Julie
Guidance Seeker

Age
29

Location
Mosman, Sydney

Marital Status
Partner

Household Income
$90,000

Occupation
Recently started a non-for-profit business

Scenario

Julie and her partner are building up a deposit and are a couple of months away from having a full deposit for buying their first home.

Julie has recently finalised her first business venture for a non-for-profit organisation, so her financial situation is about to change.

She has been researching the market on and off for about a year.

Key Insight

"It feels like it's constant information, never-ending, different opinions that contradict each other, what you read is varying."

Key Needs

- Education and know-how about the process
- Straightforward information she can understand
- Stability and financial security
- Confidence she is getting the right information
- Someone she can feel comfortable with who can involve her in every step of the process
- Support and guidance from people she trusts
- A helping hand and expertise to guide her
- Acknowledgement she doesn't have the financial know-how
- Freedom of communication so that she doesn't feel stressed about the unknown

Property Market History

Julie is intending to buy her first home. She no previous experience buying property, however she will take her family's guidance who have extensive investment and financial experience.

Opportunities

Empower her so she can understand and feel confident about the process.

Present non-conflicting, straightforward information in a market that's cluttered with varying and contradictory information.

Provide information in language that is easy to understand, with an way to explain what unfamiliar terms mean in the context of reading them.

Provide a channel to deliver the latest and most relevant information on updates, news and rate changes so that she doesn't have to search for it elsewhere.

Provide information that is contextual, relevant and digestible.

Make the value proposition of Mortgage Choice and broker services clear and visible.

Educate her around the value of mortgage broking services and process.

Enable simple sharing of information from one partner to another.

Provide a specific FAQ section for more complex questions.

Incentivise her family and friends for referrals.

Keep Mortgage Choice top of mind for other services in the future, such as refinancing.

RESEARCH					WEBSITE SESSION 1						WEBSITE SESSION 2		WEBSITE SESSION 3				EVALUATION		DECISION		SETTLEMENT		POST SETTLEMENT	
Initial bank enquiry	Online research	News & Media	Discussion with friends	Broker Consideration	Searches Mortgage Choice	Homepage	Tailored Search	First home loan application process	Home buying advice	Download e-guides	What does a mortgage broker do?	Broker homepage	Home Loan repayments calculator	Compare home loans	Signs up to updates	Submits online contact form	Face to face with broker	Loan Recommendations	Starts the process online	Application submitted	Waiting for bank approval	Loan approved and settled	Follow up post settlement	Maintaining contact

DOING

Initial bank enquiry	Online research	News & Media	Discussion with friends	Broker Consideration	Searches Mortgage Choice	Homepage	Tailored Search	First home loan application process	Home buying advice	Download e-guides
Calls up her bank initially to enquire about loan options and speaks with a loans officer	Googles "home loans" Visits links in search results that she is familiar with including ANZ, CBA, ING, Aussie, Rams, St. George, Westpac, ANZ, Compare the market, and iSelect to compare interest rates	Reading news on the housing market and interest rates	Friends are family are giving guidance and advice about property investment and finances	Somebody recommends a Mortgage Choice broker they have used for a home loan previously	Does an online search for "Mortgage Choice"	Lands on Mortgage Choice homepage	Sees tailored search option and inputs -I'm looking to buy my first home -I have started the research process	Learns about the home loan application process	Learns about home buying advice	Looks at e-guides for first home buyers

What does a mortgage broker do?	Broker homepage	Home Loan repayments calculator	Compare home loans	Signs up to updates	Submits online contact form
Clicks on Call to Action - Learn about Mortgage Brokers	Clicks on Call to Action - Mortgage brokers near you and selects a broker	Uses Home loan repayments and borrowing power calculators Looks at other calculators on domain and realestate.com online and decides to return to Mortgage Choice website	Clicks on Call to Action - Compare Home Loans	Clicks on Call to Action - Send me news on interest rate changes and market updates	Clicks on Call to Action - Request a call from an expert in first home ownership

Face to face with broker	Loan Recommendations	Starts the process online	Application submitted	Waiting for bank approval	Loan approved and settled	Follow up post settlement	Maintaining contact
After phone call from broker, an appointment has been set to meet face to face	Broker evaluates users details and provides some loan options	Decides on a loan product and informs the broker Starties to prepare and upload documentation online through a secure portal	Once all the documentation is put together, the application is submitted	Once submitted, the waiting time for the loan approval is unknown	Receives news when the loan is approved and settled Receives a gift from broker	Receives a phone call follow up one month later	Receives email encouraging online review

THINKING

Initial bank enquiry	Online research	News & Media	Discussion with friends	Broker Consideration	Searches Mortgage Choice	Homepage	Tailored Search	First home loan application process	Home buying advice	Download e-guides
Speaking to a bank is definitely a start, I have been advised that it's better to go with the bank you're with and that you've got a history with, just to make things a little bit easier	They show you comparison rates, if you decide to go in deeper to get the information, you should be able to get what the lowest rate is, I think it's bad. I looked at a comparison website but I never entered my details because I knew they would hassle me. I always worry about putting my number in, if I do that, they won't leave you alone until they get the sale	Reading the market rates and the news on the news, it feels like it's constant information, never-ending, different opinions that differ each other, what you read is varying	Generally everyone told me to stay with what I'm banking with at the moment is usually the better and safer option	I've always assumed, from my experience that it's someone that isn't necessarily on the person buying side, they're more working on the make money side and it's adding an extra step that's someone you have to pay, that's probably why I haven't looked into it so much	I've never been to this website before, I'm not really sure what a broker can do for me but I might as well stay open and have a look	First impression is positive, it looks like the people they are working with and I can relate to the images of people on the site.	I like that I can search straight away, like the other comparison sites I've visited	I'm not really sure about how the home loan process works	I definitely need guidance and advice about what to consider and keep in mind	This looks like good information I can read through later tonight I can see confirmation they have sent it to my email and that I can access it here immediately also Can I send it to my partner here also or does it only send to one address?

