



# NEED STATE CHEAT SHEET

## FINDING INFORMATION



<b>NEED</b>	<ul style="list-style-type: none"><li>• Customers are looking for information relevant to their particular problem.</li></ul>
<b>PRIMARY CHANNELS</b>	<ul style="list-style-type: none"><li>• Search (most likely Google)</li><li>• Website navigation</li></ul>
<b>PAIN POINTS (PRIMARY)</b>	<ul style="list-style-type: none"><li>• Relevant information is difficult to find using search</li><li>• Navigation to the right information is difficult</li><li>• Information is structured around Government not the customer</li></ul>
<b>SECONDARY CHANNEL</b>	<ul style="list-style-type: none"><li>• Phone</li></ul>
<b>PAIN POINTS (SECONDARY)</b>	<ul style="list-style-type: none"><li>• Unclear as to who to call for help</li><li>• Long wait times</li><li>• Customers are passed from person to person</li></ul>
<b>BEHAVIOUR</b>	<ul style="list-style-type: none"><li>• Customer will repeatedly search or navigate using different strategies until they get frustrated, then they will try calling.</li></ul>
<b>RELATED PRINCIPLES</b>	<ul style="list-style-type: none"><li>• Be Consistent</li><li>• Be Available</li><li>• Manage Expectations</li><li>• Be Trustworthy</li></ul>
<b>EXAMPLE</b>	<ul style="list-style-type: none"><li>• Searching online to find information about public holidays</li></ul>



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## UNDERSTANDING INFORMATION



<b>NEED</b>	<ul style="list-style-type: none"><li>• Customers are looking to comprehend information and evaluate if it is trustworthy</li></ul>
<b>PRIMARY CHANNELS</b>	<ul style="list-style-type: none"><li>• Online: both Government and non-Government</li></ul>
<b>PAIN POINTS (PRIMARY)</b>	<ul style="list-style-type: none"><li>• Language is unclear or Government-centric</li><li>• Information is incorrect or out-of-date</li><li>• Information is incomplete</li></ul>
<b>SECONDARY CHANNEL</b>	<ul style="list-style-type: none"><li>• Social channels: Facebook, forums, friends/ family or a relevant expert</li></ul>
<b>PAIN POINTS (SECONDARY)</b>	<ul style="list-style-type: none"><li>• Interrupts the customer journey</li><li>• A response often takes longer than desired</li><li>• Customers need to validate the information they receive</li></ul>
<b>BEHAVIOUR</b>	<ul style="list-style-type: none"><li>• Customers will transition to non-Government channels in search of someone who has relevant experience</li></ul>
<b>RELATED PRINCIPLES</b>	<ul style="list-style-type: none"><li>• Guide the Journey</li><li>• Be Trustworthy</li><li>• Be Flexible</li><li>• Be Human</li></ul>
<b>EXAMPLE</b>	<ul style="list-style-type: none"><li>• Understanding what is required in order to import a car</li></ul>



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## APPLYING INFORMATION



<b>NEED</b>	<ul style="list-style-type: none"><li>• Customers need to make sense of the information and apply it to their situation</li></ul>
<b>PRIMARY CHANNELS</b>	<ul style="list-style-type: none"><li>• Online</li></ul>
<b>PAIN POINTS (PRIMARY)</b>	<ul style="list-style-type: none"><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>
<b>SECONDARY CHANNEL</b>	<ul style="list-style-type: none"><li>• Phone</li></ul>
<b>PAIN POINTS (SECONDARY)</b>	<ul style="list-style-type: none"><li>• Customers are passed between people and do not get resolution</li><li>• Long wait times</li><li>• Inconsistent information between channels</li></ul>
<b>BEHAVIOUR</b>	<ul style="list-style-type: none"><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>
<b>RELATED PRINCIPLES</b>	<ul style="list-style-type: none"><li>• Be Seamless</li><li>• Be Trustworthy</li><li>• Be Flexible</li><li>• Be Human</li></ul>
<b>EXAMPLE</b>	<ul style="list-style-type: none"><li>• Understanding eligibility for a grant</li></ul>



