

User Journey Map

PROCESS	DISCOVERY	RESEARCH PROPERTY	CONTACT OWNER	REPORT VIOLATION
USER GOALS	<ol style="list-style-type: none"> Report blighted property to property owner for appropriate action Report violation to the City of Baltimore for appropriate action Get problem resolved (trash cleaned up and rats removed). 	<ol style="list-style-type: none"> Find information about the property, specifically the property owner and how to contact them. 	<ol style="list-style-type: none"> Contact property owner to inform them of the blighted property and violation and ask them to resolve the issue. 	<ol style="list-style-type: none"> Contact the City to report the violation and request that it be looked into further.
TOUCH POINTS AND EMOTIONAL RESPONSE	<ol style="list-style-type: none"> Discover blighted property in neighborhood (piles of trash and rats running around). Write down street address (207 East Montgomery Street, Baltimore, MD 21230). 	<ol style="list-style-type: none"> Visit www.maryland.gov to find out property information. Navigate through website to find where property information can be obtained (services > residents > real property database) Need to enter the county for the property, which requires a google search. Took several attempts to input the street address in a way that was accepted to pull back results. Copy down owner information (name and mailing address). 	<ol style="list-style-type: none"> Write a letter to the property owner to inform them of the blighted property and ask them to clean it up. 	<ol style="list-style-type: none"> Visit www.baltimorecity.gov to report the property violation. Navigate through website to find form (311 services > request a service). Fill out the service request form: <ul style="list-style-type: none"> A Select Service Type (can only choose one) B Service Location C Service Information (can select whether or not to be notified once inspection is complete). D Contact Information (ability to add contact information for both the property owner and for myself) E Comments and Attachments F Review and Submit
USER THOUGHTS	<ul style="list-style-type: none"> Who owns this property? Why are they ignoring the piles of trash? Do they know that there are rats running around? How can I contact the owner? 	<ul style="list-style-type: none"> Where do I go to find property information? Why is the website structured this way? It's difficult to find what I'm looking for. Why do I need to enter the county of the property when I know the address? How do I find the county? How do I enter the address? It's not working. I can only find the address of the property owner. Is that the only way to contact them? 	<ul style="list-style-type: none"> How do I know they will get my letter? Will they actually respond / take it seriously, or will they just ignore it? 	<ul style="list-style-type: none"> Where do I go to report a violation? Why can I only choose one type of housing inspection? Which one do I choose? This property has two issues. I like that I can request notification once the inspection is complete. If I add in the owner information do they actually contact them, too? It would be great if they did. Am I the citizen? I assume so, but it's an odd wording choice. I like that I can attach images as further proof! This website makes me feel more confident that some kind of action will actually be taken.
OVERALL USER EXPERIENCE				

Recommendations

PROBLEM AREAS AND IDEAS TO IMPROVE EXPERIENCE	<ul style="list-style-type: none"> Difficult to find where to go to get property information Rethink why is county required if the full address is known Message indicating "There are no records that match your criteria..." on user error mislead the user to keep trying different address combinations until record was brought back (user missed the list of search results they could have navigated through to find the property). 	<ul style="list-style-type: none"> No confirmation that owner received communication regarding the blighted property nor that they will actually take action. Consider alternative methods of contact. 	<ul style="list-style-type: none"> Unable to select more than one violation to be reported. Contact Information section could be more clear; is there a benefit to adding in the property owner information? Will they also be contacted?
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