JOURNEY MAPPING TOOL

State Government Victoria | bienalto | Huddle

WHAT IS THIS TOOL?

Use the journey mapping tool, along with need states, to identify problems to resolve.

You may want to critique an existing service with a view to improve the customer experience, or to design a new service by creating the ideal journey step by step.

You can then use the ideation tool to create possible solutions; and the solutions evaluation framework to assess each one.

BEST PRACTICE

1 Talk to customers.

Ideally, engage with customers to discover their journey, experiences and pain points. They will share insights you would normally not have access to.

If you can't talk directly to customers, use available resources to understand the journey. This may include: talking to frontline staff, using existing analytics or conducting role plays and scenarios with your colleagues

2 Use the reference cards.

The Need State Cheat Sheets will help you identify the need state relating to what the customer is trying to do, and the type of channel the customer is using. They also have information about typical pain points.

Refer to the Design Principles Overview for ideas about potential ways forward.

JOURNEY TYPE	● INFORMATION ● INTERACTION ● INFORMATION AND INTERACTION
	STEP
What is the customer trying to do? [Describe the action the customer is performing]	CUSTOMER JOURNEY Example: Roger is reading information on the website and trying to understand it.
Which of the needs states does this step relate to? [You can choose more than one]	NEED STATE Example: Understanding
What channel is the customer using in this step?	CHANNELS Example: Government website
What is causing customer pain in this part of the journey?	PAIN POINTS Example: Roger is having trouble understanding the government terminology used on the website.

JOURNEY MAPPING TOOL

STEP	STEP	STEP	STEP	STEP
CUSTOMER JOURNEY				
NEED STATE	○ FINDING ○ UNDERSTANDING ○ APPLYING ○ WHAT NEXT ○ INTERACTING ○ RECEIVING	○ FINDING ○ UNDERSTANDING ○ APPLYING ○ WHAT NEXT ○ INTERACTING ○ RECEIVING	○ FINDING ○ UNDERSTANDING ○ APPLYING ○ WHAT NEXT ○ INTERACTING ○ RECEIVING	○ FINDING ○ UNDERSTANDING ○ APPLYING ○ WHAT NEXT ○ INTERACTING ○ RECEIVING
CHANNELS				
PAIN POINTS				

WHAT IS THIS TOOL?

Use this tool to evaluate the organisational process, and discover the drivers of customer pain.

BEST PRACTICE.

1 Talk to people involved in the delivery of the service

Get a first-hand understanding of what is happening from an organisational perspective by talking to people involved in the delivery of the service. Ideally, they should participate in mapping the process.

If you have difficulty getting this information, try your best guess, given what you and your colleagues know about the delivery of government services.

2 Working within constraints

Identify the organisational drivers of the customer pain, and why they cause pain. For example, is the content out of date and there isn't enough support to update it?

Consider how you might overcome the constraints you are facing. For example, can you allocate a dedicated resource to updating content?

	STEP
Reframe the customer's pain point into an organisational problem.	REFRAMED PAIN POINT Example: The content is not designed or delivered in a way the customer understands.
What happens internally at this point in the customer journey?	ORGANISATIONAL JOURNEY Example: The Department designs and writes web content, and then updates it periodically.
What are the drivers for this pain from an organisational perspective? [Only fill in what is relevant]	COST Example: There isn't enough funding allocated to improving the digital experience.
	CONTENT Example: The content is written using organisational terminology and is structured in a way taht doesn't make sense to customer.
	PEOPLE Example: The epartment doesn't have an expert content designer to improve the content.
	POLICY Example: N/A
	PROCESS Example: The process for reviewing content takes too long and focuses on organisational outcomes not customer outcomes.
	TECHNOLOGY Example: N/A
Why are the drivers of customer pain the way they are?	WHY IS IT THIS WAY? Example: The Department has deprioritised improving digital services.

ORGANISATIONAL
JOURNEY MAPPING TOOL

STEP	STEP	STEP	STEP	STEP
REFRAMED PAIN POINT				
ORGANISATIONAL JOURNEY				
COST				
CONTENT				
PEOPLE				
POLICY				
PROCESS				
TECHNOLOGY				
WHY IS IT THIS WAY?				