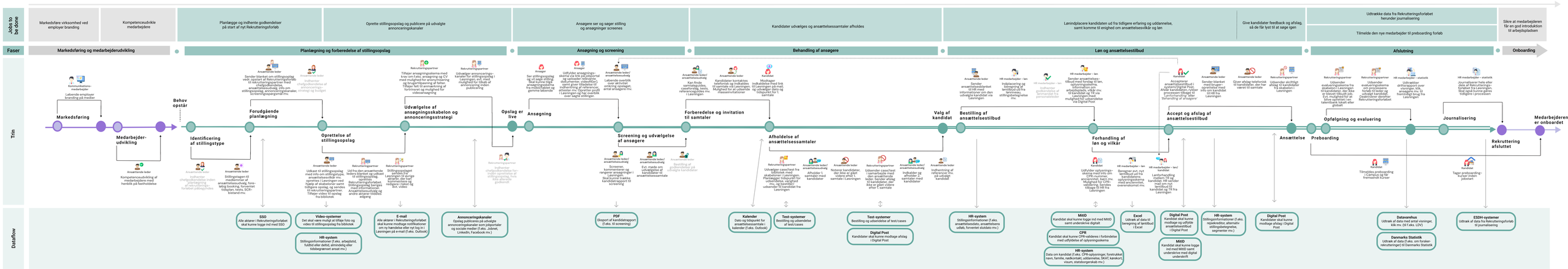Brugerrejse for rekruttering i staten