

# Mapping the User Journey

1 **Tip:** Right-click for the option to expand this page into a whiteboard.

2 **Muhammad Husni**



	3 Journey Phase	Journey Phase	Journey Phase	Journey Phase	Journey Phase
Stage (User Interaction Steps)	4 Mengakses Layanan RT/RW	Membayar iuran	Berkomunikasi & Berdiskusi	Menerima Notifikasi & Informasi	Membuat Laporan/Pengaduan
User Actions (Activities)	Membuka catatan manual untuk administrasi	Mencatat pembayaran manual	Menjawab pertanyaan warga via WhatsApp	Memberi pengumuman secara manual/WhatsApp	Menerima pengaduan secara lisan/WhatsApp
Touchpoints (Interaction Points)	Buku catatan, file Excel	Buku catatan, Excel	Grup WhatsApp, chat pribadi	Door-to-door, WhatsApp	Percakapan langsung, WhatsApp
Emotions (Mood Meter)	5 Move the points up and down DELIGHTED NEUTRAL FRUSTRATED				
Possible Solutions (Opportunities to improve the experience)	Aplikasi administrasi RT/RW	Sistem pembayaran online dan otomatis	Forum diskusi warga terintegrasi	Broadcast notifikasi aplikasi	Fitur aduan dengan pelacakan status

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Afip Rifai



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Journey Phase

Journey Phase

Journey Phase

Journey Phase

Journey Phase

Stage  
(User Interaction  
Steps)

4

Mengakses  
Layanan RT/RW

Membayar iuran

Berkomunikasi &  
Berdiskusi

Menerima  
Notifikasi &  
Informasi

Membuat  
Laporan/Pengad  
uan

User Actions  
(Activities)

Mengakses  
informasi RT/RW

Membayar iuran  
tunai ke  
pengurus

Diskusi  
mengenai  
kegiatan di grup  
WhatsApp

Menerima  
notifikasi  
pengumuman via  
WhatsApp

Menyampaikan  
aduan  
langsung/chat

Touchpoints  
(Interaction  
Points)

Grup WhatsApp

Serah terima  
langsung

Grup WhatsApp

WhatsApp, SMS

WhatsApp, lisan

Emotions  
(Mood Meter)

5

Move the points up and down

DELIGHTED

NEUTRAL

FRUSTRATED

Possible  
Solutions  
(Opportunities  
to improve the  
experience)

Portal informasi  
layanan RT/RW

Fitur  
pembayaran  
online

Forum diskusi  
terstruktur di  
aplikasi

Push notification  
aplikasi

Sistem aduan  
digital yang  
terorganisir

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