

Journey Map

- Purpose: Visualize the process a user goes through to accomplish a goal using the new site
- Success Criteria: 1-2 Journey Map(s) based on User Persona created



Persona: Chú Minh	Scenario: Chú Minh visits the VASC for the first time, registers for SNP and enjoys his first SNP meal	Goal: My visit to VASC is productive; VASC turns out to be a valuable resource for me	Expectations: Staff speak in my native tongue; (pre-war) Vietnam/Vietnamese culture is honored;			
Journey Steps						
Journey Phases & Goals		Phase One Discovery and Intrigue Phase Goal: Learn about VASC	Phase Two First Visit - arrival and checking out the VASC Phase Goal: Feel comfortable and learn about VASC's potential to help him	Phase Three First Visit - Registration for SNP Phase Goal: Take part in the SNP program	Phase Four Meal Pickup Phase Goal: Receive one or more meals the next day, and sign up for the following day	Phase Five Resolution, Continued Use and Sharing Phase Goal: Keep picking up meals every day, or as often as possible, and let friends and family know about the VASC
Doing		At home or driving listening to or watching Vietnamese media Learned about VASC through Ly's TV/radio show(s) - saw services that he was interested in	He drives to the center and parks in the lot (or adjacent lot if VASC parking is full) Sees lots of other seniors lined up Checks out "senior" dedication area, fishing bait supplies, fish ponds, etc. things that remind him of home, and informational flyers Finds out that there are lots of resources available (SNP)	Speaks to staff member(s) about SNP Register using a laptop in the front lobby so that staff can help them register On the first day he can stay around until after 12:30 to see if there are leftover meals (usually they don't have leftovers) Asks out a health questionnaire to discuss their diet and habits (20 questions) as part of registration Register for a meal for up to 3 days away	Stand in line during time slot, give name to staff member, register number, use birthdate if they don't have card, name or phone number, may not have ID Receive a yellow card when they get their first meal (can get a meal with regular ID) Reserve a meal for the next day - don't want to go to the line because he wants to be there early in the AM. He and his wife are the first 100 customers Pick up a new activity schedule/look at new flyers (if applicable) Fill out paperwork, register for next meal and/or activities Talk to staff about other services that are available	Want to ask staff and find loopholes - try to reserve through the phone, try to change clothing and sneak additional meals He is able through Facebook and through chat apps (WhatsApp, WeChat, etc.) using internet and Vietnamese keyboard - see other sharing pictures Take home flyers - others might see and be curious Follow on Facebook, share info to others from Facebook
Thinking/Saying		VASC seems senior-friendly Name of VASC was intriguing to him Are translation services available? Can my veteran's group meet here and have services/hill here? Wants to see what the place is about and learn about services offered	He is happy to see friends and neighbors and wants to talk with them. Food being handed out is reflective of food at home How can I participate and get free meals too? Needs food because of limited budget	Wants to get a free SNP meal Maybe I should get here early tomorrow for my meal	Would like to be first in line and not wait I don't want to see anybody cutting in line	Are there any loopholes I can use to get more meals? Tells people that staff speaks Vietnamese and are very helpful Words of mouth advertising - talks about SNP and VASC to his family/friends ("food is really good")
Feeling		Excitement Intrigue	At home/ comfortable Very interested	Excited Anticipatory	Excited Pleased Relieved	Proud to help loved ones Appreciated/ taken care of
Opportunities & Insights		Did not know about SNP or CalFresh before VASC. Previously was not available to SSJ participants, many seniors don't know about the change	Doesn't see a service related specific to Veterans Being a veteran, Chú Minh appreciates all the needs in Vietnam	Staff can tell him about/register him for other services he might also qualify for Prefer paper registration, but paper is no longer an available option VASC trades registered people through groups done like a list/sheet owned by SNP vendor who contracts with VASC Might pick up a meal for neighbor or spouse and daughter (usually just 2 meals per person) He sees a service calendar during registration	They can be addressed when a meal is served at VASC if they are not there, but staff should be able to get a message to them, which can be done by going to their house Line can be 5 or 10 minutes at the beginning of each time block. Then 15 minutes in, there's no line. People often speed in parking lot in order to get to meal ASAP	Doesn't like that Facebook posts that are English-first

What changes for them?

