

CONFIDENTIAL



# Service Definition

User Journey Mapping

# About Goaco



*Goaco is a Global Consultancy working as a partner with the public and private sectors, delivering innovative solutions and experiences that align to the needs of people, places and planet.*

 Founded in 2010: Headquartered in the UK.

 100+ subject-matter-experts across offices in the UK, UAE & KSA.

 Network of 16,000+ associate consultants through Goaco Group.

We are **Digital Transformation**, **Cyber Security** and **Managed Service** experts successfully delivering projects for business and government.

Our approach integrates leading-edge ideas with a focus on people, being true partners and ensuring our clients are central to every step of the process.

Our agile team swiftly adapts, enabling us to deliver optimal outcomes and solutions tailored to your requirements.

 **Recognised as UK Government digital experts.**



# Your partner from **discovery** to **run**



## **go discover**

Discover, Define, and  
Validate Human-Centred  
Solutions.

## **go build**

Empower Your Data,  
Cloud Software and Cyber  
Security Evolution.

## **go live**

Manage and Secure your  
Digital Operations round  
the clock.



Watch our video: [Click Here](#)

# Service description

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We facilitate the creation of detailed user journey maps that visualize customer experiences end-to-end. This process identifies key user needs, pain points, motivations, and emotional states at every touchpoint. Our output delivers a clear, evidence-based view of the current or future state, enabling teams to prioritise improvements effectively.



# Service features

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- Facilitated sessions to map end-to-end customer journeys accurately
- Integration of user research data and validated insights
- Identification of critical pain points and moments of truth (MOT)
- Mapping of user goals, motivations, and emotional states
- Visualisation of channels, touchpoints, and internal processes involved
- Creation of future-state experience maps and desired outcomes
- Includes service blueprinting for visualising backstage operations
- Output is clear, shareable and visual artifact for team alignment
- Focused on defining improvement opportunities and quick wins
- Collaborative synthesis with delivery teams



- Creates a shared, empathetic understanding of the customer experience
- Aligns teams around solving the right user pain points effectively
- Provides a single source of truth for all customer interactions
- Clearly identifies prioritisation opportunities for greatest impact
- Helps break down silos between different service delivery teams
- Drives focus toward moments of truth that matter most
- Enables proactive planning for future service design needs
- Reduces risk of designing solutions in isolation
- Justifies investment using evidence, demonstrating value for taxpayer money
- Improves customer satisfaction by addressing key friction points.



# Our certifications

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Our certifications are recognised **globally**

Goaco are proudly certified to:  
**ISO 9001, ISO 4001, ISO 27001 & ISO 20000**

## IASME certifications



# Delivering **people-focused** outcomes through **innovation**



Goaco has delivered for the public and private sectors across the globe



Delivering excellence for over 15 years

# Our Services



## UCD User-Centered Design

Our User-Centred Design approach starts by understanding the root problem and what users truly need. Through user research, service design, and clear content, we create journeys that feel natural and accessible. It's not about trends, it's about meaningful outcomes and experiences that genuinely help.

## Digital Delivery

As a delivery partner with your organisation, our service is primarily outcomes based, implementing products and services across portfolios & programmes in an iterative manner (Agile & Waterfall) with a focus on the benefits.

## Cyber Security

Goaco partner with public & private sector organisations, protecting them from the threat of known and unknown security threats. We help you to develop security maturity, become certified, conduct security/penetration testing and protect from cyber-attacks 24x7.

## Data

Goaco's Data Services span the full lifecycle from collection and management to advanced analytics and AI-driven insights. Ensuring accuracy, security, and scalability, we help businesses make smarter decisions, modernise operations, and drive growth.



## Cloud

Our service offerings involve transforming your organisation to use the Cloud across Google Cloud, MS Azure and AWS, embedding automation (infrastructure-as-code) for cost-saving, and monitoring and management of your infrastructure for efficiency.

## Artificial Intelligence

At Goaco we enable businesses to harness AI to transform how they operate, compete, and grow. Our AI Services span assessment, strategy, design, and implementation covering automation, predictive analytics, generative AI, and custom machine learning solutions.

