









## Experience Map

	Determine Initial Budget	Select Properties, View and Offer	Engage Solicitor	Obtain Survey and Finalize Mortgage	Re-negotiate Price off New Information	Identify and Mitigate Risks	Exchange	Completion
Actions	Contact bank, IFA; review mortgage market	Search online, view properties, make offer	Hunt for and shortlist solicitors, engage one	Decide what level of survey, review result	Contact estate agent with changed offer (if necessary)	Talk to solicitor about search results and other issues revealed	Review and sign contract	Plan and carry out moving, decoration, urgent works
Thinking	Wish I had more money saved for deposit	Like / dislike properties seen, imagine life in new property	Unsure how to compare	Not sure about risks - how to make decision?	How to make finances work, e.g. If valuation is lower or work required	How to gauge the level of risks involved? How do they affect things?	Big decision - commitment - is this the right choice?	So many things to think about and be organized
Feeling	Unhappy about position in the market	Excitement, longing to move forward	Confused, unprepared	Frustration - beginning to realize the length of the process	Nervousness - what if deal falls through?	Despair - process seems to take forever	Nervousness, stress - could it still fall through?	Stress, anxiety - things to be done
Experience								
Touch points	Bank, IFA, mortgage companies	Estate agents, sellers	Solicitors	Surveyor, mortgage company	Estate agent, seller	Solicitor	Solicitor	Removals firms, builders, decorators