



CUSTOMER
JOURNEY MAP
RIGHTSIZE



CONTEXT

1

Moments of Change

Jane is newly divorced and nearing retirement. She thinks it might be time to limit her expenses and move to a new home because her kids are gone.

transition, change in lifestyle





CONTEXT

2

Evolving interests, evolving needs

She is finding she has new interests and she doesn't have to care for her kids in the same way. Much of her house is empty. *Sigh!*

Hears about RightSize on a radio advertisement...

DISCOVERY

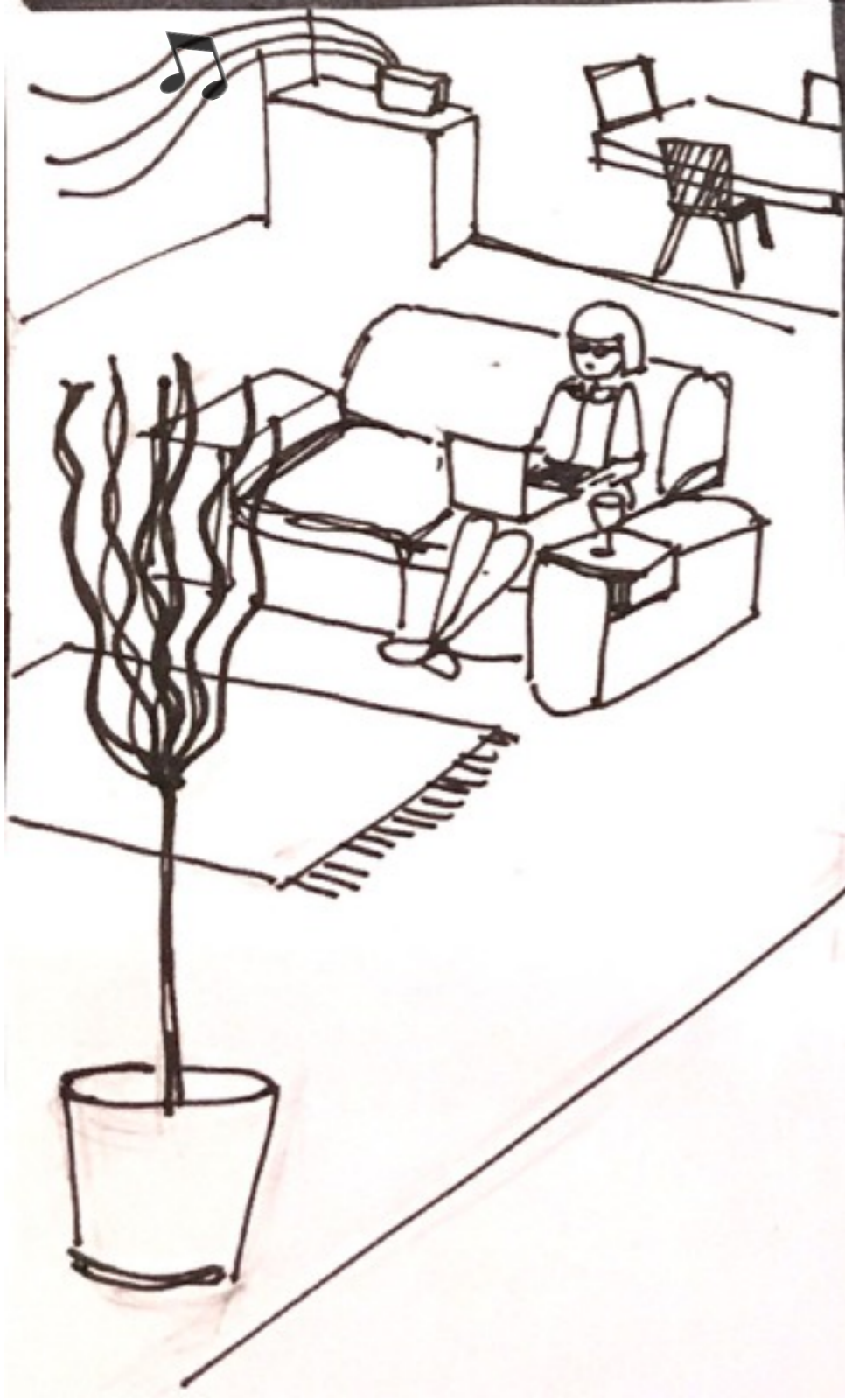


3

Discovery

She searches “Downsizing options for retiring” and finds Rightsize.

Becomes curious, wants to find out more about it!



DISCOVERY

4

Change is tough...

