As a ...

Customer (As a...)	
Key	**Customer**
C1	Ward Nurse (Recorder)
C2	Small Provider of NHS-funded care (Recorder)
C3	Nurse in Charge (Recorder)
C4	Independent Provider (Recorder)
C5	Registrar in an Emergency Department (Recorder)
C6	Medications Safety Officer (Recorder) (Consumer)
C7	Trust Risk Manager (Consumer)
C8	NHSI Policy and Strategy Team (Reviewer) (Consumer)
C9	Patient Safety Lead (Consumer)
C10	Safety Data Manager (Reviewer)
C11	NHSI Clinical Reviewer (Reviewer)

I want to ...

Customer Goal (I want to...)			
Key	**Goal**	**Customers With Goal**	**Customers not engaging in Goal**
G1	Raise awareness of risks within the NHS	**C1, C3, C4, C5, C6**	**C2**
G2	Cover myself in case a PSI escalates and requires investigation	**C1**	
G3	Reduce patient harm	**All**	
G4	Increase the amount of time that I can spend on care rather than admin	**C1**	
G5	Care for my patients better, though continual learning and improvement from others	**C1, C3, C4**	**C2**
G6	Ensure that others are reporting accurately and consistently	**C3, C4, C6, C10, C11**	**C2**
G7	Ensure that our reporting deadlines/obligations are met	**C2, C4, C7**	
G8	Ensure that my provision has an excellent reputation	**C4**	
G9	Ensure that patient confidentiality is maintained	**C7, C8, C9, C10**	
G10	Achieve personal/business KPIs regarding reporting and data quality	**C9**	
G11	Be up to date on relevant policy, standards and guidelines	**C1, C2, C3, C4, C5**	
G12	Surveil for new/underrecognised risks and provide relevant advice & guidance on them	**C8**	

Key	Action	Enabler For	Prototype
Actions (I achieve this goal by...)			
S1	Recording details of patient safety incidents	G1, G2, G3, G5	Online incident recording; NRLS incident recording API
S2	Accumulating a weekly export of local incidents to upload to NRLS	G1, G3	NRLS incident recording API
S3	Accessing summaries and reports of targetted information, aimed at increasing care standards	G4, G5, G11	Static reporting dashboard
S4	Training clinical staff	G6, G8	
S5	Generating reports and summaries from raw data/queries of LRMS	G7, G10	Ad hoc querying dashboard; NRLS incident recording API
S6	Providing internal updates to my team based on findings from incident reporting	G4, G5, G6	Static reporting dashboard; Benchmarking dashboard
S7	Manually anonymising data/records	G9 (C10)	NRLS incident recording API
S8	Cleansing and Manually managing data/records	G6 (C11)	NRLS incident recording API
S9	Reviewing details of Individual PSIs	G6	Clnical Review Dashboard
S10	Searching for online resources	G11	Static reporting dashboard; Benchmarking dashboard
S11	Talking to colleagues about incidents so they can record them	G1	Online incident recording

Key	Service/ Resource	Supports
Means (...using...)		
E1	Datix	S1, S5, S9
E2	Ullyses	S1, S5, S9
E3	Other LRMS	S1, S5, S9
E4	STEIS	S1, S5, S9
E5	EForms	S1
E6	XML Upload to NRLS	S2
E7	Excel exports from LRMS for analysis	S6
E8	Excel exports from NRLS via SAS	S7, S8
E9	Email (of incidents)	S1
E10	Reports (Text documents)	S3, S10
E11	Online resources (documents)	S4
E12	Passing on details of my incident for input by someone else	S1

... I am inhibited by ...

