Customer Journey Map: Visualizing Housing Market Trends: An Analysis of Sale Prices and Features Using Tableau

Stage	Actions & Touchpoints	Experience & Emotions	Pain Points	Opportunities	Goals
Awareness	- Sees dashboard via social media, real estate newsletter, or Tableau Public - Reads project summary/title	Curious, Interested	Unsure if dashboard is relevant	Use clear, benefit-driven headlines and visuals	Attract interest, set expectations
Consideration	- Clicks link to access Tableau dashboard - Reads intro, explores navigation	Engaged, Cautious	Overwhelmed by options, unclear layout	Provide guided walkthrough, streamline navigation	Understand project scope and usability
Exploration	- Interacts with filters (location, price, features) - Examines charts (bar, line, bubble, etc.)	Excited, Inquisitive	Filters confusing, charts slow to load	Add example use cases, optimize performance	Find actionable insights
Decision	- Exports charts - Shares insights - Bookmarks or saves dashboard	Satisfied, Confident	Limited export/share, unclear formats	Offer multiple export/share formats, clear guides	Save/share findings for decision-making
Retention	- Subscribes for updates - Returns for new data - Leaves feedback	Loyal, Empowered	No updates, ignored feedback	Enable notifications, respond to feedback	Stay informed, contribute to improvement