User Persona

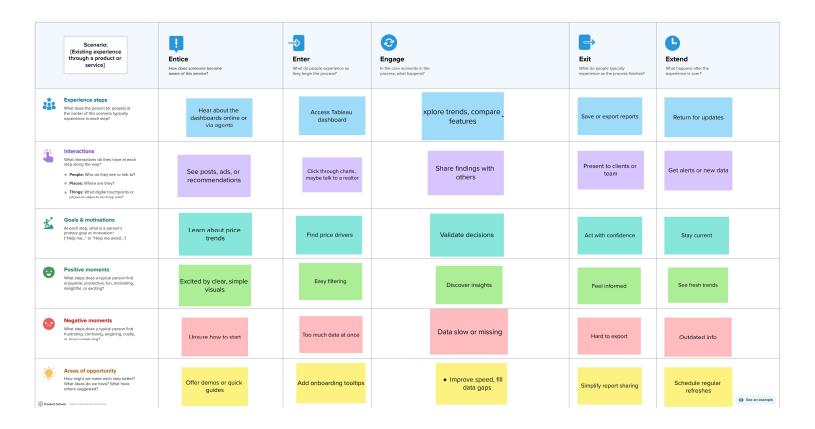
Name: Raj

Role: Real Estate Analyst at ABC Company

Goal: Understand patterns in house sales, renovations, and

structural features to support pricing strategy.

Customer Journey Map Structure



Stage	User Action	User Thoughts	Pain Points	Opportunities / Features
1. Discover	Opens Tableau dashboard	"Where do I begin with so many filters?"	Dashboard feels overwhelming without a starting point.	Create a simple, welcoming summary page (Scenario 1).
2. Navigate	Clicks through house feature filters	"How does house age affect features?"	Too many dimensions to view in one place.	Grouped bar charts by house age (Scenario 4).
3. Explore Insights	Filters by renovation status and bathrooms	"Are newer homes really offering more features?"	Hard to connect features with sale price over time.	Use visual cues like color/size for price tiers.
4. Analyze Trends	Reviews grouped bar charts of bathrooms/floors vs age	"Ah! Older homes mostly have 1-2 bathrooms."	Comparisons across charts are inconsistent.	Provide consistent legends and color schemes.

5.	Prepares report	"This will	Exporting	Add
Recommend	with visuals	help the	might need	export/summary
		team	manual work.	page buttons in
		suggest		Tableau.
		feature		
		upgrades."		

Key Features to Include (from this journey):

- Simple filters (renovation status, house age group).
- Interactive bar charts for bathrooms, bedrooms, floors.
- Consistent color-coding (e.g., for age bins).
- Export-ready dashboard view (summary slide/print).