	A home buyer exploring housing options using available market data (listings, platforms, agents)	Entice How does someone become aware of this service?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
	Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Clicks into listings, checks features and price	Learns about housing options, sees online listings	Shortlists houses, compares details	Chooses final house or visits in person	Reflects post-purchase, may share feedback
	 Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects do they use? 	Images, feature descriptions, renovation info	Property websites, social media ads	Uses platform filters, maybe spreadsheets	Talks to agent or seller	Review forms, feedback, social posts
	Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Understand price- feature balance	Explore what's available in budget	Decide which home fits needs best	Finalize and validate decision	Confirm satisfaction, help others
	Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Some listings show good deals	Finds options that match budget	Discovers ideal house structure	Positive visit experience	House meets expectations
	Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Can't compare features easily	Too many listings, confusing UI	Gets lost in multiple open tabs, no visual trends	Positive visit experience	Worries if it was right choice
Product Sch	Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? ool Created in partnership with Product School	Use visual comparisons (charts, grouped visuals)	Build a visual dashboard with clear filters	Dashboards that show grouped comparisons by feature	Show historical price trend for that type/ location	Let users see how others made similar decisions (trend stories or patterns) See an example