

CUSTOMER JOURNEY: DISASTER SURVIVOR

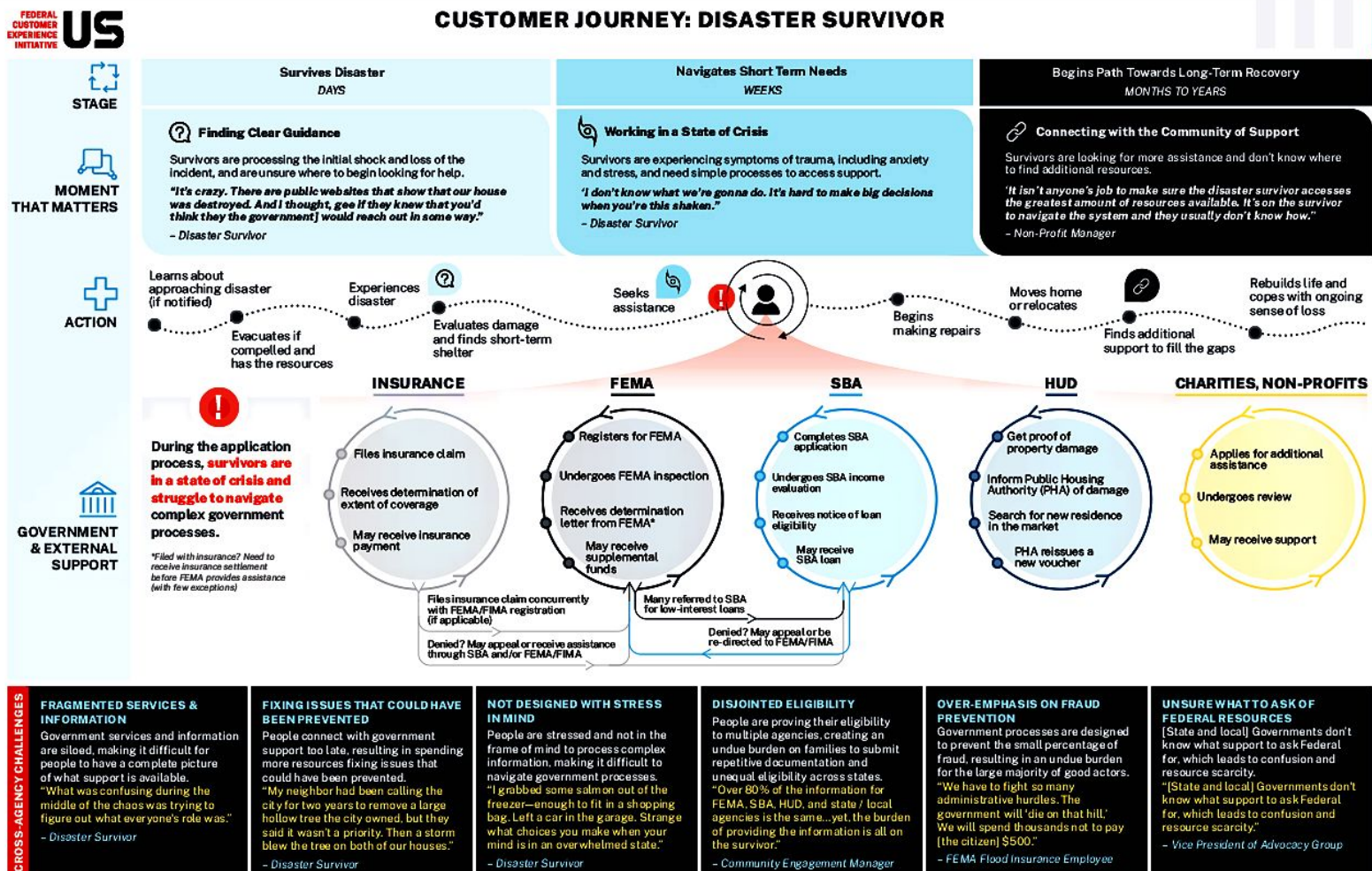
STAGE

MOMENT THAT MATTERS

ACTION

GOVERNMENT & EXTERNAL SUPPORT

CROSS-AGENCY CHALLENGES



FRAGMENTED SERVICES & INFORMATION

Government services and information are siloed, making it difficult for people to have a complete picture of what support is available.

"What was confusing during the middle of the chaos was trying to figure out what everyone's role was."

- Disaster Survivor

FIXING ISSUES THAT COULD HAVE BEEN PREVENTED

People connect with government support too late, resulting in spending more resources fixing issues that could have been prevented.

"My neighbor had been calling the city for two years to remove a large hollow tree the city owned, but they said it wasn't a priority. Then a storm blew the tree on both of our houses."

- Disaster Survivor

NOT DESIGNED WITH STRESS IN MIND

People are stressed and not in the frame of mind to process complex information, making it difficult to navigate government processes.

"I grabbed some salmon out of the freezer—enough to fit in a shopping bag. Left a car in the garage. Strange what choices you make when your mind is in an overwhelmed state."

- Disaster Survivor

DISJOINTED ELIGIBILITY

People are proving their eligibility to multiple agencies, creating an undue burden on families to submit repetitive documentation and unequal eligibility across states.

"Over 80% of the information for FEMA, SBA, HUD, and state / local agencies is the same...yet, the burden of providing the information is all on the survivor."

- Community Engagement Manager

OVER-EMPHASIS ON FRAUD PREVENTION

Government processes are designed to prevent the small percentage of fraud, resulting in an undue burden for the large majority of good actors.

"We have to fight so many administrative hurdles. The government will 'die on that hill.' We will spend thousands not to pay [the citizen] \$500."

- FEMA Flood Insurance Employee

UNSURE WHAT TO ASK OF FEDERAL RESOURCES

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- Vice President of Advocacy Group