Flow: Customer Cards

Focus on your customer's needs

Multi-service centres usually offer lots of different services and activities for different groups of people in the community. It can be difficult to really understand and remember what the services offer and most importantly, who is using them and why.

This tool helps by...

...creating an opportunity for teams who perhaps work for different services to meet together and map out an understanding of who the different types of users are, what their needs are the how they match up to services and activities.

Co-designed by Professionals at Lancashire County Council

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Lancashire County Council

Flow
Matching needs to services

Centre

Name: Daisy

Description: A young person, aged 14, who uses PCs for homework

In the Space

Visiting Times

🕐 AM / PM / Evening

🕐 Weekdays / Weekend

🕐 Often / Occasional

Questions they Frequently Ask

"How do I access the wi-fi?"

"How do I print?"

"What events are on?"

Common Needs

Staff to listen and advise.

Services Used the Most

- PCs/Pnets
- Books

Works well with Flow Customer Map

A4 Sheets

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Flow Customer Cards
Suggestions for Use

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Preparation

- Choose characters from Flow Customer Card PDF files
- Print each Flow Card on A4 to fill by hand OR
- Edit the PDF in Adobe Acrobat before printing

1

Meet together with the Flow tool to discuss who the typical customers are and the needs and services to create a persona.

2

Fill in the Flow tool either with a pen or type into the editable PDF in Adobe acrobat and display.

Use staff expertise or customer data to help fill in the Flow tool

3

You could use them for helping sign posting to services, staff training or to help come up with ideas to name just a few uses!