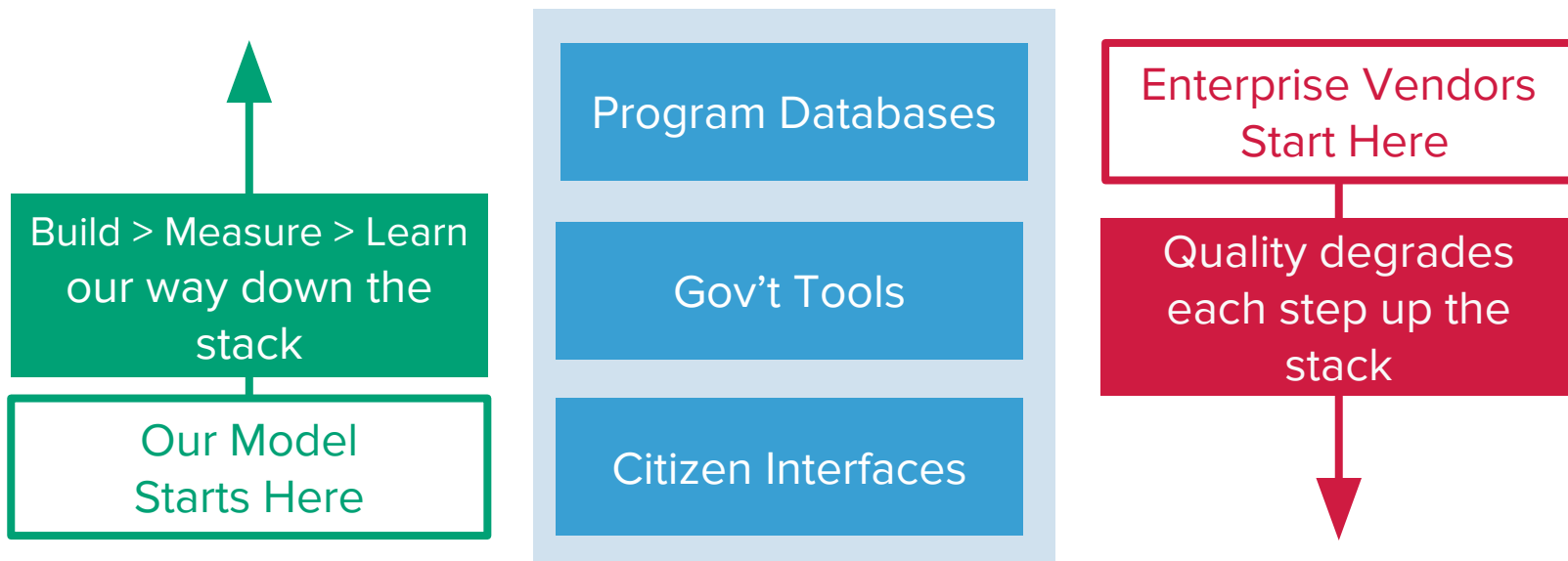


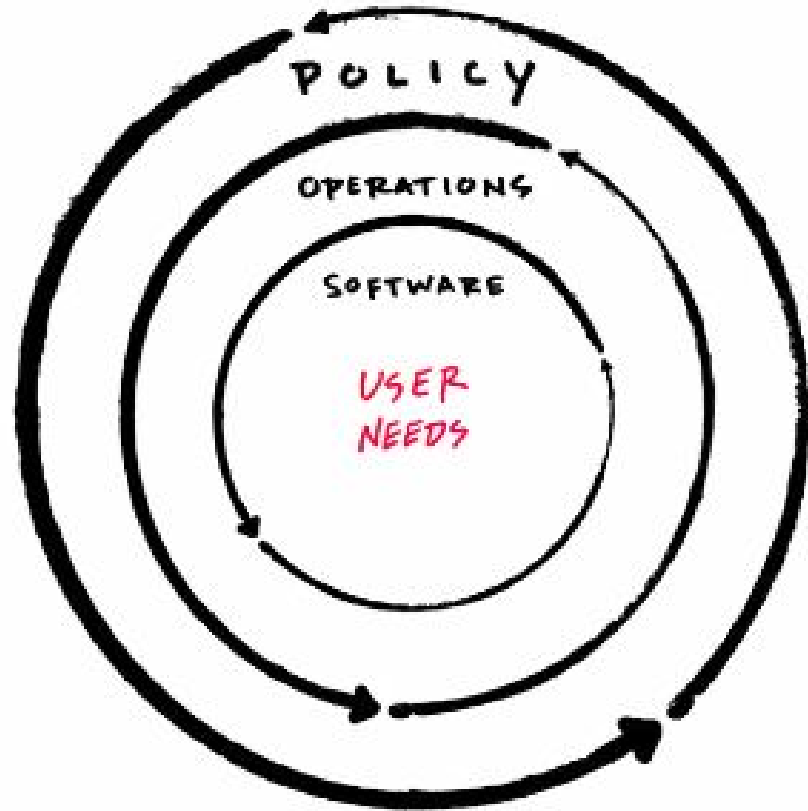
# You made a journey map... now what?!