What does a mortgage broker do?	Broker homepage	Home Loan repayments calculator	Compare home loans	Signs up to updates	Submits online contact form	Face to face with broker	Loan Recommendations	Starts the process online	Application submitted	Waiting for bank approval	Loan approved and settled	Follow up post settlement	Maintaining contact
I want to find out more about the mortgage broker my friend recommended to me - I wonder if I can find the same person?	I like how I can see this broker's profile, background experience, history, and how many first home buyers they have helped	I wish there was something online I could save these results or send them to myself so I can look at them later with my partner	This is a really helpful resources tool and the results are clearly displayed	This is great because it means I'm not having to revisit sites multiple times to see what has changed from last time I was there	I don't have to fill out much on the form, it is already filled in with what I put in my search at the beginning, which is good I can also put in the time and date for when I want to be contacted which is convenient	How much money am I able to borrow? How do I make sure my income is enough? Which banks were included in their quotes? Timeframe - How quickly could they get it approved? Are there fees involved? How much money could I save?	What is the versatility of the actual loans and what do they offer? What are the different options packaged with a loan? What aspects of the loan allow me to pay the loan off faster and how does that work? Variable vs fixed rates – what's the best long term?	There's a lot of ID to put together but now that I've met the broker in person, I'm confident about uploading some of my paperwork online to get things moving quicker, rather than having to visit the office	What if the bank says no? What would happen if I tried to apply for multiple loans in the one go? What happens if you get rejected from two places?	How I met the banks' criteria or not?	We finally have my first home! When can we move in?	It's nice to know I've still got support with the home loan process	This takes me 5 minutes to fill out which is convenient

FEELING

EXPERIENCE

Initial bank enquiry	Online research	News & Media	Discussion with friends	Broker Consideration	Searches Mortgage Choice	Homepage	Tailored Search	First home loan application process	Home buying advice	Download e-guides
Pleased with customer experience at bank Excited at the prospect of owning a home Daunted about having to go through the process	Confused about banking jargon and terminology Annoyed about being asked for her details online and being called consistently when she does leave her number on a website Drained looking through so much information	Confused and wary about what to believe with conflicting opinions and news articles	Trusting of friend's recommendations	Apprehensive about the use of a broker and seeks validation	Uncertain about using a broker at this stage	Curious to learn more about the company and what they do	Satisfied that she can navigate to information easily	Confident that she is learning important information about what to expect	Uncertain as to who she might approach for advice	Satisfied she can look through this information later

What does a mortgage broker do?	Broker homepage	Home Loan repayments calculator	Compare home loans	Signs up to updates	Submits online contact form	Face to face with broker	Loan Recommendations	Starts the process online	Application submitted	Waiting for bank approval	Loan approved and settled	Follow up post settlement	Maintaining contact
Uncertain about how a broker works	Interested in understanding more about this broker	Overwhelmed with the amount of information she has to recall	Pleased about being able to compare different lenders rates clearly	Pleased as it will save her time searching online	Expectin her phone call will be from an expert with knowledge about first home buying	Pleased with the experience with the broker as they explained the process and what to expect	Considerate of all options presented because she doesn't want to rush into anything too quickly	Relieved that this part of the process has been made easier by being able to start the application online	Relieved about submitting the application	Anxious about whether the application will be approved	Thrilled at the prospect of owning their own home	Sastisfied with customer service and overall broker experience	Pleased with the convenience of being able to leave a review online

TOUCHPOINTS

Darren
Proactive Doer

Age
38

Location
Pendle Hill, Sydney

Marital Status
Married

Household Income
$130,000

Occupation
Pharmaceutical Sales Manager

Scenario

Darren has refinanced three times in the last five years to get better rates with different lenders.

The first two times he refinanced through a mortgage broker, while the third time he did it himself.

He is currently considering his second broker again for a refinance for land property.

Key Insight

"I'm not one to believe more time spent with me is better quality or you have a better product. I just want the facts."

Key Needs

- Refinancing is a functional job and the focus is on finding the best interest rates
- Simple, straightforward and factual information
- Short and succint interactions with loans officers and brokers
- Understand how a broker might be of value to them and what the process involves
- They need someone they can trust and build rapport with
- High expectations about working with mortgage brokers, with a demand for expertise, knowledge, and background information
- An experience tailored for their needs and circumstances
- Relevant and useful tools and calculators

Property Market History

Darren has refinanced three times in the last five years in order to get a better rate with different lenders. The first two times he refinanced through a mortgage broker, while the third time he did it himself.

Opportunities

A larger education piece around the process and role of a broker.

An efficient and easy way of providing basic information in order to reduce cognitive overload.

Make interest rates more prominent to the homepage.

Reinforce the value proposition of the broker, in terms of what the process looks like and how their service will be of value.

Provide more straightforward information on broker's pages about their background, experience and number of deals they have done with specific lenders.

Make the selection process on broker's pages easier by identifying differences between the brokers.

Help build rapport with the broker online.

Provide relevant tools and resources for his needs.

Provide an online application portal that is simple and easy to use.

Provide relevant and up to date information on the market and interest rate changes.

