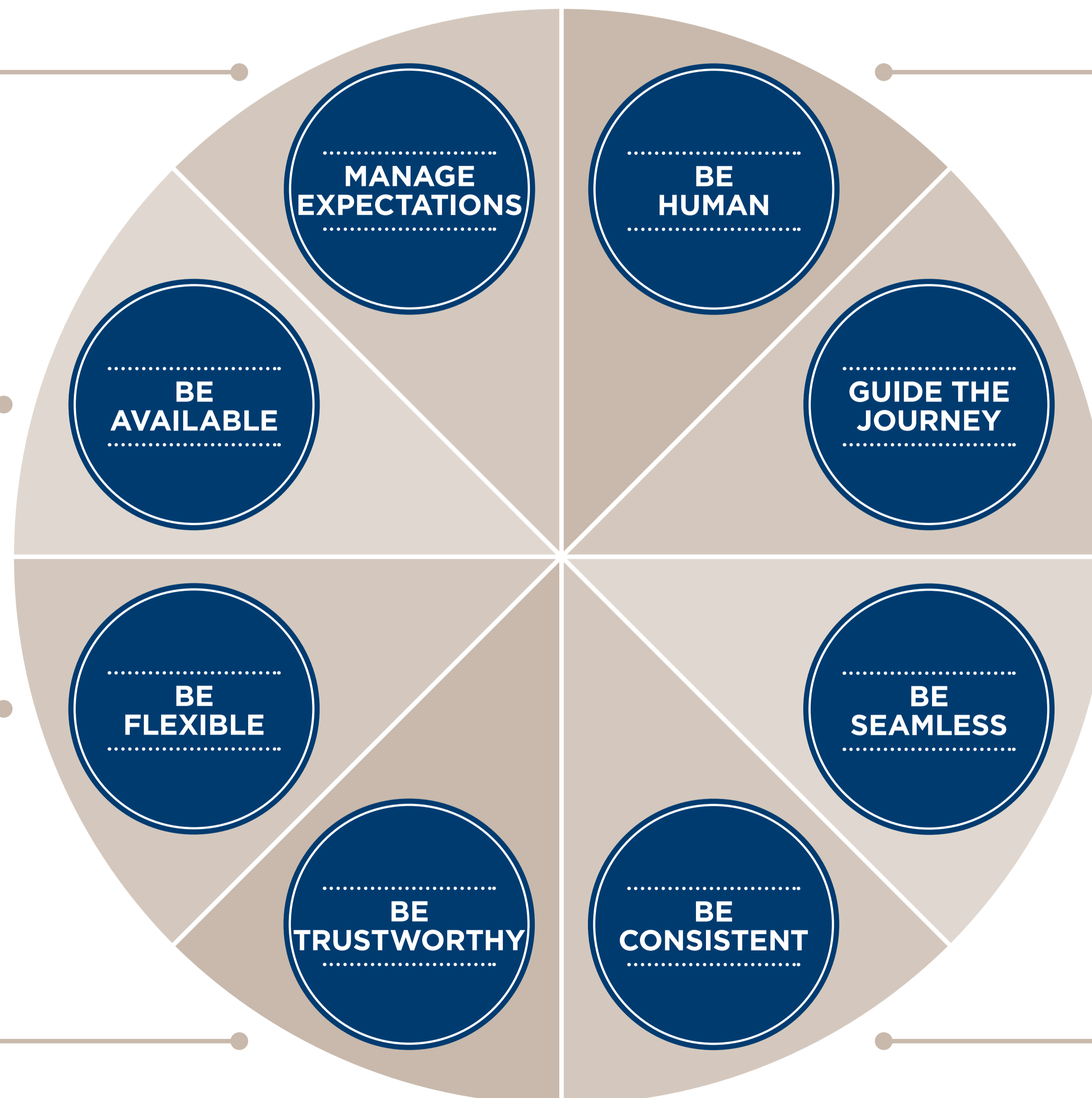
Ensure Government services are effective and efficient. Technology failures are unacceptable.

BE FLEXIBLE

Design experiences and information to be interacted with across a range of channels.

BE TRUSTWORTHY

Ensure customers can trust the information given to them so they can act upon it, instead of questioning it.



BE HUMAN

Treat customers with respect and approach them as real people so they feel like they matter to Government.

GUIDE THE JOURNEY

Help customers understand the steps in the journey, and guide them between steps.

BE SEAMLESS

Consider the overall experience of the customer rather than single interactions; and make it easy for them to move between those interactions and across channels.

BE CONSISTENT

Build consistency across Government services so it becomes easier for customers to interact with different services over time.