	Pain Point		
Key	**Pain Point**	**Associated with**	**Prototype**
P1	Minimal breaks from long shifts of patient care	C1	
P2	Unavailability of targetted information/learning	C1	Static reporting dashboard; Benchmarking dashboard; Ad hoc querying dashboard
P3	Do not feel that data entry is 'safe' (in terms of implied blame and the workplace culture)	C1	
P4	Unsure of the subsequent actions and effect of reporting an incident (Visibility)	C1	Online incident reporting
P5	There are unclear rules on what constitutes an incidents, and the level of harm	G6	Online incident reporting
P6	Policy and guidance for PSI is constantly changing and hard to keep up with	G6	Online incident reporting
P7	Too many systems to log into, data too dispersed	S5	Online incident reporting; NRLS incident reporting API
P8	Too many systems to log into, data repeated	S5	Online incident reporting; NRLS incident reporting API
P9	Some existing LRMS systems require working around, not with	S5	Online incident reporting; NRLS incident reporting API
P10	Tools require specialist training and so there can be overreliance on individuals with the skills	S4, S5	All prototypes
P11	The bigger picture is unclear and so reporting doesn't seem relevant to me	C2	Online incident reporting; Static reporting dashboards
P12	Systems are designed for use with a LRMS, and therefore do not seem practical to small practices	C2	Online incident recording
P13	Entry to LRMS does not automatically share PSIs with NRLS	S2	Online incident reporting; NRLS incident reporting API
P14	Access to data is limited so that we can benchmark/compare ourselves / It is hard to share data	G5	Benchmarking dashboard
P15	Existing local PSI recording systems do not support national analysis as their design is not consistent	C8, C9	NRLS incident reporting API
P16	Existing local PSI recording systems do not support natioanl analysis as they do not gather the correct information	C8, C9	NRLS incident reporting API; MULD
P17	Data can be rejected from the NRLS due to quality issues	S2	NRLS incident reporting API
P18	Having to do data cleansing (at all)	S2, C10	NRLS incident reporting API; MULD
P19	Incident recording systems do not have useful lists of responses to quickly complete forms	G4	Online incident recording
P20	Incident recording systems ask questions that they should know the answer to due to my login/location	G4	Online incident recording
P21	Incident recording systems do not notify you of changes/requirements to take action consistently	G4	NRLS incident reporting API
P22	Incident recording systems make assumptions that you have more detail than you do at the time of recording an incident. I want to only input what I have, so that I get it done as quickly as possible	S1	Online incident recording
P23	My service area is not currently catered for by existing reporting methods	S1	Online incident recording
P24	Providers do not know how to integrate with existing recording means	S1	Online incident recording
P25	Have to wait for a shared terminal to become available in order to record	S1	Online incident recording
P26	I don't get feedback from the NRLS team on how to improve my recording in the future. With this, I could minimise data entry mistakes in the future.	S1	NRLS incident reporting API

As a ...

Key	Customer (All Consumers)
	Customer (As a...)
C1	Nurse in Charge
C2	Trust risk manager
C3	Independent Provider
C4	Patient Safety Lead
C5	Medications Safety Officer
C6	NHSI Policy and Strategy Lead
C7	CQC Safety Data Lead
C8	NHS National Director of Patient Safetty
C9	Patient Safety Data Analyst
C10	Specialty Specific Learning Producer
C11	PPV [Journalist, Media, general public etc.]
C12	MHRA Vigilance Team
C13	Official Statistics Producer
C14	Clinical Review Team
C15	Informed third party [Academic, Police, Professional Body]

I want to ...

Key	Goal	Customers With Goal
	Customer Goal (I want to...)	
G1	Raise awareness of risks within the NHS/my practice	C1, C2, C4, C5
G2	Reduce patient harm	All
G3	Care for my patients better, though continual learning and improvement from others	C1, C2, C3, C4, C5, C6, C7, C10
G4	Provide analysis of data/incidents (that is appropriately secured) to consumers	C6, C7, C9, C10, C14
G5	Provide evidence of both good and bad practice to inform methods	C8, C9, C10, C13, C14
G6	Obtain information/data to come to my own conclusions about standards/incidents within the NHS	C11, C12, C14
G7	Ensure compliance with regulations and meet government transparency rules (e.g. official stats)	C6, C9, C11, C12, C13
G8	Identify under-reported/new risks for analysis and advice	C6, C7, C8, C9, C10

... I achieve this goal by ...

