

HOW TO CO-DISCOVER INSIGHTS

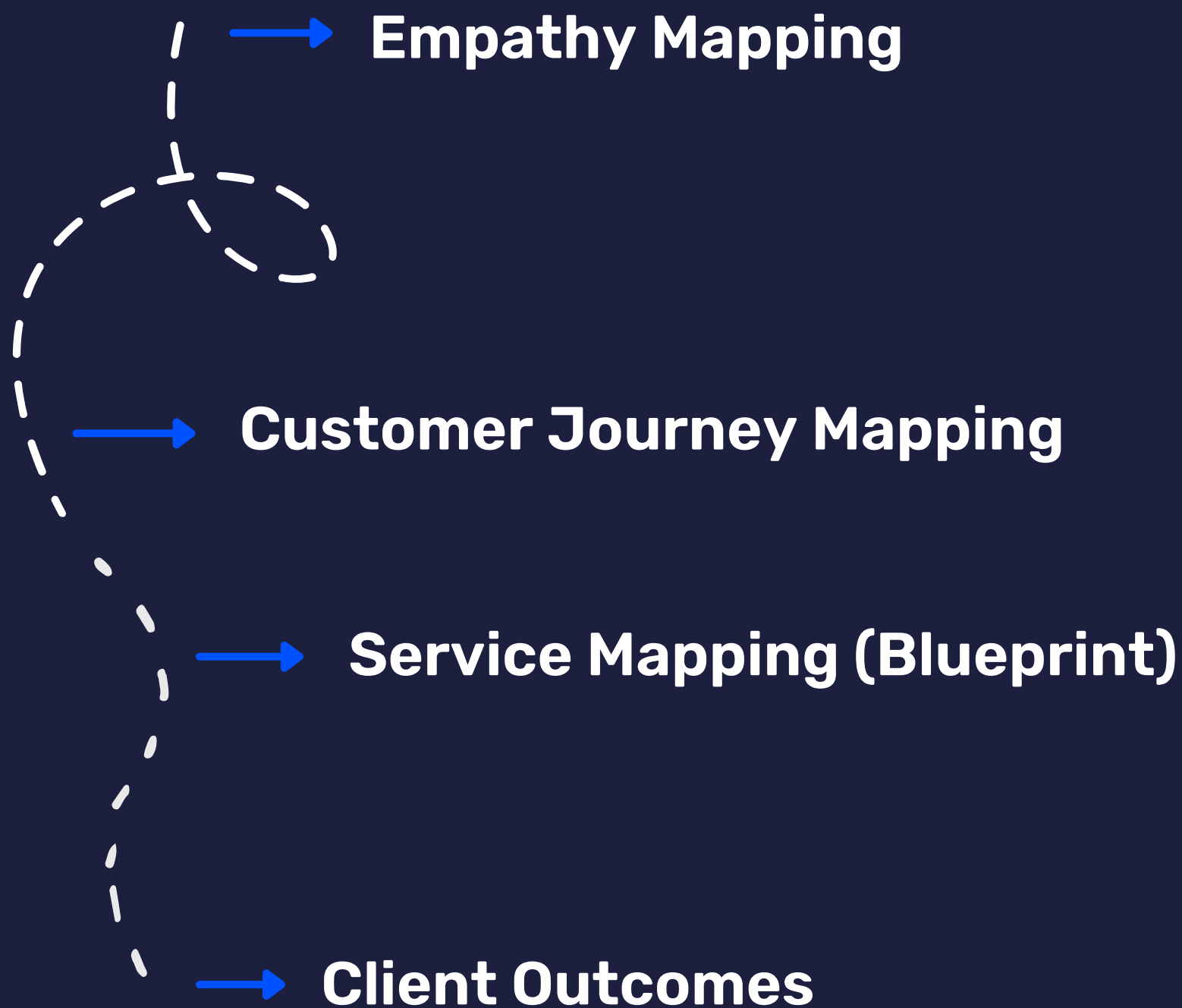
A Human-Centred Design Approach

CASE STUDY

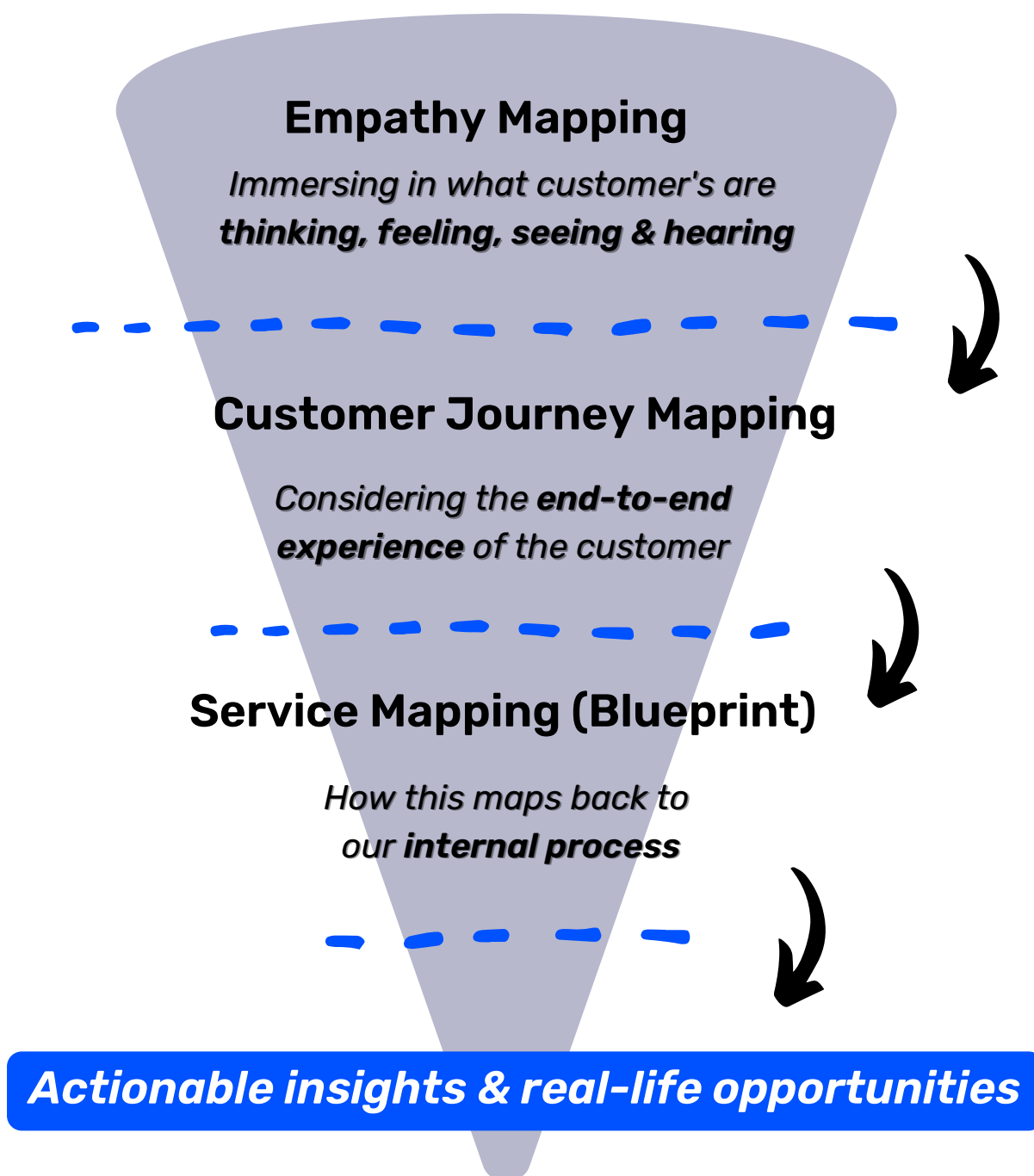
Improve Client Experience in Healthcare

foundstone.
Healthcare

We'll show you the **journey**
that Carers Queensland took.



What exactly is human-centred design?



A human-centred design approach uncovers real-life insights, opportunities & problems, that when solved create a lasting impact.

Client Brief

Carers Queensland wanted to engage with both their clients and staff to **gain insights into their journey** through the various parts of a particular program.

Instead of assuming that they had all the answers, they wanted to **immerse themselves in the lived experience** of the **program participants** to get to the heart of what would make the most significant positive impact.

Client Brief

Through this approach, significant insights & understanding were gained, to make **informed decisions** on how the program could continue to be improved.

Carers Queensland also identified key **'moments of truth'** in their client's experience. This helped form the principles that would guide them to make more informed decisions related to strategy across the organisation.



What was the **desired destination**?



