

# User journey game - Instruction

**User Journey**

1 of 3      2 of 3      3 of 3

Journey of the patient (citizen)

Write 10 needs

Patients (citizens)  
Outline digital technology which could support patient needs?

Employees  
What do these changes mean for the employees?

Management  
What does it require of management?

## Purpose

This game is about changing perspective. The aim is that you, as managers and employees in the healthcare system, start from the needs of citizens (patients) – not from your own internal workflows – when you develop and improve your way of collaborating with and providing the best possible treatment for your citizens (patients).

## Preparation

Print the material. See the attached checklist.

## This is how you play

The user journey game takes around 1 hour and 45 minutes. It has 7 steps.

- **Step 1 (10 min)** Personas. The group chooses and a persona (a citizen (patient)). There are three pre-defined personas and one empty template. Fill in the one you prefer to work with based on which citizens (patients) you usually meet in your work.
- **Step 2 (15 min)** The user journey. Connect your personas with the user journey. Imagine the person visits your department. Which steps does he/she go through? Building the user journey with the squares you find on slide with checklist. Write on the empty progress tiles if you are missing steps in the user journey.
- **Step 3 (10 min)** Needs. Find 10 needs your persona has that can be met better than today. Write them under the user journey track.
- **Step 4 ( 5 min)** Analysis. Mark the needs that are best solved with more digital technology.
- **Step 5 (20 min)** Discuss which digital solutions that could improve the patient experience of your persona. Draw, write, develop your idea for a digital solution in the gray patient field.
- **Step 6 ( 20 min)** Discuss the idea based on an understanding of what the changes mean for the employees and write your answers in the gray employee field in their user journey game.
- **Step 7 (20 min)** Discuss the role of managers/management. Discuss what the changes require of the management and what the management group can do. Write your answers in the gray management field.

# User journey game

JOURNEY OF  
THE CITIZEN  
(PATIENT)



Write  
10 needs



CITIZEN (PATIENT)

Outline digital  
technology which  
could support  
patients needs?

