Project Design Phase-II

1.Customer Journey Map

This Customer Journey Map outlines how key stakeholders—real estate analysts, strategists, and executives—interact with a Tableau dashboard designed to analyze housing attributes like lot size, view quality, construction grade, condition, and waterfront presence.

It captures the user experience from discovery to regular use, including goals, actions, positive moments, pain points, and opportunities for improvement. By mapping this journey, ABC Company can better align its data tools with user needs, enhancing decision-making, pricing strategies, and market responsiveness.

Steps	What does the person typically experience?	Interactions	Things (Touchpoints)	Places	People	Positive Moments	Negative Moments	Areas of Opportunity	Goals & Motivations
Entice	Learns about a new Tableau dashboard developed to uncover trends in housing prices and features	Internal announcement, presentation, shared link	Email, project brief, team meeting, intranet article	Office, virtual meeting rooms	Project manager, data team	Curious about data-driven decision-making	Unclear on scope or whether it's relevant to their work	Provide a concise use-case summary or teaser video	*Help me see how this dashboard benefits my team*
Enter	Opens the Tableau dashboard for the first time	Logging in, navigating to tabs	Tableau login portal, homepage interface	Personal workstation	Self-guided	Clean design and welcoming layout	Overwhelmed by tabs or unsure where to begin	Interactive walkthrough, onboarding overlay	*Help me get started easily and confidently*
Browse	Views overall metrics: number of records, average sale price, basement area (Scenario 1)	Clicking summary charts, hovering for tooltips	Overview dashboard, cards, bar charts	Office/home	Self, peer analyst	High-level overview gives quick insight	Needs to understand units or metric calculations	Add explanatory tooltips and benchmarks	*Help me understand the big picture quickly*
Explore	Investigates impact of renovations on house price (Scenario 2)	Interacting with histogram, adjusting filters	Histogram visualization, renovation year sliders	Office/home	Data analysts, realtors	Identifies strong trends based on renovation age	Some bins may lack sufficient data or context	Add comparison options (pre/post renovation)	*Help me see how renovations influence sale prices*
Analyze	Looks into age and renovation breakdown (Scenario 3)	Hovering over pie segments, toggling filters	Pie chart visualization, legend	Team meetings	Real estate teams, managers	Easy view of renovation status across age groups	Difficult to assess actual values from percentages	Offer toggle for numeric counts alongside percentages	*Help me assess the housing stock based on age and updates*
Compare	Reviews how house features (baths, beds, floors) relate to age (Scenario 4)	Viewing grouped bars, comparing across categories	Grouped bar chart, filters by house features	Office/workspace	Strategy, pricing teams	Recognizes patterns in buyer behavior and inventory types	Hard to differentiate bars when data is dense	Provide dynamic filters (e.g., year, location) and summary stats	*Help me uncover deeper feature-based trends*
Decide	Synthesizes findings for use in pricing, sales strategy, or reports	Exporting visuals, presenting findings	Tableau export, PowerPoint, PDF downloads	Boardroom, remote call	Executives, marketing leads	Confidently supports recommendations with data	Needs tailored summary views for decision-makers	Offer pre-built export templates or executive summary mode	*Help me turn insights into action plans*

Steps	What does the person typically experience?	Interactions	Things (Touchpoints)	Places	People	Positive Moments	Negative Moments	Areas of Opportunity	Goals & Motivations
Extend	Returns for regular updates as housing data grows	Scheduled report check-ins, dashboard subscriptions	Email subscriptions, Tableau alerts	Weekly or monthly review	Cross-functional teams	Develops habit of data-driven decision-making	Forgetting dashboard updates or changes in data structure	Enable alerts for trend shifts or anomalies	*Help me stay continuously informed and ahead of trends*