



## CLIENT JOURNEY

Use this activity to sketch a student's experiences with SparkPoint from entry to completion. This activity outlines how a student learns about SparkPoint, when and how they decide to connect with SparkPoint, how they access student services and their completion of programming.

### OUTREACH

How does a student become aware of SparkPoint?

### OUTREACH

How does a student learn more about SparkPoint?

### CONTEMPLATION

How does a student decide to use SparkPoint services?

### CONNECTION

How does a student connect to SparkPoint services?

### ACCESS

How does a student access SparkPoint services?

### ACCESS

How does a student continue or complete SparkPoint Programming?

### RE-ENGAGEMENT

How does a student access additional SparkPoint services after completion?

#### Things to consider:

- Create multiple client journey maps for different populations as they interact differently with services.
- Continuously update this as the process changes with technology, staff turnover, and demographic changes.
- As many people access SparkPoint through basic needs services, determine how this may be different from accessing other services.
- Design a journey that allows clients to move smoothly through the program to access multiple services without stigma.
- Account for every touchpoint where the client interacts with your centers.
- Learn from both negative and positive experiences when making decisions.