

# SDCoP Elevate Workshop



**CoLab.**  
Complexity | Collaboration | Co-design | Co-creation

May 15, 2019 | Alberta CoLab | [colab.alberta.ca](http://colab.alberta.ca)  
Systemic Design Community of Practice (SDCoP)

# Systemic Design CoP

## Our Aspirations:

- ❑ **Build** the field of practice around systemic design and social innovation approaches in the GoA.
- ❑ **Catalyze** and **inspire** new ways of working on old problems.
- ❑ **Provide** a safe space for GoA staff to learn from each other, with each other.

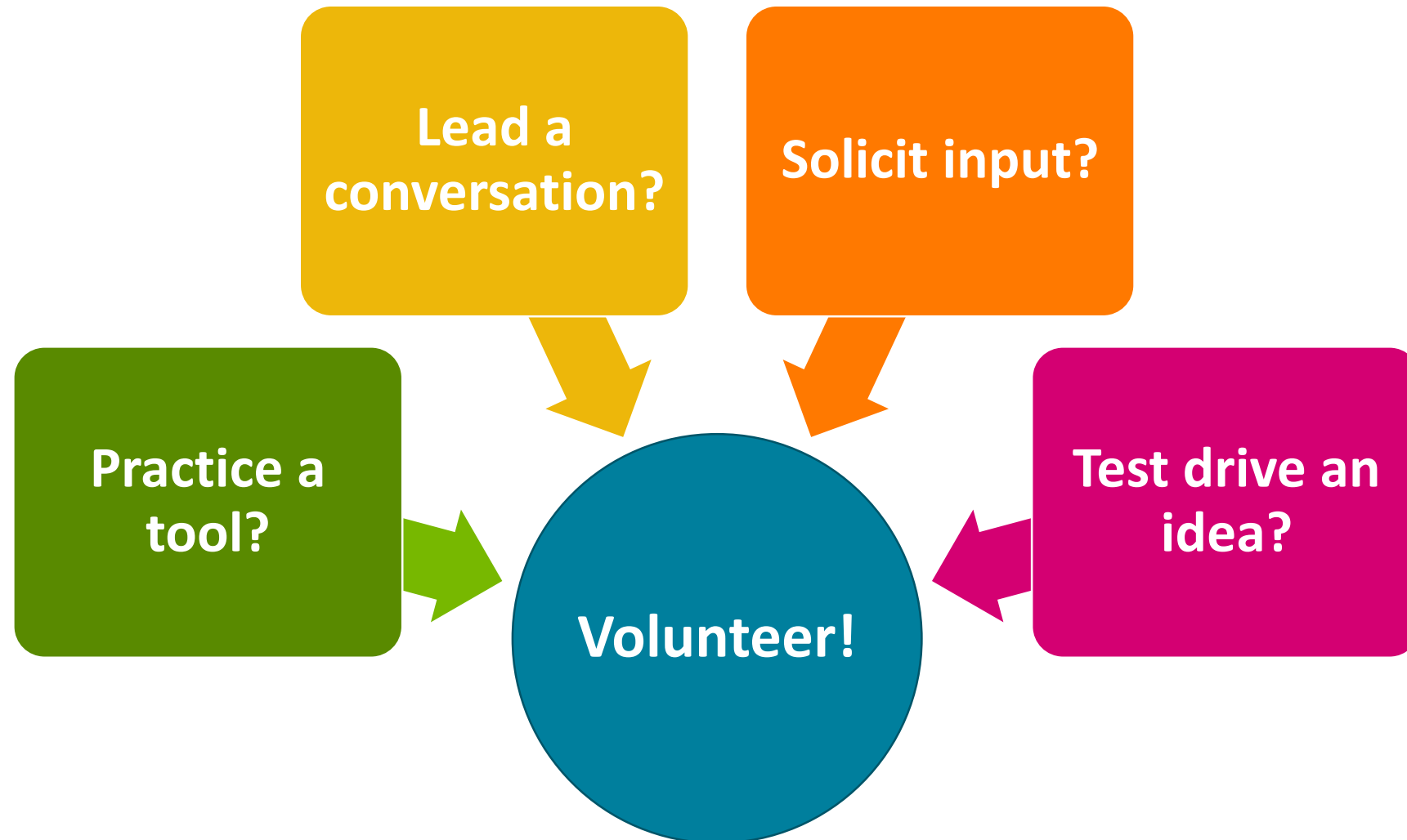
## We do this by:

- ❑ **Designing** sessions with a mix of theory and learning by practicing.
- ❑ Being **open** and willing to **share** our experiences with others.
- ❑ Having **fun** – we take our work seriously, not ourselves.

