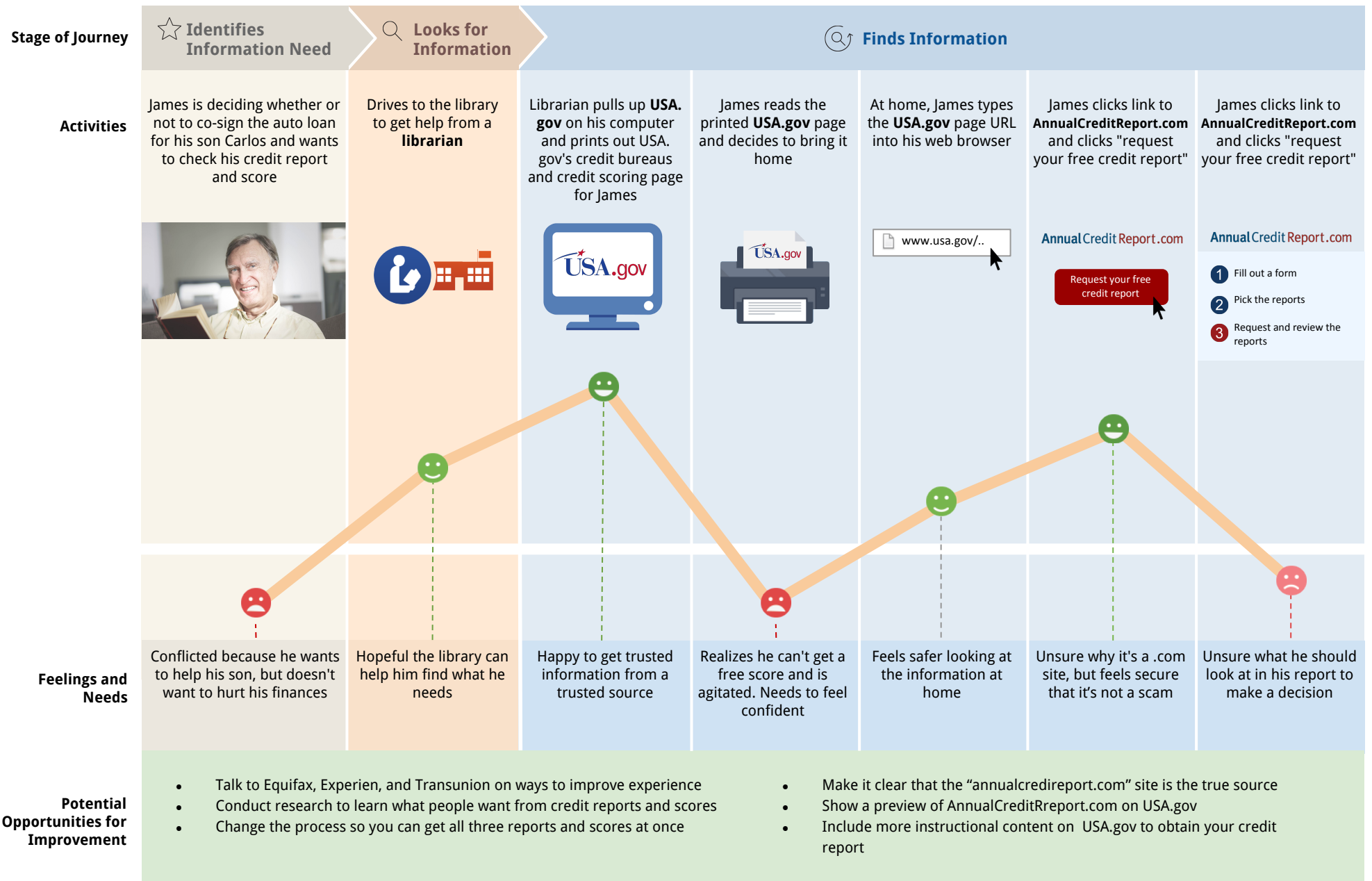




# James's Journey Map

Complete a transaction (or find information to prepare to complete a transaction)





# Jennifer's Journey Map

Find specific information on a known topic

Stage of Journey

☆ Identifies Information Need

🔍 Looks for Information

🔍 Finds Information

Activities

Decides to research the federal hiring process and find job openings while rocking her baby to sleep



**Googles** "government jobs" on her iPhone



Taps 1st result for **GovernmentJobs.com** but doesn't see info on hiring so goes back to Google results



Taps 2nd result for **USAJOBS.gov**, but doesn't see info on hiring process so goes back to Google results



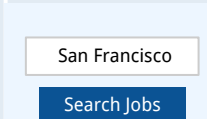
Taps 3rd result for **USA.gov** Government Jobs page and reads about the hiring process



Taps on Search for Jobs on **USA.gov** Government Jobs page



Enters city on **USAJOBS** advanced search page to find jobs in her area



Reviews first few results on **USAJOBS**, but gives up because it's too hard to navigate on an iPhone



