

User Journey Mapping Document

Persona: Social Workers and Helpline Operators

1. Introduction

- This document outlines the journey of **Social Workers and Helpline Operators** when managing distress cases.
- The purpose is to understand their workflow, identify barriers, and explore ways to improve efficiency and support.
- Key objectives:
 - Identify pain points affecting social workers' effectiveness.
 - Improve case management and coordination.
 - Enhance training and technology adoption for better service delivery.

2. Persona Overview

- **Who They Are:**
 - Professionals responsible for handling distress calls, assessing cases, and making referrals.
 - Serve as the bridge between survivors and essential services.
- **Needs & Motivations:**
 - Efficient systems for case tracking and follow-up.
 - Better coordination with shelters, law enforcement, and medical professionals.
 - Training in trauma-informed care and crisis response.
- **Challenges They Face:**
 - High case volumes leading to burnout.
 - Difficulty in coordinating between multiple service providers.
 - Lack of real-time case tracking, causing inefficiencies.

3. User Journey Stages

Stage 1: Contact & Case Intake

- **How They Engage with Cases:**
 - Receiving calls or WhatsApp chats from children and survivors.
 - Conducting risk assessments to determine urgency.

- Documenting cases for follow-up and referral.
- **Challenges & Barriers:**
 - Difficulty handling large volumes of distress calls.
 - Emotional toll from dealing with traumatic cases.
 - Inconsistent documentation processes across different cases.
- **Opportunities for Improvement:**
 - AI-powered support to triage low-risk cases.
 - Streamlined documentation with automated case summaries.
 - Mental health support programs for workers.

Stage 2: Coordination

- **How They Manage Referrals:**
 - Connecting survivors with shelters, law enforcement, or medical professionals.
 - Ensuring immediate interventions for high-risk cases.
 - Communicating with various stakeholders for case progress.
- **Challenges & Barriers:**
 - Lack of a centralized database for tracking referrals.
 - Delays in response from external service providers.
 - Miscommunication between agencies leading to gaps in care.
- **Opportunities for Improvement:**
 - A centralized case management system for seamless tracking.
 - Digital platforms for instant collaboration between service providers.
 - AI-assisted alerts and reminders for urgent follow-ups.

Stage 3: Case Management

- **Ongoing Support & Follow-Up:**
 - Ensuring survivors receive the necessary psychological, legal, and medical support.
 - Updating case records to track progress.
 - Providing long-term care planning for at-risk individuals.
- **Challenges & Barriers:**
 - Time-consuming manual updates to case records.
 - Difficulty in tracking long-term outcomes.
 - Burnout from handling emotionally heavy cases.
- **Opportunities for Improvement:**
 - AI-driven case tracking for automated status updates.
 - Periodic training on handling complex cases.
 - Better workload distribution to prevent burnout.

4. Key Insights & Takeaways

- High case volumes and lack of efficient coordination slow response times.
- Technology integration can **reduce administrative burden and enhance efficiency**.
- Social workers need **mental health support and continuous training**.

5. Visualization of the Journey (Optional)

- A journey map diagram illustrating key touchpoints, pain points, and areas for improvement.

6. Conclusion & Next Steps

- Develop a **centralized case management system** for tracking and collaboration.
- Implement **AI-powered support** to streamline intake and triaging.
- Enhance **training programs** focused on trauma-informed care and crisis response.
- Introduce **mental health and wellness programs** for social workers.

This structured document ensures **clarity, focus, and actionability** in improving the effectiveness of social workers and helpline operators. Would you like any refinements or additions?