"Carers Queensland wanted to ensure a particular program we were providing, **was meeting the needs of the people participating in it;**

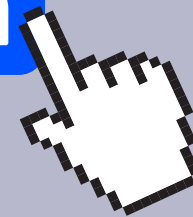
whilst also looking at ways we could improve on their experience".



*Debra Cottrell
Chief Executive Officer
Carers Queensland Ltd*

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Visit our website for more information



The Foundstone Strategy Guide

What is it?

A guide to strategy that cuts through the noise and solves real-world customer problems.

Why read it?

Learn a unique approach to strategy that gets traction & grows your business as part of the process.

How it works?

Understand how it applies to your own organisation through a personalised workbook approach.



www.foundstone.co/guide



Scope At a glance

Why

To get clarity to make decisions
for a **lasting impact**

Who

A mix of 25+ **customers & staff**
members

What & Where

A combination of **in-person & virtual** sessions

How

Facilitation using **human-centred design** principles

The Approach

We ran a number of strategy sessions with both staff and clients of Carers Queensland, starting with **immersing ourselves** in the clients experience.

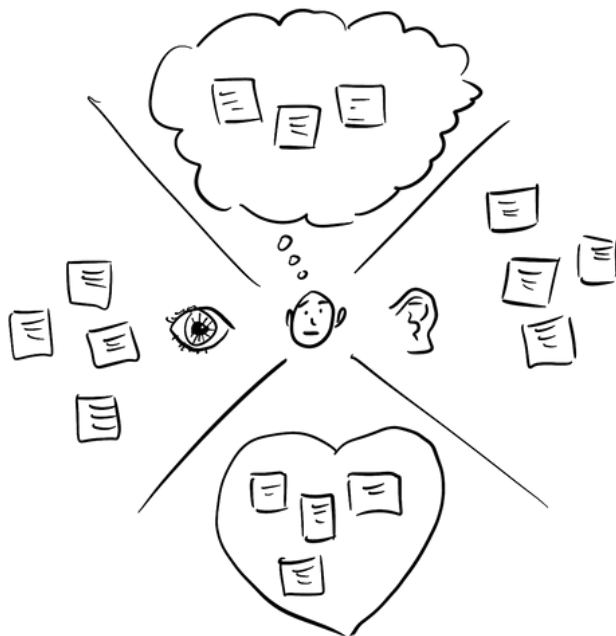
Based on this mutual understanding, we collectively **distilled down core ideas**, opportunities and areas that were crucial to propel the program forward.