Feelings and Needs

Anxious about leaving her current job, but hopeful about finding a new one

Confident Google will help her find what she wants

Doesn't see what she wants and isn't ready to search yet

Doesn't understand why this website isn't mobile friendly

Happy to find a site that works on her phone and provides clarity and reassurance

Confident she's found the official place, but still needs clarity and reassurance

Frustrated because it's hard to search on her phone

Defeated and annoyed she'll have to do it later

Potential Opportunities for Improvement

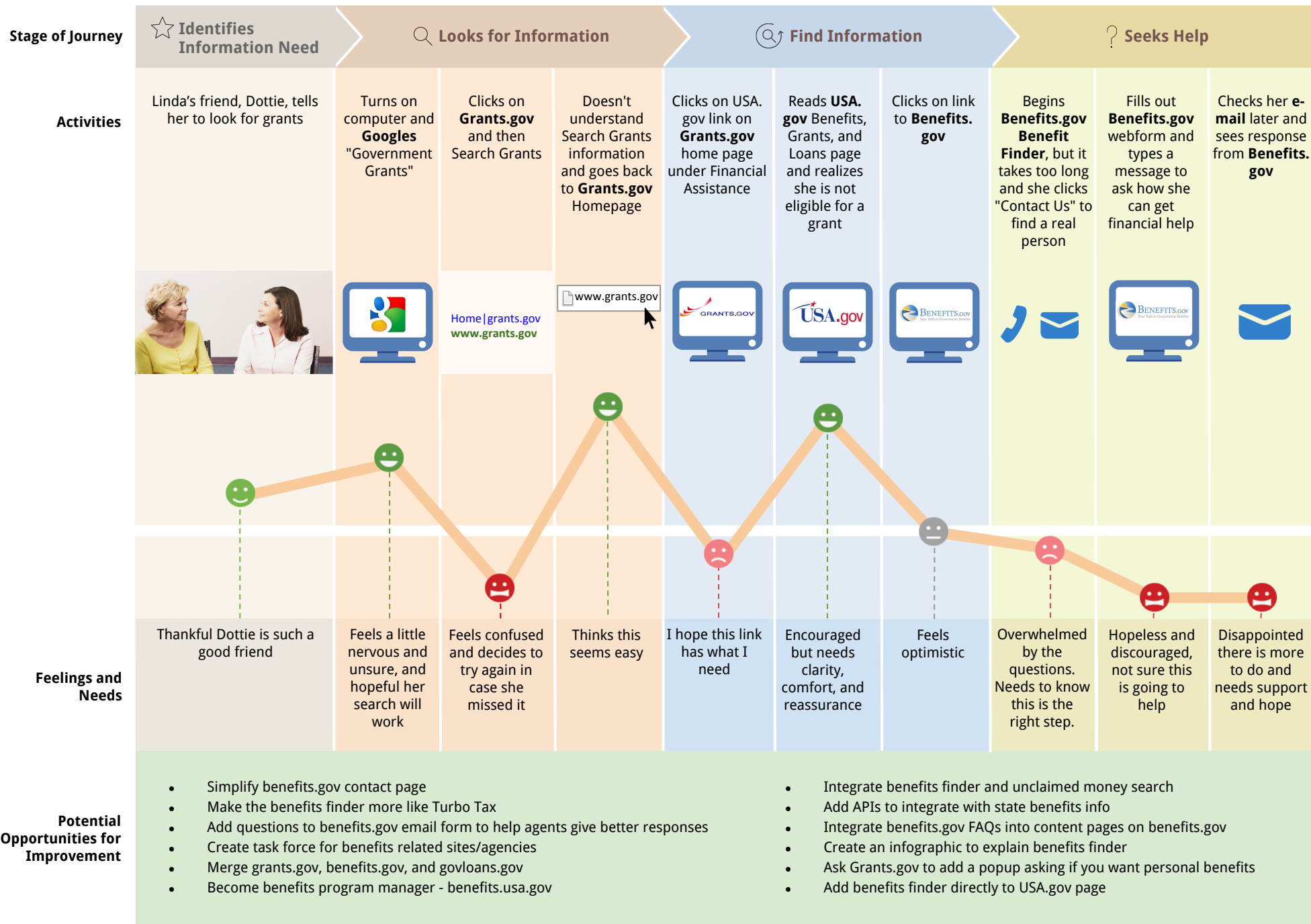
- Make finding jobs more like TurboTax
- Make federal hiring process more transparent
- Explain why you need a USAJOBS account on USA.gov and highlight features of USAJOBS
- Meet with OPM Innovations Lab team to improve USAJOBS
- Work with OPM to verify content and provide input on USAJOBS
- Show more complete picture of labor market on USA.gov such as jobs in area on a map

- Explain key hiring terms on USA.gov
- Interview job seekers to help improve experience
- Define focus of USA.gov jobs content - federal, state, and local
- Co-brand USA.gov and USAJOBS or differentiate sites
- USA.gov should provide USAJOBS with actionable data and improvements



# Linda's Journey Map

Browse information or learn more on a general topic





# Michael's Journey Map

Find contact information for an agency or elected official