RESEARCH				
Initial bank enquiry	Online research	News & Media	Seminars	Broker Consideration

WEBSITE SESSION 1					
Lands on 'Compare Home Loans'	Home loan health check	Borrowing power calculator	Home Loan repayments calculator	About Mortgage Choice	Case Studies

WEBSITE SESSION 2	
All products and services	Car Insurance

WEBSITE SESSION 3			
Broker homepage	Broker videos	Team profiles	Contact an expert

EVALUATION	
Face to face with broker	Loan Recommendations

DECISION	
Starts the process online	Application submitted

SETTLEMENT	
Waiting for bank approval	Loan approval and settled

POST SETTLEMENT	
Follow up post settlement	Maintaining contact

DOING

Initial bank enquiry	Online research	News & Media	Seminars	Broker Consideration	Lands on 'Compare Home Loans'	Home loan health check	Borrowing power calculator	Home Loan repayments calculator	About Mortgage Choice	Case Studies
Calls up several banks to ask about interest rates	Searches "home loan comparison" Searches Westpac for home loans calculators and rates Looks at loan comparisons on sites such as Choice, Canstar, Rate City, Rate Select...(Select to get an idea of fees and interest rates Wary of non bank options that appear in search results	Listens to ads on TV and radio for interest rates constantly	Visits seminars on how to be a broker to understand the refinancing process	The first two times he refinanced through a mortgage broker, while the third time he did it himself. He is currently considering his second broker again for a refinance for land property.	Does a google search for "compare home loans" and clicks on a link to the Mortgage Choice compare home loans page	Clicks on Call to Action - Get a free home loan health check	Clicks on Call to Action - Other calculators and tools	Clicks on Call to Action - Other useful calculators	Wants to learn more about the company and how long they have been operating	Looks through case studies on homepage

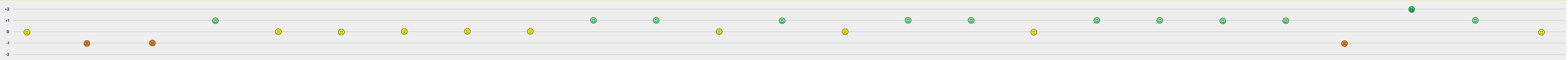
All products and services	Car Insurance	Broker homepage	Broker videos	Team profiles	Contact an expert	Face to face with broker	Loan Recommendations	Starts the process online	Application submitted	Waiting for bank approval	Loan approval and settled	Follow up post settlement	Maintaining contact
Clicks on navigation label - All products and services	Clicks on car insurance	Returns to the website to look specifically for brokers	Clicks on brokers videos to see how personable and friendly they are and observe how they speak	Clicks on team profiles to understand more about each broker in detail	Sees Call to Action - Talk to a 'refinance' expert broker over the phone	After phone call from broker, an appointment has been set to meet face to face	Broker evaluates users details and provides some loans options	Decides on a loan product and informs broker Prepares and uploads documentation online through a secure portal	Once all the documentation is put together the application is submitted	Once submitted, the waiting time for the loan to be approved is unknown	Receives news when the loan is approved and settled	Receives email encouraging online referral	Receives email about other products and services -Lenders Mortgage Insurance -Contents Insurance -Car Insurance

THINKING

Initial bank enquiry	Online research	News & Media	Seminars	Broker Consideration	Lands on 'Compare Home Loans'	Home loan health check	Borrowing power calculator	Home Loan repayments calculator	About Mortgage Choice	Case Studies
What are the best rates? What's the fee? What's in the package?	I'm looking for that product and the price and everything in between is a lot of noise The moment you give them information, the moment they start calling you and they don't stop calling you for the next six months. That's really annoying None of the calculators work for me - they're only for first home buyers	I just want that basic information. I don't want to have to read terms and conditions. I just want everything simple and upfront, not harder. It's an information overload	I never want to rely on anyone else which I could find myself. Why should I ask someone else to take a decision on my behalf?	Knowing upfront what they're going to get in fees, knowing there's no trailing fees...They're getting a percentage of your monthly fee. I don't have that with the bank. I want to know the broker is working for me	After seeing these rates for different banks I want to look at individual bank sites I'm not sure who some of these lenders are	I'm not ready to contact someone yet - I just want to be able to do my own research first	They do nothing for me only first home buyers They ask you nothing but income and expenses	It doesn't tell me who the loan would be with for monthly repayment price. I wouldn't want to stay on there because it doesn't tell me who's going to provide the loan	I can see they are a well established company and have years of experience so I feel better about being on the site	It's good to see they have helped people in my circumstance before

All products and services	Car Insurance	Broker homepage	Broker videos	Team profiles	Contact an expert	Face to face with broker	Loan Recommendations	Starts the process online	Application submitted	Waiting for bank approval	Loan approval and settled	Follow up post settlement	Maintaining contact
I can see they do just more than mortgage services, I wonder if they package up services?	It's good to know they have car insurance as I have just bought a new car	Are they franchisers? Or do they work for Mortgage Choice? I want to see recommendations from people I know about whether their broker is good or not If there's a broker I've used, why would I go for an unknown person with a zero rating for me?	Further information about the broker really helps This is good because I can get to know them online before I meet face to face Why would I pick one over the others?	Name and number is good, I would just ring and have that initial conversation That connection with that person is very important. If they're cold or they haven't got that banter, or you don't have that connection with them, you're more likely to not actually contact them. They have to have empathy, compassion and understand what your situation is	I would contact this broker direct and speak to the over the phone or speak to my broker and ask if he has anything better than this?	What's your best product for me? Could you give me a better rate than what's advertised? What are you charging? What are the interest rates? What is the cost over the entire period of time?	How much can I reduce if I pay extra? What are the different products you have? What product might suit me better? If I was planning on buying this property and just paying that off and nothing else, what would a regular investment look like? What are the differences between products (features)?	I like how I can upload my documents and get informed of the stages of where the loan approval is at, rather than having to ring up and ask. It reduces the time I have to call or go into the office	It was overall positive but a long process. It was better that one person took ownership and responsibility for the entire process so that I only had to deal with one person	My old bank is delaying the process by being slow to respond	I'm so relieved this process is over!	I was pleased with the customer service and think my friends could benefit from this	As I get older, I'm trying to simplify everything and get it down to a couple of things in life

