Intro to User Personas and User Journeys

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FACILITATED BY:

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Welcome

- Workshop intro
- CivicMakers intro
- Intros of participants
- Agenda





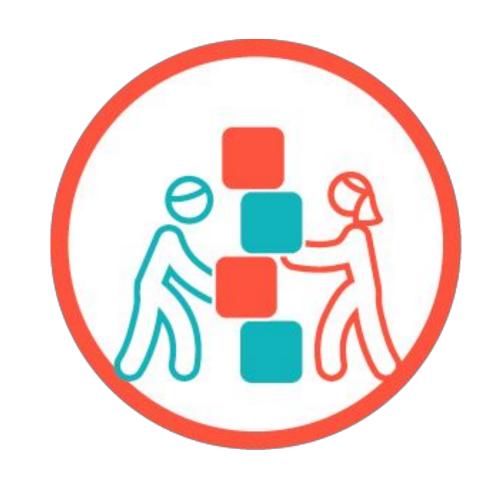


What we do



Improve Programs & Services

Strategic Planning
Design Thinking
Service Design



Build Internal Capacity

Organizational Development
Change Management
Facilitation & Training

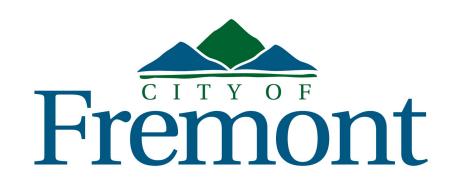


Increase Engagement

Stakeholder Engagement Communication Strategy

















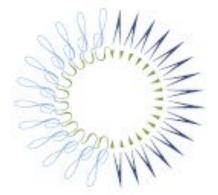
















Microsoft



















DEPARTMENT OF TECHNOLOGY STRATEGY INNOVATION DELIVERY



Introduce Yourself

Name, title (role), and 30 seconds on your own experience as a patient



Challenge Statement

"How might we map and empathize with the experience of a subset of DHS patients?"





Today's Agenda

1pm-5pm

User Personas 1pm - 2:20pm

PRACTICE

BRFAK

Journey Mapping 2:35pm - 4pm

PRACTICE

Share, Questions & Next Steps 4pm - 5pm





What are the Desired Outcomes?

- Introduce the concepts of user personas and user journeys
- Share knowledge across teams
- Begin to identify customer pain points
- Discover holes in the data and devise next steps to fill the holes
- Set the teams up to iterate on user journeys in the future

This workshop is not about:

Developing a final user journey that is the end-all / be-all





Who are the User Groups?

Adult patient in good health

Elderly patient with multiple chronic conditions

Patient with co-existing medical and behavioral conditions

Patient with one or more chronic conditions experiencing homelessness





User Personas



What is a User Persona?

- A user persona is a symbolic representation of your ideal customer facing a specific goal, problem, or challenge.
- The character, skills, priorities, and goals of this persona are used as a key point of reference as we chart their journey through DHS.
- Each persona is typically represented with a photograph, name, description, and details about specific interests and relevant behaviors.
- A persona is based on user research, data, and observed behavior patterns.

This is what we're missing today. Instead, we'll work off of your own experience.





Why use a Persona?

- In a word...EMPATHY. Understanding the needs of your users is vital to developing a successful service. Well-defined personas enable us to efficiently identify and communicate user needs.
- Personas make user groups personal and memorable.
- They clarify:
 - o Who is my ideal customer?
 - What are the current behavior patterns of my users?
 - o What are the needs and goals of my users?
 - o What issues and pain-points do they currently face within the given context?





Lilian Fernando



I need prenatal care but I can't afford it and can't take time off work.

Demographics

Age: 27

Gender: Female

Marital Status: Single with kids

Income: \$37,000/year

Location: East L.A.

→ Defining Traits

- Multitasker
- 2 Independent
- 3. Harried

Professional Background

Education

High school diploma

Company / Job Title

Local Coffee Shop / Assistant Night Manager

Work Experience

After high school, Lilian began waiting tables. She took a year off when she had her first child but had to go back to work when her partner left. She's worked her way up to assistant night manager after starting as a clerk.

Personal Preferences

Interests

Family (her mother lives nearby); sleeping (and time off); playing with her daughter; spending time with friends.

Favorite Brands & Products

Spanglish Threadz, Jennifer Lopez, Hollywood gossip



Respectively. Psychographics

Values

Efficiency, compassion, nice helpful people, convenience, child-friendly settings

Goals

She wants to bring her child into the world healthy and happy.

