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Architecting Citizen Journey Mapping (CJM) / Life-Event with Digital Government Services



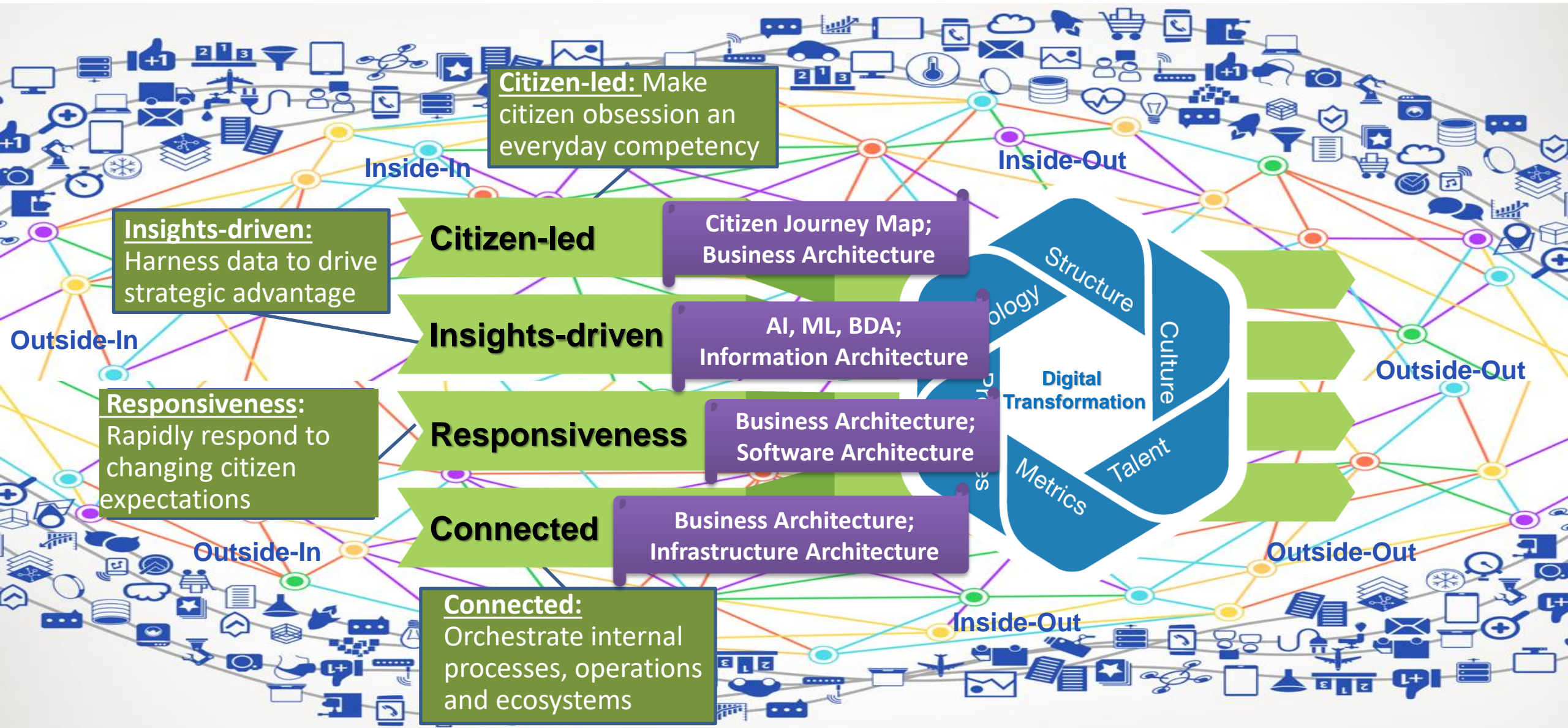
Today, Citizen as Digital Customers are Super Demanding



- **Real Time:** The citizen can progress their journey at any time, anywhere, with responses and updates in real time and personalized.
- **On Demand:** The citizen can initiate/join/re-join/comment on the experience anytime/anywhere/anyplace and tailored in customizing their experiences.
- **All Online:** The citizen is able to accomplish all activities and transactions associated with the journey online.
- **Do-It-Yourself:** The citizen is provided with the capability, and has the choice, to complete any activities and transactions.
- **Social:** The citizen journey is tightly integrated with digital social media.



