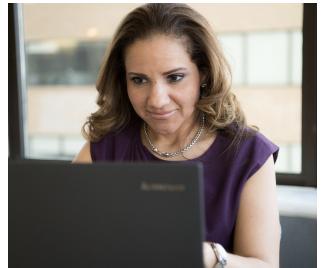


NN/g CUSTOMER JOURNEY MAP TEMPLATE

 <p>PERSONA <u>Olivia, 45</u></p>				SCENARIO <u>Searching for mental health resources for her daughter</u>	USER EXPECTATIONS <u>Quick and easy access to youth mental health resources</u>
PHASE 1 <u>Identify information needed</u>	PHASE 2 <u>Look for information</u>	PHASE 3 <u>Find information</u>	PHASE 4 <u>Contact / Seek help</u>		
DOING Browsing the website, getting to know it better	Navigating through the website, scanning and looking for useful information	Scanning and reading through the information. Identifying what she needs.	Looking for contact information and other accessible resources.		
THINKING What kind of resources does my daughter need?	<i>Where can I find the information I need to help my daughter?</i>	<i>Is this what I am looking for? Could this information benefit my daughter?</i>	<i>Which one of these resources would work best for my daughter's needs?</i>		
SAYING I wonder what kind of help my daughter needs, and how serious this is	<i>I noticed there are a lot of pages I could get information from. This is a bit overwhelming.</i>	<i>There is a lot of information. I wonder which resources would work best.</i>	<i>The contact information is clear. I may make use of the apps and online resources listed here; these would work best for her.</i>		
INSIGHTS The overall process was fairly simple. The main issues were the high volumes of information and similar resources being scattered across multiple pages of the website.		INTERNAL OWNERSHIP Who will introduce changes to the WRSPC website based on identified issues? - <u>Julia Purza and Amanda Demmer</u>			