FEELING

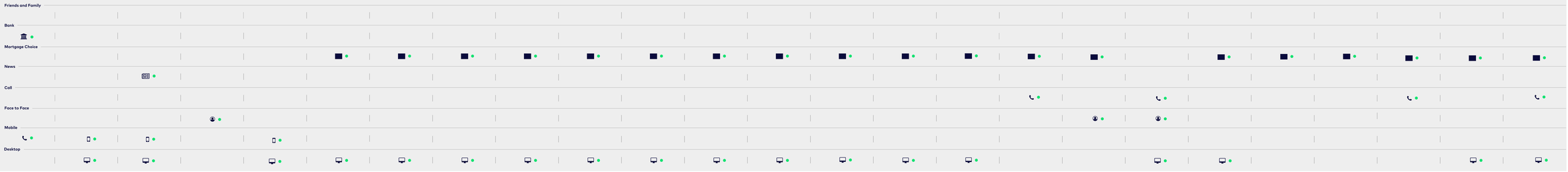


EXPERIENCE

Initial bank enquiry	Online research	News & Media	Seminars	Broker Consideration	Lands on 'Compare Home Loans'	Home loan health check	Borrowing power calculator	Home Loan repayments calculator	About Mortgage Choice	Case Studies
Comfortable with the bank and their customer service	Hesitant about submitting details online	Confused by the complexity and amount of information, as well as the time to dissect the information	Confident about understanding more about the process himself	Uncertain whether to use the same broker again or to search for another broker elsewhere	Unsure about trusting lender providers who are unfamiliar	Eager to find the information for himself first before being contacted	Not pleased that the calculator isn't relevant to him or his needs	Unsatisfied with the lack of information on the calculator	At ease that the site can be trusted	Pleased that he can relate to other people's experiences

All products and services	Car Insurance	Broker homepage	Broker videos	Team profiles	Contact an expert	Face to face with broker	Loan Recommendations	Starts the process online	Application submitted	Waiting for bank approval	Loan approval and settled	Follow up post settlement	Maintaining contact
Curious about finding out more about insurances and if they provide a discount for having multiple products	Satisfied that there are more options for him to look at on this website	Needs to understand more about these brokers and other people's experiences with them	Pleased that he can get to know the brokers online before he calls them up	Pleased he can understand more about the broker's history and experience	Eager to speak to a broker straight away	Satisfied with the rapport in the first meeting with the broker	Sastisfied with recommendations and goes home to do research to see if whether he can get a better rate than the broker	Relieved that the process is more efficient than previous refinances	Relieved about submitting the application	Anxious about whether the application will be approved	Thrilled at the prospect of a better rate on his home loan	Sastisfied with customer service and overall broker experience	Interested in finding out more about insurances now that the refinance process is over

TOUCHPOINTS



Mark
Savvy Expert

Age
52

Location
Newington, Sydney

Marital Status
Married

Household Income
$350,000

Occupation
Business Owner

Scenario

Mark has ten investment properties; eight residential, one commercial, and one piece of land. Six of these properties are rental properties.

His most recent investment was in December 2016. He has a company, a trust, properties both in his and his partner's names individually as well as properties in joint names.

Because of the complexity of their scenario, they have been using a broker for the last ten years.

Key Insight

"I'm self-reliant on monitoring the market and where my investments are at."

Key Needs

- A broker who understands their complex scenario, has good knowledge of industry and can confidently answer his questions
- A tailored experience and streamlined process
- Ways to deal with his complex financial scenario online
- Calculators and resources that are relevant
- Information on the latest trends, mortgage rate rises and properties
- The ability to monitor markets and track the valuation of his properties
- A facility to address his budget and relook how much he spends so he could refinance to buy another property

Property Market History

Mark found his first broker in the Manly Daily. Over the years, he has used a broker for each investment purchase.

He has been using the same Mortgage Choice broker for the last ten years because he understands their situation and has all the information in his system and make the process easier.

Opportunities

Integrate data and establish relevant partnerships in order to help him monitor markets.

Provide abilities to see the value his properties are worth.

Provide ways for him to deal with his complex scenarios online.

Offer links to websites or information about properties, latest trends, mortgage rate rises, and other relevant news.

Provide knowledge and set expectations about extra fees associated with investment.

Provide an advanced section for "experienced investors" that can talk to him about property investment, as well as financial lending, insurance and business lending and whatever stage he is at.

Provide information on debt reduction and how to reduce credit card debt.

An app with calculators to work out different loan amounts and interest rates.

A facility to address his budget and relook how much he spends so he could refinance to buy another property.

RESEARCH				
Initial bank enquiry	**Online research**	**News & Media**	**Seminars**	**Broker Consideration**
DOING				
Approaches bank he has taken out loans with previously	Searches "Best investment areas in Australia" Searches realestate.com and domain apps to see what the market is doing, home loans comparison websites (Canstar) and bank websites to look at interest rates and see what account features are available. Looks at the same websites every week. Once a week gets an email from realestate.com with latest auction results	Stays up to date each week following news articles about property prices	Attends investment property seminars and speaks to investment brokers to understand the market	He has been using the same Mortgage Choice broker for the last ten years because he understands their situation and has all the information in his system to make the process easier
THINKING				
We try to go with someone we have loans with already – CBA if we can. It's easier because we have a line of credit set up. Five years ago we went to another broker because they had a better rate for investment property. But now all the banks seem to be very similar I don't think the banks are good at explaining to you what your outlays are going to be after the mortgage	It can be worrying when I look at the prices of property in Sydney When I look at clearance rates, I feel slightly anxious and think 'have I made a good choice?'"	You're self-reliant on monitoring the market and where your investments are at	Our big question is how to maximise what we've already got? When you have ten properties it's hard to keep track of how much our properties are worth	The broker will do everything for you. They might not find you the best deal you're after. I'm sure there's lots of banks that offer lower interest rates than what I'm getting. It's just easier going through a broker than having to do the research again
FEELING				
+2				
+1				+1
0	0	0	0	
-1		-1		
-2				
EXPERIENCE				
Doesn't find banks very helpful as the banks don't show loyalty even when they are refinancing mortgages and have been with them for many years	Anxious about market property prices	Wish there was a service that could help him monitor the market	Increased confidence when it comes to understanding the market	Confident with his current Mortgage broker because he understand his somewhat complex scenario
TOUCHPOINTS				
Friends and Family				
Bank	●			
Mortgage Choice				●
News		●		
Call	●			
Face to Face			●	
Mobile		●	●	
Desktop		●	●	

