# 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

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| --- | --- | --- | --- | --- |
| 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

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| --- | --- | --- | --- | --- |
| 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 |