Visualizing Housing Market Trends : An Analysis of sale and price prediction using Tableau	Steps	Interactions	Things Touchpoints/Objects)	Places	People	Positive Moments	Negative Moments	Areas of Opportunity	Goals & Motivations
Entice	A consumer or real estate analyst is informed via email or web link about an interactive dashboard on house market trends.	Click on email, link in article, or internal company portal.	Email, Tableau Public page, shared dashboard link.	Office, home, mobile.	Colleague, analyst team, supervisor.	Curiosity about data trends.	Not sure what the dashboard covers.	Add a clear title and purpose description.	Help me see useful data quickly.
Enter	They open the dashboard and scan the layout. May click on some filters or buttons.	Mouseover, click dropdowns, explore views.	Filters, dropdowns, buttons on dashboard.	Office desk, phone screen.	None directly, maybe technical support.	Clean layout with regional map catches interest.	Overwhelmed by too many filters at once.	Group filters by category, add guided pop-ups.	Help me know where to look first.
Engage	They begin filtering by year, state, region, and comparing charts.	Scroll, drill down, hover to view data details.	Interactive graphs, bar charts, maps, KPIs.	Same as above.	Possibly discussing with a teammate.	Seeing patterns like peak usage or lockdown impact.	Slow loading or unresponsive dashboard.	Optimize data source or reduce chart load.	Help me find insights without delays.
Exit	User decides to download insights or close the dashboard after viewing.	Use export/download or simply close browser tab.	Download as image, PDF, or share link.	Office/home computer.	None directly.	Easy export of charts.	Unsure how to save their filter state.	Add "Save current view" feature or guide.	Help me take this data into my report.
Extend	User returns later or recommends it to a colleague. Gets follow-up email or finds it bookmarked.	Bookmarking, sharing links, referencing previous filters.	Email reminder, dashboard history (if saved).	Anywhere with internet.	Supervisor, project team.	Sharing meaningful insights with others.	Loses the link or forgets how to reach key views.	Enable login-based custom views or history.	Help me come back to what mattered before.