PERSONA REPRESENTED: **TINA DEMPSEY** MAIN GOAL OF THIS PARTICULAR JOURNEY: **TO PAY/DISPUTE A FINE SHE RECEIVED FROM THE CITY**

STAGES

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7
Receiving Information	Research	Learn	Wait	Follow Up	Advocate	Completion

INTERACTION TOUCHPOINTS

Touchpoint

- Receives violation/fine stuck on her gate
- Goes to her local gov. website to dispute the violation
- She has trouble navigating the home screen
- She finally finds the category to pay violations/ fees
- She is confused by the language on the page
- She sees a phone number listed so she decides to call instead
- There is a long wait time on the phone
- Finally someone answers
- The man she speaks to says she has to fill out paperwork
- He says she can do it online but he's not sure where it is
- She looks through the website but can't find the correct paperwork
- She decides to go down to city hall to fill it out in person
- City hall has specific hours and it is not open when she gets off of work
- She takes a day off of work & arrives at City Hall
- There is a long line to speak to someone
- She finally talks to a real person
- The woman tells her she could have filed her dispute online
- The woman gives her a brief tutorial
- She fills out the paperwork, and gets in, yet another, line to finally submit the paperwork
- Her dispute is filed but she feels exhausted by all the red tape

THINKING

- Tina is **wondering** why she hasn't received her mail in a few days.
- Then she sees the violation notice stuck to the fence of her property and **realizes** this may be the reason she has not received her mail.

- Tina is **confused** about how to navigate the website so she can pay her fine.
- She **wants to resolve the issue** as quickly as possible.

- Tina **hopes that she may speak with someone that can help** by calling the number listed on the website.

- Tina is **wondering why** she can't complete this task online even with the assistance of a representative over the phone.

- Tina is **hoping and praying** that she gets her issue resolved today because she took a day off of work and can't afford to take another day off for this.

- Tina **wishes** the woman she is currently speaking to picked up the phone the day she called because she could've saved her the trip to City Hall.

- Tina is **tired**.
- **She hopes she never has to deal with the city again**.

FEELING

- Tina is **surprised**. She wasn't aware that the mail person had any issue with delivering her mail because they felt her porch was unsafe.
- She is **annoyed** that she was not made aware of the issue before they completely stopped delivering her mail.

- Tina feels **overwhelmed** navigating the website.
- She is becoming **frustrated** because she doesn't understand how to pay the fine online.

- Tina is feeling **frustrated**. She is unable to find the proper paperwork online.
- She becomes **worried** that this situation is going to require her to go in person to the government office.

- Tina is feeling **frustrated** because she can't get this issue resolved.
- She is slowly **becoming upset** and knows that she is going to have to visit the office in person.

- Tina is feeling **stressed**. She has so much work to do and has taken a day off of work to handle this situation.
- She is also **worried** her boss will feel like she is not the greatest employee because she is really needed in the office today.

- Tina is **happy** that she has finally found someone to help her.
- Tina is also **irritated** that all of the employees do not have equal capability to help customers. All employees should have consistent web training.

- Tina is **exhausted** and just wants to go home.
- Tina feels like everytime she has to deal with any government office it is **confusing, complicated, and a time suck**.

OPPORTUNITIES

- **The government should have reached out to Christina personally to alert her of the violation.**

- **The website should be straightfoward and easy to navigate.**

- **There should be a call back option so she doesn't have to wait on the phone until someone picks up.**
- **The man on the phone should know how to navigate the website to help her find the appropriate paperwork.**

- **Her government website should have a well identified area for all paperwork to be downloaded.**

- **City Hall should have the proper paperwork online.**
- **There should be a 24 hour drop off box for citizens during off-service hours.**

- **The government should have employees that are trained equally to respond to questions in-person or over the phone.**
- **The government should have an online chatbox to assist with these type of questions.**

- **The government should have a feedback option so people can describe ways the process could be improved.**
- **There should be downloadable documents to fill out electronically.**
- **Visits to government offices should not be necessary to solve simple problems.**