

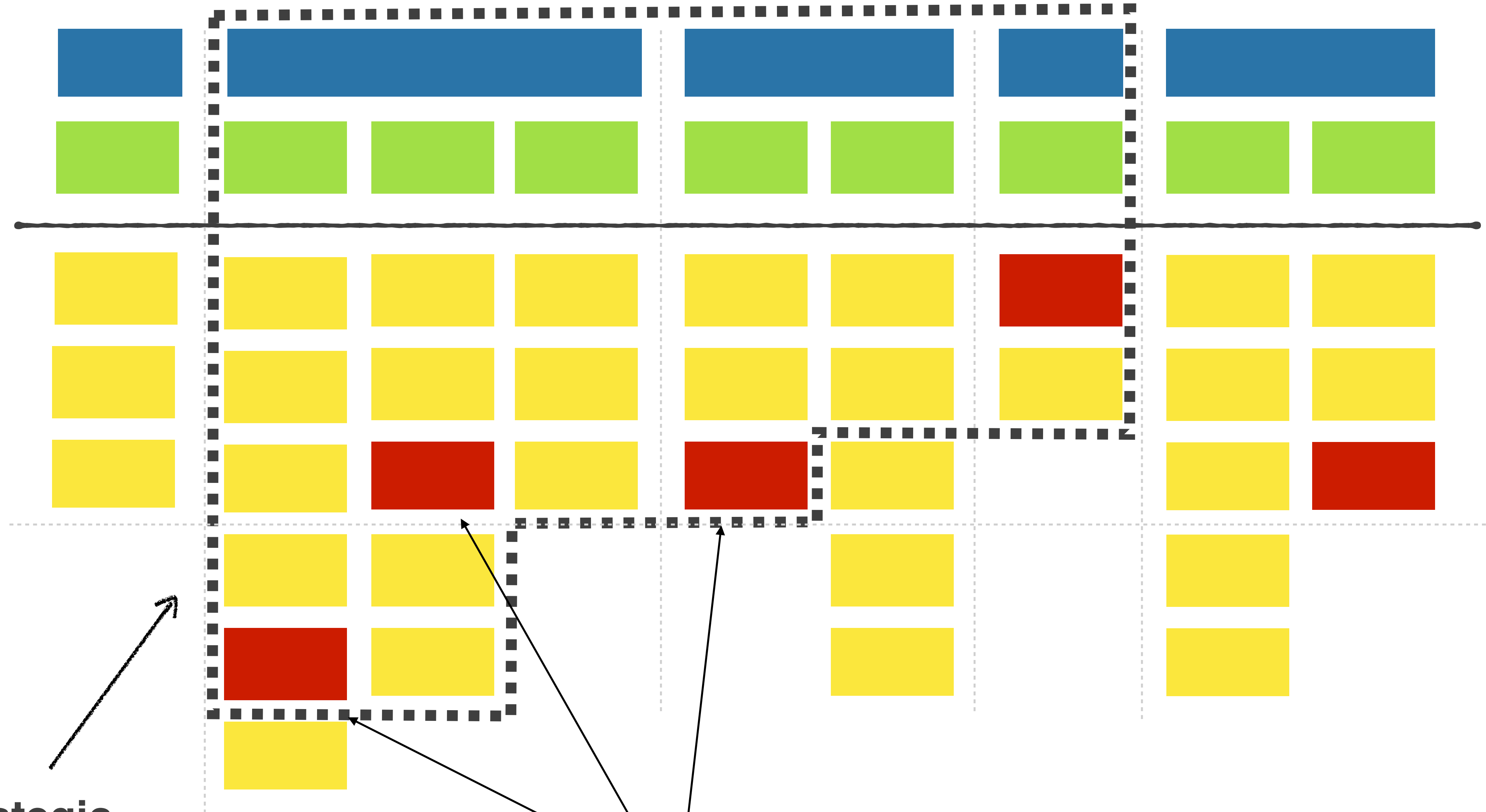
start

user journey

end

**strategic
solution**

pain points



“It’s just a website
We’re not going to
the moon”

Mikey Dickerson on fixing [healthcare.gov](https://www.healthcare.gov)

Photo by Matt Jukes @jukesie from the Office for
National Statistics Alpha/Beta team
[digitalblog.ons.gov.uk/2015/03/24/ons-digital-
sxsw/](https://digitalblog.ons.gov.uk/2015/03/24/ons-digital-sxsw/)

