

Customer Journey Map:

Customer Journey Map: Analyzing Housing Market Data with Tableau					
	Entice	Enter	Engage	Exit	Extend
Steps	Users recognize a need to visualize real estate data effectively (e.g. sales, renovations)	Gather raw housing datasets, define key metrics and KPIs	Clean datasets, create visuals in Tableau (e.g., bar charts, maps), add interactivity	Share dashboards, collect feedback, refine visualizations	Continue updating dashboards, apply findings in decision making
Interactions	Conversations with colleagues of leaders, research on visual	Excel, internal dashboards, data import tools	Tableau dashboard editor, Excel for preprocessing, filter tools	Email, meetings, screen shares	Data refresh schedules, feedback loops
People	Analysts, data scientists, team leads	Analysts, data engineers	Analysts, subject matter experts	Conference rooms, online meetings	Analysts, leadership teams
Things	Tableau marketing site, Blog posts, community community forums	Tableau Desktop, sample dashboards.com	Tableau worksheets, tooltips, filters, charts	Tableau Server, PDF exports, embedded dashboard	Shared dashboards intranet
Customer Goal	"Help me simplify housing data to identify trends and make data-driven decisions."	"Help me get started with a clear focus on visualizing the data effectively."	"Help me share clear and impactful insights easily and	"Help me share clear and impactful visuals"	"Help me ensure the dashboards remain useful and up-to-date."
Positive Moments	Discovering key insights, like, renovation impact and location trends	Struggles with messy data or inconsistent formatting	Provide, pre-clean or sample datasets	• Provide pre-clean or sample datasets	• Templates for real estate analytics
Negative Moments			Onboard visualization tips directly into dashboard	• Offer templates for real estate analytics	