The sessions were structured in a conversational way through a **human-centred design approach**.

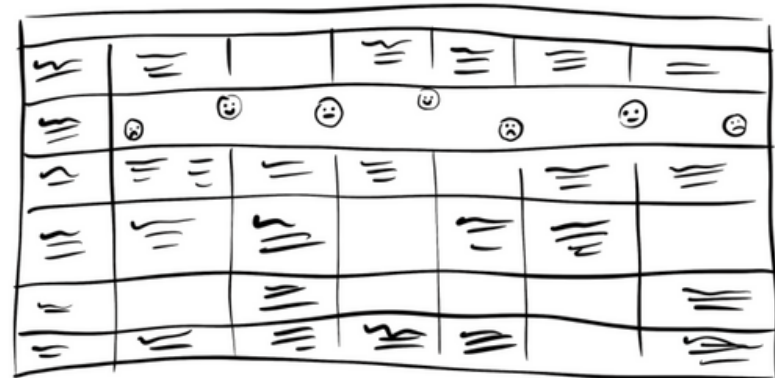
Strategy Sessions

Empathy, customer journey & service mapping

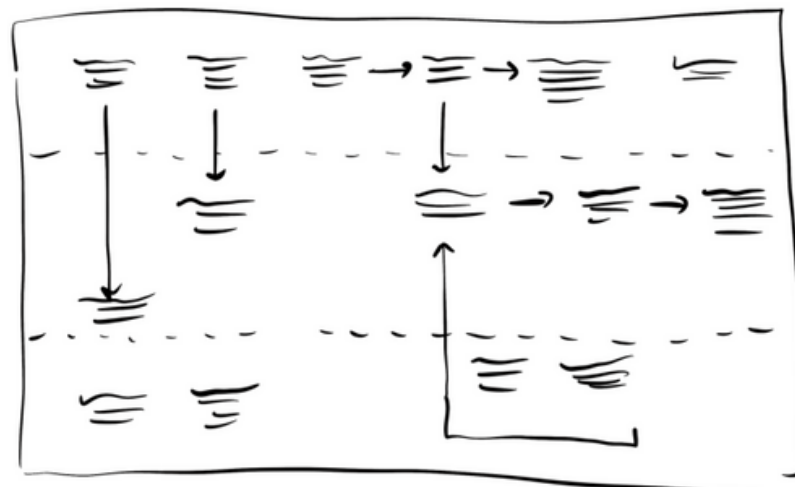
1 Empathy Mapping



2 Customer Journey Mapping



3 Service Mapping (Blueprint)



The Approach

We started with an **Empathy Map**. It was an effective tool to start conversations that mattered and to consider what our customer's were **thinking, feeling, seeing & hearing**.

We began to uncover some of the **potential problems to be solved & opportunities**.

Subsequently, developing **headline considerations** for ongoing improvement of the broader program.

The Approach

Next, we co-created a **Customer Journey Map** in more detail so that everyone involved could clearly see the end-to-end experience of the customer.

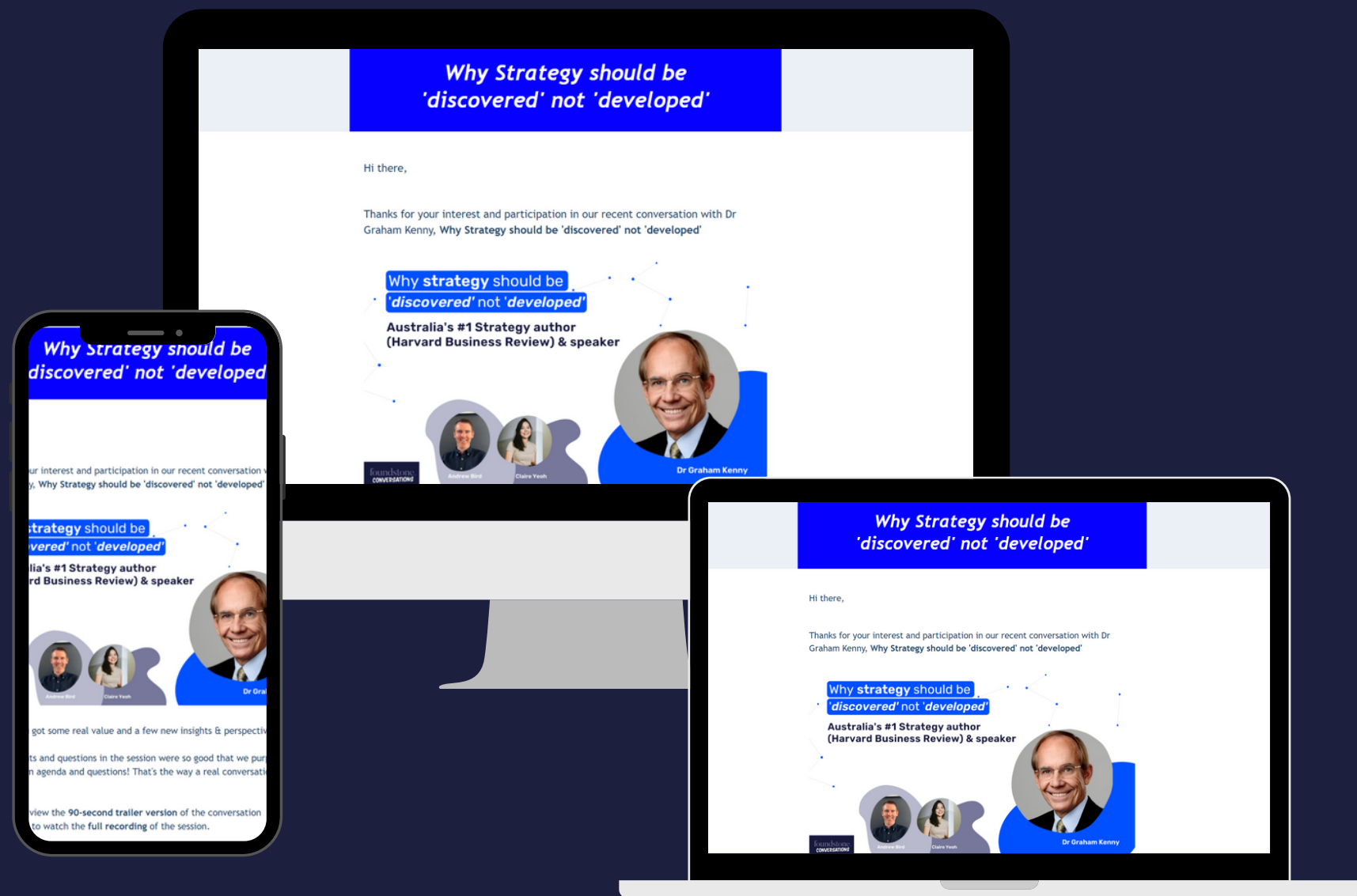
Then, this map was referenced back to the core internal business operations, functions & roles through a **Service Map (Blueprint)**, so we could distil & highlight the key areas that would have the most positive impact when improved.

