



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?

ACCESS

How does a student continue or complete SparkPoint Programming?

ACCESS

How does a student access SparkPoint services?

CONNECTION

How does a student connect to SparkPoint services?

RE-ENGAGEMENT

How does a student access additional SparkPoint services after completion?

Things to consider: -

- Create multiple Client Journey Maps Design a journey that allows clients 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.
- to move smoothly through the program to access multiple services without stigma.
- Account for every touchpoint where the client interacts with your Center.
- Learn from both negative and positive experiences when making decisions.