# Elevate Workshops



# Become an Activity Lead



# Activity Lead

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# User Journey Mapping

Parents seeking help for teens with emerging mental health issues

Giri Puligandla

May 15, 2019

# Overview

- ▶ Introductions
- ▶ Purpose - Why am I doing this?
- ▶ User Journey Maps
- ▶ Context - Some background
- ▶ Method - Quick guide to user journey mapping
- ▶ **Let's Try It!**
- ▶ Reflect - What did we learn?

# Introductions

- What's your name?
- Where do you work?
- What made you decide to come to this?



# Purpose - Why am I doing this?

- Deep interest in mental health
- Get some practice
- Test my assumptions
- Meet some good people

# User Journey Maps - Why?

*Understand the user's point of view so you can make their experience better.*

- Put your self in their shoes - thoughts, emotions
- Focus on the touchpoints - steps the user takes
- Walk through your service - pain points, bright spots
- Fix problems, build successes - prototype changes

# Context - Users

*1 in 5 Canadians will experience an addiction and mental health issue.*

- Most issues emerge between ages 15 and 24.
- Women have higher rates of mood & anxiety disorders.
- Men have higher rates of addiction.

# Context - Service Systems

*Recovery is likely if the right supports are provided at the right time.*

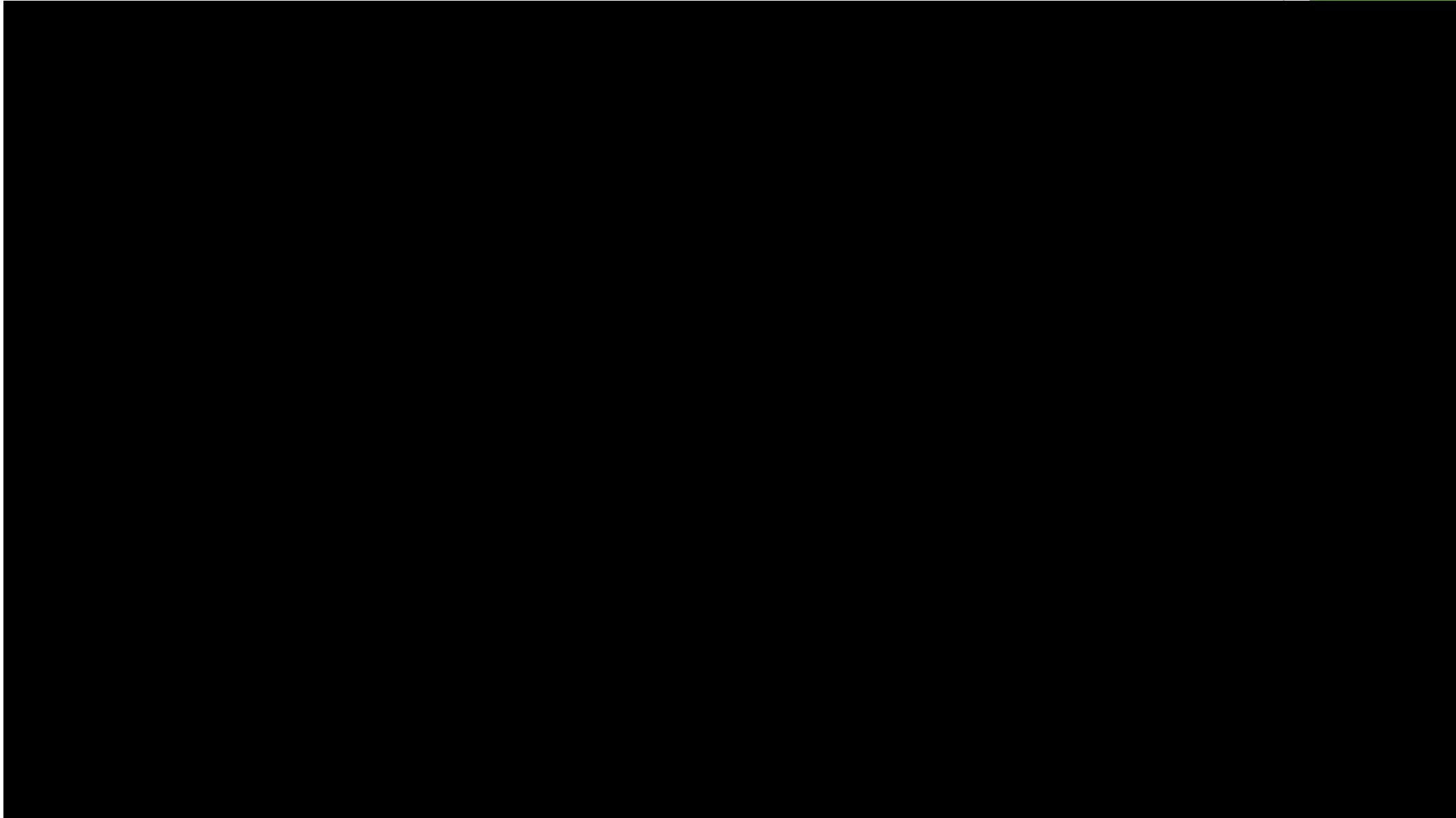
- **60% don't seek help.**
  - Stigma often prevents people from seeking help.
- **~50% of those who seek help have unmet needs.**
  - Service systems are confusing and hard to access.
- Recovery requires supportive environments.