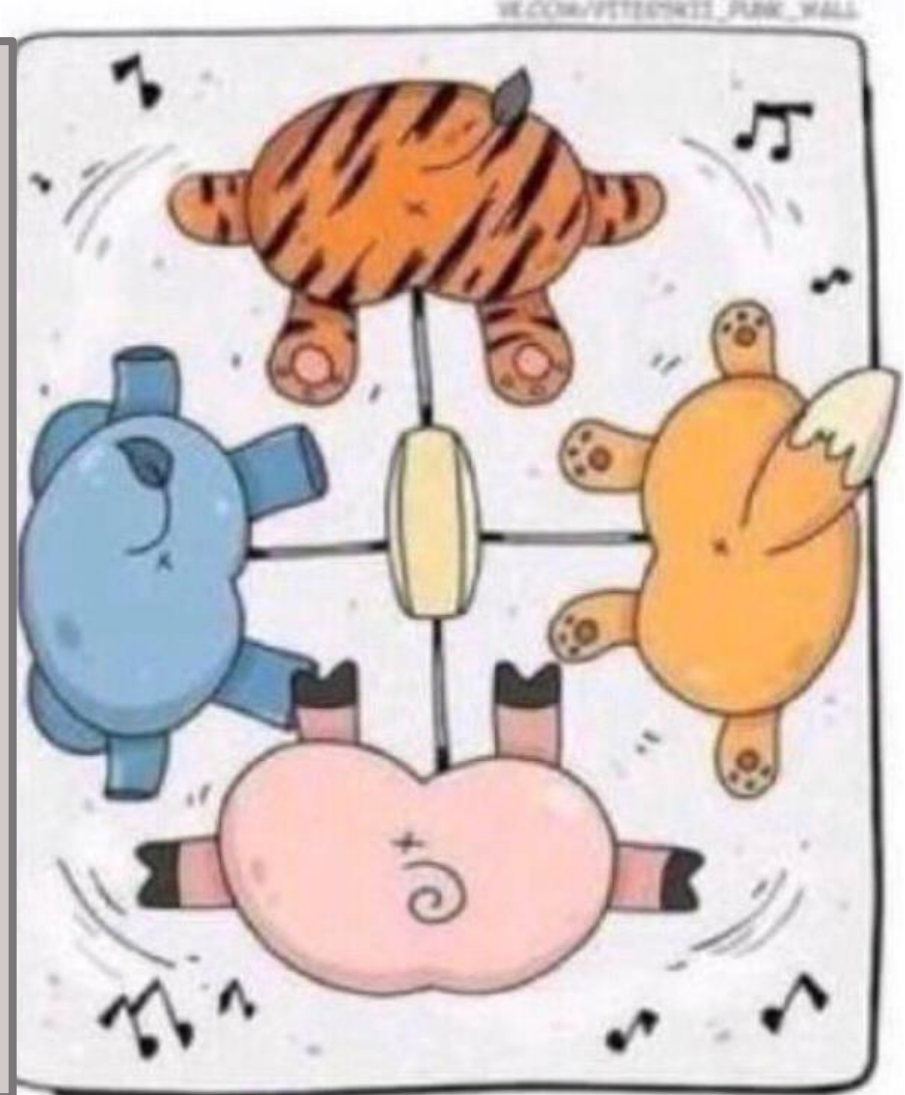
Key Design Principle in Driving Successful Digital Transformation



