Eastern Regional Coordinators

Understanding Complex Support Needs of Clients in the Eastern Metropolitan Region

September 2023

CLIENT JOURNEY MAPPING PROJECT

OBJECTIVES

The 'Understanding Complex Support Needs' project aimed to learn about the experiences of clients in the Eastern Metropolitan Region seeking support across a range of sectors. Through interviews and workshops with service providers and people with experience of using services, the project mapped the service journey of three personas: Joe, Maddison and Neveah who are a related and estranged family group.

Personas are artificial client profiles that are believable and are developed to represent a client cohort. While not reflecting all clients or addressing all diversities, they provide a starting point for better understanding the needs of clients engaging with support systems.

EXAMPLES OF HOW THE MAPS HAVE BEEN USED:

- In training with new practitioners at the Orange Door
- At a Collaborative Practice Network workshop to enhance collaboration and service delivery for our mutual clients.
- In a multi sector Community of Practice with a focus on collaborative practice.

LEARNINGS

The project report presents visual journey maps for each persona representing how project participants understood that their journey would unfold. Differences in service provider and lived experience perspectives are explored, along with themes identified and opportunities for service system improvement outlined. A service provider checklist is also included.

The results provide an evidence-based storytelling tool for various support service providers, their staff and partners across Inner and Outer Eastern Melbourne.

HOW YOU CAN USE THE RESOURCES

Client Journey Maps:

- To educate teams regarding the client experience of navigating and engaging with supports.
- To reflect on the various stages of client engagement with services and what matters to them.
- To identify risks and opportunities to prevent harm.
- To enable cross sector safe and quality care discussions.
- To promote a coordinated service response.

Personas:

- When real client feedback is not possible, to bring the client experience to life.
- For staff capability building.
- To support service design.
- For strategic planning.
- To develop appropriate communications for clients.

* These lists are not exhaustive, and other creative applications should be considered.

For further information about the Complex Needs personas and associated journey mapping please visit the ERC webpage or QR code above.

We welcome feedback regarding your experience of the personas, journey maps and service checklist.

Please email the Eastern Regional Coordinators via the group coordinator - Christine Robinson at christine.robinson.rfvp@fvree.org.au