# Context - Where do people first seek help?

- Family and Friends
- Co-workers
- Internet
- Schools
- Community
- Clergy
- Family Doctor
- Emergency Departments

# Context - Parent Experience

BC Children's Hospital - Kelty Mental Health Resource Centre <https://www.youtube.com/watch?v=iO5QynPcuPk&feature=youtu.be>



# Context - Parent Experience

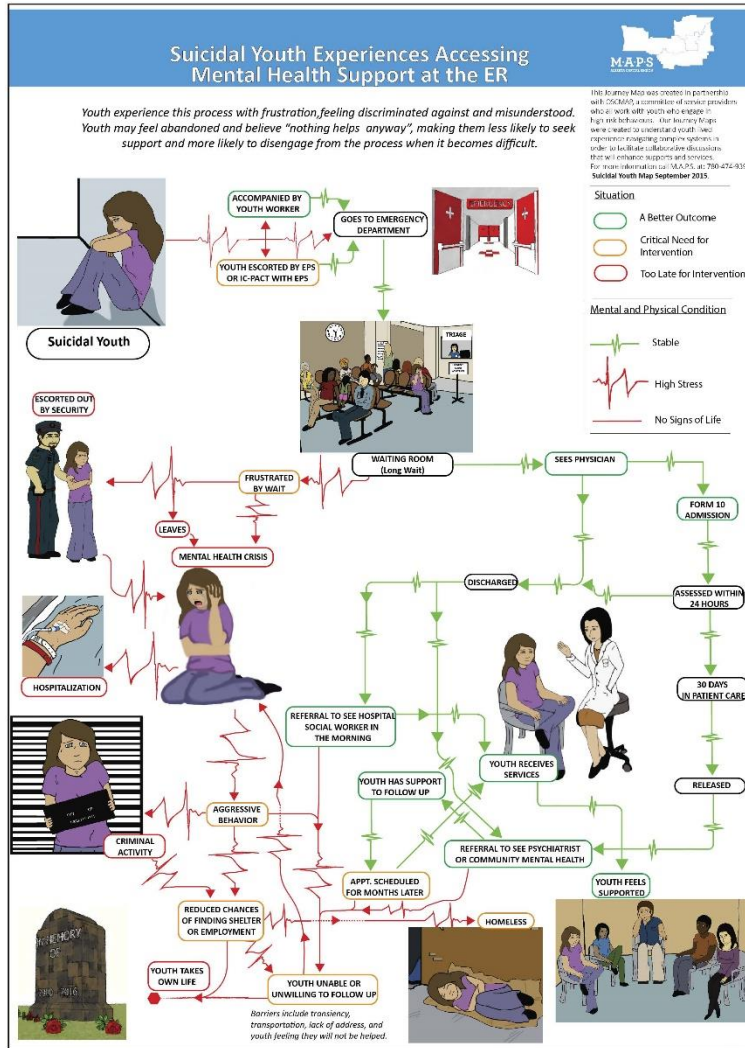
*“I can't imagine sending my daughter [for psychiatric care].” There was still a little bit of a stigma there for myself...what would my family think, what would my friends think, what would my community think... (“Zoe”)*