WEBSITE SESSION 1					
Lands on Blog Article	**Broker Homepage**	**Broker Tools and Resources**	**Free Property Report**	**Interest Rates**	**Home loan health check**
DOING					
Clicks on a blog article in google search results about "house and land package"	Click on broker's homepage	Looks for the next seminar event, videos and e-guides	Clicks on free property report	Clicks on interest rates page	Clicks on Call to Action - Free home loan health check
THINKING					
I didn't know this information before so this is valuable to me	I want to see someone I can relate to - who is of a similar age or who appears the most professional looking It's good to see their phone number displayed so I can call someone if I need to speak to them direct	I will send my partner information about the seminar as it will be valuable for both of us Can I send it to my partner here also or does it just send to one address?	This looks like good information I can read through later tonight but it does ask for an email address I can see confirmation they have sent it to my email and that I can access it here immediately also which is good	It's good to see who all the lenders are and that I can access their pages from here	I don't like to enter details online for this circumstance, I would rather just call them direct
FEELING					
+2					
+1	+1	+1	+1	+1	+1
0					
-1					
-2					
EXPERIENCE					
Curious to see what other information lives on the site	Feels confident seeing the years of experience with this broking team	Looking forward to understanding more about property investment	Satisfied to see there is detailed information on the site	Ease and comfort feeling that the site can be trusted with links to lenders sites	Uncertain about entering details online
TOUCHPOINTS					
Friends and Family					
Bank					
Mortgage Choice	●	●	●	●	●	●	●
News					
Call					
Face to Face					
Mobile					
Desktop	●	●	●	●	●	●

WEBSITE SESSION 2			
Compare home loans	**Borrowing power calcuator**	**Contact an expert**	
DOING			
Clicks on compare home loans	Clicks on Call to Action - Other tools and calculators you may be interested in	Searches for an email address so he can have a record of what he's asked and when he's asked	
THINKING			
It's good I can click into the search results to find out what's in the package	Am I happy with that amount? How could I get more borrowing power? Would I consider going through a broker? Could he help me get the best borrowing power?	There's only an online contact form - It would be good to make an appointment online and see availability	
FEELING			
+2			
+1	+1	+1	
0			
-1			
-2			
EXPERIENCE			
Interested in looking at other tools and calculators that might be useful to him	Interested in talking to someone to get pre-approval as this only gives an indication of what he can spend	Wanted to put a specific comment in the online contact form to say he is looking for an investment loan	
TOUCHPOINTS			
Friends and Family			
Bank			
Mortgage Choice	●	●	●
News			
Call			
Face to Face			
Mobile			
Desktop	●	●	●

WEBSITE SESSION 3					
Property Insurance	**Financial Planning**	**Sign up to updates**	**Face to face with broker**	**Loan Recommendations**	
DOING					
Clicks link for all products and services Looks at property insurance	Clicks on financial planning	Clicks on Call to Action - Stay up to date with market trends and news	Has been put through to a broker direct through the head office and has the first face to face meeting	Broker evaluates users details and provides some loans options	
THINKING					
They have a lot of different portfolios – they don't just do mortgages now. That's very interesting Car and property insurance are top of mind	I would use financial planning and super, although it's not the purpose for me coming to this website	I don't know whether CBA get back to us quick enough with news and changes in mortgage rate rises, or whether we should fix it (we're ex-bankers). We know how to do the asking they don't always get back to you It's good to get some information about properties and what's out there at the moment	I just want somebody to work it out for me now – this is money we're talking about With brokers they're quite up to scratch with interest rates and giving advice as to whether we should lock in or not lock in. I don't have time to look at all this. I'd like to be able to have someone else to give us all the information	What will the rate difference make of 0.5%? What if I lose my job? How will that affect repayments? How much deposit do we need? What's the equity in our home? How could I get more borrowing power?	
FEELING					
+2					
+1	+1	+1	+1	+1	
0					
-1					
-2					
EXPERIENCE					
Pleased to see there may be options for insurance too	Considers returning back to look at this in more detail once the application is submitted	Pleased that he will receive news updates in the future as it will save time having to search for it	Pleased the broker can answer their questions promptly and understands their scenario	Pleased with the loan options as they are better than what he could find online	
TOUCHPOINTS					
Friends and Family					
Bank					
Mortgage Choice	●	●	●	●	
News					
Call				●	
Face to Face			●		
Mobile	●	●		●	
Desktop				●	

DECISION		SETTLEMENT		POST SETTLEMENT	
Completes application online	**Application submitted**	**Waiting for bank approval**	**Loan approved and settled**	**Follow up post settlement**	**Maintaining contact**
DOING					
Undertakes the application process online, where it takes him through step by step checklist to ensure everything uploaded is submitted	Once all the documentation is put together the application is submitted	Once submitted, the waiting time for the loan to be approved is unknown	Receives news when the loan is approved and settled	Gets a phone call a month later to check in	Receives email about other products and services -Financial Planning -Car and Property Insurance -Credit Cards
THINKING					
I would do as much of it online or through email if I could except sign off	I don't think I could have done this without a broker. I don't understand the process myself. I would be a bit worried about doing it myself	It's not clear what will happen if you change who you've got your loan with. Sometimes it's easier just to stay with people we had our first loan with, but we will see	This investment took three months altogether. We did research on the value of properties combined, called our broker, got him the paperwork and started looking at property in the meantime	The bank's loans officer don't tend to maintain the contact brokers do	Now that I've got the time to look into this, I might start researching insurance through Mortgage Choice
FEELING					
+2					
+1	+1		+2	+1	+1
0					
-1		-1			
-2					
EXPERIENCE					
Relieved he could do the application online as it saved so much time	Relieved about submitting the application	Anxious about whether the application will be approved	Thrilled at the prospect of their new investment property	Satisfied with customer service and overall broker experience	Pleased with the mortgage broking experience and interested in finding out more about insurance now that the process is over
TOUCHPOINTS					
Friends and Family					
Bank					
Mortgage Choice	●	●	●	●	●
News					
Call		●	●	●	●
Face to Face					
Mobile					
Desktop	●	●	●		●

Kaye
Impulsive Buyer

Age
44

Location
Maroubra, Sydney

Marital Status
Married

Household Income
$200,000

Occupation
English school teacher

Scenario

Kaye and her husband lived in England for many years and bought three houses in Sydney online through Westpac.

