1.Customer Journey Map

This map represents how a product strategist or analyst interacts with the iRevolution dashboard from need to insight.

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| Stage | Need | Action | Touchpoint | Pain Point | Opportunity |
| Discover | Wants to understand housing market trends | Searches housing data online, reads reports | Housing websites, market reports, raw datasets | Data scattered, difficult to understand trends | Provide a single, interactive Tableau dashboard entry point |
| Explore | Needs insights on house style, age, and renovation impact | Browses data visualizations and filters charts | Tableau dashboards, filters on web UI | Time-consuming to compare manually | Enable easy filtering and comparison in Tableau dashboards |
| Engage | Wants to compare different neighborhoods or house types | Uses charts, applies filters, and views summaries | Interactive dashboards, website embed | Lacks contextual narrative and guidance | Use story points with guided captions in Tableau story |
| Decide | Prepares to make buying or investment decision | Downloads reports, screenshots, shares insights | Dashboard exports, shared links | May still feel uncertain about final decision | Provide clear summarized insights and downloadable story-based report |