

# OISC | 7 October 2021 (16 UTC)

## AGENDA

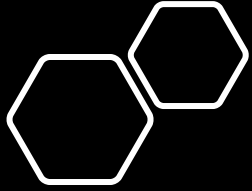
1. Welcome
2. Administrative matters
3. Kick-off implementation Action Plan OISC
  - a. Building customer journeys: introduction & next steps
4. AOB
5. Closure & Next Meetings

# Building Customer Journeys

# What is a Customer journey?

**The customer journey is the complete sum of experiences that people from a ccTLD (customers) go through when interacting with the ccNSO.**

**Instead of looking at just a part of a transaction or experience, the customer journey documents the full experience of people.**



# Core concepts

- **Personas:** semi-fictional characters based on current (or ideal) persons from ccTLDs.
  - They are more than an age and a job title nad from a specific ccTLD
  - Need to understand the motivations, fears, and concerns of the (potential) participants and their environment.
- **Stakeholder map/analysis:** Process of systematically gathering and analysing qualitative information to determine whose interests should be taken into account when developing and/or implementing a service, project or program
- **Touchpoints:** any kind of contact points between customer and the ccNSO, from classical advertising (ads, TV or radio spot, etc.) through social media through to the opinion of a friend or information from peers

# Sequence of actions



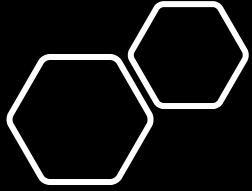
Step 1: Stakeholder analysis/mapping



Step 2: build personas



Step3: Map Customer Journey



# Stakeholder analysis / Mapping

**Step 1. Define USE Case.** Output will be used to adjust key-messaging, to involve key-stakeholders, test new formats etc. Identify issues pertaining to spend time (resources) on ccNSO.

Examples: participation WG, attending ccTLD community sessions, presenting @ sessions, participating in Governance ccNSO, use of ccNSO website

**Step 2. List all Stakeholders.** Deepen the understanding of the various stakeholders. The use case determines the questions!

Examples:

- Who is targeted?
- Who has the resources?
- Who will benefit from success? Who has an interest in use case being a success
- Who do we collaborate with? Who provides valuable ideas?
- Who is blocking the idea and for what reasons? Who benefits from not making is a success?

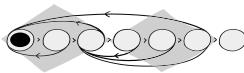
**Step 3. Create stakeholder map** Create categories for example:

- Inner circle (Interested and Active)
- Interested non-active (low-hanging fruit)
- Non-interested, non-active
- Unaware

Project:  
Team:  
Version & Date:



# STAKEHOLDER MAP




Lewrick / Link / Leifer  
The Design Thinking Toolbox  
978-1-119-62919-1

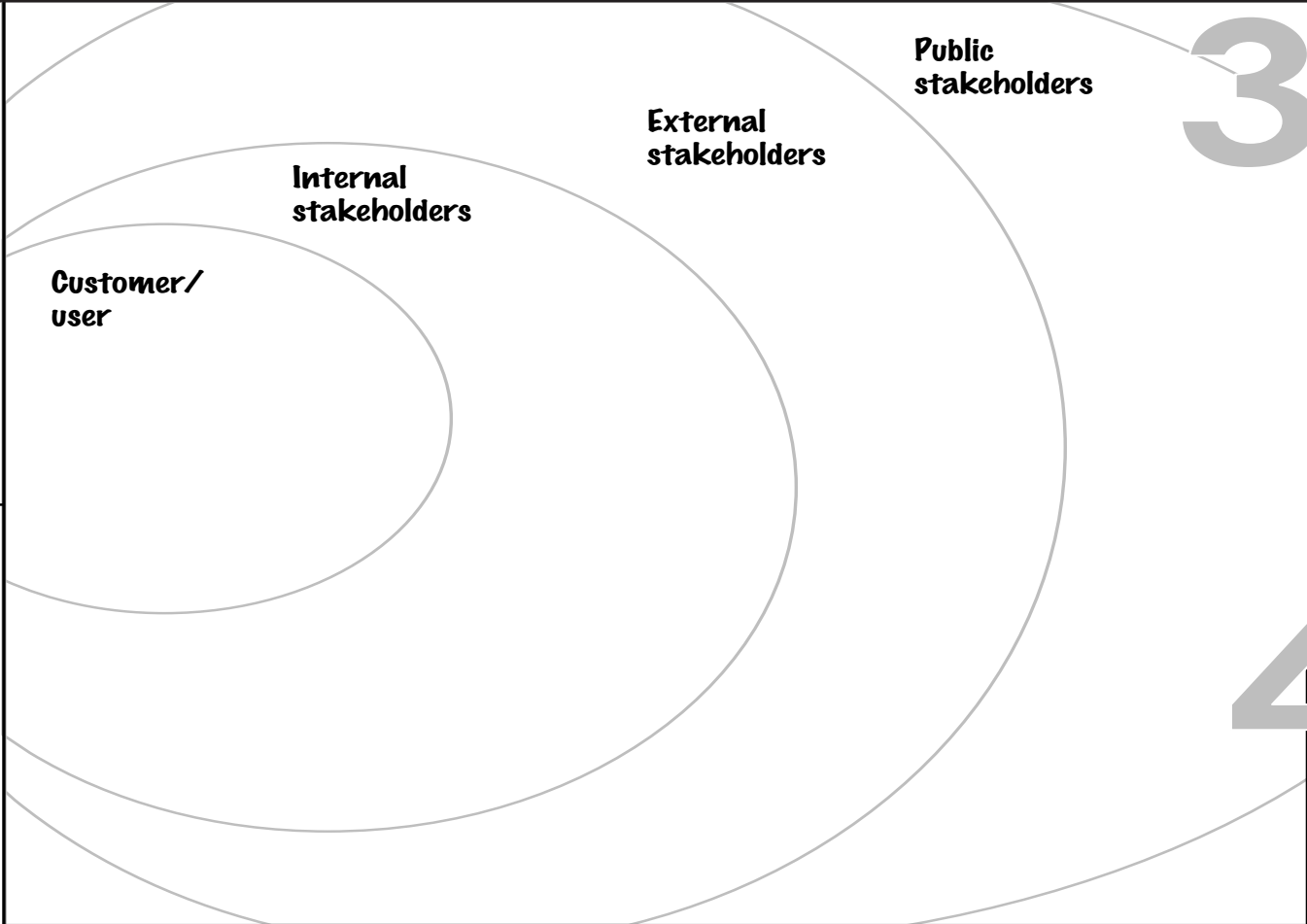
**Quick guide:** The Stakeholder Map gives an overview of all stakeholders, i.e. organisations and people who have a claim or interest in the problem and a potential solution. In a first step, start by determining the use cases.

More tips & tricks for this template on book page: 83

**1 Use case**  
*Define the use case.*




**2 Stakeholders**  
*Identify all stakeholders*






**3 Create the map**  
*Place the stakeholders in the map*



**4 Relationships**  
*Draw the appropriate relationships.*



- relation 
- Unclear, informal relationship 
- Institutional Relationship 
- Directed flow of information 
- Relationship with conflict potential 
- Interrupted relationship 

**5 Findings**  
*Describe your findings from the Stakeholder Map.*



# Use Cases

- participation in WGs
- attending ccTLD community events/sessions
- presenting @ sessions
- participating in Governance ccNSO
- using ccNSO website

- Use Case 1:
- Use Case 2:
- Use case 3:
- Use Case 4



## Who are the Stakeholders?

- Who is targeted?
- Who has the resources?
- Who will benefit from success?
- Who has an interest in success?
- Who do we collaborate with?
- Who provides valuable ideas?
- Who is blocking the idea?
- What are reasons for blocking?
- Who benefits from no success?

- Use Case 1:
- Use Case 2:
- Use case 3:
- Use Case 4:

# Next meetings

- **ccNSO Newcomer Webinar**

Monday, 18 October | 20:00 UTC

Wednesday, 20 October | 11:00 UTC

- **OISC**

Thursday, 18 November | 17:00 UTC

Thursday, 2 December | 17:00 UTC