Enterprise View



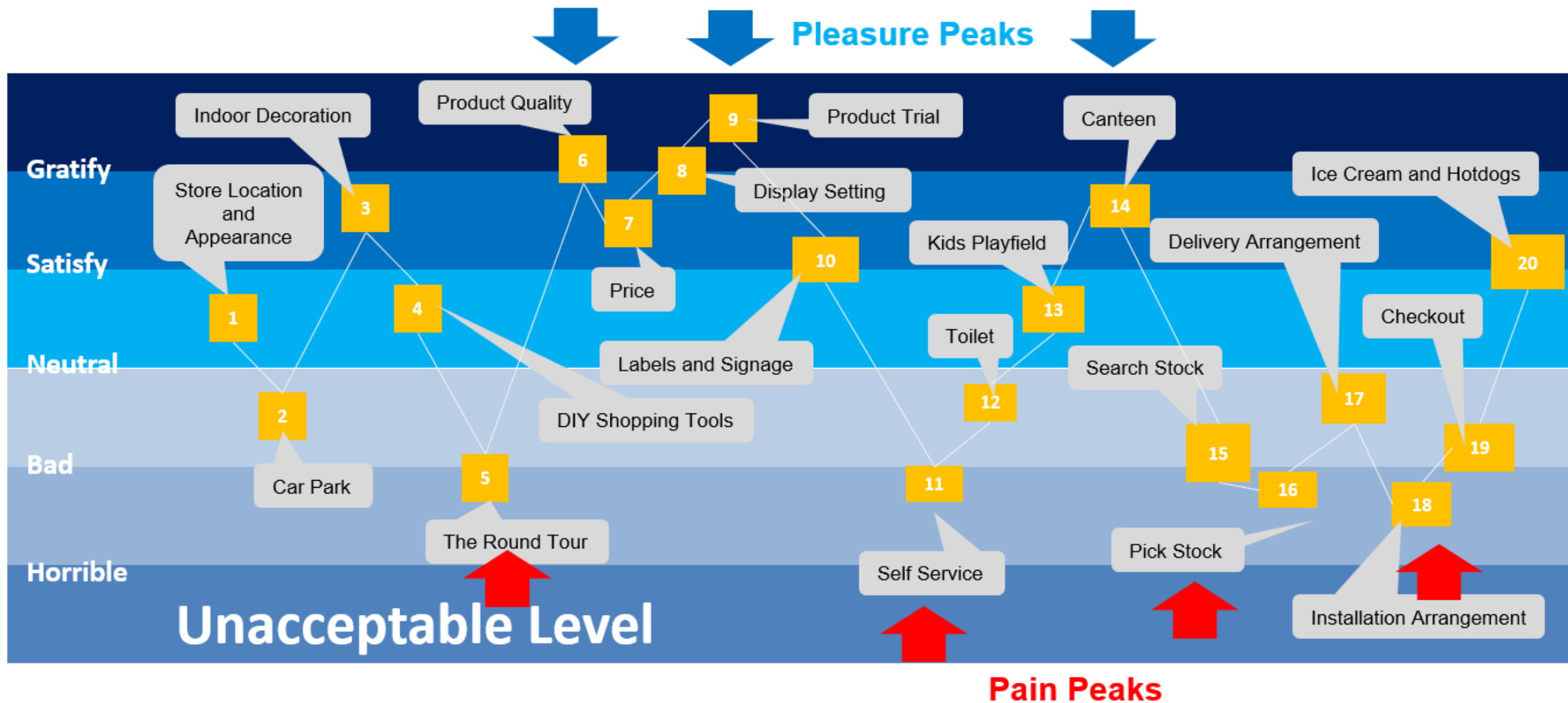
Citizen View



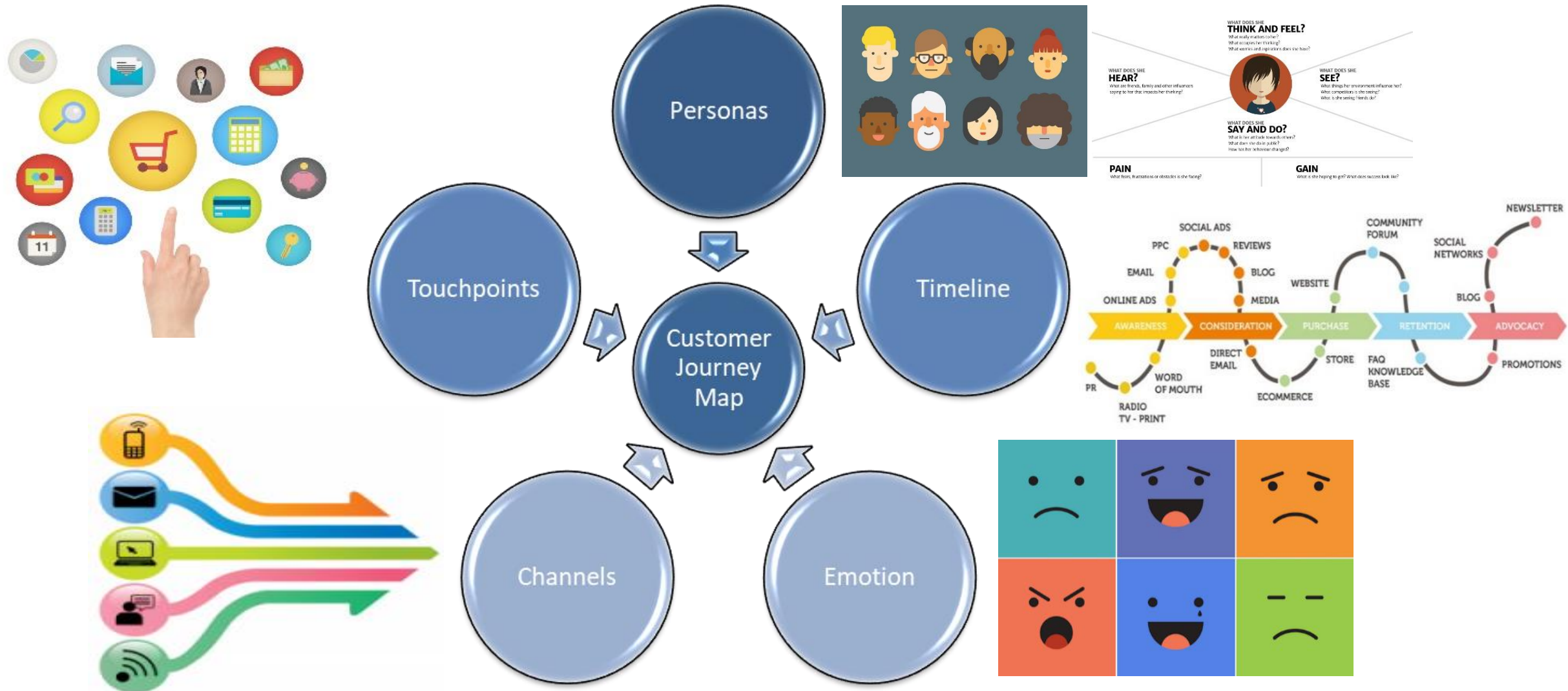


Designing with
**CUSTOMER JOURNEY
MAPPING**

