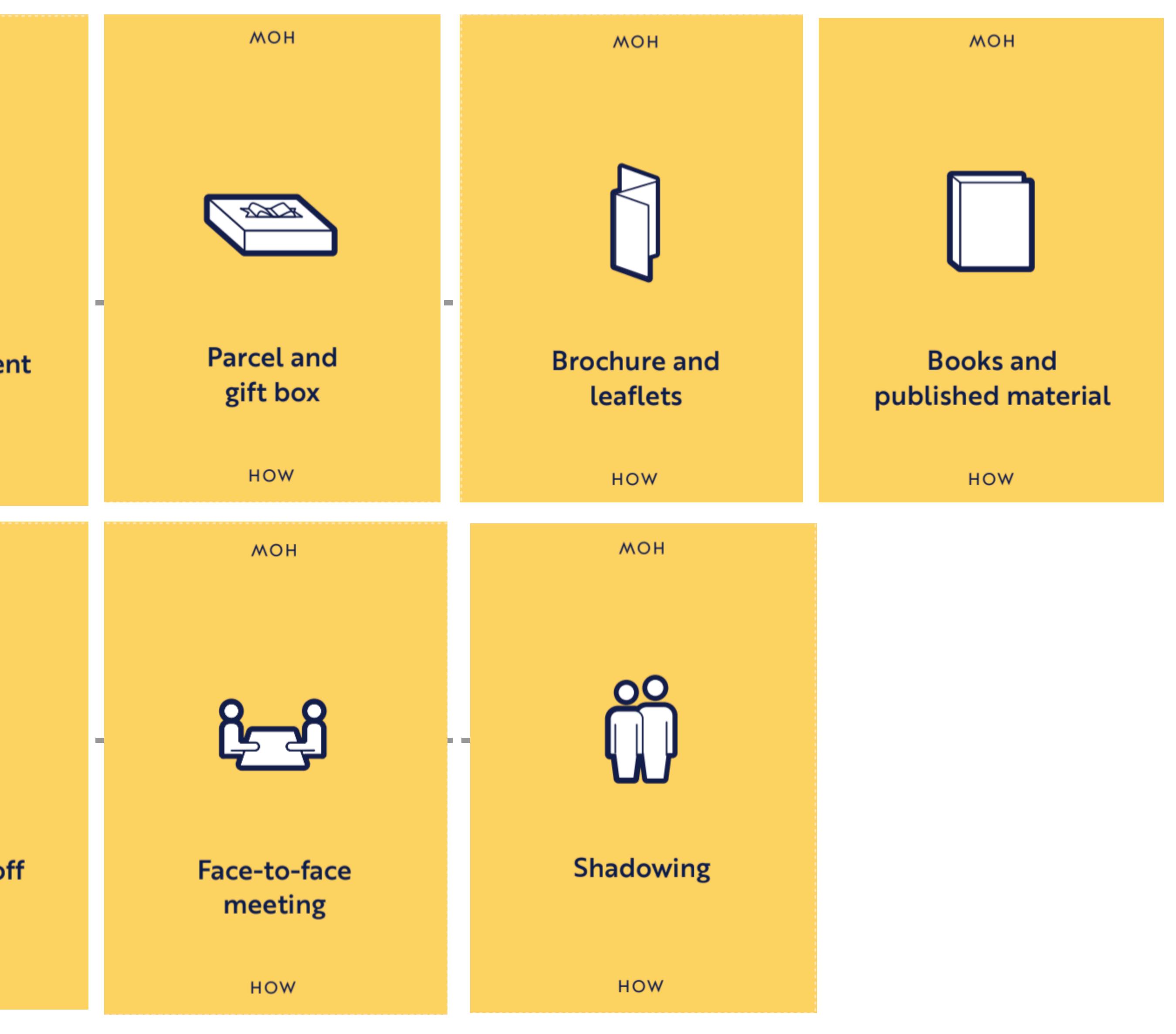
Digital touchpoint



Physical touchpoint

	MOH
Object	Printed docume
	HOW
	MOH
People	
	Take my work of
	HOW



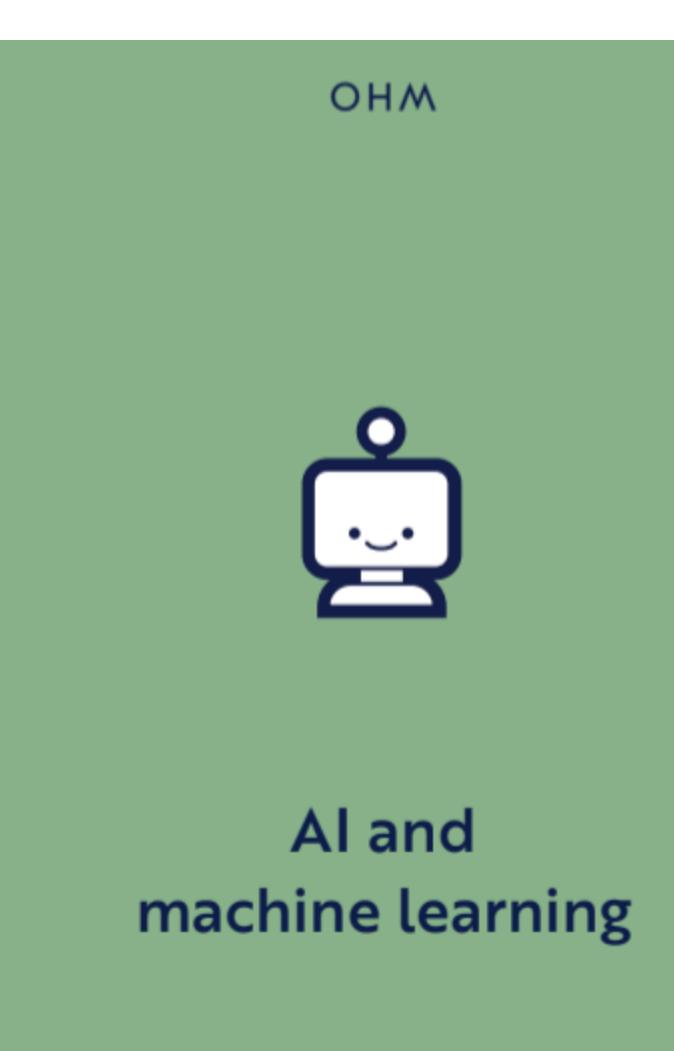
Professionals



Peers



Technology



WHO

Government

Social network & Peer-to-peer support

People provide knowledge, experience, emotional, social or practical help to each other.



Facebook Groups

A Facebook Group is a place for Peer-led support group gain group communication and for people to share their common interests and express their opinion.



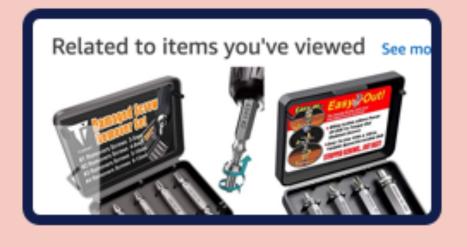
Mental health support groups

insight from the challenges and successes of others facing similar experiences.

HMW empower buyers by creating buyer-centric network to offer both functional and emotional support?

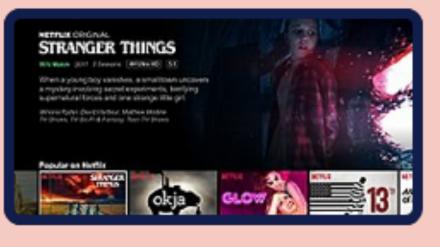
Algorithm curated suggestions

Providing more accurate information in a more efficient and smart way by combining referenced data.



Amazon 'Discover related items'

item collaborative filtering, which scales to massive data sets and produces high-quality recommendations in real time. system made by an algorithm.



Netflix 'Based on...' recommendations

Amazon currently uses item-to- More than 80% of the TV shows and movies people watch on Netflix are discovered through the platform's recommendation

HMW offer buyers the best experience and empower them in the process by properly using algorithm?



HMW create an easy-accessible, low threshold and trustworthy platform to provide content that buyers need or request?





