

Customer Journey Map

		Awareness	Research	Comparison	Decision	Action
Activities	Activities	Thinking/Feeling	Thinking/Feeling	Thinking/Feeling	Visiing the property	
Activities	<ul style="list-style-type: none"> Browsing rental websites or apps Seeing ads or social media posts 	<ul style="list-style-type: none"> Applying filters to narrow down options Browsing property details, photos, and 	<ul style="list-style-type: none"> Comparing short-listed properties Reading reviews and checking ratings 	<ul style="list-style-type: none"> I wish there was an easier way to compare properties side-by-side 	<ul style="list-style-type: none"> I hope everything looks just like the photos Just need to sign and move in quickly 	
Touchpoints	<ul style="list-style-type: none"> Google search Social media ads Rental apps/websites 	<ul style="list-style-type: none"> Search filters Photos, virtual tours 	<ul style="list-style-type: none"> Comparison feature User reviews Rating system 	<ul style="list-style-type: none"> Comparison feature User reviews Rating system 	<ul style="list-style-type: none"> Property visit Lease contract Payment setup 	
Customer Pains	<ul style="list-style-type: none"> Overwhelmed by too many listings Site loads slowly 	<ul style="list-style-type: none"> Filters aren't precise enough Poor property photos 	<ul style="list-style-type: none"> Switching between listings is confusing Hard to compare properties 	<ul style="list-style-type: none"> Add a "side-by-side" view Compare properties 	<ul style="list-style-type: none"> Auto-book visit slot option Total cost breakdown Faster landlord responses 	
USER PAINS	<ul style="list-style-type: none"> Targeted ads based on user preferences Faster loading website/apps 	<ul style="list-style-type: none"> ✓ Faster loading website/apps ✓ Faster loading website/apps 	<ul style="list-style-type: none"> Improved photo quality ✓ Verified reviews and ratings 	<ul style="list-style-type: none"> ✓ Ad a side-by-side view ✓ Verified reviews and ratings 	<ul style="list-style-type: none"> ✓ Checklist of what to look for during visit ✓ Simple, digital lease signing process 	
USER PAINS		<ul style="list-style-type: none"> Too many irrelevant listings Filters not precise enough Hard to compare properties 	<ul style="list-style-type: none"> Slow or unclear responses from landlords Property looks different than photos 	USER GAINS <ul style="list-style-type: none"> Fast and relevant search results Easy to use, precise filters Clear communication with landlords 		<ul style="list-style-type: none"> Property looks different than photos Easy to-digital lease paperwork