**Citizen journey Mapping Playbook**

**Clark County**

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## **Purpose & Scope**

This playbook is a comprehensive guide for Clark County analysts and service designers to map, evaluate, and optimize citizen interactions with public services. Through structured methodologies and strategic implementation, this document enables seamless service delivery, efficient resource allocation, and enhanced citizen experiences.

## **Objectives**

The primary objectives of this playbook are to:

* Standardize the citizen journey mapping process.
* Identify key friction points and inefficiencies.
* Provide actionable methodologies for journey analysis.
* Facilitate interdepartmental coordination to streamline services.
* Establish a data-driven approach to service design.

## **Citizen Journey Framework**

## **Core Journey Stages**

1. **Awareness** – How a citizen learns about the service.
2. **Consideration** – How they evaluate available options.
3. **Application/Request** – How they initiate service engagement.
4. **Service Delivery** – How they experience the service.
5. **Post-Service & Feedback** – How they provide feedback or request further support.

## **Key Journey Metrics**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stage** | **Citizen Interaction** | **Service Touchpoints** | **Pain Points** | **Improvement Opportunities** |
| **Awareness** | Initial discovery of service | Digital ads, community events, social media | Lack of visibility | Targeted outreach, AI-driven information dissemination |
| **Consideration** | Evaluation of service options | FAQs, call centers, peer recommendations | Confusing process, long response times | AI chatbots, comparative service tools |
| **Application/Request** | Formal service engagement | Online portals, forms, physical offices | Complex applications, long forms | Simplified workflows, multilingual support |
| **Service Delivery** | Receiving the service | Automated systems, in-person processing | Delays, lack of real-time tracking | Digital tracking, live updates |
| **Post-Service & Feedback** | Service evaluation & support | Surveys, feedback portals | Low response rates, poor follow-up | Incentivized feedback, data-driven adjustments |

## **Methodology Selection Guide**

To ensure a structured approach to journey mapping, analysts must consider:

* **Primary Goal:** Understanding user behavior, improving efficiency, or measuring satisfaction.
* **Data Type:** Qualitative (observations, interviews) vs. Quantitative (surveys, analytics).
* **Customer Involvement:** Direct (focus groups), passive (tracking), or indirect (historical data review).
* **Resource Availability:** Budget, personnel, and technological constraints.

## **Methodology Overview**

1. **Behavioral Ethnography** – Observational studies of citizen interactions.
2. **Focused Interviews & Focus Groups** – Direct insight into user experience.
3. **Real-Time Observations** – Tracking interactions in service environments.
4. **Surveys & Analytics** – Quantitative assessment of satisfaction and efficiency.
5. **Service Blueprinting** – End-to-end mapping of workflows.
6. **Historical Data Analysis** – Pattern identification within service logs.
7. **Digital Interaction Tracking** – Monitoring website & portal usage.
8. **Co-Design Workshops** – Engaging users in service prototyping.

**Citizen Data Collection Protocols**

To build an accurate journey map, analysts must collect:

* **User Intentions & Goals:** What citizens seek to accomplish.
* **Barriers & Challenges:** What prevents successful service completion.
* **Service Expectations:** What features users expect from government services.
* **Behavioral Insights:** How users navigate service touchpoints.
* **Satisfaction Metrics:** Post-service evaluations and improvement suggestions.

## **Mapping Process & Implementation**

**Step 1: Define the Scope**

* Identify the service to be mapped (e.g., permits, business licensing).
* Determine the primary target audience (citizens, business owners).
* Establish key success metrics (efficiency, satisfaction, adoption rates).

**Step 2: Develop Citizen Personas**

A persona represents the ideal customer type based on real data. Elements include:

* **Demographics:** Age, occupation, background.
* **Motivations & Pain Points:** What drives engagement and what hinders progress.
* **Digital vs. Physical Service Use:** How they interact with government services.

**Step 3: Select Methodologies & Data Sources**

Using the methodologies listed in Section 3, gather relevant data through:

* Field studies and ethnographic research.
* Surveys and structured interviews.
* Digital tracking of user interactions.
* Historical service request analysis.

**Step 4: Map the Citizen Journey**

Construct a detailed journey visualization that includes:

* **Stages:** Awareness → Consideration → Application → Service → Feedback.
* **User Actions:** Steps taken within each stage.
* **Pain Points:** Where delays or issues occur.
* **Opportunities for Enhancement:** Service redesign recommendations.

**Step 5: Implement Findings & Optimize Services**

Once mapped, the journey should inform:

* **Process Redesign:** Service modifications for efficiency.
* **Technology Integration:** Digital transformation opportunities.
* **Interdepartmental Collaboration:** Aligning agencies for seamless citizen experiences.

**Standardized Templates****:**

### Citizen Persona Template

**Name:**  
**Age/Demographics:**  
**Service Needs:**  
**Pain Points:**  
**Preferred Interaction Methods:**

### Journey Mapping Template

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Phase | Citizen Actions | Engagement Channels | Systemic Barriers | Optimization Strategies |
| Awareness |  |  |  |  |
| Consideration |  |  |  |  |
| Application |  |  |  |  |
| Service Delivery |  |  |  |  |
| Feedback & Follow-Up |  |  |  |  |

## Departmental Collaboration Framework

For effective citizen journey mapping, agencies must:

* Establish **data-sharing protocols** for real-time decision-making.
* Utilize **centralized tracking systems** for seamless service handoffs.
* Conduct **regular cross-agency workshops** for optimizing processes.
* Implement **performance dashboards** to measure service efficiency.

## Deployment & Continuous Improvement

**Playbook Usage**

* **Training & Development:** For onboarding analysts and staff.
* **Operational Strategy:** As a framework for service redesign.
* **Policy Alignment:** Ensuring government priorities align with citizen needs.
* **Performance Evaluation:** To assess service effectiveness and user satisfaction.

**Future Enhancements**

* **Integration of AI & Predictive Analytics:** Automating service insights.
* **Real-Time Citizen Feedback Mechanisms:** To capture and act on sentiment data.
* **Scalability Considerations:** Ensuring frameworks can be expanded across multiple departments.

This playbook serves as an essential guide for Clark County analysts to create data-driven, citizen-centered service experiences through structured methodologies and cross-agency collaboration.