Journey Map Downsizing Through Transitions

Facebook

API, In app

Internet

searches

community

groups

Team: Lisa Otto, Hannah Rosenfeld, Saumya Kharbanda & Chris Feng

Channel



In person

at buyer/

home

CATALYST Stuff is Need space Seller Decide to negotiated picked up "Older aet rid of it price Parent" Multi-Make a Register Set contact See best Search Evaluate Initiate deal prefs matches users/ matches channel through contact in In-Service Facebook (app shows listings app convo* Interaction connections) Specify Begins Desire for Make Stuff is ndividual Surveys Verify Buyer searching trusted existing payment payment transport + delivered in person "New advice / (10% trans pregnant for baby services amount delivery Parent" details knowledge fee)

.......

In app

Message.

email. text

In person

(home or

public

place)

In app