*So they [school staff] try to help to the best of their abilities but there's this lack of understanding, education and knowledge. And it's so complex from one person to the next on how it affects people... (“Alice”)*

*I did feel slightly pushed around by the system as well. I think that to leave me dangling with no real direction...except “Oh you can keep coming back [to emergency department],” is not very helpful. (“Beth”)*

*[Psychologist] was...very hurtful in that a burden of guilt was placed on us, right off the bat. “This is something you did to your child; you've given your child this problem.” ...that's devastating. (“Tanya”)*

# Context - Parent/Patient Journeys

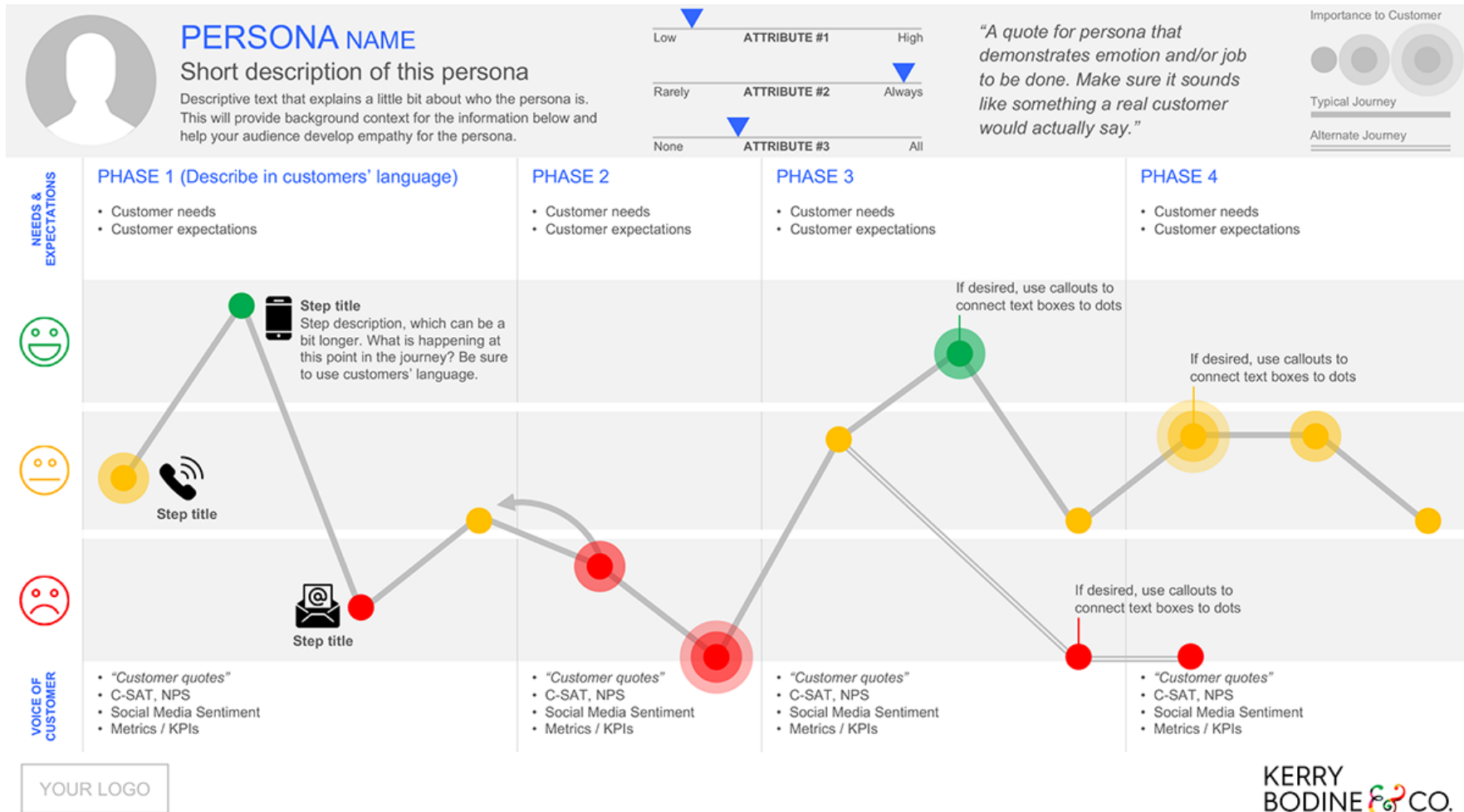




# User Journey Mapping - Proper Way

- Define your goals and scope.
- Research, collect data to develop personas.
- Define your channels and timelines.
- Brainstorm and plot your touchpoints.
- Identify “bright spots” and “pain points”.
- Validate the journey map with real people.
- Make it look really pretty and compelling.
- Prioritize touchpoints to fix and prototype.

# User Journey Mapping - Proper Way



# User Journey Mapping - Quick & Dirty

- Describe the user.
- Define what part of the journey to map.
- Arrange the steps in chronological order.
- Empathize with the user.
- Identify the “bright spots” and “pain points”.
- Reflect on the journey map.

# Let's Try It!

## *Scenario:*

You are the parent of a teenage child. You have started noticing changes in behaviour that are making you worried that this may not be normal. You saw a video on mental health services for youth but you are scared you are overreacting, someone will blame you, or people will treat you or your child differently. Above all else, you want to make sure your child gets help if s/he needs it.

