

**NEED** 

## THE CUSTOMER JOURNEY

## AND NEED STATES

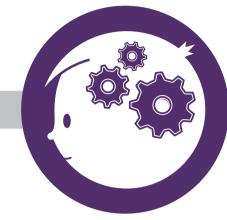
Every customer journey begins with a need and ends with an outcome. The need is the problem the customer must solve and the outcome is the end state the customer is looking for. The customer interacts with the Government between becoming aware of their need and reaching their final outcome.

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**.

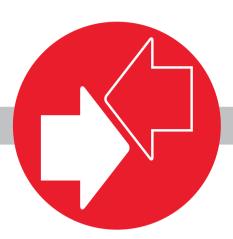
## INFORMATION JOURNEY













OUTCOME

	FINDING INFORMATION	UNDERSTANDING INFORMATION	APPLYING INFORMATION	WHAT NEXT	INTERACTING	RECEIVING	
NEED	<ul> <li>Customers are looking for information relevant to their particular problem</li> </ul>	<ul> <li>Customers are looking to comprehend information and evaluate if it is trustworthy</li> </ul>	<ul> <li>Customers need to make sense of the information and apply it to their situation</li> </ul>	<ul> <li>Customers need to establish the next action they need to take to get their desired outcome</li> </ul>	<ul> <li>Customers need to engage with a government service to get their desired outcome</li> </ul>	<ul> <li>Customers must have their needs fulfilled so they can reach their desired outcome</li> </ul>	NEED
PRIMARY CHANNELS	<ul><li>Search (most likely Google)</li><li>Website navigation</li></ul>	Websites – both government and non-government	• Online	<ul> <li>Online or Phone</li> <li>This is dependent on the channel they are currently using in their journey</li> </ul>	<ul><li>Online, phone or face to face</li><li>This is often dependent on government requirements</li></ul>	<ul><li>Online, phone or face to face</li><li>This is often dependent on government requirements</li></ul>	PRIMARY CHANNELS
PAIN POINTS (PRIMARY)	<ul> <li>Relevant information is difficult to find using search</li> <li>Navigating to the right information is difficult</li> <li>Information is structured around government not the customer</li> </ul>	<ul> <li>Language is unclear or organisational/government-centric</li> <li>Information is incorrect or out of date</li> <li>Information is incomplete</li> </ul>	<ul> <li>The definition and application of the rules is ambiguous</li> <li>Information is understood however it is unclear what it means in the customer's situation</li> </ul>	<ul> <li>Information is not outcome or action focused</li> <li>Information is incomplete or inconsistent</li> <li>The overall journey is unclear and customers are not guided through it</li> </ul>	<ul> <li>Government process forces customers to use a channel that is inconvenient or not preferred</li> <li>Online service is not clear or precise enough</li> <li>Long wait times (phone or face to face)</li> </ul>	<ul> <li>Long wait times</li> <li>Not kept up to date with progress</li> <li>Not informed what to expect and when.</li> </ul>	PAIN POINTS (PRIMARY)
SECONDARY CHANNEL	• Phone	• Social channels: Facebook, forums, friends/family or a relevant expert	• Phone	• Phone	<ul> <li>If using online, customers transition to phone or face to face</li> <li>If using phone/face to face they will continue to use the same channel</li> </ul>	• Phone or face to face	SECONDARY CHANNEL
PAIN POINTS (SECONDARY)	<ul> <li>Unclear as to who to call for help</li> <li>Long wait times</li> <li>Customers are passed from person to person through the interaction</li> </ul>	<ul> <li>Interrupts the customer journey</li> <li>A response often takes longer than desired</li> <li>Customers often need to validate the information they receive</li> </ul>	<ul> <li>Customers are passed between people and do not get resolution</li> <li>Long wait times</li> <li>Inconsistent information between channels</li> <li>Customers don't know how long it will to take to get an answer</li> </ul>	<ul> <li>Only information has been provided, and not a clear next step</li> <li>The customer feels they have made progress, but cannot complete the process which feels like a waste of time</li> </ul>	<ul> <li>The information provided online is not clear or precise enough</li> <li>Long wait times (phone or face to face)</li> </ul>	<ul> <li>Long wait times</li> <li>Not kept up to date with progress</li> <li>Not informed what to expect and when</li> </ul>	PAIN POINTS (SECONDARY)
BEHAVIOUR	<ul> <li>Customer will repeatedly search or navigate using different strategies until they get frustrated, then they will try calling</li> </ul>	<ul> <li>Customers will transition to non-Government channels in search of someone who has relevant experience</li> </ul>	<ul> <li>Customers will transition from an information based channel to an interaction channel, looking for an expert who can interpret the rules appropriately</li> </ul>	Customers may exit the journey until their need becomes urgent	<ul> <li>Customers need guidance and look to Government staff to support them through interactions</li> </ul>	<ul> <li>Customers tend use a personal channel to enquire as to the progress of their transaction and understand the process</li> </ul>	BEHAVIOUR
RELATED PRINCIPLES	<ul><li>Be Consistent</li><li>Be Available</li><li>Manage Expectations</li><li>Be Trustworthy</li></ul>	<ul><li>Guide the Journey</li><li>Be Trustworthy</li><li>Be Flexible</li><li>Be Human</li></ul>	<ul><li>Be Seamless</li><li>Be Trustworthy</li><li>Be Flexible</li><li>Be Human</li></ul>	<ul><li>Guide the Journey</li><li>Be Seamless</li><li>Manage Expectations</li><li>Be Human</li></ul>	<ul><li>Be Consistent</li><li>Be Flexible</li><li>Manage Expectations</li><li>Guide the Journey</li></ul>	<ul><li>Manage Expectations</li><li>Be Seamless</li><li>Guide the Journey</li><li>Be Human</li></ul>	RELATED PRINCIPLES
EXAMPLE	Searching online to find information about public holidays	• Understanding what is required in order to import a car	•Understanding eligibility for a grant	<ul> <li>Providing a phone number to call to book an appointment for a driving test</li> </ul>	• Paying a speeding fine online	• Receiving a drivers license in the mail	EXAMPLE





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.

