The project: Do the right thing
Service proposal: Life Bank, a resource for families, individuals, schools and carers

Persona journeys in context (mini blueprint): Lisa 14 years old

Touchpoints	Entry / awareness engagement with Lifebank	Experiment space. Participant now in the narrative therapy space. Does exercises and development, uses tools.			Happyness / success	What if things go wrong?
Facebook and other online social media	Lisa is invited to become a fan of a group	Lisa joins Facebook game and competes with friends	Meets PJ and has baby (makes choices)	Lisa gets coins / rewards and penalties on the basis of her decisions	Lisa has created a beautiful utopia, a wonderful city where - She trusts others - She depends on others to grow the city	Lisa's home is broken into and her computer is stolen. She feels really bad.
	Lisa gets a post on her wall	Lisa experiences painful moments in the game	Social services are involved in the game network and participate as well.		Lisa is now a mentor and is part of the experts group. She tells other young people of her experiences	Lisa calls 0800 LIFEBANK number and asks for help
	Friend's game score appears in newsfeed with LINK to game.					
Classroom	Lisa hears from Lifebank in a lesson	Lisa talks about her experience of crime with peers	Lisa takes part in sports-based activities bouncy castle etc.	Lisa's classroom experiences inform her behaviour in the experiment space		
	Lisa reads a billboard or poster					
	A peer tells Lisa about Lifebank					
Game console / player network	Lisa receives email comms from OEM network Lisa receives an invitation to join a game.	Lisa accepts invitation to play 'cityville' on the network	She makes choices	She gets rewards and penalties and shares the results with other players		
Mobile and converged	Lisa is at the shopping mall thinking about stealing make up - she receives a NFC message on her handset	The message prompts Lisa to answer question.	Questions lead to a) coupons and bonus b) back to introduction	Links to experiment space online	Lisa likes the coupons she's winning. She's doing her own thing but feels like she's a part of something.	Help get local info. App gives location-based mentoring
		Tie-in with retailer	stickers / badges			
0 800 number	Lisa calls the helpline	IVR question/ response leads to offline rewards	Offline coupons			
TV / Radio channel / station / studio	Jingle? Advert?	Nominate a friend or your school to go on the show.	Promote competions between schools			
	Lisa watches, sponsored youth TV programme (like PJ & Duncan)					