Challenges & Frustrations

Lack of time and money; no car; child care for existing daughter

Communication Style

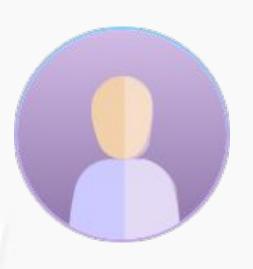
Technology

Refurbished iPhone 6 with data plan No computer or internet at home

Information Sources

Friends & Family (mostly via text) Facebook Weekly local Latinx paper

First Name Last Name



Quote/Tagline

Age: Sample Text

Gender: Sample Text

Marital Status: Sample Text

Income: Sample Text

Location: Sample Text

→ Pefining Traits

- Sample Text
- 2 Sample Text
- 3. Sample Text

Professional Background

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Sample Text

Company / Job Title

Sample Text

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Sample Text

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Sample Text

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Sample Text

Psychographics

Values

Sample Text

Goals

Sample Text

Challenges & Frustrations

Sample Text

Communication Style

Technology

Sample Text

Information Sources

Sample Text

Journey Mapping



What is a Journey Map?

- A journey map plots a user's experience as they try to satisfy a need.
- Journey maps combine two powerful instruments—storytelling and visualization.
- The greatest benefit of a journey map is the ability to better understand the perspective of the patient and address their needs.



