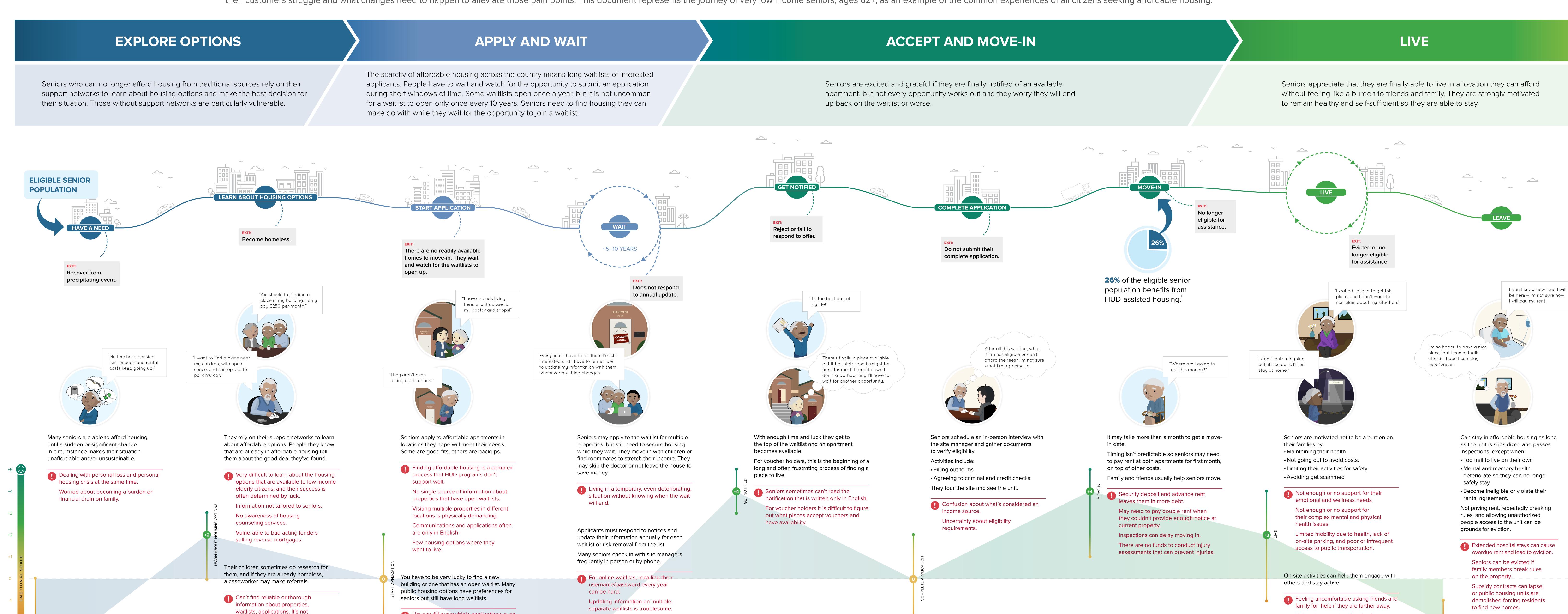


THE JOURNEY TO AFFORDABLE HOUSING FOR SENIORS

Customer Journey Mapping is a way to walk in the shoes of end-customers and intermediaries; to understand all interactions they experience along the way. It helps program managers identify the areas where their customers struggle and what changes need to happen to alleviate those pain points. This document represents the journey of very low income seniors, ages 62+, as an example of the common experiences of all citizens seeking affordable housing.



Living at a property with mixed

Can't get a timely or direct answer about

generations is uncomfortable.

Difficult to complete annual

recertifications without assistance.

SSI payments don't always line up with

ahead by a month so their rent is not

rent due dates, so residents have to get

their housing issues.

consistently late.

The emotional scale represents the highs and lows felt by seniors in this journey. Positive values represent the highs or happy emotions. Negative values indicate the lows or feelings of confusion, anxiety, frustration and hopelessness. The vertical bar represents the range of emotions possible for a given stage and the circle on the bar indicates the most commonly felt emotion for the given stage.

clear how it all works.

Can't get a straight or consistent answer

when they call HUD with questions.

Frustrated to learn that after a lifetime

of paying taxes, now that they need

assistance, nothing is available.

¹America's Rental Housing: Evolving Markets and Needs (https://www.jchs.harvard.edu/research-areas/reports/americas-rental-housing-evolving-markets-and-needs),

Joint Center for Housing Studies, December 9, 2013.

Have to fill out multiple applications even

Dependency on email/technology

update applications online.

though information is nearly the same.

May have to pay multiple application fees.

access can make it difficult to complete/

