

Digital Transformation Agency

## Life Event Journey Map Starting Template

## LIFE EVENTS

Over a lifetime, people experience a number of life events they buy houses, have children, change jobs, study, care for others, experience financial hardship and so on.

A life event journey is a set of activities people do in order to reach a desired outcome or have their need met. It is a view from a user's perspective and typically involves them dealing with multiple services across many weeks, months and sometimes years.

## PRINCIPLES

· A life event journey is a set of activities people do in order to reach an outcome. To understand a life event journey, we map these activities and what people are experiencing as they work through them.

· Government does not design life event journeys, but we do design services that impact the life event journey experience.

· A life event journey should include all the agencies, levels of government and non-government organisations a user has to deal with to reach an outcome. We can make things easier for people by improving the way these fit together.

· Organisation provide services to help people and businesses complete an activity or task. Sometimes we refer to the websites or other channels we use to deliver services as "products", "service centres" and other similar terms.

· Understand user needs through user research, but check for existing users research across government before you invest in new research.

· Surface the most important insights from your research on your map. You may want to highlight pain points, add service quality indicators or flag opportunities for improvement.

· We present life event journey maps as linear for ease of understanding, but in reality they can involve all sorts of loops and variations, and can take days, week or even years to complete. Don't worry if your map is incomplete or imperfect focus on sharing information, building empathy and telling the important stories from your research.

· You can include information about the underlying capabilities, policies and platforms, not just the interfaces. This allows you to see the whole picture, and understand where best to invest time and effort to make real improvements.

| Life event stages | Stage: | Stage: | Stage: | Stage: | Stage: |                    |
|-------------------|--------|--------|--------|--------|--------|--------------------|
| Activities        |        |        |        |        |        |                    |
| Triggers:         |        |        |        |        |        | End Points / Goals |

**Tasks** 

**Service interactions** 

Pain points **Delights** 

**Opportunities** 

LIFE EVENT MENTAL MODEL

TA uses a mental model and ontology for describing life event urneys. This helps us create consistent maps that can be mpared and contrasted, and helps us relate government services and capabilities to people's lived experiences.

LIFE EVENT JOURNEY

Users experience life events which require them to interact with government,

LIFE EVENT STAGE

Users experience these journeys in stages. Government may be involved in all or some stages, e.g. caring for a newborn

Activities are a collection of tasks which make up part of a user's journey, e.g. seeking medical care for my newborn and I.

Users may need to do a number of tasks to complete an activity e.g. booking a GP appointment, paying the GP

SERVICE INTERACTION

Users may need to interact with government services to complete a task, e.g. register for Medicare, claim Medicare rebate.

PRODUCT

Information Transaction services

Products are defined by government programs. Agencies design transactional and information services and processes to deliver the product. Typically, agencies focus on the user's service journey for their product.

Any of these layers may surface pain points for users and opportunities for service improvement.

MORE INFORMATION

For more information about GovX life event journeys or to join one of our communities please contact the GovX team via email at GovX@dta.gov.au

