

CUSTOMER JOURNEY MAP 6 THINKING HATS

New Media for the Third Sector

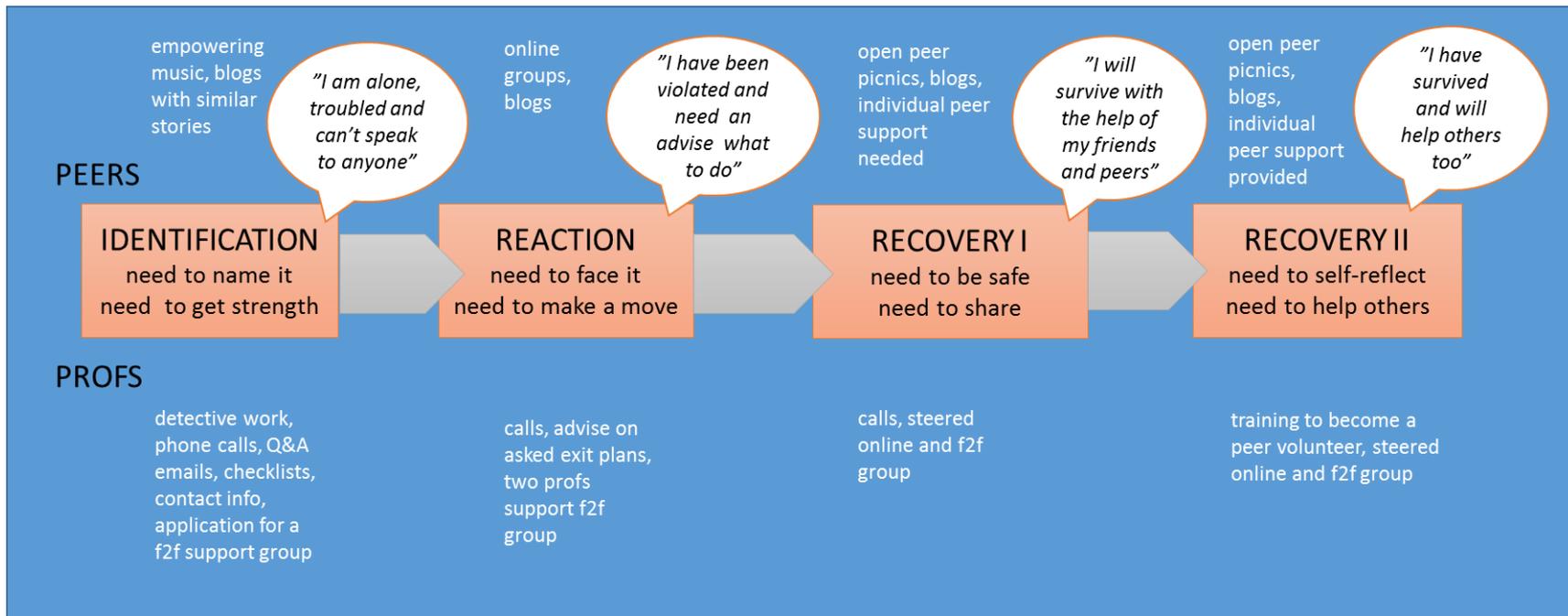
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1.

Recovery / Peer Support / Professional Support

WOUNDED WOMEN ENCOUNTERED AT WOMEN'S LINE

SUPPORT OF PEERS AND PROFESSIONALS IN THE PROCESS OF RECOVERY



Customer Journey Map

Path of Recovery Steered by Empowering Peer Blogs

	RECOGNITION	REACTION	RECOVERY I	RECOVERY II
NEEDS	name the problem get strength	face the problem, make a move	be safe, self-reflect, share	self-reflect, help others
EMOTIONS	lost, powerless, unsafe	scared, sad, in crisis	fragile, insecure, healing	feeling stronger, safe, recovered
ACTION	browsing web for general info, observing, reading blogs	getting concrete help and advise	starting a new life, going through traumas, writing blog	more self- projection, sharing experiences, helping others
TOUCHPOINT	peer blogs to identify with	blogs of professionals	own blog as an online diary	own blog as an online diary
PEER SUPPORT	indirect	indirect and direct (mainly steered by professionals)	direct (both steered and non- steered)	direct (non-steered among peers), as volunteer steered by Women's Line

6 Thinking Hats

"Me in Mosaic" - Collage of Brave Women's Blogs

Blue: Women's Line would benefit a lot from a strong peer community. Currently, it is not quite visible and the possibility to organize steered peer groups is rather limited.