The Result

These sessions informed our collective recommendations to **improve the program** as well as provided **actionable insights** for the team's ongoing operations.

This gave Carers Queensland clarity through awareness, to make the right strategy decisions for a **lasting impact**.

Want to receive **insights** like this regularly?



Join our mailing list via the link below to receive our **monthly strategy updates!**



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Email subscription is located at the bottom of every page of our website.

"Foundstone were great
to work with...

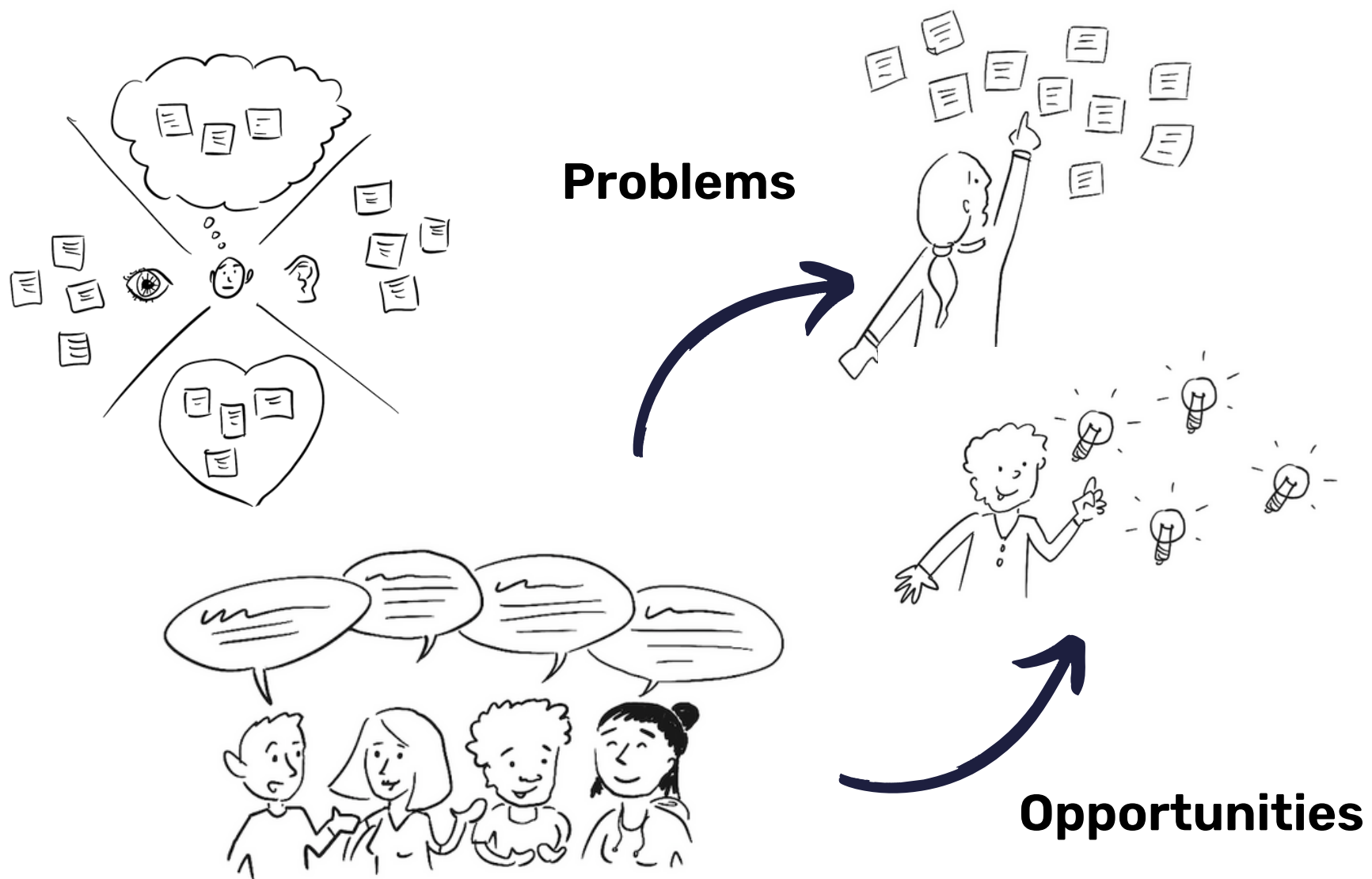
The workshops were
highly interactive and
provided real insights into
key areas of our service
delivery from both a
program participant and a
staff point of view"

