

During the Lease Term

EXPERIENCE MAP (Micro)

This map shows the details of a range of experiences as described by the eight interviewed tenants and apartment service staff, delving at a micro level into the experiences of tenants and apartment service staff during their residential experience, their thoughts and feelings during the journey. It also describes the touch points and channels of interaction for each moment.

Data Collection

		Focus Part		Focus Part		Focus Part	Focus Part
	Major Appliance Repair	Minor Household Item Repair	Parking	Garbage Disposal	Dog Park	Public Spaces	Property Management Office
Observations	+	-	+	--	++	--	--
Surveys							
Case Studies	+		+	-	++	+	--
Field Research	-	-	++	-	++	--	
Interviews	+	-	+	--	+	--	--
Document Analysis			+	-			
General Overview	+	-	+	-	++	--	--

