



**JOSEPH**  
*The Informed Citizen*

# Journey Map

Age: 68 years old  
 Marital Status: Married  
 Education: Bachelor's Degree  
 Occupation: Retired/Volunteer  
 Bio: Joseph is a nature lover. He enjoys the library for internet access, research, & books. He checks his email & bank accounts daily.

**Emotions Key**

- Happy
- Content
- Sad/Frustrated

**Touchpoint Key**

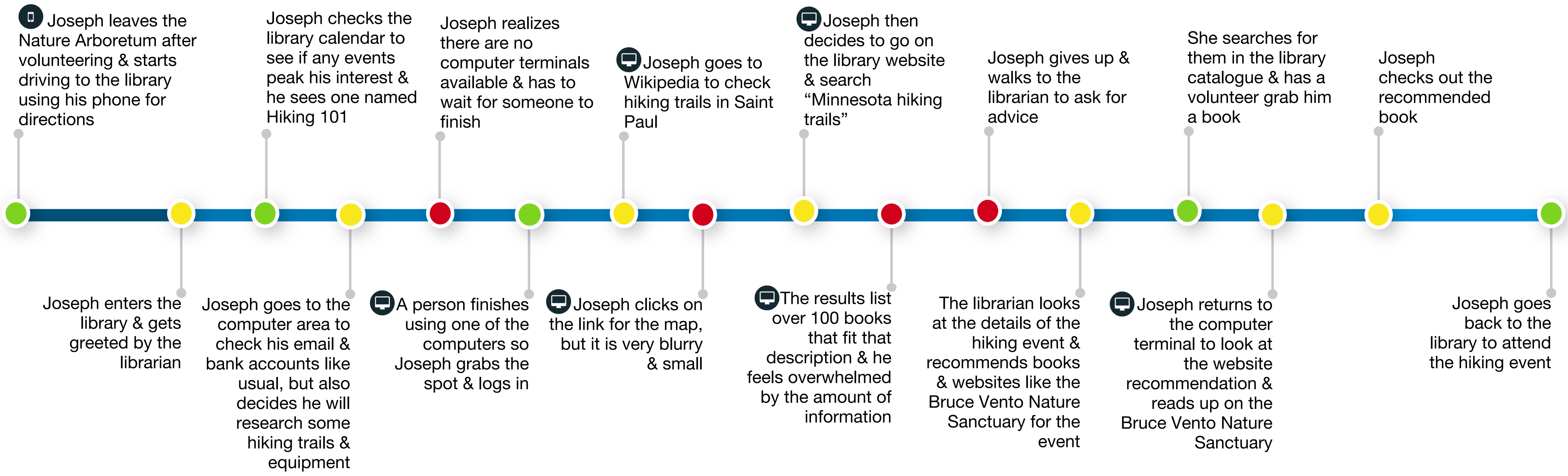
- Mobile Phone
- Desktop Computer

STAGES

ACTIONS

PAINPOINTS

JOYS



- N/A

- He is annoyed he had to wait for a computer terminal & was not able to just get right on
- Images were low quality on Wikipedia
- He is overwhelmed by the number of results on hiking during his search
- He felt annoyed he could not independently find the answers that he sought

- He feels like he spent too much time searching for an answer the librarian had to begin with
- He feels like he cannot be self sufficient without the aid of the librarian

- He enjoys his everyday routine
- He feels accomplished after a day of helping the public
- He likes knowing the directions on his phone will get him there the fastest way possible

- He was happy he was finally able to get on a computer to do his research
- He was inspired by the calendar of events
- He found comfort in getting assistance from the librarian
- He appreciates the assistance from the volunteer bringing the book to him

- He is relieved he was able to obtain some additional information to read over before the event
- He is excited to attend the event later