

HOW JOURNEY MAPPING GOVERNMENT TRANSACTIONS WILL IMPROVE YOUR WEBSITE EFFECTIVENESS



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PRESENTERS



Presenter

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City of Syracuse



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OpenCities



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AGENDA

We'll cover:

- Introductions
- Why does digital government matter?
- What is service design?
- The story of Syracuse
- Creating a journey map

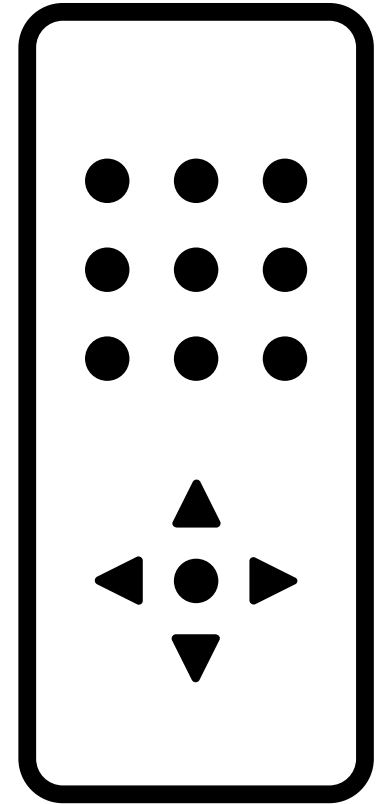
SO, WHY DOES DIGITAL GOVERNMENT MATTER?





WHAT IS SERVICE DESIGN?

Service design refers to the practice of creating, better understanding, and improving upon programs at any stage.







**GOVERNMENT IS A MASSIVE, CONTINUOUS
SERVICE DESIGN PROJECT.”**

Dana Chisnell

*Former United States
Digital Service*

Collect feedback
about what works and
what doesn't

BUILD

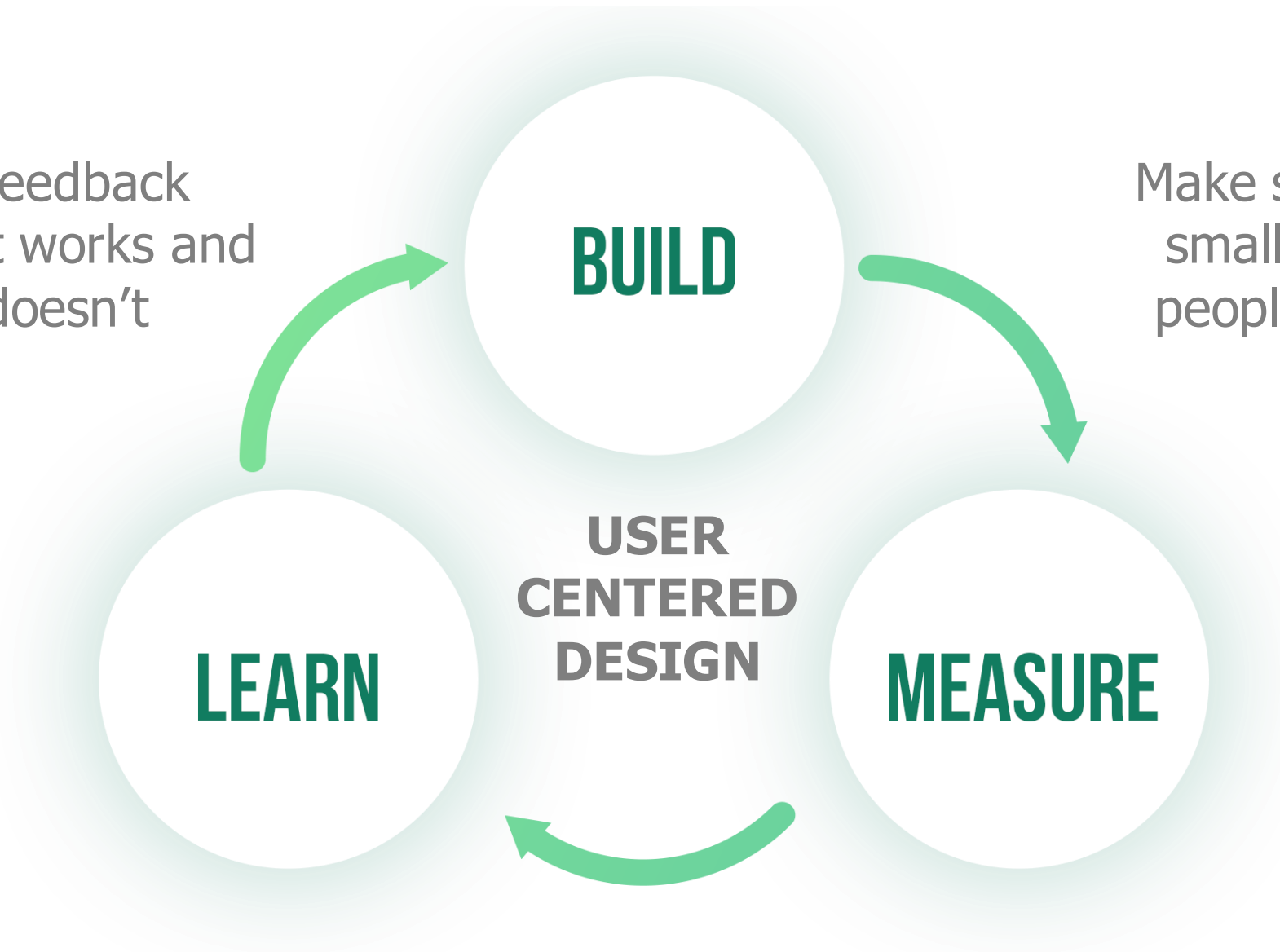
Make something
small to meet
people's needs

