

Housing analysis

	Realizing	Defining	Searching	Considering	Considering	Deciding	Moving	
Activities	wants to buy a house	determine budget and needs	browsing listings I'm sure if the house is being right?	requests more details I'll submit a answer, but I don't know if I hear back	visiting properties Maybe I could live here	weighing pros and cons I hope they accept my offer	Finally!	
Trials	Can I afford a house? Confused	Overwhelmed	Overwhelmed	Anxious				
Experiences	Confused		Slow response time	Slow response time	Neighborhood guide			Low
Pain Points	Lack of awareness of financial readiness	Free mortgage calculation	Slow response time	Risk of bad investments	Provide neighborhood	Neighborhood guide		
Outcomes	Lack of awareness of financial readiness	Free mortgage calculation	Better property recommendations	Faster response	-			