Outcome

Describe how the life and environment of the user changes once they used the product or service.

What are they able to do now?

- Utilize the SNP program at VASC (meals, gas card, go to other sites more than one in a day if desired)
- Take part in other VASC activities/ recreation
- Have add'l meals for himself and family
- Has other food related resources such as CalFresh

What can they finally avoid doing?

- Grocery shopping and need less food
- Don't have to worry about food as much
- Avoid spending time to create lunch

What changed in my environment?

- Have more money
- Boredom, lack of socialization
- Resource point that he trusts

Journey Map

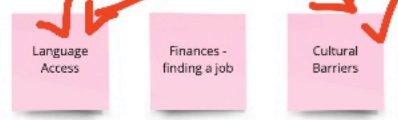
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This is the journey of Chj Lan the New US Arrival

What are their key goals and needs?



What do they struggle with most?



What tasks do they have?



Job fair - Bloom Energy (chips)

Persona: Chj Lan	Scenario: Chj Lan is job hunting, and there is a job fair (Bloom Energy) coming up soon at the VASC.			Goal: I am in need of a job with flexible hours to help out my household financially, but still be able to tend to my duties as a wife and mother.			Expectations: I expect to find a job that meets my needs, without language or cultural barriers.											
Journey Steps:	Introduced to VASC by family/friends	Has been to VASC before for CalFresh registration	VASC staff member let her know about social media and weekly newsletter - promo for TV station	TV station shows flyers for VASC	Sees a social media post by the VASC, or sees a TV station promo for job fair	Calls to ask about job fair, describes type of work she needs, and is advised to come pick up newspaper	Picks up Vietnamese newspaper at VASC - has postings for job openings	Call restaurant owners, applies to jobs at Vietnamese restaurants										
Journey Steps Which step of the experience are you describing?	Phase One: Discovery and Intrigue Phase Goal: Find prospects for employment		Phase Two: Call VASC Phase Goal: Get more information			Phase Three: Pick up a newspaper Phase Goal: Find solid leads for a job			Phase Four: Call employers and apply Phase Goal: Start working!			Phase Five: Text Phase Goal: Text			Phase Six: Text Phase Goal: Text			
Doing	Scrolling through social media	Watching Ly's show on TV	Call VASC to ask about job fair and explain her needs			Drive to VASC, park, ask where to find newspapers and take one	While she's there, she may pick up or look at a schedule, and ask other questions she may have thought of			Make calls to restaurant owners and set up interviews								
Thinking/Saying	A job fair at the VASC? How many Vietnamese speakers there, so this could be a good opportunity for me	I wonder if they'll have the type of job I'm looking for?	I trust VASC to give me good advice because they helped me in the past			This is great! I'm thankful they have resources like this	What other helpful info is in this newspaper?	What other resources does VASC have that I'd want to use?		It's nice to have my calls answered by a fellow Vietnamese speaker	I need to make a good impression!							
Feeling	Optimistic	Intrigued	Trusting	Somewhat familiar		Thankful	Pleased		Excited	Nervous								
Opportunities & Insights	What else would someone like Lan be interested in to show via TV or social media?		If the social media post and/or TV spot had provided a link to the website maybe the user might not have needed to call	If Lan hadn't called, hopefully the website would've given the same core information that the VASC staff gave		Could we create a streamlined system to use such as if a user is interested in x, then maybe they'd also be interested in y and z	Resume assistance	Assimilation help		Could VASC set up a system to help with this process in the future?	Build rapport with local business owners							

What changes for them?

