FUTURE STATE CUSTOMER JOURNEY MAPPING

EXAMPLES
EXAMPLE: Future State Journey Map

STAGES

DOING

CLIENT

- I'm able to support myself/family
- Seeking friends and family
- My health is fine
- I've been injured
- Unemployed
- Seeking medical treatment
- Seeking help for food
- Looking for a home
- Support in family
- Life transitions
- Using the internet to see what help is out there
- Discuss my problems with intermediaries, friends and family
- Using the internet to see what help is out there
- Call the Hub to make appointment or outreach service
- Filling out a form with all my details
- In-house counselling

FEELINGS

Unfulfilled

FEELINGS

Stressed

Content

Kowledge

Hopeful

Support

Un-supported

Receiving appointment notices

OUTCOMES

- Going to appointments
- Checking in with advocate
- Hub advocate follows up every 3-6 months
- Recommended to a friend in need
- Dropped in to stay healthy when it was needed

TOUCH POINTS

Financial advice

Information sharing

Internal change

Internal learning

Internal awareness

Out of pocket costs

Outreach

Social media

Video conference (e.g. Skype)

Source: Toowoomba Housing Hub project, HPW
EXAMPLE: Future State Journey Map

Housing & Homelessness
Future State Center Map

This map was created by Meld Studios in partnership with HUDIO on behalf of the Department of Housing and Public Works. The map gives a high-level overview of what should be made available within a physical housing center. It was created from concepts generated by housing staff and the project team. The map does not illustrate the literal layout of the center but instead is meant to convey an overall feeling for the space and what should be found within it.

Source: Housing and Homelessness project, HPW