	Actions (I achieve this goal by...)	
Key	**Action**	**Enabler For**
S1	Accessing learning that has been shared	G2, G3
S2	Analysing incident records and data to understand the risks	G1, G2, G3, G4, G5
S3	Creating/drafting strategy for patient safety measures	G2, G3
S4	Identifying national trends in incidents and recording	G2, G3
S5	Providing information to inspectors to inform their on-site visits	G3
S6	Reviewing summaries and performance metrics	G5
S7	Producing reports of set KPIs/metrics	G5, G7
S8	Producing reports of learning (for general consumption)	G5
S9	Sending requests for data that can be made publicly available	G6
S10	Accessing publicly released data/documents/official stats	G6
S11	Amalgamating datasets with my own data to gain additional insight	G6

... using ...

	Means (...using...)	
Key	**Service/ Resource**	**Supports**
E1	NRLS/ NRLS Exports	S2, S4, S7, S8, S11
E2	STEIS/ STEIS Exports	S2, S4, S7, S8, S11
E3	'Single Outcomes Framework' Dashboard	S2, S4, S6
E4	Reports, Publication of Learning	S1, S3, S10
E5	Previously published solutions	S1, S3
E6	Emails/Comms	S8, S9
E7	FOI	S9
E8	Analytics tools SAS	S7, S8
E9	Data from our local LRMS	S2, S5
E10	My providers BI suite	S6, S7, S8, S11

	Pain Point		
Key	**Pain Point**	**Associated with**	**Prototype**
P1	All the data that I require is not in one place, I have to log in and accumulate it	**S2**	Reporting dashboard
P2	Often don't know what I'm looking for, or exactly what the question is that I am answering - so forming queries is difficult	**S2**	Reporting dashboard
P3	Have to use exports of data stores rather than querying directly - therefore a lot of time is spent accumulating the data I need	**E1, E2**	Reporting dashboard
P4	Tools have preset measures, which leads to inflexibility when I'm looking into new areas	**S4**	Reporting dashboard
P5	Due to lack of front-line experience and the way that it is presented, data can be difficult to interpret	**C6**	Reporting dashboard
P6	Hard to quantify the effect of implementing a change - as KPIs do not necessarily provide a good indicator	**G5, G9**	Reporting dashboard
P7	Only incidents are reported really - why not also share good practice/excellence	**G5**	Online incident recording
P8	Not easy to understand what data cannot be used for - leading to misuse and misunderstanding	**C9**	Reporting dashboard
P9	Reporting taxonomy is not comprehensive enough to always provide the answer to queries	**C9**	Online incident recording
P10	Unclear how data from outside my normal area could benefit my outputs But I'm sure it would be valuable	**C10**	Reporting dashboard
P11	Data is not always of the highest quality and can include duplicate records	**S11**	Online incident recording; NRLS incident recording API
P12	Some information is recorded in free text fields which is hard to process	**S2**	NRLS incident recording API
P13	Analytics tools are not widespread and make discussing outputs difficult	**S2**	Reporting dashboard
P14	It is frustrating to wait for data from a request, when it could just be publicly accessible	**E7**	NRLS incident recording API
P15	There are issues with data quality that lead to masses of time spent cleansing data	**P11**	Online incident recording; NRLS incident recording API
P16	It is frustrating to wait for data through requests, I would be happy to self-serve should I be given access	**S11**	Reporting dashboard
P17	I want to be able to compare my providers performance against other similar once, but the current breakdown doesn't permit this	**G6**	Reporting dashboard
P18	I want to be able to see the performance of care within my trust, in the different service areas, but we don't have this granularity currently	**G6**	Reporting dashboard