Assignment

1. Create a UML Activity Diagram for your organization. Include essential details such as event triggering the process, guard condition, decision point, task, fork and join, and the end of process.

2. Perform an "AS IS" analysis on your business process and to determine if problems exist in your business process. When you have identified a problem, determine and explain the strategy you can use to improve it.

3. Create a customer journey may for your organization. You may follow the format of the example given in Figure 6.20.

Sample from Figure 6.20: Customer Journey Map for a Retail Organization

Persona: Janet Rushden, 59 years old, some knowledge of technology, prefers to speak to 'a real person'
Goal: Obtain birthday present for friend within short timescale

| Check friend's Birthday date | Confirm need to purchase gift for friend | Explore options | Check delivery and availability | Query Product features | Order required product | Receive product | Discuss experience |

Customer activities during each stage

Research birthday date	Check if present required	Search website for presents	Check delivery arrangements	Locate number to call	Ensure availability	Accept product When delivered	Tell friends about positives and negatives of experience
Check friend's age	Consider amount to spend on present	Evaluate features offered by options	Check costs of delivery	Check product features and delivery options where unclear	Order product Confirm delivery timescale		

Customer perceptions of experience during each stage

Desire to buy present for friend's birthday	*Worried about expense*	***Lots of unhelpful suggestions Process time consuming***	***Delivery information not easily located and incomplete***	***Almost impossible to find number Long time to have call answered***	Product available and meets needs Straightforward process to place order	Lack of timing information made delivery difficult	All worked out in the end but stressful experience

Emotional state of persona

Potential opportunities for improvement

		Improved definition of search criteria	Clear statement about delivery options	Ease of access to support Improved call service		Clearer delivery information and instructions available on website and during call	Follow-up email with thanks and offers