*Debra Cottrell
Chief Executive Officer
Carers Queensland Ltd*



Empathy Mapping

*Immersing in what customer's are
thinking, feeling, seeing & hearing*

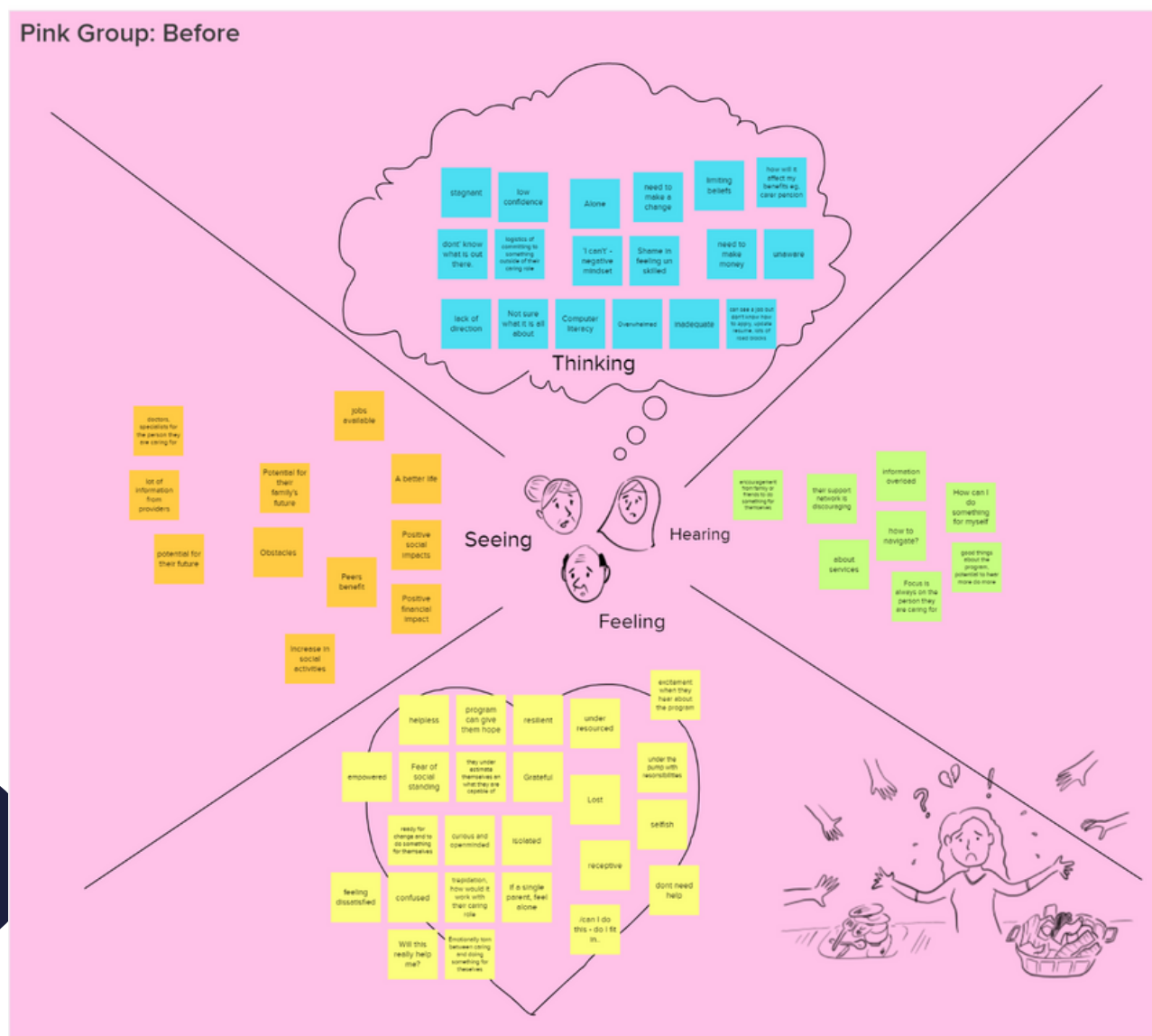


To uncover **problems** and **opportunities**

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Empathy Mapping

Staff listened to the personal experiences of clients



Empathy Mapping

Through **Empathy Mapping**, we immersed ourselves in the client's experience & started to uncover potential problems & opportunities.

This map was used to capture the themes & insights from conversations & our workshops.