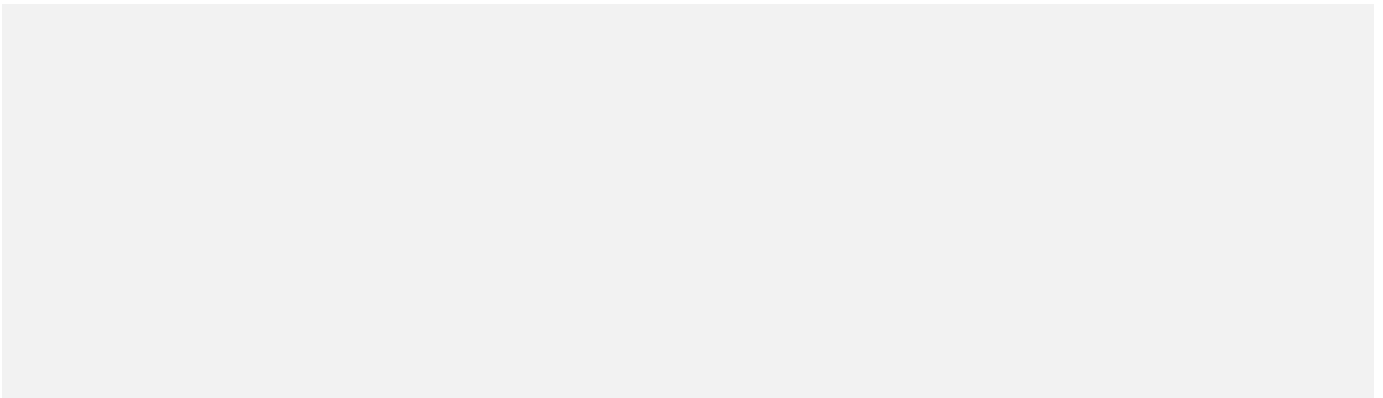
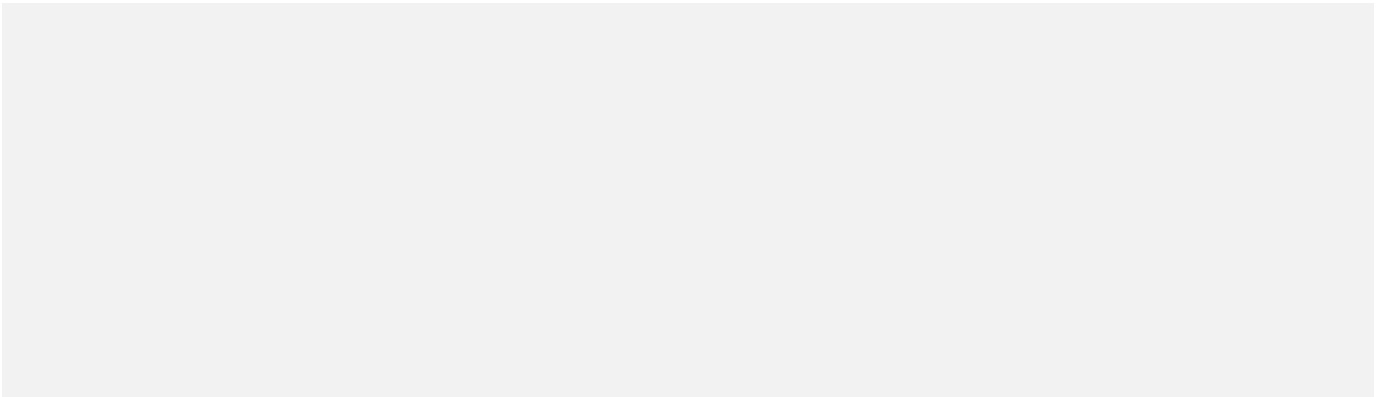
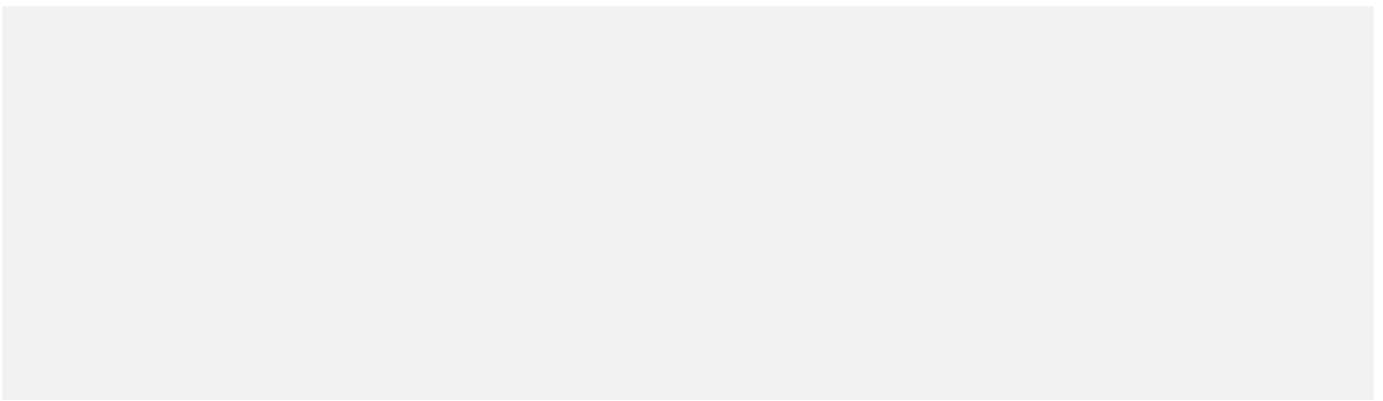
