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

Scenario: [Existing experience through a product or service]	Entice — How does someone become aware of this service?	Enter — What do people experience as they begin the process?	Engage — In the core moments in the process, what happens?	Exit — What do people typically experience as the process finishes?	Extend — What happens after the experience is over?
Experience steps — What does the person (or people) at the center of this scenario typically experience in each step?	Hear about the dashboards online or via agents	Access Tableau dashboard	xplore trends, compare features	Save or export reports	Return for updates
Interactions — What interactions do they have at each step along the way? **People:** Who do they see or talk to? **Places:** Where are they? **Things:** What digital touchpoints or physical objects do they use?	See posts, ads, or recommendations	Click through charts, maybe talk to a realtor	Share findings with others	Present to clients or team	Get alerts or new data
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Learn about price trends	Find price drivers	Validate decisions	Act with confidence	Stay current
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Excited by clear, simple visuals	Easy filtering	Discover insights	Feel informed	See fresh trends
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Unsure how to start	Too much data at once	Data slow or missing	Hard to export	Outdated info
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Offer demos or quick guides	Add onboarding tooltips	• Improve speed, fill data gaps	Simplify report sharing	Schedule regular refreshes

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See an example

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

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).