## **CUSTOMER JOURNEY MAP**

	Entice	Enter	Engage	Explore	Analyze	Present	Share	Extend
What Does The Person Experience	Learns about housing datasets & Tableau's data capabilities	opens Tableau, imports housing datasets	Cleans, filters, and transforms data to prepare for visualization	Builds Initial charts bar, line, scatter plots for sale price, age of House, Location	Adds filters, parameters, and drill- down features for deeper analysis	Designs a dashboard with map, bar chart	Publishes deshboard to Tableau Public or exports as PDF	Applies learnings to another dataset
Interactions	Social media, blogs videos, peer discussions	Tableau Desktop or Public	Tableau Data pane, calculated fields	Drag-and-drop interface, Show me tool	Filters panel, dashboard interactivity	Layout tools, dashboard preview	Tableau Public, Email, Stack	New Project files
Things	Tableau landing pages, YouTube domos, Kagglo dotosets	Sample housing dataset, Tableau software	Filters, calculated fields, grouping tools	Marks, shelves, dimensions, and measures	Filters for year, location, house features	Text cards, KPIs, legend, tooltips	Share link, embed code, PDF file	External real estate data, Tableau reuse
Places	Home, Office	Home computer or lab	In Tableau workspace	Tableau interface	Tableau Dashboard editor	Tableau Dashboard area	Online Platforms	New Workspace
People	Data Analyst peers, mentors	Self-learning or instructor	Internal self-driven process	0	0	Stakeholders, classmates	Supervisor, classmates, users	Data teams, learning community
Goals & Motivations	Help me find the right tool to explore housing data	help me connect my data and start exploring it easily	Help me explore, clean, and transform data without errors	Help me visually understand sale price trends by features	Help me compare price patterns over time and regions	Help me present my findings in a clear and engaging way	Help me share my dashboard and get feedback	Help me apply this skill to other domains and grow my skills
Positive Moments	Discovering Tableau for easy visual analysis	Successful date import	Preview data transformation quickly	Seeing trends in visualization	Real-time interactivity with filters	Feeling of pride in finished deshboard	Viewers praise insights and visuals	Feeling skilled and independent
Negative Moments	Confusion on where to start with Tableau	Frustration if connection or formatting fails	Too many columns or dirt data	Choosing wrong chart type	Misleading data interpretation	Struggles with visual clutter or layout	Limited interaction on published dashboards	Lack of datasets or use cases
Areas of Opportunity	Provide beginner tutorials, ready- made dashboards	Offer auto- formatting or dataset templates	Suggest Al-powered data cleaning recommendations	Smart suggestions for charts, tooltips for interpretation	Offer pre-built insights or explainable Al-assisted analysis	Recommended best- practice layouts, downloadable templates	Embed feedback/ comment feature or usage analytics	Suggest similar datasets and project ideas