She recently bought a fourth house and plans to buy another house in a year. She has never lived in a house she has bought as the houses her and her husband purchase are for rental purposes.

She is looking forward to having a home because she doesn't want to rent forever and would like to customise a house to her taste as opposed to appeal to the rental market.

Key Insight

"I would rather speak to people and hear what their experiences were rather than speaking to a professional to guide me because I always think they have a hidden agenda."

Key Needs

- Understand the role of the broker and typical steps and process to using a broker
- Understand more about a broker's background experience and expertise
- Case studies and other people's experiences with brokers
- A personal connection and the ability to establish rapport and relationship with a broker
- Learn the main facts simply and easily and not read through too much information
- Non standard information that gets fed out to the public – a point of difference
- Dealing with someone who is straightforward and a good communicator

Property Market History

Kaye has bought a number of houses online whilst living overseas. She owns three houses outright and recently purchased a fourth. She has not seen any properties she has bought nor lived in a property she has bought. She has taken out loans before with Westpac but never refinanced.

Opportunities

As she is likely to be reassessing her finances at the same time, this is an opportunity to speak to her about financial services.

Provide case studies and stories of other people she can relate to.

More personable website, with videos, images and case studies of other people's experiences with brokers.

Provide transparency with the process and show what the steps look like from first enquiry to pre-approval.

Make the value proposition clearer so she can understand the Mortgage Choice broker services and products.

Provide calculators and tools to suit her needs.

Gather data and statistics from website and service usage to surface in tools and calculators.

Enable ways to establish rapport and relationship with a broker online.

Improve testimonials and reviews online so they feel credible and trustworthy.

Offer financial services at the right time in her journey.

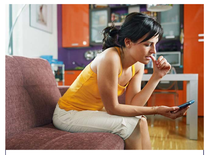
Offer more points of connection to people on the website.

RESEARCH				
Initial bank enquiry	**Online research**	**News & Media**	**Discussion with friends**	**Broker Consideration**
DOING				
Calls up several banks to enquire about interest rates	Looks at top banks including CBA, ANZ and Westpac as well as second tier banks and alternatives. Looks at calculators to see what she can borrow and what her earning capacity is. Looks at property websites and Rams because they are cheap and have a good reputation. Searches "home loans" and researches the worth of her current properties	Reading and watching what's happening in the world news	Speaks to friends and family, real estate agent and accountant for advice	A friend recounts an experience with a broker who 'wouldn't take no for an answer', however her accountant has referred a broker
THINKING				
I didn't realise if you're borrowing money from the bank, the bank just doesn't do it. You have to get the money, someone has to draw the money down and the real estate agent and the bank takes it. The process is simple but not quick I don't want do it again but you've got to go through it	I generally research when I'm in an up mood, when I'm feeling positive	How will the global position and Brexit influence the world economy and affect exports, imports and interest rates? If you're not aware of what the world is doing, when the interest rates change, you think where did that come from?	I would rather speak to people and hear what their experiences are rather than speaking to a professional to guide me because I always think they have a hidden agenda	I never considered using a broker, but I would use one in the future because the loans officer we used previously is not at Westpac anymore so we would need someone to guide us Why should I pay a broker?
FEELING				
+2				
+1			+1	
0	0			0
-1		-1		
-2				
EXPERIENCE				
Not a great experience when I have to speak to a new person everytime I call the same bank	Overwhelmed when there's so much information to digest	Wary of global impact on interest rates	Positive about recommendations from people she trusts	Uncertain about using a broker and how it would actually benefit her
TOUCHPOINTS				
Friends and Family			●	●
Bank	●			
Mortgage Choice				
News		●		
Call	●		●	●
Face to Face			●	
Mobile		●	●	
Desktop		●	●	

WEBSITE SESSION 1					
Homepage	**Compare Home Loans**	**Borrowing power calculator**	**Home Loan repayments calculator**	**About Mortgage Choice**	**Case Studies**
DOING					
Does a Google search for "Best rate mortgages Australia" and clicks on a link to the Mortgage Choice homepage	Clicks on Call to Action - Compare home loans	Clicks on Call to Action - Other calculators and tools and is taken to borrowing power calculator	Sees Call to Action - Other useful calculators	Wants to learn more about the company and why she should choose Mortgage Choice	Clicks on Call to Action to explore case studies
THINKING					
I want to know what the process is from first enquiry to pre-approval, and how Mortgage Choice will take me through those steps	I would want to click on the results to drill down and see more and want to know 'how much am I going to pay back?' What I would want if I was meeting with someone is to have a table of these monthly repayments, with principal and interest, the fortnightly repayments, and what the bottom line is in a table or excel format	It's good to give an estimate of what people expend, I would like to see more of it in these tools	It gives you a quote number, and sends me an email which is good because I might come back in a week's time	It goes against what I imagine happens. If a broker makes commission from any of these people then it gets built into your loan repayments, doesn't it?	I find other people stories really interesting, video content of everyday Australians – something that isn't so robot and that you can relate to
FEELING					
+2					
+1	+1				+1
0		0	0	0	
-1					
-2					
EXPERIENCE					
This website looks credible with large images of people different lenders they work with and different rates	Dissatisfied that there is not a more detailed search result	Eager to explore more calculators	It would be more valuable if I could input expenses to offset the amount as well, such as repairs and maintenance	Confused about the value proposition	Pleased she can relate to other people's experiences
TOUCHPOINTS					
Friends and Family					
Bank					
Mortgage Choice	●	●	●	●	●	●
News					
Call					
Face to Face					
Mobile					
Desktop	●	●	●	●	●	●

