

Instrument 5: SIRF Customer Journey Mapping Workshop

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**Strengthening the Implementation of Responsible Fatherhood Programs (SIRF)**

**Semi-Structured Discussion Guide for Customer Journey Mapping Workshop**

*Thank you all for taking time to meet with the SIRF study team. The information we have learned has been invaluable to inform the SIRF study design and priorities, like the importance of focusing on referral partners or engagement strategies [edit examples based on discussions with site].*

*The main purpose of this meeting is to understand more about your program's process and to think collaboratively about the experience of a father as he engages with it. This will allow us to develop a clearer understanding of the challenges that fathers face to successfully complete your program and to develop a shared vision for how his experience may be improved through SIRF.*

*Please know that talking to us is completely voluntary, and you can choose not to answer any question you don't want to answer, or to leave the discussion entirely without any penalty. The discussion will last approximately 4 hours. If you complete only part of the discussion, we may use the information you shared before that point to better understand the program.*

*Any information you share will be kept private. I'll be taking some notes in order to keep track of what we discussed here today. They'll be stored securely. They will not be shared with anyone outside of the research team.*

*An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB # for this information collection is 0970-0356 and the expiration date is 6/30/2021.*

**Part I: Customer Journey Mapping** [Research team will pre-draft a template using the program process touchpoints submitted by the site team]

*Overarching questions for each touchpoint [Site team made up of program staff to consider the father persona they created for each question]:*

- a. What are the additional touchpoints that the program's father persona's experiences as he engages with the program?
  - a. What is the associated timeframe when the program's father persona is experiencing each touchpoint?

[Research team will use this question to expand on the pre-drafted template and create a full list of touchpoints that will be used for the rest of the questions]

- b. What thoughts will the program's father persona have during each touchpoint?
- c. What feelings will the program's father persona have during each touchpoint?

- d. What actions do the program staff take related to each touchpoint?
  - a. What actions do the program staff take related to SIRF’s area of focus? [This can include identifying and meeting fathers’ needs; fostering peer support and networks; developing staff capacity; delivering flexible services; or recruiting fathers]

## **Part II: Ranking**

### *Overarching questions:*

- a. For each step in the process, what is the quality of the experience for the program’s father persona? [Participants will vote using a “red/bad experience,” “yellow/some challenges,” or “green/good experience” framework and have a discussion about steps where fathers are experiencing challenges that may be good focus areas for SIRF.]
- b. Which “red/bad experience” pain points should be the focus of the SIRF intervention? [Participants will have a discussion and vote on the point in the process that they want to focus on. Participants will factor in guidance from the SIRF team about SIRF priorities.]

## **Part III: Vision Statement**

### *Overarching question:*

- a. How does your program want to change the experience of fathers at the pain point that could be the focus of the SIRF intervention?
  - a. How would you share that in a succinct vision statement?

NOTE: The Paperwork Reduction Act Statement: This collection of information is voluntary and will be used to gather preliminary information about the fatherhood field and explore with fatherhood programs the research questions that are of interest and the design options that are feasible. Public reporting burden for this collection of information is estimated to average 240 minutes per response, including the time for reviewing instructions, gathering and maintaining the data needed, and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number and expiration date for this information collection is: 0970 – 0356. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Katie Pahigiannis; Katie.Pahigiannis@acf.hhs.gov, and Kriti Jain; Kriti.Jain@acf.hhs.gov; Attn: OMB-PRA (0970-0356).