LEARN

**USER
CENTERED
DESIGN**

MEASURE

Observe people
using what you made



**THE WEBSITE IS THE
DIGITAL FRONT DOOR TO
YOUR CITY.**



THE CITY OF SYRACUSE



SERVICES

CITY HALL

LIVING

VISITING

DEPARTMENTS

I WANT TO

✓ I Want To...

==== Get Info =====

Pay Judgments

Pay Water Bills

Pay Taxes

Pay Parking Tickets

Buy Property

Empire Zone

Empowerment Zone

Historic Properties

Neighborhood Watch

Challenge Asmt

File a Complaint

Dog Control

Building Permit

Skating Info

Codes

Pothole

Blue Bin

Tall Grass

Trash Pickup

Assessment

My

Mar

Dog

Ass

Flood

====

Economic Dev

Mayor's Office

Common Councilor

Codes

Assessment

Public Works

Adobe Flash Player is no longer supported

Our City News



News Alert:

- **COVID-19** | Learn about the City's response to the coronavirus (COVID-19)
- **Reminder** | On-Demand viewing of Recorded Public Meetings at www.youtube.com/cityofsyracuse
- **Reminder** | Need to view a Council or Public Meeting live? Visit http://www.syr.gov.net/Public_Meetings.aspx (Click the meeting on the city calendar to see the WebEx information)

Mayor Walsh Announces Road Reconstruction Project on East Seneca Turnpike ◀

Mayor Walsh Appoints Surveillance Technology Work Group ◀

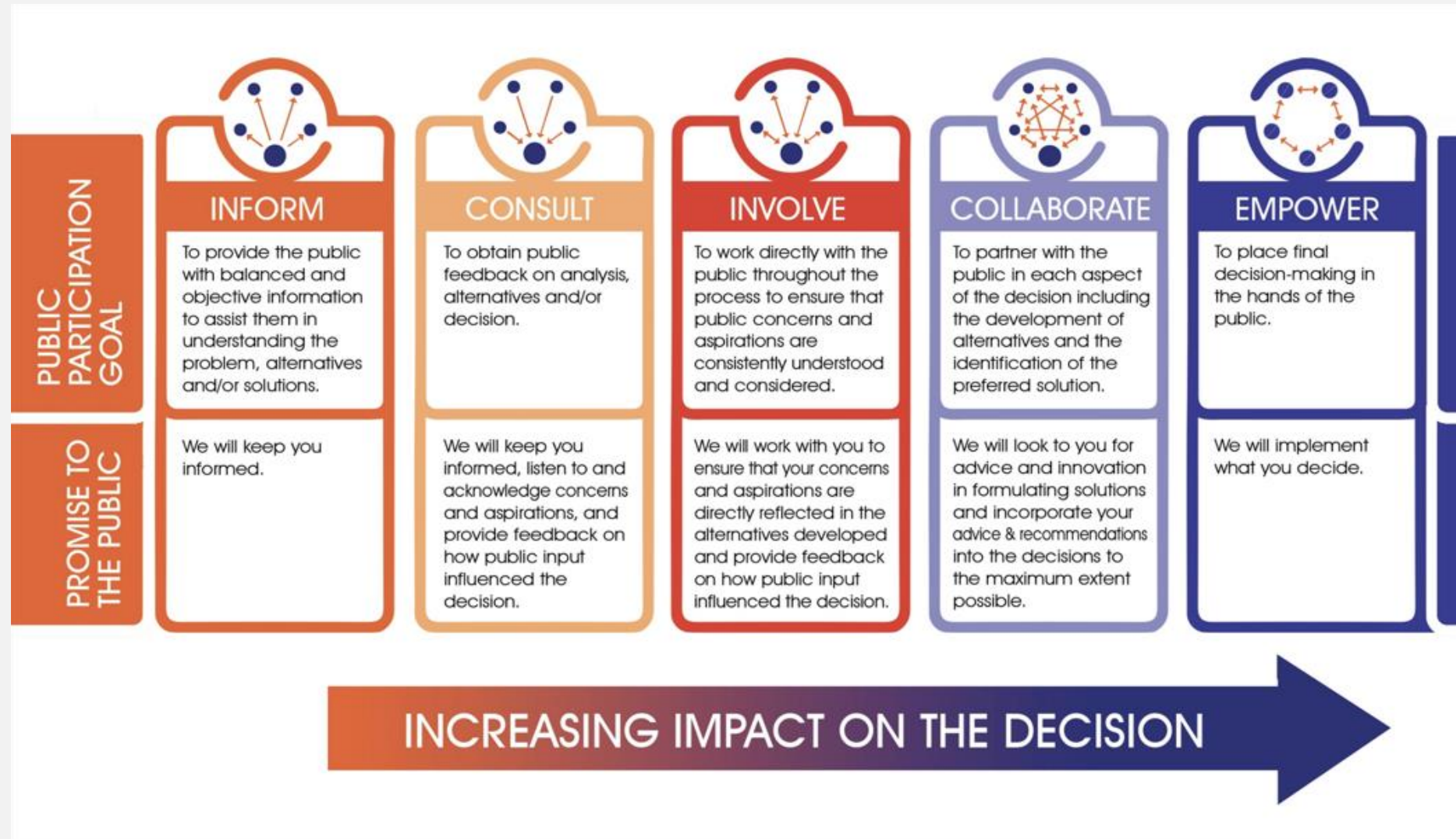
Syracuse DPW to Close 200 Block of West Water Street for Sewer Repair ◀

