Strengthening the Implementation of Responsible Fatherhood Programs (SIRF)

Customer Journey Mapping Pre-Work with [insert program name]

1. Draft a Problem Statement   30 minutes

A problem statement is a tool to define the challenge that the program will address during SIRF. A useful problem statement is a one or two sentence statement that is:

- **Important**. The problem statement should highlight a SIRF-relevant challenge that, if fixed addressed, will get the program closer to reaching its goals. It should be worth solving to the program (instead of spending time on something else).
- **Doable**. The problem statement should be solvable within the context of the SIRF engagement. The problem and potential solution are within the span of control of the program's team to reasonably complete during the SIRF project period.
- **Neutral**. The problem statement should not make assumptions about the cause of the challenge. It should just include facts.
- **Specific**. The problem statement should be specific enough to lend itself to further, targeted exploration.
- **Measurable**. The problem statement should include a measure that can be used as a benchmark to know whether the challenge the program is facing got better after introducing a solution.

Draft a problem statement for your organization by following these steps:

a. Choose among the pre-drafted, neutral problem statements that will be provided to you related to recruitment, engagement, and retention of fathers. Choose the one that is most important and doable for your organization.
b. Refine the problem statement to tailor it to your program using specific and measurable information.

2. Create a Persona   90 minutes

A persona is an imagined profile for a "typical" father who participates in a program. The persona will be used understand fathers' experiences with

the program more deeply during customer journey mapping.

<u>Create a persona for a typical participant in your program by specifying the following characteristics</u>

    a. Basics (e.g. age, race)
    b. Children (e.g. number, age)
    c. Support System (e.g. who is in it)
    d. Program Participation (e.g. motivation for participation)
    e. Work and Education (e.g. work hours)
    f. Finances (e.g. source of income)
    g. Background (e.g. criminal history)
    h. Transportation (e.g. how he gets to the program)
    i. Housing and Technology (e.g. number of people in the home)
    j. Challenges (e.g. challenges to achieving goals)

3. Document Program Touchpoints   **75 minutes**

Touchpoints are the moments when the fathers engage with the program. The touchpoints will be reviewed and expanded on during customer journey mapping.

<u>Document your program touchpoints by following these steps:</u>

    a. Identify the stages of the program that relate to the problem statement
    b. Document the touchpoints of the program in those stages. Provide as much detail as you can, making sure to include all the key steps and any additional steps that are relevant.