

SYSTEMS CHANGERS

Design thinking tools

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1. Journey mapping

Journey mapping is a process of understanding what an experience is like for people. It's a simple framework of mapping out an end-to-end experience from the perspective of a 'user', someone who is trying to do something like use a service.

You can use it in multiple ways:

Do it retrospectively (analyse an experience that's gone before) for research purposes

This will help you to understand what the experience was like and where there might be 'pain points' to improve.

Use it to communicate a new concept

We use journey mapping to communicate new ideas, ensuring we consider an end-to-end experience for users.

How to use it:

- Start with key stages, asking what happened next to get the basic story out.
- Write headlines on what happened; we call this the 'interaction.'
- It is a good idea to try and sketch, film or photograph the actual experience and then to put these out as it brings the words to life.
- Make sure the map includes 'touchpoints.' These are key things the user interacted with like a specific form or phone-call or meeting with someone.
- Finally, map the emotional experience of the user, using a curve to signal where there were issues and opportunities with the experience. It is a good idea to capture quotes about what the person said to highlight their experience.

Tip: A paper template is useful but the best way to do this is using post it notes. Often people forget steps or stages that happened along the process, using post it notes allow you to add in moments people forget.

If you're running an interview, this makes an ideal facilitation tool to understand the user experience someone has had. If you don't feel comfortable doing it face to face with them, it can be a nice capture tool for you to document your findings. This visual capture method really helps to quickly see lots of insight and information about how people use services quickly.

2. Use case cards

User stories describe a user and the reason why they need to use your service. They are traditionally used in digital development to inform the build of digital products and services however there are a useful tool to use across your service delivery including non-digital touchpoints. They are a good tool to use to help you capture the detail of the user needs that relate to your service, especially what is driving those needs.

How to write a user story

Your user stories should include:

- the person using the service (the actor)
- what the user needs the service for (the narrative)
- why the user needs it (the goal)

The format we use for user stories is:

- As a... [who is the user?]
- I need/want/expect to... [what does the user want to do?]
- So that... [why does the user want to do this?]

Example:

The [Register to vote service's](#) user story is 'as a UK resident, I want to get my details on the electoral register so that I can vote'. You don't have to use this format but you should always briefly explain the actor, the narrative and the goal.

Focus on the goal

The most important part of a user story is the goal. This helps you:

- make sure you're solving the right problem
- decide when the a user need has been met

Tip: If you're struggling to write the goal then you should reconsider why you think you need that aspect of your service.

Reference: GDS Service Manual

<https://www.gov.uk/service-manual/agile-delivery/writing-user-stories>

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Stage

Storyboard

Feeling

Touchpoint

Interaction

As a _____

I want to _____

So that _____



As a _____

I want to _____

So that _____



As a _____

I want to _____

So that _____



As a _____

I want to _____

So that _____