But Jane considers staying put, because her house is paid off. After all, it's what her parents did. To help confirm her idea, she visits Rightsize to see what other have done and calculate how much it may cost.

learns by reading testimonials



MAGIC SAUCE

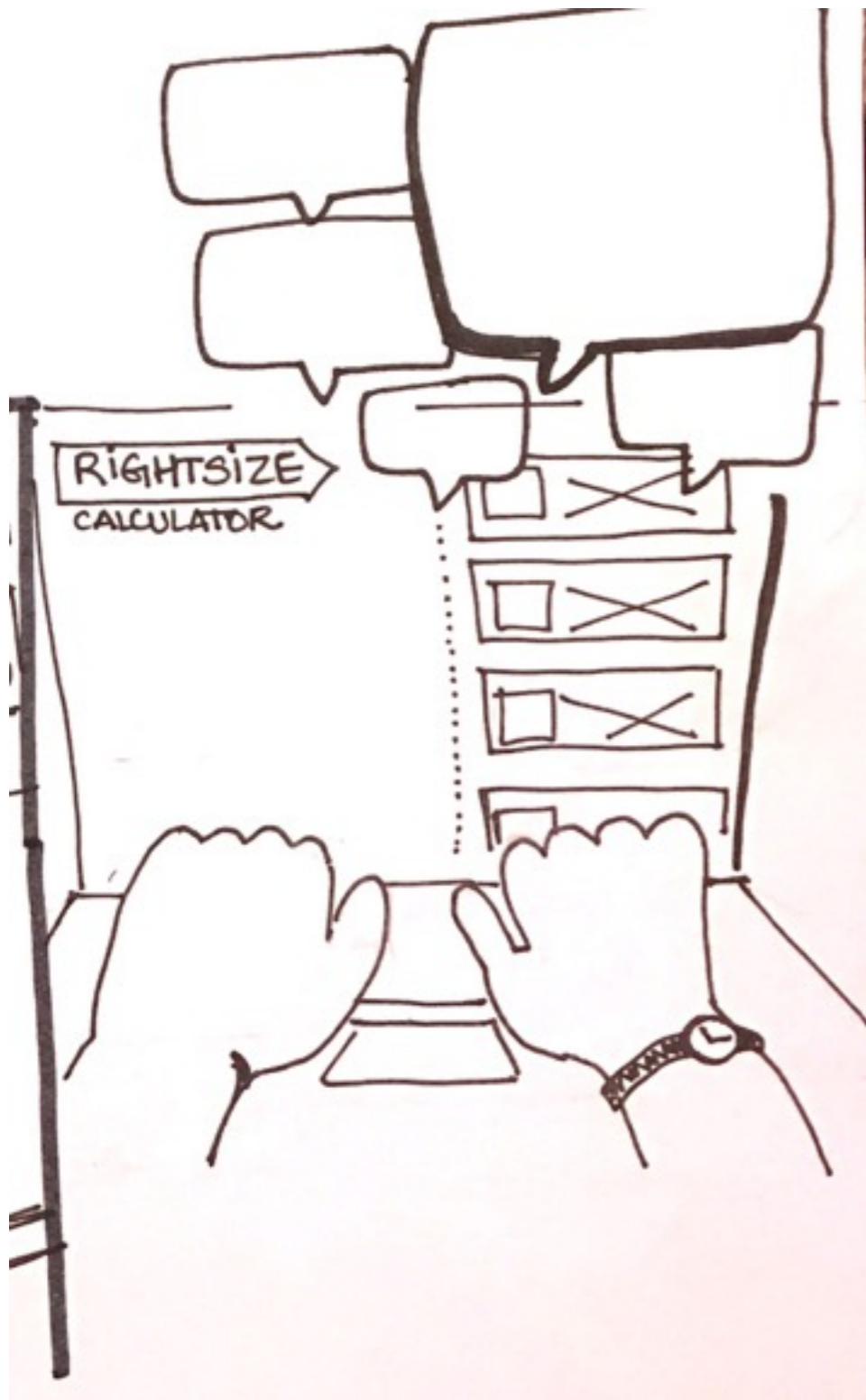
5

Tools that inform

She sees that other have her dilemma, but they calculated how much it would cost to sell later as their houses depreciated and the market changed.

She checks out the tools and calculates on Rightsize to find her house will need about 50K of repairs in the next 10 years!

tries it out for herself



MAGIC SAUCE

6

What if?

Excited to have found a quick way to evaluate her needs, she makes a profile and builds a more robust image of herself for the site by adding personal content. She tries the calculator and finds she would save money and saves her results to her profile. She wonders if a different city might also be better and looks up her favorite vacation spot. She asks questions in the community to see if anyone else lives there.

starts considering as an option she might pursue