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# We start with users







Collect feedback  
about what works  
and what doesn't

**Learn**



observe people using  
what you made



# User-Centered Design

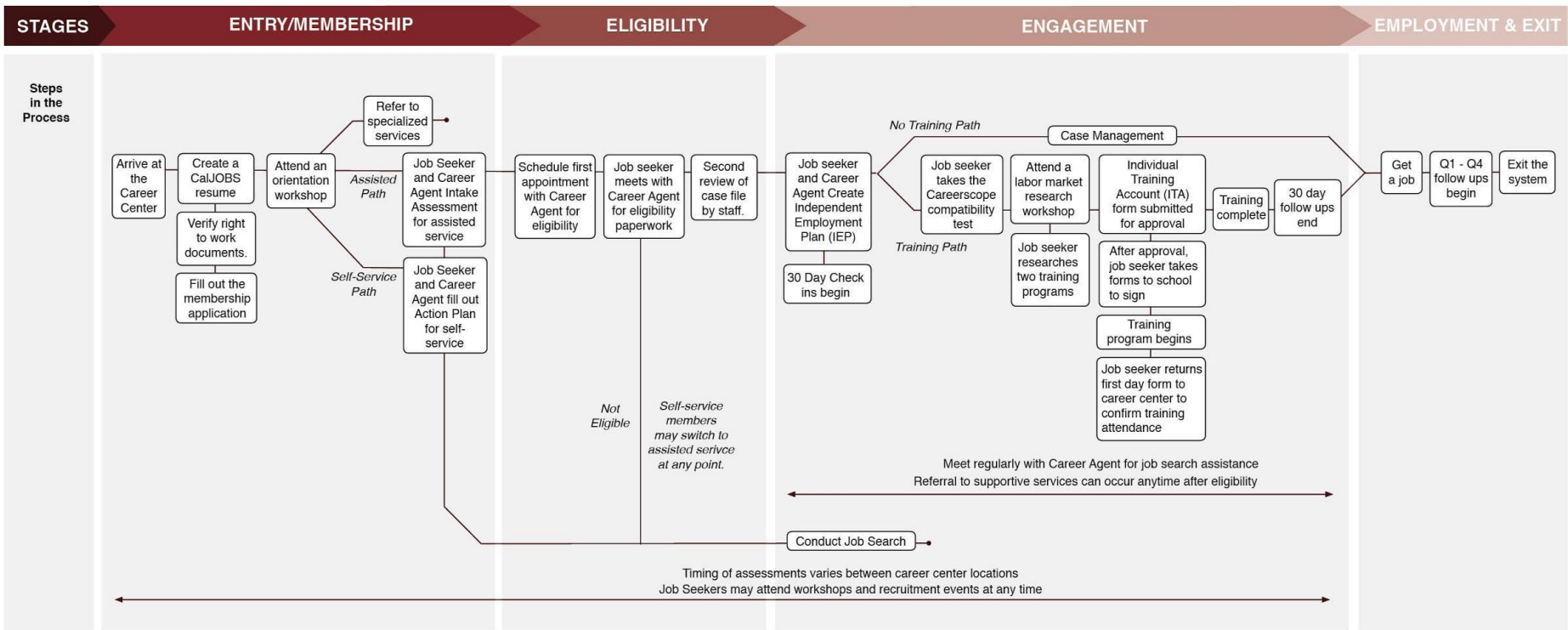
**Build**



Make something  
small to meet  
people's needs

**Measure**

# Sample Workforce Journey Map



# Activity 1 - Make a Journey Map

- ✓ How do you prepare for a job interview?  
Work together in pairs to document the steps in this journey.

## Activity 2

- ✓ Compare your journey map with a pair next to you. Look for similarities and differences.

## Activity 3

- ✓ Working with a pair next to you, identify the highs and lows of the journey's emotional content.



## Activity 4

- ✓ What does the ideal interview experience look like?