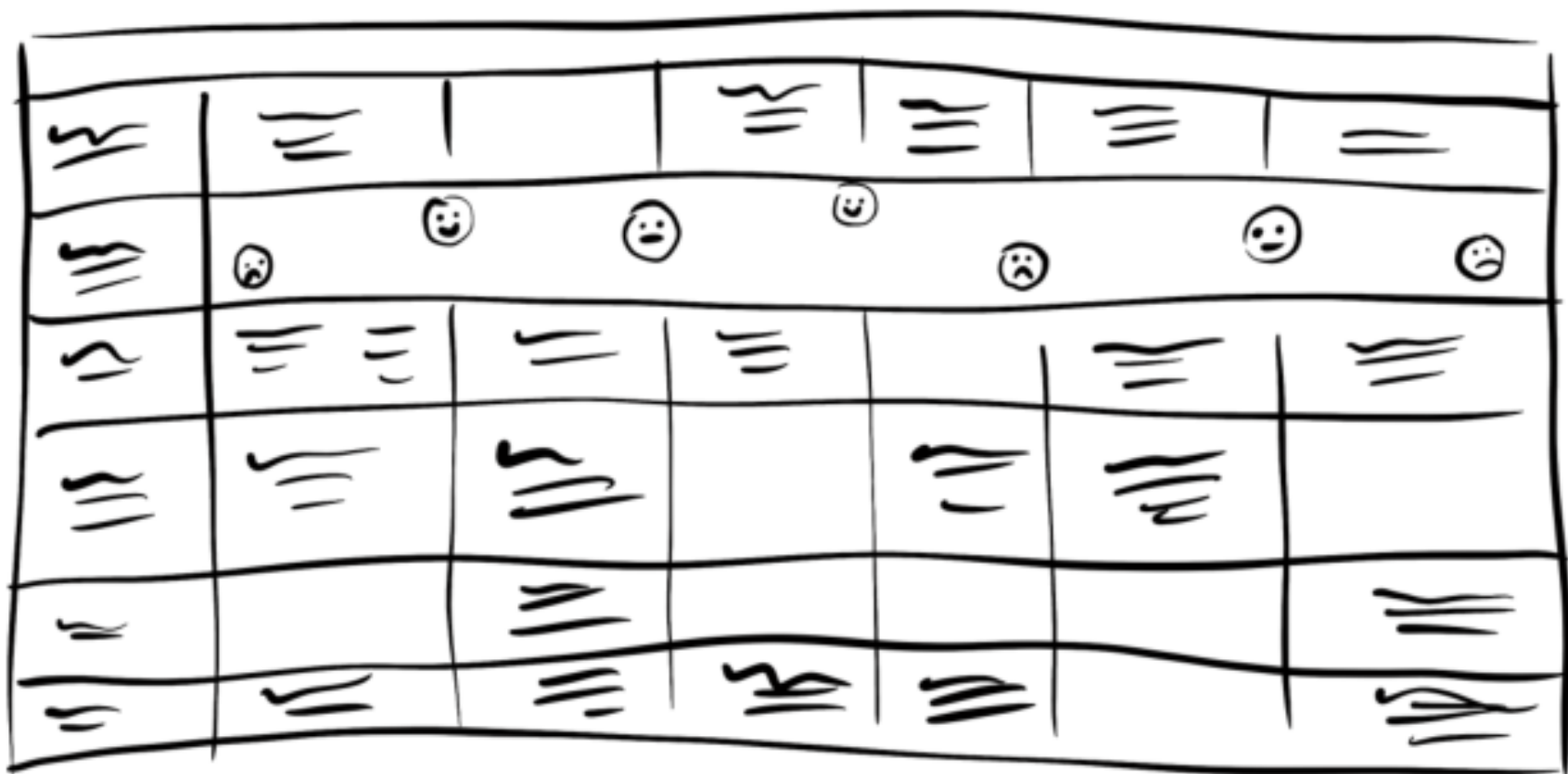
Both clients & staff experiences were heard. These perspectives formed the basis of the most important problems & opportunities.

Client Feedback

***"Gaining the awareness
of the overall client's
experience was absolute
key for us now to make
the right choices"***

Customer Journey Mapping

*Considering the
end-to-end experience of the customer*



To gain **greater clarity**

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Customer Journey Mapping

To give staff visibility of a client's experience across the organisation



Customer Journey Mapping

We mapped out the client's end-to-end experience through **Client Journey Mapping** to highlight where the 'moments of truth' & biggest improvement areas were.

This map gave Carers Queensland the opportunity to develop a deeper understanding of the end-to-end experience of a customer through their group discussions.

We brainstormed the most significant Ideas & Opportunities to improve the overall customer journey & experience with the program.

