

Customer Journey Map

ABC Company

Analyzing housing data through Tableau to discover insights and trends.

Scenario: Analyzing housing data through Tableau to discover insights and trends								
Steps	Interactions	Things. What digitalized touchpoints or physical objects would they?	Places: Where are?	People: Who do we see/sort of?	Goals & motivations	Positive moments	Negative moments	Areas of opportunity
Entice	Learns about the dashboard from the marketing team or manager	Logs into Tableau and opens dashboard	Office or Remote Workstation	Marketing team Manager	Help me find a tool to explore housing market data	Curious to explore new data	Might not know where to begin	Provide onboarding video or help section
Enter (Access dashboard)	Logs into Tableau and opens dashboard	Browses charts, hovers over tooltips, changes filters	Browser	IT/Tech Support	Help me get in without hassle	Simple using filters and tooltips	Confused if access link is broken or expired	Auto-login or secure SSO setup
Explore (Analyze data)	Browses charts hovers over tooltips, changes filters	Notifies trends in renovated vs non-renovated houses, price patterns by features	Tableau Public / Desktop	Tableau Story view	Enjoys using filters and tooltips	Sees meaning for trends	Too many filters and cluttered UI	Simplify tabular group filters logically
Decide (Use insight)	Uses insight to make report or business	Uses insight to make report or business suggestion	Tableau Export Email Excel	Office or Reporting Interface	Sees meaningful trends	Confident in reporting insights	Charts take time to load with large data	Provide multiple export formats (PDF, Excel, PPT)
Extend (Share & review)	Shares feedback on dashboard usability	Help me find a tool to explore housing market data	Google Forms / Slack / Email	Meeting Room / Remote Tools	Appreciates being heard	Appreciates being heard and see updates happen	Feedback takes time to be reflected	Set regular feedback review cycles