Outcome

Describe how the life and environment of the user changes once they used the product or service.

What are they able to do now?

Work and earn money to help family

They have more connections with other locals (coworkers)

Has anything been lost?

Time at home (for kids, family and household chores)

What changed for me?

I am now able to help out with our bills

I feel like my family is that much more established, more and stable - relief & peace of mind

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This is the journey of
Hoah the Vulnerable Bride

What are their key goals and needs?

- Citizenship
- Resources and support for her children
- Community (gain social network)

What do they struggle with most?

- Language access/cultural barriers/learning to navigate US ways
- Familial expectations and responsibilities
- Social and language isolation
- Many restrictions!

What tasks do they have?

- Taking care of her family and household
- Child enrichment
- Learning to navigate US ways

Persona: Hoah	Scenario: Hoah is currently in a very precarious situation in her marriage. She has been coming to the VASC for a little while now and has built up some trust. Counseling would be a healthy route for her, if she is able to receive it safely.		Goal: Being new to the US, I would like to have someone I can trust in my corner.			Expectations: I don't want to be pressured into doing anything, and I don't want to put myself in jeopardy by angering my husband.												
Journey Steps:	Comes to pick up SNP meal for in-laws	Takes flyer, which advertises services for emergency rental assistance and/or internet discount	Talks to VASC staff about info on flyer & situation at home	Makes appt. with Peer Support Navigator on first floor	Comes back with children on third floor with child supervision	Goes to appointment with counselor	First appointment is good and bad, but she makes another appt. to come back	Finally has someone to talk to about her situation things she can't talk to w/ her husband	Makes hard realizations about her situation, but wants to come back anyway	Understands that this counseling is ultimately healthy and she feels less lonely.	Counselor mentions happy wife, happy husband counseling and encourages her to attend workshop w/ her husband	Tells husband about "Happy Marriage" workshops at the VASC that people talk about	After 2nd or 4th counseling appt., they will go to workshop virtually or in person	If her husband's workshop, they might do individual counseling. She doesn't like workshop, but can continue her own individual appt.				
Journey Steps Which step of the experience are you describing?	Phase One: Routine visit to VASC Phase Goal: Pick up SNP meals for in-laws		Phase Two: Set up first counseling appointment Phase Goal: Gain hope for positive changes in her life and marriage		Phase Three: First Counseling Appointment Phase Goal: Get a feel for counseling and see if it might be helpful			Phase Four: Involve husband in this process Phase Goal: Bring about positive changes to their marriage, or at least to her situation		Phase Five: Text Phase Goal: Text			Phase Six: Text Phase Goal: Text					
Doing	Bring in-laws to VASC for SNP meal pickup	See and take flyer for financial assistance-based services	Talk to VASC staff about info on flyer & situation at home	Make appointment to talk to someone	Come back to VASC and drop off children on 3rd floor	Have first appointment			Tell husband about "Happy Marriage" workshops, but don't put too much pressure on it	Go to workshop (in person or virtually)	Follow up with couple's counseling or continue w/ individual appointments							
Thinking/Saying	Emergency rental assistance? discounted internet? Maybe my family would qualify?		I saw VASC as a reliable resource before, but now I am really putting my trust in them!	I am worried that someone will find out I'm secretly doing this and I'll be in trouble w/ my husband		I feel very vulnerable, but it feels like a safe space	I haven't been able to have complete honesty with anyone about my home life before this	Things really need to change	This is difficult, but healthy	I wonder if my husband will be open to marriage counseling	This might actually be really helpful for us - it feels more real b/c he's getting involved now	Please don't retaliate against me	I hope he likes the workshop!					
Feeling	Intrigued Hopeful 😐 🤔		Lonely Worried, scared Hopeful 😞 😞 😬 🙏		Emotional from difficult realizations Trepidation Vulnerable Hopeful Less lonely 😞 🙏 😬 😊	Nervous Hopeful, excited Vulnerable 😞 🙏 😊												
Opportunities & Insights	General information on who qualifies for what would ideally be readily available	Don't want to deter people from inquiring by making it seem like services are outdated by difficult to understand and hard to find info	VASC's goal here is to make Hoah feel as comfortable as possible	How can the website be informative about someone's options, yet still sensitive and discreet?		Make sure patients know that their discussions are confidential				Are there any other resources available through VASC that a couple like this could use to help fix their relationship and not pose any harm or threat?								

