







Customer Journey Map – Visualizing Housing Market Trends

Customer Journey Map – Housing Market Trends Dashboard

 Stage	 Experience	 Interactions	 Digital Touchpoints	 Goals & Motivations	 Opportunities to Improve
Logs in to view data	Wants a simple, quick overview of housing	Clicks through dashboard cards and graphs	Tableau Public interface, interactive dashboards	Quickly evaluate market performance	Improve load speed, add a guided intro or onboarding popupp
Explores KPIs	Clicks through dashboard pretx and KPIs	KPI cards and havers orer tooltips	KPI summary visuals (count, avezage, sum cards)	Bar charts, histograms, pie charts	Optimize filter resport to add story narration
Explores dashboards	Looks at average sale price, basern-ant arce, and record count	Interacts with KPI cards huvers over tooltips	Identify which features influence pricing	Ple chart (renovation status) Grouped bar (feature distribution)	Show before/after pricing or more feature overlays
Compars Renovation Data	Trys to export visuals or get a report for internal use	Looks for download/ share option	Show before/ after pricing or more feecture overlays	Tableau Public share/export/ download buttons	Provide quick export to PDF or ,csy Add snapshot annotat tion

The Customer Journey Map visually represents the end-to-end experience of a stakeholder interacting with the housing market trends dashboard. It is broken into six key stages, each capturing user behavior, expectations, tools used, motivations, and improvement areas:

1. Logs in to View Data

- Users, such as real estate analysts or marketing teams, log into Tableau Public expecting a simple, quick overview.
- They explore key housing trends using dashboards.
- Motivation: Gain clarity without technical complexity.
- Improvement: Add onboarding guidance or quick start instructions.

2. Explores KPIs

- Users interact with visual KPI cards showing sale price, basement area, and data volume.
- They hover over tooltips to get precise numbers.

- Motivation: Evaluate current market performance quickly.
- Opportunity: Add meaningful descriptions or tooltips for better context.

3. Views Dashboards

- Users dive into charts—histograms, pie charts, bar graphs—to analyze patterns, like renovation impact on pricing.
- They apply filters to explore insights based on bedroom, bathroom, or floor count.
- Motivation: Discover what features influence housing prices.
- Improvement: Enhance filter usability and add storytelling features.

4. Compares Renovation Data

- Users compare properties with and without renovation.
- They study visualizations like pie charts and grouped bar charts.
- Motivation: Determine renovation impact on property value.

5. Extracts Insights

- Users wish to export charts or reports for internal presentations.
- They use Tableau's sharing or download features.
- Motivation: Share findings to support marketing or pricing decisions.
- Improvement: Enable one-click export with annotation options.

6. Makes Decisions

- Users finalize insights and make data-driven decisions regarding pricing or investments.
- The visual story from dashboards supports their strategies.
- Motivation: Confidently act on trusted data.
- Opportunity: Integrate predictive models or smart alerts.

This journey highlights the stakeholder's need for accessible visual insights, intuitive tools, and streamlined features that enable fast and confident decision-making in the real estate domain.