The community building could be enhanced by collecting stories and online diaries into an interactive art piece called "Me in Mosaic".

Yellow: The growing peer community would give strength for the struggled women by showing that they are not alone. There are many pairs of eyes and ears for them and for their story. Towards the end of the journey, they themselves can become the supportive and carrying counterpart.

The peer support would change its character along the way, adapting to the different phases of the journey of recovery. At the beginning, the support would be indirect and passive. Troubled women who cannot yet see their situation clearly and have it difficult to distance themselves from it, could get indirect but important peer support by reading survival stories of other wounded women.

"Me in Mosaic", which would be realized as an interactive collage at Women's Line web site. The colour-codes of individual pieces of mosaic would refer to the different state of recovery: the palette could for instance follow a path from dark purple (recognition), to red/orange (reaction) and further to blue (early recovery) and green (late recovery). One could follow stories just by following the colours. She herself can also become a shiny, blinking piece of mosaic when sending the story to Women's Line.

Green: When a woman enters the phase of "making a move", any analytical advice is of high value. Even though the peer support is valuable throughout the journey, professional support might be even more beneficial here. Blogs written by the professionals of Women's Line would partly serve as a reference point similar to FAQ. This might also diminish the amount of incoming emails and lighten the workload.

Currently, in the existing Q&A site, women are encouraged to ask for advice and to share their stories. Is there already a plan, how to use the stories? If dozens of stories would go public, it would ideally serve the purpose of a visible community building.

Black: With regards to the implementation of the "Me in Mosaic", there are hindrances related to the resources needed. The making of an interactive graphic design may be quite costly and requires regular updating.

There are also concerns related to the privacy of bloggers as well as to the integrity of their texts. Interaction refers here to the zooming to specific blogs, but not to any sort of public commenting.

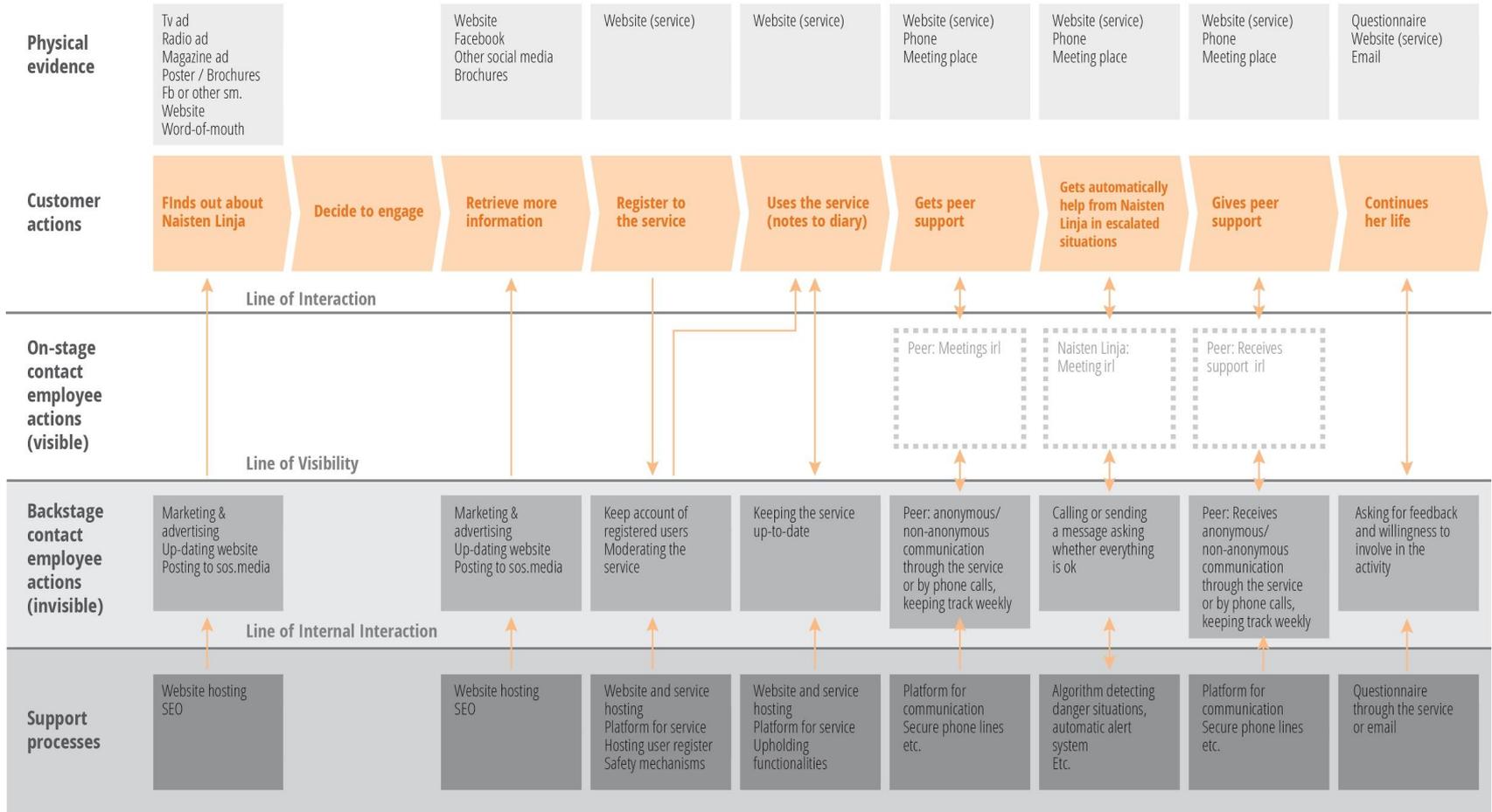
White: When public commenting is not allowed, the site cannot be placed in Facebook, but most probably at the web site. Anyhow, the usage of the collage as a starting point for further peer grouping, would have to be organized cautiously and under the authorization of Women's Line.

