

# OISC | 16 December 2021 (17 UTC, 90 min. duration)

## AGENDA

1. Welcome
2. Administrative matters
3. Implementation Action Plan OISC
  - a. Presentation ccTLD overview
  - b. Use case: website revamp
  - c. Identify additional use cases for OISC focus
4. AOB
5. Closure & Next Meetings



Building Customer Journeys

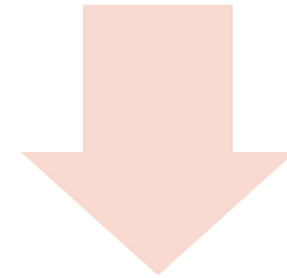


# What is a customer journey?

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The complete sum of experiences that ccTLD representatives (customers) go through when interacting with the ccNSO.

It documents the full experience of people, instead of looking at just a part of a transaction or experience.



# Core concepts



## Personas

Semi-fictional characters, based on current (or ideal) persons from ccTLDs.

- They are more than an age and a job title, and 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 considered 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

## Define Use Cases

- 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

## 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?

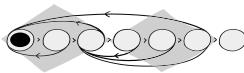
## Create stakeholder map

- Create categories
- Examples:  
  
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

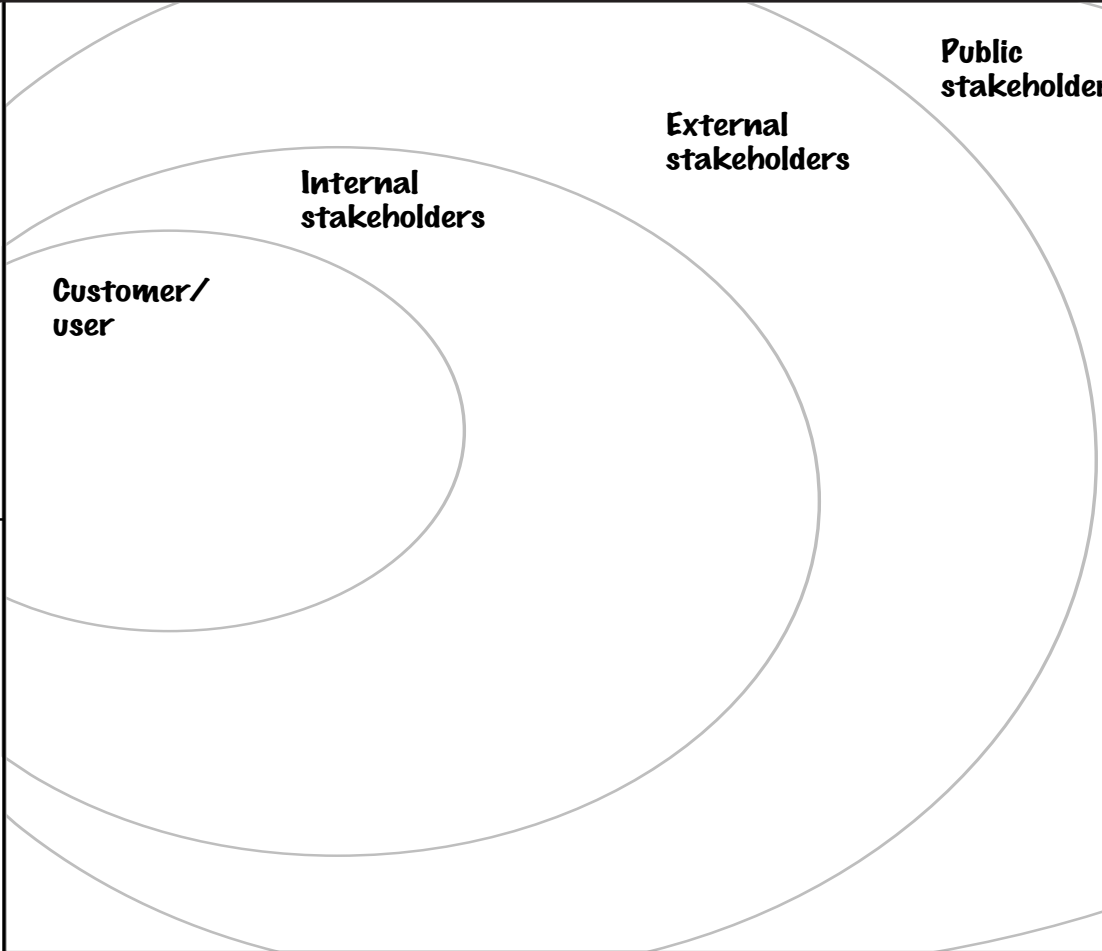
**Quick guide:** The Stakeholder Map gives an overview of all stakeholders, i.e. organisations and people who have a claim or interest in the problem and a potential solution. In a first step, start by determining the use cases.

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

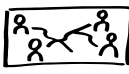
**1 Use case**  
*Define the use case.*




**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

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- participation in WGs	Use Case 1
- attending ccTLD community events/sessions	Use Case 2
- presenting @ sessions	Use case 3
- participating in Governance ccNSO	Use Case 4
- using ccNSO website	



# Who are the stakeholders?

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- 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



# ccTLD overview

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<https://bit.ly/3p95k7f>





# Example: new website

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<https://bit.ly/3ma5YPA>



An aerial photograph of a small, lush tropical island surrounded by clear, turquoise water. The island is densely populated with palm trees and has a small, simple wooden hut with a thatched roof in the center. The text 'Identification use cases' is overlaid in white, sans-serif font across the middle of the image.

# Identification use cases

# Use Cases

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Use Case 1

Use Case 2

Use case 3

Use Case 4

# Next meetings



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Thursday, 13 January 2022 | 17 UTC

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Thursday, 27 January 2022 | 17 UTC

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Thursday, 3 February 2022 | 17 UTC

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Thursday, 17 February 2022 | 17 UTC

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Reconvene post ICANN73