

Requirement Analysis Phase

Customer journey Map

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| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID51430 |
| Project Name | Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau |
| Maximum Marks | 4 Marks |

Housing Trends Analysis Insights

| | AWARENESS | CONSIDERATION | EVALUATION | DECISION | PURCHASE |
|------------|--|---|--|--|--|
| OBJECTIVES | Research housing market trends | Explore different neighborhoods and properties | Analyze property values and market trends | Shortlist properties and schedule viewings | Make an offer and negotiate terms |
| NEEDS | Homebuyers need access to reliable and up-to-date information on housing market trends to make informed decisions. | They require user-friendly tools that allow for easy visualization and comparison of properties and market data | Buyers seek personalized recommendations based on their preferences and budget to narrow down their options effectively. | They need educational resources and support to navigate the complexities of the homebuying process confidently. | Homebuyers require transparency in transactions, including clear communication about costs and property histories. |
| FEELINGS | Homebuyers feel curious yet overwhelmed by the vast amount of information available about the housing market. | They experience excitement mixed with anxiety as they explore different neighborhoods and properties. | Buyers feel informed but anxious about making the right choice based on market trends and property values. | They experience a blend of confidence and stress as they shortlist properties and navigate negotiations. | Homebuyers feel nervous yet hopeful as they make offers and finalize the purchase of their new home. |
| BARRIERS | Homebuyers encounter information overload and conflicting data that make it difficult to discern reliable market insights. | They face challenges in finding trustworthy sources and relevant data to evaluate different neighborhoods and properties. | Buyers struggle with a lack of clarity on future market conditions, making it hard to assess property values accurately. | They experience pressure from competition and time constraints, which can lead to rushed decisions and increased stress. | Homebuyers confront complex paperwork and fear of overpaying, creating uncertainty during the negotiation process. |

LET'S END THE SESSION WITH ACTION ITEMS

| ACTION ITEM | POINT PERSON |
|--|--------------------------|
| Develop a centralized resource hub for market insights | Marketing Team |
| Create an intuitive property comparison tool | Product Development Team |
| Implement predictive analytics for property values | Data Analytics Team |
| Implement predictive analytics for property values | Real Estate Agents |