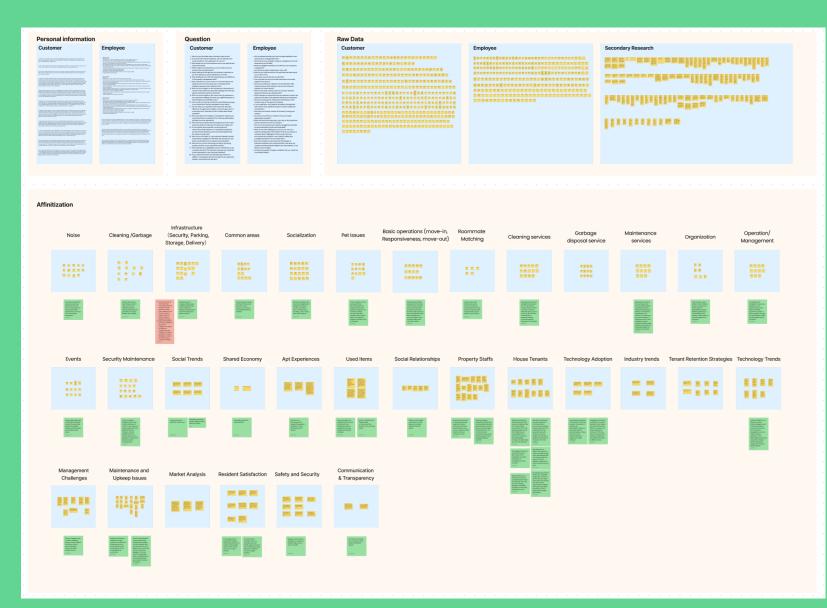
## SAV APARTMENT SERVICE **EXPERIENCE MAP** (Macro)

This map shows the range of experiences described by 7 interviewed & 73 surveyed tenants and apartment service staff. It displays their experiences, their thoughts and feelings through their journey. It also describes the touchpoints and channels interacted with at each moments.

## **Data Collection**

						Focus Part	
	Initial Rental Needs Identification	Property Search	Property Viewing	Lease Signing	Move-in	Experiences during the lease term	Move-out/Lease Renewal
Observations	+	_	+ +		+ +		_
Surveys	-	_	+		+		
Case Studies	+		+ +	-	+ +		_
Field Research	+	_	+ +	_	+ +		_
Interviews	+	_	+	_	+ +		_
Document Analysis			+	_	+		_
General Overview	+	-	+	-	+ +		_





## Glossary

**Stage**: This Refers To The Various Steps Or Phases **Pain Point**: This Refers To The Problems Or And Using A Product Or Service, And Providing Find The Root Cause Of Problems And Provides Feedback After Use, Among Other Things.

Actors: These Are All The Individuals Or Groups Description: This Is A Detailed Explanation Of Each Involved In The Experience Map. In Your Case, The Stage, Including What Happens During Each Stage, Actors Include Tenants And The Apartment Service. The Actions Of The Actors, Their Needs, And Their Tenants Are The Primary Users Of The Apartment Feelings, Among Other Things. This Description Service, While The Apartment Service Is The Entity Helps To Comprehend The Entire Picture Of The Providing The Service. User Experience.

**Emotion Level**: This Represents The Emotional State Of The Actors At Each Stage Of The Experience. It Could Be Positive (E.G., Satisfied, Happy) Or Negative (E.G., Confused, Frustrated). Understanding Emotions Helps To Identify The Strengths And Weaknesses Of The User Experience, Offering Opportunities For Improvement.

In The User Experience Process. A Stage Could Difficulties Encountered By The Actors During The Encompass Recognizing A Need, Searching For Experience. Understanding Pain Points Is Crucial To Solutions, Evaluating Different Options, Purchasing Improving The User Experience Because It Helps To Solutions For These Problems.

