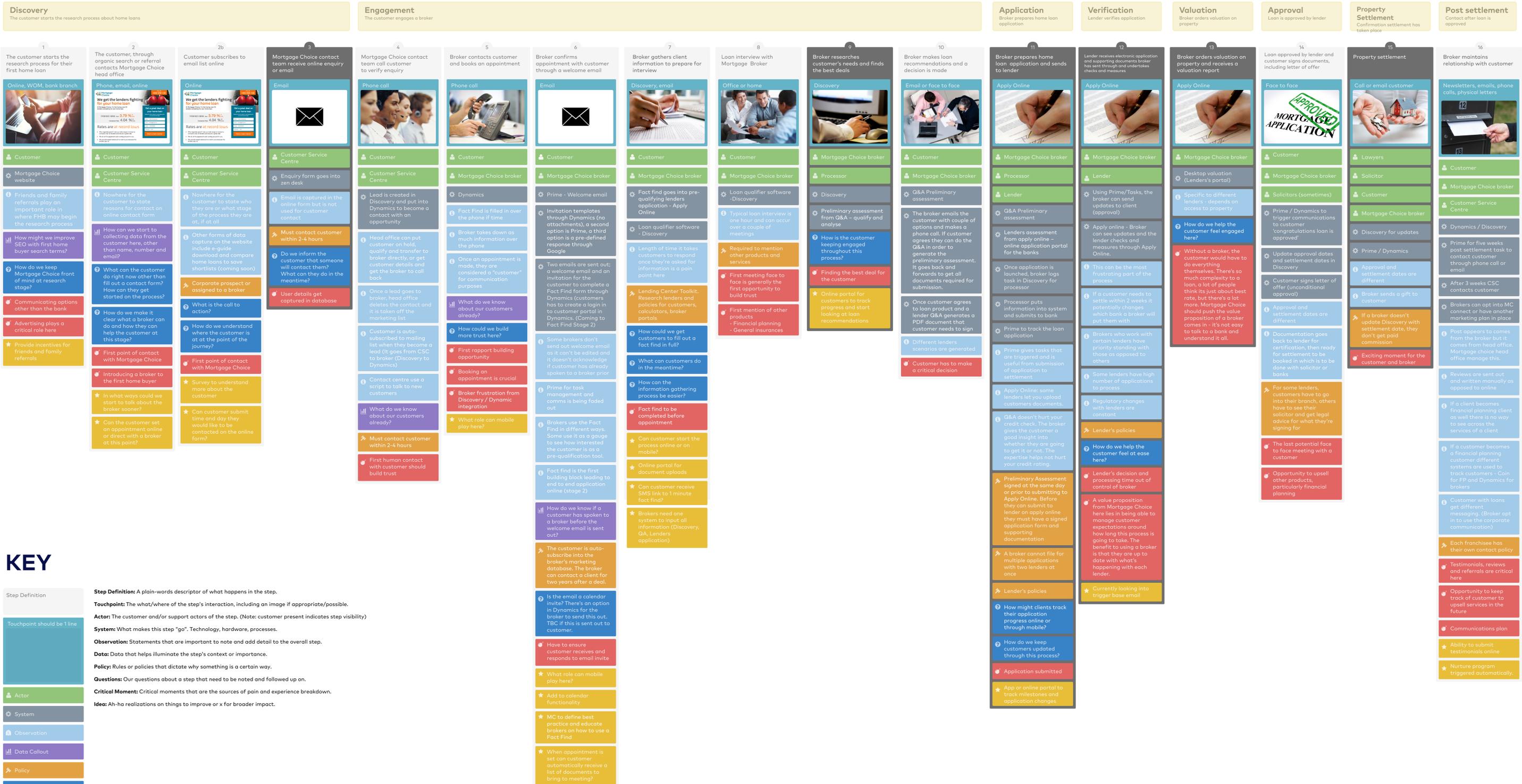


MORTGAGE CHOICE SERVICE BLUEPRINT

First home loan process

Scenario: A first home buyer wants to purchase their first home and experiences using a broker with Mortgage Choice, resulting in a successful home loan application.



KEY

- Step Definition:** A plain-words descriptor of what happens in the step.
 - Touchpoint:** The what/where of the step's interaction, including an image if appropriate/possible.
 - Actor:** The customer and/or support actors of the step. (Note: customer present indicates step visibility)
 - System:** What makes this step "go". Technology, hardware, processes.
 - Observation:** Statements that are important to note and add detail to the overall step.
 - Data:** Data that helps illuminate the step's context or importance.
 - Policy:** Rules or policies that dictate why something is a certain way.
 - Questions:** Our questions about a step that need to be noted and followed up on.
 - Critical Moment:** Critical moments that are the sources of pain and experience breakdown.
 - Idea:** Ah-ha realizations on things to improve or x for broader impact.
- Actor
 - System
 - Observation
 - Data Callout
 - Policy
 - Our questions
 - Critical Moment
 - Idea