# Customer Journey Map

Project: Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

Scenario: A user visits the dashboard, uploads housing data or uses sample data, filters it, views insights, and possibly shares/export results.

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| Steps | Typical Experience | Interactions | Things (Digital Touchpoints) | Places | People | Goals & Motivations | Positive Moments | Negative Moments | Opportunities |
| Open Dashboard | User accesses the Tableau dashboard via a link or app | Clicks on shared/public dashboard or opens from Tableau Desktop | Tableau Public link / Desktop | Home / Office | User (solo) | Help me explore housing data easily | Simple interface is appealing | Slow loading or confusing visuals | Improve initial load speed and add tooltips |
| Upload or Use Sample Data | User uploads housing CSV or chooses demo data | Drag-drop or dropdown click | File Upload / Dataset Selector | Dashboard Screen | User | Help me use my own data or test it | Sample data is readily available | Upload errors or format mismatches | Add file format instructions and error prompts |
| Apply Filters | User selects year, bedrooms, price range etc. | Dropdowns, sliders, radio buttons | Filter Panel | Dashboard Screen | User | Help me narrow down to relevant info | Real-time filtering is responsive | Too many filters overwhelm | Group filters or use collapsible sections |
| View Visuals | User sees price trends, KPIs, pie charts | Scroll and hover to explore graphs | KPI Tiles, Pie Charts, Bar Graphs | Dashboard | User | Help me gain insights fast | Engaging visuals help tell the story | Some visuals may lack labels or clarity | Add legends, hover hints, and captions |
| Export or Share | User saves graph or shares link | Clicks export/download | Download buttons / Share URL | Browser | User | Help me save or share findings | Quick download access is handy | No watermark-free or branded export option | Allow watermark toggle or branded template |
| Exit | User closes dashboard or logs out | Browser close or logout | Web Browser or Tableau app | Anywhere | User | Help me come back to this state later | Clean exit, no bugs | Filters or session not saved | Add session memory or export view settings |