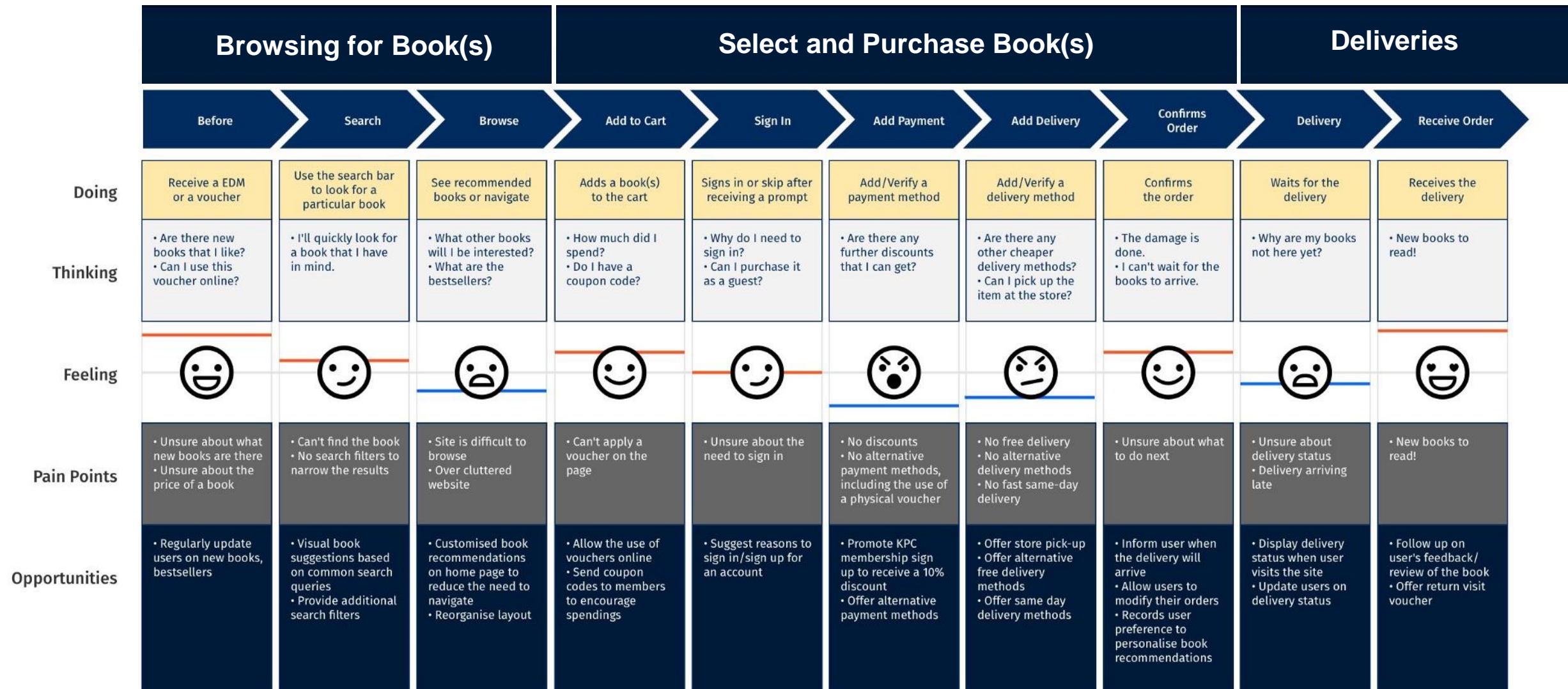
Customer Journey Map (CJM) – An Example in Retail Store



The FIVE Building Blocks of Citizen Journey Mapping (Life-Event)



Example of Online Book Store – Customer Journey Map



Example of Service Design (96) Touchpoints – Various Departments

Service Design (96 Touchpoints)



