

Service Blueprint Presentation to the NAC

research
support
services inc.

Discussant Notes

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Service Blueprinting or Journey Mapping

- Customer journey mapping and service blueprinting are two complementary methods that can help us see both sides of services: from the provider side (Census in this case) and the customer side (the US population)
 - Examining the R experience is not something new at Census. For instance, usability testing of both paper and electronic forms started years ago.
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Inclusion of Respondent Experience

- Making the R experience a central part of design is crucial to identifying processes or approaches that require change
 - Question: Who were the 40+ participants?
 - Possible Challenges:
 - Need to include non participants in respondent research: their pain points could be so serious as to deter participation altogether
 - Concerns in immigrant communities about Census 2020
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Thoughts for Discussion

- Focus should be on pre-Census completion pain points
 - For the NAC, “pain points” of highest interest would be focused on the hard to count rather than on mainstream America
 - Is November 2018 *not* too late for NAC input that can actually lead to mitigation or solutioning of areas of concern?
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Restating Census' Presenter's Goal

Potential areas for NAC to contribute:

- Review the blueprint and provide feedback on content
 - Brainstorm additional pain points on behalf of the respondents you represent
 - Identify areas to contribute to mitigation and/or solutioning
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