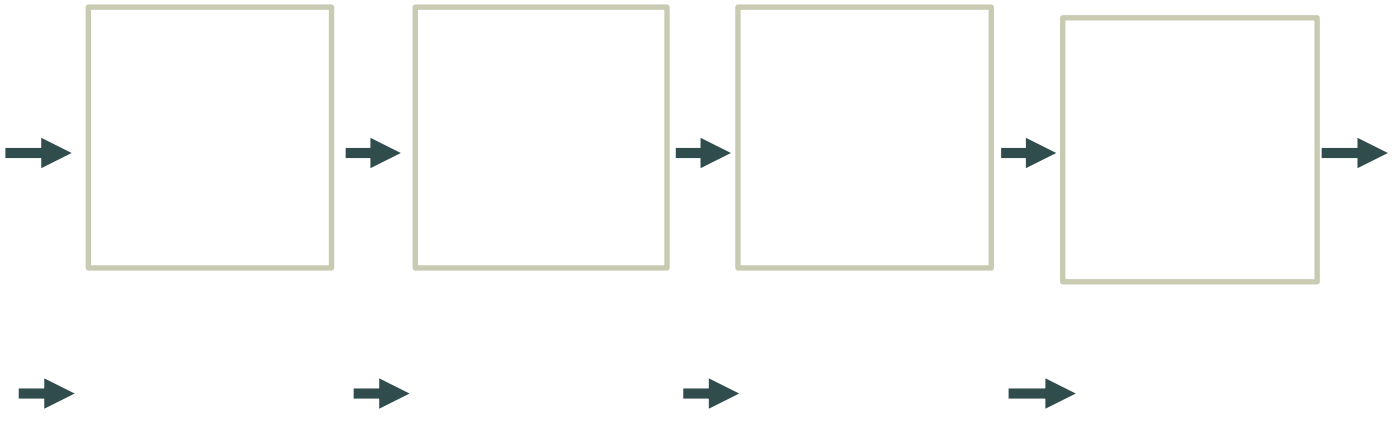
EMPLOYEE

What do these  
changes mean for  
employees?

