



James's Journey Map
Complete a transaction (or find information to prepare to complete a transaction)

Stage of Journey	Identifies Information Need	Q Looks for Information		©	Finds Information				
Activities	James is deciding whether or not to co-sign the auto loan for his son Carlos and wants to check his credit report and score	Drives to the library to get help from a librarian	Librarian pulls up USA. gov on his computer and prints out USA. gov's credit bureaus and credit scoring page for James	James reads the printed USA.gov page and decides to bring it home	At home, James types the USA.gov page URL into his web browser	James clicks link to AnnualCreditReport.com and clicks "request your free credit report"	and clicks "request		
			ÚSA.gov	ŪSA.gov	www.usa.gov/	Annual Credit Report.com Request your free credit report	Annual Credit Report.com 1 Fill out a form 2 Pick the reports 3 Request and review the reports		
			•		•	0			
	8			8			8		
Feelings and Needs	Conflicted because he wants to help his son, but doesn't want to hurt his finances	Hopeful the library can help him find what he needs	Happy to get trusted information from a trusted source	Realizes he can't get a free score and is agitated. Needs to feel confident	Feels safer looking at the information at home	Unsure why it's a .com site, but feels secure that it's not a scam	Unsure what he should look at in his report to make a decision		
Potential Opportunities for Improvement	 Talk to Equifax, Experien, and Transunion on ways to improve experience Conduct research to learn what people want from credit reports and scores Change the process so you can get all three reports and scores at once Make it clear that the "annualcredireport.com" site is the true source Show a preview of AnnualCreditRreport.com on USA.gov Include more instructional content on USA.gov to obtain your credit report 								



USA.gov should provide USAJOBS with actionable data and

improvements



Jennifer's Journey Map Find specific information on a known topic

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

Stage of Journey			Q Looks for I	nformation	© 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	
			Government Jobs - City, State, Federal &	USAJOBS - The Federal Government's Official	Government Jobs - USA. gov usa.gov/ /Government-Jobs. shtml	ŪSA.gov	San Francisco Search Jobs	<u>usajobs</u>	
		•			•				
				8			8	e	
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 key hiring terms on USA.gov Interview job seekers to help improve experience 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 USA gov should provide USAJOBS with actionable data and 								





Linda's Journey MapBrowse information or learn more on a general topic

Stage of Journey	☐ Identifies Information Need	Q Looks for Information		© Find Information			? Seeks Help			
Activities	Linda's friend, Dottie, tells her to look for grants	Turns on computer and Googles "Government Grants"	Clicks on Grants.gov and then Search Grants	Doesn't understand Search Grants information and goes back to Grants.gov Homepage	Clicks on USA. gov link on Grants.gov home page under Financial Assistance	Reads USA. gov Benefits, Grants, and Loans page and realizes she is not eligible for a grant	Clicks on link to Benefits. gov	Begins Benefits.gov Benefit Finder, but it takes too long and she clicks "Contact Us" to find a real person	Fills out Benefits.gov webform and types a message to ask how she can get financial help	Checks her e- mail later and sees response from Benefits. gov
			Home grants.gov www.grants.gov	www.grants.gov	GRANTS.GOV	ÚSA.gov	BENEFITS.GOV Tour trad to Community Studies	/ =	BENEFITS.GOV	
	•	•		•		•				
			•		2			8	•	—
Feelings and Needs	Thankful Dottie is such a good friend	Feels a little nervous and unsure, and hopeful her search will work	Feels confused and decides to try again in case she missed it	Thinks this seems easy	I hope this link has what I need	Encouraged but needs clarity, comfort, and reassurance	Feels optimistic	Overwhelmed by the questions. Needs to know this is the right step.	Hopeless and discouraged, not sure this is going to help	Disappointed there is more to do and needs support and hope
Potential Opportunities for Improvement	 Simplify benefits.gov contact page Make the benefits finder more like Turbo Tax Add questions to benefits.gov email form to help agents give better responses Create task force for benefits related sites/agencies Integrate benefits finder and unclaimed money search Add APIs to integrate with state benefits info Integrate benefits.gov FAQs into content pages on benefits.gov Create an infographic to explain benefits finder 									gov

- Merge grants.gov, benefits.gov, and govloans.gov
- Become benefits program manager benefits.usa.gov

- Ask Grants.gov to add a popup asking if you want personal benefits
- Add benefits finder directly to USA.gov page





Michael's Journey Map Find contact information for an agency or elected official

Stage of Journey		Q Looks for Information			Cot Looks Again	? Seeks Help	Cot Looks Again	? Seeks Help
Activities	Has tax questions because he hires new employees			Clicks 1st result for IRS.gov and then on "Help and Resources" Goes back to Google and searches for "irs. gov phone number"		Calls IRS at 800-829-1040 and is on hold for an hour before hanging up	Sees USA.gov's 844-USA-GOV1 number and calls	USA.gov agent tells him to call the IRS at 800-829- 1040 and he gives up
			Filing and Paying Your Business Taxes http://www.irs.gov/ Businesses/		CSA.GOV CSA		TSA.gov	USA.gov
	©				•		9	
			8	8		8		8
Feelings and Needs	Excited to expand his business but anxious and nervous about the tax implications	Hopeful he can find the information in one search	Annoyed at the amount of information and confused	Ready to try again	Happy to find a phone number	Frustrated at long wait time and defeated	Hopeful again, but also pessimistic since he doubts they can help	Frustrated because he just went in a loop. Needs a real solution
Potential Opportunities for Improvement	Build Relationship with IRS Show IRS Contact Center holdtime on IRS.gov and USA.go							