



# User Journey Mapping

DfE Fostering Recruitment & Retention Programme

# Aims

- ▼ To understand the journey a prospective foster carer will go through when accessing the recruitment support hub
- ▼ To understand the requirements from the hub as a result
- ▼ To give you a tool which can be used to communicate with staff and foster carers to show how things will be different and improved

# Why do user journey mapping?

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To understand the journey of different prospective foster carers as they access the recruitment hub



As a result of the journeys, to understand the requirements and practicalities of the hub



To identify areas to focus on for the implementation phase of the project, including parts of the journey where there are gaps or unanswered questions

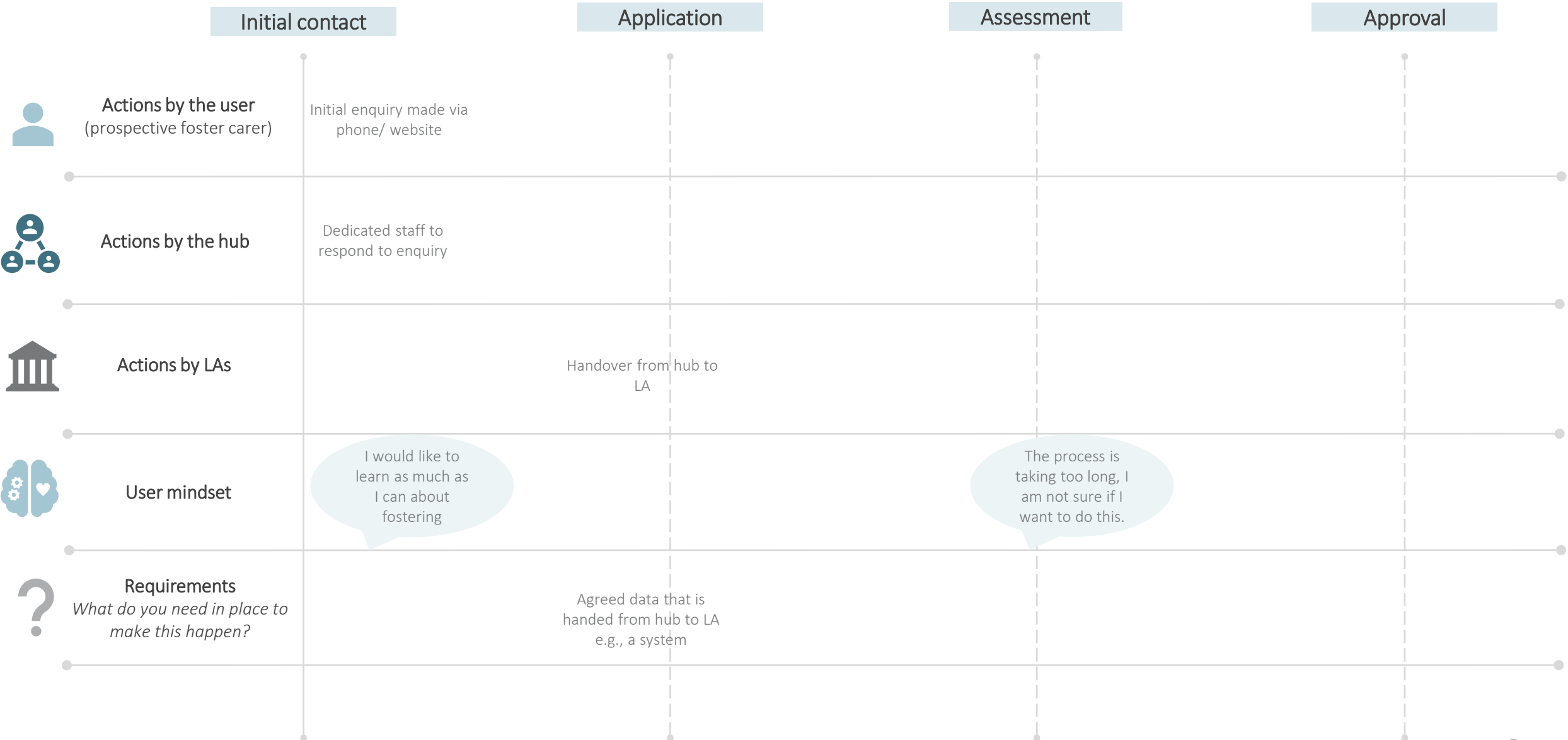
## PERSONAS

- Personas are fictional profiles representing a particular group of people, such as service users or employees
- Personas are 'characters' with which teams and organisations can engage

