

Journey Mapping Activity Process Findings

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Finding 1: You participated!



Finding 2: You had many insights to share about bright spots, pain points, and potential solutions

WIC Discovery



Client Perspective

- Tired
- how long will it take
- Is it worth being here
- Anxious

explain what
to expect
prior to visit

embarrassed
to ask for
help

Don't know
where to
start

Finding 3: You had less to say about what is holding clients/ staff/ and stakeholders back from making change

Before Shopping Begins

Plan for Grocery Trip



As a WIC staff member or other WIC stakeholder...

What are you thinking, feeling, and/or doing at this point in the WIC process?

This looks easy to mess up, I hope I don't have to say B
Why are store policies more strict than for reg?
Help them know more in the right direction
deno's in clinic
Give details on how the shopping experience will work and tell them what to do/ who to contact with any issues

How could this process be made better for you?

WIC App
Food guides
Visual/Audio/Maple Video
Queue store shopping options
All the hour child care or a care?
Online supply for WIC
Let benefits be good for some cart items (e.g. milk)
Have WIC as if amount what could be spent in add preselected food categories for monthly set for healthy choices
Why can't SNAP and NIC Reauthorization be combined to decrease paperwork

What's holding you back from making changes to improve this process?

not being able to go with them to the store
not enough staff or client follow thru

So, what's holding you back from making change?

Finding 4: There were numerous opportunities shared that could be explored further

It could be better if
I knew what was
going to happen?

Opportunity Example: Managing Client Expectations

How might we better manage client expectations at different touch points in the client journey?

explain what to expect prior to visit

BALL PARK estimate of how long this will take before my apt

Loop a video of the lobby of the WLC process during waiting.

Someone at clinic needs to explain shopping list I leave

Opportunity Example: Building Staff Confidence

How might we
enhance staff
confidence?

I hope they are
able to use the
checks

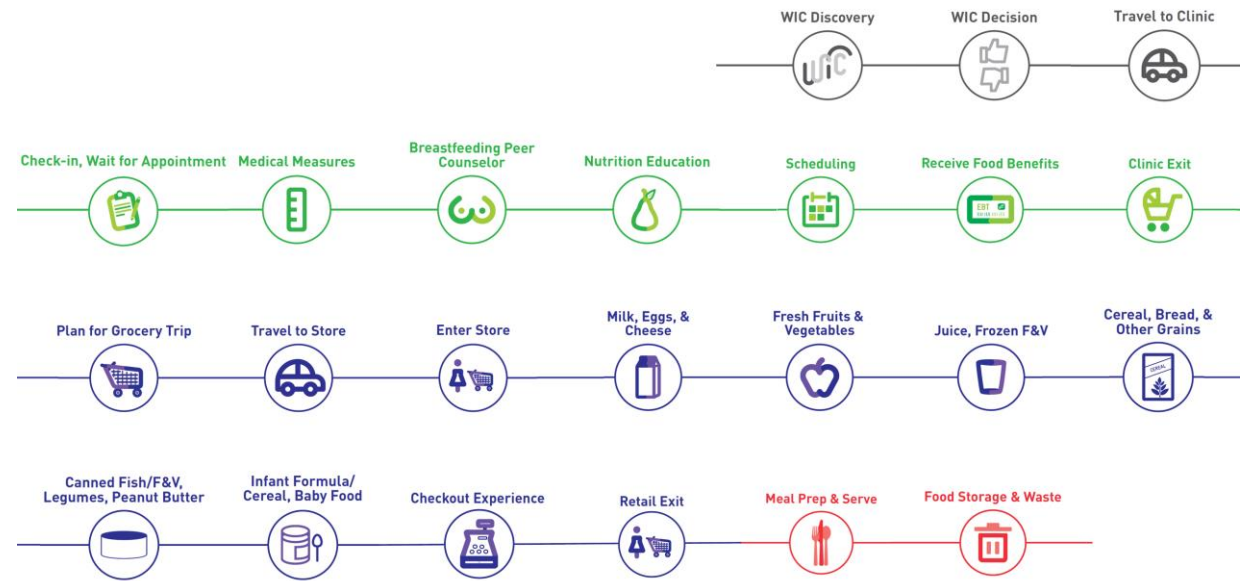
Did I address
all of her
concerns?

I don't know
how to train
new employees
in WLC when
there is so much
to train

I HOPE OUR
SYSTEM WORKS

How can I
really connect
with this
mom so she
is comfortable
and wants to
come back.

Finding 5: We are confident that you will be able to create journey maps for your own agency moving forward





What did you learn from the journey mapping experience?

I wish I could have done this online

behind + by how much so maybe they can leave + come back call at least 1hr before the appointment

They're present with homeless individuals - ~~are~~ not hanging around nice simple

Previous experience in the program

Previous

Labourer

will have conflict at some point - transportation

Look a video in the lobby

Schedule have add wait time

not signage

if one is running behind + by how much so maybe they can leave + come back call at least 1hr before the appointment

the participants in the lobby.

to wait in line?

now certification appointments

care about of time to spend the wait time

submit document email first...

what are they

What are you thinking, feeling, and/or doing at this point in the WIC process?

How might you use this tool in the future?

How could this process be made better for you?

What's holding you back from making changes?

This looks easy to mess up. I hope I don't have to pay B

Use Benefit sheet as Shopping list

Why are state politics more strict than fed regs?

Help them locate stores in their neighborhood

deno's in clinic

"Will I understand all this because I don't speak English!"

Long lines @ the check out lanes. Not sure which lane to go thru in case any issues arise.

Is it easy for use others to find WIC approved stores any other?

Does this store have all the WIC food I need...

Different food lists and food list revisions timeline between states causes burden

Allow piloting new technologies + shopping method without change in regs + provide tech to support change

Give details on how the shopping experience will work and tell them what to do/who to contact with any issues.

the app is 4 blues

WIC App

Young store

Will it be...

Only...

come out period (6 mo) 30 day expiration every 30 days.

Have WIC as amount which could be spent in all prescribed food categories so you can still get healthy food

Why can't SNAP and NIC authorization be combined to decrease paperwork (vendor + participant)

I want to be able to open an app so I can see what I have and when I have to go to the store...

not being able to go with them to the store

Not enough time, staff or client follow thru

What can be done ahead of time to shorten the wait time

online check-in for non certification appointments

Simple and acknowledge all the participants in the lobby.

Why are we to wait in line?

What ideas are you going to take with you to explore and work on further?

op a vid the lobby the WLC process during waiting.

Schedule appts to have minimal to no wait time

ADA signage

clients know if clinic is running behind + by how much so maybe they can leave + come back. call at least 1 hr before the appointment

Go forth and journey map!

