## NN/g customer journey map template

| PHASE 1 Consider  Consider the viewer's perspective on the website. See what they think about it  PHASE 2 Evaluate  PHASE 2 Compare  Final Thoughts  Look at other effective buisness websites that be applied to improve website?  Check website for new tabs and options for  | <b>USER EXPECTATIONS</b> Make it easier to navigate    |                    | SCENARIO  | PERSONA                                   |
|---|--|--------------------|---|---|
| considerEvaluateCompareFinal Thoughtsconsider the viewer's perspective on the website. See what they think about itfix the font, size, and color to make the website content more legibleLook at other effective buisness websites thatWhat other eleme be applied to improve website?Add imagery and visualsCheck website for new tabs and options for | navigate   | Width Red Stell to | Website   |   |
| perspective on the website. See what they think about it    Tix the font, size, and color to make the website. See what they be applied to imply website?   |  |                    |   |   |
| tabs and options for  | What other elements of the applied to improve website? |                    | color to make the web-<br>site content more legi- | perspective on the website. See what they |
|   |  |                    | Add imagery and visuals                           |   |
| change theme and color, add diffrent tabs ex: houses, areas, price  |  |                    | color, add diffrent tabs                          |   |