Journey Mapping for Public Service Users Training Course

Professional Development Training Course Outline

Category	Public Sector Innovation	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Journey mapping for public service users is a strategic approach that enables organizations to understand, visualize, and optimize the experiences of citizens interacting with government services. By applying journey mapping techniques, participants gain the ability to identify pain points, bottlenecks, and opportunities across service touchpoints. Journey Mapping for Public Service Users Training Course emphasizes user-centric design, process improvement, and data-driven decision-making, equipping participants with practical skills to enhance service delivery, promote accessibility, and increase public satisfaction.

In the era of digital governance and citizen-centric service delivery, public institutions face complex challenges such as fragmented processes, inconsistent service experiences, and limited feedback integration. This course provides participants with tools, frameworks, and case studies to create effective journey maps, prioritize interventions, and implement continuous improvement strategies. Participants will also learn how to leverage technology, analytics, and stakeholder engagement to deliver transparent, efficient, and impactful public services that meet evolving citizen expectations.

Programme Curriculum

Journey Mapping for Public Service Users Training Course

Introduction

Journey mapping for public service users is a strategic approach that enables organizations to understand, visualize, and optimize the experiences of citizens interacting with government services. By applying journey mapping techniques, participants gain the ability to identify pain points, bottlenecks, and opportunities across service touchpoints. Journey Mapping for Public Service Users Training Course emphasizes user-centric

design, process improvement, and data-driven decision-making, equipping participants with practical skills to enhance service delivery, promote accessibility, and increase public satisfaction.

In the era of digital governance and citizen-centric service delivery, public institutions face complex challenges such as fragmented processes, inconsistent service experiences, and limited feedback integration. This course provides participants with tools, frameworks, and case studies to create effective journey maps, prioritize interventions, and implement continuous improvement strategies. Participants will also learn how to leverage technology, analytics, and stakeholder engagement to deliver transparent, efficient, and impactful public services that meet evolving citizen expectations.

Course Objectives

1. Understand the principles and importance of journey mapping in public service delivery.
2. Apply user-centric design thinking to public sector processes.
3. Identify key touchpoints and service interactions in citizen journeys.
4. Map end-to-end experiences using structured frameworks and visualization tools.
5. Analyze service pain points, bottlenecks, and inefficiencies.
6. Utilize feedback mechanisms and citizen insights to inform improvements.
7. Integrate digital transformation strategies into service journey mapping.
8. Design actionable interventions to enhance service accessibility and satisfaction.
9. Measure service performance using KPIs and outcome-focused metrics.
10. Foster cross-functional collaboration for service improvement initiatives.
11. Incorporate equity and inclusion principles in journey mapping.
12. Align journey mapping initiatives with policy, compliance, and regulatory requirements.
13. Develop strategies for continuous monitoring, learning, and service innovation.

Organizational Benefits

- Improved citizen satisfaction and service quality
- Enhanced operational efficiency and reduced service delays
- Better alignment of processes with user needs and expectations
- Increased transparency and accountability in public service delivery
- Data-driven decision-making and informed policy design
- Enhanced cross-departmental collaboration and workflow integration
- Reduced service gaps and inequities in citizen experiences
- Optimized digital transformation and technology adoption
- Strengthened compliance with regulatory and policy standards
- Increased public trust and stakeholder engagement

Target Audiences

- Public service managers and supervisors
- Policy and regulatory officers
- Citizen experience and service delivery teams
- Digital transformation specialists in government
- Customer service and front-line staff

- Monitoring and evaluation professionals
- Public sector consultants and trainers
- Data analysts supporting public service improvement

Course Duration: 10 days

Course Modules

Module 1: Introduction to Journey Mapping

- Principles and benefits of journey mapping for public services
- Understanding citizen experience and expectations
- Key components and stages of journey mapping
- Differences between traditional process mapping and journey mapping
- Leveraging journey mapping for policy and operational improvement
- Case Study: Mapping citizen onboarding in a municipal services department

Module 2: User-Centric Design Thinking

- Introduction to design thinking principles
- Applying empathy to understand citizen needs
- Ideation techniques for public service solutions
- Prototyping and testing interventions
- Aligning design thinking with public sector goals
- Case Study: Co-design of digital services for rural communities

Module 3: Identifying Touchpoints and Interactions

- Mapping service touchpoints across channels
- Understanding offline, online, and hybrid service interactions
- Recording citizen interactions and feedback
- Identifying high-impact service points
- Using journey maps to track service flow
- Case Study: Identifying key touchpoints in tax filing services

