

# USER JOURNEY

AFAR, NYC

## USER + EXPECTATIONS

**SCENARIO:** Rebecca is chatting with a military veteran client who expresses having some trouble paying for his pet's food and supplies. She tells him to check out the AFAR website.

### EXPECTATIONS:

- + Easy to navigate website
- + Easy for veterans to request assistance
- + Current website with some event or progress updates



## STEP 1: INQUIRY

Rebecca hears about the AFAR organization through a colleague and checks out the website.

## STEP 2: EXPLORING

Reads about Vets' Pets, "what we do" page, and views some photos of veterans/pets getting help.

## STEP 3: SHARING

Mentions the website to friends/colleagues who know former or current military personnel.

## STEP 4: LOYALTY

Rebecca hears back from a veteran friend who was thankful for being referred to AFAR's services. She shares about it on her social media and inspires others to discover the website and see how they can get involved.