	Scenario: [Existing experience through a product or service]	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?	See property ad Hear from a friend Notice posters near colleges	Clicks signup button Enters email & password	Uses filters for rent/type Views property gallery Saves to wishlist Sends inquiry to landlord Checks landlord rating	Confirms property Submits booking request	Rates landlord Shares feedback Recommends app
	 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? 	Talks to roommate about it Visits basic homepage Reads a blog post	Receives welcome email Authenticates with Google	Chat with landlord Gets location via map Scrolls property details Copies landlord number Clicks through image gallery	Email + in-app Landlord call or notification message	Feedback form Follow-up email/SMS Support chatbot
	Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Find budget-friendly rentals Avoid broker charges Get verified listings	Quick signup Start browsing properties	Compare 2-3 listings Know real-time availability Get contact details Ensure property safety terms	Confirm move-in date Finalize booking safely	Help others with reviews Track history of rentals Get loyalty/reward points
	Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Clean UI on first visit Friend shares referral code No login needed to browse	Smooth Gmail login Instant verification	Helpful map view Clear rent info Responsive chat system Clear amenities listed Wishlist syncs instantly	Instant confirmation Seamless process	Thank-you mail Reward for review Quick support reply
	Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Too many ads Not sure if it's trustworthy Poor initial impression	OTP not received Overloaded with fields	Listing info mismatch Unavailable landlord Slow-loading images Incomplete property details No way to sort by details newest	No landlord reply Booking failed error	No acknowledgment No response to issues Can't update booking
	Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Add user reviews Show success stories Offer referral discounts	Enable social logins Shorten signup form	Real-time chat Mark favorite landlords Improve gallery loading Auto-suggest similar homes Add "recently added" tag	Auto-confirm email Show next steps	Loyalty points Feature to rebook Continuous support
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