Module 4: Mapping End-to-End Citizen Journeys

- Structuring journey maps for clarity and effectiveness
- Visualizing workflows, processes, and citizen pathways
- Capturing emotional and experience dimensions
- Prioritizing journey mapping outputs for action
- Aligning journey maps with organizational objectives
- Case Study: End-to-end journey mapping of social welfare services

Module 5: Analyzing Pain Points and Bottlenecks

- Identifying common barriers in citizen service experience
- Root cause analysis for service delays and inefficiencies
- Using quantitative and qualitative data to inform analysis
- Prioritizing pain points based on impact
- Aligning improvements with resource constraints
- Case Study: Bottleneck analysis in healthcare service delivery

Module 6: Integrating Citizen Feedback and Insights

- Collecting feedback through surveys, interviews, and focus groups
- Leveraging analytics and performance data
- Incorporating citizen feedback into journey maps
- Identifying gaps between policy intent and citizen experience
- Translating insights into actionable improvements
- Case Study: Feedback-driven service redesign in municipal services

Module 7: Digital Transformation and Journey Mapping

- Incorporating digital channels into service journey maps
- Using technology to enhance citizen experiences
- Assessing digital accessibility and adoption barriers
- Integrating mobile and online platforms with offline services
- Using journey maps to optimize digital transformation initiatives
- Case Study: Digitization of citizen permit applications

Module 8: Equity and Inclusion in Journey Mapping

- Understanding diverse citizen needs and demographics
- Addressing accessibility challenges and barriers
- Mapping journeys for vulnerable and marginalized populations
- Integrating gender, disability, and equity considerations
- Designing inclusive and equitable service solutions
- Case Study: Inclusive service design for women-led SMEs

Module 9: Actionable Interventions and Service Redesign

- Translating journey mapping insights into interventions
- Designing pilot programs for testing improvements
- Prioritizing interventions for maximum impact

- Aligning interventions with organizational strategy
- Planning for scale-up of successful solutions
- Case Study: Redesigning the municipal licensing process

Module 10: KPIs and Measuring Service Performance

- Defining relevant performance metrics for citizen services
- Tracking journey mapping outcomes with KPIs
- Using dashboards and analytics for monitoring
- Evaluating improvement effectiveness over time
- Aligning measurement with policy and regulatory goals
- Case Study: KPI tracking to reduce service turnaround times

Module 11: Cross-Functional Collaboration for Service Improvement

- Engaging departments and stakeholders in journey mapping
- Building communication and coordination channels
- Overcoming silos for cohesive service delivery
- Defining roles and responsibilities for continuous improvement
- Ensuring leadership support for initiatives
- Case Study: Collaborative service improvement across government agencies

Module 12: Policy, Compliance, and Regulatory Alignment

- Understanding legal and regulatory requirements in service delivery
- Integrating compliance into journey mapping initiatives
- Ensuring transparency and accountability in interventions
- Using journey maps to inform policy updates
- Maintaining adherence to service standards
- Case Study: Aligning welfare service improvements with regulatory requirements

Module 13: Continuous Improvement and Monitoring

- Embedding continuous improvement into service workflows
- Using journey maps for iterative learning and refinement
- Developing monitoring routines and performance reviews
- Engaging citizens in ongoing feedback cycles
- Leveraging analytics to measure impact over time
- Case Study: Continuous service improvement in urban utility services

Module 14: Communication and Stakeholder Engagement

- Effective reporting of journey mapping findings
- Visual storytelling and infographics for citizen services
- Engaging stakeholders and decision-makers
- Developing communication plans for service improvements
- Ensuring transparency and accountability
- Case Study: Communicating journey map insights to municipal councils

Module 15: Scaling and Institutionalizing Journey Mapping

- Developing frameworks for organization-wide adoption
- Training staff to embed journey mapping in daily operations
- Establishing governance and monitoring structures
- Sustaining improvements and scaling successful interventions
- Integrating journey mapping into strategic planning cycles
- Case Study: Institution-wide implementation of journey mapping in a regional public service department

Training Methodology

- Instructor-led presentations and concept briefings
- Hands-on workshops and practical journey mapping exercises
- Group discussions, role plays, and collaborative activities
- Case study analyses with real public service examples
- Tools, templates, and frameworks for actionable outputs
- Continuous feedback and interactive learning sessions

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.
f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com