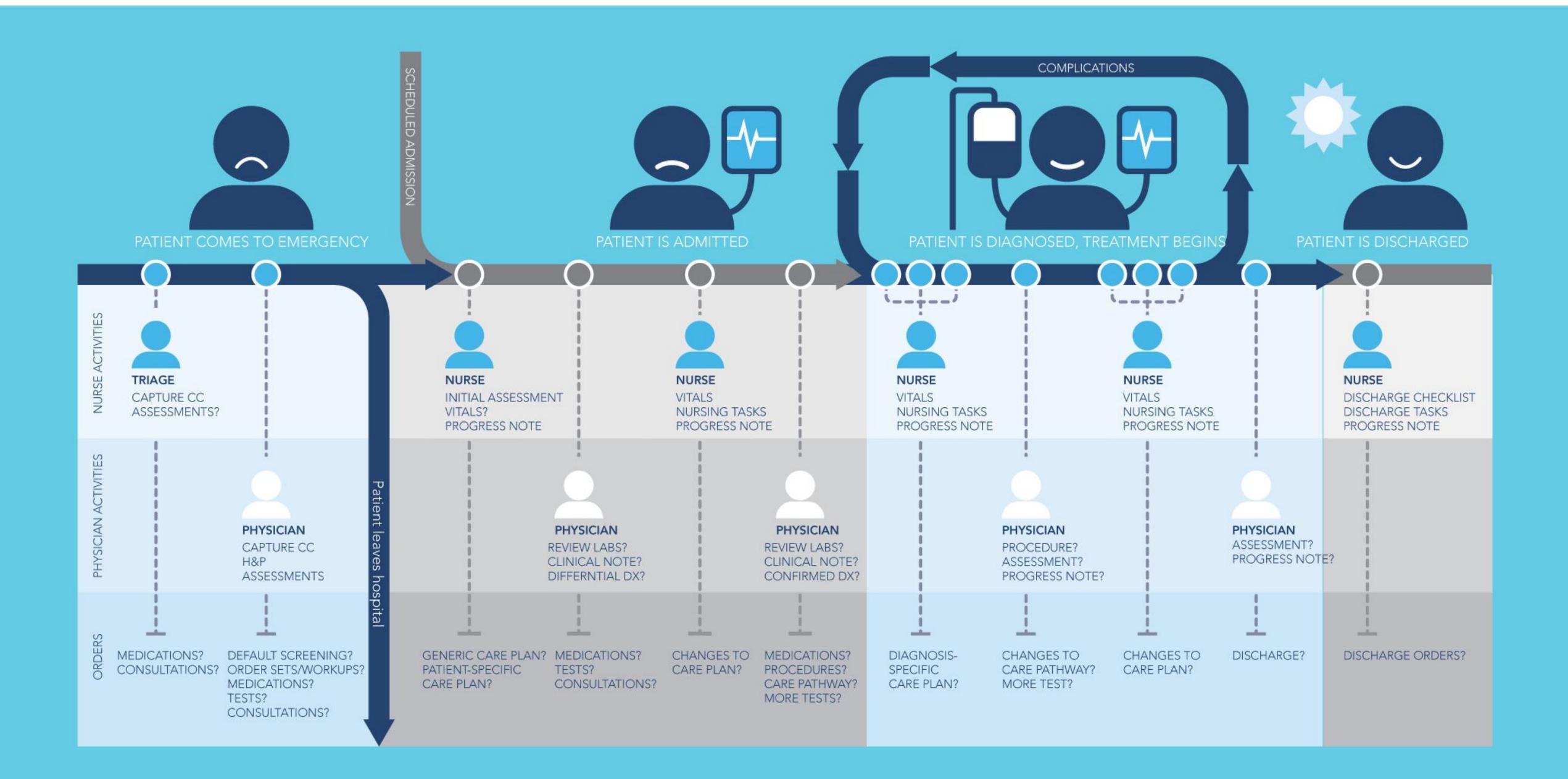


Journey Map Characteristics

- User journey maps are created from the perspective of the client.
- You can make either an entire journey or just a portion.
- All maps include multiple touchpoints (or steps) to display how the user is interacting with your company and products.

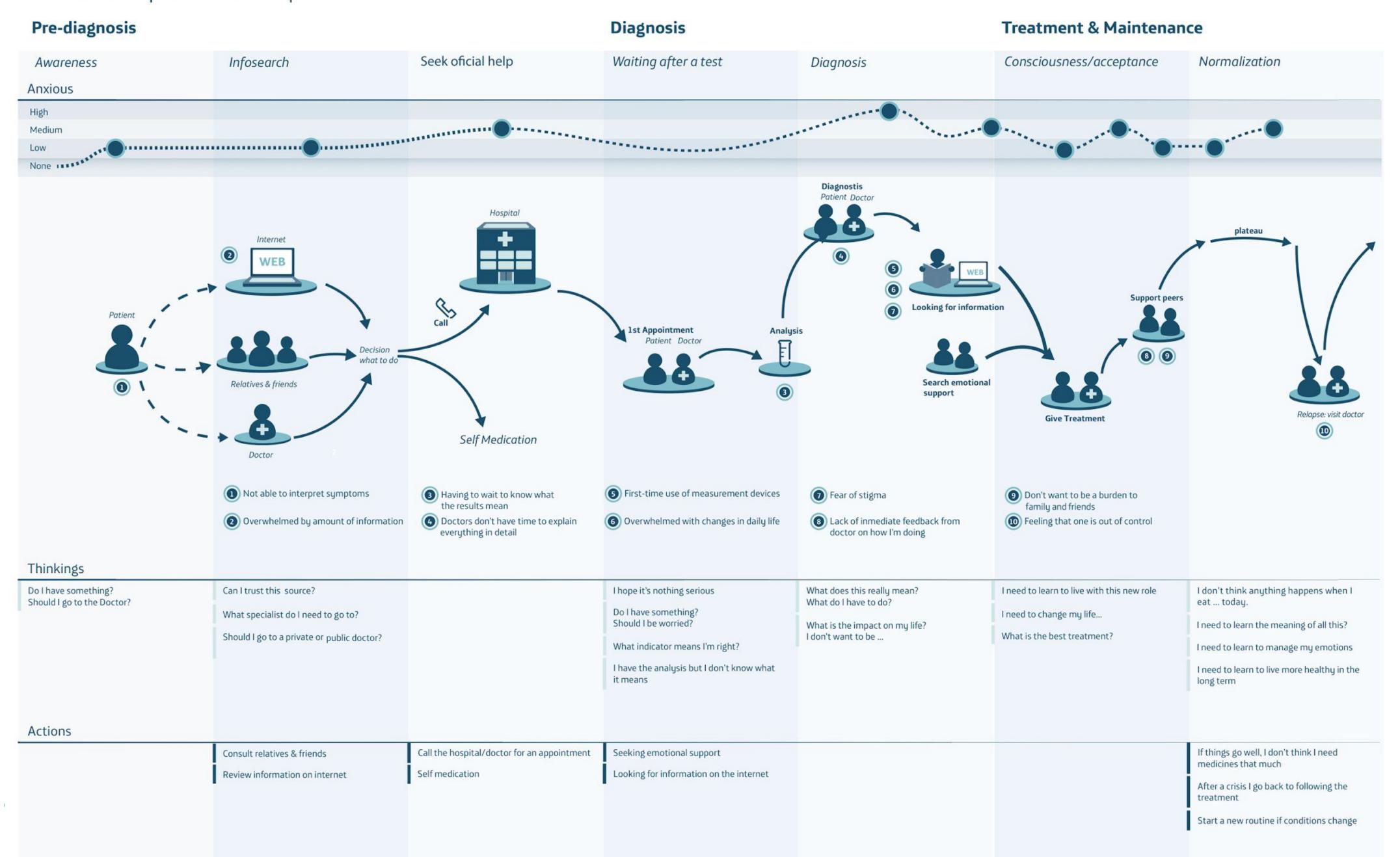








Patient Experience Map



DHS User Journey Patient:: Problem Statement: First Interactions Awareness of Consideration of Experience at DHS Stage/Step with DHS Problem or Need Options **Thinking** Motivations Questions Doing Challenges Barriers **Touchpoints** Channels Feeling Name the Feeling Insights What can be

Improved?