seats The vertical seat (standing seat, stand-up seat) is an airline seat configuration involves standing passengers travelling while being braced in position.

Content sharing & Knowledge hub

Sharing platform which gathers all information and resources that people need. Provider could be peer, professional or recognized organization.

What tiny detail have most people noticed but never bothered to stop and think about? Colin Zhou, Ives in Believue, WA (2019-present) Ansamut November 13, 2019 - Constalling Michaels Calandi 5 Addre has 1923 ansama and Michael ansama views you watch American Football, you may have seen something like this happen

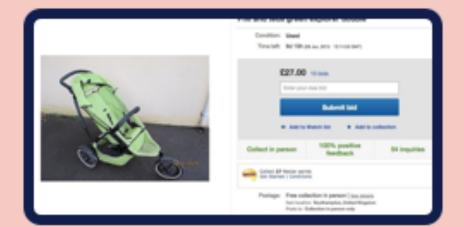
Quora

NHS Digital is the national collator of information about health and social care. It provides digital services for the NHS and social care, including the management of large health opinions. informatics programmes.

Quora is an American questionand-answer website where questions are asked, answered, and edited by Internet users, either factually or in the form of

From function to serving experiences

Value experience more than functions and provide experience-based service to customer.



Unhappy father listed buggy on Ebay

Unhappy father offers kids buggy on Ebay that 'ended his happy carefree life. For a starting price of just £9.99 you too can screw up your life.'

HMW design the most experiential experience for buyers and make buying journey more joyful and meaningful, to focus more on experience rather than property itself.

The worse experience ever

The worst situation against user's needs and offer user the worst experience that makes them confused and hard to go further to next step.

