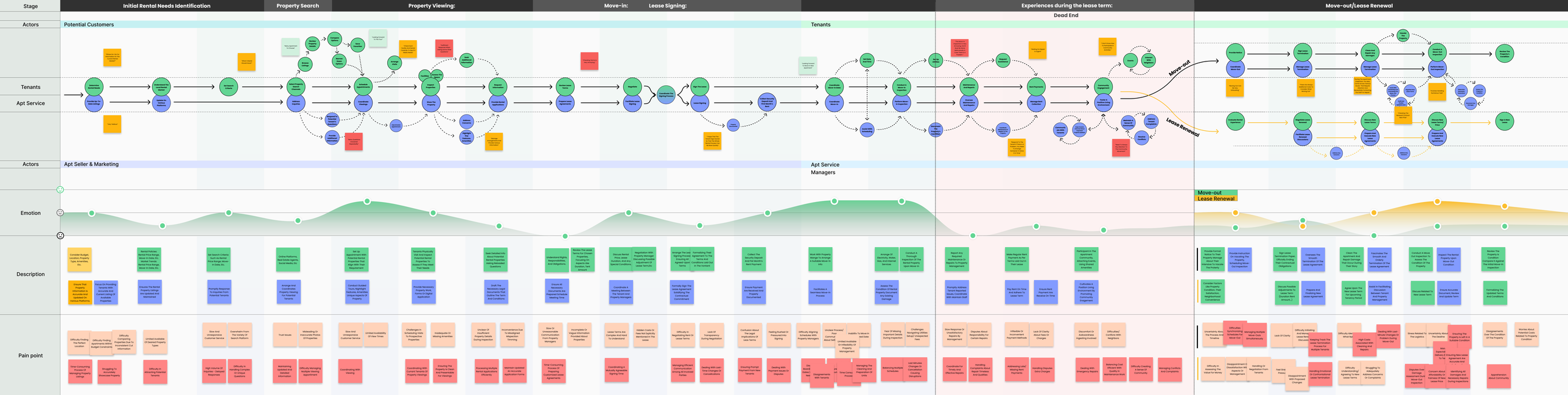
Stage
Initial Rental Needs Identification
Property Search
Property Viewing:
Move-in:
Lease Signing:
Experiences during the lease term:
Dead End
Move-out/Lease Renewal
Actors
Potential Customers
Tenants
Tenants
Apt Service
Actors
Apt Seller & Marketing
Apt Service Managers
Emotion
Move-out
Lease Renewal
Description
Pain point