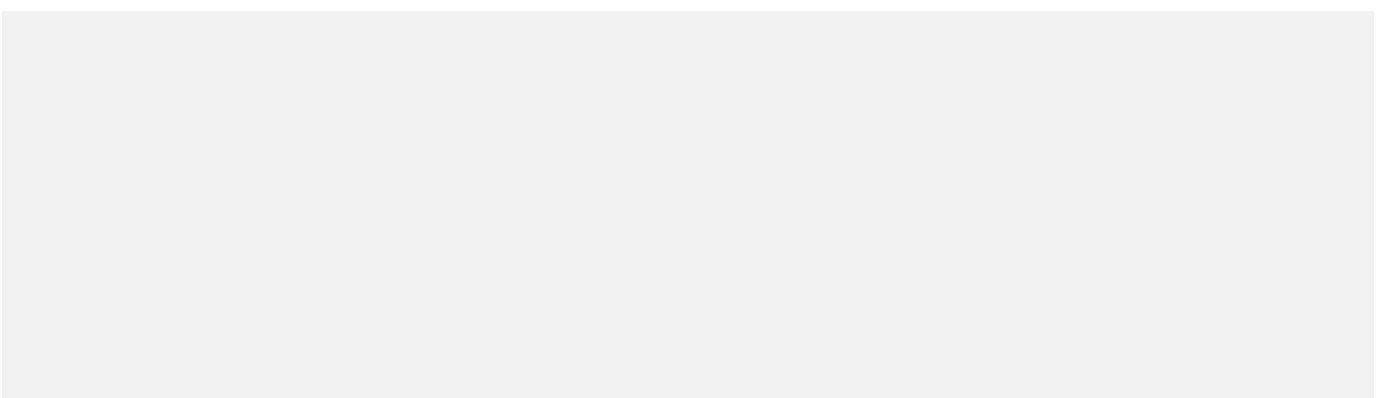
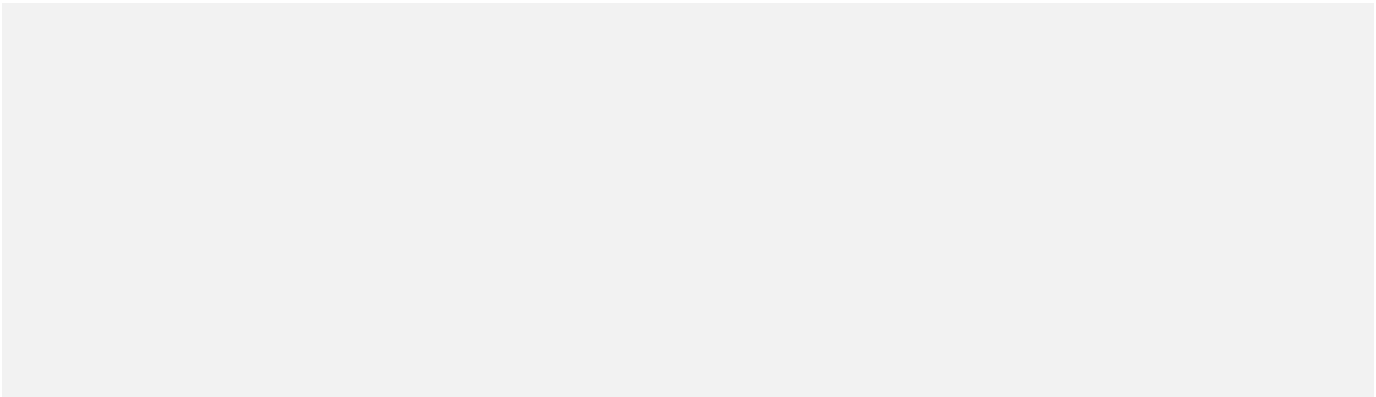
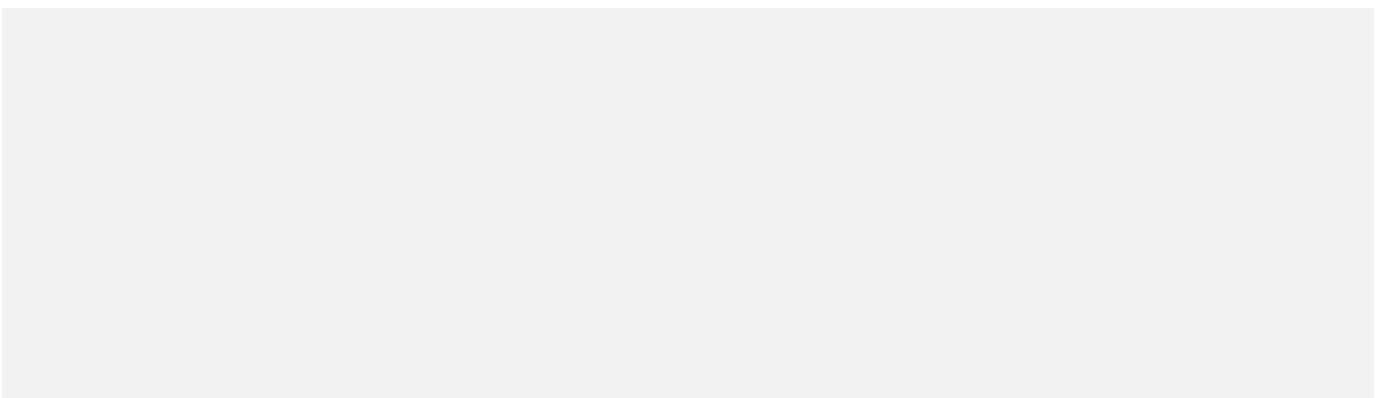
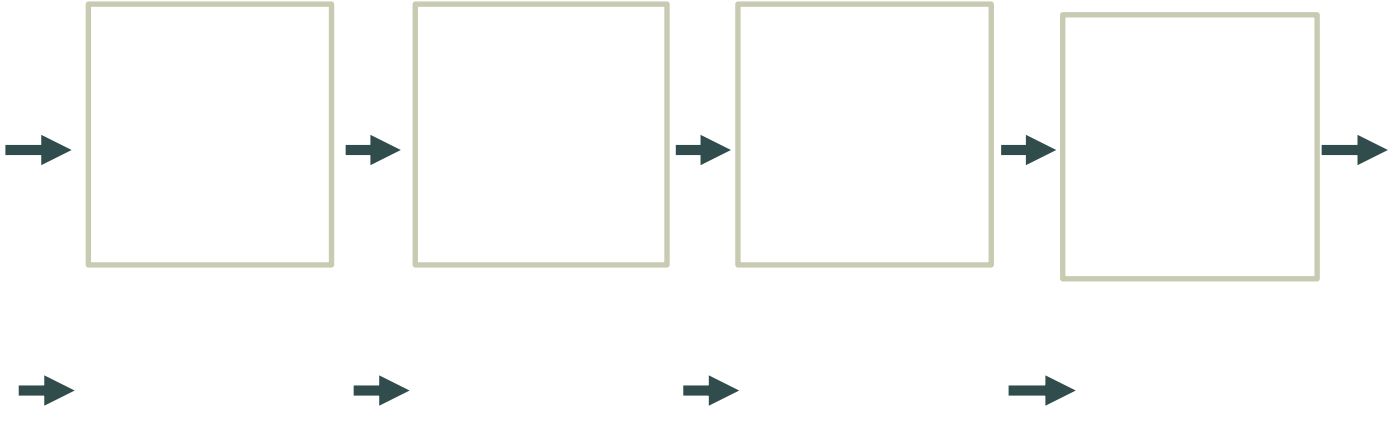
MANAGEMENT