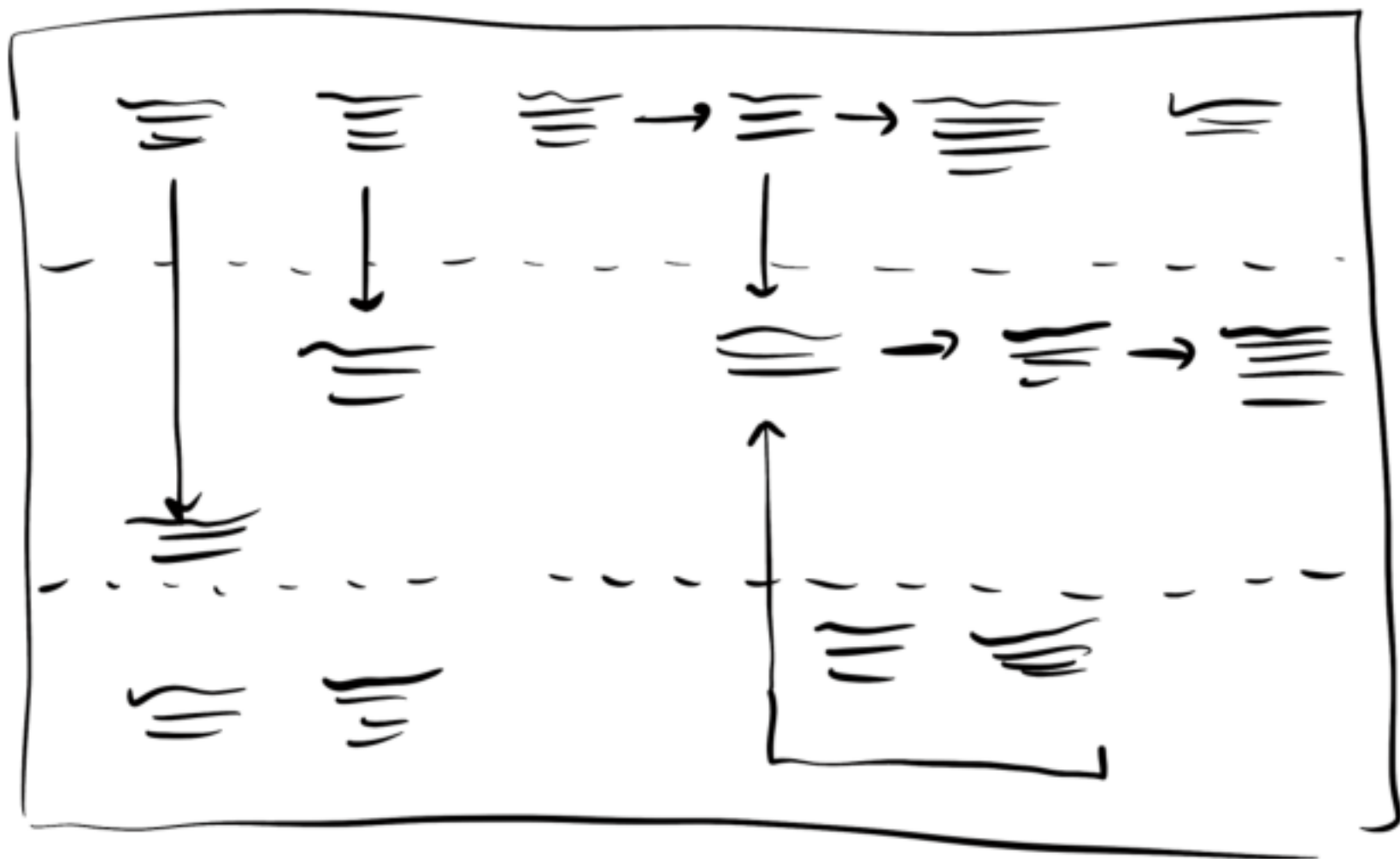
Client Feedback

"Very insightful, of how we can now continue using this approach into our action plans"

"Experiencing the client journey end-to-end & listening to other functions & roles gave me incredible insight of the broader program & my own role"

Service Mapping

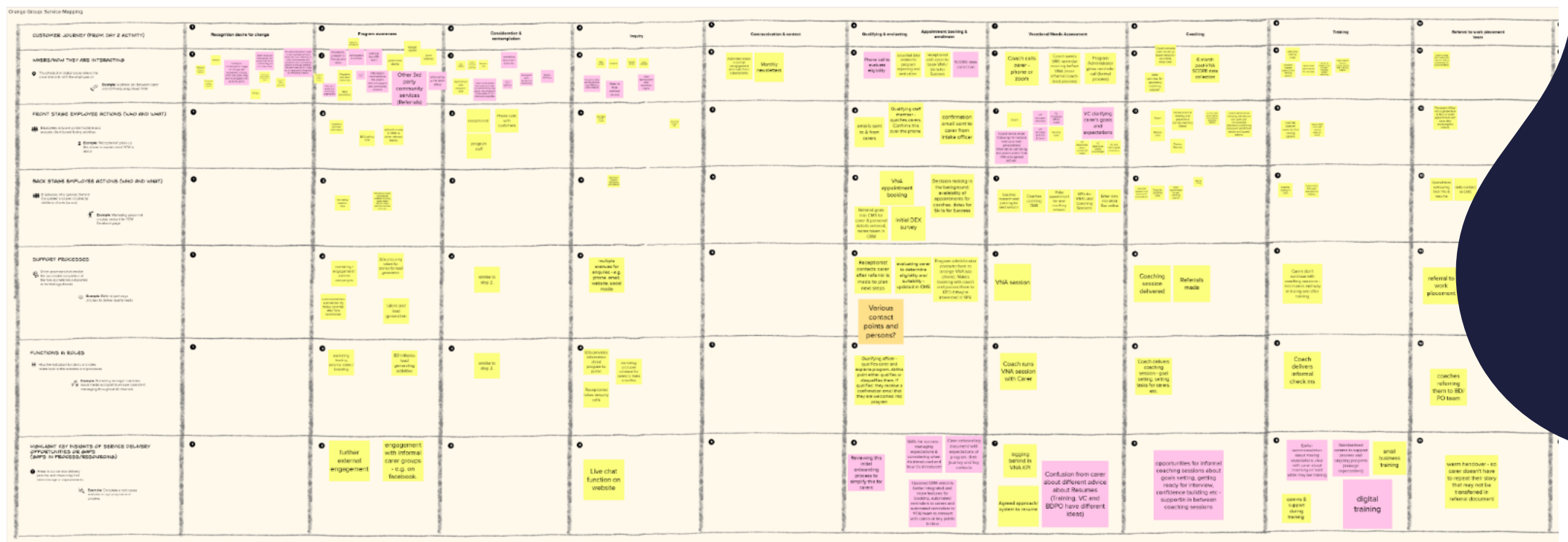
Mapping back touchpoints & customer journey to our internal process



To identify actionable **insights & opportunities**
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Service Mapping