Help Wanted: Mayor Walsh and County Executive McMahon Ask Employers to Join City-County Summer Youth Employment Program ◀

Read more news on ourcity.syr.gov.net

Original website

HOW THE CITY OF SYRACUSE PRIORITIZED THE RESIDENTS' NEEDS



Service Oriented vs.
Design Oriented

- Different RFP focus
- Moving from Marketing to Engagement

How do we work together in a shared space to optimize service and engagement?



Collaboration Support

Journey Map > Process Map > Process Improvement

Supporting Digital Transformation



USER NEED

*A well-defined statement of what
your service or program empowers
people to do*

IDENTIFY USER NEED

As a: [type of user]

Who is this for?

I need to: [task/action]

What will help this person reach their goal?

So that I can: [goal]

As a:

Car owner in Grand Rapids

I need to:

get reimbursed for damage to my car

So that I can:

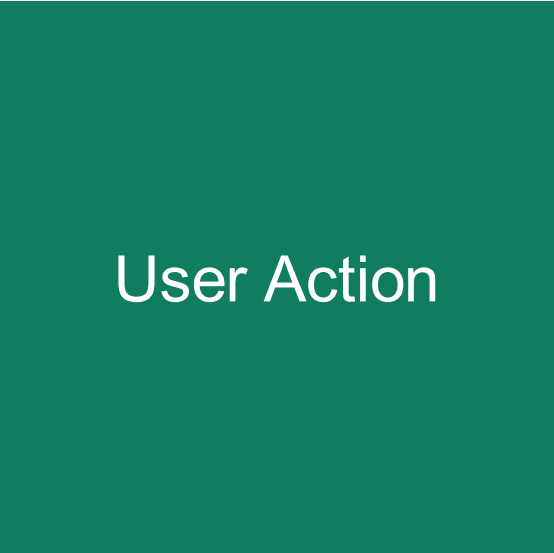
get my car fixed affordably so I can get to my job and take my kids to school safely

JOURNEY OR PROCESS MAP

*A process map is a visual or graphic interpretation of the overall **story from an individual's perspective** of their experience of a service.*

JOURNEY MAPPING A CURRENT PROCESS

Submitting for Pothole Reimbursement



User Action



Government
Action



Pain Point

JOURNEY MAPPING A CURRENT PROCESS

Submitting for Pothole Reimbursement

Government Action

User Action

Car is damaged
by driving over
a pothole in GR

Search online

Download,
Complete
and walk in
or mail form

Receive form in
Sanitation Dept

Was
Pothole known to
the County for
30 days?

