

Stage	Awareness	Consideration	Decision	Transaction	Post-Rental
Actions	☑ Ad view,websrch	☑ Listing browse,inquiry	☑ Booking select,chat supp	☑ Pay,doc sign,check-in	☑ Review, share, supp
Touchpoints	☑ Ads,web,socmed	☑ Platform,listing, msg	☑ Booking page,support	☑ Payment,host,transptn	☑ Platform,host,support
Emotions	☑ Curious	😊 Hopeful	☑ Confident	😊 Relieved	😊 Satisfied
Pain Points	⚠ Unknown,trst,info	⚠ Option ovrl,delay	⚠ Price,uncer,supp	⚠ Pay trouble,wait	⚠ Issue,follup slow
Opportunities	☑ Brand,info trust	☑ Help search,fast answ	☑ CL pricing,support	☑ Easy pay,smooth chk	☑ Reward,quick resp