Customer Journey Map

Scenario: [Existing experience through a product or service]	Entice — What makes the user want to try our product or service?	Enter — When the analyst starts using your dashboard.	Engage — When the analyst is exploring.	Exit — When the analyst finishes.	Extend — After using it.
Experience steps — What does the person (or people) at the center of this scenario typically experience in each step?	Learns about dashboard	Open the dashboard link.	Views each scenario chart.	Reviews insights, closes dashboard.	Shares insights with team.
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?	Reads announcement	Login to Tableau Public.	Clicks on filters, navigates between dashboards.	Notes findings for reporting.	Emails or presents findings.
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Understand housing sales	Wants to quickly get an overview of housing market trends.	Understand trends in sales price, renovation effect, age features.	Use insights for pricing decisions.	Improve company strategy.
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Excited to try	Easy access.	Clean charts, useful filters.	Clear data takeaway.	Team understands data.
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Unsure if it's useful.	Might be unsure where to start.	Overwhelmed with options.	Might miss saving a view.	Needs to explain too much.
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Add introduction	Add instructions or a welcome screen.	Add clear labels and legends.	Add "Export" option or summary notes.	Provide a story dashboard with guided narrative.