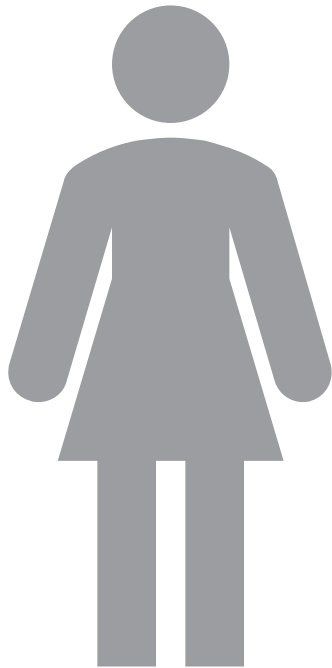
## USER JOURNEY MAPS

- Not a depiction of an actual real-world, single service user's experience
- An aggregate of experiences compiled from research and/ or the knowledge of subject-matter experts in an organisation

# User journey mapping template

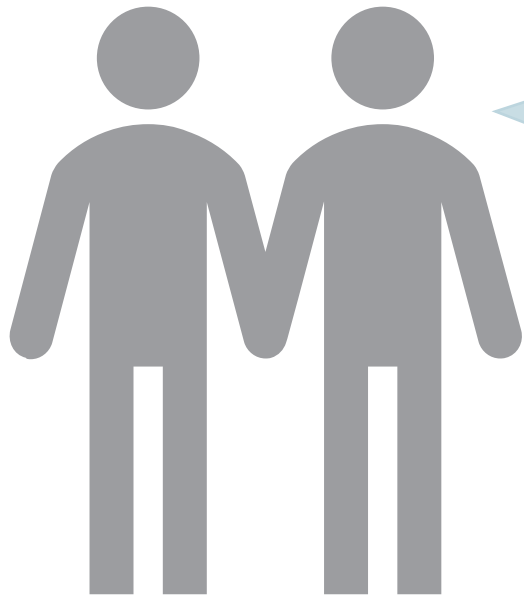


## The personas - Cathy



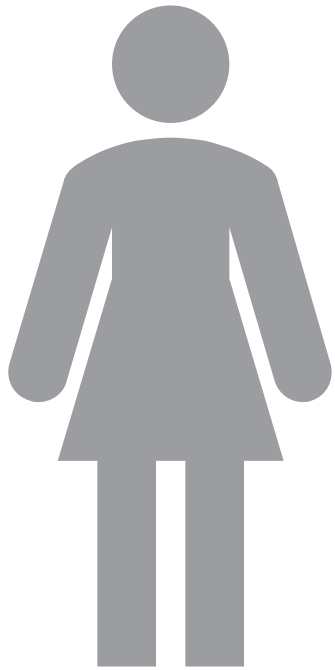
*I am a 35 year old married woman with two children, aged 8 and 10. I live in a 4 bedroom house in Manchester. My husband and I have always wanted a larger family, but due to medical reasons, we can't have more biological children. I believe I can provide a loving, supportive environment for a child in need. I am willing to undergo any training needed to become a foster carer. I am also happy to consider supporting a child with more complex needs or unaccompanied asylum seeking children. I have thought about coming a foster carer for a while now and would like to foster a child in Manchester.*

# The personas – Jamie and Matt



*We are a same-sex couple in our early 40's. We have been together for five years and have a deep commitment to each other and the LGBTQ+ community. We have always wanted to become foster carers, especially for LGBTQ+ youth who may face discrimination or challenges due to their sexual orientation or gender identity. We want to provide a safe, understanding, and nurturing environment and have a spare room. We both have full time jobs but one of us are happy to hand in our notice if our application is successful as we know we will receive some sort of fees. We don't mind where we foster, we just know this is what we want to do and would like to find out more.*

# The personas - Kate



*I am a 30-year-old single woman and live alone in a small flat in Bolton. I have recently been exposed to the idea of foster care through a friend who is a foster parent, but I don't know much about the system or how I can become a foster parent. The idea of helping children in need resonates with me, and I am looking to learn more about it. I am willing to attend informational sessions, training, but would like to know more from people that are experienced in foster care. I don't mind which LA I foster for.*