

Appendix F: Agenda for Customer Journey Mapping Introductory Webinar

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

**Agenda for Customer Journey Mapping Introductory Webinar**

**Customer Journey Mapping Webinar**

**60 minutes**

- 1. Purpose of Customer Journey Mapping**
- 2. Overview of the mapping process**
- 3. How to complete the Customer Journey Mapping pre-work**
  - a. How to assemble a team for Customer Journey Mapping
  - b. How to draft a problem statement
  - c. How to create a father persona
  - d. How to document your program's touchpoints
- 4. Next steps**
  - a. Timeline for completing pre-work and Customer Journey Mapping

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 60 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 for this information collection is 0970 – 0356 and the expiration date is 6/30/2021. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Charles Michalopoulos; [Charles.Michalopoulos@mdrc.org](mailto:Charles.Michalopoulos@mdrc.org), and Dina Israel; [Dina.Israel@mdrc.org](mailto:Dina.Israel@mdrc.org); Attn: OMB-PRA (0970-0356).