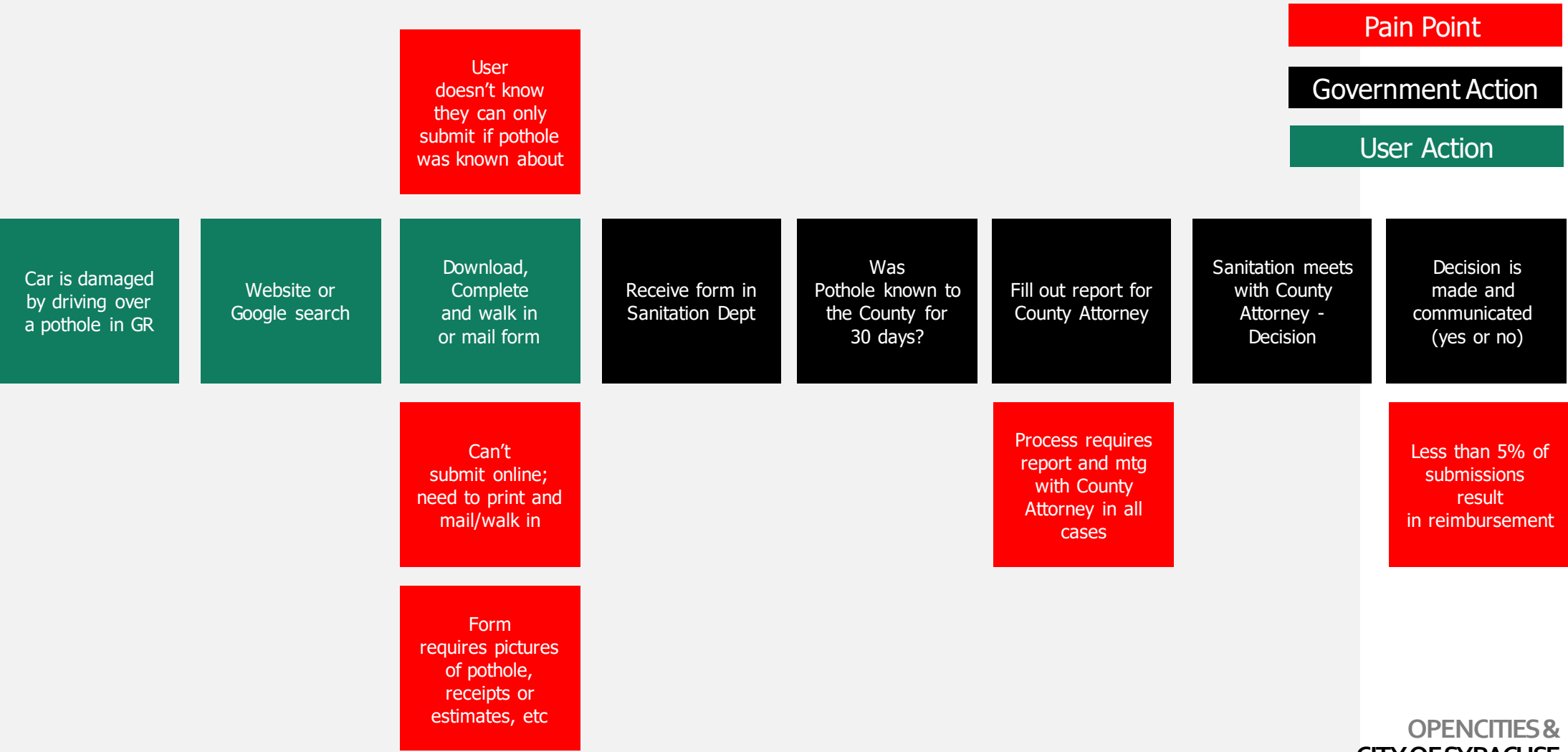
Fill out report for
County Attorney

Sanitation meets
with County
Attorney -
Decision

Decision is
made and
communicated
(yes or no)

JOURNEY MAPPING A CURRENT PROCESS

Submitting for Pothole Reimbursement



Member of the Jackson County, Missouri Assessment Department presenting the Journey Map of her service, Recording Personal Property (for the payment of Personal Property Taxes).



MAP A CURRENT PROCESS

1

Map the process from start to finish (homepage to submission).

Do the online process with fresh eyes. Get it out of your head.

2

One person talk through each step as if you were the resident and staff, while the other person documents it in post-it notes (one color for user steps, another for gov steps).

3

When finished, discuss these questions:

- *What is, consistently, the hardest part of this service for the user?*
- *What questions are you asked the most by users?*
- *What is, consistently, the hardest part for staff?*
- *What life circumstances would make this service more or less difficult? Roughly, what percentage of users does that apply to?*

4

Do the hardest parts have to exist?

WHY DO WE DO THIS?

CULTIVATE EMPATHY:

To help you to better understand the context of users. Where has the user has come from and what they are trying to achieve? How is this about more than the obvious?

ANSWER THE RIGHT QUESTIONS/PROVIDE THE RIGHT HELP:

To provide the assistance needed from the user's perspective.

IDENTIFY GAPS BETWEEN GOVERNMENT AND USERS: A journey map gives us information. It identifies points in the customer experience that are disjointed or painful, and missing, redundant or painful steps for govt employees in the workflow.

THANK YOU!

We empower local governments to create better web,
intranet and online service experiences that last.

📱 *Opencities.com*

📱 *Openforms.com*