Ryanair vertical

Just imagine buying becomes a disaster and sets a lot of barriers for buyers, what could it be like for each stage?

Luxurious experience & 100% buyer centric

No limited resource and no consideration on cost to deliver, everything is around and for buyer to give them great pleasure.



Personal shopper or stylist

They style celebrities and does costume design in addition to personal styling. Basically get people to pay you to build their wardrobes.

HMW design the most luxurious and joyful experience for buyers with unlimited resources and without considering on cost to deliver?



Emirates first class suite

The glorious first class suites inspired by Mercedes-Benz where you can video call, request room service through a service window. Emirates calls the suites a "hotel in the sky".

Cultural context appropriate experience

The experience that is in accordance with the local culture, custom and people's common sense.



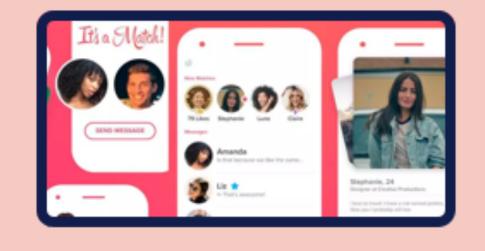
Burger King 'Silent drive thru' in Finland

Campaign by Burger King in Finland which has cultural tendency of avoiding small talks. Customer wait in silent drive area, where a BK staff will drop off their meal swiftly and silently.

HMW design the experience that adapted to Norwegian context and make buyers happy Norwegian?

Location-based suggestions

Used of geolocation for matching and recommendation purposes.



neetue

Tinder

Meetup

Tinder is a geosocial networking and online dating application.

Meetup is a service used to organize online groups that local host in-person events for people with similar interests.

How might we apply geolocation technology to buying process, so that new services can be created to improve buyer experience?

Shared economy & uberlization

An economic system in which assets or services are shared between private individuals, either free or for a fee, and hide the intermediary.





Uber

Mobike

Ride-hailing services that include peer-to-peer ridesharing, ride service hailing, and a micromobility system with electric bikes and scooters. operator.

Developed a fully station-less bicycle-sharing system. It is, by the number of bicycles, the world's largest shared bicycle

HMW bring new enablers into buying journey, so that we might offer more resource or connections for buyers?

Ultra high tech & 100% automation

Use technology to deliver various goods and services, which performs tasks that were previously performed by humans.





Amazon Prime Air is a drone delivery service currently in development by Amazon. The service uses delivery drones to autonomously fly individual packages to customers.



Self check-in system (Airbnb hosts)

Self check-in means that guests can access the listing using a key lockbox, smartlock, keypad, or by getting a key or access from the building staff.

HMW use technology to reframe home buying journey to make it more convenient and seameless for buyers?



I can make rational decision about purchasing instead of renting

Should I buy or rent? How would buying affect my life? What can I afford and what do I want?

Decision making

I know what will happen and what should I do in buying process

What's the process of home buying and what should I prepare?



I am served well in visning

Queue for visning. Cramped space and lots of visitors. Busy brokers all the time.



I know what might happen and how to perform well in bidding

I have absolutely no idea what will happen. What is the best strategy to win the bid? Should I bid over? How much? Am I paying overpriced? Is it worth this price?



I feel less anxious about the future and my purchase

What if the market drops? What if I became negative assets?



l understand specific terms in home ownership

What does different ownership mean? What does it mean to get 30 years loan? What does...



I feel less stressful as I have mental support along the way.

Too much things happening within short time. Stress overrides rational thinking in bidding.



I have a good mentality — Losing a bid is not a big deal for me

Losing a bid is seeing my dream home is gone. Losing a bid means I need to do another round visning and bidding.



I know what is going on in the meeting

I don't have that legal knowledge

What will happen in the meeting? Is there anything I need to pay attention to?



I am the one who lead the handover and exercise my legal rights

Feeling of being pushed to accept flaws on site. I will feel too embarrassed to say 'no'.



I know what I'm buying

What does it (content in prospectus) mean? What information should I pay attention to?



Visning

I have the freedom to choose when and how long for visning

I am not available for that visning time.

Only 30 min visning, then I need to make a decision to bid or not.



I know what is being acceptable or not on site

Not sure what is being okay and what is being not okay.



Vision & Wish

Reality/ Current situation



Visning

I know how to make the best of visning

Don't know what need to look for. Don't know what to ask.

What do I need and want in this stage?	Illustrate how it works
Who might be able to help?	

Give your idea a catchy title

What do	l need	and	want i	in	this	stage?
---------	--------	-----	--------	----	------	--------

Illustrate how it works

Who	might	be	able	to	help?
-----	-------	----	------	----	-------

Validate

Will you use it? Can it really help you?

Change

Are there anything you think is not reasonable? Any suggestions to tweak it?

Enrich

Anything you'd like to add to the idea?

Feelings

Validate

Will you use it? Can it really help you?

Change

Are there anything you think is not reasonable? Any suggestions to tweak it?

Enrich

Anything you'd like to add to the idea?