**CUSTOMER JOURNEY MAP**

**ABC COMPANY - HOUSING MARKET ANALYSIS**

**SCENARIO:**

Real estate analysts, marketing teams, and executives accessing, analyzing, and utilizing Tableau visualizations for housing market insights to inform strategic decisions, optimize pricing strategies, and enhance market competitiveness.

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|  | | |  | | --- | | **Enter**  **Initial access to system** | | |  | | --- | | **Entice**  **Discovering available insights** | | |  | | --- | | **Engage**  **Core analysis activities** | | |  | | --- | | **Engage**  **Deep data exploration** | | |  | | --- | | **Engage**  **Pattern identification** | | |  | | --- | | **Engage**  **Cross-validation** | | |  | | --- | | **Exit Insights extraction** | | |  | | --- | | **Exit Decision making** | | |  | | --- | | **Extend**  **Implementation** | | |  | | --- | | **Extend**  **Monitoring results** | | |  | | --- | | **Extend**  **Continuous improvement** | | |  | | --- | | **Extend Knowledge sharing** | |
| |  |  | | --- | --- | | **Steps** | **What does the person typically experience?** | | | **Access Tableau Dashboard**  User logs into Tableau system and navigates to housing market analysis dashboard | **Review Data Overview**  User examines Scenario 1:  overall dataset summary, record count, average prices, and total area metrics | **Analyze Renovation Impact** User explores Scenario 2: histogram showing sales distribution by years since renovation | **Examine Age Distribution**  User reviews Scenario 3: pie chart of house age distribution by renovation status | **Study Feature Correlations** User analyzes Scenario 4:  grouped bar chart of house age  vs bathrooms, bedrooms, and floors | **Cross-Reference Data**  User compares insights across multiple scenarios to validate patterns and correlations | **Generate Insights**  User synthesizes findings into actionable insights about market trends and pricing factors | **Strategic Planning**  User applies insights to develop pricing strategies, investment recommendations, or marketing approaches | **Execute Strategy**  User implements decisions based on analysis in real estate operations or marketing campaigns | **Track Performance**  User monitors outcomes of implemented strategies against market performance | **Refine Analysis**  User returns to dashboard with new data or questions based on real-world results | **Share Knowledge**  User presents findings to stakeholders and contributes to organizational learning |
| |  | | --- | | **What Interactions interactions do they have?** | | | **Things:** Tableau interface, login credentials, computer/tablet **Places:** Office, remote  workspace  **People:** IT support if needed | **Things:** Dashboard overview, summary statistics, data filters  **Places:** Tableau workspace **People:** Data analysts, colleagues | **Things:** Interactive histogram, filter controls, hover tooltips **Places:** Scenario 2 visualization **People:** Team members for discussion | **Things:** Pie chart segments, legend, percentage displays **Places:** Scenario 3 visualization  **People:** Subject matter experts | **Things:** Grouped bar charts, multi-dimensional filters, drilldown options  **Places:** Scenario 4 visualization  **People:** Real estate professionals | **Things:** Multiple dashboard views, comparison tools, notes feature  **Places:** Integrated workspace **People:** Validation team members | **Things:** Export functions, reporting tools, presentation software  **Places:** Report generation area  **People:** Report reviewers | **Things:** Meeting rooms, presentation displays, strategic planning documents **Places:** Conference rooms, executive offices  **People:** Executives, decision makers | **Things:** Implementation tools, CRM systems, marketing  platforms  **Places:** Operational environments  **People:** Operations teams,  clients | **Things:** Performance dashboards, KPI tracking tools, comparison reports  **Places:** Monitoring systems  **People:** Performance analysts | **Things:** Updated datasets, new visualizations, feedback systems **Places:** Enhanced dashboard  **People:** Data team, end users | **Things:** Presentation materials, knowledge base, training resources  **Places:** Training rooms, documentation systems **People:** Colleagues, trainees, stakeholders |
| **Goals & Primary**  **Motivations each stepgoals at** | | Help me quickly access the housing market analysis system without technical barriers | Help me understand the scope and scale of the data I'm working with | Help me understand how renovations impact house prices and sales patterns | Help me see the relationship between house age and renovation decisions | Help me identify patterns between house features and age  distributions | Help me validate insights across multiple data perspectives | Help me transform data patterns into actionable business insights | Help me apply insights to create competitive advantages in the market | Help me successfully execute data-driven strategies | Help me measure the effectiveness of my data-driven decisions | Help me continuously improve analysis accuracy and relevance | Help me build organizational capability and knowledge around housing market analysis |
| **Positive**  **Moments** | **Enjoyable, productive experiences** | Clean, intuitive interface makes system access straightforward and professional | Comprehensive overview provides immediate confidence in data quality and scope | Clear visualization reveals surprising insights about renovation ROI that weren't obvious before | Pie chart effectively communicates age distribution patterns at a glance | Multi-dimensional analysis reveals complex relationships between house features and market trends | "Aha moments" when patterns  align across different visualizations, building confidence in insights | Satisfaction from transforming complex data into clear, actionable recommendations | Executive buy-in and appreciation for data-driven strategic recommendations | Successful implementation leads to improved market performance and competitive advantage | Validation that data-driven decisions outperform traditional approaches | Continuous learning cycle improves both analysis skills and business outcomes | Recognition for bringing valuable insights to the organization and industry |
| **Negative**  **Moments** | **Frustrating, confusing experiences** | Login issues or system slowness creates initial frustration and delays analysis | Overwhelming amount of data makes it difficult to know where to focus attention first | Complex histogram may be  difficult to interpret for users without strong data visualization experience | Pie chart segments may be too similar in size, making precise comparisons challenging | Information overload from multiple variables makes it hard to extract clear conclusions | Conflicting patterns between visualizations create uncertainty  about data reliability | Pressure to generate insights quickly may lead to oversimplified or incomplete analysis | Resistance from stakeholders who prefer traditional decisionmaking approaches | Implementation challenges when insights don't translate smoothly to operational reality | Market volatility makes it difficult to attribute performance to specific strategic changes | Analysis becomes stale quickly as market conditions change rapidly | Difficulty in scaling knowledge transfer across different skill levels within organization |
| **Areas of How might**  **Opportunity improve?we** | | How might we implement single sign-on and optimize system performance for faster access? | How might we create guided tours or progressive disclosure to help users navigate complex datasets? | How might we add interactive tutorials or interpretation guides for complex visualizations? | How might we use different chart types or add data labels to improve clarity of comparisons? | How might we create simplified summary views alongside detailed multi-variable analysis? | How might we build confidence indicators or data quality scores into visualizations? | How might we create automated insight generation to supplement human analysis? | How might we provide change management support and stakeholder education programs? | How might we create implementation playbooks and best practice guides? | How might we develop more sophisticated attribution models and control groups? | How might we implement realtime data updates and automated refresh schedules? | How might we create role-based training programs and mentorship systems? |

**Based on stakeholder interviews and analysis requirements from ABC Company Housing Market Analysis team**

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