What changes for them?
Outcome

Describe how the life and environment of the user changes once they used the product or service.

What are they able to do now?

- Have an outlet for openness and honesty
-
-

Has anything been lost?

- If husband reacts badly, she may feel or be less safe at home
-
-

What changed for me?

- (Hopefully) have an improved relationship with husband
- Be in a better place mental health-wise
-

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This is the journey of **Antonia the Matriarch**

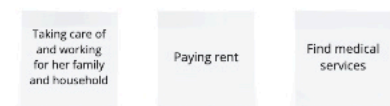
What are their key goals and needs?



What do they struggle with most?



What tasks do they have?



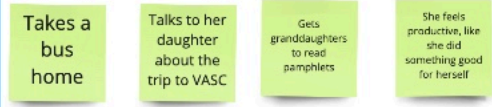
Tablets and photos/maps onsite would be helpful to show people how and where to find things/visit online

Persona: Antonia	Scenario: Being an undocumented resident, Antonia has made a habit of avoiding institutionally-operated services. However, she has run into more struggles lately, especially with her mental and physical health and financially.			Goal: My live-in daughter and I have been hit hard by the pandemic and are now in dire need of assistance with paying our rent for the time being.			Expectations: I don't want to do or say anything that could jeopardize my residence in the US, but I need to find a way to pay our rent very soon.																
Journey Steps	Looks for help at her local Church	Talks to Priest and he gives her phone state number (833-687-0967)	The same week she sees people lined up at the VASC and wonders about that	She calls the state and they give her the VASC address	She takes the bus to VASC	A greeter meets her at the front door ask about her language preference and directs to a Latino staff	She tells Latino staff she has financial struggles (mentions medical condition)	Latino staff signs her up for covid-19 rent relief, asking her questions	She'll know the number of people in her household but won't likely know the total household income	She calls her daughter (on her cell phone) to ask about household income	She passed eligibility but now needs to register. She needs an email address (which doesn't an email address)	VASC creates an email account for her and writes out her email address and password	Her daughter can help her with her email	Is there a non-written way to communicate with the state rental assistance office or get communications from them?	VASC staff talk about medical help	Connect to community health resources, can she apply for medical insurance or medical?	Help with her depression, therapy session, support group	Schedule a therapy session	She'll collect pamphlets but needs help from granddaughter to read them	Staff gives her a tour of upstairs, she sees computers that might be good for grandkids			
Journey Steps Which step of the experience are you describing?	Phase One: Inquiry Phase Goal: Seek help/resources from trustworthy sources		Phase Two: Follow state lead Phase Goal: Find out if the state has any resources available for me			Phase Three: First visit to VASC Phase Goal: Ask for help and see what they have to offer her (and her family)			Phase Four: Rent relief application Phase Goal: Employ the help of the VASC staff and her daughter to submit an application for rent relief			Phase Five: Further inquiry Phase Goal: Learn about other services at the VASC that she might benefit from			Phase Six: Back at home Phase Goal: Tell family about experience at VASC								
Doing	Look for help at Church, talk to priest	Listen to Hugo's interview	Pass by VASC and see SNP crowd	Call state phone #		Take the bus to VASC	Be greeted upon walking in and be directed to Spanish speaking staff	Talk to staff about why she is there		Be helped with signing up for COVID-19 rent relief	Call daughter for help with answering some of the tougher and more specific questions	Create an email account (with VASC's help)	Register for SNP and learn how and where to get meals from	Attend therapy sessions and support group sessions for her depression	Connect to community health initiative	Take a bus home	Talk to daughter about VASC	Get granddaughter to read pamphlets					
Thinking/Saying	I need to find a way to pay our rent soon!	I trust my Church, I'll go there for help first	What is VASC? Is that somewhere worth checking out?	I feel ok calling this number because I got it from someone I trust	What are all those seniors in line for?	State of CA gave me the address for VASC - that sounds familiar	They have Spanish speakers here!	Describe financial and health struggles	Will this place have any resources for me?	I hope we're able to qualify and get this assistance	I'm a little worried that doing this application will somehow flag me as an undocumented person		There are so many useful services here!	I will have to have my daughter or granddaughter read these pamphlets to me	I had no idea there were any healthcare options available for me	I need to share what I learned today with my daughter!	It feels good to have done something to help my family						
Feeling	Scared, worried	Trepidation	Determined	Curious	Determined	Slightly relieved	Welcomed	Curious	Slightly overwhelmed	Slightly worried	Grateful to have help	Relieved	Relieved	Welcomed, taken care of	Grateful	Good, productive	Happy, excited						
Opportunities & Insights	Should we be partnering with / reaching out to / posting flyers in churches?		Antonia wouldn't have felt deterred by the building because it says "Vietnamese American" on the front because she isn't able to read. This is a small silver lining in her case, but would be a negative thing for someone who also cannot read, but would be intrigued by the name			What resources / services would the state refer people to the VASC for?			Having greeters there to immediately start a conversation probably helped Antonia feel much less intimidated to open up about what she needs help with, especially in her language			Could Antonia have still signed up for done a partially completed application if she had not been able to get answers right away by calling her daughter?			Is there a non-written way to communicate with the state rental assistance office or get communications from them?			Would she qualify for CalFresh?			Videos could be utilized (especially on the website) to help accommodate for illiterate residents. Flyers/pamphlets could include QR codes/URLs to these videos		