What does it  
require of  
management?

2 out of 3



3 out of 3



# Checklist – user journey game

To play the user journey game, you must print the following:

- Personas (print the 4 personas), User Journey (print and tape the 3 A3 pages together) and the squares below for building the user journey (also cut these to pieces)

Other requirements are wall space or a big table, scissors and tape/glue

----- < Cut out at the dotted lines > -----

<b>SEARCH INFORMATION AND KNOWLEDGE</b>	<b>BOOKING OF TIME/ APPOINTMENT</b>	<b>SCREENING/ PRE- EXAMINATION</b>	<b>MEASUREMENT/ MONITORING</b>	<b>FIRST MEETING/ CONSULTATION</b>
<b>CONSULTATION/ CONVERSATION/ EXAMINATION</b>	<b>REPLY/ FOLLOW UP</b>	<b>FIRST MEETING WITH NEW HEALTHCARE PROFESSIONAL</b>	<b>DOUBTS AND QUESTIONS</b>	<b>INVOLVEMENT OF RELATIVES</b>

# Jane 73 years



**Personal information:**

Widow, retired. Has worked as a teacher until 9 years ago. Children and grandchildren live at the other end of the country.

**Place of residence:**

Lives in an apartment on the outskirts of a larger city. Does not have a car and does not walk very well as her knees and hips hurt. She takes the bus and train or has her neighbor help her when she needs to get around.

**Passion and digital profile:**

Jane's great passion is singing in a choir, which she does twice a week. Jane uses FaceTime with her grandchildren and loves to play Candy Crush.

Jane's diagnosis is \_\_\_\_\_ and she has been associated with the

department since \_\_\_\_\_

Which other professionals does she consult?

What do we think is important to Jane?

The reason why Jane is in contact with us at the moment?

What do we need to know about Jane?

## How important are these basic needs for Jane in her meeting with us?

(tick; 1 = a little, 5 = a lot)

**COPING** – Jane wants to be able to do as much as possible herself and exploit her potentials

Progress bar for Coping: 5 segments, 4 are filled (80%)

**RELATEDNESS** – Jane wants to feel security and belonging in her relationships and communities

Progress bar for Relatedness: 5 segments, 4 are filled (80%)

**MEANING** – Jane expects a meaningful encounter and to understand her treatment and what happens with her

Progress bar for Meaning: 5 segments, 4 are filled (80%)

**AUTONOMY** – Jane wants to be understood, recognized and involved in decisions and treatment

Progress bar for Autonomy: 5 segments, 4 are filled (80%)

# Claus 58 years



**Personal information:**

Works as a carpenter and drives a lot in connection with his work.

**Place of residence:**

Lives in the countryside in a disused farm with his wife and a child living at home.

**Passion and digital profile:**

Claus greatly appreciates fishing and hunting. This is where he really lets up. Uses his smartphone and tablet to organize his working day, read news and watch movies.

Claus' diagnosis is \_\_\_\_\_ and he has been associated with the

department since \_\_\_\_\_

The reason why Claus is in contact with us at the moment?

What other professionals does he consult?

What do we think is important to Claus?

What do we need to know about Claus?

## How important are these basic needs for Claus in his meeting with us?

(tick; 1 = a little, 5 = a lot)

**COPING** – Claus wants to be able to so much as possible himself and exploit his own potentials



**RELATEDNESS** - Claus will feel security and belonging in its Relationships and communities



**MEANING** – Claus expects a meaningful encounter and to understand his treatment and what happens with him



**AUTONOMY** – Claus wants to be understood, recognized and involved in decisions and treatment



# Emma 10 years



**Personal information:**  
 Emma's mother Jannie takes her to the hospital. Jannie works as a school teacher and has a lot to do with full-time work and three children.

**Place of residence:**  
 Lives with his parents and two younger siblings in a small town.

**Passion and digital profile:**  
 Emma loves sports, where she can have fun and be with her friends. And then she can't get enough of funny videos on TikTok and Youtube.

Emma's diagnosis is \_\_\_\_\_ and she has been associated with the \_\_\_\_\_ department since \_\_\_\_\_

The reason why Emma is in contact with us at the moment?

Which other professionals does she consult?

What do we think is important to Emma?

What do we need to know about Emma?

## How important are these basic needs for Emma in her meeting with us?

(tick; 1 = a little, 5 = a lot)

**COPING** – Emma wants to be able to so much as possible herself and exploit her potentials



**RELATEDNESS** – Emma wants to feel security and belonging in her relationships and communities



**MEANING** – Emma expects a meaningful encounter and to understand her treatment and what happens with her



**AUTONOMY** – Emma wants to be understood, recognized and involved in decisions and treatment





# Persona 1

Write name and age \_\_\_\_\_

Draw a face here

Personal information:

Write

Place of residence:

Write

Passion and digital profile:

Write

The diagnosis of name is \_\_\_\_\_ and he/she has been associated with the department since \_\_\_\_\_

The reason that he/she is in contact with us at the moment?

Which other professionals does she/he consult?

What do we think is important for him/her?

What do we need to know about name ?

How important are these basic needs for name in her meeting with us?

(tick; 1 = a little, 5 = a lot)

COPING – Name wants to be able to do as much as possible and exploit his/her potentials

RELATEDNESS – Name wants feel security and belonging in his/her relationships and communities

MEANING – Name expects a meaningful encounter and to understand his/her treatment

AUTONOMY – Name wants to be understood, recognized and involved in decisions and treatment