WEBSITE SESSION 2						
Tailored search	**Signs up to updates**	**Broker homepage**	**Broker videos**	**Team profiles**	**Contact an expert**	
DOING						
Clicks on tailored navigation and selects "I'm looking to upgrade to a new home and I've found the property I want to buy"	Clicks on Call to Action - Get updates on changes in the market, fixed rates and variable rates	Clicks on "Mortgage Brokers near you."	Clicks on videos of the broker and team introducing themselves	Clicks on team profiles	Submits online form on brokers page	
THINKING						
This is good because it takes me to exactly where I want to be on the site and I don't have to click through many pages	This is great - it saves me having to search for market changes all the time	I'm interested in broker's successes with new clients and their approach to how they deal with individuals It's great to see the broker's mobile phone and office number straight away. I wants to see their address so I can visit the office	I'm interested in seeing or reading about other people's experiences and hearing how other people speak such as videos of brokers or other Mortgage Choice staff	I'd probably look at who I'd like the look of... whoever looks the friendliest or who is younger. I just want to get the best the home loan, I'd rather deal with someone my age bracket, I'd like for an image to be able to tell me who's on the same page as me	It would be easier if there was an additional box that would invite me to suggest a suitable day and time to call or come visit me, or a booking schedule calendar to lock in available times	
FEELING						
+2						
+1	+1	+1	+1	+1	+1	
0						
-1						
-2						
EXPERIENCE						
Pleased with the quick search navigation	Pleased she can subscribe to updates	Eager to learn more about the brokers in person	Feels like she can trust the brokers more when she can see videos or testimonials of other people's experiences with them	Pleased she can get to know the brokers online	Expectant that her phone call will be an expert with knowledge about upgrading to a new home	
TOUCHPOINTS						
Friends and Family						
Bank						
Mortgage Choice	●	●	●	●	●	●
News						
Call						
Face to Face						
Mobile	●	●				
Desktop	●	●	●	●	●	●

EVALUATION		DECISION		SETTLEMENT		POST SETTLEMENT	
Face to face with broker	**Loan Recommendations**	**Starts the process online**	**Application submitted**	**Waiting for bank approval**	**Loan approved and settled**	**Follow up post settlement**	**Maintaining contact**
DOING							
After phone call from broker, an appointment has been set to meet face to face	Broker evaluates users details and provides some loans options	Decides on a loan product and informs broker Prepares and uploads documentation online through a secure portal	Once all the documentation is put together the application is submitted	Once submitted, the waiting time for the loan to be approved is unknown	Receives news when the loan is approved and settled	Gets a phone call a month later to check in	Receives email about other products and services -Financial Planning -Car and Property Insurance
THINKING							
I would like to ask if I'm going to get a mortgage how soon could you approve it? What's their background and experience in helping people finance their property? Once I get the finances, how much would I need to borrow? How much would I pay back?	How much would I need to borrow? How am I going to pay it back? How much can I get for the least amount of money? What's the lowest I can go? What if I put 400k or 300k, what's the bottom line for the next 20-25 years?	It's good that the broker and I can share information in this portal	I'm glad the application is submitted, I don't like to spend too much time on the process I just want to get it done. Time is important	Will I get the finances?	What a relief - I finally have a home I can call mine!	The bank's loans officer don't tend to maintain the contact brokers do	We have all our insurances under GIO because we get discounts – our cars, three properties, household and landlord protection If it was cheaper car insurance we would go for it, we don't really have any loyalty
FEELING							
+2							
+1							+1
0							
-1				-1			
-2							
EXPERIENCE							
Pleased with the experience with the broker as they explained the process what to expect and answered all her questions	Confident that this broker can get us the better rate than what we could find	Pleased the process can start promptly and save time	Relieved about submitting the application	Anxious about whether the application will be approved	Thrilled at the prospect of having a home they can live in	Satisfied with customer service and overall broker experience	Interested in finding out more about insurances now that the loan has been settled
TOUCHPOINTS							
Friends and Family							
Bank							
Mortgage Choice	●	●	●	●	●	●	●
News							
Call		●		●	●	●	●
Face to Face	●	●					
Mobile							
Desktop		●	●	●			●



Sandra
Debt Distressed

Age
35

Location
Lalor Park, Sydney

Marital Status
Married

Household Income
$100,000

Occupation
Dental admin assistant

Scenario

Sandra and her husband took out a mortgage five years ago for their first home. With interest rates rising higher than their incomes combined, they have found themselves with credit card and personal loan debts.

They can't afford their repayments anymore as they have maxxed out their credit cards, with $50,000 owing in debt.

Key Insight

"I don't want to ask for help because I really don't think we could do anything. I don't know if there are options out there for us. Maybe we'll be just fine."

Key Needs

- Education and know-how about how she can be helped and what the process involves
- Straighforward information she can understand
- Stability and financial security
- Confidence she is getting all the right information
- Someone who she feel comfortable with who can involve her in every step of the process
- Support and guidance from people she trusts
- A helping hand and expertise to guide her
- Acknowledgement she doesn't have the financial know-how
- Freedom of communication so that she doesn't feel stressed about the unknown

Property Market History

This is Sandra's first home and she has had no previous experience with property investment.

Opportunities

Provide case studies of other similar scenarios where Mortgage Choice brokers have helped people get out of complex financial debts.

Communicate that there are options and that it's never too late to approach someone to get help – if you don't think you can do it, it's worth giving us a call.

Make the value proposition of Mortgage Choice and broker services clear and visible.

Empower her so she can understand and feel confident about the process.

Present non-conflicting, straightforward information in a market that's cluttered with varying and contradictory information.

Provide information in language that is easy to understand, with an way to explain what unfamiliar terms mean in the context of reading them.

