Persona & Journey Mapping for Public Users Training Course

Professional Development Training Course Outline

Category	Public Sector Innovation	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s rapidly evolving public sector, understanding citizens’ needs and behaviors is crucial for designing effective services. Persona and journey mapping have emerged as powerful tools to create citizen-centered strategies that enhance service delivery, improve engagement, and foster trust in government initiatives. Persona & Journey Mapping for Public Users Training Course provides participants with hands-on approaches to identify public user segments, capture their experiences, and translate insights into actionable service improvements. Through interactive exercises, real-world case studies, and collaborative workshops, participants will learn to visualize the entire user journey, recognize pain points, and uncover opportunities for innovation in public services.

The course equips public administrators, service designers, and policy makers with advanced skills in mapping and analyzing user interactions across multiple touchpoints. Participants will develop competencies in creating accurate personas, identifying behavioral patterns, and designing optimized service experiences that align with organizational objectives. By integrating evidence-based methodologies with practical applications, this training ensures participants can apply persona and journey mapping techniques to real-world scenarios, ultimately improving the efficiency, effectiveness, and satisfaction of public services.

Programme Curriculum

Persona & Journey Mapping for Public Users Training Course

Introduction

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Course Objectives

1. Understand the principles of persona development and journey mapping for public users.
2. Learn techniques for gathering qualitative and quantitative user data.
3. Analyze public user behaviors and identify key touchpoints.
4. Develop actionable personas that represent diverse user groups.
5. Map end-to-end user journeys for various public services.
6. Recognize pain points and barriers in the user experience.
7. Apply behavioral insights to enhance service delivery.
8. Use design thinking frameworks in public service innovation.
9. Integrate journey mapping insights into policy and operational decisions.
10. Enhance stakeholder communication through visual user narratives.
11. Evaluate the impact of interventions on user satisfaction.
12. Leverage digital tools for journey mapping and persona development.
13. Implement strategies for continuous improvement in public service design.

Organizational Benefits

- Improved citizen satisfaction and engagement.
- Enhanced service delivery efficiency.
- Reduced operational bottlenecks and resource wastage.
- Data-driven decision-making across departments.
- Strengthened trust between public institutions and citizens.
- Effective allocation of resources based on user insights.

- Increased innovation in public sector programs.
- Better alignment of services with community needs.
- Streamlined communication and collaboration within teams.
- Sustainable improvements in service design and implementation.

Target Audiences

1. Public sector managers and administrators.
2. Policy makers and strategists.
3. Service designers and UX professionals in government.
4. Public engagement and communication officers.
5. Digital transformation leaders in municipalities.
6. Citizen experience analysts and researchers.
7. Project managers in public initiatives.
8. Innovation and performance improvement teams.

Course Duration: 5 days

Course Modules

Module 1: Introduction to Personas and Journey Mapping

- Overview of persona and journey mapping principles
- Importance of user-centered approaches in public services
- Key elements of effective personas
- Identifying public user segments
- Workshop: Creating initial persona templates
- Case Study: Persona mapping in local government services

Module 2: Data Collection Techniques for Public Users

- Qualitative research methods
- Quantitative survey design and analysis
- Observational techniques for public interactions
- Integrating data from multiple sources
- Workshop: Conducting user interviews
- Case Study: Gathering citizen feedback in municipal projects

Module 3: Persona Development and Validation

- Creating representative user profiles
- Prioritizing personas based on impact
- Validating personas through data
- Updating personas over time
- Workshop: Persona refinement exercises
- Case Study: Persona-driven service redesign

Module 4: Journey Mapping Frameworks

- Introduction to journey mapping tools and templates
- Mapping touchpoints across the citizen experience
- Identifying pain points and gaps
- Visual storytelling for user journeys
- Workshop: Drafting a journey map
- Case Study: Journey mapping for public health services

Module 5: Analyzing User Behavior

- Behavioral patterns in public service usage
- Segmentation and clustering techniques
- Identifying trends and anomalies
- Predicting user needs and expectations
- Workshop: Behavioral analysis exercises
- Case Study: Analysis of citizen complaint systems

Module 6: Service Design and Improvement

- Applying journey insights to design solutions
- Co-creation with stakeholders
- Prioritizing interventions based on impact
- Metrics for measuring service improvements
- Workshop: Designing interventions
- Case Study: Optimizing municipal permit processes

Module 7: Digital Tools for Persona & Journey Mapping

- Overview of popular mapping tools
- Features for collaborative design
- Data integration and visualization
- Best practices for digital journey maps
- Workshop: Tool-based persona creation
- Case Study: Digital transformation in public service portals

Module 8: Implementing Continuous Improvement

- Monitoring and iterating user journeys
- Feedback loops and citizen engagement
- Communicating findings to decision-makers
- Sustaining innovation in public service delivery
- Workshop: Continuous improvement planning
- Case Study: Iterative improvements in e-government services

Training Methodology

- Interactive lectures and presentations
- Hands-on workshops and exercises
- Real-world case studies for applied learning
- Group discussions and peer learning sessions
- Role-playing scenarios and simulations
- Digital tool demonstrations and practical exercises

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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