Customer experiences drove the necessary changes in internal process rather than the other way around



Zoomed in Service Map (Blueprint) on the next page

Service Mapping

Mapping back touchpoints & customer journey to our internal process

Touchpoints & steps

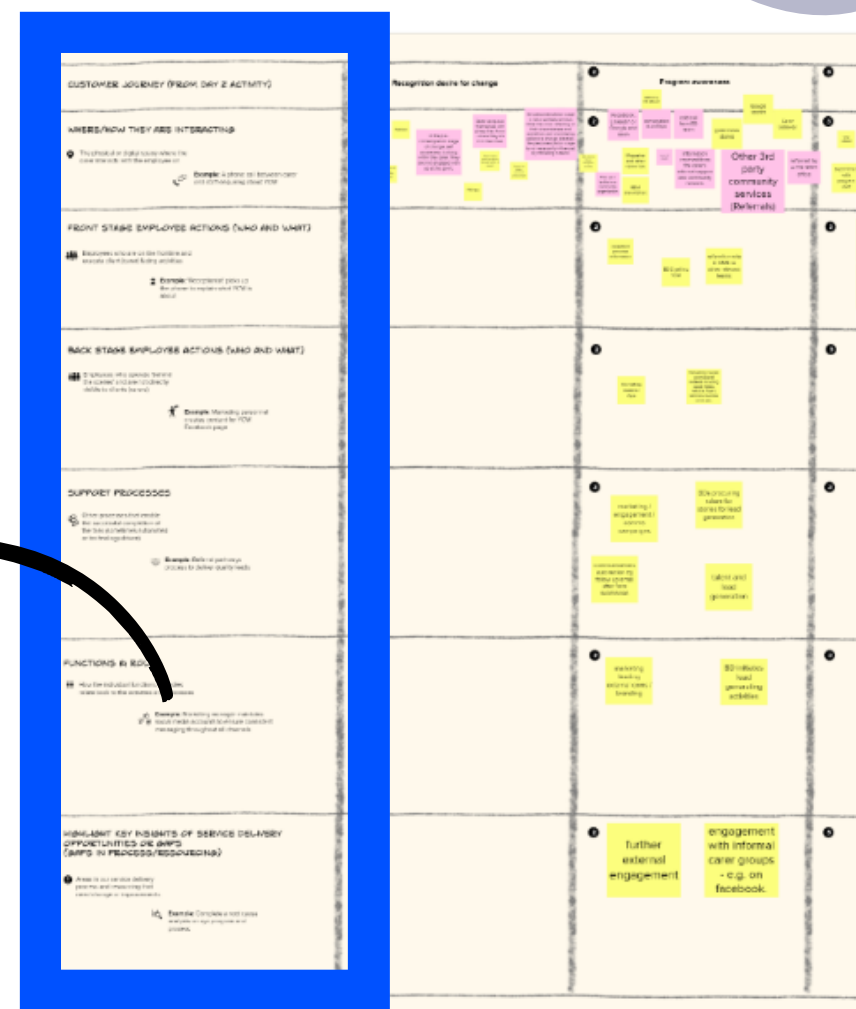
Where & how interaction occurs

Front & back stage employee actions

Support processes

Functions & roles

Key insights & service delivery opportunities



To identify actionable **insights & opportunities**

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Service Mapping

Through a **Service Mapping** approach, we mapped back the customer journey to Carers Queensland's key internal business operations, functions & roles.

Then, we highlighted the areas that when improved would have the biggest impact.

By relating the entire customer journey to the internal process, there were a number of significant insights & opportunities that would make a difference to Carers Queensland across various functions & roles.

Client Feedback

***"Starting with the mindset
of the client's experience
& then mapping this back
to our own process was
very insightful"***

"Foundstone were able to integrate all of the information collected and provide us with recommendations and next steps for us to consider"

*Debra Cottrell
Chief Executive Officer
Carers Queensland Ltd*



"I very much believe that our
program will be greatly
enhanced by the discoveries
made as part of the
Foundstone human-centered
design approach"

*Debra Cottrell
Chief Executive Officer
Carers Queensland Ltd*



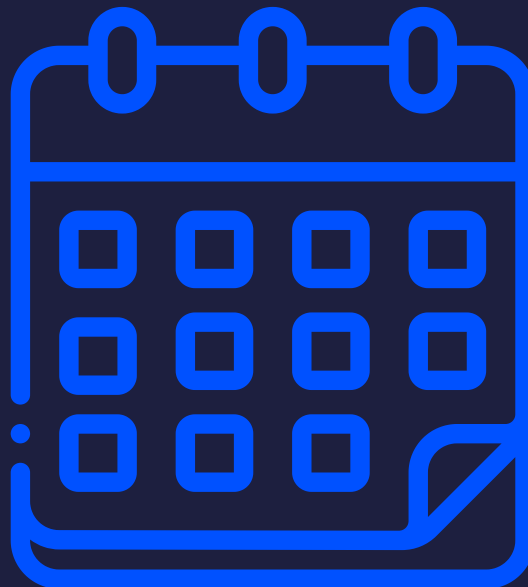
Client's Key Takeaways

- Uncovered blind spots & customer problems that when solved would have the greatest impact
- Learned how a human-centred design approach can bring clarity across the organisation
- Co-discovered as a team to identify, clear & actionable customer insights
- Distilled the opportunities that would give the best service improvement & program growth

Contact us

Begin Your Strategy Assessment

Click here



Book a 30-min catch-up with us

<https://meetings.hubspot.com/foundstone/catch-up>