






Smartbridge Summer Internship Project

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Project Name	Housing Market Trends Analysis

Customer Journey Map

1. Introduction

The Customer Journey Map illustrates the typical experience of stakeholders engaging with the housing market dashboard created for ABC Company. It outlines each phase of their interaction, identifying expectations, experiences, challenges, and opportunities for improvement.

Customer Journey Map				
 Awareness	 Consideration	 Decision	 Purchase	 Retention
Identify lthallenges in understanding house prices and sales trends	Evaluate Tableau for data analytics	Select Tableau for project at ABC Company	Implement Tableau to analyze housing market trends	Leveraging insights to inform strategic decisions
Touchpoints	Market reports Website	Sales meetings Trial version	Onboarding Training	Tableau support Updates
Customer Thoughts	"What factors influence house prices?"	Confident Tableas meets our needs	We need to visualize sale prices, renova	Insights help us stay competitive?
Customer Feelings	"How can we optimize pricing strategies?"	Confident in choice	Let's optimize our decision-making	Appreciation for as solution
Opportunities	Provide resources on market trends and pricing fac-	Offer support-implementation Address any concerns	Determination to succeed	Continuing to offer value with updates and advanced featu-
Opportunities	Provide resources on market trends' relevant fea-	Assist incnme- pting effective visualizations	Detemination to succeed	Appreciation for autid sction

2. Journey Stages Overview

Stage	Description	Touchpoints	Emotions	Pain Points	Opportunities
Discovery	Stakeholders learn about the dashboard project and its objectives.	Project briefing, initial meeting, stakeholder interviews	Curiosity, anticipation	Lack of visual tools to understand housing data	Present the project scope clearly and show a prototype
Engagement	Users begin interacting with the early versions of Tableau visualizations.	Initial dashboard preview, live Tableau session	Interest, mild confusion (at early stage)	Limited interactivity or data clarity in early versions	Refine filters and layout, simplify labels
Exploration	Users explore data trends using dashboards and stories.	Dashboard walkthrough, filter usage, story points	Insightful, engaged	Desire for more localized/geospatial data	Add maps and more drill-down capabilities
Analysis & Decision-Making	Insights from the dashboard influence strategic decisions.	enhancements.	Sales strategy meetings, renovation planning	report	Confident, data-driven
Feedback & Improvement	Stakeholders provide feedback for future		Review sessions, project evaluation		Appreciative, future-focused

Need for
additional
real- time or
predictive
data

Connect
with live
database
s and
enhance
with
forecast
s

Desire for
broader
dashboard
scope

Iterate
with new
features
and
updates