Red: Despite of the constraints presented, the making of the collage "Me in Mosaic" out of the numerous shiny, broken pieces is a very powerful metaphor. Together the broken pieces shall become one again.

2.

Identification of the Problem

Service Blueprint | EMOTIONAL DIARY



6 Thinking Hats | EMOTIONAL DIARY

- **Yellow:** Offers self support and external support and works as a self reflection tool
- **Yellow:** Enables long term monitoring, produces survey data and collects feedback
- **Black:** Requires quite a lot money and work to build this kind of extra service to the Naisten Linja website
- **Black:** Safety is a big issue
- **Black:** How to create an alert algorithm, or feedback etc sections to the service
- **Red:** Idea has huge potential → already self monitoring and following one's own progress are very empowering, preventive work is important
- **Red:** Visuals are an engaging way to deal with severe issues, faster & easy to use
- **White:** Is computer as a media to maintain a diary impossible for the target group?
- **White:** Do different target groups (phases of recovery) need different content to the service, if yes, what kind of and how do they differ from each other?
- **Green:** Features can be cut down → do only the self support & problem recognition with a diary that is not shared with others or followed by an algorithm
- **Green:** Plan safety of the service with an IT specialist
- **Green:** Do user research regarding the needs of different user groups

2.

Identification of the Problem

Customer Journey Map | PLAN B

SURVEY

to investigate the situation and what is needed to escape.

QUESTIONS

based on the survey to help planning right things.

INSTRUCTIONS

for needed practical arrangements.

BECOME AWARE

INVESTIGATE

PLAN

ORGANIZE

BE PREPARED

"I think this is not going to end happily. I need the plan B, just in case..."

"I do not even know what to plan."

"Where is the nearest shelter? How to get there? What if I go to my sister's place?"

"How do I open a bank account? Where to put the escape bag?"

"I am ready! If I decide to leave I know exactly what to do!"