Various Customer Journey Steps

STAGES



STEPS

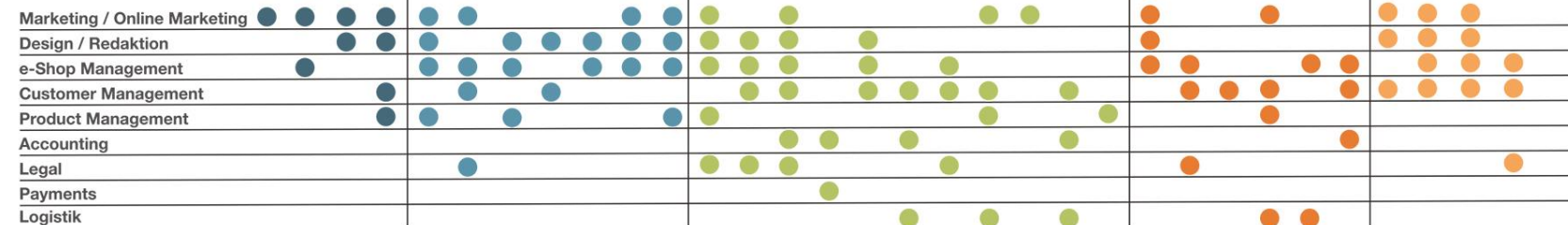


Various Touchpoints

TOUCHPOINTS



DEPARTMENTS



9

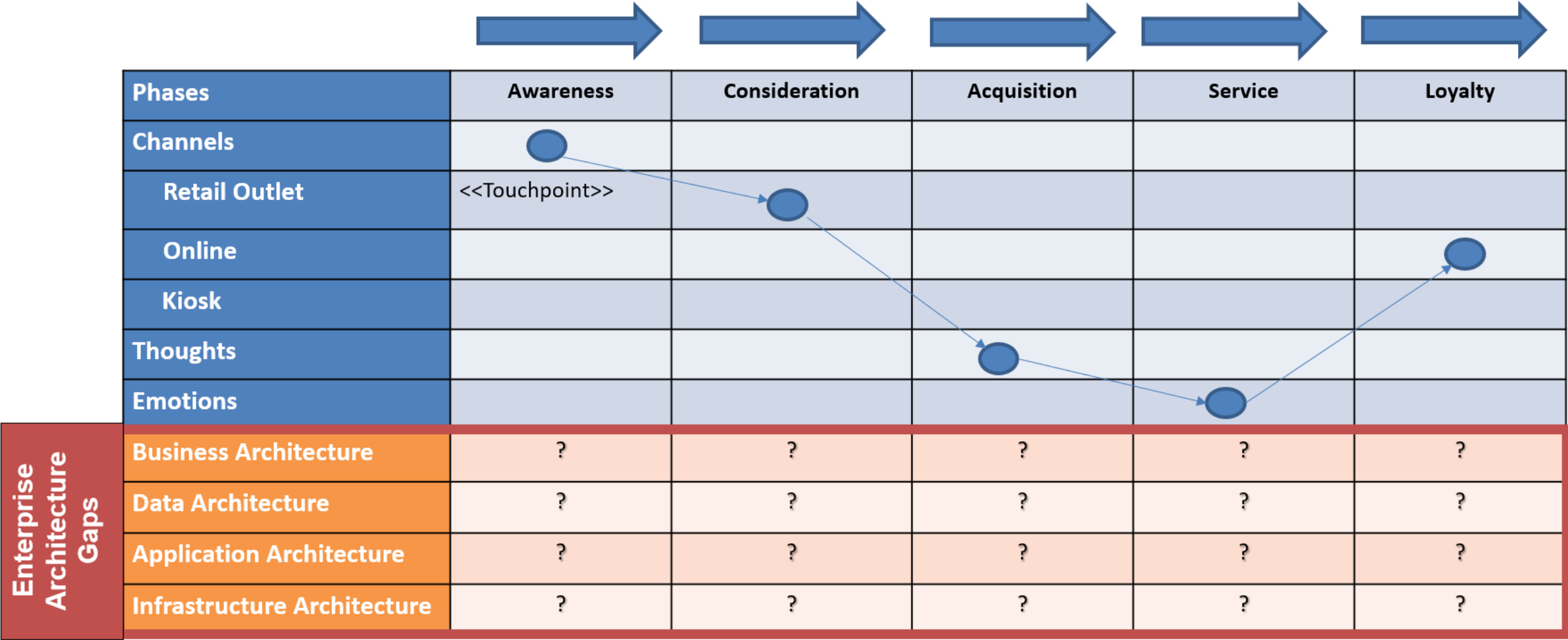
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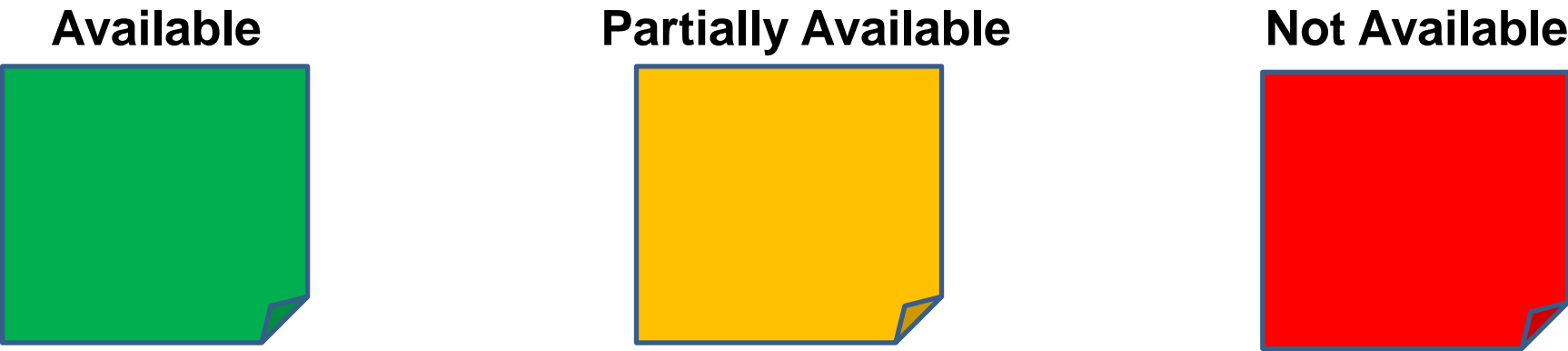
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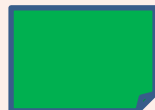



