

Stacy's Journey Map

Stage of Journey	Identfies a Problem	Seeks Information			Seeks Support		
Activities	Stacy works in Operations. She is out of the loop. She wants to research documents relating to her job.	She goes to The Core to find up-to-date information.	She reads articles, but doesn't find anything relating to her organization.	Goes to DigitalBarrick's Intranet.	She expresses her feelings with co-workers.	Jay says he has documents she might find useful.	
Feelings and Needs	She's frustrated when she's unaware of important company news and events.	Feels hopeful that she'll be informed.	Feels disappointed.	Becomes frustrated with user experience. Documents are not findable. Feels intranet is useless.	They also vent frustration with communication. She feels disconnected from her organization.	Feels somewhat better to receive the documents, but is frustrated they were so difficult to find.	
Potential opportunities for Improvement	 Redesign DigitalBarrick's Int Centralize documents so the Create Organization pages s 	ey're accessable to all.	interac • Add so more c	 Create SharePoint Team Sites so team members can interact more efficiently and effectively. Add social networking capabilities so teams can communicate more easily. Provide an easy method to send and receive feedback. 			