Info on rental relief (difficult to fill out application if not English speaker; hard to prove loss of income for those without paystubs (in some local programs) or a formal lease): <https://calmatters.org/housing/2021/10/california-rent-relief-immigrants-barriers/>

"Undocumented immigrants are eligible." "An application might be filled out by an aid worker or a family member whose primary language is English, when the tenant might speak Korean."

Get medical and behavioral health services



What changes for them?

Outcome

Describe how the life and environment of the user changes once they used the product or service.

What are they able to do now?

- Get emergency rental assistance
- Get free hot meals

Has anything been lost?

-
-

What changed for me?

- I can start paying more attention to my physical and mental health
- I have a safe place to ask questions when I need to
- Have a reliable, safe source for resources
- My family is no longer in jeopardy of being evicted!

Journey Map

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This is the journey of

Victor the Resourceful Community Member

What are their key goals and needs?

- Healthcare for him and his mom/family
- Interested in Community resources
- Health, wellness and support for 11 y/o
- Support for his mom

What do they struggle with most?

- Chronic back pain
- Mom has diabetes
- Teen experiencing challenges - he is in denial of need for behavioral health services
- Mom needs more care than they can provide
- Parenting (especially during COVID)

What tasks do they have?

- Supporting his family
- Planning his mom's care and wellness
- Household chores
- Kids' education