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## WHAT NEXT



<b>NEED</b>	<ul style="list-style-type: none"><li>• Customers need to establish the next action they need to take to get their desired outcome</li></ul>
<b>PRIMARY CHANNELS</b>	<ul style="list-style-type: none"><li>• Online or Phone</li><li>• This is dependent on the channel they are currently using in their journey</li></ul>
<b>PAIN POINTS (PRIMARY)</b>	<ul style="list-style-type: none"><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>
<b>SECONDARY CHANNEL</b>	<ul style="list-style-type: none"><li>• Phone</li></ul>
<b>PAIN POINTS (SECONDARY)</b>	<ul style="list-style-type: none"><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>
<b>BEHAVIOUR</b>	<ul style="list-style-type: none"><li>• Customers may exit the journey until their need becomes urgent</li></ul>
<b>RELATED PRINCIPLES</b>	<ul style="list-style-type: none"><li>• Guide the Journey</li><li>• Be Seamless</li><li>• Manage Expectations</li><li>• Be Human</li></ul>
<b>EXAMPLE</b>	<ul style="list-style-type: none"><li>• Providing a phone number to call to book an appointment for a driving test</li></ul>



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## INTERACTING



<b>NEED</b>	<ul style="list-style-type: none"><li>• Customer needs to engage with a Government service to get their desired outcome</li></ul>
<b>PRIMARY CHANNELS</b>	<ul style="list-style-type: none"><li>• Online, phone or face-to-face</li><li>• This is often dependent on Government requirements</li></ul>
<b>PAIN POINTS (PRIMARY)</b>	<ul style="list-style-type: none"><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>
<b>SECONDARY CHANNEL</b>	<ul style="list-style-type: none"><li>• If using online, customers transition to phone or face-to-face</li><li>• If already using phone/face to face they will continue to use the same channel</li></ul>
<b>PAIN POINTS (SECONDARY)</b>	<ul style="list-style-type: none"><li>• The information provided online is not clear or precise enough</li><li>• Long wait times (phone or face-to-face)</li></ul>
<b>BEHAVIOUR</b>	<ul style="list-style-type: none"><li>• Customers need guidance and look to Government staff to support them through interactions</li></ul>
<b>RELATED PRINCIPLES</b>	<ul style="list-style-type: none"><li>• Be Consistent</li><li>• Be Flexible</li><li>• Manage Expectations</li><li>• Guide the Journey</li></ul>
<b>EXAMPLE</b>	<ul style="list-style-type: none"><li>• Paying a speeding fine online</li></ul>



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## RECEIVING



<b>NEED</b>	<ul style="list-style-type: none"><li>• Customers must have their needs fulfilled so they can reach their desired outcome</li></ul>
<b>PRIMARY CHANNELS</b>	<ul style="list-style-type: none"><li>• Online, phone or face-to-face</li><li>• This is often dependent on Government requirements</li></ul>
<b>PAIN POINTS (PRIMARY)</b>	<ul style="list-style-type: none"><li>• Long wait times</li><li>• Not kept up to date with progress</li><li>• Not informed what to expect and when</li></ul>
<b>SECONDARY CHANNEL</b>	<ul style="list-style-type: none"><li>• Phone or face to face</li></ul>
<b>PAIN POINTS (SECONDARY)</b>	<ul style="list-style-type: none"><li>• Long wait times</li><li>• Not kept up to date with progress</li><li>• Not informed what to expect and when</li></ul>
<b>BEHAVIOUR</b>	<ul style="list-style-type: none"><li>• Will tend use a personal channel to enquire as to the progress of their transaction and understand the process</li></ul>
<b>RELATED PRINCIPLES</b>	<ul style="list-style-type: none"><li>• Manage Expectations</li><li>• Be Seamless</li><li>• Guide the Journey</li><li>• Be Human</li></ul>
<b>EXAMPLE</b>	<ul style="list-style-type: none"><li>• Receiving a drivers licence in the mail</li></ul>