Common Elements

- Persona or point of view
- Scenario / problem statement
- Phases & steps
- Mindsets / Actions / Emotions
- Touchpoints & channels
- Insights





Key phases of a Journey Map

These can vary but typically follow a decision-making process:

- Awareness Users identify a problem or need.
- Consideration Users explore what products/services exist that can help address their need.
- Decision Users evaluate their alternatives and decide whether to use a given service.
- Experience Users utilize a service.
- Post-Experience Users evaluate their experience with the service and how well it meets their need.





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Share Your Journey Maps



Your Next Iteration

- Develop a more robust persona based on data
- Define what part of the journey you want to map
- Start with your data &
 observations to chart the steps
 (the green sticky notes)
- Will probably have more steps than today







Holes in the Data

- **1. Hole:** Patient complaints (exists in various forms; not standardized across DHS; not everyone has access; informal vs. formal complaints; processes change quickly; getting data in the right format; give access to frontline staff) *Ex: Patient Relations Tracking Log*
- 2. Hole: Converting "data" into information
- 3. Hole: Are we capturing the "right" data?





Holes in the Data

- **1. Hole:** Data often based on "roles" (if you don't have a specific role, you can't access information; challenge with data maturation) *Ex:* doing data maturity assessment
- 2. Hole: Are we asking the right questions to get the right data?
- **3. Hole:** Don't capture a lot of what's on the persona worksheet (*Example: under-capture education, literacy, jobs, etc. make a lot of assumptions*)
- **4. Hole:** Need a central repository for data (*Ex: "Everyone and their sitster has data!*) **CivicMakers**



What are the Next Steps?

Step 1: Find the right data

Step 2: Do user interviews! Find patients who meet the criteria and talk to them about their journeys.

Step 3: Find other areas within DHS to use journey mapping

Step 4: Learn empathetic listening across the organization (start building user interviews into processes)

Step 5: Blend online and offline patient engagement

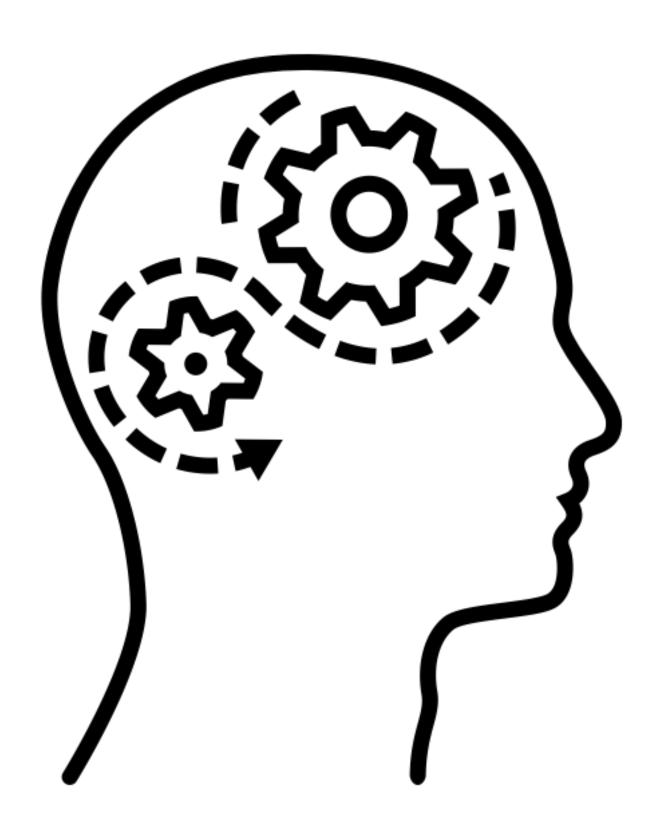
Step 6: Share information and feedback from patients across DHS (Ex: Nursing has to do 3 interviews with patients per day)

CivicMakers



Recap

What did we learn today?







Thank You!

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