

# Class 2: Citizen Journey Mapping

## Class Agenda

Personas Discussion

Scenarios

Stress Cases

Experience Map

Citizen Journey

User Flows

## Scenarios

Scenarios provide stories and context, goals and motivations, challenges.

- Who is the user?
- Why does the user come to the site?
- What goals does the user have?
- What is the context?

Include what the user wants to do, but not how they do it.

This helps determine site architecture and content.

## Examples

A parent is worried about a 10-year old refusing to drink milk and wants to know if it really matters that the child is getting little calcium.

You are traveling to Seattle for your job next week and want to check on the amount you can be reimbursed for meals and other expenses.



## Stress Cases

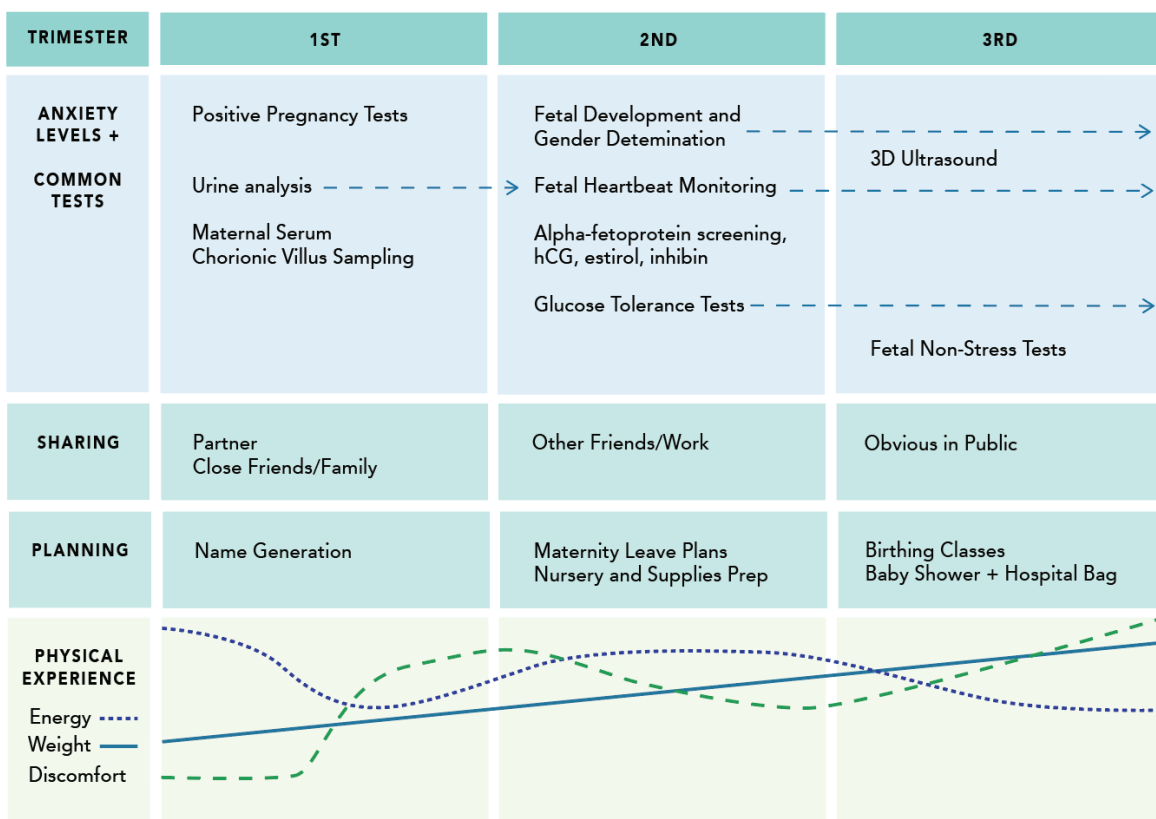
Our users are often distracted or in crisis. If a crisis-driven user can figure out how to use your site, *so will the average user*. Crisis can be just as much about context — including technology — as persona.

## Experience Map

A visualization of a “generic” person’s end-to-end experience. General human behavior, not tied to a specific organization or product. A service-agnostic, baseline understanding of an experience. It completes the story, beyond just their interactions with us.

**Goal:** To understand any generic user’s broad experience

### EXPERIENCE MAP *Example (Pregnancy)*











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## Citizen Journey Map

A visualization of a person’s process, end-to-end, to accomplish a goal. Identify key interactions with your agency.

**Goal:** To understand and address user needs and pain points

Stage	Awareness		Consideration			Decision		Delight
Touch Point	Facebook Posts	Facebook Page	Website	Email Enquiry	Phone Call	School Tour	Sign up	Referral
Customer process	Browsed Facebook and stumbled upon a post by your child care centre	Browsed through the posts and photo albums on Facebook Page	Searched and arrived at your school website via mobile phone	Signed up email enquiry	Scheduled a phone call to find out more	Asked about school curriculum	Considered the location and price. Decided to enroll after comparing.	Referred a friend after 2 months.
Experience								

Helps **identify gaps** between devices, channels, touchpoints, related departments.

**Current** (“today” state) vs. **future** (“ideal” state) journey map.

After creating a journey map, consider:

- Any gaps?
- What was difficult?
- Any action items?

### Homework

**Complete:**

- Citizen Journey Maps

**Bring:**

- Laptop

### Next class:

**Content Strategy**