

Stages		Onboarding	Adding New Prospects	Adding New Properties	Editing Saved Prospect or property	Estimates & Calculations	Sharing Generated Estimates	Customer Support Interaction
Current Stages	Actions / Jobs to be Done	<ul style="list-style-type: none"> <li>Download the app from App Store/ Play Store</li> <li>Sign up with email or using social media accounts</li> <li>Complete user profile</li> </ul>	<ul style="list-style-type: none"> <li>Navigate to "Add Prospect" section</li> <li>Enter prospect details</li> <li>Save prospect information</li> </ul>	<ul style="list-style-type: none"> <li>Access the "Properties" section</li> <li>Add property details</li> <li>Save property information</li> </ul>	<ul style="list-style-type: none"> <li>Search and locate the saved prospect or property</li> <li>Open prospect details for editing</li> <li>Make necessary changes</li> <li>Save updated information</li> </ul>	<ul style="list-style-type: none"> <li>Select a prospect and property</li> <li>Input relevant values for estimate generation</li> <li>Utilize the mortgage calculator for precise calculations</li> </ul>	<ul style="list-style-type: none"> <li>Generate the estimate</li> <li>Choose sharing method (email, message, etc.)</li> <li>Send estimate to the client</li> </ul>	<ul style="list-style-type: none"> <li>Access the customer support section</li> <li>Choose the preferred method of communication (email, chat, etc.)</li> <li>Seek assistance for any issues or questions</li> </ul>
	Pain Points	<ul style="list-style-type: none"> <li>Lengthy registration process</li> <li>Confusion over account setup</li> <li>Privacy concerns during sign-up</li> </ul>	<ul style="list-style-type: none"> <li>Cluttered interface causing difficulty in data entry</li> <li>Unclear steps for saving prospects</li> </ul>	<ul style="list-style-type: none"> <li>Difficulty in locating property management section</li> <li>Overwhelming number of fields for property details</li> </ul>	<ul style="list-style-type: none"> <li>Difficulty in finding the edit option</li> <li>Unclear process for saving changes</li> </ul>	<ul style="list-style-type: none"> <li>Confusing process for entering values</li> <li>Lack of guidance on using the mortgage calculator</li> </ul>	<ul style="list-style-type: none"> <li>Unclear options for sharing estimates</li> <li>Difficulty in attaching estimates to messages/ emails</li> </ul>	<ul style="list-style-type: none"> <li>Difficulty in finding the customer support section</li> <li>Unclear process for initiating a support request</li> </ul>
	Emotional Journey	<ul style="list-style-type: none"> <li>Excitement: Downloading a new tool to streamline work.</li> <li>Frustration: If onboarding process is complex.</li> <li>Confidence: Successfully setting up an account.</li> </ul>	<ul style="list-style-type: none"> <li>Productivity: Successfully adding a new prospect.</li> <li>Frustration: If UI is confusing or data entry is cumbersome.</li> <li>Satisfaction: After saving prospect information.</li> </ul>	<ul style="list-style-type: none"> <li>Efficiency: Quickly adding a new property.</li> <li>Overwhelm: If too many fields are presented at once.</li> <li>Accomplishment: After successfully saving property details.</li> </ul>	<ul style="list-style-type: none"> <li>Empowerment: Successfully editing a prospect's details.</li> <li>Frustration: If the editing process is not intuitive.</li> <li>Satisfaction: After saving the updated information.</li> </ul>	<ul style="list-style-type: none"> <li>Empowerment: Successfully generating estimates.</li> <li>Confusion: If input fields are not user-friendly.</li> <li>Confidence: After accurate calculations are made.</li> </ul>	<ul style="list-style-type: none"> <li>Efficiency: Quickly sending the estimate to the client.</li> <li>Frustration: If sharing options are not intuitive.</li> <li>Satisfaction: After successfully sending the estimate.</li> </ul>	<ul style="list-style-type: none"> <li>Comfort: Knowing that support is readily available.</li> <li>Frustration: If accessing support is challenging.</li> <li>Relief: After successfully getting assistance.</li> </ul>
	Opportunities	<ul style="list-style-type: none"> <li>Provide a guided onboarding tour.</li> <li>Offer social media sign-up option for faster access.</li> <li>Assure users of data privacy and security.</li> </ul>	<ul style="list-style-type: none"> <li>Implement a clean, step-by-step form for prospect details.</li> <li>Provide clear call-to-actions for saving data.</li> </ul>	<ul style="list-style-type: none"> <li>Streamline property entry process with intuitive forms.</li> <li>Offer suggestions or autofill options for common property features.</li> </ul>	<ul style="list-style-type: none"> <li>Provide a clear and accessible "Edit" option for prospects.</li> <li>Offer real-time feedback on changes made.</li> </ul>	<ul style="list-style-type: none"> <li>Provide tooltips or hints for entering values.</li> <li>Offer a tutorial or tips for using the mortgage calculator.</li> </ul>	<ul style="list-style-type: none"> <li>Streamline the sharing process with clear, prominent options.</li> <li>Provide easy methods for attaching estimates to messages/emails.</li> </ul>	<ul style="list-style-type: none"> <li>Provide clear navigation to the customer support section.</li> <li>Offer a seamless process for initiating support requests.</li> </ul>