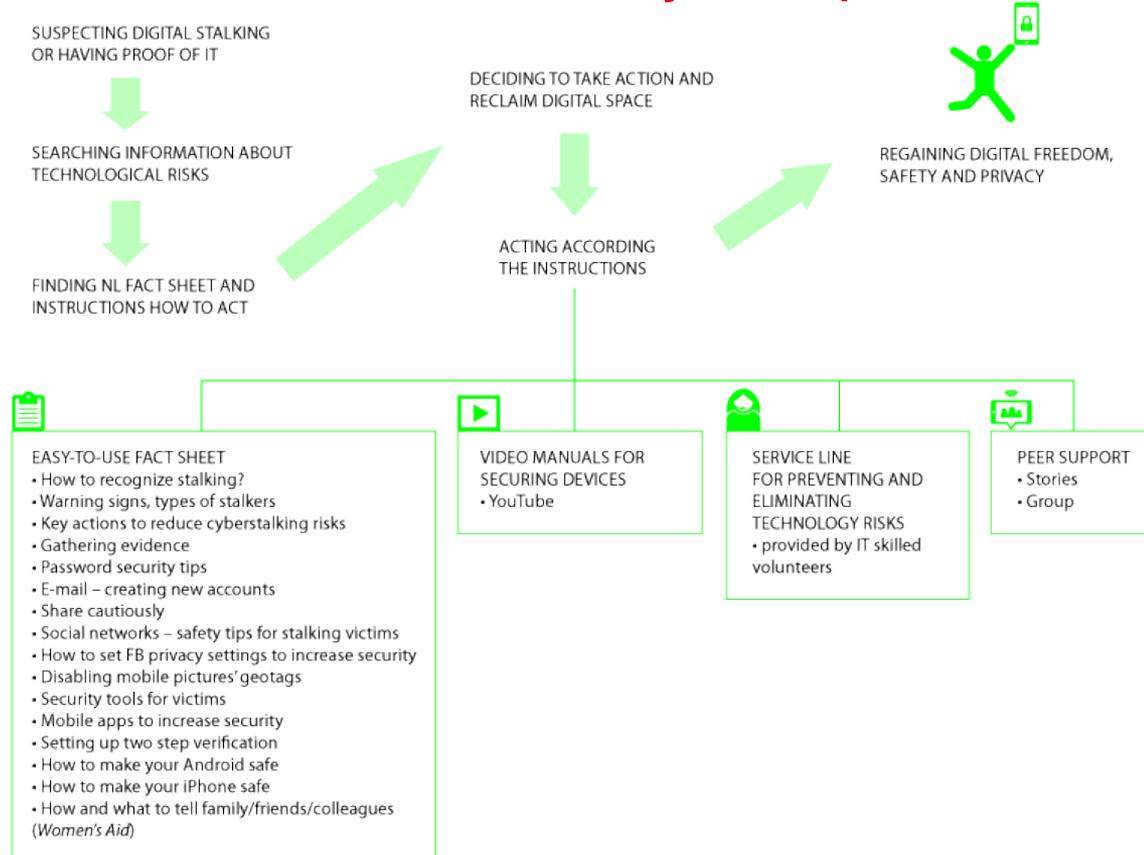
6 Thinking Hats

- “Well planned is half-done.” (Yellow hat)
- The database and a lot of coding are needed for implementing the service. (Black hat)
- I like it because it is practical and straight-forward. (Red hat)
- The concrete plan makes it easier to decide if the escaping is right solution or not. (White hat)
- It can be first published in written format and then add more automated parts one by one, in iterative way. (Green hat)
- Almost all of the materials already exists somewhere. The next step would be collecting and editing them. (Blue hat)

3.

Digital Stalking

Customer Journey Map



6 Thinking Hats

THE YELLOW HAT

- instructions will help the stalked women to regain their digital privacy and thus improve e.g. their possibilities to free communication
- written instructions and simple videos are low-cost and easy to produce
- the instructions need little maintenance and updating
- often stalking can be prevented by simple actions

THE RED HAT

- acquiring good instructions and managing to follow them successfully is highly empowering
- not managing to follow them increases the feeling of helplessness and insafety and may make finding further help hard
- male dominance on technology must be ruined

THE WHITE HAT

- cyberstalking is an increasing phenomenon and should be taken seriously
- unawareness of the risks may put stalked women in great danger

THE GREEN HAT

- a help desk at certain hours could provide immediate help for stalked women not capable of finding or following online instructions
- maybe stalking can be turned into a disadvantage for the stalker himself by gathering evidence against him and purposefully misleading him and thus gaining empowerment by turning his own weapons against him

THE BLACK HAT

- women suspicious of digital devices are perhaps less likely to search information online
- even the simplest instructions can be misunderstood
- even the simplest videos claim some resources, which NL may not have
- technology is traditionally considered as male-oriented area; women may have always been dependant on their husbands on this matter, which may cause reluctance to take action alone
- technologically advanced stalker may be difficult to predict or stop

THE BLUE HAT

- foreign sites have good instructions and may be used as useful benchmark
- excellent assistance and expertise can be found to put an end to cyberstalking; getting it in action only requires good communication channels

THANK YOU!