Persona: Victor	Scenario: Victor and his wife both work hard at their full time jobs, but his mother has been in need of more and more help these days due to a decline in her health.			Goal: I have to find a way to get my mom the assistance she needs.			Expectations: Working less hours doesn't feel like a realistic option for me, but I want to know what our options are.										
Journey Steps:	Drove by the VASC as it was being built and grew curious	Stops at the VASC after completion to check it out	Looks around the outside - history of Vietnam in front	Sees a sign that is sponsored by a private care provider and is interested in some of the services mentioned during the tour	Realizes second floor is a lot like hospital all in one place which is great because it's close to his house	Signs up his mom for SNP (diabetes concerns addressed)	His mom can use medical services on 2nd floor through VHP	He realizes that he can't leave his mom at home and he has to find a way to get her help. He is looking for a way to get her help. He is looking for a way to get her help.	He realizes that he can't leave his mom at home and he has to find a way to get her help. He is looking for a way to get her help.	Goes home and talks about IHSS and VASC to his wife	Concerned about ability to use IHSS because he and his wife both work full time	Maybe they could have a family member or a friend who is able to take care of his mom - even people who are out of work can only get a part-time job.	Make sure DAAS can connect with Victor to answer questions	Process to sign up with IHSS is very internet-based, need docs uploaded (can use at VASC)	If Victor has challenges w/ application, he can ask staff members at VASC	Kindly member is able to help with application - even if he can't help with the application, he can help with the application.	Tells neighborhood about it - part of association, Nextdoor, Facebook groups, etc.
Journey Steps Which step of the experience are you describing?	Phase One: Discovery Phase Goal: See the VASC and make a point to stop in		Phase Two: Explore Phase Goal: Find out what this place is all about			Phase Three: Sign up for services Phase Goal: Figure out which services he's interested in for his family and sign up			Phase Four: Planning & Logistics Phase Goal: Figure out who will be able to be an IHSS caretaker for Victor's mom			Phase Five: Apply for IHSS Phase Goal: Text			Phase Six: Spread the word Phase Goal: Let people know about his positive experience at this new place in the neighborhood		
Doing	Drive by while VASC is being built	Stop by, look around the front of the building at the Holiday Monument	Ask questions to greeter	Look around, see flyers	Go on a tour and learn about VASC's services	Sign his mother up for SNP	Learn about IHSS	Ask about medical services and some things he sees on 3rd floor	Talk to wife about IHSS	Talk about options for potential caretakers	Connect with AAS to help with application	Fill out application online	Ask VASC if he has any questions	Have family member sign up to be his mom's caretaker	Post on Nextdoor, ring app, Facebook groups, etc.		
Thinking/Saying	This is a nice new County building! I wonder what they do here.		Wow, this place has a lot available!	The 2nd floor is basically a mini hospital, and it's so close to home. We could come here instead.	_____ sounds like something interesting/ useful for me!	My mom can come here and use the medical services	IHSS might be a good option for our family - I need to make sure my mom is safe	My kid can come here after school and stay out of trouble!	Maybe we could have a family member or a friend who is able to take care of his mom - even people who are out of work can only get a part-time job.	Neither my wife or I could be the caretaker because of our jobs	We'll figure this out.	I'm so glad I found this resource	VASC is very attentive and helpful. I feel I can trust them	It's comforting that mom's caretaker is someone we know and trust	I need to let others know what the deal is with this new place!	There are a lot of people in this community that could benefit from utilizing VASC's services	
Feeling	Curious	Inquisitive	Curious	In awe, excited		Excited	Satisfied with his discoveries		Determined	A little stressed	Excited	Relieved!	Happy		Excited	Productive	
Opportunities & Insights	Victor will probably spread the word about what he learns regardless of what his first impression is!		How can the website be explicit of all the services VASC has to offer? What would be an equivalent virtual tour?						Are there other suggestions that VASC would have if they couldn't find someone to be his mom's caretaker?			Would Victor have really been able to complete this process outside of the VASC if he needed help with it?			Victor should be connected to VASC on social media so that he can share them online that easy!		

What changes for them?

Outcome

Describe how the life and environment of the user changes once they used the product or service.

What are they able to do now?

- Have his mom safer and cared for on a daily basis
- Have an after-school place for his child to go to
- Use VASC's 2nd floor medical services for himself and his family

Has anything been lost?

-
-
-

What changed for me?

- I have a new reliable source to turn to for all types of services!
-
-