## Managed Services

Goaco's ITIL aligned support team works around the clock to keep your IT running at peak performance levels, using industry leading tools to constantly improve and ensure you are in safe hands.

## Software Development

Goaco provide you with tech-agnostic custom, Web, App (mobile) and Low/No code (DynamicsCRM/PowerApps) development from design, build, launch & management. We embed as a development partner providing you the value of leveraging our experience.

# Personnel clearance levels (UK)



At a minimum, our UK personnel hold a Government approved BPSS clearance.



Our Penetration Testers and Cyber Security consultants hold a minimum of Security Clearance vetted with the Ministry of Defence (UK Government). For SECRET, personnel with DV Clearance are available, which is the highest level across the UK Government.

**International branches** are covered by the same principles as BPSS, including identity verification, references and criminal record checks.

**This is the value we bring to other regions and countries, with the assurance of personnel accessing sensitive data.**

# Our partnerships





# Our values

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## Equality

We continually review our **promotion** of inclusivity, **diversity** and lifelong **learning**.



## Integrity

**Honesty** and **integrity** have built a culture of trust and openness within the Goaco network.



## Unity

We **recognise** the **power** of **diversity** and difference in a **team** to learn and grow as individuals and an organisation.



## Respect

Respecting others **boundaries**, opinions and **skill sets** is **important** to us at the core of our **company culture**.



## Excellence

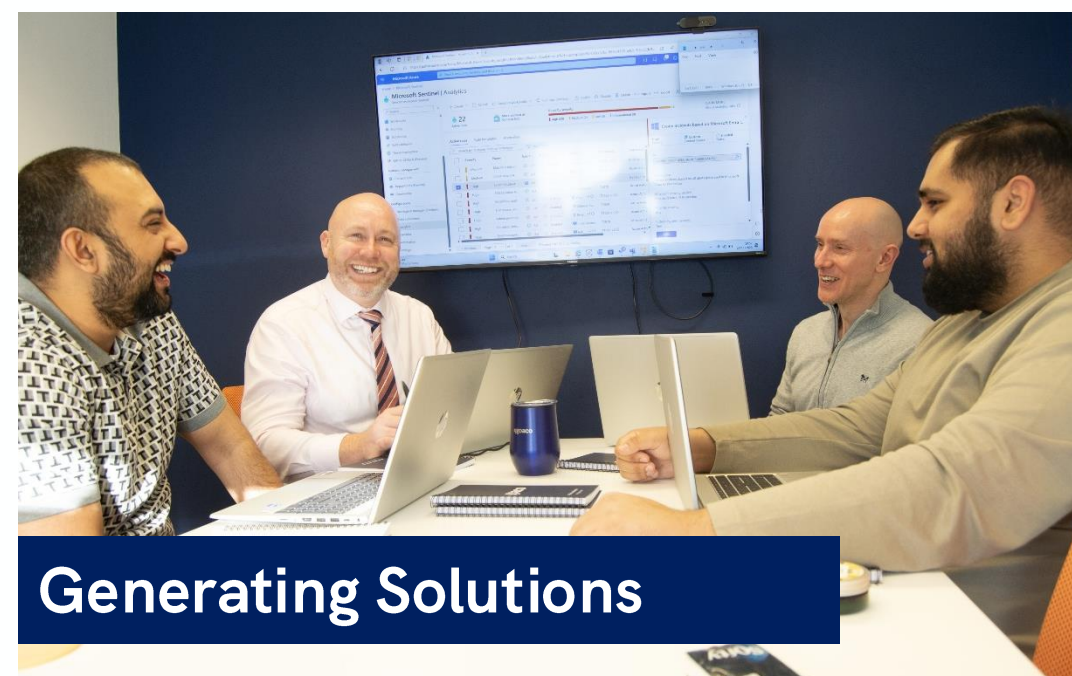
We take pride in delivering **excellence** in everything we do and **expect** the same **passion** and drive from our colleagues.



# Our culture



Behind every success story, innovation and milestone achieved, there are dedicated individuals who go above and beyond to make it happen.





[www.goaco.com](http://www.goaco.com)

