

Customer Journey Map - HouseHunt

The Customer Journey Map for 'HouseHunt: Finding Your Perfect Rental Home' outlines the experience of three key user roles—Renter, Owner, and Admin—through various stages. Each stage reflects goals, actions, emotions, and opportunities for improvement.

Customer Persona: Renter

Stage	Goal	Touchpoints	Emotions	Opportunities
Awareness	Find a place to rent	Social media, Google search	Hopeful, Curious	Improve SEO, run ads
Consideration	Evaluate listings	Website listings, filters	Engaged, Confused	Add comparison tools
Decision	Contact owners/book a visit	Chat, Booking system	Excited, Anxious	Provide quick response system
Action	Book the property	Payment portal, confirmation	Satisfied, Relieved	Ensure seamless payment flow
Post-Rental	Provide feedback	Ratings, support	Content, Informed	Send follow-up reminders

Customer Persona: Owner

Stage	Goal	Touchpoints	Emotions	Opportunities
Registration	Sign up and verify	Sign-up form, email	Hopeful	Simplify onboarding
Listing	Add property	Form, image upload	In Control	Guide with smart tips
Matching	Find renters	Inquiries, messages	Curious, Anxious	Notify instantly
Deal Finalization	Approve/Decline request	Dashboard, alerts	Confident, Responsible	Provide clear analytics
Post-Rental	Manage bookings	Dashboard, reports	Content	Offer easy property status update

Customer Persona: Admin

Stage	Goal	Touchpoints	Emotions	Opportunities
Monitoring	Oversee platform activity	Admin Dashboard	Focused	Provide user insights
Verification	Approve users/properties	Verification panel	Responsible	Automate with AI
Issue Handling	Resolve complaints	Support system	Alert, Empathetic	Integrate chatbots
Data Analysis	Review metrics	Analytics panel	Informed	Add prediction

				tools
Platform Maintenance	Ensure uptime & updates	Server logs, uptime monitors	Proactive	Automate deployment