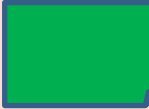






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Modelling Life-Event Mapping With Enterprise Architecture Gaps Example

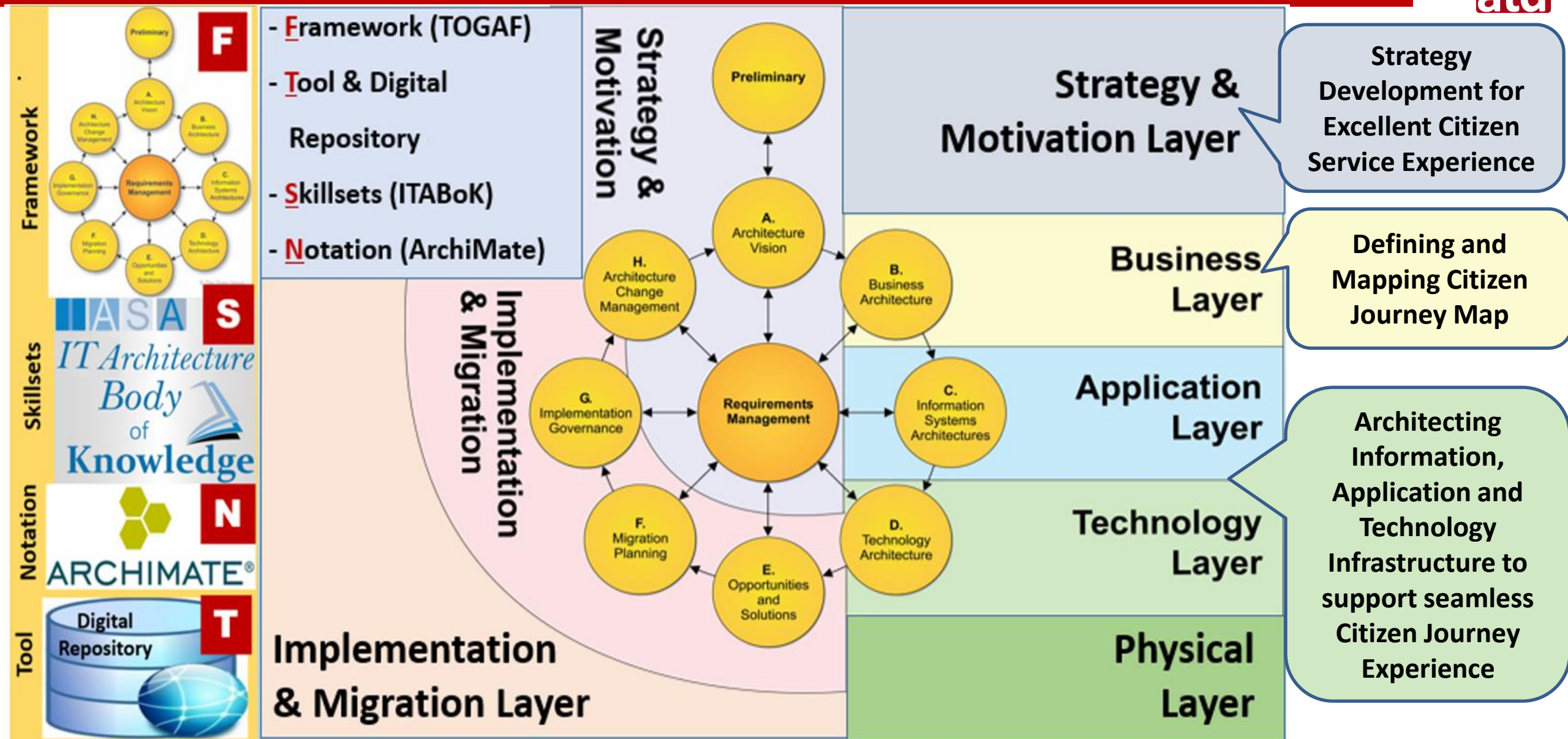


Use different colors to indicate availability (Heatmapping)