# Let's Try It!

*15 Minutes - Define the Scope*

*20 Minutes - Map the Journey*

*15 Minutes - Identify the Bright Spots/Pain Points.*

*20 Minutes - Report Back*

*10 Minutes - Reflect*

# Let's Try It!

## *15 Minutes - Define the Scope*

- **10 min: Profile**
  - Draw and briefly describe the parent and teen.
  - Note the parent's thoughts, feelings, and motivations.
- **5 min: Timeline**
  - Write/place your starting and end points on the board.
    - Starting point is what triggers the journey.
    - End points can be good or bad (realistic).

# Let's Try It!

## *20 Minutes - Map the Journey*

- **5 min: Channel**
  - Think about the “route” the parent would take.
- **10 min: Brainstorm**
  - Discuss and write steps on sticky notes (pick 5-10).
- **5 min: Plot**
  - Arrange the steps between your start/end points.

# Let's Try It!

*Remember: most parents are not experts and never thought about this situation before.*

- Key Considerations:
  - What would you do first for a sensitive problem?
  - Do next steps change if a step goes well or badly?
  - Would a parent's journey be linear or complex?

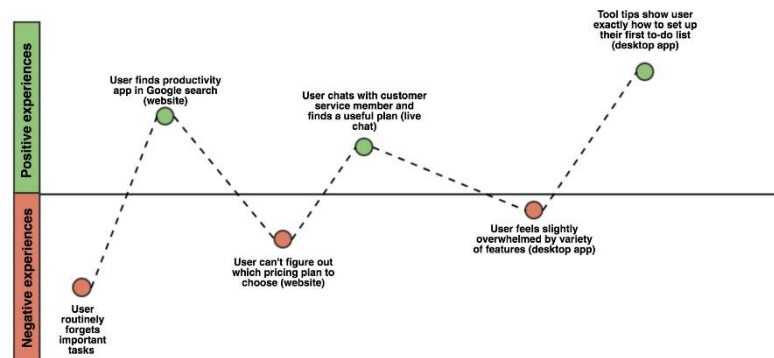


# Let's Try It!

*15 Minutes - Identify the Bright Spots/Pain Points.*

## ■ Empathize

- Under each step, write what the parent is thinking and feeling and use a symbol to illustrate it (e.g. 😊 😞 😐)
- Move sticky notes up or down to show the emotional journey.



# Let's Try It!

*20 Minutes - Report Back*

# Reflect - What did we learn?

- What did you focus on?
- How did your own experiences shape it?
- What pain points or bright spots stood out for you?

***Thank You!***