NN/g CUSTOMER JOURNEY MAP TEMPLATE

	PERSONA	SCENARIO	USER EXPECTATIONS
☮ craigslist	Craigslist	Website	Make it easier to navigate

PHASE 1 consider	PHASE 2 Evaluate	PHASE 3 Compare	PHASE 4 Final Thoughts
consider the viewer's perspective on the website. See what they think about it	fix the font, size, and color to make the web-site content more legi-ble	Look at other effective buisness websites that	What other elements can be applied to improve the website?
	Add imagery and visuals	Check website for new tabs and options for improvement	
	change theme and color, add diffrent tabs ex: houses, areas, price		