## FAIRPLANE ➤

# Interactive Housing Market **Dashboard**

SCENARIO

Exploring, analyzing, and visualizing housing market data using Tableau



### Entice

How does someone initially become aware of this process?



## **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



## Steps

typically experience?

# What does the person (or group)

What interactions do they have at

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or

After deciding to purchase the specific house

Direct interactions with the guide, and potentially other

with the guide, and potentially other group members

Experience the tour

Depending on the house participant and guide, tipping/cash may be involved

Often takes place at the same place where the group met the guide, but not always



experience is over?



## Interactions

each step along the way?

- physical objects would they use?

within the website iOS app, or Android app

iOS app, or Android app

start in a specific publi space (e.g. the area of a housee in a town square

The customer looks for the group or guide, ofte they come to visit a house

Railway station etc

with the guide, and potentially other group members

with the tour guide, wh will see their review

span across website, iOS app, or Android

If other users interact with this person, they will see these completed house also

## Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me leave the tour with good feelings and no awkwardness

window within the profile on the website, iOS app, or Android app

Help me see ways to enhance my new trip

## Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

exciting to see

It's reassuring to red reviews written by past travelers

purchase ("Here we go!")

People like looking back on their past houses



## **Negative moments**

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Trepidation about the purchase ("I hope this will be worth it!")



### Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

If you don't follow about the areas which Are vary their house location house prices to prices according to a specific website without having to

Could we A/B test different language to see what changes response rates?