Provide a channel to deliver the latest and most relevant information on updates, news and rate changes so that she doesn't have to search for it elsewhere.

Provide information that is contextual, relevant and digestible.

Educate her around the value of mortgage broking services and process.

Provide a specific FAQ section for more complex questions.

Incentivise her family and friends for referrals.

Keep Mortgage Choice top of mind for other services in the future.

RESEARCH				WEBSITE SESSION 1						EVALUATION		DECISION		SETTLEMENT		POST SETTLEMENT	
Online research	News & Media	Discussion with friends	Broker Consideration	Lands on blog article about credit card debt	Money chat video	Case Studies	Brokers near you	Broker's blog	Contact an expert	Face to face with broker	Options and Recommendations	Starts the process online	Application submitted	Waiting for bank approval	Loan approved and settled	Follow up post settlement	Maintaining contact

DOING

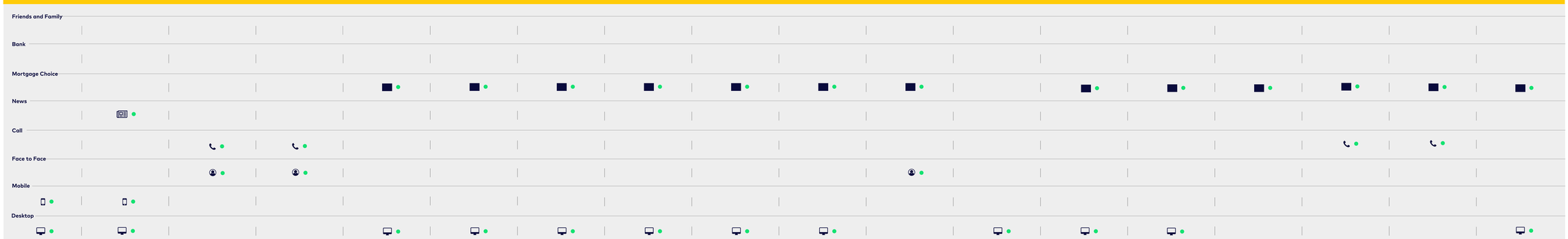
Online research	News & Media	Discussion with friends	Broker Consideration	Lands on blog article about credit card debt	Money chat video	Case Studies	Brokers near you	Broker's blog	Contact an expert	Face to face with broker	Options and Recommendations	Starts the process online	Application submitted	Waiting for bank approval	Loan approved and settled	Follow up post settlement	Maintaining contact
Looking for help online and researching the National Debt Helpline	Overhears information in the news about the debt crisis in Australia	Started reaching out to friends and talking about her situation	A friend recommends consulting a broker	Does a google search for "credit card debt" and lands on a blog page on the Mortgage Choice site	Watches money chat video on refinancing to consolidate debt	Clicks on Call to Action - Other people we have helped	Clicks on Call to Action - Broker's near you and selects a profile	Looks at broker's blog article on debt consolidation	Clicks on Call to Action - Contact an expert in 'debt consolidation'	After phone call from broker, an appointment has been set to meet face to face	Broker evaluates users details and provides some options	Decides on an option and informs the broker Starts to prepare and upload documentation online through a secure portal	Once all the documentation is put together, the application is submitted	Once submitted, the waiting time for the loan approval is unknown	Receives news when the loan is approved and settled	Receives a phone call follow up one month later	Receives email encouraging online review

THINKING

Online research	News & Media	Discussion with friends	Broker Consideration	Lands on blog article about credit card debt	Money chat video	Case Studies	Brokers near you	Broker's blog	Contact an expert	Face to face with broker	Options and Recommendations	Starts the process online	Application submitted	Waiting for bank approval	Loan approved and settled	Follow up post settlement	Maintaining contact
I really don't want to call up and talk about my finances because I'm embarassed	I've heard that banks are loaning large amounts of money to people who just can't pay it back, which is scary to me. The banks should ensure people have the capacity to repay	I've spoken to some friends and have some recommendations of who to approach but I'm not really sure how to start the conversation	I don't know exactly what the process with a broker involves, whether there are fees involved, how much money I would save, and also the fact I don't know too many people who have gone through a broker	This information is really valuable and they seem to have a lot more information here that I can read	I didn't think to consider this before, I'd like to know more about it	It's a relief to know it's not just me - there are other people out there like me and in worst situations	It's good to see brokers in my area without having to search for them	This broker has had lots of experience in this area and has helped people like me which is good to see	It will be good to speak to someone who understands my situation who won't judge me	I like that they are upfront with me about what options there are and how they can help	I wonder why I didn't do this earlier?	It's great and so much easier that I get to submit my documents online	Hopefully we can have more manageable payments after this	Have I met the banks' criteria or not?	It's such a relief to have consolidated our debt finally	It's nice to know I've still got support from my broker	This takes me 5 minutes to fill out which is convenient

FEELING

EXPERIENCE

Online research	News & Media	Discussion with friends	Broker Consideration	Lands on blog article about credit card debt	Money chat video	Case Studies	Brokers near you	Broker's blog	Contact an expert	Face to face with broker	Options and Recommendations	Starts the process online	Application submitted	Waiting for bank approval	Loan approved and settled	Follow up post settlement	Maintaining contact
Stressed and nervous about the prospect of having to talk about her finances	Increases anxiety about her circumstances	Relief about being able to share with friends and get some recommendations	Confused about using a broker's services	Curious to learn more about how she can get out of debt	Curious about learning more about her options	Relieved she can relate to other people's experiences	Pleased to see there are brokers nearby that could help	Sastified with the information provided on the broker's pages	Ease and comfort knowing someone will call her	Relieved to have found someone she can trust	Thrilled that there are options for her	The online portal is easy to use and time saving	Relieved about submitting the application	Anxious about whether the application will be approved	Thrilled at the prospect of getting out of debt	Sastisfied with customer service and overall broker experience	Pleased with the convenience of being able to leave a review online

TOUCHPOINTS