Customer Journey Map:-

Date	20 June 2025
Team ID	LTVIP2025TMID38975
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

SNO	Perspective	Discover	Explore & Compare	Analyse Insights	Decide &Act	Reflect &Reuse
1	Goals & Motivations	Help me find reliable, visual housing market data.	Help me find reliable, visual housing market data.	Help me find patterns, trends, and high-growth areas.	Help me make a confident buying or investment decision	Help me revisit and track areas I'm interested in
2	Actions/Interactions	Searching online for dashboards or price trend tools	Filtering by location, price, home size, time	Analyzing price heatmaps, comparing multiple neighborhoods	Exporting or saving visuals; shortlisting areas or properties	Returning to the dashboard, setting alerts, or exporting data
3	Touch Points	Google search, housing blogs, YouTube explainer videos	Tableau dashboard interface; dropdown filters, charts	Time-series graphs, regional comparison dashboards, scatter plots	Export/download buttons, note-taking tools, top-5 list feature	Email alerts, saved dashboards, revisit bookmarks
4	Positive Moments	Finding a well-designed dashboard or overview video	Easy comparison of two cities or house types	Discovering an undervalued area with rising prices	Feeling empowered to shortlist or pitch to investors	Seeing saved trends or confirming their prior assumptions
5	Pain Points	Overwhelmed by scattered or outdated data sources	Dashboard too complex for first-time users; too many filters	Charts hard to interpret; lack of clear insight summaries	Analysis paralysis: afraid of choosing the wrong area	No reminders or saved state; forced to redo filters
6	Opportunity's	Create a clean landing page with one-click access to visuals	Add presets like "Affordable cities" or "Top ROI areas"	Include narrative summaries: "This area grew 10% in last 6 months"	Build a recommendation engine or "Decision Helper" widget	Allow account login to save preferences; enable area tracking & alerts