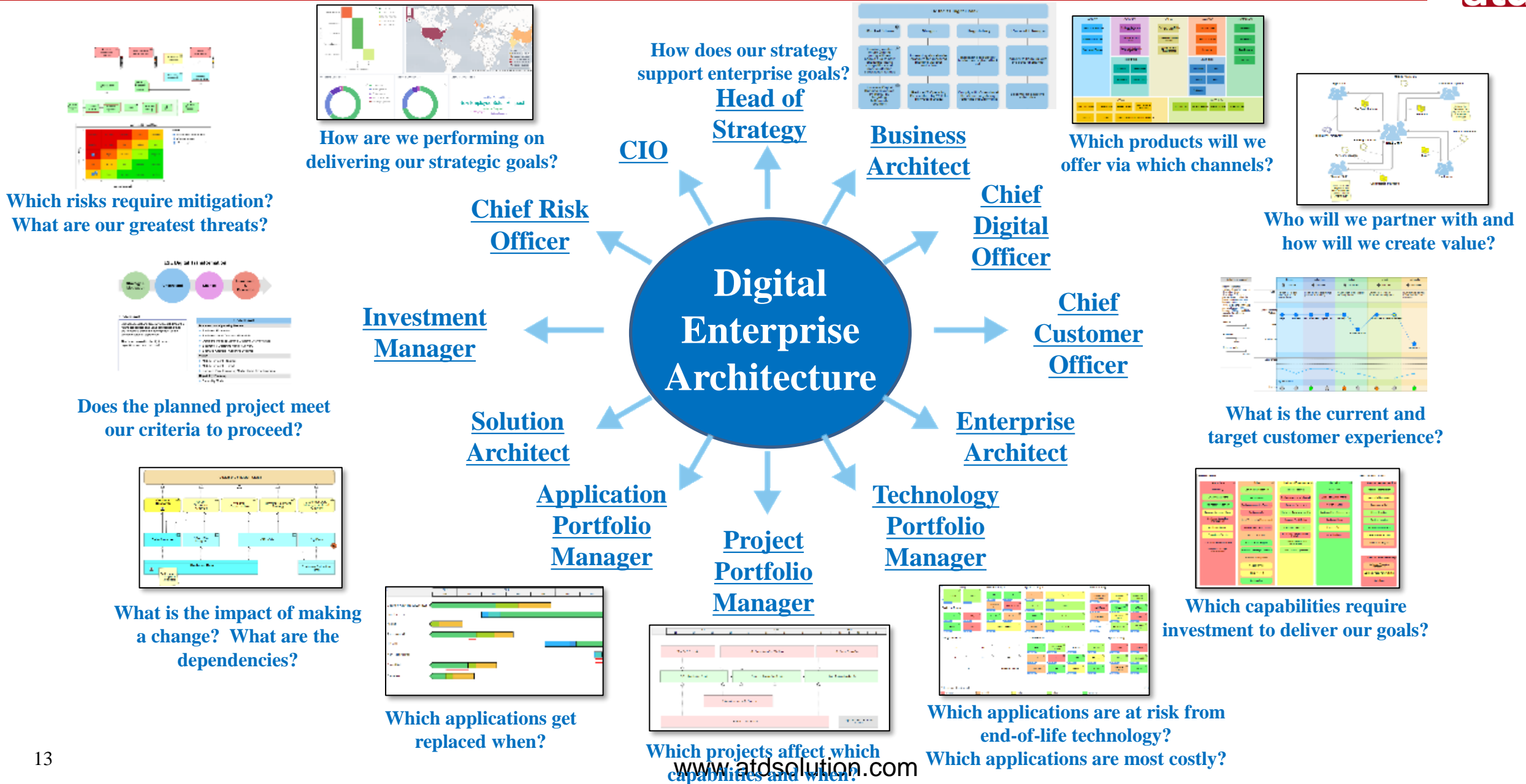


Enterprise Architecture (EA) Gaps	Business Architecture					
	Data Architecture					
	Application Architecture					
	Infrastructure Architecture					

The EA Components and Layers to Realize Citizen Journey Map



The Strategic Digital EA Platform For Various Key Stakeholders



Driving Digital Transformation through Enterprise Architecture

